

### *Land Use, Open Space and Urban Design Assessment*

The goal of this assessment is to ultimately provide a framework from which future decisions regarding preservation, enhancement and improvement can be made within the Regent Street – South Campus planning area in addition to identifying certain neighborhood characteristics. Identification of these characteristics will also lead to a better understanding of the components that make up the neighborhoods within the planning area...the places that people identify with Regent Street and UW-Madison. Good or bad, these places include public streets, sidewalks, parking areas, schools, churches, libraries, shops outdoor gathering spaces, parks, plazas and various other destinations within the planning area. This particular assessment will take into consideration the conditions and relationships of these various places.

As a point of departure in discussing the assessment of the Regent Street – South Campus area land uses and open spaces, we will use Kevin Lynch's contents of city image and physical form. Lynch's book "The Image of The City" classifies the contents into five types of elements: paths, edges, districts, nodes and landmarks.

Lynch defines the five elements of physical form as follows:

Paths are the channels along which the observer customarily, occasionally, or potentially moves. Examples include streets, walkways, transit lines, canals and railroads.

Edges are the linear elements not used or considered as paths by the observer. They are the boundaries between two phases, linear breaks in continuity and include such things as shorelines, railroad cuts, edges of development walls, and building faces. Edges, for many people, are important organizing elements and play a role in defining and holding together generalized areas.

Districts are the medium-to-large sections of a city or planning area in which the observer mentally enters and are also recognizable as having some common, identifying character.

Nodes are points, the strategic spots in an area into which an observer can enter, and which are the intensive foci to and from which one is traveling. Examples may include junctions, places of a break in transportation, a crossing or convergence of paths, moments of shift from one structure to another. Nodes may also be a concentration of one particular use or physical character.

Landmarks are another type of point-reference, but in this case the observer does not enter within them, they are external. They are usually a rather simply defined physical object like a building, sign, store, or significant natural feature. They are frequently used clues of identity and even of structure, and seem to be increasingly relied upon as a journey becomes more and more familiar.

We can begin our analysis of land use and urban design within the planning boundaries with Lynch's first element of physical form, paths.

### Paths

#### A. Primary vehicle paths:

##### a. Regent Street

- i. Considerations of views, sense of enclosure, shelter, attractive buildings, unattractive buildings
  1. Enclosure is good in areas where buildings meet the street; lacking where parking dominates
  2. Street-level interaction associated with above assessment
- ii. Perceived safety
  1. Hostile environment for pedestrian movement
- iii. Interaction between building fronts and street
- iv. Opportunity for public or private open space in gap sites or in-between spaces
- v. Pedestrian friendliness
- vi. Connections to surrounding neighborhoods and public spaces
  1. Framework of neighborhood connections exists, but lacks definition (Propose "wrapping" of buildings, or some architectural element, around corners to better define transitions?)
- vii. Pedestrian crossings, traffic speeds, parking and deliveries
  1. Lack of visual cues along street for wayfinding
- viii. Service vehicle access and maintenance vehicle access (Alleys vs. at building fronts.)
- ix. Green streets opportunities (Street trees as according to typical City standards?)
- x. Traffic
  1. Need for calming and to what extent?
  2. Relationship of this path to web of public transportation

##### b. Park Street

- i. Building relationships between UW Administrative, UW Housing and private housing
- ii. Interaction between building fronts and street
- iii. Connections to surrounding neighborhoods and public spaces

##### c. Johnson Street

- i. Connections to surrounding areas and public spaces

##### d. Monroe Street

- i. Connections to surrounding areas and public spaces
- ii. Pedestrian crossings, traffic speeds

#### B. Secondary vehicle paths:

##### a. Dayton Street

- i. Perceived safety
- ii. Street life
  1. There is little street interaction with building fronts along this path.
  2. Street lighting is standard City street light (full-height, cobra head fixture.)
- iii. Relationship to web of public transportation

##### b. Randall Avenue

##### c. Orchard Street

##### d. Charter Street

##### e. Mills Street

##### f. Brooks Street

##### g. Relationship of all secondary paths to web of public transportation

##### h. Consideration of opportunity for "connected play" between neighborhoods, districts or land

uses

- i. All of the identified secondary paths act as north-south pedestrian/vehicle/bicycle connectors or links between the UW buildings and Regent Street
    - i. These streets could generally be observed as more transitional?
    - ii. Wide-variety / collection of student housing.
- C. Bicycle routes / paths:
- a. Converted rail line as major City-wide conduit to downtown
    - i. Relationship of this major route to the surrounding neighborhood and planning area
      1. Lack of clear identification of major bike and pedestrian route
      2. Need for clearer street crossings for safety
      3. Most areas of this path / trail system lack any elements to relate to the pedestrian level scale; Existing conditions include bike trail, vehicle parking lot directly adjacent to the trail and infrequently used building backs
      4. Opportunity to enhance pedestrian experience along this path
  - b. Mills Street
  - c. Dayton Street
  - d. University Avenue
  - e. Relationship of paths to different areas and availability of bike parking
- D. Future Transit
- a. Along existing rail line
  - b. Relationship to web of all public transportation
- E. Promenades / Major pedestrian circulation:
- a. East Campus Pedestrian Mall
    - i. Relationship to planning area and existing circulation paths and routes
      1. Opportunity for better interaction at the pedestrian level for relationship to the pedestrian mall
      2. Daunting underpass??
      3. Buildings at the start of the mall on the south end have little interaction with Murray Street or the pedestrian mall
      4. Considerations to pedestrian-scaled amenities should be explored
    - ii. Linkages / connections to landmarks within and outside of planning boundaries
- F. Unidentified paths that exist as opportunity:
- a. "Quiet Backs" – paths behind / linking buildings

Edges are the second component in analyzing the Regent Street – South Campus planning area. Real or perceived, these edges contain certain characteristics that will begin to shape and define future redevelopment within the area.

### Edges

- A. Adjacent Vilas Neighborhood (Outside of project boundary)
  - a. Public vs. private building edges
  - b. Building detail and characteristics
  - c. Subculture of boundary
  - d. Identifiable neighborhood characteristics
  - e. Neighborhood boundary and access
  - f. Lack of definition; Consideration of stronger building elements at corners to enhance

character of and define this edge?

- B. Adjacent Greenbush Neighborhood (Outside of project boundary)
  - a. Public vs. private building edges
  - b. Building detail and characteristics
  - c. Subculture of boundary
  - d. Identifiable neighborhood characteristics
  - e. Neighborhood boundary and access
- C. UW-Madison Campus Boundary
  - a. Perceived pedestrian safety along some edges
  - b. Relationship between building and street; Interaction with pedestrian
  - c. Subculture of boundary
  - d. Identifiable characteristics (Desirable or undesirable may be dependent on location.)
- D. Regent Street
  - a. Identification of gap sites in an otherwise continuous line of building frontages to assess the street's quality
  - b. Determine sense of enclosure (both existing and desired) created by buildings and street elements
  - c. Liveliness of street and interaction between building facades and street
  - d. Building detail and fronts:
    - i. Desirable and undesirable characteristics
  - e. Subculture of boundary or Regent Street edge
- E. Park Street
  - a. Identifiable neighborhood boundary
    - i. Characteristics as boundary
    - ii. Subculture of this neighborhood boundary
- F. Monroe Street
- G. Johnson Street
- H. Randall Avenue (North of Spring Street)

The third physical component used to identify and analyze the Regent Street – South Campus area are, again, the medium-to-large sections of a city or planning area in which the observer mentally enters and are also recognizable as having some common, identifying character.

### Districts

- A. Regent Street Neighborhood
  - a. Retail / Commercial Sub-District
    - i. Identification of valued buildings for protection / enhancement
    - ii. Identification of neighborhoods and desirable characteristics to preserve and enhance
    - iii. Desirable building characteristics, building forms and materials as future inspiration?
    - iv. General building scale
      - 1. Scale to be followed for new development?
    - v. Identifying characteristics of this district
    - vi. Public art
      - 1. Existing locations
      - 2. Possible opportunities for public art
    - vii. Reflection of past history in this district and desirability to build on any history.

- viii. Parks / Green Spaces
    - 1. Existing places
    - 2. Opportunities for creation or improvement
  - ix. Lighting
    - 1. Better lighting to improve public safety, highlight areas or attractive features
    - 2. Consistency of lighting
  - x. Signage
    - 1. Are there places where better signs are needed
    - 2. Is there a unifying theme that is desired to tie this district together visually
    - 3. What are current City standards or requirements?
  - xi. Names
    - 1. Visibility of street names and building / business names
    - 2. Desirability of name recognition
- b. Multi-Family Housing District Sub-District
- i. Identification of valued buildings for protection
  - ii. Desirable building characteristics, building forms and materials as future inspiration?
  - iii. General building scale
    - 1. Scale to be followed for new development?
  - iv. Identifying characteristics of this district
- B. UW-Madison South Campus (See UW-Master Plan for detail.)
- a. Identification of valued buildings for protection
  - b. Desirable building characteristics, building forms and materials as future inspiration? (As identified in UW-Madison Master Plan – 2005)
  - c. General building scale
    - i. Scale to be followed for new development?
  - d. Identifying characteristics of this district
  - e. Public art
    - i. Existing locations
    - ii. Possible opportunities for public art
  - f. Reflection of past history in this district and desirability to build on any history.
  - g. Parks / Green Spaces
    - i. Existing places
    - ii. Opportunities for creation or improvement
  - h. Lighting
    - i. Better lighting to improve public safety, highlight areas or attractive features
  - i. Signage
    - i. Are there places where better signs are needed
    - ii. Is there a unifying theme that is desired to tie this district together visually
    - iii. UW-Madison gateway signage locations identified in Master Plan?
    - iv. Coordinate efforts between City of Madison and UW to incorporate banners and other Campus identity components on street lights and any other locations.
  - j. Names
    - i. Visibility of street names and building / business names
    - ii. Desirability of name recognition
- C. Monroe Street Neighborhood as Adjacent District

Nodes

- A. Regent Street / Monroe Street Intersection
  - a. One to two-story transition area
  - b. Very open, transitional node; Lack of identification and wayfinding
  - c. Confusing network of streets; Opportunity for street realignment? (Past studies by City or UW and status to date?)
  - d. Heavy vehicle intersection; Identification and signing to mark this node will need to relate to traffic speeds and vehicle perspective
    - i. Building enclosure in this space as example of framing this node and off-setting the mass created by the UW-Field House
  - e. Triangle zone between Crazylegs, Monroe Street and Regent Street;
    - i. What is this space? Can it be used as area to enhance node identification?
- B. Regent Street / Randall Avenue Intersection
  - a. Defined on corners by The Regent apartments and three-story mixed-use building to the east of Randall Avenue
  - b. Southern two corners lack building definition at the street intersection
- C. Regent Street / Orchard Street Intersection
  - a. Building definition at the corners on the north side of Regent Street (One-story Taco John's and Two-story business with residential above.)
  - b. Lack of corner definition on south side of Regent Street with parking configurations
- D. Regent Street / Charter Street Intersection
  - a. Building definition at corner on NE corner with one-story business
  - b. NW and SW corner exist with some building setback and limited parking configurations
  - c. SE corner defined by larger parking area
- E. Regent Street / Mills Street Intersection
  - a. Identification as major / primary bicycle route and pedestrian route?
  - b. Need for better crossing at Regent Street
  - c. Lack of street activity and building interaction at NE corner despite the building sitting directly at the edge of sidewalk. (Dental office.)
  - d. Good building definition (two-story) at SW corner (Hong Kong Café), plus windows and awnings to enhance street life activity and pedestrian experience
  - e. SE corner is dominated by Davis Duehr signage and parking
  - f. NW corner is poorly defined by parking configurations for McDonald's
- F. Regent Street / Brooks Street Intersection
  - a. NW and SW corners with buildings to street, but lack of engaging the street life and pedestrian movement
  - b. NE corner is nicely defined with small, "urban" store front with good signage, despite constrained parking configuration right along Regent Street (Budget Bicycle Shop)
  - c. SE corner is dominated by parking for Meriter facilities
- G. Regent Street / Park Street Intersection
  - a. Current building density and character
  - b. Treatments of main gateway area
  - c. NW corner dwarfed by new UW-Welcome center at the NE corner of this intersection; NW corner is defined nicely by building on the Regent Street face, but lacks definition along Park Street with parking layout and configuration; Seemingly ineffective match for Park Street presence

- d. NE corner predominantly UW-Welcome Center with brick church building right at street edge along Park and Regent; There is no interaction between building face on either Regent Street or Park Street
  - e. SE and SW corners are primarily dominated by parking for Meriter facilities and UW Health
- H. Regent Street / West Washington Avenue Intersection (Outside of project boundary – Worthy of inclusion?)
- I. Proposed Transport 2020 Route Stop Locations
- a. Effectiveness in serving web of public transportation
  - b. Connections to public amenities and spaces – good or bad

Landmarks are our final element of physical form used to inventory, consider, and analyze the Regent Street – South Campus planning area. A single, identifying characteristic of a landmark is one that is unique or stands out from others. Buildings, public art, memorials, and public spaces are all examples of landmarks. Some destinations within the planning area and some just outside of the planning area have emerged as likely landmarks. These include:

### Landmarks

- A. Regent Street businesses or meeting places with which people identify:
  - a. Greenbush Tavern
  - b. Budget Bicycle shops
  - c. Auto-Repair shop
  - d. Big 10 Pub
  - e. The Regent (Housing)
- B. UW-Madison Welcome Center
- C. Union South
- D. Camp Randall Memorial Arch and drive as bicycle route
- E. Adjacent Landmarks outside of project boundary
  - a. Camp Randall Stadium
    - i. Relationship to planning area relative to vehicular and pedestrian circulation
  - b. Kohl Center
    - i. Relationship to planning area relative to vehicular and pedestrian circulation
  - c. Memorial Union Terrace
  - d. Meriter Hospitals
  - e. Henry Vilas Zoo / Vilas Park / Arboretum
  - f. Others?
    - i. Capitol
    - ii. Chazen Museum
    - iii. University Square development