

# REGENT STREET - SOUTH CAMPUS

## N e i g h b o r h o o d P l a n



Regent Street  
South Campus

*City of Madison, Wisconsin  
Adopted on: July 1, 2008  
Legislative File ID: 09234*



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The City of Madison, Wisconsin*

*Adopted by the Common Council on: July 1, 2008  
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City of Madison



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# Executive Summary



■ Regent Street-South Campus planning area.



■ Buildings near the Regent Street and Park Street intersection.



Regent Street  
South Campus

## Overview & Purpose

The Regent Street-South Campus Neighborhood Plan was developed to serve as a comprehensive guide to ensure that this important urban neighborhood continues to thrive well into the future. The neighborhood-- roughly bounded by Monroe Street/Randall Avenue on the west, West Johnson Street on the north, Murray Street/East Campus Mall on the east, and Regent Street on the south-- is often characterized as a place where the University of Wisconsin interfaces with the broader community. It is a place where students, business employees, and residents of different incomes, races, and backgrounds interact. The continual activity of the UW Campus and area medical institutions, adjacent established neighborhoods, and nearby amenities like the trails, lakes, restaurants, and the Vilas Zoo make this area an exciting place to live, work, and visit. Residents and visitors alike are drawn to the area's youthful energy, events, restaurants, businesses, and medical services. It is a neighborhood that has a unique vibrancy and diversity amongst Madison's neighborhoods.

The neighborhood's unique location within the city has generated renewed interest in it. Although it has seen few major changes in recent years, several development proposals have raised questions about the future of the neighborhood and how it will look and function. This Plan attempts to answer those questions.

## The Plan

This document was developed over the course of one year and incorporated multiple opportunities for community input, including large-scale public meetings, Steering Committee meetings, focus groups, surveys, and an interactive website. The planning process was guided by a Common Council appointed Steering Committee comprised of representatives of area businesses/property owners, neighborhoods, UW-Madison, area medical institutions, students, as well as alders.

The Plan is organized into the following chapters reflecting the format of the City's *Comprehensive Plan*: Land Use, Urban Design, Transportation, Housing, Economic Development, Parks and Open Space, Environmental, Historic and Cultural Resources, and Community Facilities & Infrastructure. Each of these sections provides an assessment of the existing conditions and recommendations for future improvement. Some highlights of these chapters are outlined below.

### Land Use

Land within the planning boundary is largely planned for University uses, multi-family housing, and mixed-use development. Land use recommendations include: providing additional housing density for the student population, providing a transition between the University on the north and the Vilas and Greenbush neighborhoods to the south, and taking



## Executive Summary



■ Camp Randall Stadium Gate.



■ Bikers on the Southwest Path.



advantage of the area's location and high traffic volumes when redeveloping properties. Major corridors in the area, like Regent Street, are planned for mixed-use development. Retail space in these areas can serve students, residents, employees, and commuters.

There are two categories of mixed-use designations specified in the Plan: "Neighborhood Mixed Use" for areas adjacent to single-family residential development, and the higher density "Community Mixed Use" district for areas more isolated from single-family residential. The Neighborhood Mixed Use designation is generally for retail, office, and residential activities that have more of a neighborhood focus, while Community Mixed Use can attract more users from a wider area. Both designations reflect the City's *Comprehensive Plan*.

In addition, there is a General Employment district located at the intersection of Park Street and Regent Street. This is envisioned as a mix of retail and office uses which support the surrounding University and hospital uses.

Finally, the Plan provides a bridge between recommendations in the City's *Comprehensive Plan* and the University's *Campus Master Plan* by providing additional detail to ensure a cohesive integration of uses, buildings, and amenities.

### Urban Design

This section and its recommendations primarily deal with the urban form and aesthetics of the physical environment. The plan recommends a variety of building heights distributed to reflect the desired character of individual sub-areas and appropriate transitions in scale and massing to adjacent development. Future building height recommendations are highest near existing tall buildings to the north and east of the planning area, and are held lower adjacent to residential areas to the south. In addition, recommendations for building design include the use of stepbacks of upper floors to maximize light and air in the public right-of-way, and to provide an engaging pedestrian-scaled façade on ground floors. Important corridors within the area have additional design guidelines to improve the pedestrian environment and promote a cohesive aesthetic environment.

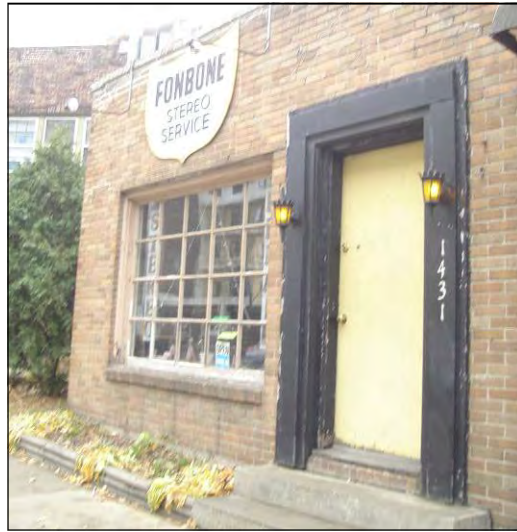
This section also contains recommendations for improvements to the public realm. These recommendations emphasize the comfort and safety of pedestrians and bicyclists in the area and promote non-motorized transportation modes. Streetscape recommendations are further emphasized on important pedestrian corridors, such as Regent Street and Orchard Street. These streetscape recommendations include wider pedestrian spaces with ample room for benches, street trees, vegetation, and other amenities.



## Executive Summary



■ Student apartments.



■ Local electronics store.



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### Transportation

Although several major thoroughfares pass through or are adjacent to the planning area, it is heavily reliant on alternate means of transportation including bicycles, buses, and walking. Primary traffic generators include University facilities, student housing areas, hospitals, and retail establishments. The Plan emphasizes enhanced connections to destinations within and outside of the neighborhood and promotes all forms of transportation. Specific recommendations include: additional bike lanes and routes, improved pedestrian crossings, better pedestrian facilities on busy corridors, and improving the aesthetics, safety, and comfort of pedestrians and bicyclists.

The transportation section also includes recommendations dealing with parking in the area. Most parking is currently provided on city streets, in small private lots, and in structured parking at hospital and University facilities in the surrounding area. The Plan calls for additional structured parking within the planning area to support the recommended increase in density and to support local businesses.

### Housing

The Plan attempts to reconcile the sometimes strained relationship between students and other neighborhood residents. Because of the University's proximity, there is a high concentration of student renters in homes

originally built for single-family occupancy in the Vilas and Greenbush neighborhoods. More owner-occupied units in the area would provide a year-round customer base for businesses, and a wider mix of units to better transition between student housing clusters and adjacent single-family neighborhoods. Some of the student population that currently lives south of Regent Street could be accommodated north of Regent Street, even closer to the University. Increasing housing within the area north of Regent would further support transformation of student housing in the surrounding neighborhoods of Vilas, Greenbush, and Regent to owner-occupied housing units.

### Economic Development

Economic development recommendations in this Plan focus on enhancing Regent Street as a viable commercial corridor with a unique niche of goods that is an asset to all groups living and working nearby. This may include goods to serve their daily living needs such as hardware, groceries, and other items. In addition, the lack of parking and the current street aesthetics make it difficult for businesses, such as restaurants or high-end retailers, to draw customers from outside the area. The Plan also discusses possible improvements to the business climate to make Regent Street more of an asset to existing and potential small local businesses.



## Executive Summary



■ A tree-lined residential street near the planning area.



■ Historic building in the planning area.



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### *Parks and Open Space*

There is little open or recreation space within the planning boundary. The Plan recommends improving the Southwest Path to provide open space for all types of users. "Sliver" areas which hold little value as development parcels along the path were identified, and could support the expansion of the corridor and possible locations for pocket parks. In addition, the University has plans for the creation of several new green spaces throughout the planning area. Those spaces are illustrated in the plan.

Finally, the subject area is located between several of the City's best recreational areas, parks, lakes, and the Henry Vilas Zoo. Recommendations in the Transportation and Urban Design chapters are intended to improve connectivity and access to these amenities.

### *Environmental, Historic & Cultural Resources*

Environmental resource recommendations include ideas to address issues of protecting the Lake Monona watershed, a water well, and encourage sustainable development in general. It is expected that all future development within the planning area will adhere to the highest environmental standards. Providing stormwater infiltration through features such as green roofs, permeable paving, and rain gardens can help reduce pollution and sediment build-up in Lake Monona. Unfortunately, the presence of a wellhead and the brownfield status of many of the properties (especially along Regent Street) may limit some of these opportunities. Further

study is required to determine the extent of the wellhead protection zone and potential infiltration measures. Goals for sustainable development have been identified in the Plan, including the potential for Leadership in Energy and Environmental Design (LEED) certification to allow height bonuses for certain developments.

Much of the planning area was once part of Madison's historic Greenbush Neighborhood and contains a rich tradition of diversity, institutions and architecture. Historical and cultural resources were identified and integrated into the Plan.

### *Community Facilities and Infrastructure*

The Regent Street-South Campus planning area contains several important community facilities, like the Neighborhood House Community Center, fire station #4, the campus police station, and several social support facilities. The Plan calls for continued support of these facilities and recognition of their importance to the local population.

The Plan also calls for the improvement of infrastructure in the area either through capital improvements budgeted and initiated by the City, or in association with private development. Key among these is enhancing pedestrian and bicycle safety and comfort through streetscaping and improving aesthetics— including burying overhead utility lines along Regent Street.



# SECTION I:

## Introduction



■ Budget Bicycle Center: 1230 Regent Street.



■ Mixed use commercial/residential development:  
1368 Regent Street.



The Regent Street – South Campus planning area consists of approximately 130 acres of land situated between the University of Wisconsin-Madison and several established, stable neighborhoods. It is close to downtown and several major institutions, such as Meriter and St. Mary's Hospitals. Thoroughfares bordering the neighborhood carry a combined 60,000 cars per day, providing exposure to many people who don't live in the immediate area. It is an important and visible part of the community.

In general terms, the planning area can be described as having two distinct, but closely interrelated sub-areas. The first is the Regent Street corridor which is an older, neighborhood-commercial district primarily comprised of businesses that serve the surrounding area; including a significant population of university students. Although the businesses appear to be successful, the physical nature of the corridor is reflecting its age, and there are several parcels along the corridor that have drawn recent redevelopment interest.

The second sub-area lies north of Regent Street and runs to the University of Wisconsin-Madison campus. It can be characterized as a transitional area between the neighborhood and the University, which includes a mix of land uses such as University buildings and facilities, and several student-oriented housing developments. Much of this area is also aging and offers numerous parcels that are ripe for redevelopment. In fact, recent interest in the

development of new student housing projects has been one of the key factors in increasing awareness of the need for a neighborhood plan.

Although this is the first Regent Street–South Campus Neighborhood Plan, the surrounding area has seen numerous other planning efforts. Several surrounding neighborhoods have or are in the process of creating neighborhood plans, and the University has recently completed a Campus Master Plan (which includes some of the land within this planning area). In addition, special corridor plans have been created for Monroe Street and Park Street, and generalized land use recommendations are included in the recently adopted *City of Madison Comprehensive Plan* (and in the *City's Master Plan* before that). Despite all these planning efforts, there has never been the level of specificity necessary to effectively guide the future of this area.



Map 1.1: Locational Map





## SECTION II:

### Planning Process

#### ► Public Involvement



■ Public meeting at the Neighborhood House Community Center.



Regent Street  
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#### PUBLIC INVOLVEMENT

The process for this Neighborhood Plan was designed to foster public involvement and investment in the vision, and it is hoped that by creating community input and buy-in, the Plan is more likely to be implemented in a cooperative and efficient manner. Below is an overview of the steps that were taken during the planning process between January and December 2007:

- *Regent Street-South Campus Neighborhood Plan Steering Committee:* This 19 member Committee appointed by the Mayor and confirmed by the Common Council, consisted of the following representatives: area alders, businesses, adjacent neighbors, area medical institutions, UW-Madison, and students. The Steering Committee met a total of 11 times to provide the process oversight, consider public input, and develop recommendations.
- *Large-Scale Public Meetings:* Four large-scale public meetings were held to gather input on topics such as land use, building heights, issues facing the area, and design guidelines.
- *Focus Groups:* Two rounds of focus groups were held with key stakeholder groups, including: business owners, adjoining neighborhood residents, developers and rental property owners, and students. These groups provided insight into issues facing the

area its assets, and perspectives on draft design guidelines and recommendations.

- *Business Survey:* A survey was distributed to all the businesses along Regent Street to understand their perspectives of the area as a business location.



## Planning Process



■ Community members participated in a Lego design exercise at the second large-scale public meeting.



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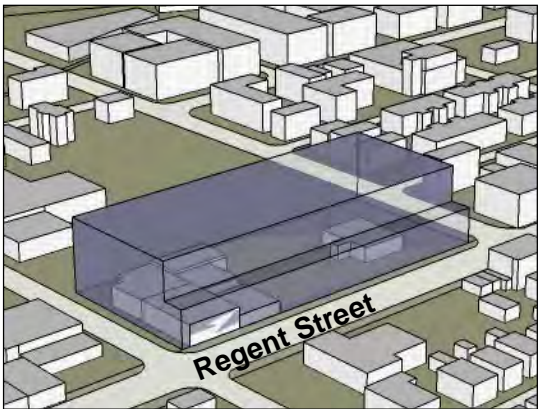
Event	Dates	General Topic
Steering Committee Meeting #1	January 29, 2007	Introductions, objectives, timeline and responsibilities.
Steering Committee Meeting #2	February 19, 2007	Assessment findings, approach for public meeting, focus groups.
Focus Group Round #1	March 14, 2007	Strengths and weaknesses of area from each stakeholder group's perspective.
Large-Scale Public Meeting #1	March 22, 2007	Overview of process and timeline, stations to gather input from attendees.
Steering Committee Meeting #3	April 16, 2007	Discuss public input, identify areas of consensus and disagreement between groups.
Large-Scale Public Meeting #2	May 2, 2007	Discuss assessment, primary issues and concerns, Lego exercise to gather input on future heights and massing.
Steering Committee Meeting #4	May 7, 2007	Discuss public meeting input, draft recommendations on heights and land uses, discuss 5 specialized districts.
Steering Committee Meeting #5	June 11, 2007	Discuss plan for public meeting.
Steering Committee Meeting #6	July 2, 2007	Discuss 3-D model and other visualization techniques, discuss approach for public meeting and focus groups.
Large-Scale Public Meeting #3	July 26, 2007	Show draft recommendations for heights, land uses, and specialized design districts. Gather feedback.
Steering Committee Meeting #7	July 30, 2007	Discuss public meeting input, approach for focus group meetings, approach for design guideline development.
Focus Group Round #2	August 29 & 30, 2007	Show draft recommendations for heights, land uses, and specialized design districts. Gather feedback.
Steering Committee Meeting #8	September 5, 2007	Discuss focus group input, business owner survey, draft design guidelines, timeline for plan completion.
Steering Committee Meeting #9	October 10, 2007	Discuss design guidelines and streetscape recommendations.
Steering Committee Meeting #10	October 22, 2007	Review draft plan, including options for Orchard Street travel lanes.
Large-Scale Public Meeting #4	November 12, 2007	Show draft plan, interactive stations to gather input on specific areas.
Steering Committee Meeting #11	November 28, 2007	Modify and approve plan.



DESIGN PROCESS



1] Public meeting participants use Legos and markers to assign land uses, densities, and building mass.



2] Public input was used to create basic massing models.



3] Full digital 3-D models were created for five distinct nodes within the RSSC Neighborhood. These models represented the initial design guidelines.



4] To provide further context for suggested building mass, images of existing buildings were placed in the streetscape of Regent Street to show potential future development.



5] The potential design guidelines were then expanded to the entire corridor using digital 3-D modeling software.





## SECTION III:

### Land Use

- ▶ Assessment of Existing Conditions
- ▶ Recommendations
  - ▶ Future Land Use Map



■ UW-Madison's Charter Street Heating and Cooling Plant.



Regent Street  
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### ASSESSMENT OF EXISTING CONDITIONS

#### Land Use

The location of the planning area lends itself to a diverse pattern of land uses. Much of the northern half of the area is owned by the University of Wisconsin, which uses the property for a wide variety of facilities such as: office buildings, residence halls, sports complexes and arenas, and classrooms. Map 3.1 on the following page displays the current land uses within the planning area.

One of the parcels owned by the University is occupied by the Charter Street Heating and Cooling Plant, which produces steam and chilled water for University use, as well as contributing up to 3,000 kWh of electricity to the electric grid. The plant was completed in 1959, and the boilers were originally purchased second-hand from a Michigan firm. Since that time the plant has been expanded three times – in 1965, 1966, and 1973 – and is currently more than twice as large as when it was originally constructed.<sup>1</sup> The plant, which predates much of the construction around it, is now at odds with the substantial number of residential uses bordering the UW campus; especially the medium-density student housing that has been built directly to the southeast.

Other areas of residential land uses in the northern half of the area include older, smaller student housing units north of the Southwest

Path and between Randall Avenue and Charter Street; mid- to high-rise student housing between the Southwest Path and Regent Street west of Charter Street; and single-family homes south of Regent Street. Residential structures north of Regent Street were generally built after 1960, while most residential structures south of Regent Street were constructed prior to 1930.

The southern part of the planning area, along the Regent Street corridor, is an important transition area between the University on the north, and the single-family neighborhoods to the south. With Camp Randall on the western end, and student housing distributed throughout the planning area, the Regent Street corridor has become a hub of small-scale service-oriented commercial uses. The retail and restaurants serve a mixture of students, neighborhood residents, and area employees. The student and University influence is strongest on the area's commercial sector with many of the bars and restaurants targeted to the student population. Except for a newer mixed-use structure on the corner of Regent Street and Randall Avenue, most of the other structures along the corridor are stand-alone structures that represent only one use per-parcel.

The eastern part of the planning area is bisected by an active railroad spur (owned by Wisconsin & Southern Railroad Company) that delivers coal to the Charter Street Heating and Cooling Plant. The western portion of this rail line, beginning at Spring Street and Charter Street, was converted to a multi-use trail in 2001 that successfully

1: <http://content.library.wisc.edu/hbuwil/image/3757.pdf>, accessed May 24, 2007.







## Land Use



■ Lack of maintained landscaping reduces the bike path's visual appeal .



■ Railroad spur that runs through the planning area.



Regent Street  
South Campus

accommodates pedestrian and bicycle movement through the area. In 2005 and 2006, construction of the trail was continued alongside the rail spur to connect the Southwest Path with the Lakeshore Path. This connection makes it possible to travel from beyond the Beltline on the far west side of Madison, through the Downtown, and either northeast on the Isthmus or southeast to the Capital City Trail. The path has proven extremely popular for commuters, students, and recreational users alike, and is an important compliment to the student-oriented land uses that line the path as it runs through south campus.

The southeastern section of the planning area is dominated by Meriter Hospital and the Davis Duehr Dean Health building. Meriter employs approximately 3,400 people, and is the state's 5th largest hospital.<sup>2</sup> As far as influence on the planning area, Meriter is second only to the University. The hospital brings thousands of employees, patients and visitors into the area every day, and could be a powerful force for redevelopment. The Davis Duehr Dean building to the west of Meriter is also healthcare-related; housing numerous eye care-related offices.

### Parking

A significant amount of land within the planning area is used for surface parking. There are three areas with particularly large concentrations of parking:

- The triangular piece of land across from Camp Randall Stadium, which is home to

Fire Station #4, the UW Police Department, the UW Credit Union, a bar, and a laundromat.

- The block bounded by Spring Street, Mills Street, Regent Street, and Charter Street that contains the UW's parking lots 50 and 51, a McDonald's, and one of the many Budget Bicycle buildings along Regent Street.
- The Meriter/Dean area on the south side of Regent Street and west of Park Street.

There are also many smaller parking lots scattered around the planning area, especially fronting Regent Street, and five parking structures either at or adjacent to Regent Street (see the Transportation section for more information). In general, the large expanses of surface parking prevent the creation of a unified street-level environment that would aid in transforming the neighborhood into a truly pedestrian-oriented area. However, the shortage of parking in the area and the money generated by UW football game-day activities and paid parking in these lots slows their development.

### Greenspace

Although the Southwest Path provides an opportunity for pedestrian and bicycle traffic, there is a current lack of open green space within the neighborhood. The only park in the immediate area is Edward Klief Park, which is two blocks south of Regent Street between Charter and Orchard Streets. In the surrounding area there is only Brittingham Park, which is a block to the east of the area, and Henry Vilas Park

2: <http://www.meriter.com/about/overview.htm> , accessed June 8, 2007



Map 3.2: Parks and Open Space



#### Key

- Existing Parks/ Open Space
- Future Parks/ Open Space
- RSSC Project Boundary

#### Existing Parks/ Open Space

1. Natatorium Rec. Fields
2. Allen Centennial Gardens
3. Lakeshore Path
4. Muir Woods
5. Bascom Hill
6. Library Mall
7. Botany Garden
8. Camp Randall Memorial Park
9. Southwest Path
10. Green Space
11. Klief Park
12. Brittingham Park
13. Vilas Park & Zoo

#### Future Parks/ Open Space

- A. Proposed Green Space (RSSC)
- B. Proposed Green Space (RSSC)
- C. Planned Green Space at Union South (UW)
- D. Planned Green Space (UW)
- E. Planned Green Space (UW)
- F. Planned Green Space (UW)
- G. Planned Green Space (UW)
- H. Planned East Campus Mall (UW)
- I. Planned Addition to Klief Park

and Zoo, which are about six blocks south of the planning area. The UW does have several small open spaces in and around the planning area including, Camp Randall Memorial Park, greenspace by the Kohl Center, and open spaces near the southeast residence halls. These areas provide students with some recreational opportunities.

#### Zoning

Many of the parcels in the planning area that have been recently developed or redeveloped were done so with a zoning designation of “Planned Unit Development” (PUD). This is a designation that municipalities utilize to accommodate more creative developments than would otherwise be allowed under standard zoning designations. Many of the parcels zoned as PUD within the neighborhood were to accommodate multi-family residential units that are now used for student housing. These developments, located primarily between Park Street and Mills Street, were developed at heights of two to four stories.

Located at the corner of Orchard Street and Regent Street is another cluster of PUD-zoned parcels. This block contains several multi-family residential structures, as well as a retail/ apartment mixed-use building at the corner of Regent and Randall Streets. With the nature of mixed-use development and the economics of land development, it is likely that future redevelopment will continue to occur through PUD zoning until the City’s Zoning Ordinance is





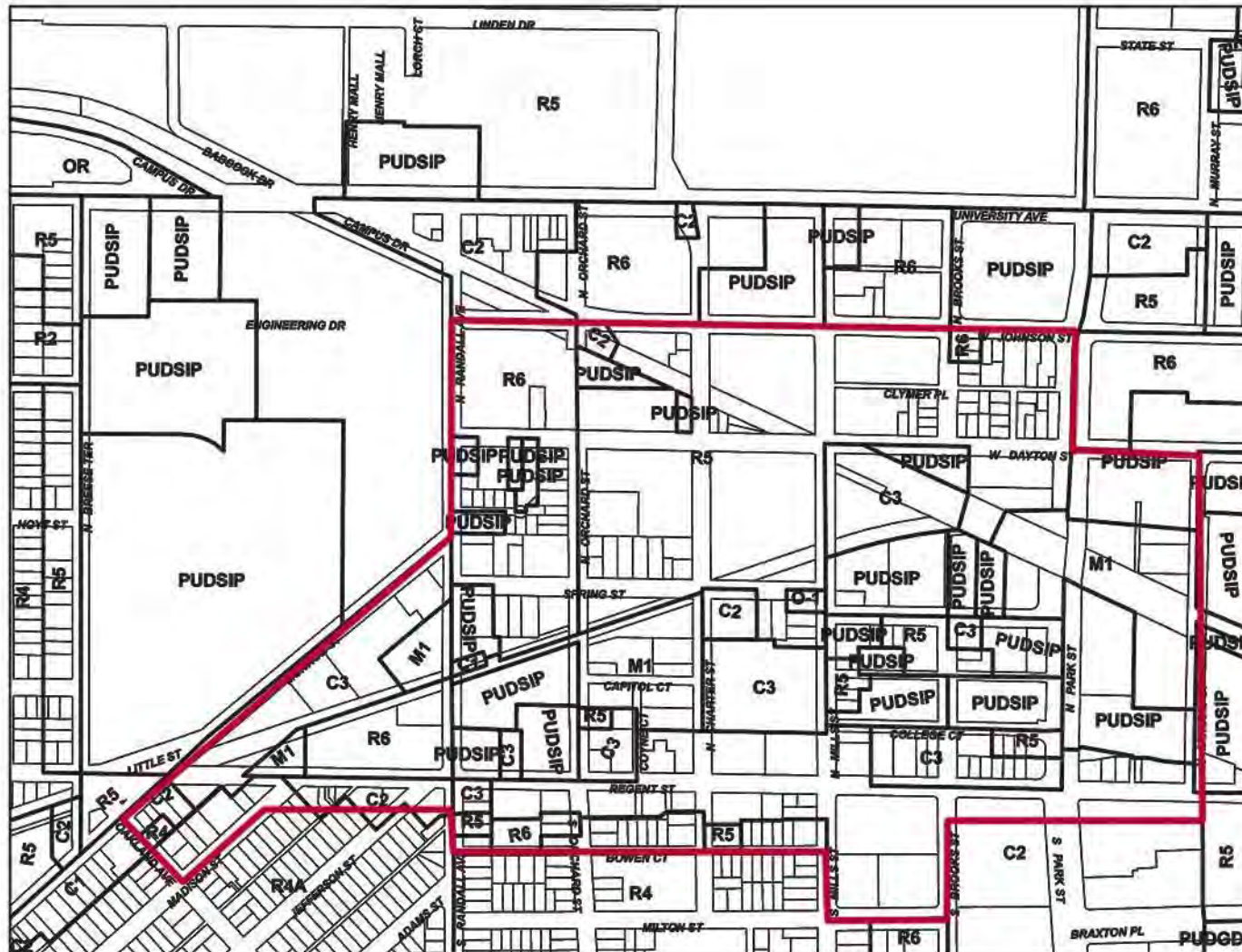
Map 3.3

## Existing Zoning

Regent Street  
South Campus  
August 2007

### KEY

C1	Limited Commercial
C2	General Commercial
C3	Highway Commercial
M1	Limited Manufacturing
O-1	Limited Office-Residence
PUDSIP	Planned Unit Development-Specific Implementation Plan
R4	General Residence
R4A	Limited General Residence
R5	General Residence
R6	General Residence
	RSSC Project Boundary



Data Source: City of Madison Dept. of  
Planning and Community &  
Economic Development





## Land Use



■ Example of typical Regent Street commercial development.



■ Example of a sports bar on Regent Street that attracts college students and visitors.



Regent Street  
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updated. PUDs can be beneficial because they provide more flexibility and require more public input than standard zoning. The City will soon be rewriting its Zoning Ordinance in hopes of better integrating the idea of mixed-use development into the code; rather than relying on PUD zoning.

Much of the residential land to the south of the planning area is zoned R-4 General Residence District, which was “established to stabilize and protect the essential characteristics of certain medium density residential areas normally located in the outlying as well as some inlying urban parts of the City, and to promote and encourage a suitable environment for family life where children are members of most families. Development in the R-4 General Residence District is limited primarily to certain residential and institutional uses, such as single-family, two-family and multiple-family dwellings, convalescent homes, and certain community and recreational facilities to serve residents of the district.”<sup>3</sup> Some portions of this area are also zoned R4A, which places greater emphasis on single-family and two-family dwellings.

Most of the commercial land along Regent Street is zoned C-2, General Commercial District, which was “established to accommodate the shopping needs of a much larger consumer population and area of residency than that served by the C-1 Limited Commercial District. Within this district, which is located in relative proximity to residential areas and to major thoroughfares, is permitted a wider range of uses than in the C-1

Limited Commercial District. Uses permitted in this district include not only the retailing of convenience goods and the furnishing of certain personal services, but also the retailing of durable and fashion goods and the furnishing of other types of services. Also permitted are all types of office uses.”<sup>4</sup>

### University of Wisconsin

Of the total 130 acres within the planning area, approximately 30 acres are owned by the University of Wisconsin. The University adopted a *Campus Master Plan* in 2005 that discusses the future development and redevelopment potential on campus and shows a large expansion of campus property inside the planning area. The University’s initiatives will greatly affect the physical nature of the neighborhood. The *Campus Master Plan* was reviewed as part of this assessment, and the findings of that review are included in Appendix I. Map 3.4 on page 3-7 shows the properties owned by the University. This neighborhood plan works cooperatively with the *Campus Master Plan* to ensure that plans for University-owned land are compatible with the neighborhood’s vision for the area.

### Tax Exempt Parcels

With the University owning much of the property within the planning area, there is a large percentage of parcels that are tax exempt. Besides the University’s land, any parks or municipally-owned parcels, properties owned by churches or schools, or those owned by the State are also tax exempt. Map 3.5 on page 3-8

3: City of Madison Zoning Code 28.08

4: City of Madison Zoning Code 28.09(3)



# Map 3.4 University Owned Property

Regent Street  
South Campus  
August 2007

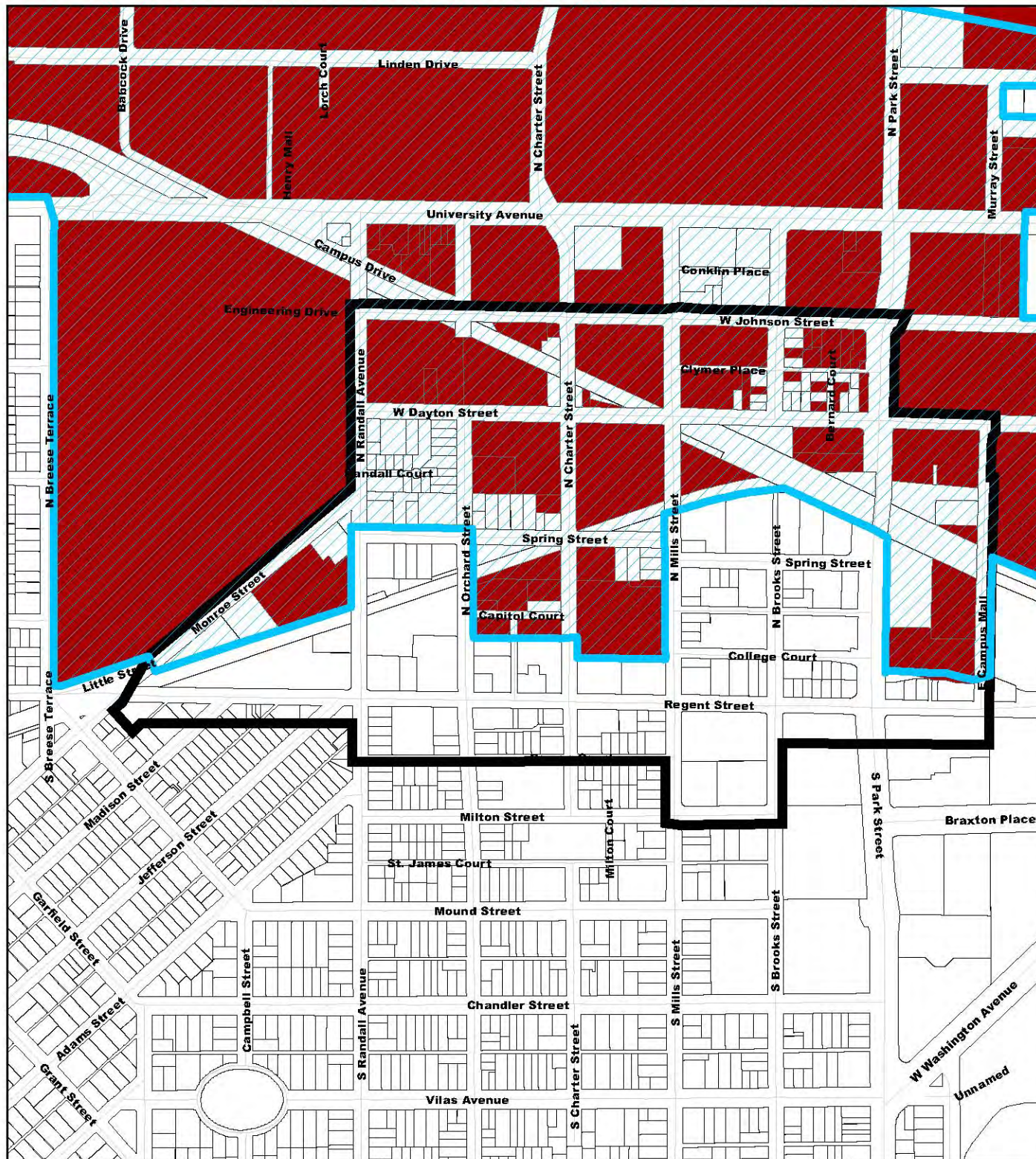
## University of Wisconsin Property

University of Wisconsin Owned Properties

2005 Campus Master Plan Boundary

## Planning Boundaries

Regent Street South Campus Planning Area Boundary



0 300 600 Feet

Data Source: City of Madison Assessor's Office



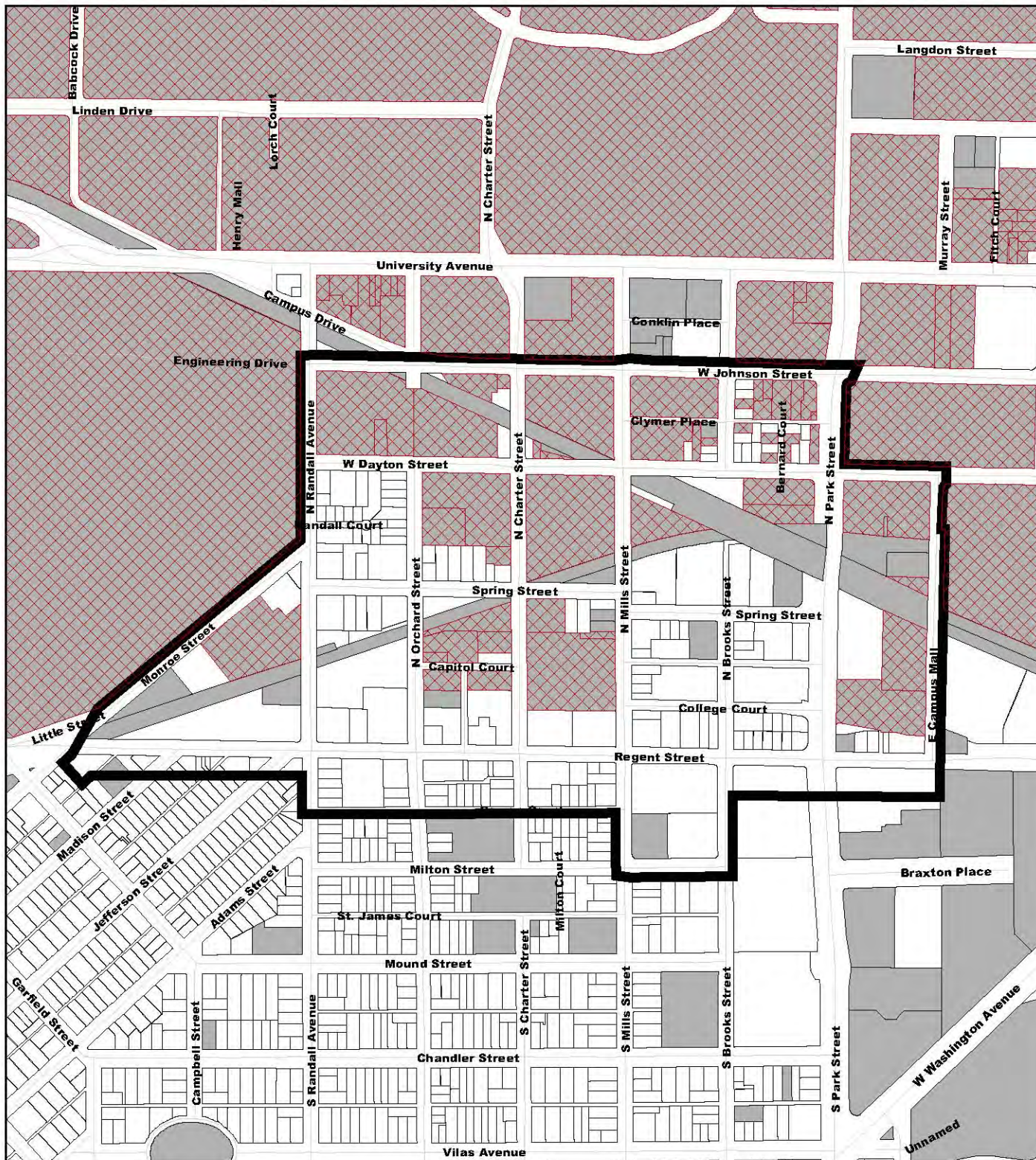
Regent Street  
South Campus

City of Madison



# Map 3.5 Tax Exempt Property

Regent Street  
South Campus  
August 2007



## Tax Exempt Parcels

- University of Wisconsin Parcels
- Parcels with No Assessed Value (2004-2006)

## Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

Data Source: City of Madison Assessor's Office

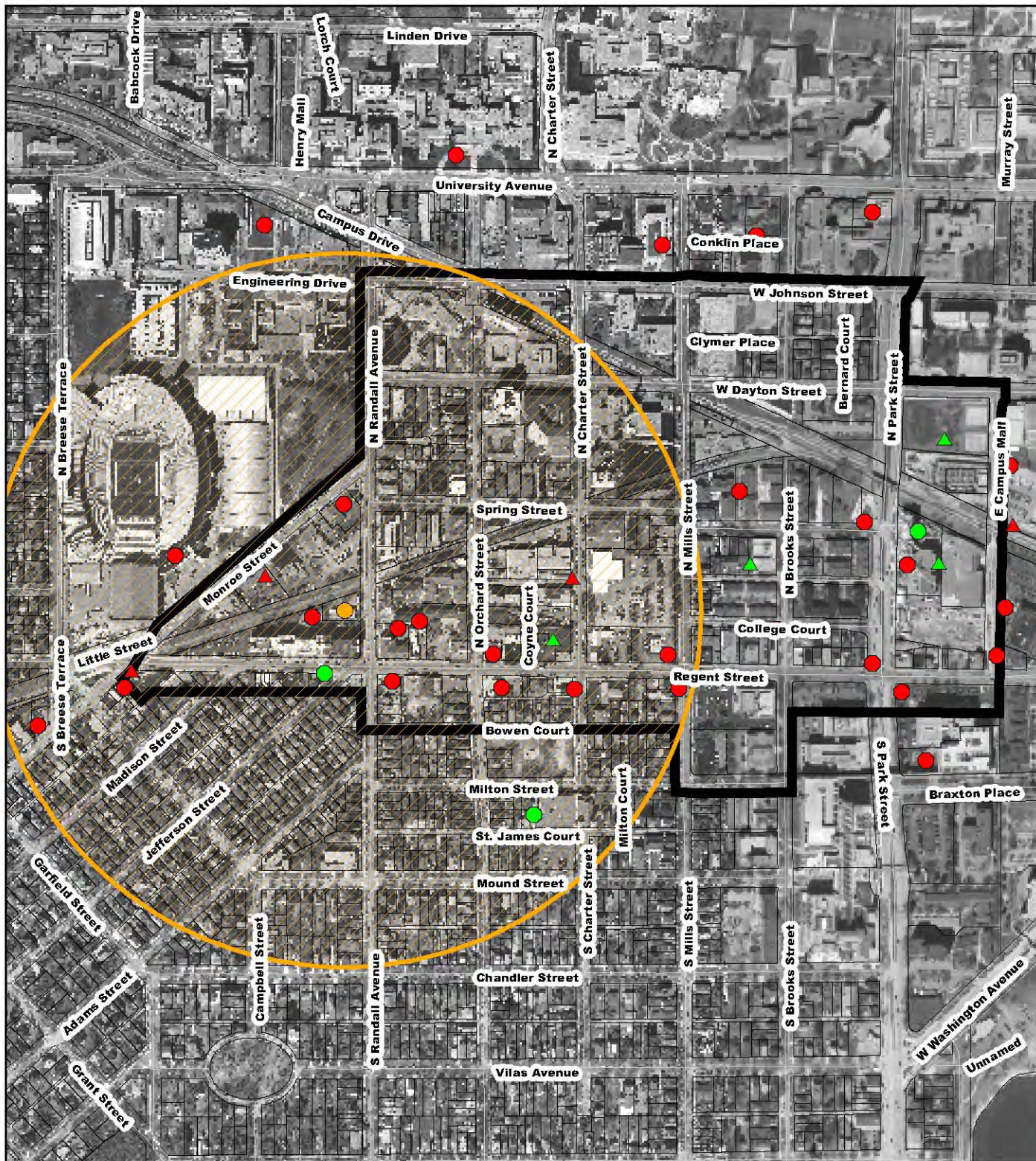


Regent Street  
South Campus



# Map 3.6 Brownfield Sites

Regent Street  
South Campus  
August 2007



## Brownfield Sites

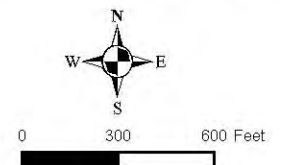
- ▲ Closed ERP (Environmental Repair)
- ▲ Open ERP (Environmental Repair)
- Closed LUST (Leaking Underground Storage Tank)
- Open LUST (Leaking Underground Storage Tank)

## Wellhead Protection

- Well Site
  - Wellhead Protection Area (1,500' radius from well)\*
- \*At the time this map was created, the actual wellhead protection area was yet to be determined by Madison Water Utility. Mapped area will serve as the interim wellhead protection area.

## Planning Boundaries

- Regent Street South Campus Planning Area Boundary



Data Source: Wisconsin Department of Natural Resources



Regent Street  
South Campus



represents the properties within and around the planning area that are tax exempt. It is important to identify those lands within the planning area that are tax exempt because they can have an impact on the various tools the City has available to instigate improvements within this neighborhood, such as tax increment financing (TIF).

### **Brownfields**

Brownfields are lands that contain abandoned or underused industrial or commercial facilities where expansion or redevelopment may be complicated by real or perceived environmental contamination. Developers can be hesitant to purchase a brownfield site because of the potential liability associated with owning a site that might be environmentally contaminated. Even properties that have undergone some sort of remediation can be difficult to sell or redevelop because of the stigma that remains after an environmental incident.

The Wisconsin Department of Natural Resources (DNR) is the primary State agency that deals with brownfields. The Department of Commerce also has jurisdiction of contaminated sites in some instances. The DNR's online Brownfields Remediation and Redevelopment Tracking System (BRRTS) is a database that lists brownfield sites throughout Wisconsin. The BRRTS site was queried to locate brownfield sites in and around the neighborhood. The BRRTS database listed 53 open, closed, and historic brownfield sites. Of the 53 sites, six are open, 12

are historic (cleanup completed prior to 1996, with no end date shown), and 35 are closed. Map 3.6 on page 3-9 shows some of the brownfields – not all were mapped due to unspecific or inadequate location descriptions; either the DNR or the Department of Commerce should be contacted to receive complete information on a brownfield site.

The map shows two different types of sites: ERP and LUST. ERP stands for "Environmental Repair," and "LUST" stands for "Leaking Underground Storage Tank." The DNR defines a LUST site as one that "has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. However, given time, petroleum contamination naturally breaks down in the environment (biodegradation). Some LUST sites may emit potentially explosive vapors." The DNR defines an ERP site as "sites other than LUSTs that have contaminated soil and/or groundwater. Examples include industrial spills (or dumping) that need long term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. The ERP module includes petroleum contamination from above-ground (but not from underground) storage tanks." Closed sites are where investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions. Open sites are in need of cleanup or have cleanup underway.







■ Example of mixed-use development in Milwaukee that is generally considered compatible with the future vision along Regent Street.



■ Example of mixed-use development in Chicago that is generally considered compatible with the future vision along Regent Street.



## LAND USE RECOMMENDATIONS

In order to foster a neighborhood that serves the needs of its residents, makes the best utilization of available land, and interacts well with the surrounding areas, proper consideration of land use is necessary. The proposed future land uses were chosen to foster a complete, cohesive and vibrant future. They also best fit the population living in the neighborhood and the substantial auto and pedestrian traffic that travels through the area.

Map 3.7 on page 3-14 designates the proposed land uses for future development within the neighborhood. Each of those proposed land uses were chosen by considering current uses and anticipating future needs. Below is a discussion of each proposed land use and the rationale for its inclusion in the neighborhood. All of the land use designations were taken from and are consistent with the *Madison Comprehensive Plan*.

### Campus

Much of the planning area is also included within the boundaries of the University of Wisconsin's 2005 *Campus Master Plan*. Although some of the proposed future land uses within this overlapping area fit within the City's land use designation framework (such as Community Mixed-Use and High-Density Residential), other areas are uniquely University-related. These areas are further defined within this plan as:

- *Academic/Research*: This district includes those buildings which house classrooms,

offices, other academic uses, and research facilities.

- *University Support Services*: This district includes physical support facilities needed to ensure the day-to-day operation of the University, such as the physical plant, heating and cooling plant, and electrical substations.
- *UW Student/Faculty Services*: This district includes uses that provide amenities to University students and staff. These are often gathering places, such as the Wisconsin Union, child care facilities, or recreational facilities such as the SERF (which is adjacent to the planning area).

Fourteen capital projects are identified in and adjacent to the neighborhood in the *Campus Master Plan*. A map identifying these projects is included in Appendix I. Within each individual project, the University intends to integrate planned open space to ensure a high-quality development that enhances the public realm. Consistent with previous development projects, these projects may include a variety of soft and hard-scapes and are intended to create spaces that provide a sense of place and identity throughout campus.

As part of the University's effort to enhance the pedestrian experience, there is the potential to incorporate ground-floor commercial and retail uses in some future large-scale development and redevelopment projects within the neighborhood. The incorporation of these uses would help to activate the sidewalk in areas with



close proximity to residential uses, particularly along Mills Street.

This plan addresses future land use, and it should be noted that there are parcels within the campus boundary that are privately owned. The land use recommendations in this plan should not be interpreted as discouraging the continuation and improvement of current uses on these parcels that are permitted under the existing zoning. However, rezoning requests to accommodate new uses not allowed under the existing zoning should be granted only when consistent with the recommendations of this plan.

### **General Commercial**

The areas identified as General Commercial were designated as such because of their location adjacent to the Park Street corridor and Meriter Hospital. This location has high traffic circulation and high visibility, and as a result, is the site that could best support a concentration of commercial and office establishments.

According to the City of Madison *Comprehensive Plan*, the General Commercial District “provides the City’s population with a range of goods and services, including certain business and professional offices that are appropriately located throughout the city.” In the context of the neighborhood plan, it is hoped that the General Commercial District can also incorporate necessary neighborhood serving uses for the adjacent residential areas. The *Comprehensive Plan* supports this idea when it clarifies that

“depending on their location, General Commercial districts may provide some supporting uses to adjacent neighborhoods, and an attractive interface and convenient pedestrian connections with adjacent residential areas should be provided to encourage this.”

### **Community & Neighborhood Mixed-Use Districts**

The heart of the neighborhood, the Regent Street Corridor, is identified on the Future Land Use Map as a Neighborhood Mixed-Use District. This was chosen to ensure the flexibility necessary to create an area that offers retail, entertainment, and residential uses. The mix of uses will be necessary to create the vibrancy and street level activity that will turn the Regent Street corridor into the anchor of the planning area. For the neighborhood, a focal point should be created by the street-facing parcels along Regent Street between Randall Avenue and Mills Street. These properties can focus on providing a cluster of community-serving retail, restaurants and entertainment, and creating the activity necessary to support the desired density of development.

According to the City of Madison *Comprehensive Plan*, the Community Mixed-Use District is intended for areas seeking “a relatively high-density mix of residential, retail, office, institutional and civic uses in a compact urban setting.” The *Comprehensive Plan* also states that “Community Mixed-Use areas should include at least one activity center focal point which is developed at relatively high densities and focused on a specific use or cluster of uses.”





### **High-Density Residential**

The Future Land Use Map identifies two pockets of high-density residential use. These areas were located in the neighborhood because of the future expansion of the University and the intended density along the Regent Street corridor. As the University expands to incorporate much of the area north of Regent Street, larger, high-density residential developments should be incorporated into the campus fabric to provide convenient housing for students. Also, because both pockets of high-density residential lie north of Regent Street, they should not intrude upon the single-family structures common in the area south of Regent Street. According to the City of Madison *Comprehensive Plan*, the high-density residential areas should be developed in a range between 41 and 60 units per acre.

### **Medium -Density Residential**

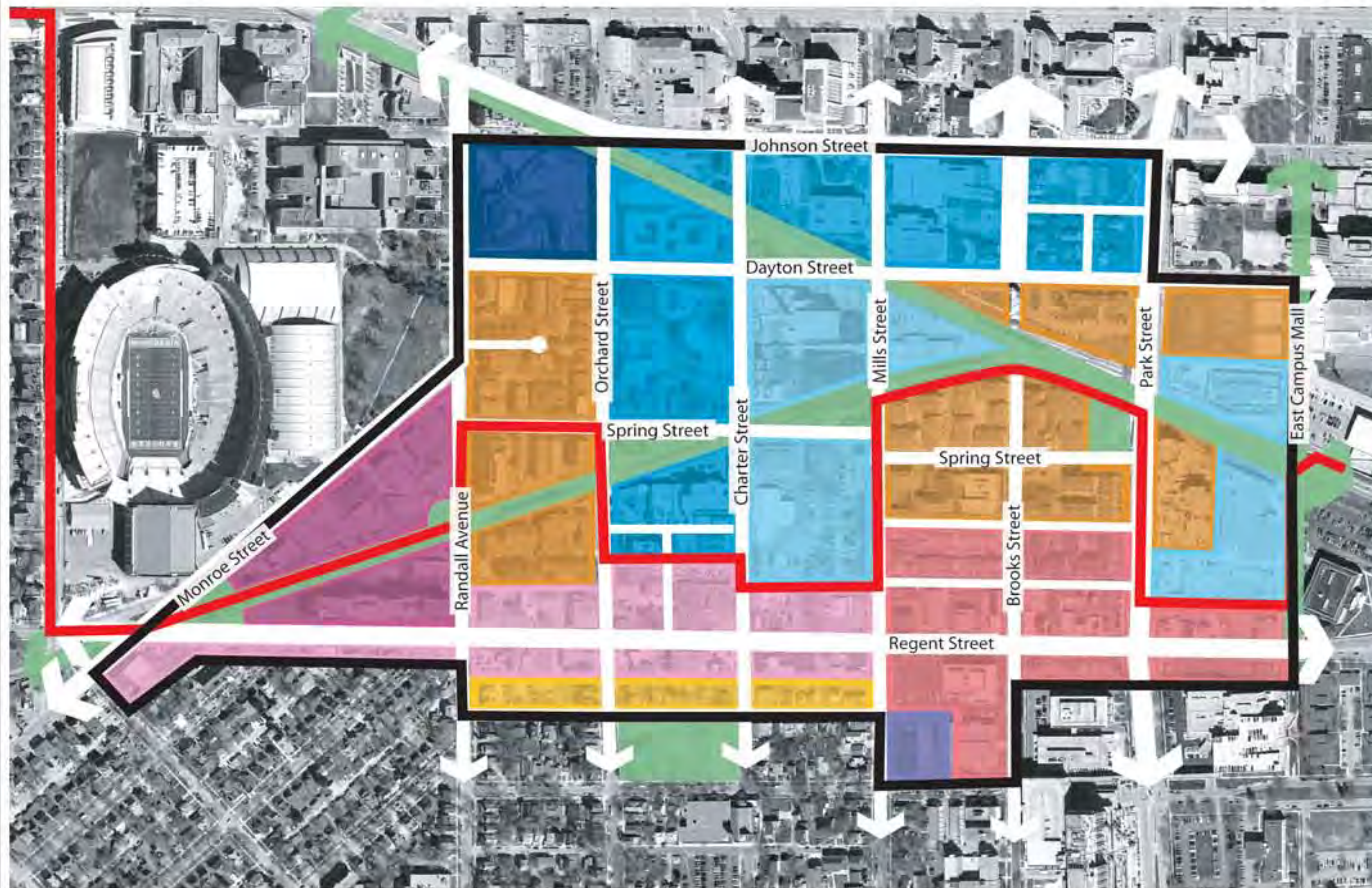
There is a single strip of medium-density residential identified as running from Randall Avenue to Mills Street just south of Regent Street. This area was chosen as medium-density in order to create a transition zone from the high-density Regent Street corridor to the single-family neighborhood south of Regent Street. As displayed on the Building Heights Map (page 4-13), this area is intended to be between three to four stories, which will provide both a buffer against the taller adjacent buildings, as well as soften the transition from high-density to single-family. According to the *Comprehensive Plan*, the medium-density residential area should be developed at range between 16-40 units per acre.





## Map 3.7: Future Land Use

Regent Street  
South Campus  
August 2007



### Key

#### Residential Districts

- Medium Density (16-40 unit)
- High Density (41-60 units/ac)

#### Mixed Use Districts

- Community Mixed-Use
- Neighborhood Mixed-Use

#### Commercial/ Employment Districts

- General Employment

#### Open Space-Ag Districts

- Park/ Open Space

#### Campus Districts

- Academic/ Research
- University Support Services
- UW Student/ Faculty Service
- Campus Boundary\*

#### Special Districts

- Community Facility

\* A mix of residential, commercial and University support services is envisioned for this area.

\*\* As shown on the 2005 Campus Master Plan

Data Source:  
City of Madison Department  
of Planning and Economic and Community Development





## RECOMMENDATIONS SUMMARY

**Goal:** *Facilitate the evolution of this area as a complete vibrant neighborhood that provides a seamless transition and a positive interface between the UW-Madison campus and the community.*

### **Recommendations:**

- Incorporate the land use recommendations of this plan in the next regularly-scheduled update of the *Comprehensive Plan's* Future Land Use Map.
- Rezoning requests to accommodate new development not allowed under the existing zoning should be granted only when they are consistent with the recommendations of this plan.

**Goal:** *Meet anticipated residential demand while being sensitive to the current single-family neighborhoods in the surrounding area.*

### **Recommendations:**

- Increase density of student housing to the north of Regent Street in order to take advantage of the area's convenient location relative to University buildings.
- Provide transition areas between the high-density, tall development north of Regent Street and the predominantly single-family neighborhoods south of Regent Street.

**Goal:** *Develop activity centers that take advantage of the neighborhood's location, as well as the high traffic volumes and high visibility associated with the Regent Street Corridor.*

### **Recommendations:**

- Designate parcels surrounding the Park Street/Regent Street node as general commercial, and focus commercial and office uses in that area.
- Promote mixed-use development along the north side of Regent Street in order to add street level vibrancy and a hub of activity within the neighborhood.





## SECTION IV:

### Urban Design

- ▶ Assessment of Existing Conditions
- ▶ Design Guidelines
  - ▶ Recommendations
- ▶ Streetscape Guidelines
  - ▶ Recommendations



■ Aerial photo of Regent Street looking east.



Regent Street  
South Campus

In order to create an understanding of urban form, and frame the implementation tools that can be used to enhance the planning area's aesthetic quality, this section begins with an assessment of the current urban form that is intended to provide a framework for understanding the important corridors, paths and nodes within the planning area. It then takes the framework presented in the assessment section and recommends corridors, paths and nodes that could be enhanced to create a more desirable and efficient urban form, and presents the implementation tools that can be used to achieve the enhancement of the planning area's urban form and aesthetic quality.

#### ASSESSMENT OF EXISTING CONDITIONS

In order to organize the discussion about the assessment of the Regent Street – South Campus neighborhood's built environment, Kevin Lynch's contents of city image and physical form are used. Lynch's book "The Image of The City" classifies the contents into five types of elements: paths, edges, districts, nodes and landmarks. The combination of these design features creates an area's urban form, and ultimately the strength of its sense of place. The following pages contain an inventory and assessment of these elements within the planning area.

#### Paths

Paths are the channels along which the observer customarily, occasionally, or potentially moves.

Examples include streets, walkways, transit lines, and railroads. Paths can be simple and one-dimensional like a bike path; or they may take on a room-like quality in the case of a well-formed urban corridor.

#### Primary Paths:

##### Regent Street Corridor / Monroe Street Corridor

The largest and most recognizable path in the planning area is the Regent Street commercial corridor. This commercial area runs between Park Street on the east end and Monroe Street on the west.

This corridor is a primary vehicular traffic route and carries much higher volumes of traffic (approximately 30,000 VPD) than any other path within the district. Much of the traffic is comprised of commuters who are passing through the area from residential neighborhoods to the west and south to reach destinations downtown. Due to Lake Wingra and Lake Mendota, east-west traffic is constricted to a limited number of streets in this area; Regent Street is one of them.

The Regent Street portion of the corridor lacks a general sense of enclosure and defined space which is important in creating a comfortable, dynamic environment. The way in which urban space is best created is by abutting structures to the sidewalk with attractive and somewhat uniform facades, and building to heights and densities that are in scale with the area's intensity of use. The Regent Street corridor has little uniformity in any element of urban





■ Example of the typical disconnected development along Regent Street.

design and is deficient in most of the above standards.

Only a handful of historic structures that have attractive facades and positive street orientations remain along Regent Street. Much of the corridor is now dominated by more modern buildings with facades that do not engage pedestrians, large setbacks from the roadway with parking in front, little or no street terrace, and concrete or wood building facades instead of the historic brick seen along the Monroe Street corridor - an area that is far more successful at creating an urban space because of its uniformity in setback, material and design. The Regent Street corridor lacks continuity in setbacks and building materials, and the visual clutter introduced by overhead utilities and billboards all add to the uninviting, auto-oriented environment. There are even a few purely auto-oriented uses, like a car dealership and car service shops, located along the street.

The characteristics of the built environment discussed above lead to a space that is hostile towards pedestrians. As mentioned previously, Regent Street acts as a primary through street for vehicles, yet it also functions as an important pedestrian connection for students traveling to campus and fans attending UW sporting events. For example, students who live south of the corridor must cross Regent Street to get to campus functions north of the corridor. Also, the area is used heavily by pedestrians traveling to and from Camp Randall and the Kohl Center.

This creates a need for safe crossing points and a pedestrian scale environment along the corridor. Again, because of the large setback, unattractive buildings and non-pedestrian oriented uses, the space fails to present an interesting and engaging pedestrian environment.

Finally, although the corridor is physically connected to the surrounding neighborhoods, visually it does little to transition a user between different areas, or offer a focal point near an area of interest. For example, Camp Randall is one of the most visually impressive and recognizable locations in the City. Yet the Regent Street corridor triangle, at Monroe Street and Randall Avenue, offers no increase in intensity or visual cue that a user is approaching the landmark stadium.

### Park Street

Park Street is a major regional transportation path for vehicles (approximately 26,000 VPD), with many entering the University and Downtown from the south. The section of Park Street adjacent to the planning area has seen recent infill development undertaken by the University and Meriter Hospital. Buildings are typically 7 to 12 stories in height, facades are modern, with large amounts of glass, steel, and colored concrete, and the buildings are set back further from the street than others in the planning area. Pedestrian and bicycle crossings on Park Street are aided by the grade-separated trail next to the railroad, signalized intersections, a median between the lanes of traffic and a bike lane north








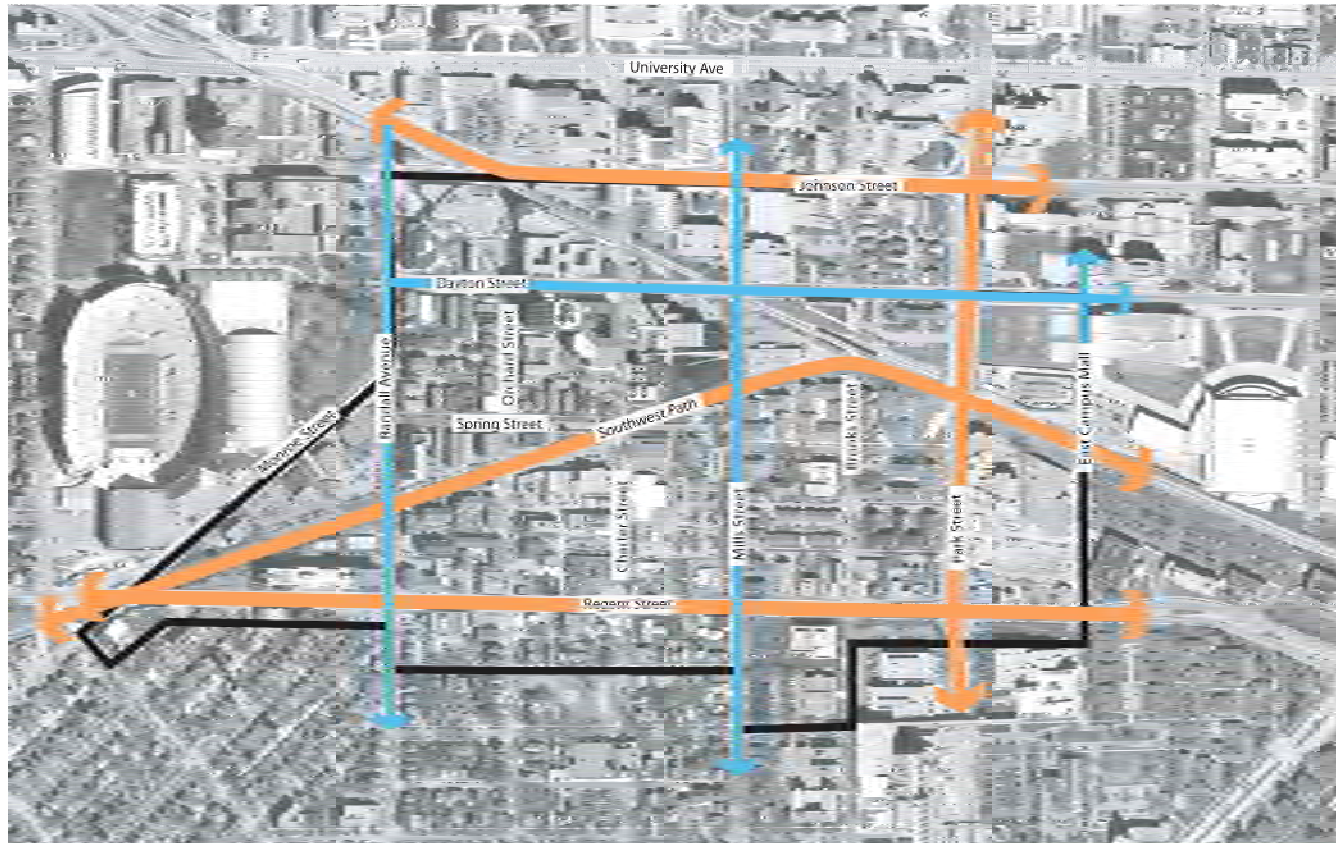
## Map 4.1

### Paths in the Planning Area

Regent Street  
South Campus  
August 2007

#### KEY

-  Primary Path
-  Secondary Path
-  RSSC Project Boundary



Regent Street  
South Campus



4 - 3

City of Madison





■ Example of sparsely landscaped Southwest Path.



■ Example of the unattractive environment abutting the Southwest Path.



of Regent Street. However, south of Regent Street, due to the primarily medical and administrative uses that do not require pedestrian access and the thoroughfare nature of the street, the buildings do not create a positive pedestrian or bicyclist atmosphere. There are opportunities for further infill and redevelopment along this path that would have a significant impact on the planning area.

### Johnson Street

Johnson Street is designed with a focus on vehicular traffic – pedestrians and bicyclists have more facilities to travel east-west on University Avenue to the north, or Dayton Street to the south. The most important accommodation for pedestrians and bicyclists on this route are the numerous intersections along the street that allow them to cross the street safely and efficiently.

From a design standpoint, Johnson Street is very urban. Most blocks are dominated by University buildings between 5 and 10 stories in height which are usually well oriented towards the street. Many of these buildings are recent additions to the University with modern facades that make use of glass and steel. Further infill development by the University is expected to continue along this path. Like Regent Street, the corridor lacks street trees, which were not included in the street's recent reconstruction.

### Southwest Path

The converted rail line that runs east-west through the corridor has become an important local and regional bike route, and is a popular pedestrian route during sporting events at Camp Randall or the Kohl Center. The “missing link” of this trail was finally completed in the summer of 2006, and it is now possible to travel from the Lakeshore Path through the planning area and southwest past the Beltline. Travel along the path through the planning area is relatively uninterrupted because it crosses several streets which have light traffic. Visibility is good at most crossings, and the intersection with Park Street is grade separated.

The only shortcoming of the path is its visual environment. Through much of the planning area the path is abutted by the back entrances of buildings, their respective dumpsters, and other items normally hidden from view. This not only is unattractive, but it also makes the path far less safe, especially at night. Therefore, consideration should be given to improving the aesthetics and safety of the route.

### **Secondary Paths:**

#### Dayton Street

Dayton Street is an important east-west route, especially for bicyclists and pedestrians in the area. The façades along the street are not uniform, nor are the buildings oriented toward the street. However, Dayton Street is still an efficient and relatively safe route for pedestrians





■ Well known pedestrian connection west of Randall Avenue.



■ Frequently used greenspace near the SHELL.



and bicyclists traveling through the planning area. There is the potential for significant infill along the street in order to increase the intensity of use and provide a transition from the high density Johnson Street corridor.

### Randall Avenue

The Randall Avenue / Monroe Street path has high traffic vehicular and pedestrian volumes, especially when events are taking place at Camp Randall or on Monroe Street. The path connects two important nodes: the Regent Street / Monroe Street intersection and the Johnson Street / Randall Avenue intersection. The buildings along the corridor are often not oriented towards the street, but recent infill on the east side of Randall has begun to change the built environment. The construction of the new Union South should go further in enhancing the area's visual and pedestrian environment.

Pedestrian access along the western edge of the street is excellent because of the pathways that run through the greenspace adjacent to the Camp Randall Sports Center (the Shell), and the interior connections amongst the adjacent engineering campus. The area also offers access points to the Southwest Path. However, once pedestrians cross the Randall Avenue/Monroe Street intersection the pedestrian infrastructure deteriorates, and the safety and efficiency of crossing Regent Street are limited.

### Mills Street

Mills Street is an important north-south corridor for pedestrians and bicyclists in the area. This street is in the heart of the student living area and connects Regent Street to University Avenue. The corridor has lower vehicle traffic and ample room for pedestrian accommodations. Improving lighting and safety may boost pedestrian and bicycle use. Currently the street is abutted by large parking lots and the fenced off Charter Street Heating and Cooling Plant. Therefore, there is potential for additional infill development, which, if it is oriented toward the street, could make this an even more important and successful pedestrian corridor.

### Other Paths

Almost all segments of the street grid are highly utilized in this area because of the high density of student living facilities, the scattered nature of commercial development to the south along Regent Street, and the University of Wisconsin facilities to the north. There are many nodes of activity and traffic generators so pedestrian movements and safety are especially important on every path throughout this district.

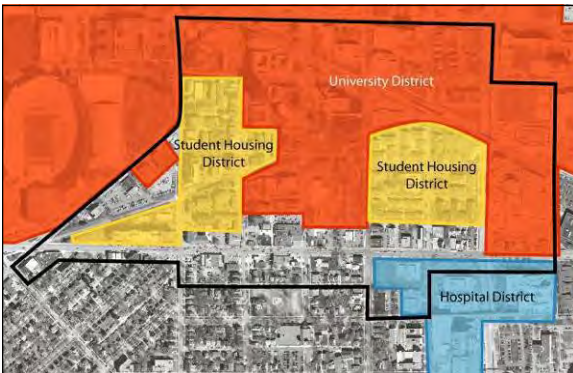
### **Districts**

Districts are the medium-to-large sections of a city or planning area conceived of as having two-dimensional extents, which the observer mentally enters "inside of," and which are recognizable as having some common, identifying character.





■ Typical student housing development north of Regent Street.



■ Districts within the planning area.



Regent Street  
South Campus

### University of Wisconsin

The northern section of the planning area is identifiable as the University of Wisconsin. This is an area of recent expansion for the University and more infill development and expansion is expected within the planning area. The buildings, designs, colors and materials hold this area together as a unified district. Heights are typically 5 to 10 stories for the newer university facilities, many of which are constructed using steel, glass and colored concrete. Many also have prominent street side entrances to encourage pedestrian access. The older University buildings within the planning area, most constructed in the 1960s and 70s, are often made of tan brick and have less pedestrian appeal due to their blank façades and small entrances. Underground parking facilities are present in some of the newer buildings, but overall accommodations for vehicles are sparse in this district and walking and biking are encouraged.

### Hospital District

The area south of Regent Street on both sides of Park Street can be viewed as a hospital and healthcare services district. Davis Duehr Dean, Meriter Hospital and UW Health facilities dominate the area. Facades are modern and the newer facilities have been built with heights of 7 to 12 stories. Structured parking ramps accommodate efficient vehicle access for these facilities and allow higher densities. Buildings in this district draw a high volume of traffic and visitors from the greater region.

### Student Living Areas

Outside of the University district, the largest district in the planning area is the off-campus student living area. This is dominated by newer 3 to 5 story multifamily buildings north of Regent Street, and converted single-family homes south of Regent Street. These areas have a high population density, which is evident by the number of vehicles and bicycles present at almost any time of the day. This area is filled with street activity when school is in session, and even more so during sporting events. Due to the heavy reliance on bicycle and pedestrian travel, alternative transportation infrastructure is important to the residents of this area. The boundary between this district and the largely owner-occupied single-family area to the south is not clear and is continually changing.

### Edges

Edges are the linear elements not used or considered as paths by the observer. Real or perceived, these edges contain certain characteristics that will begin to shape and define future redevelopment within the area.

Edges are often the boundaries between two neighborhoods or linear breaks in continuity. They include such things as 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. In the planning area edges that are especially important are those that separate the different functional districts.





■ Perceived edges in the planning area.



■ Student housing adjacent to University facilities north of the planning area.



Regent Street  
South Campus

### University of Wisconsin / Student Living Areas

The edge between the University of Wisconsin's South Campus and the concentration of student housing in the planning area exists around Dayton Street. However, because the University continues to expand and acquire more land, the edge is difficult to distinguish and will continue to change through the coming years. Unlike some edges, it is not necessary for the transition point between the campus and student housing to be distinct. The students would most likely welcome a convenient and attractive integration of the campus into their living space.

### Student Residential Areas / Non-Student Residential Areas

A very important edge is the one that separates student residential areas from non-student residential areas. As one travels south of Regent Street the converted single family homes, now used as student apartments, transition into the well maintained single-family residences of the Vilas and Greenbush neighborhoods. South of Regent Street the edge is not firmly defined and student housing continues to creep into these areas. Along Monroe Street most of the student housing is clustered immediately adjacent to the commercial uses providing a more identifiable edge between student and non-student housing.

### Residential / Retail

Another poorly defined edge in the area is the transition from retail to residential south of Regent Street. On some blocks, there are single-family residential homes on part of one side of

the block, and retail uses or parking lots on the rest of the block. Often this transition happens mid-block, with the backs of retail buildings and the associated storage and trash areas interfacing with residential back yards. Single-family residential and retail are not typically compatible land uses, so there should be a distinct edge between them. This will help make the distinction between public and private clear to pedestrians and thus avoid conflict.

### Park Street

Park Street is an identifiable edge transitioning from a more heavily residential setting to the west to a more urban environment to the east. On Dayton Street and Regent Street east of Park Street the setbacks are often larger, the buildings are a higher, fewer residential uses are visible (except for a small pocket on E. Dayton Street), and there is less orientation toward the pedestrian. This area acts as an entrance to the urban Downtown core.

### **Nodes**

Nodes are comfortable, mixed use, pedestrian and transit-oriented local areas that include places to live, places to work, and places to shop and obtain services. Examples may include junctions, 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.



## Urban Design



■ The Kohl Center.  
Photo: UW Campus Photo Library

### Regent Street / Park Street Intersection

This node is the intersection of two important vehicular pathways. Three sides of the node have similar design characteristics. Heights are 7 to 10 stories, buildings are set back further from Park and Regent Streets, and architecture is largely modern. The buildings are mostly oriented inward with adequate parking to accommodate the users, who generally travel to this node by vehicle.

While large, modern buildings dominate the character of this node, there are important exceptions to the north of Regent Street on both sides of Park Street. These buildings are one to two stories in height, are oriented toward the street and pedestrian spaces, and display the historic character of the original neighborhood.

This node also marks the entrance to the University for travelers entering from the south.

### Regent Street / Monroe Street Intersection

This node is the intersection of two important vehicle and pedestrian paths as well as the bike trail. Besides the Field House, there is little building mass on the intersection, which is surrounded primarily by un-programmed open space. The complicated intersection makes crossing through the area difficult, especially for bikes and pedestrians. This node also signals the entrance to both the Monroe Street commercial area and the Camp Randall cluster.

### Regent Street / Randall Avenue Intersection

This node is currently not very well developed, but it is important because it marks the beginning of the Regent Street commercial corridor. Currently the intersection is dominated by the Regent, a large student housing apartment building, and a small mixed-use building to the east of Randall Avenue. The blocks to the south of Regent Street lack definition because they are occupied by a small convenience store with a large setback and front parking lot and a small used auto dealership. Given the current development at this intersection and its strategic location, this node could be developed more fully in the future.

### Potential Future Nodes

Future Transit Stops

Mills Street / Johnson Street Intersection

Mills Street / Regent Street Intersection

Orchard Street / Regent Street Intersection

### **Landmarks**

Landmarks are another type of point-reference, but in this case the observer does not enter 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 as clues of identity and for wayfinding, and seem to be increasingly relied upon as a journey becomes more and more familiar. 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.

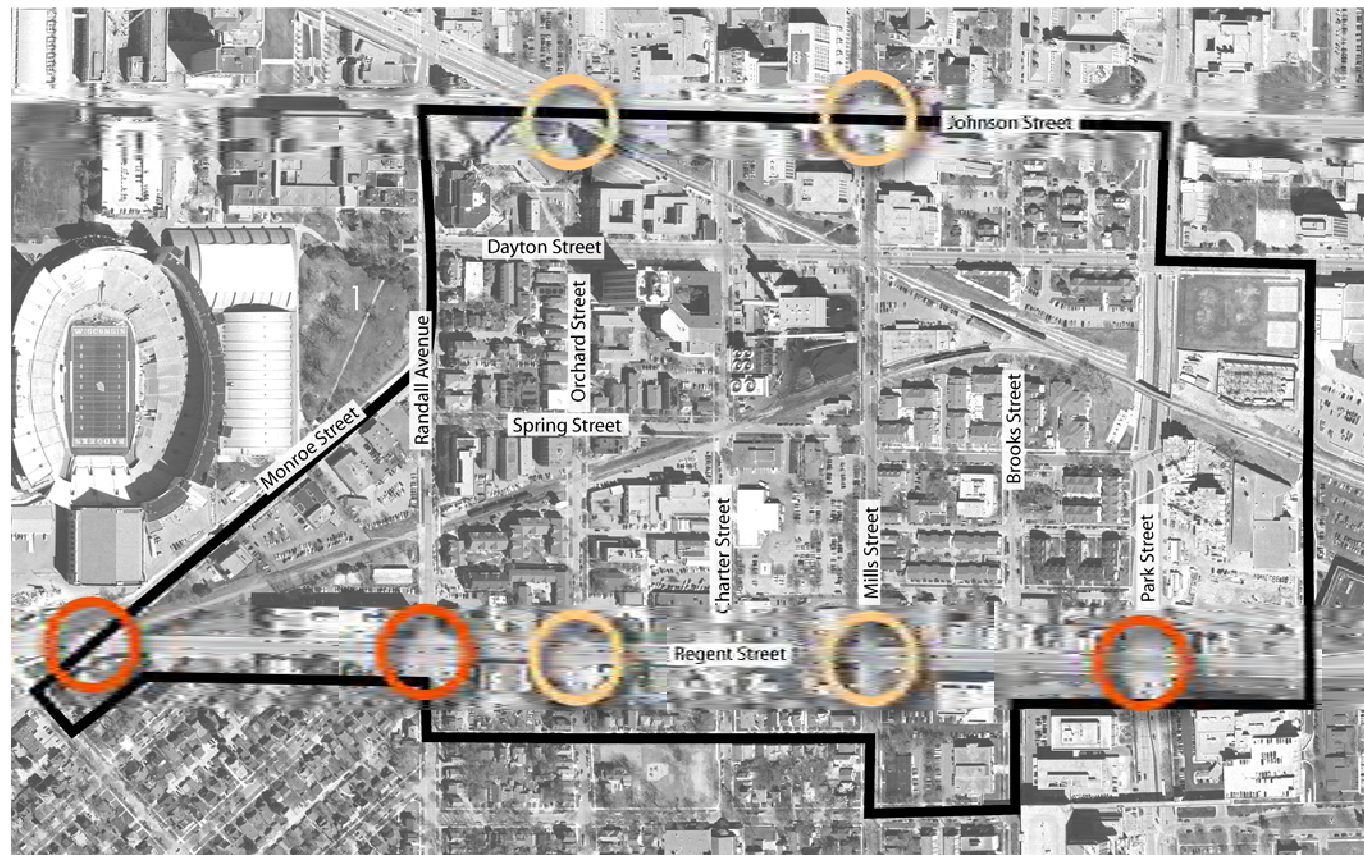


Regent Street  
South Campus






## Map 4.2 Nodes in the Planning Area

Regent Street  
South Campus  
August 2007



### KEY

-  Existing Node
-  Potential Node
-  RSCC Project Boundary



4 - 9

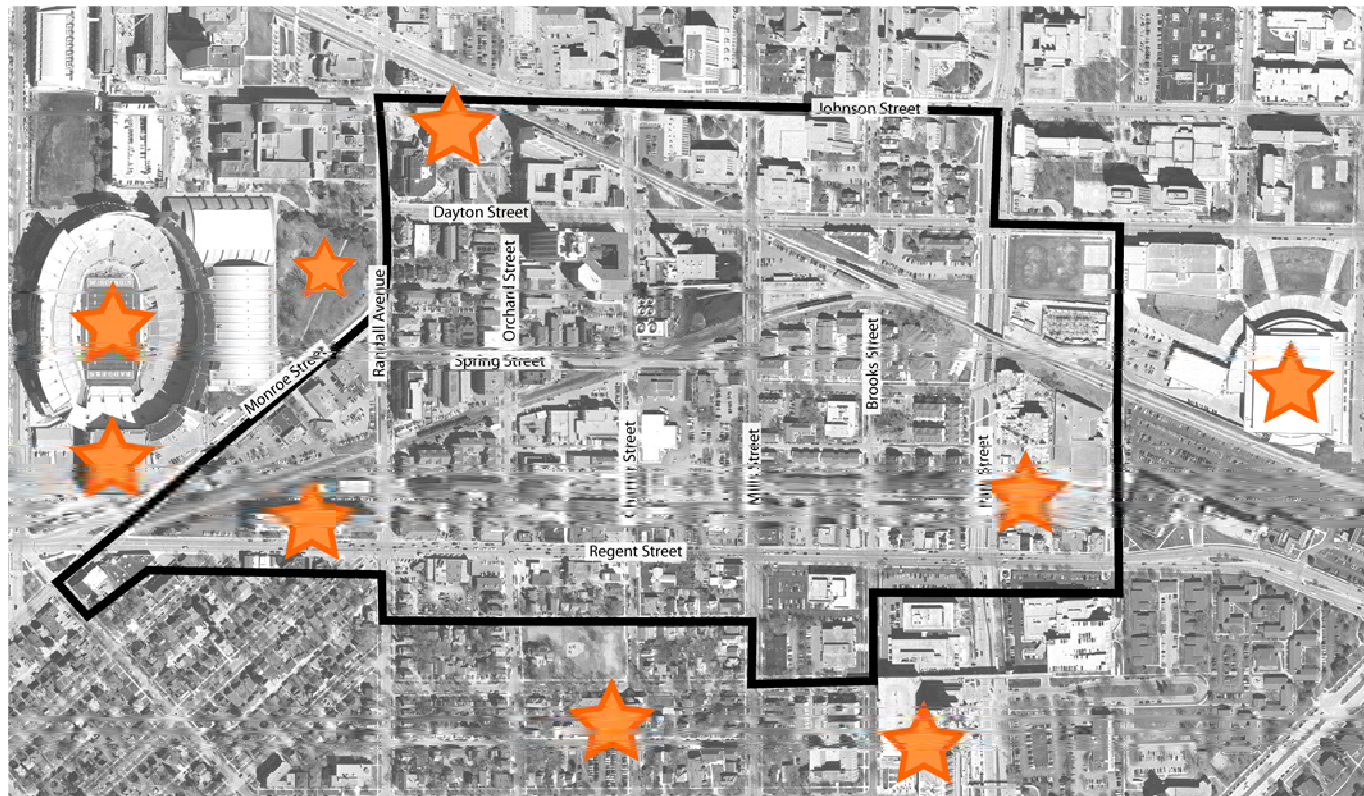


Map4.3  
**Perceived Landmarks  
 in the Planning Area**

Regent Street  
 South Campus  
 August 2007

KEY

 Perceived Landmark



4-10

Regent Street  
 South Campus

City of Madison





■ Example of a pedestrian friendly and aesthetically pleasing sidewalk environment.



They may have, but in this context may not possess, some level of historical significance. Some destinations within and around the planning area have emerged as landmarks due to their domination of the visual landscape. These include:

- Camp Randall Stadium
- The Field House
- Kohl Center
- Meriter Hospital
- St. James Church
- The Regent
- UW Welcome Center at 21 North Park Street
- Union South

### DESIGN GUIDELINES

The final component of the Urban Design Section is the implementation tools that can be used to promote changes in urban form that will lead to the realization of the neighborhood vision. The tools included in this section are the Design Guidelines and the Streetscape Plan.

The Design Guidelines are intended to provide new development and alterations to existing structures with clear expectations and standards that will foster the type of walkable, urban environment desired for the neighborhood. Overall guidelines for the area are covered first, followed by guidelines for five special design districts. These distinctions are discussed more in the following pages.

This Section also includes a Streetscape Plan, which is a tool to shape the aesthetic and functional environment of the urban corridors and street level

spaces. The Streetscape Plan is designed to supplement the Design Guidelines by providing a framework for the development of public spaces, sidewalks and rights-of-way that complements and furthers the goals of the guidelines.

Both the Design Guidelines and the Streetscape Plan were developed with a focus on providing an urban form that is sensitive to the area's environmental needs. To that end, they both include tools that, among other things, strengthen stormwater retention, encourage green roofs and promote alternative forms of transportation.

### Overall Building Design Guidelines

As it currently exists, the neighborhood reflects a piecemeal and disconnected pattern of land uses and aesthetic qualities. As a result, neither pedestrians, motorists, nor residents are adequately served by the built environment. Future redevelopment can create a unified streetscape that is appropriate in intensity for the area. Likewise, future development should be conscious of the need to provide convenience and safety to pedestrians and bicyclists. The Design Guidelines were created to promote development of this type. The following section presents an overview of proposed building heights and general design guidelines for the planning area as a whole. Four special design guideline districts targeted at specific corridors and nodes, supplement the general guidelines.



## Urban Design



■ High-quality materials enhance the neighborhood and enrich the pedestrian zone.



■ Building mass emphasizes verticality and rhythm of the street.



Regent Street  
South Campus

### Building Heights

Map 4.4 on the following page displays the general building heights for future development within the planning area.

These building heights were chosen to best capitalize on the intensity of use within the area while still respecting the surrounding built environment. To that end, the highest heights were identified in the northernmost part of the planning area. This was done because the University currently occupies most of that area and any future redevelopment or infill opportunities should be tall enough to blend with existing UW facilities. The UW's Campus Master Plan also has a stated theme of "Recreating Ourselves In Place," — increasing space demands and a landlocked campus dictate more dense development in the campus area if existing greenspace is to be preserved. This northernmost section, between Dayton and Johnson Streets, has a maximum building height of 12 stories.

Buildings near the Regent Street/Park Street intersection and those in the triangle created by Regent Street, Monroe Street and Randall Avenue have the potential to reach a maximum height of 10 stories, including a 2-story bonus for obtaining LEED (Leadership in Energy and Environmental Design) Silver certification<sup>1</sup>. Certification must meet Credit 6.1 for stormwater management; otherwise, the maximum height is 8 stories.

South of Dayton Street is a large area identified as being 8 stories in height. This intensity of use was chosen for two reasons. First, the area surrounding

the Southwest Path is currently student housing and is likely to be redeveloped as student housing. Because the University is rapidly encroaching on this area, facilities that will house students should fully integrate into the campus fabric. Therefore, large structures with more intensity of use will be necessary to capitalize on the available land and provide students with convenient, attractive housing. Second, the 8-story area immediately adjacent to Regent and Park Streets would be appropriate to house future general commercial and office facilities within the planning area.

The small pocket of 6-story structures just north of Regent Street between Randall Avenue and Mills Street is envisioned as mixed-use retail, entertainment and housing. The slightly shorter height was chosen because it will provide the beginning of the transition from the large structures north of Regent Street to the single-family homes south of Regent Street.

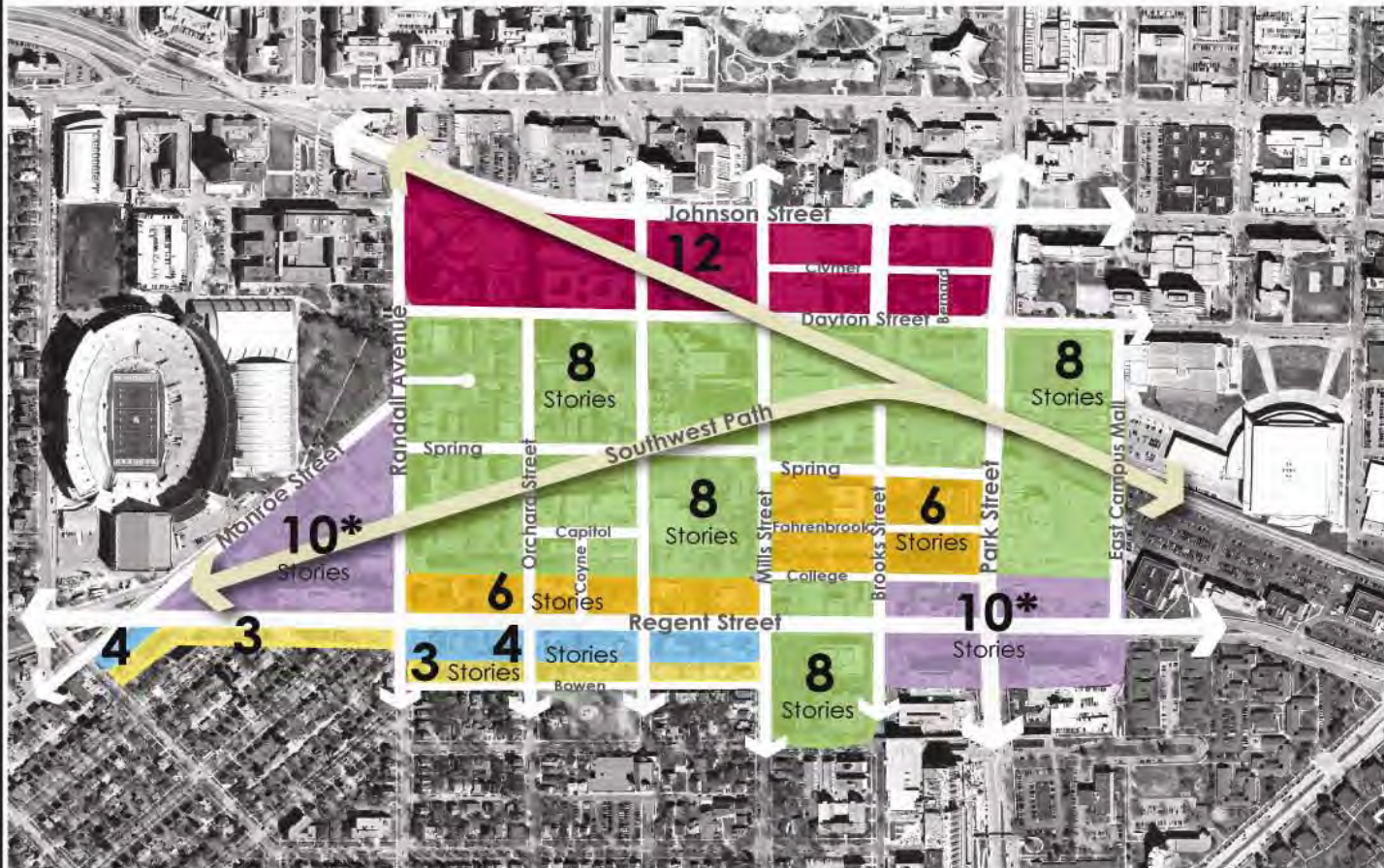
The 6- and 8-story sections north of Regent Street will also serve to provide a sense of enclosure to pedestrians. It is commonly held that the ratio between the width of the abutting right-of-way and the building height should be approximately 1:2 or 1:3 in order to create the necessary sense of enclosure. The sections of 8-story buildings along Regent Street have a building height ratio of just over 1:3 and the 6-story sections have a ratio just over 1:2. These heights are necessary to create the enclosed urban environment necessary to promote pedestrian activity and a vibrant street life.

1. LEED certification is available in four levels, Certified, Silver, Gold, and Platinum. Visit the US Green Building Council's website, <http://www.usgbc.org>, to learn more about LEED Silver Certification requirements.



Map 4.4  
**Maximum Building Heights**

Regent Street  
 South Campus  
 August 2007



**Key**

	3 Stories/ 46 Feet
	4 Stories/ 60 Feet
	6 Stories/ 88 Feet
	8 Stories/ 116 Feet
	10 Stories/ 144 Feet
	12 Stories/ 172 Feet



Includes two 'bonus' stories for LEED Silver Certification

Maximum building heights were determined based on a first floor height of 18' and upper floor heights of 14'. Although different floor heights are permissible, buildings may not exceed the indicated maximum number of stories or height in feet (whichever is less) indicated on this map.

The 10-story maximum height areas shown on this map at the Park St./ Regent St. intersection and in the triangle formed by Regent Street, Monroe Street, and Randall Avenue include two 'bonus' stories above the maximum height of 8 stories for environmentally-friendly development. See plan document for further details on requirements for bonus stories.





## Urban Design



- Balconies encourage 'eyes on the street' and a sense of place in the neighborhood.



- Street-activating uses occupy ground floor street frontage to enhance pedestrian interaction with the built environment.



Finally, the small area running south of Regent Street that is identified as being either 3 or 4 stories in height is designated to provide the final transitional step between the high intensity to the north and the residential neighborhood to the south of the planning area.

### *Building Character*

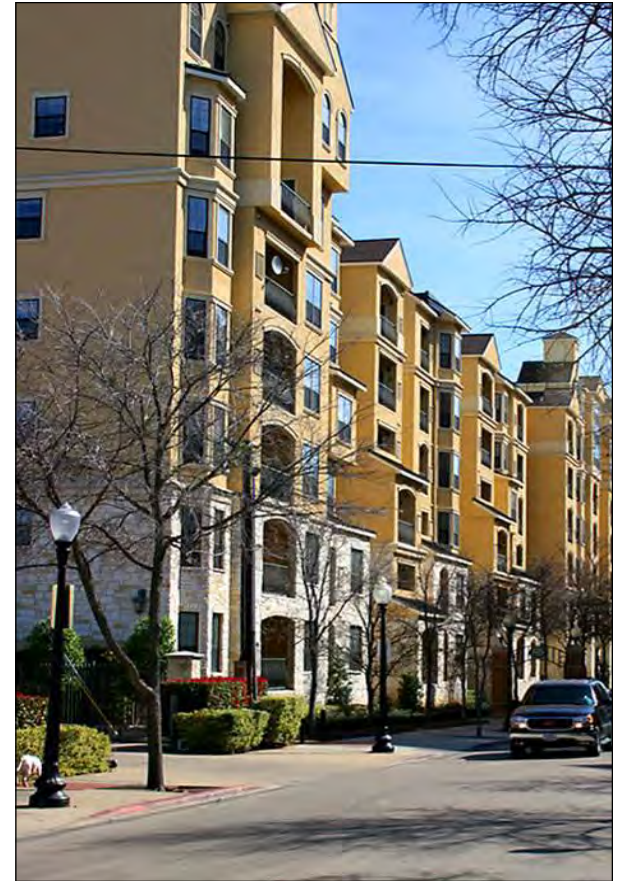
**Building Composition:** Building design should define a base, middle and top to enhance the human scale of neighborhood development. The pedestrian zone should be enriched at the street level with design details, materials and articulation. Visible side facades should receive design attention equal to the front facade. All sides of the building should be designed to complement the visible facades.

**Building Articulation:** Building mass should emphasize the verticality and rhythm of the street enclosure rather than horizontality. Articulation of new buildings should complement the character of adjacent buildings in the block.

**Scale:** Large buildings must vary the building facade design through the use of materials, color, or division into segments to break up the building's mass and length, and to enhance the pedestrian scale.

**Windows:** Ground floor windows shall not be darkly tinted or mirrored. Windows should be clear to allow views into the retail spaces. Window mullions should be expressive and create depth and scale in the facade.

**Materials:** An enriched pedestrian zone requires the use of high quality, durable materials such as stone, brick, and metal panels for the base of the building. External Insulation Finishing Systems (EIFS, or Synthetic Stucco) should only be used in limited amounts and only at the middle or top of the building. Utility materials are suitable only for



- The mass and length of this large building are divided into segments to reduce the building to a comfortable, human scale



## Urban Design



- Architectural detailing defines the building's base, middle and top while creating a sense of human scale.



- Green roofs capture and manage stormwater and help to reduce the urban 'heat island effect'.



Regent Street  
South Campus

the rear, interior lot lines and alley frontages. When different materials of exterior cladding meet, a distinct variation in surface depth must be present to avoid flat facades. Horizontal changes in different cladding materials should not be coplanar, only occurring at inside corners.

**Color:** Color choices should complement the building's materials and style of construction and harmonize with adjacent buildings.

**Architectural Detailing:** Cornices, friezes, window and door trim, changes in materials, balconies, canopies, awnings, and light shelves are encouraged to define the building's base, middle and top and create a sense of human scale at the pedestrian and upper levels.

**Green Design:** Green building design that promotes energy efficiency, use of sustainable materials, and environmentally sensitive stormwater management is expected. As a part of green design, green roofs to capture and manage stormwater, reduce the urban 'heat island' effect, and improve a building's energy efficiency are expected.

**Parking Structures:** New parking ramps should be located at the center of a block embedded within a layer of retail, commercial or residential use to present an attractive, engaged face to the street. The design of the parking ramp should also complement the quality and design of the building and neighborhood served.



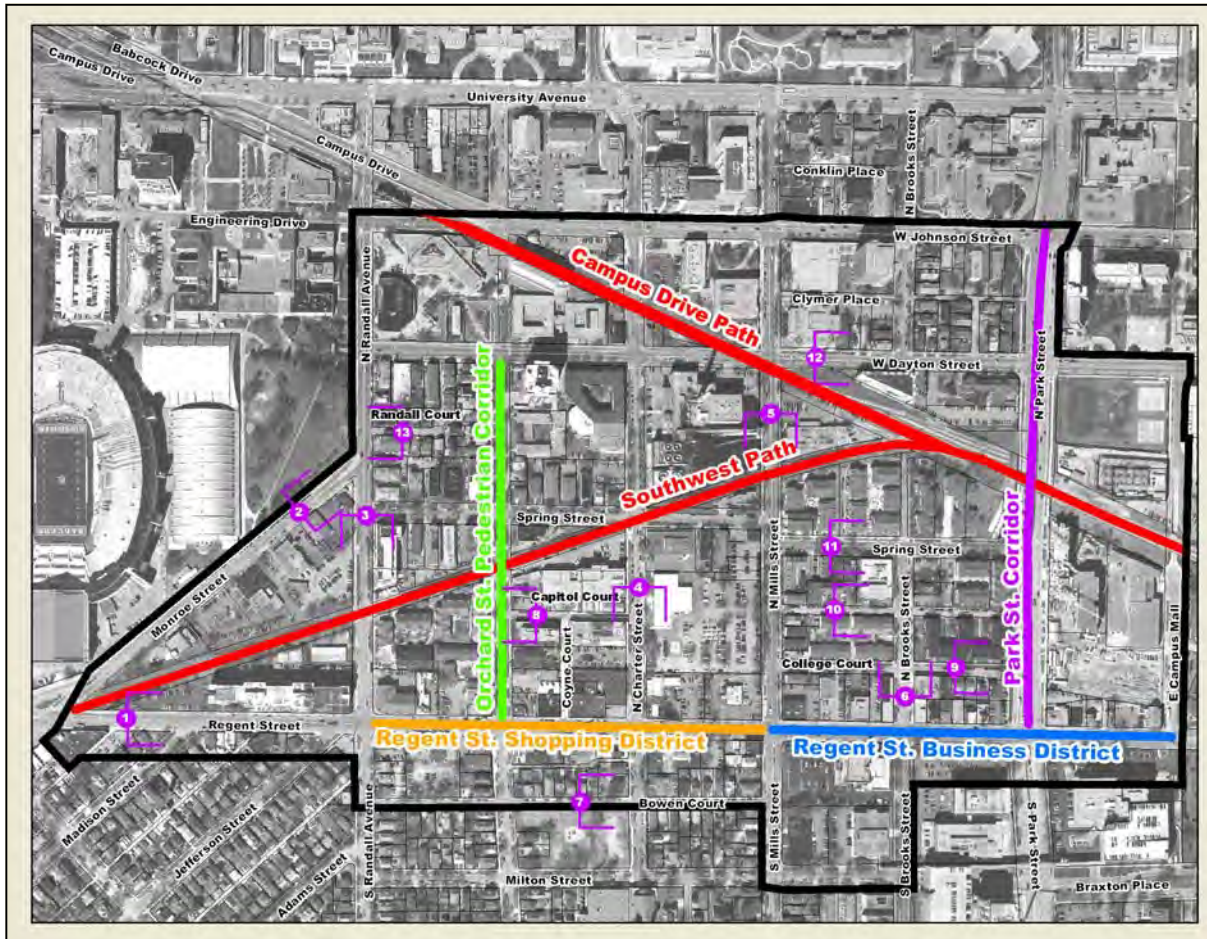
- Expressive window mullions and building articulation create depth and scale in the façade.



- Porous pavement can be incorporated into lightly used areas such as vehicle and bike parking to reduce stormwater runoff.



Map 4.5: Special Design Guideline Districts



## Special Design Guideline Districts

The following five districts were identified as providing unique opportunities for targeted development within the neighborhood. What follows is a brief description of each area and design guidelines that are specific to the identified node or corridor. If redevelopment occurs along these nodes and corridors, it is only necessary that the buildings immediately abutting the identified area follow these specific design guidelines. See Table 4.1 on the following page for a quick reference to building design guidelines for the five special districts. All other development surrounding these areas should follow the general design guidelines and the more specific information organized by street on pages 4-33 through 4-38.





Table 4.1: Quick Reference to Special Design Guideline Districts

	Regent Street Shopping District		Regent Street Business District		Park Street Corridor District <sup>2</sup>			Bicycle-Pedestrian Paths <sup>3</sup>	Orchard Street Pedestrian District <sup>4</sup>
	South Side of Street	North Side of Street	From Mills to Brooks	From Brooks to East Campus Mall	From Regent to College	From College to Spring	From Spring to Dayton		
Maximum Height <sup>1</sup>	4 stories or 60 feet, whichever is less	6 stories or 88 feet, whichever is less	8 stories or 116 feet, whichever is less	8 stories or 116 feet, whichever is less	8 stories or 116 feet, whichever is less	6 stories or 88 feet, whichever is less	8 stories or 116 feet, whichever is less	(see Map 4.4 – Maximum Building Heights)	8 stories or 116 feet, whichever is less
Maximum Height with Bonus for LEED Silver Certification (including mandatory Credit 6.1 for Stormwater Management)	N/A	N/A	N/A	10 stories or 144 feet, whichever is less	10 stories or 144 feet, whichever is less	N/A	N/A	(see Map 4.4 – Maximum Building Heights)	N/A
Minimum Height	2 stories	2 stories	3 stories	3 stories	3 stories	2 stories	3 stories	3 stories	3 stories
Building Stepback	15 feet, above the 3 <sup>rd</sup> floor	15 feet, above the 4 <sup>th</sup> floor	15 feet, above the 4 <sup>th</sup> floor	10 feet, above the 4 <sup>th</sup> floor plus 10 feet, above the 8 <sup>th</sup> floor	N/A	N/A	N/A	(see below)	15 feet, above the 3 <sup>rd</sup> floor
Minimum Building Setback Along Street (Path) Frontage	3 feet	3 feet	3 feet	3 feet, with ≤ 8 stories 8 feet, with > 8 stories	10 feet	N/A	N/A	10 feet, from the property line along the path	10 feet (open porches and terraces may encroach up to 5 feet into the setback)
Parking Setback	---	---	---	---	---	---	---	10 feet, from the property line along the path	---

1. The maximum floor-to-floor heights were calculated using a first floor height of 18 feet and 14 feet for the upper stories. Although different floor heights are permissible, buildings may not exceed the maximum number of stories or height in feet (whichever is less) indicated in this table.
2. All properties in the Park Street Corridor that also front onto Regent Street shall conform first to the Regent Street Business District Guidelines for stepback and setback requirements.
3. All properties along the Southwest or Campus Dr. Path that also have frontage along the Orchard Street Pedestrian Corridor shall conform first to the Orchard Street Pedestrian District Guidelines.
4. All properties in the Orchard Street Pedestrian District that also front onto Regent Street shall conform first to the Regent Street Shopping District Guidelines.
5. For building guidelines on all other streets in the planning area, see pages 4-33 through 4-38.







### REGENT STREET SHOPPING DISTRICT

This concept presents the idea of making a more pedestrian-oriented, neighborhood shopping district on Regent Street between Randall Avenue and Mills Street. Land uses would likely be retail/restaurant on the ground floor with 3 to 5 stories of residential above. Ideas discussed included having building details and articulation more closely resemble smaller scale residential development as well as developing building details and locations to help shape a more walkable street environment.

To identify this area, features such as special banners, lighting, seating and plantings could be used to enhance the pedestrian experience. This area would be distinct from the proposed urban density east of Mills Street.

Allowing higher densities and promoting a more walkable area would also mean eliminating several surface parking lots along Regent Street. Therefore, the plan calls for a structured parking facility to serve the area.

The Regent Street Shopping District is intended to be a mixed-use, commercial corridor that will capitalize on the heavy automobile and pedestrian traffic in the area, as well as provide some much needed neighborhood serving retail for the residents living within the neighborhood.

#### *Regent Street Shopping District Design Guidelines:*

**Height:** A maximum building height of 4 stories or 60 feet (whichever is less) is allowed on the

south side of Regent Street. Maximum building height of 6 stories or 88 feet (whichever is less) is allowed on the north side of Regent Street. The minimum height for new construction is 2 stories. Ground floor elevation of commercial buildings along Regent Street should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk.

**Stepback:** On the south side of Regent Street, a 15-foot minimum stepback of the 4<sup>th</sup> story from the front façade is required to provide solar access and enhance the pedestrian scale. On the north side of Regent Street, a 15-foot minimum stepback of the 5<sup>th</sup> and 6<sup>th</sup> stories is required.

**Setback:** The minimum front yard setback is 3 feet from the property line for new construction in the Regent Street Shopping District. The additional 3 feet of private property is to be dedicated (or an easement granted) to the City for a minimum 5-foot wide sidewalk and a 6-foot wide public amenity zone for site and landscape elements that will enhance the pedestrian and visual experience of the street.

**Courtyards:** If used for outdoor dining, courtyards are allowed along the setback line. The courtyard along the setback line must have a defined edge with decorative fencing or low masonry walls and landscaping in order to help to define the public space along the street. Parking lots and service stalls are not considered courtyards.



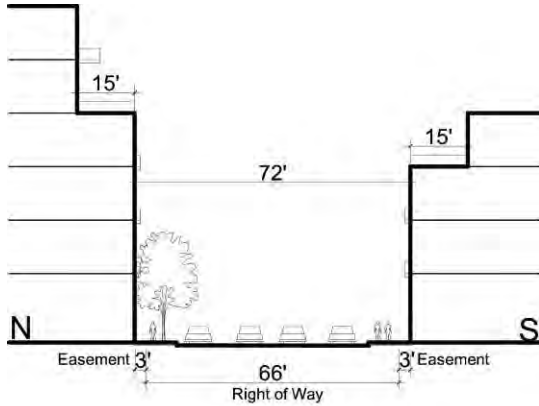


Figure 4.1: Rendering of Potential Development in the Regent Street Shopping District—facing east





## Urban Design



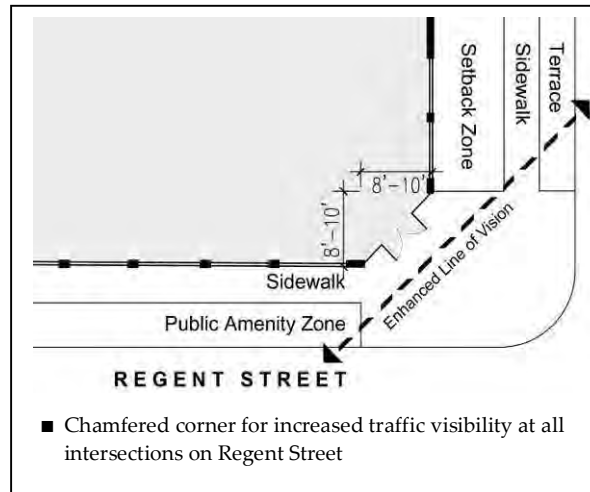
### Regent Street Shopping District

<b>Maximum Stories:</b>	North side: 6 South side: 4
<b>Maximum Building Height:</b>	North side: 88 feet South side: 60 feet
<b>Minimum Stories:</b>	2
<b>Building Stepback:</b>	North side: 15 feet, above the 4th floor South side: 15 feet, above the 3rd floor
<b>Building Setback:</b>	3 feet



Regent Street  
South Campus

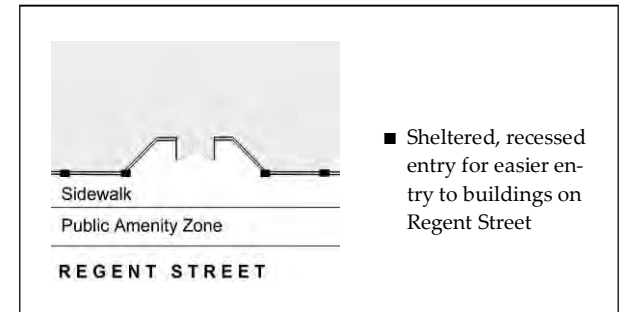
**Building Corners:** Along Regent Street, first floor building corners at street intersections should be chamfered to allow for better traffic visibility. At street intersections, building walls should be set back 8 to 10 feet behind the setback line. Corner entries are encouraged. Building corners above the first floor can be built out to the setback line. Strong corner articulation above the first floor is encouraged (see illustration at lower left).



**Street Activation:** Street-activating spaces must occupy street frontage. Uses appropriate for retail/commercial areas include merchandise display and sales areas, dining, vestibules and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. While standard projecting balconies are not appropriate for Regent Street, 'Juliette' balconies are encouraged for residential spaces on upper floors. (Usually accessed by a pair of French doors, 'Juliette'

balconies project 12 to 18 inches from the front face of a building to provide a slender indoor/outdoor space from which an occupant may engage the street.)

**Glazing:** Along the Regent Street frontage, the minimum glazing zone extends 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 60% of the first floor of the street facade in the Regent Street Shopping District. Buildings that front on Regent Street but also face intersecting streets may not have blank side walls facing those streets.



**Entrances:** To enhance the pedestrian zone, the main entrance of all Regent Street businesses shall be located on Regent Street. To further articulate large-scale redevelopment projects occupying extensive frontage on Regent Street, multiple entrances are encouraged (e.g., a mid-block entrance on Regent Street along with a corner entrance on Regent Street and the cross street). Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are





■ 'Juliette' balconies are recommended for residential spaces on Regent Street.

encouraged. Given the narrow public sidewalk on Regent Street, wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Service and Parking: Service entrances and parking areas should be located to the rear of the site. They are not permitted along street frontage unless no other access is available. Parking is not permitted between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. Driveways along Regent Street should be minimized to improve traffic flow and reduce pedestrian conflicts.







### REGENT STREET BUSINESS DISTRICT

This concept focuses on the transition zone between the neighborhood-scaled Regent Street Shopping District on the west to the more urban scale and character of Park Street on the east. The business district follows Regent Street from Mills Street east across Park Street to the East Campus Mall.

This area was identified as part of the higher-density urban area for several reasons: it is isolated from single family neighborhoods; the existing scale of Park Street and Regent Street east of Park Street is already very urban; the traffic infrastructure is more robust so the increased traffic caused by the higher densities can more efficiently be handled by Park Street. Possible locations for a parking facility were also discussed to help reduce the parking footprint in this neighborhood.

Heights proposed for this area range from 8 to a maximum of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management). Land uses include institutional, hospitality, and/or a mix of retail/restaurant on ground floors and office/commercial on upper floors. Pedestrian-building interaction at street level is especially important near the Park Street intersection because of the area's high pedestrian traffic.

#### *Regent Street Business District Design Guidelines:*

**Height:** From Mills Street to Brooks Street, a maximum building height of 8 stories or 116 feet (whichever is less) is allowed. From Brooks Street to the East Campus Mall, a maximum building height of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management) or 144 feet (whichever is less) is allowed. Minimum height for new construction is 3 stories. Ground floor elevation of commercial buildings along Regent Street should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk.

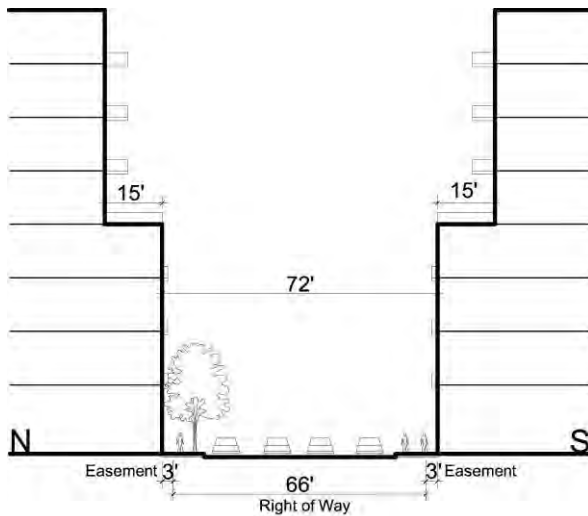
**Stepback:** For the segment from Mills Street to Brooks Street, a 15-foot minimum stepback from the front façade above the 4<sup>th</sup> story is required to provide solar access and enhance the pedestrian scale. A 10-foot minimum stepback above the 4<sup>th</sup> story plus a 10-foot minimum stepback above the 8<sup>th</sup> story is required for the segment between Brooks and the East Campus Mall.

**Setback:** For buildings 8 stories or less in height, the minimum front yard setback is 3 feet from the property line for new construction between Mills Street and the East Campus Mall. The additional 3 feet of private property becomes a City easement to create room for a minimum 5-foot wide sidewalk and a 6-foot wide public amenity zone for site and landscape elements that will enhance the pedestrian and visual experience of the street. For buildings taller than 8 stories, the minimum front yard setback is 8 feet from the property line





## Urban Design



### Regent Street Business District

*From Mills to Brooks*

<b>Maximum Stories:</b>	8
<b>Maximum Building Height:</b>	116 feet
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 4th floor
<b>Building Setback:</b>	3 feet, with 8 stories or less



Regent Street  
South Campus

between Brooks Street and the East Campus Mall to allow for a minimum 10-foot wide sidewalk and a 6-foot wide public amenity zone. This will provide for the 3-foot dedication or easement needed to achieve the 5-foot sidewalk and 6-foot amenity zone plus 5 feet to lessen the feeling of a taller building looming over the sidewalk.

**Courtyards:** If used for outdoor dining, courtyards are allowed along the setback line. The courtyard along the setback line must have a defined edge with decorative fencing or low masonry walls and landscaping in order to help to define the public space along the street. Parking lots and service stalls are not considered courtyards.

**Building Corners:** Along Regent Street, first floor building corners at street intersections should be chamfered to allow for better traffic visibility. At street intersections, building walls should be set back 8 to 10 feet behind the setback line. Corner entries are encouraged. Building corners above the first floor can be built out to the setback line. Strong corner articulation above the first floor is encouraged (see illustration on page 4-20).

**Street Activation:** Street-activating spaces must occupy street frontage. Uses appropriate for Regent and Park Street intersection retail and office development include dining, merchandise display and sales areas, vestibules, reception areas, waiting rooms, lobbies, teller areas, frequently used meeting rooms, break rooms, cafeterias, and similar spaces. Parking and service areas, storage spaces, uses requiring

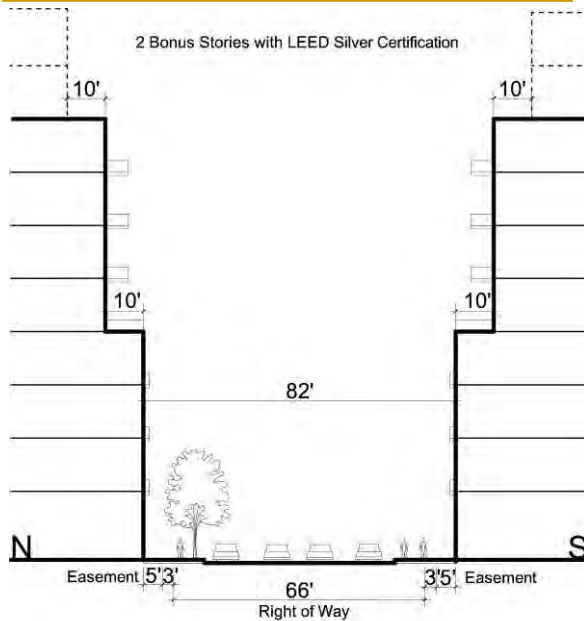
privacy and closed blinds are not appropriate for street activation. While standard projecting balconies are not appropriate for Regent Street, 'Juliette' balconies are encouraged for upper floors. (Usually accessed by a pair of French doors, 'Juliette' balconies project 12 to 18 inches from the front face of a building to provide a slender indoor/outdoor space from which an occupant may engage the street.)

**Glazing:** The minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 60 percent of first floor of the street facade and at least 40 percent of the first floor street facade of office and non-retail buildings.

**Entrances:** To enhance the pedestrian zone, the main entrance of all Regent Street businesses shall be located on Regent Street. To further articulate large-scale redevelopment projects occupying extensive frontage on Regent Street, multiple entrances are encouraged (e.g., a mid-block entrance on Regent Street along with a corner entrance on Regent Street and the cross street). Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.



## Urban Design



### Regent Street Business District

From Brooks Street to East Campus Mall

- Maximum Stories:** 10 (upon meeting LEED requirements for 2 bonus stories)
- Maximum Building Height:** 144 feet (upon meeting LEED requirements for 2 bonus stories)
- Minimum Stories:** 3
- Building Stepback:** 10 feet, above the 4th floor  
plus 10 feet, above the 8th floor
- Building Setback:** 3 feet, with 8 stories or less  
8 feet, with greater than 8 stories



Regent Street  
South Campus

**Service and Parking:** Service entrances and parking areas should be located to the rear of the site and accessed wherever possible from alleys or side streets. They are not permitted along Regent Street frontage unless no other access is available. Parking is not permitted between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. Driveways along Regent Street should be minimized to improve traffic flow and reduce pedestrian conflicts.

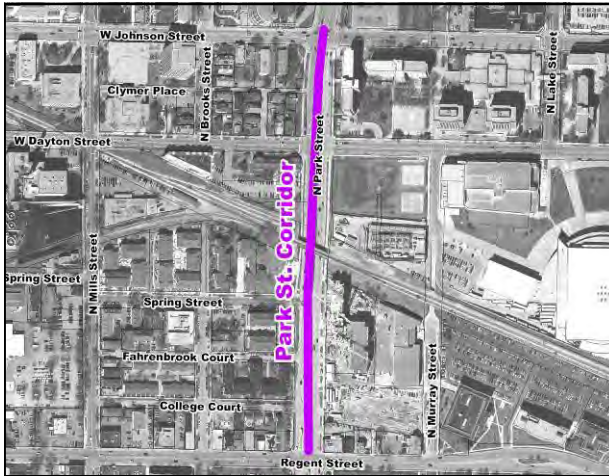


- Color choices complement materials and style of construction while clear windows allow views into first floor retail spaces.



- Example of residential development that has appropriate character and mass for the Regent Street Business District.





### PARK STREET CORRIDOR

This concept focuses on Park Street north of its intersection with Regent Street to Dayton Street. It is envisioned as a more urbanized area with higher densities, building heights, and scales consistent with the existing Meriter Hospital campus at Park Street and the University structures to the north. Possible locations for a parking facility were also discussed to help reduce the parking footprint in this neighborhood.

This area was identified as a high-density urban area for several reasons: it is isolated from single-family neighborhoods; the existing scale of Park Street is already very urban; the traffic infrastructure is more robust and the increased traffic caused by the higher densities can more efficiently be handled by Park Street.

Sections of the corridor are identified for maximum heights between 6 and 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management). Land uses include institutional, hospitality, and/or a mix of retail/restaurant on ground floors and office/commercial on upper floors. Pedestrian-building interaction at street level is important at the Park Street node of this district because of the area's high pedestrian traffic.

The more intense development at the intersection of Park and Regent Streets is intended to

integrate into the high intensity environment along Park Street just south of Regent Street, characterized by large medical facilities. In order to create a more unified corridor along Park Street, the identified node will have to increase in intensity, building mass, and density to match that of the existing Park Street Corridor.

#### *Park Street Corridor Design Guidelines*

**Height:** From Regent Street north to College Court, a maximum building height of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management) or 144 feet (whichever is less) is allowed. From College Court north to Spring Street (west side of Park Street), a maximum of 6 stories or 88 feet (whichever is less) is allowed. From Spring Street Court north to Dayton Street, a maximum building height of 8 stories or 116 feet (whichever is less) is allowed. Minimum height for new construction is 3 stories along the Park Street corridor except between College Court and Spring Street (west side) where the minimum is 2 stories. Ground floor elevation of mixed-use buildings should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk.

**Setback:** Between Regent Street and College Court, a 10-foot building setback is required to allow space for landscaping and other amenities to enhance the pedestrian zone. This requirement shall also apply to the properties in this quadrant south of Regent Street with a maximum building





height of 10 stories. In other areas of the Park Street Corridor, no setback is required.

Courtyards: If used for outdoor dining, courtyards are allowed along the setback line. The setback line along the street must be defined with decorative fencing, low masonry walls as well as landscaping in order to define the street wall. Parking lots and service stalls are not considered courtyards.

Street Activation: Street-activating spaces must occupy street frontage. Uses appropriate for Park Street retail and office development include dining, merchandise display and sales areas, vestibules, reception areas, waiting rooms, lobbies, teller areas, frequently used meeting rooms, break rooms, cafeterias, and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. Balconies are encouraged on upper floors of residential buildings on Park Street but should not project past the property line.

Glazing: Along the Park Street frontage, the minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 60 percent of the first floor street facade and at least 40 percent of the first floor street facade of office and non-retail buildings in the Park Street Corridor.

Entrances: To enhance the pedestrian zone, the main entrance of all Park Street businesses shall be located on Park Street. To further articulate large-

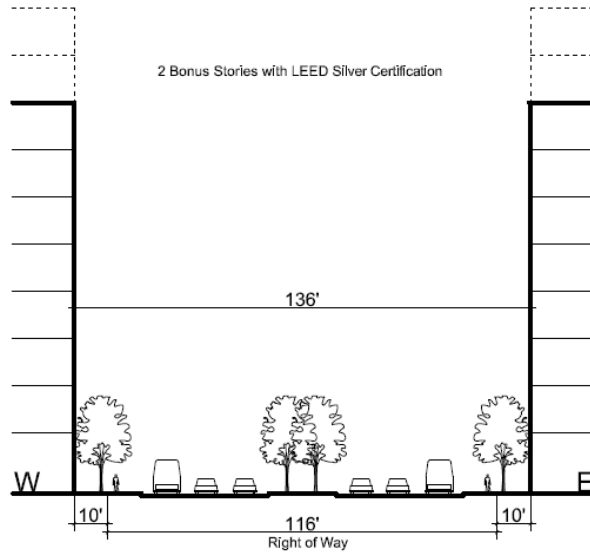
scale redevelopment projects occupying extensive frontage on Park Street, multiple entrances are encouraged (e.g., a mid-block entrance on Park Street along with a corner entrance on Park Street and the cross street). Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Service and Parking: Service entrances and parking areas should be located to the rear of the site and accessed wherever possible from alleys or side streets. They are not permitted along the Park Street frontage unless no other access is available. Parking is not permitted between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. Driveways along Park Street should be minimized to improve traffic flow and reduce pedestrian conflicts.





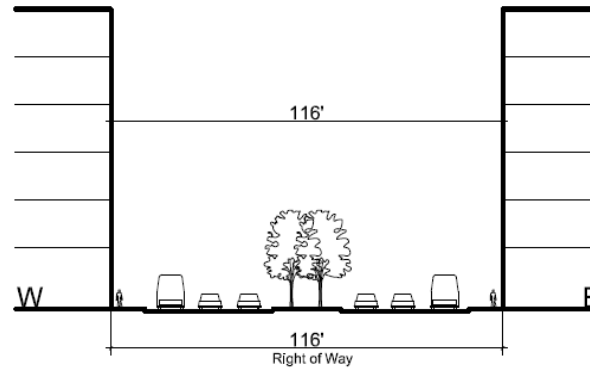
## Urban Design



### Park Street

(looking from Regent St. to College Ct.)

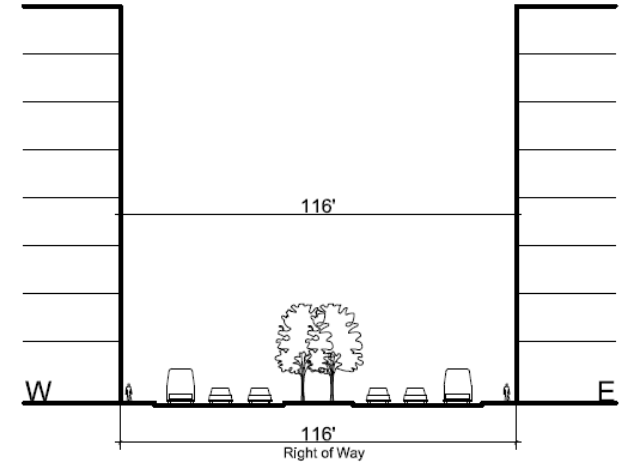
<b>Maximum Stories:</b>	10 (upon meeting LEED requirements for 2 bonus stories)
<b>Maximum Building Height:</b>	144 feet (upon meeting LEED requirements for 2 bonus stories)
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	None required
<b>Building Setback:</b>	10 feet



### Park Street

(looking from College Ct. to Spring St.)

<b>Maximum Stories:</b>	6
<b>Maximum Building Height:</b>	88 feet
<b>Minimum Stories:</b>	2
<b>Building Stepback:</b>	None required
<b>Building Setback:</b>	None required



### Park Street

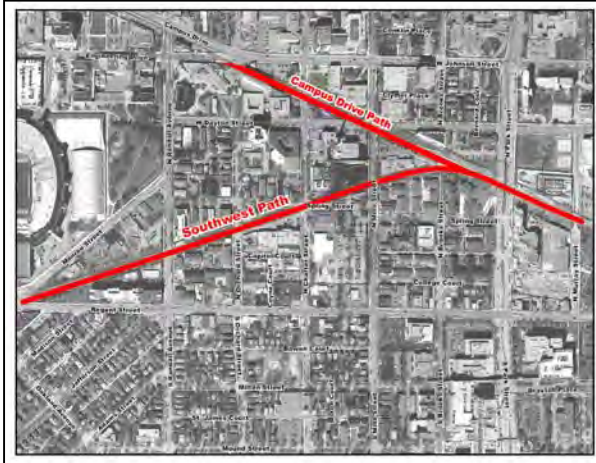
(looking from Spring St. to Dayton St.)

<b>Maximum Stories:</b>	8
<b>Maximum Building Height:</b>	166 feet
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	None required
<b>Building Setback:</b>	None required



Regent Street  
South Campus





### BICYCLE-PEDESTRIAN PATHS

One of the most popular assets of the planning area is the Southwest Path that runs east-west through the area. The trail is on a former rail line with an asphalt surface that allows multi-modal use. This concept prompted discussion on how the Southwest Path that runs through the planning area could be better integrated and better used in the neighborhood. In an area with little green space, this corridor has great potential to become more of a linear park or outdoor feature. Ideas such as locating pocket parks, community gardens, adding landscaping, improving street crossings, and opportunities for commercial development along the path were discussed.

The Southwest Path is important to transportation infrastructure within the planning area. Because the path is so heavily used, future development should be focused on creating a more inviting and safe environment along its length. This corridor was included to foster development that reflected its importance by orienting positive aesthetic qualities inward toward the path.

The Campus Drive Path was recently completed just northwest of the planning area, and a future connection to the Southwest Path is desired. During the process of adopting the RSSC Plan, City policymakers recommended that the same design guidelines should apply to both the

Southwest Path and the planned connection to the Campus Drive Path.

#### ***Bicycle-Pedestrian Paths Design Guidelines:***

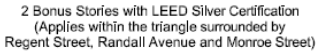
**Height:** Maximum building height of 8 stories or 116 feet (whichever is less) is allowed along most of the Southwest Path and a segment of the Campus Drive Path. One exception is the triangle of land formed by Regent Street, Randall Avenue, and Monroe Street, which has a maximum height of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management) or 144 feet (whichever is less). Another exception is north of Dayton Street, where the maximum building height is 12 stories or 172 feet (whichever is less). Minimum height for new construction is 3 stories. Ground floor elevation of mixed-use buildings in the Southwest Path District should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk. Ground floor elevation of solely residential buildings along Orchard Street should be positioned at least 3 feet above the public sidewalk for a sense of residential separation from the public realm.

**Stepback:** To allow greater solar access and enhance the human scale along the Southwest Path, buildings should step back a minimum of 10 feet from the path frontage above the 3<sup>rd</sup> floor. An additional 10-foot stepback is required above the 8th floor where 10 or 12 stories are allowed.

**Setback:** The setback line parallels the property line along path frontage. New buildings should







*\* These guidelines also apply to parcels adjacent to the Campus Drive Path, although that cross-section is not illustrated.*



parking areas should be aligned to provide internal circulation. If parking must be located along the path, it should be set back 10 feet from the property line or path right-of-way to allow for landscaping and site amenities.







### ORCHARD STREET PEDESTRIAN CORRIDOR

The Orchard Street Pedestrian Corridor was identified to provide a safe, comfortable pedestrian route between the Regent Street Shopping District and the University uses to the north of the planning area. It is felt that Orchard Street is appropriate for a pedestrian focus because of the plans for a new South Campus Union (to be located on Orchard Street) and the potential light-rail stop (part of the Transport 2020 Report) at the north end of Orchard Street will bring pedestrian commuters to the area, and because there is a potential pedestrian overpass spanning Johnson Street between the new South Campus Union and the planned Wisconsin Institutes for Discovery. If the overpass is installed, it will be the only non-street level crossing of the busy Johnson Street corridor.

Orchard Street does not connect through to Johnson Street and has the lowest vehicular traffic of all the north-south routes in the area. This presents an opportunity to make Orchard Street a very pedestrian-oriented street connecting the University and transit stop to the commercial core on Regent Street.

Orchard Street is scheduled to undergo complete street reconstruction in 2011. The reconstruction may be an appropriate and convenient time to integrate the necessary changes to the right-of-way in order to encourage safe pedestrian use.

Creating a pedestrian-friendly street should involve enhancing the public right-of-way (which

could include narrowing the traffic lanes), and promoting building forms and uses conducive to a safe and interesting pedestrian street. Wayfinding and entrance features should enhance Orchard Street's intersections with the Southwest Path and Regent Street.

#### *Orchard Street Pedestrian Corridor Design Guidelines:*

**Height:** Along the Orchard Street Pedestrian Corridor, a maximum building height of 8 stories or 116 feet (whichever is less) is allowed. Minimum height for new construction is 3 stories. Ground floor elevation of mixed-use buildings along Orchard Street should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk. The ground floor elevation of solely residential buildings along Orchard Street should be positioned at least 3 feet above the public sidewalk for a sense of residential separation from the public realm.

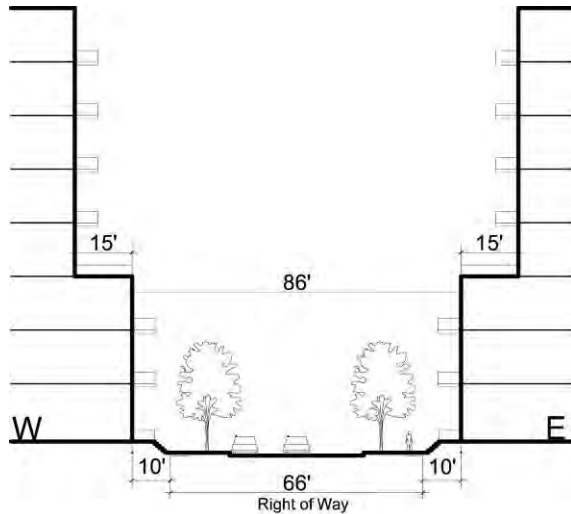
**Stepback:** To allow greater solar access and enhance the pedestrian scale along Orchard Street, buildings should step back a minimum of 15 feet from the front facade above the 3<sup>rd</sup> floor.

**Setback:** The minimum front yard setback is 10 feet from the property line for new construction in the Orchard Street Pedestrian District. This will create room for a minimum 5-foot wide sidewalk and a public amenity zone that will enhance the pedestrian and visual experience of the street. Open porches and terraces may encroach up to 5 feet into the setback.





## Urban Design



### Orchard Street

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Setback:	15 feet, above the 3rd floor
Building Setback:	10 feet



Regent Street  
South Campus

**Courtyards:** If used for outdoor dining, courtyards are allowed along the setback line. The courtyard along the setback line must have a defined edge with decorative fencing or low masonry walls and landscaping in order to help to define the public space along the street. Parking lots and service stalls are not considered courtyards.

**Street Activation:** Street-activating spaces must occupy street frontage. Uses appropriate for commercial areas include merchandise display and sales areas, vestibules and similar spaces. Street activating spaces appropriate for commercial mixed-use buildings include waiting rooms, frequently-used meeting rooms, cafeterias, break rooms, and similar spaces. Street activating spaces appropriate for residential buildings include entries, vestibules, foyers, lobbies, frequently-used activity rooms, leasing offices, living rooms, home offices, live-work spaces and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. Usable front porches are encouraged on the first floor of solely residential buildings. Balconies are encouraged for upper floors of mixed commercial/ residential buildings.

**Glazing:** For commercial mixed-use buildings along Orchard Street, the minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 60 percent of the first floor street frontage of mixed-use commercial buildings on Orchard Street. Office and non-retail buildings should devote at

least 40 percent of their first floor street frontage to windows. Residential buildings should devote at least 40 percent of their first floor street frontage to windows.

**Entrances:** Mid-block building entrances must be located on Orchard Street while corner buildings may have an entrance located on the corner of Orchard Street and the intersecting street. Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

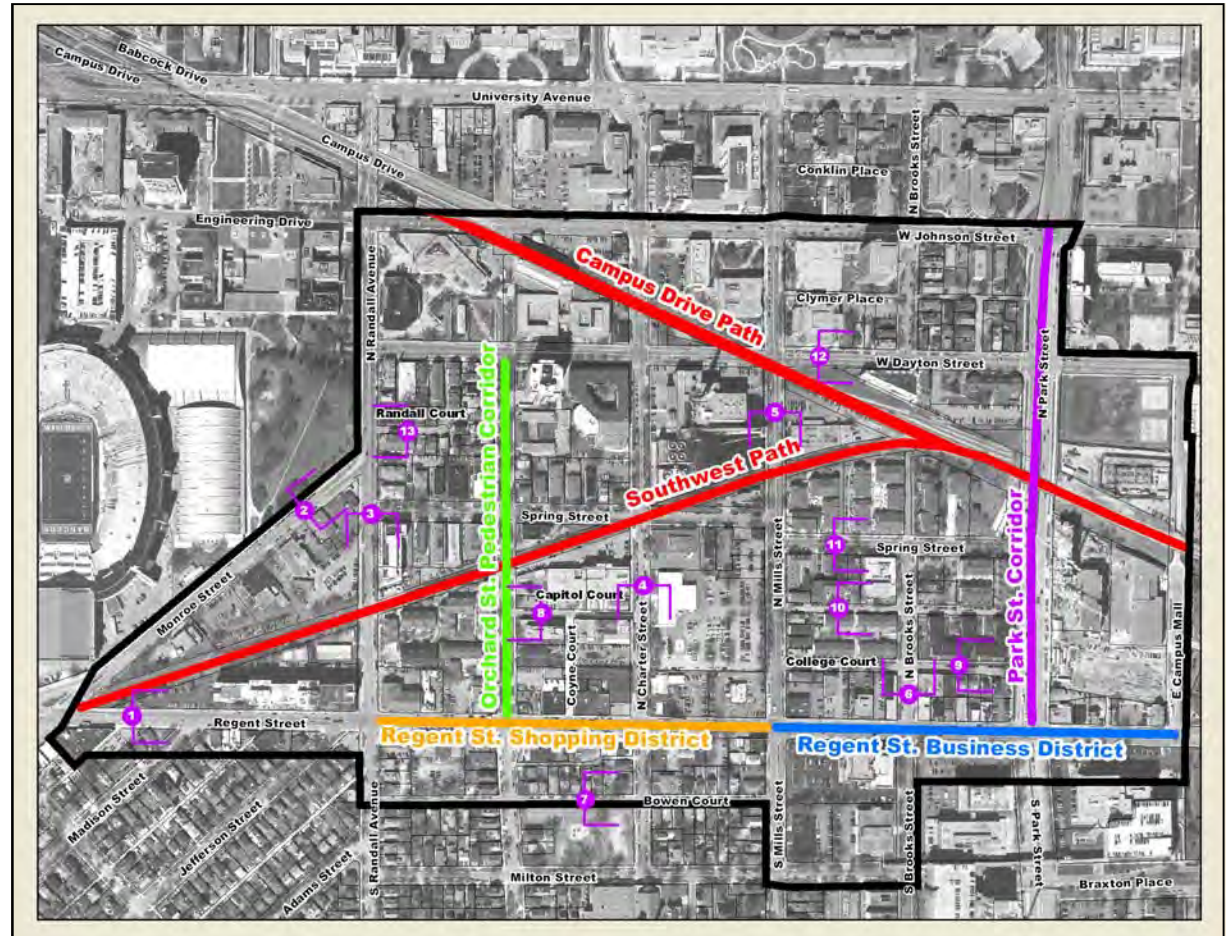
**Service and Parking:** Service entrances and parking areas should be located to the rear of the site. They are not permitted along street frontage unless no other access is available. Parking is not allowed between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation.



## Other Streets in Planning Area

The following pages contain design guidelines and cross sections of other streets within the planning area. The map to the right shows the location each section is based upon. These design guidelines and cross sections illustrate the recommendations applicable to the streets on which they are located.

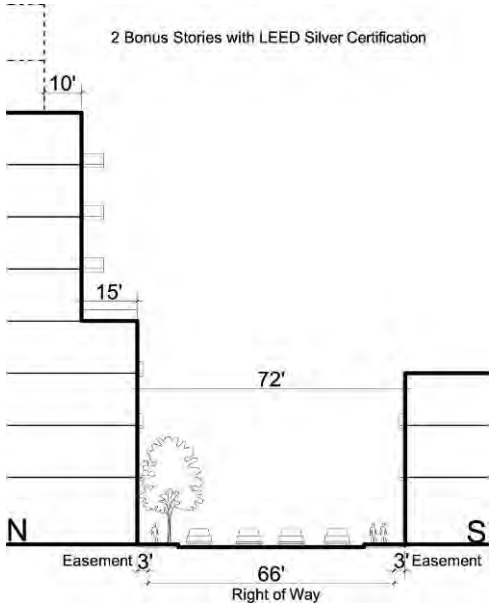
Map 4.6 Key Map to Street Cross-Sections



Design information keyed to Map 4.3 is found on the following pages, 4-33 through 4-37.



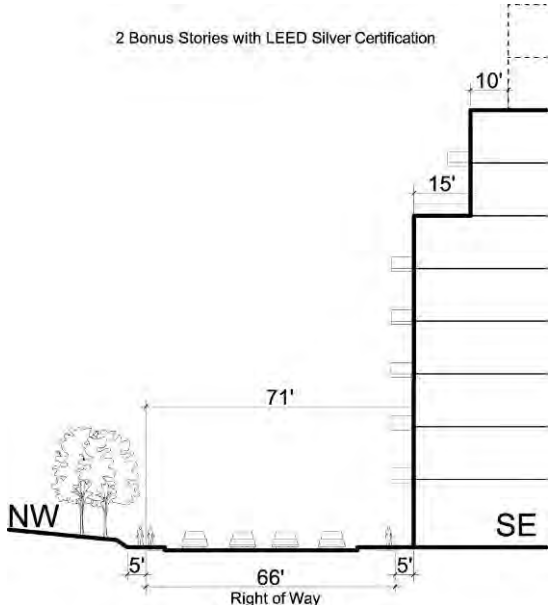




**1: Regent Street**

*From Monroe Street to Randall Avenue*

<b>Maximum Stories:</b>	North side: 10 (upon meeting LEED requirements for 2 bonus stories) South side: 3 (except for properties at the Monroe Street intersection, at which 4 stories are allowed)
<b>Maximum Building Height:</b>	North side: 144 feet (upon meeting LEED requirements for 2 bonus stories) South side: 46 feet
<b>Minimum Stories:</b>	2
<b>Building Stepback:</b>	North side: 15 feet, above the 4th floor 10 additional feet, above the 8th floor South side: None required
<b>Building Setback:</b>	3 feet



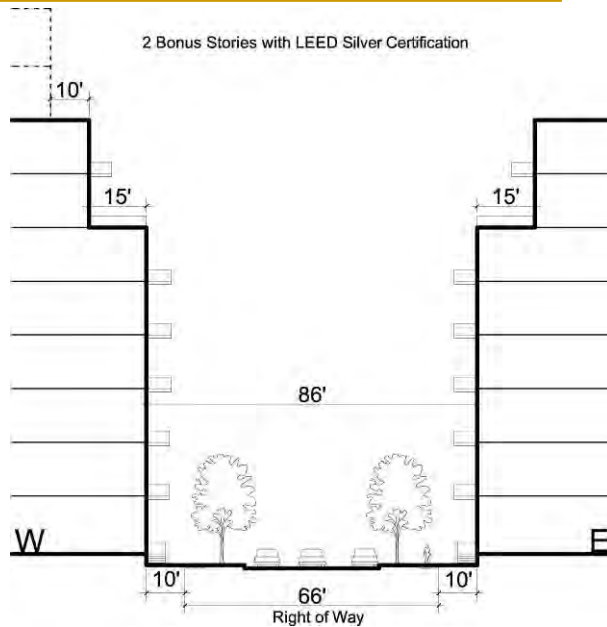
**2: Monroe Street**

<b>Maximum Stories:</b>	Southeast side: 10 (upon meeting LEED requirements for 2 bonus stories)
<b>Maximum Building Height:</b>	144 feet (upon meeting LEED requirements for 2 bonus stories)
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 6th floor 10 feet, above the 8th floor
<b>Building Setback:</b>	5 feet





## Urban Design



### 3: Randall Avenue

<b>Maximum Stories:</b>	West side: 10 (upon meeting LEED requirement for 2 bonus stories) East side: 8
<b>Maximum Building Height:</b>	West side: 144 feet (upon meeting LEED requirements for 2 bonus stories) East side: 116 feet
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 6th floor plus, West side: 10 feet, above the 8th floor
<b>Building Setback:</b>	10 feet

### 4: Charter Street

<b>Maximum Stories:</b>	8
<b>Maximum Building Height:</b>	116 feet
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 3rd floor
<b>Building Setback:</b>	10 feet

### 5: Mills Street

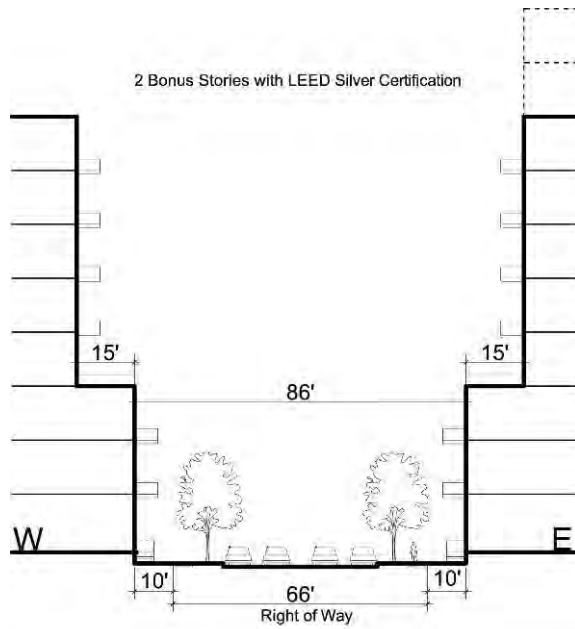
<b>Maximum Stories:</b>	8
<b>Maximum Building Height:</b>	116 feet
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 3rd floor
<b>Building Setback:</b>	10 feet



Regent Street  
South Campus



## Urban Design

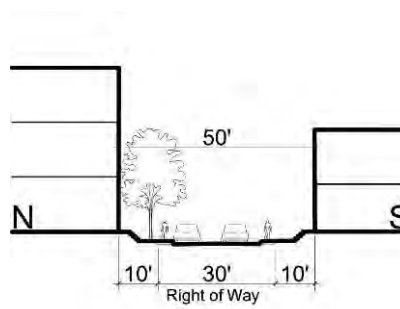


### 6: Brooks Street

<b>Maximum Stories:</b>	West side: 8 East side: 10 (Regent to College, upon meeting LEED requirements for 2 bonus stories)
<b>Maximum Building Height:</b>	West side: 116 feet East side: 144 feet (Regent to College, upon meeting LEED requirements for 2 bonus stories)
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 3rd floor
<b>Building Setback:</b>	10 feet

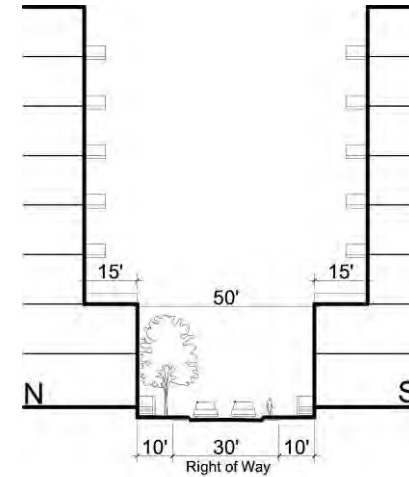


Regent Street  
South Campus



### 7: Bowen Court

<b>Maximum Stories:</b>	North side: 3
<b>Maximum Building Height:</b>	North side: 60 feet
<b>Minimum Stories:</b>	2
<b>Building Setback:</b>	10 feet



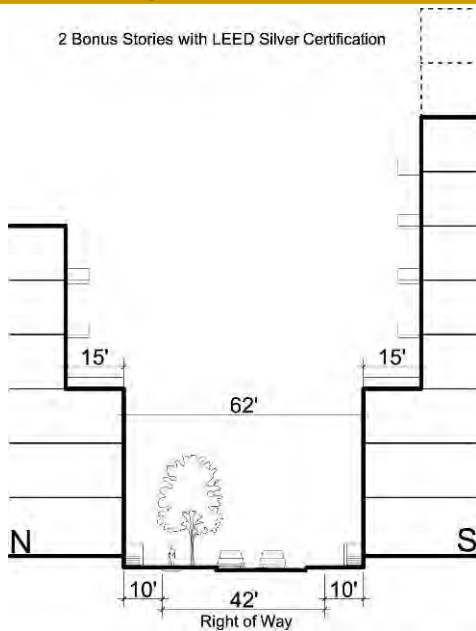
### 8: Capitol Court

<b>Maximum Stories:</b>	8
<b>Maximum Building Height:</b>	116 feet
<b>Minimum Stories:</b>	3
<b>Building Stepback:</b>	15 feet, above the 2nd floor
<b>Building Setback:</b>	10 feet



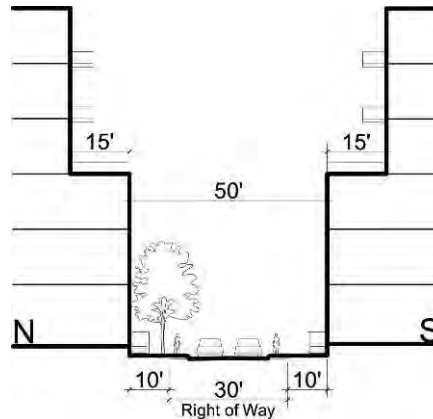
## Urban Design

2 Bonus Stories with LEED Silver Certification



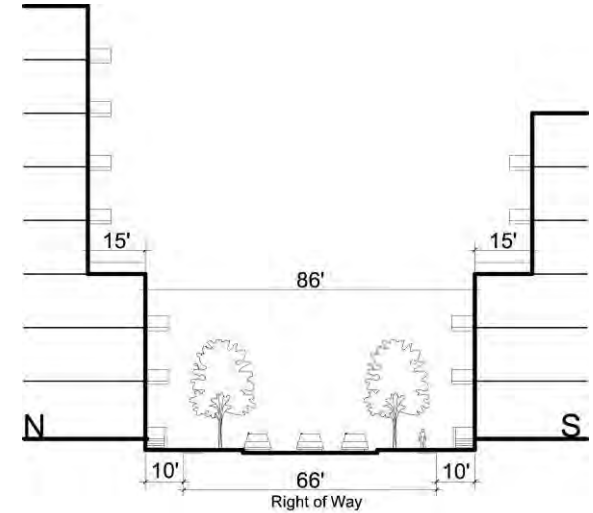
### 9: College Court

<b>Maximum Stories:</b>	North side: 6 South side: 10 (upon meeting LEED requirement for 2 bonus stories)
<b>Maximum Building Height:</b>	North side: 88 feet South side: 144 feet (upon meeting LEED requirements for 2 bonus stories)
<b>Minimum Stories:</b>	North side: 2; South side: 3
<b>Building Setback:</b>	15 feet, above the 3rd floor
<b>Building Setback:</b>	10 feet



### 10: Fahrenbrook Court

<b>Maximum Stories:</b>	6
<b>Maximum Building Height:</b>	88 feet
<b>Minimum Stories:</b>	2
<b>Building Setback:</b>	15 feet, above the 3rd floor
<b>Building Setback:</b>	10 feet

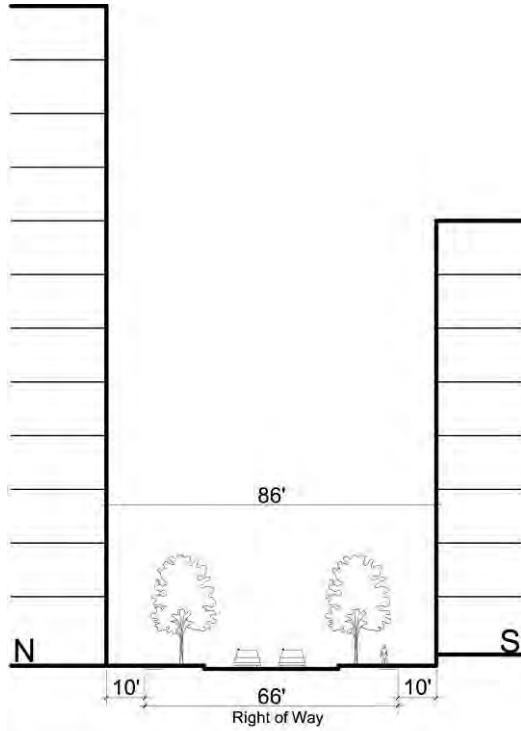


### 11: Spring Street

<b>Maximum Stories:</b>	North side: 8 South side: 6
<b>Maximum Building Height:</b>	North side: 116 feet South side: 88 feet
<b>Minimum Stories:</b>	North side: 3; South side: 2
<b>Building Setback:</b>	15 feet, above the 3rd floor
<b>Building Setback:</b>	10 feet





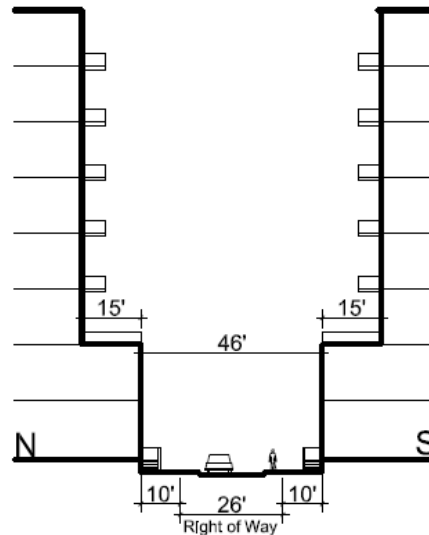


## 12: Dayton Street

Maximum Stories:	North side: 12 South side: 8
Maximum Building Height:	North side: 172 feet South side: 116 feet
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	10 feet



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## 13: Randall Court

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 2nd floor
Building Setback:	10 feet

## URBAN DESIGN RECOMMENDATIONS SUMMARY

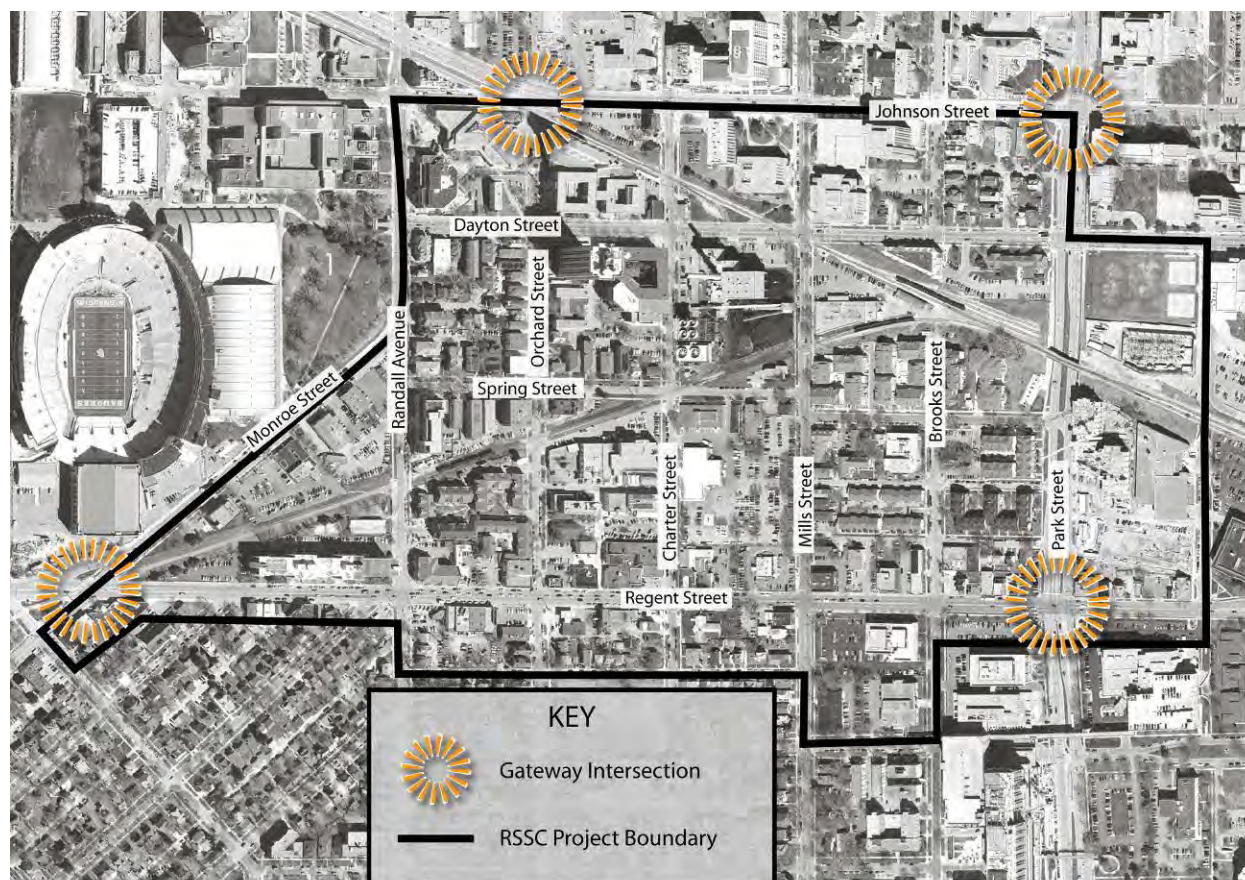
**Goal:** Ensure that future development promotes the overall vision for the neighborhood and its sub areas.

### Recommendations:

- Require that all new development conform to all requirements of the Overall Building Design Guidelines, Special Design Guideline Districts, and Cross Sections described in this chapter.



**Map 4.7 Gateway Intersections in the Planning Area.**



## STREETSCAPE GUIDELINES

The purpose of a streetscaping project is to provide a high quality pedestrian environment in which pedestrian safety is emphasized, traffic flow is improved to facilitate easy access and circulation, and an inviting streetscape is created to support existing businesses and attract new business. The term “streetscape” generally covers everything within the street right-of-way, including sidewalks, street lighting, street furniture, vegetation and pedestrian-oriented signage. The two goals, pedestrian and environmental friendliness, can be combined to create a street that functions well both economically as well as environmentally. The guidelines in this section provide suggestions for the integration of pedestrian circulation, environmental improvements, and multiple modes of travel into the Neighborhood.

### Streetscape Elements

A streetscape can be divided into two distinct elements: gateways and corridors. While both elements can be found in planning projects, they are particularly important to consider in relation to streetscaping since many of the components that define them happen during the streetscape implementation process.

A gateway is an entrance feature, often located at key intersections or points of transition from one district or neighborhood to another. Gateways are visual cues used to announce



## Streetscape Guidelines



- An infiltration planter incorporated into the right-of-way in Portland, Oregon.



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entry into an area, and may also provide directional information and traffic calming. Gateways may include district signage identifying the area being entered, directional signage pointing out key features within the district, special lighting and/or paving treatments to act as textural and visual cues for drivers to slow down, unique street furnishings or pedestrian amenities or other aesthetic enhancements. Gateway intersections in the Regent Street—South Campus Neighborhood include Regent Street at Park Street, Regent Street at Monroe Street, Park Street at Johnson Street, and Orchard Street at Johnson Street.

Corridors essentially connect gateways, repeating elements from the gateway throughout a district. This gives a district a unified character or theme and assists in wayfinding for pedestrians and motorists alike. Care should be taken to avoid over-unification of visual elements, which can result in a visually monotonous streetscape. This is particularly important in the case of Regent Street, as its eclectic character is valued among residents, business owners, and shoppers. To maintain this character, tenants or store owners should be allowed to individualize certain features of the streetscape, such as storefront designs, awnings, and/or signage. Unity of character can be maintained through the repetition of other key elements, such as a significant street tree or style of street furniture. In this way the streetscape will feel less like a “project” and more like it evolved over time.

### General Guidelines

The following suggestions are general tools and guidelines to help create a safe, inviting, and easily navigable streetscape. A successful streetscape design addresses all of the components of the public realm, including pedestrian amenities, signage, landscaping and planter strips, and on-street parking. Some of the following guidelines are based on Portland Metro’s street design guidelines handbook, [Creating Livable Streets](#). Portland is one of the most progressive U.S. cities in the Green Streets movement, and makes a good precedent study for the Regent Street – South Campus Neighborhood.

**Sidewalks:** Sidewalks are the fundamental pedestrian element in a streetscape. They provide both visual and physical access to adjacent land uses and transit facilities. Sidewalks are the arteries of successful public spaces; they channel prospective customers and clients through a space, and the economic success of an area is often proportionate to the quality of these public spaces.

#### *General considerations:*

Establishing an active pedestrian environment is vital to the success of commercial areas. Provide adequate width for all uses, including loading & unloading of people from on-street parking, walking traffic, window-shopping traffic, and use of street furniture. The width of the pedestrian realm, including sidewalk and amenities space, should be at least eight feet in



## Streetscape Guidelines



■ Street trees, pedestrian scale lighting, special paving and outdoor seating within the amenities zone.

commercial areas. Of course, this is a general rule, and can not be applied to all situations. In areas where there are not eight feet available, the amenities zone can be reduced or eliminated to accommodate a comfortable walking space within the confines of the site. In the case of Regent Street, the pedestrian realm is proposed to be eleven feet wide in most areas, so this will easily accommodate pedestrian traffic as well as amenities.

If there is enough room to provide an amenities zone, vertical elements such as pedestrian scale lighting and street trees can help provide a sense of separation from the traffic on the street and make the pedestrian realm more enjoyable. Also consider special paving treatments to separate the pedestrian realm from car traffic at intersection crossings and terrace areas, where placement of vertical elements would hinder traffic flow. Special paving can take the form of stamped or colored concrete or asphalt, brick or stone pavers, or a surface treatment such as texture or paint.

**Pedestrian Amenities:** Pedestrian amenities are the elements which define the pedestrian realm, encourage pedestrian activity and create a sense of place. "Amenities" is a very general term, and includes lighting, benches, café tables, planters, trash receptacles, signage, and kiosks. Pedestrian amenities are the difference between a thoroughfare and an active public space.

### *General considerations:*

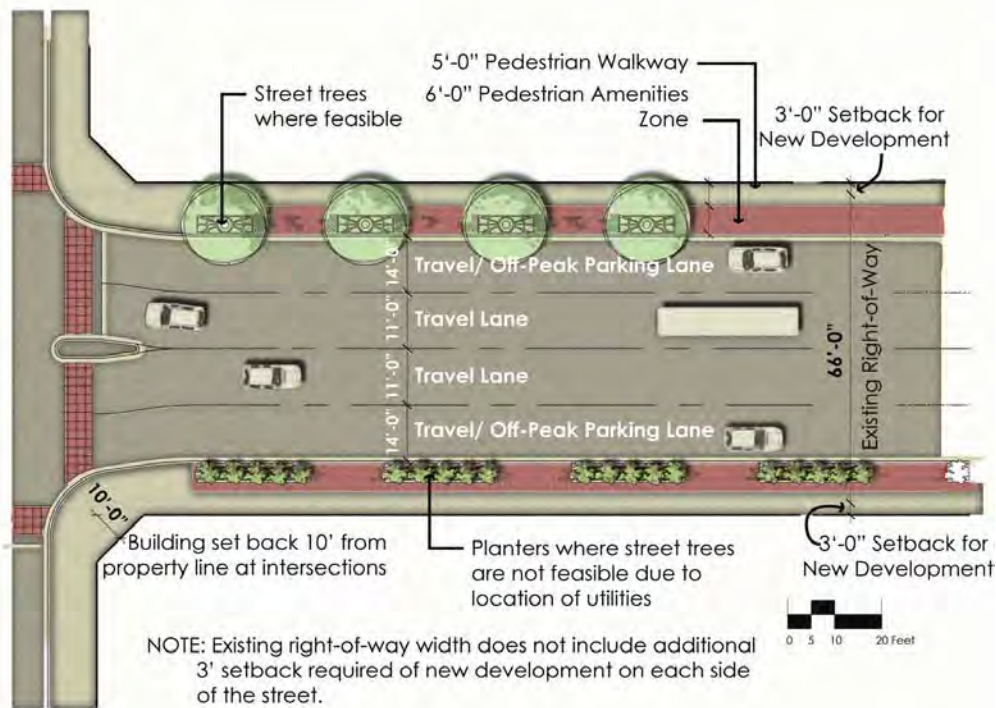
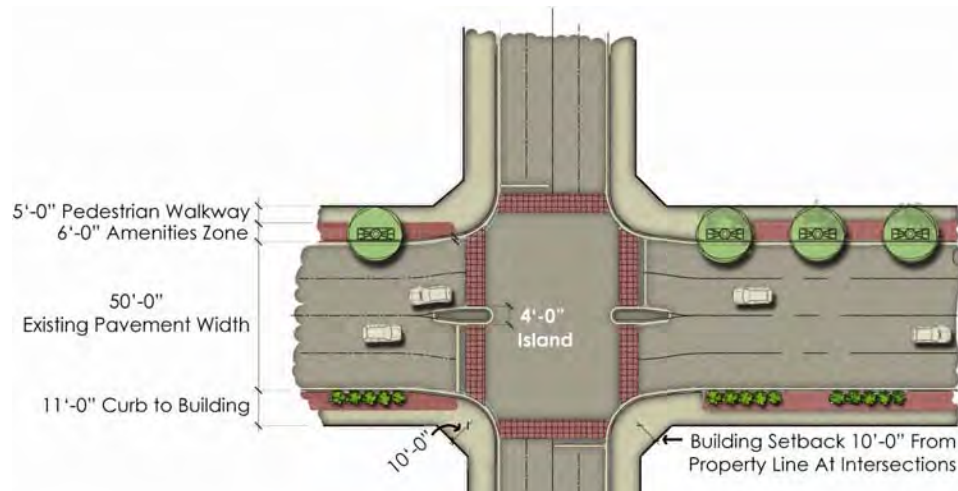
- Provide dark-sky compliant pedestrian-scale lighting to define pedestrian space. Pedestrian-scale lights should be lower than conventional street lights (typically 10-14') and provide more illumination of the sidewalk, increasing the comfort of evening users. Pedestrian scale lighting is also an easy and unique way to provide identity to a district.
- Provide continuity by repeating streetscape elements along the length of a street identified as a specific district or area. If multiple pieces of street furniture are used, choose pieces that complement each other. For example, if the benches are made of black metal, choose trash cans that are the same color and/ or material. If there are street planters, plant each with the same type of vegetation or variations on a theme, so that the overall streetscape will read as a continuous corridor and not separate blocks.
- Provide a number of opportunities for people to socialize and spend time outdoors. Amenities such as benches, newspaper stands, café tables, and planters could encourage this type of activity. However, it is important to keep the context of the streetscape in mind. For example, café tables are not appropriate as general street furniture, but are effective activity generators outside a coffee shop or





## Streetscape Guidelines

- Right: Proposed design of all non-signalized Regent Street intersections.
- Below: Typical plan view of Regent Street Shopping District streetscape.



Regent Street  
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restaurant. So while the tables may not be installed as part of a streetscape program, they should be considered during the zoning process as a way to encourage pedestrian activity.

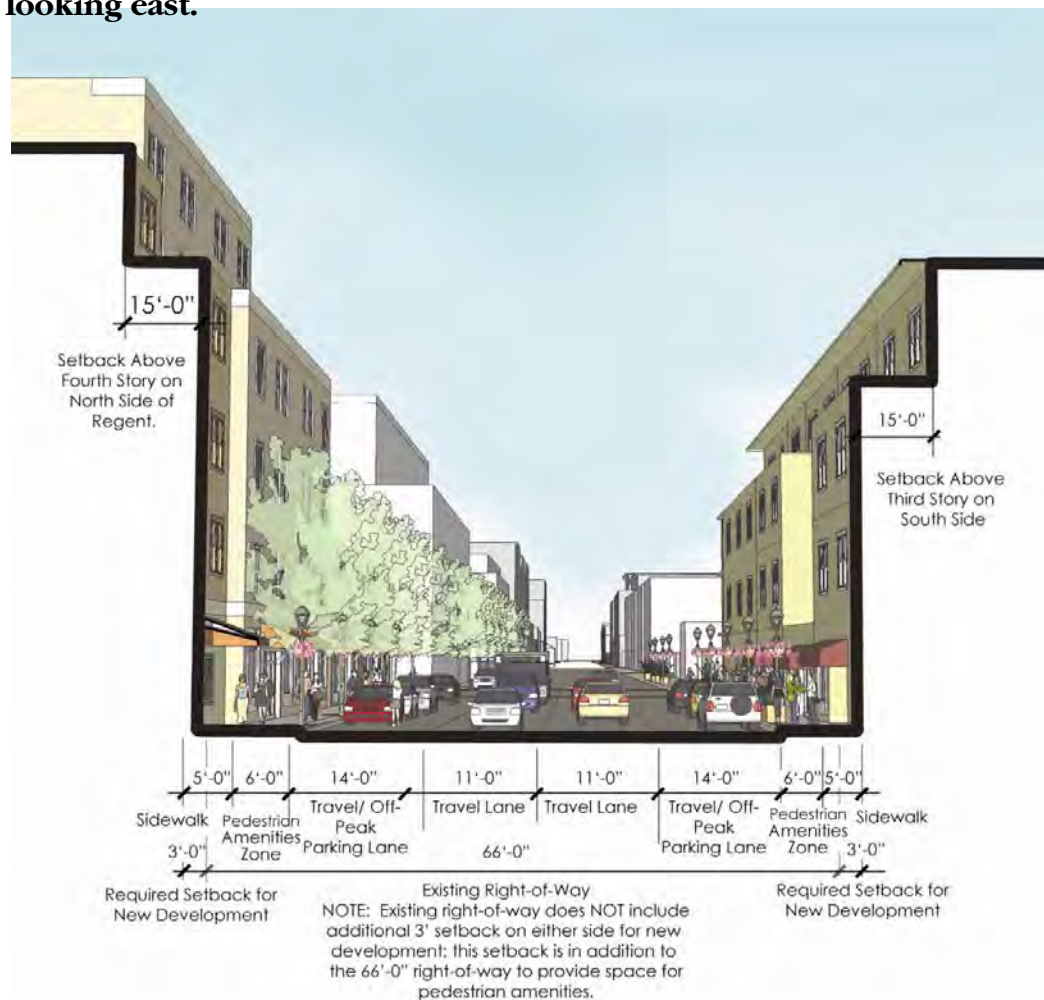
**Street Trees:** Trees are a key component in creating a sense of separation from traffic, when space allows. Without them, a street can feel as though it is dominated by vehicles. Street trees also provide shade in the summer, and help reduce the perceived scale of tall buildings.

### General considerations:

- Provide continuous, uniformly, and closely spaced tree plantings to create a continuous canopy. This creates a more distinct character for the street than single trees spaced far apart. Trees planted close together are also healthier, since they protect each other from wind damage and raise the relative humidity around themselves through transpiration.
- Use a number of street tree species to provide variety as well as disease resistance. Consider mixing trees with different textured leaves or bark, or different fall colors. Always keep in mind the suitability of the species to urban conditions such as drought and soil compaction, and choose species that are likely to survive these harsh conditions.



**Proposed configuration of Regent Street Shopping District—  
looking east.**



**Landscaping & Planter Strips:** Planter strips provide pedestrian buffering and enhance the identity of an area. Planting strips or planters are also an efficient way to add vegetation to a street when street trees are not an option due to size constraints or underground utilities.

*General considerations:*

- Consider getting the local community or businesses involved in selection and maintenance of planters to ensure that they will be well cared for. Planters can be planted with different perennials that will be attractive year round, or can be changed each season.
- Determine whether pre-manufactured or poured in place planters will best fit the streetscape and the needs of the community.
- Choose planters of suitable size and material to complement the streetscape scheme. For example, planters that are 18-24" high with wide sides can provide impromptu seating. In general, large planters will require less watering than small ones, which tend to dry out quickly.

**On-Street Parking:** On-street parking serves several important functions in a commercial area, including support of local economic activity and buffering pedestrians from auto traffic. On-street parking increases pedestrian activity in general. People rarely find a spot directly in front of their destination, so they walk from a nearby spot,





## Streetscape Guidelines



■ Street trees spaced closely in tree grates and combined with planters on State Street in Madison, Wisconsin.

providing more exposure to ground floor retail and increasing opportunities for social interactions.

### *General considerations:*

Ensure that pedestrians waiting to cross the street are visible to motorists by prohibiting on-street parking adjacent to crosswalk or curb return if necessary, or extending curb to equal the width of the on-street parking lane.

**Fire Lane Access:** Given the small parcel size and high percentage of lot coverage for new development, consideration should be given to meeting fire lane access requirements from the public streets. This must be balanced with other objectives such as providing street trees and on-street parking. For narrow streets, such as Bowen Court, Capitol Court and Randall Court, the sidewalk could be incorporated into the fire access clear width with a mountable curb and no parking on the street.

### **Special Districts**

The following districts should be given special attention during the streetscape design process due to their traffic volumes and prime locations along important routes. While the entire Regent Street-South Campus Neighborhood should have an overarching streetscape theme, these three districts in particular require additional streetscape enhancement. Regent Street is an important corridor because it is one of the major east-west routes to downtown, and connects two important destinations: Camp

Randall Stadium and the Kohl Center. Orchard Street has the potential to become a major pedestrian corridor with the proposed transit stop at the South Campus Union. The Southwest Path is a major commuter and recreational route and is connected to the city-wide trail network.

### **Regent Street**

Regent Street is the primary commercial spine traversing the neighborhood and should possess a design reflective of its important role in the neighborhood and community.

To facilitate greater pedestrian activity, a proposed realignment of all non-signalized intersections along Regent Street detailed in the figure on page 4-42. The realignment would include widening the street two feet on either side of the street at non-signalized intersections to accommodate a four foot median. The additional two feet would come out of the six-foot amenity zone and would not require additional private property dedication. This would allow pedestrians to cross two lanes at a time, rather than trying to cross all four lanes at once. The street would remain at its existing width (48') except at intersections. The intersection improvements would also include special paving treatments at crosswalks to help differentiate pedestrian space from vehicle space.



Regent Street  
South Campus





■ Pedestrian lighting adds hours of usable time to a public space.



Regent Street  
South Campus

### Sidewalks

New development is required to have a 3-foot setback in order to enhance the pedestrian realm by providing more space for the pedestrian walkway outside of the existing right-of-way. This extra space is to be dedicated (or an easement granted) to the City in order to help achieve streetscape objectives, and should be considered public space and conform to district streetscape guidelines.

This extra three feet allows for a 5-foot sidewalk along the buildings and a 6-foot pedestrian amenities zone between the sidewalk and the street (see plan view on page 4-42). Ideally a commercial area should have at least 8 feet of pedestrian walkway, but with the current configuration of Regent Street, 5 feet is the widest walkway possible without removing a lane of parking or setting the buildings back much farther. Larger setbacks are not an option if the historic and significant architecture is to be preserved, as these buildings would then jut out unnaturally into the walkway, breaking the continuity of the building edge. With the 6-foot amenities zone the walkway will feel wider than just 5 feet, since pedestrians will not be walking right next to a row of cars. The amenities zone is the area where street trees or planters, pedestrian-scale lighting, district signage or banners, street furniture, special paving, and other amenities are located.

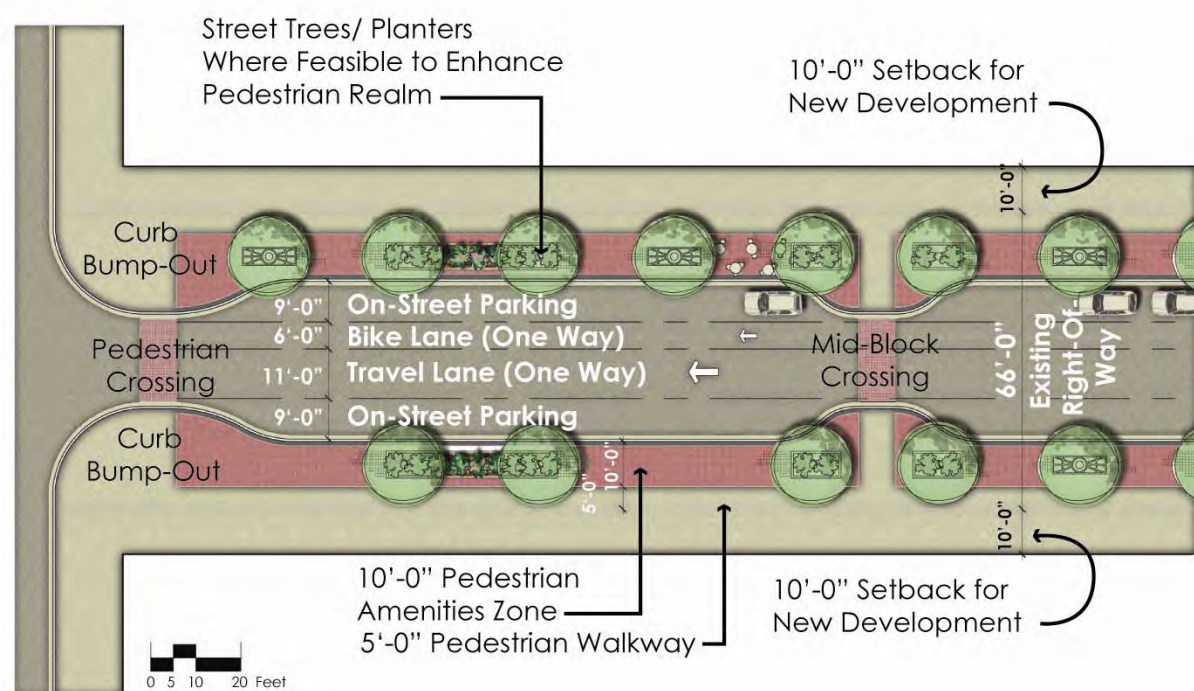
### Street Trees

Street trees, combined with the overall width of the street, are essential elements in creating a sense of separation between the pedestrian realm and the travel lanes of the street. They also provide several environmental and physical benefits. Trees provide a sense of tranquility by slowing the perceived pace and intensity of street activity and creating a sense of enclosure. Trees provide shade to pedestrians in summer, and allow sun in during the winter.

Street trees do not necessarily have to be one species throughout the district, or even on a particular corridor. Planting a variety of species will limit the possibility of total loss to disease or drought, and provide visual interest through changes in texture, color and form. Another important consideration when planning for street trees is spacing. Street trees are most effective visually when planted close together- generally between 12 and 25 feet on center, depending on mature size. This provides a continuous canopy down the length of the street, and across it, depending on the width. Trees are also healthier when planted close together, as they raise the relative humidity around themselves and protect each other from wind and sun damage. For trees planted individually in tree grates, the size of the grate is often the deciding factor in the survival of the tree. Standard tree grates in the City of Madison are generally 4' x 12', which is an acceptable size. This size does not encroach



## Proposed configuration of Orchard Street



into the pedestrian walkway, yet is long enough that the tree receives a sufficient amount of water.

Along the south side of the street underground utilities may prevent the planting of street trees, so planters should be placed in the amenities zone close enough to provide the same sense of safety and separation, that trees would provide. It may even be possible to plant smaller tree species in surface planters, creating an overhead canopy without interfering with access to utilities.

### Pedestrian Amenities

Pedestrian-scale lighting is another vertical element which helps define the pedestrian realm. Pedestrian-scale lights should be lower than conventional street lights and provide more illumination of the ground plane. Dark-sky-compliant lighting should be utilized to avoid directing light upwards at night. Pedestrian-scale lighting should be closely spaced down the length of the pedestrian corridor, at marked crosswalks, and within public plaza areas. This type of lighting can take multiple forms, such as traditional pole lighting, lighted bollards, entrance lighting over doorways, and path lighting under benches and along paths.

Special paving can help direct pedestrian traffic by defining active vs. passive pedestrian areas. It can also provide a sense of place to a district. Special paving can take several forms, including stamped and/ or colored concrete, textured concrete, concrete with glass or stone mixed in,





Proposed configuration of Orchard Street



stone or brick pavers, or any combination of the above. It can span the length of a block or a corridor, or be as simple as a corner detail at intersections, such as the special pavers at intersections on State Street.

Street trees, pedestrian-scale lighting and special paving will be greatly beneficial in this district in creating a sense of separation from the street, since it is a highly traveled vehicle corridor. They also define an area where social activities and people watching can occur without interfering with pedestrian traffic flow on the walkway.

On-Street Parking

On-street parking is currently available on both sides of the street, and this should be maintained to provide another level of separation between pedestrian and auto traffic. During peak hours these lanes should continue to be used as travel lanes to ease congestion in the area, but during prime pedestrian times, such as afternoons, evenings, and weekends, they should be dedicated to parking. Additional parking can be provided with parking structures, which could also be shared with the University. See Future Circulation Map, page 5-14, for potential locations of parking structures within the planning area.

In the Regent Street Business District, buildings eight stories or less in height will have the same 3-foot setback as the Regent Street Shopping District, but buildings taller than eight stories will have an additional 5-foot setback, making the



building-to-building distance 82 feet. Due to the tall maximum building heights and office/medical uses, this area will have a more urban character than the shopping district. The streetscaping should be the unifying element that carries the district theme throughout.

### **Orchard Street**

With the proposed location of a transit stop in or near the new South Campus Union, Orchard Street will serve as an essential pedestrian connection between the Regent Street/ South Campus Neighborhood and the University campus. The dimensions and traffic volume currently on Orchard Street make it an ideal candidate to become a major pedestrian corridor. The street is currently one way, with parking on both sides. The pavement width is narrow, approximately 36 feet. The street should remain at this width, but the removal of one lane of parking should be considered to accommodate a bike lane. The bike lane would serve as a connection between Regent Street and campus as well as between the Southwest Path, which crosses Orchard Street and the neighborhood. With the proximity of the Southwest Path, the proposed transit stop, and the existing Regent Street corridor, Orchard Street has the potential to become a major multi-modal transportation hub.

To enhance the pedestrian realm along Orchard Street, new development is recommended to be set back ten feet from the right-of-way. This setback allows for additional landscaping. It

also provides the space needed to raise the first floor elevation of residential buildings above street level, which helps differentiate public and private space and limits visual access into the first floor from the street, giving residents privacy. Porches and balconies along the street also contribute to a unique character and inviting atmosphere (see Urban Design Guidelines).

The narrow width of the street allows for a wider pedestrian amenities zone, which is 10 feet on both sides of the street. This zone could contain outdoor seating areas, street trees and planters or planting strips, pedestrian-scale lighting, kiosks, district signage and/or banners, special paving, bike racks, and other amenities to foster a lively pedestrian environment by creating spaces for social interaction and activity.

Intersections of particular interest on Orchard Street are Orchard Street at Johnson Street, Orchard Street at the Southwest Path and Orchard Street at Regent Street. All three of these nodes could see a great increase in traffic with the potential transit stop, and should be designed accordingly. Orchard Street at Johnson Street would be a major transit hub, and should have amenities to accommodate people waiting for a connection, meeting others, or just passing through to campus. Landmark features will be especially important, and this would be an ideal place for public art or sculptural display. Sheltered waiting areas will





## Streetscape Guidelines



- A rain garden in Portland, Oregon. Something like this could easily be incorporated into the greenspace along the Southwest Path.



Regent Street  
South Campus

be necessary as well, with benches, newspaper stands and trash/recycling facilities. The design of this node should also allow for a clear path going though to campus, to accommodate pedestrians and bicyclists traveling to and from campus.

Orchard Street at the Southwest Path will be an important node as well, as it will serve as an important link in the regional transportation system. Covered and secure bike storage should be available, and possibly also lockers for people to store rollerblades or bike helmets if they are catching a train or bus to their final destination. Access to drinking water would also be an appreciated amenity.

Orchard Street at the Regent Street intersection is an important node due to the number of people living south of Regent Street who will potentially want to cross and continue up Orchard Street to the Southwest Path or transit stop. This intersection may need to be signalized in the future to make it a formal pedestrian crossing.

As indicated in the Orchard Street section, the pedestrian walkway is 5 feet, but will typically feel much larger due to the building setback and wide pedestrian amenities zone. Because this area could become an important pedestrian connection, it is essential that the placement of streetscape elements allows for the pedestrian walkway to be clear at all times. All trash cans, newspaper stands, light poles, and other

elements should be kept within the amenities zone and out of the walkway.

### Southwest Path

The Southwest Path serves two important functions in the neighborhood- it is a major traffic corridor for commuters and recreational users, and it is the largest continuous stretch of green space in the neighborhood. Currently, it serves as temporary storage for rail cars; and many of the buildings along it have turned their back to it, lining the path with dumpsters and parking lots.

As a traffic corridor, the Path connects the Capitol City Trail in the southwest to paths crossing the isthmus & heading southeast past the Beltline, bringing commuters from both east and west. (see Bike Routes Map, page 5-6) One estimate says that at least 2,000 bicyclists and as many pedestrians were expected to use the path at the time it was planned, although no data is readily available regarding current usage of the path within the planning area.

As a green space, the path is sporadic- heavily vegetated in some areas, sparse in others. None of the green space along the path is readily useable as a gathering or recreational space. With the addition of green spaces provided as part of the Future Land Use Map (see page 3-14), there will be an opportunity to create more usable green space along the path. Green space is not widely available in the planning area, and uses for these areas could include community



gardens, outdoor sculpture display, or passive gathering space. Its potential for stormwater infiltration should be maximized through sensitive grading, paving and landscape treatments such as infiltration areas and swales to slow the flow of water.

New development along the path is recommended to be set back 10 feet from the right of way, to allow greater solar access to the path and reduce the sense of enclosure. This setback allows a greater sight distance to users of the path, increasing their safety. It also provides space for additional landscaping or activation spaces along the path. New development should be oriented toward the path as well as the street. For more information and a section through the path, see the Bicycle-Pedestrian Path section of the Urban Design Guidelines, page 4-28.

Pedestrian-scale lighting is an important amenity that should be incorporated into the path. Nighttime safety is currently an issue, and increased lighting will greatly improve its nighttime usability, particularly in the section of the path that goes through the planning area, which is used by students at all hours of the day.

## STREETSCAPE RECOMMENDATIONS SUMMARY

**Goal:** *Ensure that key corridors are enhanced to support the overall vision for the neighborhood and its sub areas.*

### Recommendations:

- Require that new development and improvements within the right-of-way conform to the General Guidelines and Special Districts recommendations described in this chapter.
- Consider including funding for the implementation of improvements along Regent Street, Orchard Street, and the Southwest Path in future City Capital Budgets.
- Enhance nighttime safety throughout the area by adding dark-sky-compliant pedestrian lights throughout the area.





# SECTION V:

## Transportation

- ▶ Assessment of Existing Conditions
- ▶ Recommendations
  - ▶ Bicycles
  - ▶ Pedestrians
  - ▶ Parking
  - ▶ Streets and Car Traffic
  - ▶ Circulation Map



Regent Street  
South Campus

### ASSESSMENT OF EXISTING CONDITIONS

#### Streets & Car Traffic

The planning area has several defining transportation routes that run through or along the edge of the planning area. Monroe Street, Randall Avenue, Johnson Street, and Park Street are the major roadways that form the backbone of the area's transportation system. The major entrances into the district are at the Monroe Street/Regent Street intersection and the Park Street/Regent Street intersection.

The Monroe/Regent intersection is actually a 6-way intersection, where Breese Terrace, Oakland Avenue, Regent Street, and Monroe Street come together in front of Camp Randall stadium. This area, originally designed to accommodate a railroad line (which has since become the popular Southwest Path) is a confusing bottleneck. The intersection serves neither cars, bikes, nor pedestrians efficiently and has been targeted for reconstruction in 2009. Nevertheless, it is a prominent intersection not only for the Planning Area, but in the City as a whole. Approaching the intersection from the southwest, motorists are greeted by the sight of Camp Randall and the Field House; a signal that they have transitioned from the commercial/residential area along Monroe to the more university-oriented neighborhood.

The Park/Regent intersection is dominated by hospital and medical facilities on the south, with

major new University buildings behind a more traditional street frontage of two-story buildings on the north. This creates a less defined transition into the neighborhood when entering from the east.

Johnson Street acts as the northern boundary of the neighborhood. It is a one-way street paired with University Avenue to the north, forming a "couplet" of one-way streets. Together, these streets handle almost 63,500 vehicles per day (VPD) between Charter Street and Mills Street; Johnson Street's share of that is just over 32,000 VPD (see Map 5.1 on the following page).

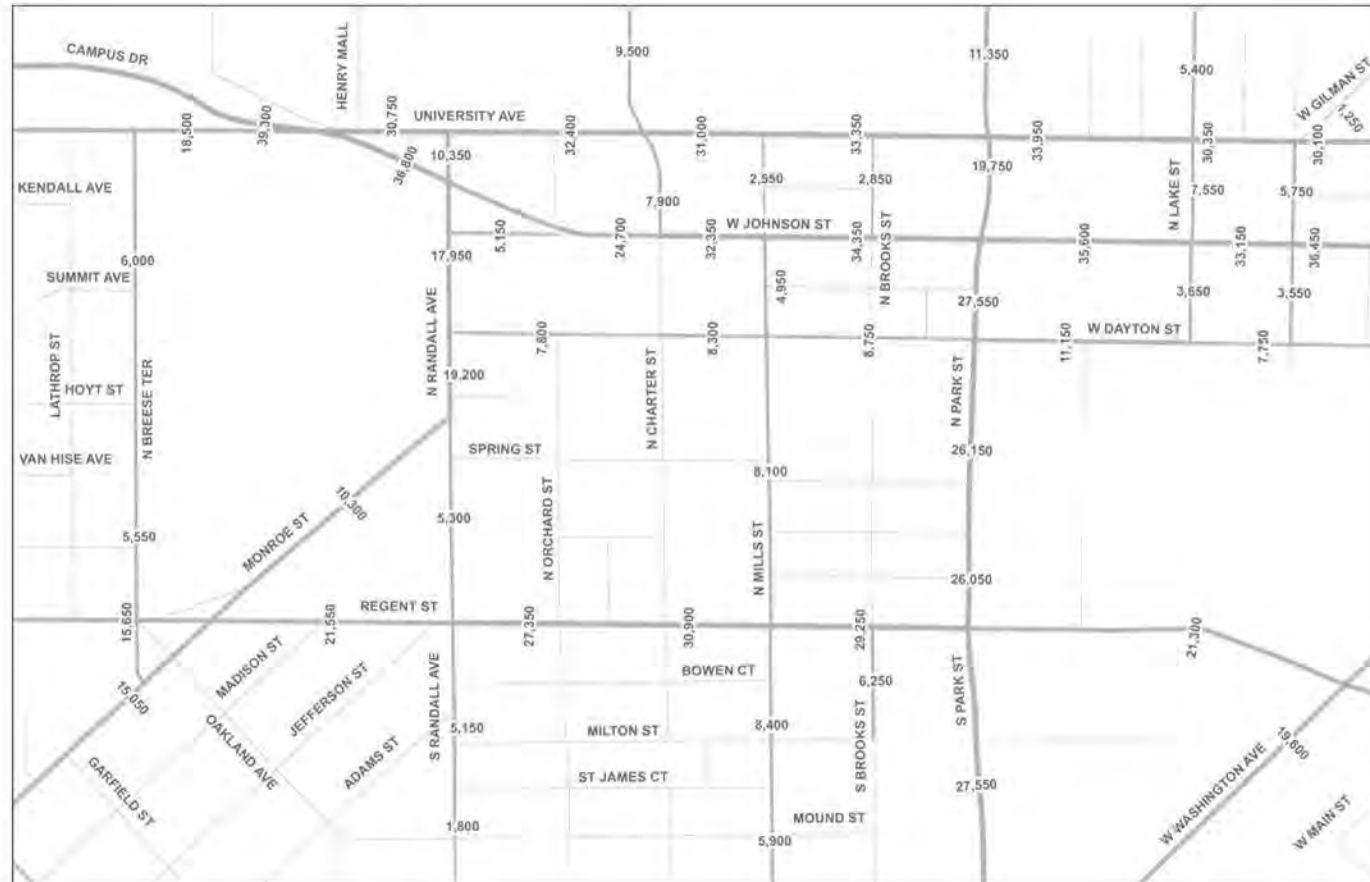
Park Street originates at the Highway 14 interchange with the Beltline about 2.2 miles to the south of Regent Street. Many of the vehicles traveling along Park Street north of West Washington Avenue are either University-bound or headed to the medical facilities at the Park/Regent intersection. Park Street handles about 48,000 VPD just south of West Washington Avenue, 28,000 VPD just south of Regent Street, and 26,000 VPD just north of Regent Street.

Car traffic is a major concern throughout the area, but especially on Regent Street. Regent Street handles 27,300 vehicles per day (VPD) just east of Randall Avenue, 31,000 VPD just west of Mills Street, and just under 30,000 VPD at the intersection with Park Street. As such, it is a major Downtown "feeder", conveying traffic from Mineral Point Road, Speedway Road, and Monroe Street to Park Street and West Washington Avenue.



# Map 5.1 Average Daily Motor-Vehicle Traffic Counts

Regent Street  
South Campus  
August 2007



## Vehicles Per Day (weekday)

- 150 - 1,500 VPD
- 1,501 - 3,000 VPD
- 3,001 - 10,000 VPD
- 10,001 - 26,000 VPD
- 26,001 - 112,000 VPD
- Not Available

Source: Total Average Daily Traffic Counts. City of Madison 2006 Traffic Counts.





## Transportation



■ Johnson Street Corridor looking east.



■ Park Street and Regent Street intersection looking northeast.



Regent Street  
South Campus

The area with highest vehicle use along Regent Street occurs west of the Mills Street intersection. At about 31,000 VPD, this section of Regent Street handles nearly as much traffic as West Johnson Street along the northern edge of the planning area or Park Street as it approaches Regent Street from the South. However, Regent Street is a four-lane two-way street with no turn lanes and on-street parking, while West Johnson Street is a four-lane one-way street with no parking allowed. In fact, Regent Street is the highest-volume four-lane street in the City of Madison that allows on-street parking, which in effect reduces travel to one lane each way. Streets of comparable design are Monroe Street and Williamson Street, but the maximum VPD found on those streets is roughly 4,000 less than the maximum VPD on Regent Street. It should also be noted that all of these figures, and the map on previous page, only represent motor vehicle traffic. In reality, overall traffic is much higher because of the high volume of pedestrians and bikers. Unfortunately counts of pedestrian and bikers are not available, so total traffic cannot be given.

Just as Park Street is the only approach to Downtown from the south, Regent Street and Johnson Street are the only approaches from the west, limiting alternative routes. Even if further alternatives to car travel are implemented, it is likely that car traffic on the major streets through the planning area will only increase.

UW football game day traffic is another issue that the planning area grapples with. Even though there are usually only six football games per year, they still have a major effect on the residents' ability to travel during the day. The Kohl Center also impacts traffic through the planning area. Even though the Kohl Center's capacity is almost 80 percent less than Camp Randall's, it hosts events nearly every day, and sometimes twice a day, making it a consistent traffic generator.

In addition to the Johnson/University couplet, several other streets that run through the planning area are one-way. North Orchard Street is one-way southbound from Johnson Street to Dayton, and continues south to Regent; Charter Street pairs with Orchard from Regent north to Johnson. Fahrenbrook Court and College Court are another pair of one-way streets. Bowen Court runs westbound one-way. Oakland Avenue runs one-way southeast bound to Madison Street, which itself runs one-way northeast bound from Oakland to Regent. One-way streets can be a way to increase on-street parking capacity, but they also have the drawbacks of increasing traffic and decreasing accessibility.

### Parking

Parking is another issue in the neighborhood. The lack of parking north of Regent Street causes some residents to park their cars in neighborhoods south of Regent Street. In addition, many business lack their own dedicated parking lots and therefore most rely on on-street parking for customers and employees.





■ New UW Visitor's Center and parking structure at 21 N. Park Street.

Photo: UW Campus Photo Library



Regent Street  
South Campus

Many of the businesses that do have dedicated parking have it located between the building and the street, which diminishes pedestrian friendliness. On the other hand, surface parking that is visible from Regent Street can be valuable for football game day parking, beer gardens, tailgating, and, to a lesser extent, parking for games and events at the Kohl Center. These potential income generators make surface parking somewhat of an economic disincentive for infill redevelopment.

There are five parking garages either within or adjacent to the neighborhood. The University has a parking garage at its visitor's center at 21 North Park Street, UW Health has a garage at 20 South Park Street, the UW has parking under Grainger Hall, and Meriter Hospital has two garages just outside the planning area; one at 1 South Park Street and the other at 36 South Brooks Street. One reason for the prevalence of garage parking is that the high water table throughout much of the area makes provision of underground parking difficult and expensive.

### Buses

Bus service on Regent Street from Highland Avenue/Speedway Road to Park Street is limited to one route; except between Mills Street and Park Street. Mills and Park both have two bus routes each just south of Regent Street; both streets carry between three and five bus routes from Regent Street north to University Avenue. Dayton Street accommodates one bus route for some of its length. The major bus corridor is the

pairing of Johnson Street/University Avenue on the north side of the planning area, which carry more than 20 different bus routes for much of their length. A free campus bus (route #85) traverses the area, providing convenient service for transit users. See map of bus routes, next page.

### Bicycles

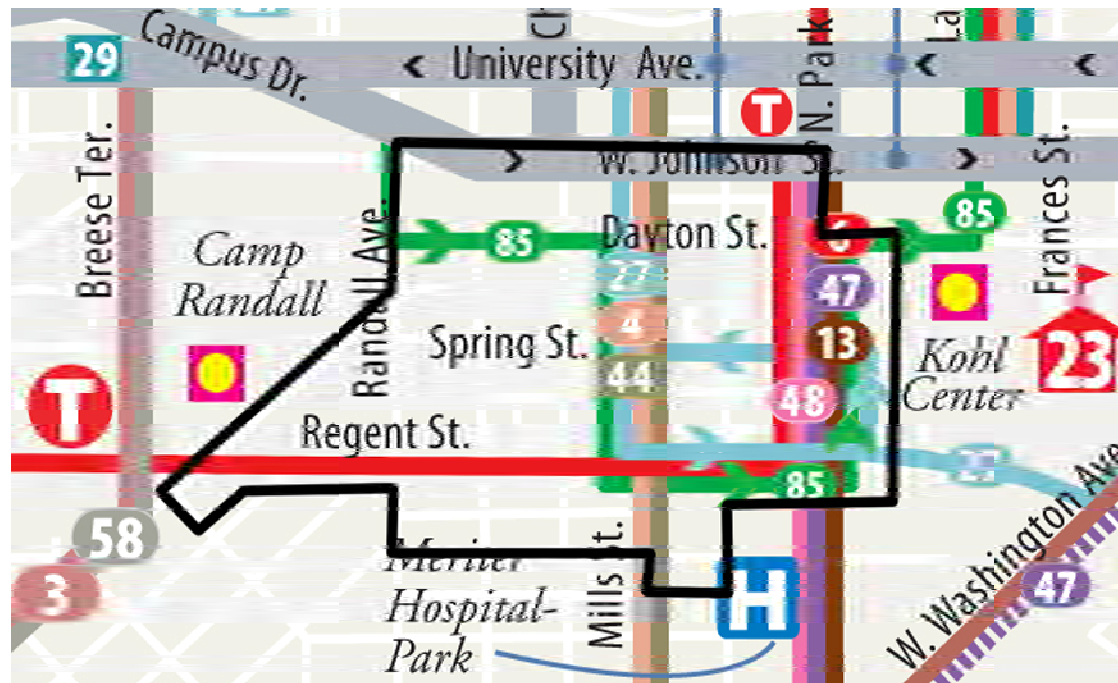
Bicycle travel is an extremely important component of circulation in and through the planning area. The high concentration of students and limited UW (car) parking facilities makes bicycle travel the preferred transportation option for students and for many employees who live relatively close to the planning area.

The Southwest Path and bike lanes on Dayton Street and University Avenue provide popular east-west connections. These connections are heavily used, especially by students, and provide an important alternative to automobile travel. Now that the "missing link" of the Southwest Path has been completed this major regional trail provides a connection between Downtown Madison and much of the west side of the City.

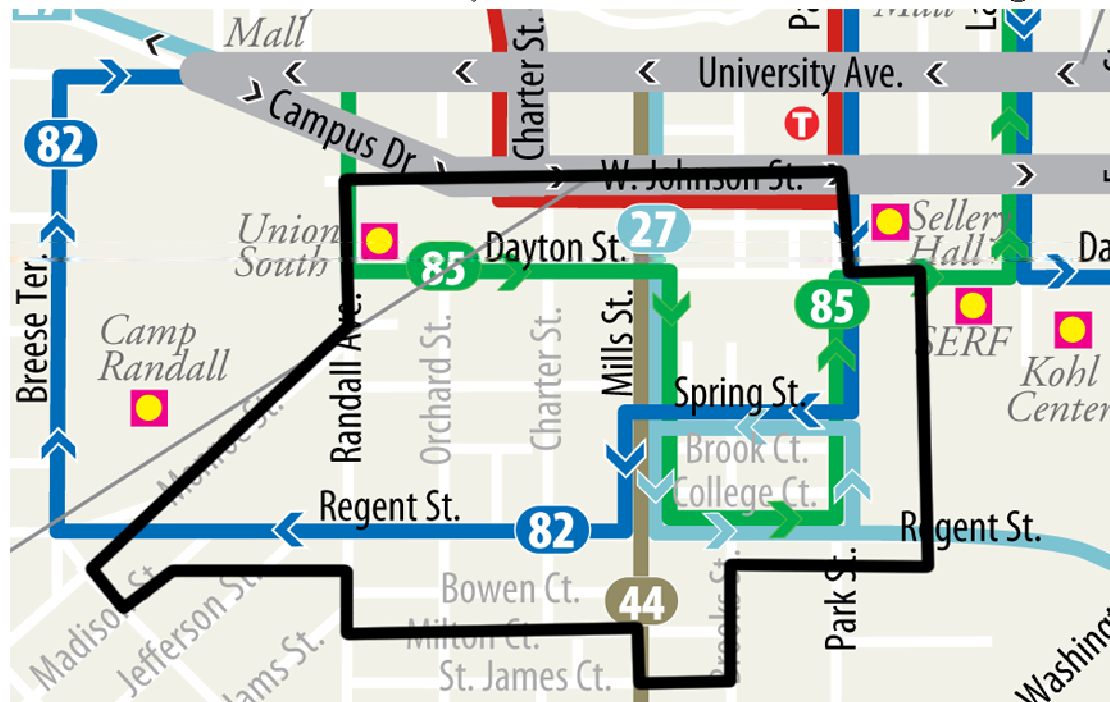
In spite of the on-street bike lanes that run north-south on Park Street, overall north-south bike connections are limited. Much of the bicycle travel across Regent Street originates in the neighborhood to the south of Regent Street, with a University destination. Bike riders are unlikely to travel east to Park Street, cross Regent Street, and then travel west to get to their UW



## Madison Metro Weekday Service in RSSC Planning Area



## Madison Metro UW Campus Service in RSSC Planning Area



Map 5.2

### Existing Bus Routes

Regent Street  
South Campus  
August 2007

Data Source: City of Madison Metro Transit



Regent Street  
South Campus



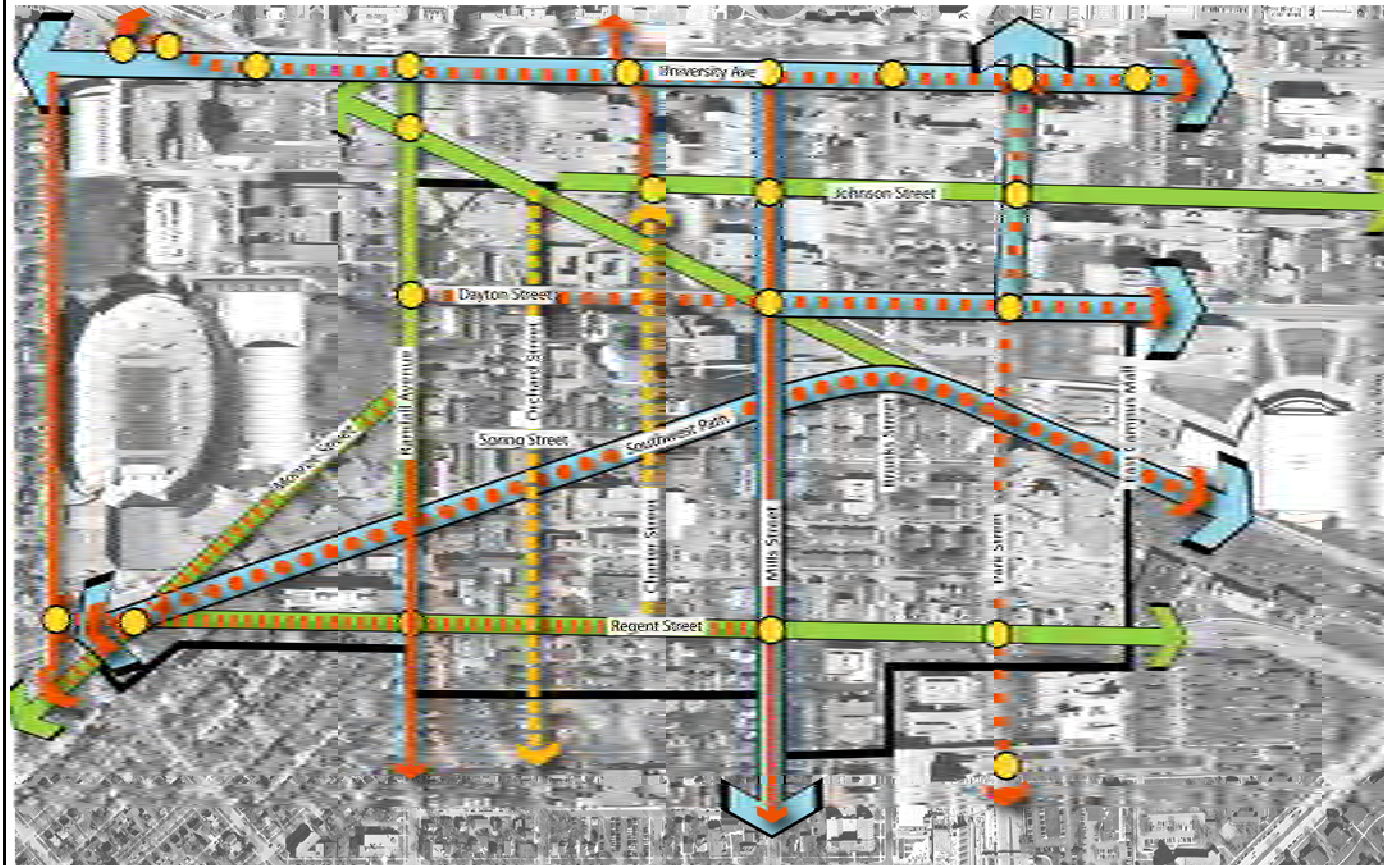
City of Madison



## Map 5.3

### Bike Routes

Regent Street  
South Campus  
August 2007



#### Existing Facilities

- Through Street Suitable for Most Bicyclists
- - - Bike Lane or Paved Shoulder
- . . . Rush Hour Parking Restriction
- ● ● Bike Path
- Bike Route
- Traffic Signal

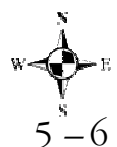
#### Future Facilities

- Planned Improvement
- - - Bike Lane/ Paved Shoulder
- - - Proposed Route

*Data source: Madison Area Metropolitan Planning Organization- Bicycle Transportation Plan for the Madison Urban Area and Dane County, Wisconsin*



Regent Street  
South Campus



City of Madison





■ Bicycle and pedestrian travel are the most common means of moving around within the planning area and the UW campus.

destination. Due to heavy car traffic at the Park/Regent intersection bike travel through the intersection can be intimidating. Car traffic on other north/south streets between Park Street and Randall Avenue is much more limited, but Brooks Street does not cross the railroad tracks, and North Mills, Charter, and Orchard Streets and Randall Avenue lack dedicated bike lanes.

High traffic volumes, a lack of bike lanes, and on-street parking make bicycle travel on Regent Street itself a dangerous proposition. Because of the narrow space between the curb and buildings on much of Regent Street there are few bicycle parking opportunities, an unfortunate circumstance given the high number of bike users. The lack of bike racks leads to people chaining their bikes to sign poles, which can in turn obstruct pedestrians.

### Pedestrians

Both Regent Street and Park Street are bike and pedestrian barriers due to their high volume of automobile traffic. Even with several signalized intersections along the corridor, it can be difficult, and sometimes dangerous, to cross Regent Street on foot. There are no medians for pedestrians to take refuge in the middle of Regent Street, and currently no room to install traffic islands. The high number of right turns onto Regent Street also creates a hazard for pedestrians because of inattentive drivers who only look for cars, not people.

Pedestrian traffic is not well-served along Regent Street and along some side streets. Sidewalks along Regent Street do not have terrace areas or street trees; instead, the sidewalks go right up to the street curbs, creating an environment that is unfriendly to pedestrians. There are few pedestrian amenities such as benches or trash receptacles. Unfortunately, the width of the public right-of-way for Regent Street does not allow for expansion of sidewalks without taking away traffic lanes.

The high student population and proximity to Camp Randall and the Kohl Center means that the neighborhood is a high pedestrian-use area, but current sidewalk widths and other pedestrian accommodations are ill-suited to handle the commonplace high-pedestrian volumes that the area experiences. Many sidewalks and curbs are showing their age, and some sections have been ripped up and not replaced.

The density, street terraces, street trees, and sidewalks in the Vilas neighborhood to the south of Regent Street make it very pedestrian-friendly. The area to the north of Regent Street is less pedestrian friendly. Terraces are not as well-maintained and often lack street trees, and the presence of surface parking creates swaths of dead space.







■ Building step-backs and emergency kiosks; Minneapolis Midtown Greenway.

### TRANSPORTATION RECOMMENDATIONS

Traffic circulation and corridors should be enhanced and strengthened throughout the planning area. Vehicle, transit, pedestrian, and bicycle traffic will increase as development in Madison intensifies, and therefore, future plans should include ways to accommodate all types of transportation.

#### Bicycles

The Southwest Path will continue to be used by people traveling through the planning area. Heavily trafficked on UW football game days, the Southwest Path provides an alternative route for event-seekers traveling to and from Camp Randall and the Kohl Center. The path itself is well developed, but the areas lining it should include more parks and landscaped green spaces. Enhancing the spaces that line the path will provide users with areas to stop and rest and a more pleasant environment overall, enhancing their pedestrian experience. Future development along the path should include building setbacks and stepbacks that will prevent pedestrians and bicyclists from feeling too enclosed by adjacent tall buildings.

Future development should also include structures that abut the path and provide balconies and windows overlooking the area to increase safety. This will ensure more “eyes” are on the path and its activities. Also, emergency

kiosks should be placed at intervals along the path. Such an addition, which could be integrated with the UW’s existing system, provides pedestrians access to emergency systems, thus enhancing the feeling of public safety. Lighting along the length of the path through the planning area would also increase safety.

In order to increase safety in areas where the path must cross a street, particular design features should be instituted. For example, raised and/or different colored pavement should be used to delineate the path from the roadway, similar to the Johnson Street pedestrian crossing near the University Square redevelopment. In addition, landscaping can be used to frame the path and signal to motorists that they are approaching a unique street feature. This will be particularly important at the crossing of Randall Avenue because of the large number of cars and the large number of pedestrians that converge in that area during football games and other events.

To supplement the Southwest Path, bicycle-friendly accommodations should be provided on streets throughout the planning area. The most efficient method for moving bicyclists around the planning area may be to identify the most used bike routes, for example Mills Street, and concentrate efforts on making those streets as bike-friendly as possible. The most important bicycle routes appear to be Mills Street, Randall Avenue and Charter Street. To accomplish this goal, consideration should be given to creating







■ Balconies overlooking a path to increase safety.



■ Special pavement treatment to identify a pedestrian path.



additional bike lanes, providing bicycle left turn lanes and timing traffic lights to accommodate the crossing of bicyclists.

Good bicycle-vehicle interaction at future street and potential transit intersections should also be kept in mind. Future intersections should maintain highly-visible signs and other traffic calming devices.

### Pedestrians

An important feature of a pedestrian-friendly environment are street crossings. There are three main steps that can be taken to increase the safety of street crossings: make pedestrians obvious, give pedestrians time, and shorten crossing distances.

To make pedestrians obvious to oncoming traffic, differently colored pavement should be used for crosswalks at primary intersections and corners should remain free of objects that could screen waiting pedestrians from the view of motorists. The most important intersections are those along the students' primary pedestrian paths. This includes all intersections of Park Street, all intersections of Mills Street and all intersections of Randall Avenue. More details on enhanced crossing treatments are provided in the streetscape guidelines. In order to give pedestrians more time to cross, installation of countdown lights would help pedestrians to not feel rushed.

The traffic volumes on Regent Street do not allow for narrowing of the street to shorten pedestrian crossing distances. Instead, it is recommended that islands be installed at all non-signalized intersections along Regent Street to allow pedestrians to cross two lanes of traffic at a time.

Apart from street crossings, the physical environment of sidewalks and the surrounding buildings can also add to pedestrian safety and enjoyment. It is important that buildings along sidewalks offer attractive façades and well lit and obvious entrances. Likewise, entrances to parking lots or alleys should be well identified and vehicles coming and going should have a clear view of sidewalk activity. Sidewalks should be at least five feet wide, enough to comfortably allow two-way pedestrian traffic.

### Parking

Parking is critically important to any retail district, and because Regent Street has the potential to be enhanced as a shopping corridor, parking will be an important consideration. An understanding of the appropriate amount of parking is needed in order to plan for the area.

Future development in the neighborhood, and in particular the Regent Street corridor and shopping district, it is recommended that overall parking levels equal three spaces per 1,000 square feet of gross floor area. This standard is recommended because of the mixed-use nature of the development—typically office development required approximately three spaces per 1,000





■ Example of a curb bump-out in Milwaukee.  
Photo: [www.city.milwaukee.gov](http://www.city.milwaukee.gov)

square feet of office space; non-mall retail often requires four to four-and-a-half spaces per 1,000 square feet of retail space; and urban housing, especially since it will most likely cater to students, should be provided only one space per unit. Because all these types of land uses will be occurring in the same area, an average of three parking spaces per 1,000 square feet of development should provide sufficient parking infrastructure.

One way to ensure that the amount of parking recommended is sufficient will be to promote strategies that reduce the demand for parking. Such strategies could include:<sup>6</sup>

- Create a pedestrian friendly environment to encourage area residents to walk to the shopping area rather than rely on their automobiles. The recommendations throughout this plan are intended to create such an environment.
- Create preferential parking for employees that carpool or use vanpools. This will reduce both traffic and parking demand.
- Continue to improve bicycle facilities and amenities. The inclusion of the Southwest Path offers the opportunity to bring in area residents on bike rather than by automobile.
- Implement time-based pricing that will charge more for parking during peak hours. This may not be possible along Regent Street because of parking restrictions, but it may be appropriate for some cross streets to implement time-based metered parking.

- Encourage shared parking where several properties utilize the same location. This is particularly helpful for areas that have uses with different peak hours, for example bars and retail, because the two establishments can essentially use the same amount of parking.

To achieve the number of parking spaces suggested in this document, it is recommended that a combination of on-street and structured parking be used.

### *Paid Parking*

Parking in the planning area is generally either free street parking or in restricted surface lots where permits are required. From input from stakeholders, and especially business owners, there is not enough convenient parking for outsiders to visit local business. In order for the area to improve the parking situation, this plan recommends a move to a paid parking environment on the Regent Street corridor. Parking meters would discourage long-term parkers, like commuting students and business employees, from using prime retail spaces. In addition, paid street parking is recommended so investors will be willing to offer structured parking facilities, as they could not recover their investment with free parking offered on the street.

### *On-Street Parking*

On-street parking is already available along most of Regent Street. On-street parking is important







■ Example of an attractive and functional parking structure.



for three main reasons. First, on-street parking that is actively used provides a dynamic quality to the streetscape that promotes the image of a vibrant street environment. Secondly, it provides space for convenience shoppers to stop quickly and enter a store without searching for a parking spot within a large lot or structure. Lastly, it provides a physical barrier between pedestrians and moving traffic thus increasing the safety of the area's pedestrian environment.

### *Parking Structures*

A parking structure, or structures, should be pursued to allow for increased density and to promote pedestrian friendliness by allowing for the elimination of street-fronting parking lots as the area redevelops. If parking is consolidated in one or two areas, the rest of the corridor will be free to pursue development that will create the uniform and consistent aesthetic quality that is discussed in the Urban Design section. A centrally located parking structure will also provide the opportunity to create an atmosphere where patrons will be able to park once and walk to a number of restaurants and stores, which, in turn, will foster the vibrant, street level atmosphere that is desired for this heavily pedestrian area. A parking structure with ample available spaces will help ensure that customers do not park on side streets that are in residential neighborhoods, particularly south of Regent Street.

Because of the initial cost of construction, building a parking structure can be a daunting task and a

variety of partnership and funding opportunities should be explored, such as potentially:<sup>7</sup>

- One method would be to take on municipal debt in order to create the capital necessary to fund the construction of the ramp. To pay off the resulting debt service, the City could use revenues raised by parking fees, general operating funds and/or a special assessment on local businesses. The special assessment would be levied on the businesses around the parking structure that would garner some “special” benefit from its construction.
- Create a tax incremental financing (TIF) district that would include the Regent Street corridor and the site for the new parking structure. With the existence of a TIF district, the City could fund the capital costs of construction through the tax increment created by redevelopment of the area.
- An increasingly popular method of funding capital improvements, such as a parking structure, is the lease purchase financing model. In this model a private developer would finance and build the parking structure. Upon completion, the City would lease the structure and pay the developer yearly payments that would continue until all the developer's debt was repaid. At that point the City would become owner of the parking structure. This method is convenient when improvements are desired without the incursion of long-term debt.
- Another possible solution to the construction of a parking structure is to pursue a partnership with the University. This could



be beneficial because the University desires to increase its structured parking options, and may be willing to partner on construction, with a section of the ramp designated for public use.

- Finally, implement the use of developer parking impact fees.

The future circulation map on page 5-14 shows possible locations for a future parking structure. The sites are ideal for a parking structure because they provide easy access to the commercial core and provide a better utilization of currently underutilized land.

### *Surface Parking Lots*

Surface parking lots exist throughout the planning area. As this plan recommends moving toward more intensive land uses and a more pedestrian-friendly environment, surface parking lots are expected to diminish. Those that are incorporated into new developments should be located behind buildings or in mid-block or side-block locations accessible by side streets.

### **Streets and Car Traffic**

Regent Street in the area of Brooks and Park Streets has been the subject of many complaints related to traffic congestion and pedestrian safety. In order to reduce existing congestion and safety issues in the Regent Street and Park Street vicinity, as well as accommodate future planned growth, the City is recommending widening Regent Street from Brooks Street to Murray Street to add left turn pockets and a pedestrian refuge

island (figure 5.1 on the following page). The changes would allow for a needed pedestrian refuge island at Brooks Street and needed turning capacity into Brooks Street. Another vehicular traffic improvement identified in this plan is enhancing Spring Street as an east-west connector to alleviate vehicle traffic on Regent Street. The segments of Spring Street east and west of Mills Street should be re-positioned as development occurs to align at this intersection.

### **Circulation Map**

The map on page 5-14 illustrates the suggested circulation patterns for the neighborhood. Because of the important connections they serve, and their current heavy traffic flow, Regent Street, Park Street, and Monroe Street to Randall Avenue were identified as primary auto routes. Improvements in those areas should focus on providing safe crossings at these streets in order to enhance the pedestrian nature of the area while maintaining traffic flow. Spring Street could become a more useful east-west vehicle route to relieve congestion on Regent Street if the alignment was improved. The recommendation is to align the segments of Spring Street east and west of Mills Street as properties redevelop.

In addition to Regent Street, the primary pedestrian routes within the planning area are Orchard Street and Mills Street through to the UW campus. These routes were identified as being appropriate pedestrian corridors because they are adjacent to a large number of student housing complexes and are currently utilized by





Figure 5.1: Proposed Regent Street/ Park Street Intersection Improvements



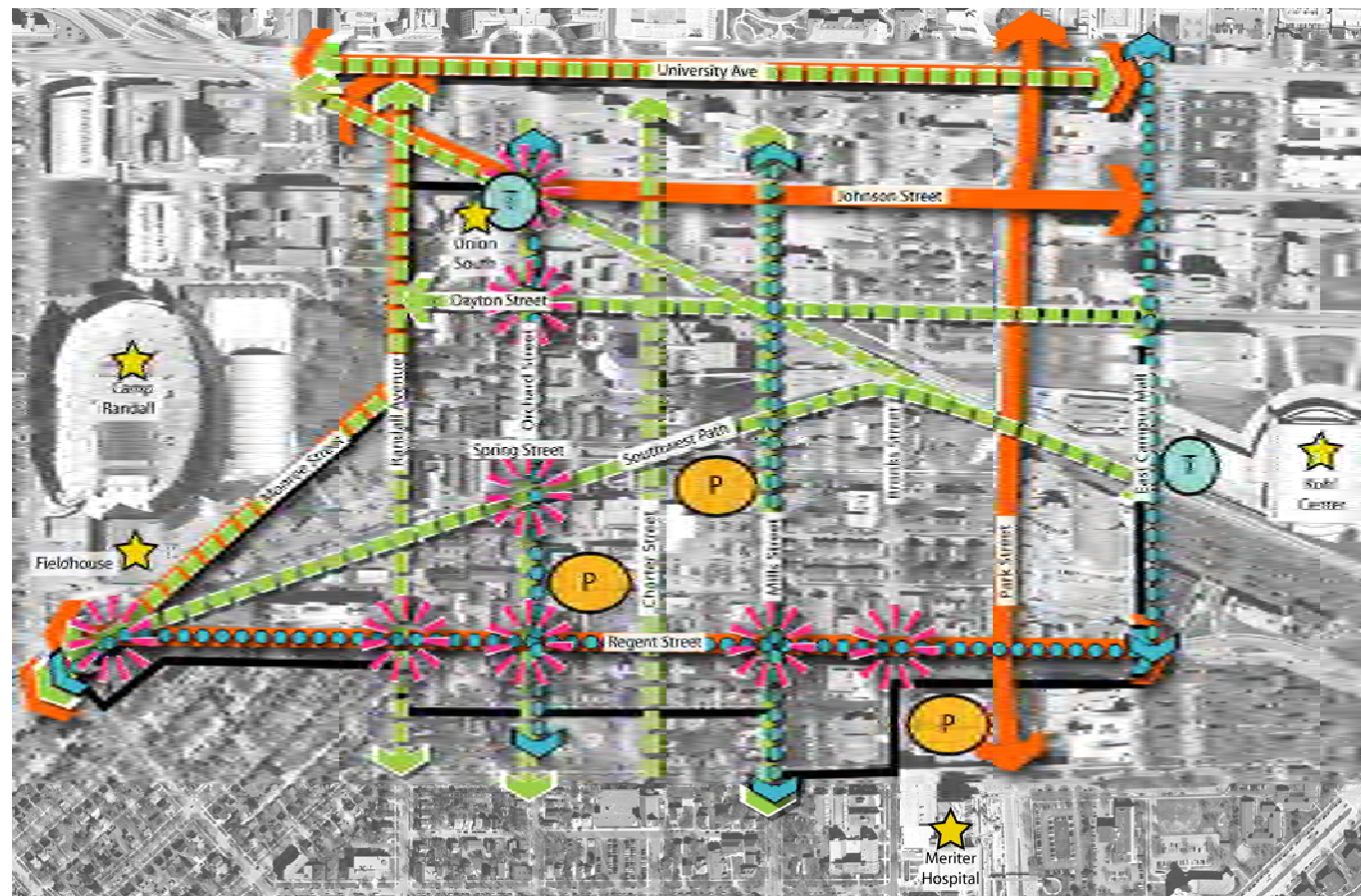
Source: City of Madison Traffic Engineering Division













## Map 5.4 Future Circulation

Regent Street  
South Campus  
August 2007



-  Primary Pedestrian Route
-  Primary Bicycle Route
-  Primary Auto Route
-  Planned Transit Stop
-  Key Intersection for Pedestrian Enhancement
-  Major Destination
-  General Location for Future Parking Facility
-  RSSC Project Boundary





## Transportation

students. Orchard Street also is the site of a potential transit stop and may eventually be connected to a pedestrian overpass that will span Johnson Street.

The map identifies numerous primary bicycle routes, which demonstrates the importance of bicycle transportation and the need to ensure adequate infrastructure. In particular, improvements should be made to the Regent Street crossings of Randall Avenue and Charter Street, as well as at the Monroe Street and Randall Avenue crossings.

### RECOMMENDATIONS SUMMARY

**Goal:** Enhance the environment and safety of the Southwest Path.

#### Recommendations:

- Develop additional greenspace and pocket parks in the areas adjacent to the path.
- Ensure that new development is oriented towards the path, as well as to the street.
- Provide “eyes” on the path with windows and balconies in adjacent buildings overlooking the path.
- Consider adding emergency kiosks and lighting.



Regent Street  
South Campus

- Ensure street crossings are visible and identifiable.
- Explore opportunities to add public art, possibly including a sculpture garden, along the Southwest Path.

**Goal:** Encourage bicycle travel and safety within the planning area.

#### Recommendations:

- Develop bicycle routes and amenities as described in this chapter, including providing on-street bike lanes.
- Provide adequate and convenient bicycle parking throughout the neighborhood.

**Goal:** Provide a safe pedestrian environment and street crossings.

#### Recommendations:

- Pedestrian refuge islands are proposed at each of the non-signalized Regent Street intersections. It is noted that these islands may require additional right-of-way.
- Aesthetic enhancements, such as colored, textured, and/or scored pavement should be considered at intersections along Regent Street to call special attention to the frequent presence of pedestrians at these locations.
- Enhance the physical environment by providing lighting, marking entrances of buildings, and separating parking traffic from pedestrians as much as possible.

**Goal:** Provide sufficient and attractive parking to meet the demands of the anticipated increase in density.

#### Recommendations:

- Require that new development provides enough parking to meet its projected demand.
- Pursue the development of a parking facility/structure with parking available to the public in the vicinity of the Regent Street Shopping District.
- Pursue the development of a parking facility/structure with parking available to the public in the vicinity of the Regent Street/Park Street node.
- Promote strategies aimed at reducing the overall parking demand, such as transit usage, walking/biking, carpooling, shared parking facilities, and transportation demand management plans for new and existing development.
- The number and size of surface parking lots should be reduced. Those that do exist should be obscured from view if possible; preferably behind buildings with access off side streets.
- Install parking meters along Regent Street to encourage shorter parking durations and provide more opportunities for Regent Street business customers to find convenient parking.

**Goal:** Provide an alternate route to Regent Street through the planning area.

#### Recommendation:

- Enhance Spring Street as an east-west connector and align segments east and west of Mills Street.



# SECTION VI:

## Housing

- ▶ Assessment of Existing Conditions
- ▶ Recommendations



■ Aerial photo of the Regent Apartments.



■ Park Terrace at 41 North Randall Avenue.



Regent Street  
South Campus

### Assessment of Existing Conditions

The planning area is dominated by student housing, most of which is two to four stories in height, with the exception of the eight-story Regent Apartments, the six-story Park Terrace Apartments, the new six-story building at the corner of Charter and Dayton Streets, and the recently completed six-story Newell J. Smith Hall. There are also pockets of converted single-family residences that now serve as student housing along Orchard Street from Dayton Street to Regent Street and throughout the planning area south of Regent Street. The homes south of Regent Street act as a transition between the commercial uses along the Regent Street corridor and the single-family neighborhoods to the south and southwest of the planning area.

The student apartment buildings in the area are a mix of minimalist 1960s and 1970s structures, like the Regent Apartments, and more modern structures, like the Park Terrace at 41 North Randall and the mixed-use building at the corner of Randall Avenue and Regent Street. There are also recent developments of smaller size in the area, including a new multi-family building on Orchard Court.

To the north of the planning area is the UW campus and numerous residence halls. High-rise residence halls adjacent to or near to the planning area include Sellery Hall, Witte Hall, Chadbourne Hall, and the new Smith Hall. A new Ogg Hall,

opened for the 2007-2008 school year, after which the current Ogg Hall will be demolished.

The neighborhood adjacent to the planning area on the southeast (beyond Meriter Hospital) is characterized by low-rise multi-family housing owned by the City of Madison Community Development Authority. This housing is home to a diverse population, many of whom are low-income, and some of whom face physical disabilities and mental health issues.

### Census Housing & Demographic Data

The 2000 U.S. Census was reviewed at the block group level. The block group (BG) level divides census tracts (CT) into smaller segments. Unfortunately, there is not a block group that directly corresponds to the planning area. The block group that covers most of the area is CT 11, BG 2, which is bordered by Breese Terrace on the west, University Avenue on the north, Park Street on the east, and Regent Street on the south. The portion of the planning area to the south of Regent Street not included in this block is predominantly commercial property, and the areas outside the planning that are included in the block are all University facilities. This block group, shown on the map on page 6-3, should represent the neighborhood housing statistics fairly well.

Areas adjacent to the planning area were analyzed as well. Map 6.1 on page 6-3 shows the census tract and block group boundaries and



## Housing



■ Many of the student rentals in the planning area back up to the Southwest Path, making bicycle use easy for residents.



■ The UW's new Newell J. Smith Residence Hall.



Regent Street  
South Campus

their relationship to the area. It should be noted that residence halls do not count as housing units, so CT 16.02, BG 3 is artificially skewed towards single-family detached housing, when, in fact, over 99 percent of the residents in the area live in residence halls.

Statistics vary widely from block group to block group, as would be expected for an area on the edge of a university. CT 11, BG 2 (the majority of the planning area) contains the largest population (3,666) and the most housing units, less than one percent of which are owner-occupied. In contrast, CT 9, BG 2 has only 957 people and the fewest housing units, but it has the highest proportion of owner-occupied units at 69 percent.

There were no owner-occupied units in buildings with five or more units in any of the areas (note that the data is from 2000, so a project like Monroe Commons would not have been accounted for at that point). Aside from Monroe Commons, the condominium development trend that has encompassed Downtown and other close-in neighborhoods has, by and large, not extended to the planning area. Of the owner-occupied units, about 88 percent of them in all seven block groups were in the single-family detached category. The majority of the remaining owner-occupied units were duplexes.

The graph on page 6-5 shows the breakdown of buildings by the number of housing units within them (CT 16.02, BG 3 is skewed because of the

presence of University residence halls). The data reveals that over 50 percent of the buildings within the planning area, as well as those within CT 16.01, BG 3, contain 20 or more housing units. This reflects the high concentration of mid- and high-rise student housing structures north of Regent Street. CT 12, BG 1 also has a high percentage of structures with 20 or more units, mainly due to the concentration of public housing in the area.

There is also a striking difference in housing unit age between the primary single-family neighborhoods (CT 9, GB 2; CT 12, BG 3; CT 12, BG 4) which all have the median year built around 1940, and the blocks groups that consist primarily of multi-family housing, which have a median year built around 1975 or newer. In other words, the student housing is of a much more recent vintage than the single-family housing. 41% of the units in the planning area were built since 1980, virtually all of which have been multi-unit student apartments.

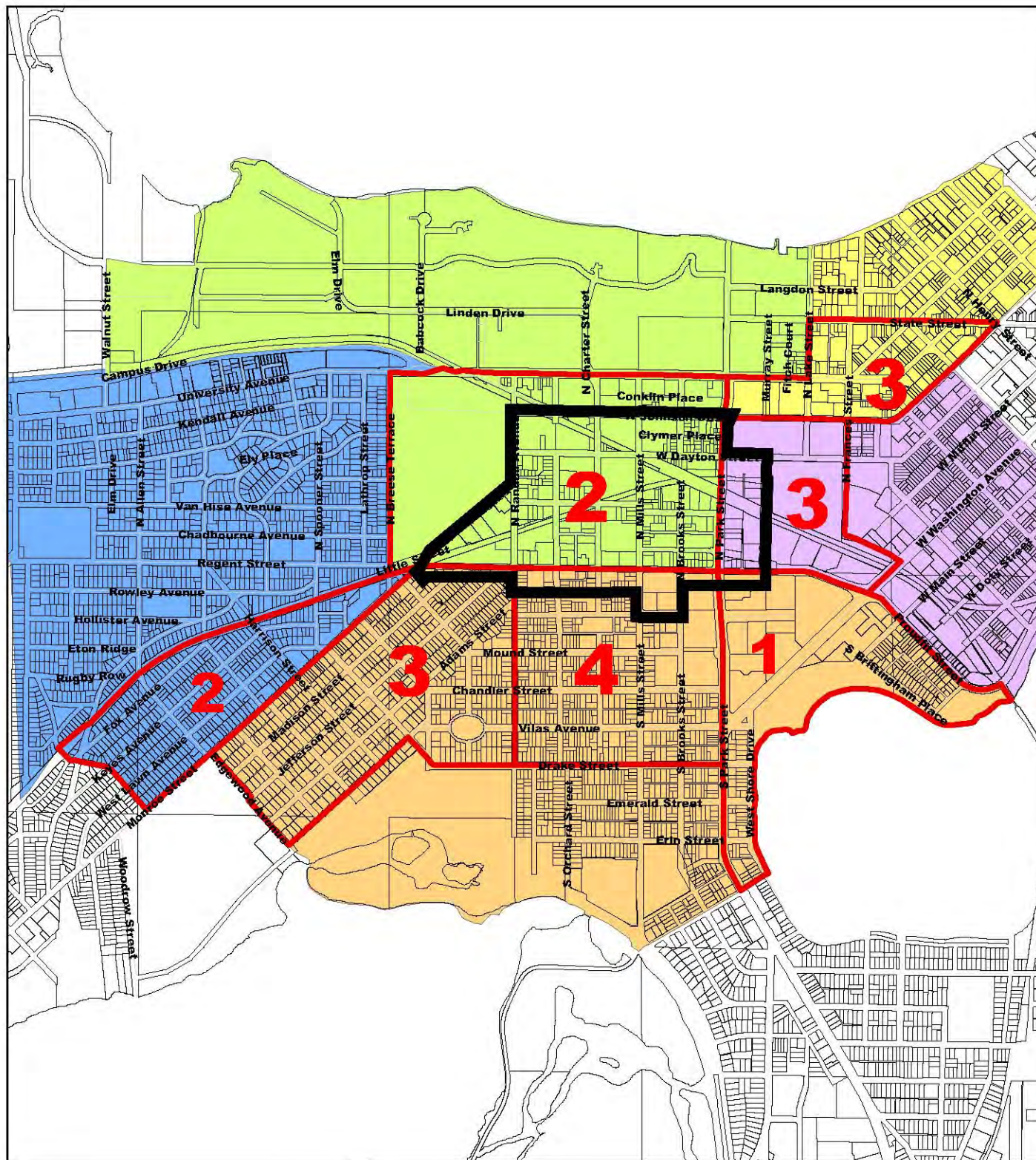
The data shows that 88 percent of the residents in Block Group 1 are enrolled in undergraduate, graduate or professional studies. 86% of CT 16.01, BG 3 and nearly 100% of CT 16.02, BG 3 are currently enrolled in college.

University of Wisconsin statistics report that 22% of first-year students live off campus and 74% of second-year students live off campus<sup>8</sup>; with even higher rates for juniors and seniors. Given 2006



# Map 6.1 Area Census Block Groups

Regent Street  
South Campus  
August 2007



## Census Boundaries

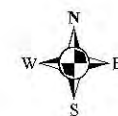
- Census Tract 9
- Census Tract 11
- Census Tract 12
- Census Tract 16.01
- Census Tract 16.02

Census Block Group Boundaries

# Census Block Group Number

## Planning Boundaries

Regent Street South Campus Planning Area Boundary



0 750 1,500 Feet

Data Source: United States Census Bureau



Regent Street  
South Campus

City of Madison



enrollment numbers, this means that approximately 35,000 students are seeking off-campus housing each year. The planning area, which is one of the most convenient off-campus locations, is currently capturing less than 10 percent of that population.

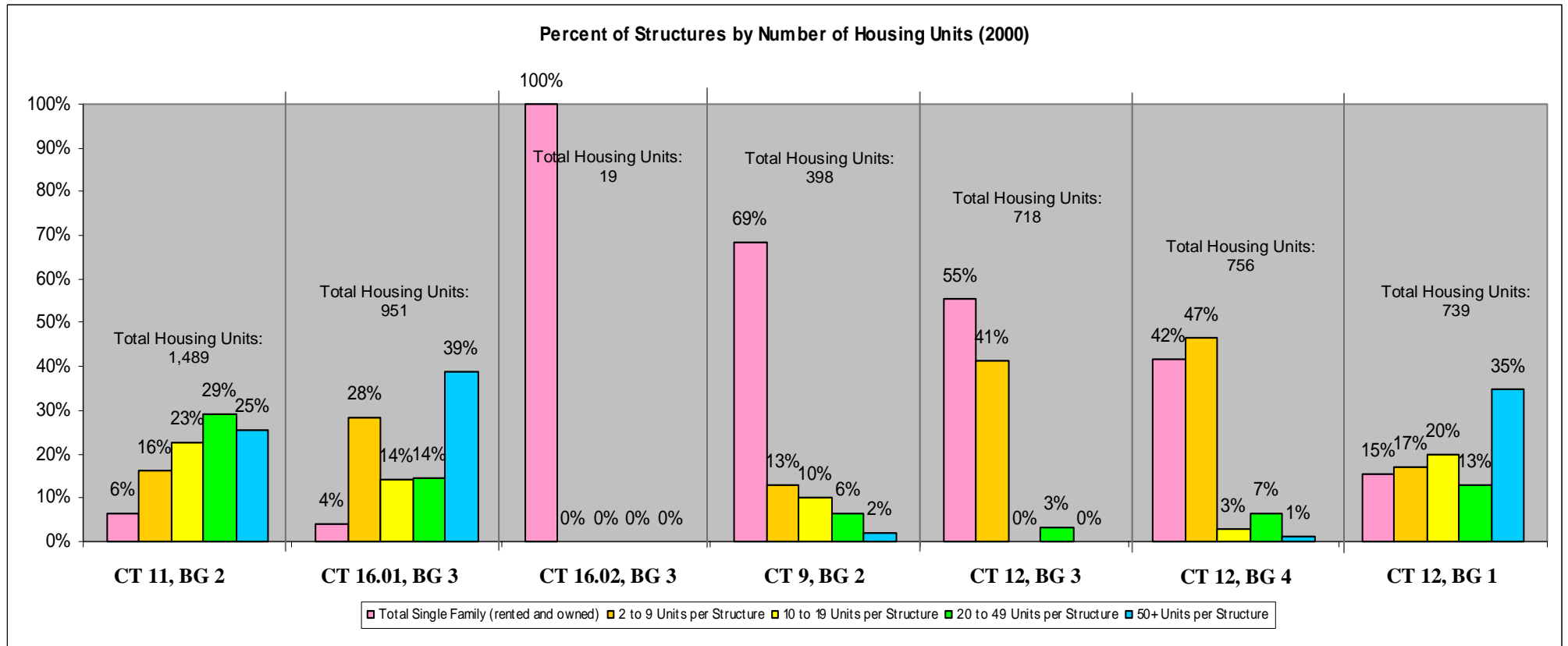
If the planning area is able to capitalize on the current trends in student housing — the overall movement to higher-density structures — and leverage its current position as one of the main nodes of dense student housing, then the area north of Regent Street may become one of the central hubs of student life. Increasing the density of student housing north of Regent Street should serve to attract students currently living south of Regent, which could open up the area south of Regent for more owner-occupancy. Further discussion on development trends and opportunities is in Section VII: Economic Development.

The charts and tables on the following pages demonstrate the statistics discussed throughout this section.





Figure 6.1: Percent of Housing Units by Type of Structure



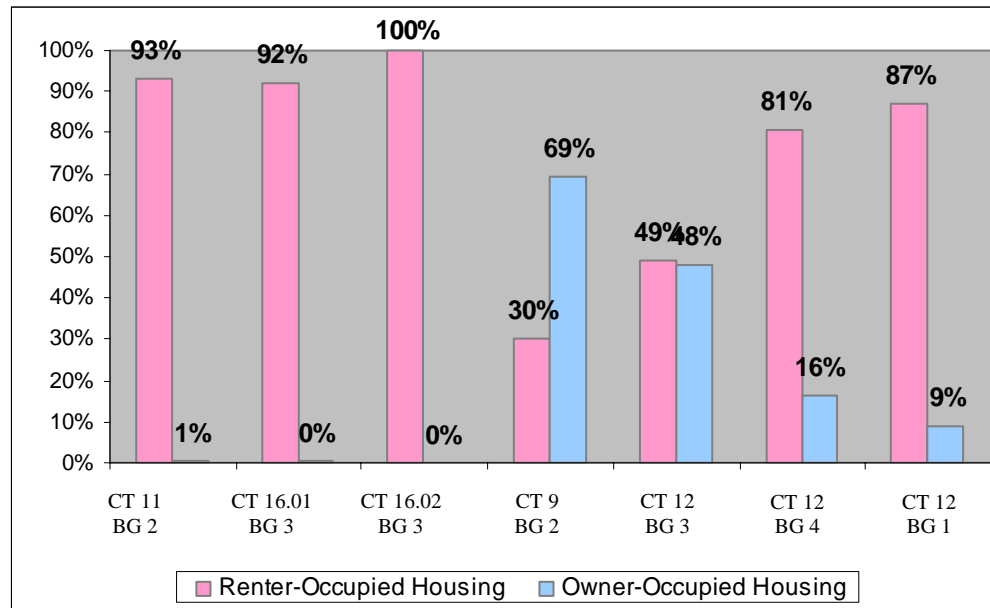
Source: 2000 US Census Data

Note: Nearly all residents of CT 16.02, BG 3 live in "Group Quarters," which do not count as housing units.





Figure 6.2: Renter versus Owner-Occupied Housing



Source: 2000 US Census

Table 6.1: Housing Statistics

Area	Demographic Data			Housing Data			
	Population	Median Age of Population	Percent of Pop. Enrolled in College or Grad School	Number of Housing Units	Percent of Owner-Occupied Housing Units	Renter-Occupied Housing Units	Median Year Housing Built
CT 11, BG 2	3,666	22.5	88.05%	1,489	0.7%	93.0%	1974
CT 16.01, BG 3	1,793	22.6	86.22%	951	0.4%	92.1%	1964
CT 16.02, BG 3	3,221	18.0	99.47%	19	0.0%	100.0%	1985
CT 9, BG 2	957	37.6	10.14%	398	69.2%	30.0%	1939
CT 12, BG 3	1,854	25.2	41.91%	718	48.2%	48.8%	1939
CT 12, BG 4	2,028	23.6	59.81%	756	16.1%	80.7%	1944
CT 12, BG 1	1,397	32.5	23.05%	739	8.7%	86.9%	1970

Source: 2000 US Census



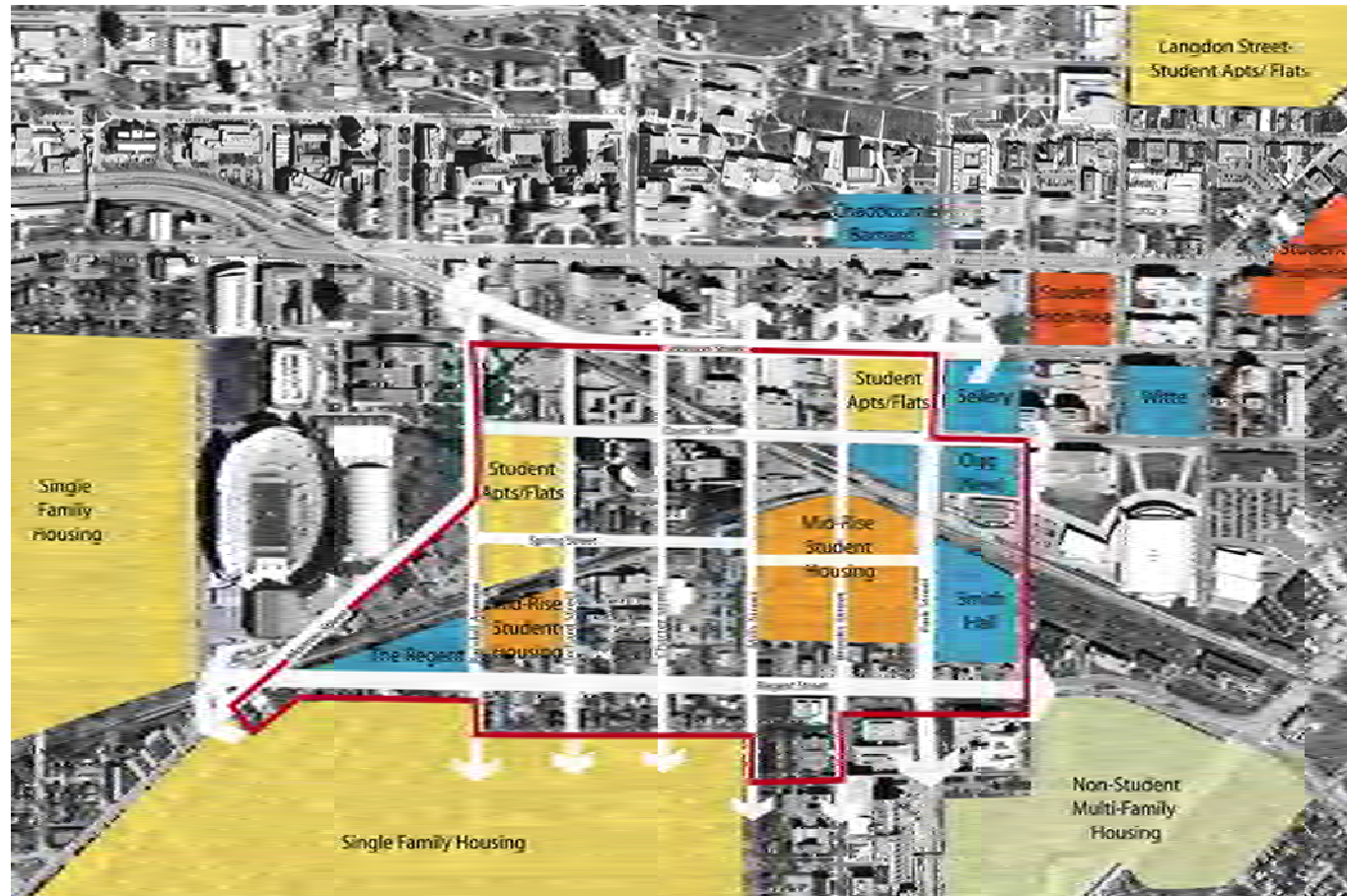


## Map 6.2 Existing General Housing Patterns

Regent Street  
South Campus  
August 2007

### Key

- University Student Housing  
(Private and Public)
- High Rise Multi-Family  
(6+ Stories)
- Mid-Rise Multi-Family  
(4-6 Stories)
- Detached Single Family
- Multi-Family/ Public Housing
- RSSC Project Boundary



Note: This map represents concentrations of certain types of housing and is not meant to be all-inclusive.

*Data Source: City of Madison Dept. of  
Planning and Community  
& Economic Development*



Regent Street  
South Campus



City of Madison



### RECOMMENDATIONS SUMMARY

**Goal:** Capitalize on the neighborhood's location in promoting housing opportunities for market segments, such as the elderly, hospital and University employees, singles, and young couples.

**Recommendations:**

- Ensure that a mix of unit types and sizes is provided throughout the neighborhood.
- Provide a mix of owner-occupied units and rental units at a variety of price points.

**Goal:** Provide for a variety of student housing opportunities.

**Recommendations:**

- Develop new housing at a density necessary to meet demand of students seeking convenient off-campus housing.
- Seek to understand the needs of the student population to ensure the neighborhood remains competitive.

**Goal:** Balance the college-aged housing atmosphere with the abutting owner-occupied housing.

**Recommendations:**

- If developed, high-rise student housing should be constructed north of Regent Street.
- Integrate student housing into the expanding University fabric.
- Increase density north of Regent Street in order to encourage students in converted homes south of Regent Street to move closer to campus.





## SECTION VII:

### Economic Development

- ▶ Assessment of Existing Conditions
- ▶ Development Trends and Opportunities
- ▶ Recommendations



■ Existing mixed-use development at the intersection of Randall and Regent.



Regent Street  
South Campus

#### ASSESSMENT OF EXISTING CONDITIONS

Regent Street is currently home to a diverse array of businesses (see table 7.1 on page 7-2). From restaurants and bars to services and retail stores, it has long been a commercial center for the surrounding neighborhoods. The most prominent traffic generators in the area include the UW-Madison and health care, with a major UW Health clinic and Meriter Hospital located at the intersection of Park Street and Regent Street, and St. Marys Hospital just to the south. These facilities draw thousands of patients and employees into the area from around Dane County, all of whom represent a major source of potential customers for restaurants and retail businesses in the area.

Restaurants and bars are well-represented in the planning area. Restaurants range from national chains, like McDonald's and Subway, to local establishments like Hong Kong Café and Indie Coffee. The bars in the area are all local, and most tend to cater to the University crowd, with strong links to sporting events at Camp Randall and the Kohl Center.

Retail along the street is limited; the main retail activity is Budget Bicycle, which has a number of buildings along Regent Street. Other retail operations include Studio Jewelers and Fonbone Stereo. Unfortunately, this retail mix does not

provide critical neighborhood-serving goods or destination retailers — the neighborhood is not capitalizing on the high residential and commuter population.

There are many service outlets in the neighborhood — it is home to a UPS Store, a laundromat, a pair of auto repair shops, two hair styling salons, a UW Credit Union branch, a locksmith, and a shoe repair shop. Some of these unique services provide some drawing power to the area.

During the planning process, a business owner focus group meeting and a written survey were conducted. The survey gauged business owners' feelings about Regent Street as a place to do business and elements of the neighborhood they would like to see improved. Below is some of the input that was received: Most businesses that responded to the survey said Regent Street was a great place to do business, that they tried to direct customers to other Regent Street businesses, and that they felt the business mix complimented their business.

On the negative side, most cited the lack of convenient parking for customers as the biggest obstacle for doing business on Regent Street. They also responded negatively to nighttime safety, building conditions, and business restrictions. Businesses that catered to students or UW sporting events also did not feel supported by local non-student households.



**Table 7.1: Regent Street Businesses**

Retail		Food / Liquor Sales	
<ul style="list-style-type: none"><li>Budget Bicycle</li><li>Studio Jewelers Ltd.</li><li>Art Frame Shop</li><li>Fonbone Stereo Service</li></ul>		<ul style="list-style-type: none"><li>Fraboni's</li><li>Open Pantry</li><li>Greenbush Bakery</li><li>Regent Liquor</li></ul>	
Restaurants / Coffee		Personal Services – Health Care	
<ul style="list-style-type: none"><li>McDonald's</li><li>The Acropolis</li><li>Indie Coffee</li><li>Subway</li><li>Topper's Pizza</li><li>Rocky Roccoco</li><li>Nam's Noodle</li><li>Electric Earth</li><li>Regent St Retreat</li><li>Lucky's Bar &amp; Grill</li><li>Big 10 Pub</li><li>Stadium Bar</li><li>The Annex</li><li>Greenbush Bar</li></ul>		<ul style="list-style-type: none"><li>Dean Health System</li><li>Campus Chiropractic</li><li>Meriter Hospital</li><li>UW Clinic</li></ul>	
		Personal Services – Other	
		<ul style="list-style-type: none"><li>Shoe Repair</li><li>UW Credit Union</li><li>Laundromat</li><li>Foreign Car Specialists</li><li>Jensen Auto</li><li>The UPS Store</li><li>Capitol Fire and Security</li><li>Capitol Lock Inc.</li><li>Cinema Hair Studio</li><li>Campus Cars</li></ul>	

## Business Mix

As redevelopment occurs throughout the neighborhood, the resulting business mix will be important to the success of the area. Market forces will determine some of the retail offerings based on the available consumer segments, but an eye towards future business uses is still important.

During the planning process, business owners and local customers were asked about the current business mix and what they felt was missing. Below is some of the input that was received:

- Business owners were asked to name other businesses which most complimented their own. The following businesses were cited more than once: Budget Bicycle (3), Meriter Hospital (3), UW Housing-Regent Apartments (2), Big Ten Pub (2), Indie Coffee (2), and Open Pantry (2).
- When asked what else they would like to see in the future, businesses cited a hardware store (4), and a grocery store (3), and 15 other types of businesses, 8 of which were some type of food or beverage service business.
- At a public meeting, residents, students, business owners, and others who attended said they would like to see more of the following businesses (in order of popularity): full service restaurants, grocery / take-home food, books & music, clothing, and coffee shops.

To encourage pedestrian activity and growth of the shopping district all redevelopment proposals on commercial corridors in the planning area should have retail/service space on the street level. The







■ Existing establishment near the proposed Regent Street Shopping District.

diverse market of students on the north side of Regent Street and the residential neighborhoods to the west and south create an opportunity for a wide variety of retail and services. It is important to include retail offerings that are targeted at both students (such as restaurants and entertainment venues), as well as retail offerings that serve the greater neighborhood's needs (such as a grocery store and hardware store).

Retailers should be encouraged to concentrate in the area identified as the "Regent Street Shopping District" in the Urban Design chapter (on Regent Street between Randall Avenue and Mills Street). Small shops that encourage browsing and provide interest for pedestrians can create a synergy between stores and an interesting atmosphere.

Businesses — both retail and service — will need to cater to not only students and other neighborhood residents, but must also capture some of the 30,000 vehicles that travel along Regent Street every day. Catering to employees in the area, especially hospital employees, is also important.

Regent Street is unique in that it has four major market segments that businesses can capture: students, "permanent" residents, commuters, and employees. The business that will be most successful will address more than one of those markets. There is also the very lucrative, but very intermittent, UW football game day market, which can result in substantial income in spite of the fact that it only happens about 6 times per year.

The challenge for the planning area will be maintaining a neighborhood business district feel, with some of the restaurants and shops that make the area unique, while also allowing for the fact that there are several potential infill sites that will attract developer interest. A mix of old and new buildings is critical to the business mix and economic vitality of the neighborhood. In addition to connecting the street to its history, maintaining some of the older, and historic, buildings provides businesses with a variety of renting options and price points. While some businesses like more modern facilities, others cannot afford to rent in a new building, yet still contribute valuable services to the neighborhood.

### Regent Street's Place in the Surrounding Business Mix

The Regent Street corridor exists between the Monroe Street business district and the commercial offerings along South Park Street. Despite the heavy commercial character of the area, Regent Street can offer retail and services that complement these districts rather than compete with them.

The Monroe Street corridor offers many upscale and specialty retail stores as well as "non-student" oriented cafes and restaurants. On the other side of the neighborhood, Park Street offers many neighborhood-serving establishments, such as a grocery store and laundromat and has more of an "international" feel. However, South Park Street is so auto-oriented that it is often difficult for pedestrians.







■ Monroe Commons development.



Regent Street  
South Campus

Regent Street can complement these two business areas by offering pedestrian-friendly neighborhood-serving retail and student – oriented cafes, restaurants and entertainment venues. Because such a large portion of the neighborhood’s residents are students who often do not own a car, establishments like a well stocked grocery store within walking distance could be very successful. Also, currently successful establishments show that student-oriented business can thrive along Regent Street.

### **Business Development Opportunities**

In creating a vibrant and successful commercial corridor, it is important to establish business support services that promote the success of area establishments. The most efficient way of doing this is to create a Regent Street area business association. The association can offer training, financial and advertising support for business within the neighborhood. Some common business development services include:

- Assistance with neighborhood wide and unified advertising messages
- Low interest business loans and/or matching grant programs
- Coordinating unified business hours
- Business and financial training workshops

Business associations can also aid in the recruitment of new business appropriate for the area, and can act as a self policy system in regards to maintaining aesthetic quality and consistency within the neighborhood.

## **DEVELOPMENT TRENDS AND OPPORTUNITIES**

Regent Street is a transition area between large single-family residential neighborhoods to the south and west, the University to the north, and Downtown Madison to the northeast. As such, it sees strong demand for student-related housing and businesses, but also demand for housing and shopping for non-student residents looking for a neighborhood near the Downtown.

This multi-faceted market presents economic opportunities for potential mixed-use infill redevelopment along Regent Street, as well as new student housing to the north of Regent Street. Although there has been a building boom in private student apartments, the market continues to see new proposals for student housing. Many of the new student-oriented units have been built around the W. Gorham Street-University Avenue intersection, but because of its strategic location, the planning area has the potential to become the next focus for student housing development. This potential is reflected in the two new University housing structures recently built along the eastern edge of the planning area. Construction of student apartments usually lessens demand for nearby rental units that are located in converted single-family homes.

The Downtown and neighborhoods adjacent to Downtown have seen a condominium building



boom over the past eight to ten years. The planning area has not been a participant in the condo market, aside from a recent proposal for the corner of Regent Street and Monroe Street.

The Monroe Commons development — a 52 unit condominium building — was recently completed two blocks southwest of Regent Street on Monroe Street. This may indicate condominium potential within the Regent Street corridor, although the “feel” of the Monroe Commons area tends to be more residential and less University-oriented. Some area developers have begun to consider the student market for condominiums — students whose parents buy a condominium acquire both housing for their child while they attend the UW and serve as an investment. Given housing market conditions as this Plan is developed, it is unlikely that the area will see much condominium development in the next 1-2 years.

### **Land Values and Redevelopment Opportunities**

The patterns in land value versus improvement value illustrate that the economic conditions are ripe for redevelopment along Regent Street. As map 7.1 (Two-Year Change in Improvement Value) and Map 7.2 (Two-Year Change in Land Value) illustrate, many properties along the street have seen a simultaneous decline in improvement value and an increase in land value. This pattern stands out on Regent Street when compared to the surrounding area.

Properties fronting Regent Street have improvement values per acre that are comparable to, and in some cases lower than, the low-density residential neighborhoods that are to the west and south. At the same time, the per-acre value of land is much higher along Regent Street than nearby residential neighborhoods. This difference between land and improvement values makes demolition of an existing structure an almost incidental cost of redevelopment. For example, the parcel of land currently containing a McDonald’s is worth \$825,000, while the structure is worth just \$155,000 — the land is worth five times more than the improvement that sits upon it. This property has an improvement to land value ratio of less than 1:1. In fact, many properties along the Regent Street corridor stand out as having a ratio of less than 1:1 (see map 7.3). These parcels present the most likely targets for infill redevelopment.





# Map 7.1 Two Year Percent Change in Improvement Value (2004 to 2006)

Regent Street  
South Campus  
August 2007

## Change in Improvement Value

- Decrease In Improvement Value
- No Change
- 1% to 49% Increase
- 50% to 99% Increase
- 100% to 10x Increase
- Greater than 10x Increase
- Tax Exempt Parcels
- No Improvement Value 2 Years Ago

## Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

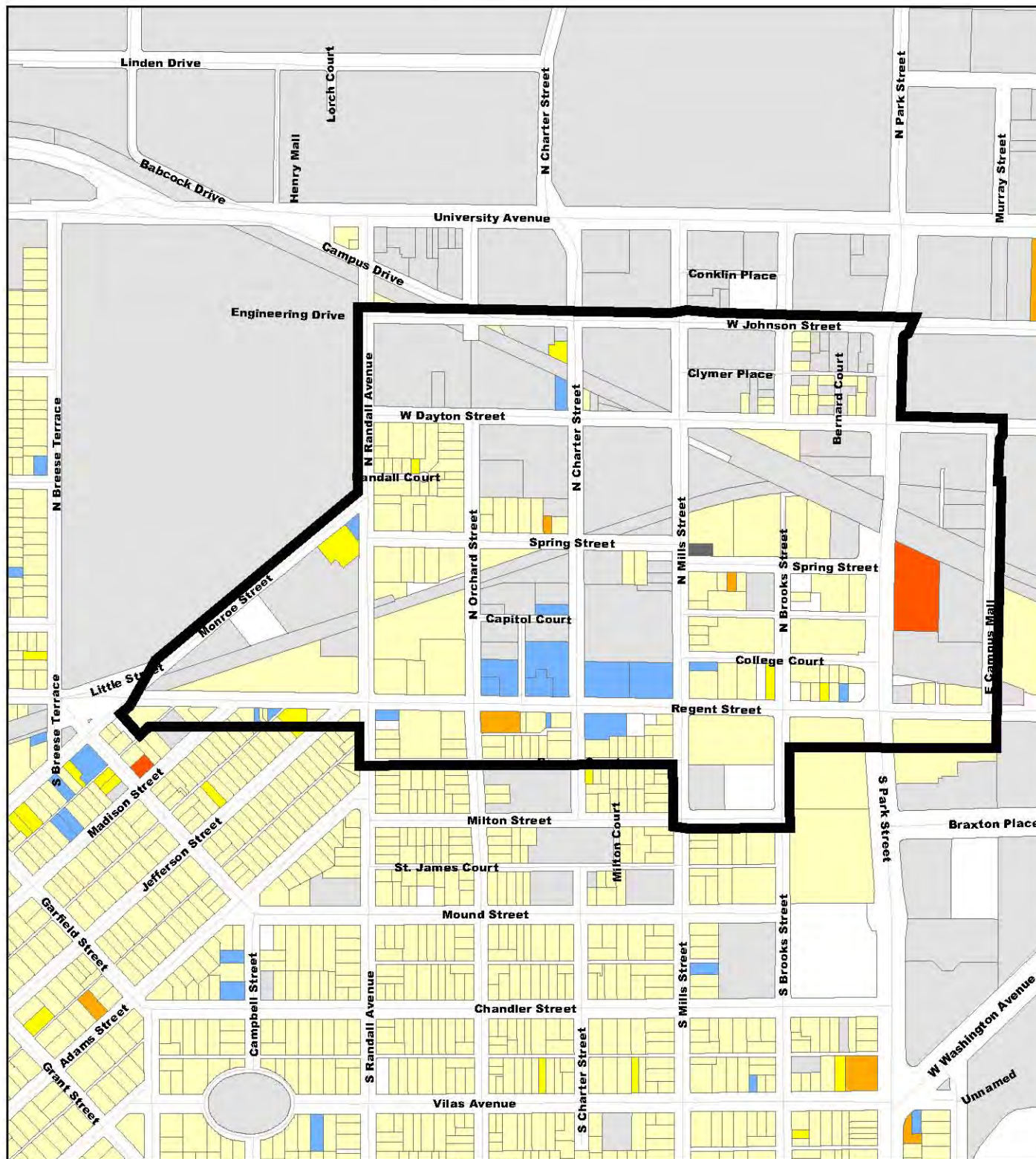
Data Source: City of Madison Assessor's Office



Regent Street  
South Campus

7 - 6

City of Madison





# Map 7.2 Two Year Percent Change in Land Value (2004 to 2006)

Regent Street South Campus  
August 2007

## Change in Land Value

- Decrease In Land Value
- No Change
- 1% to 19% Increase
- 20% to 49% Increase
- 50% to 99% Increase
- 100% Increase or Greater
- Tax Exempt Parcels
- No Land Value 2 Years Ago

## Planning Boundaries

- Regent Street South Campus Planning Area Boundary



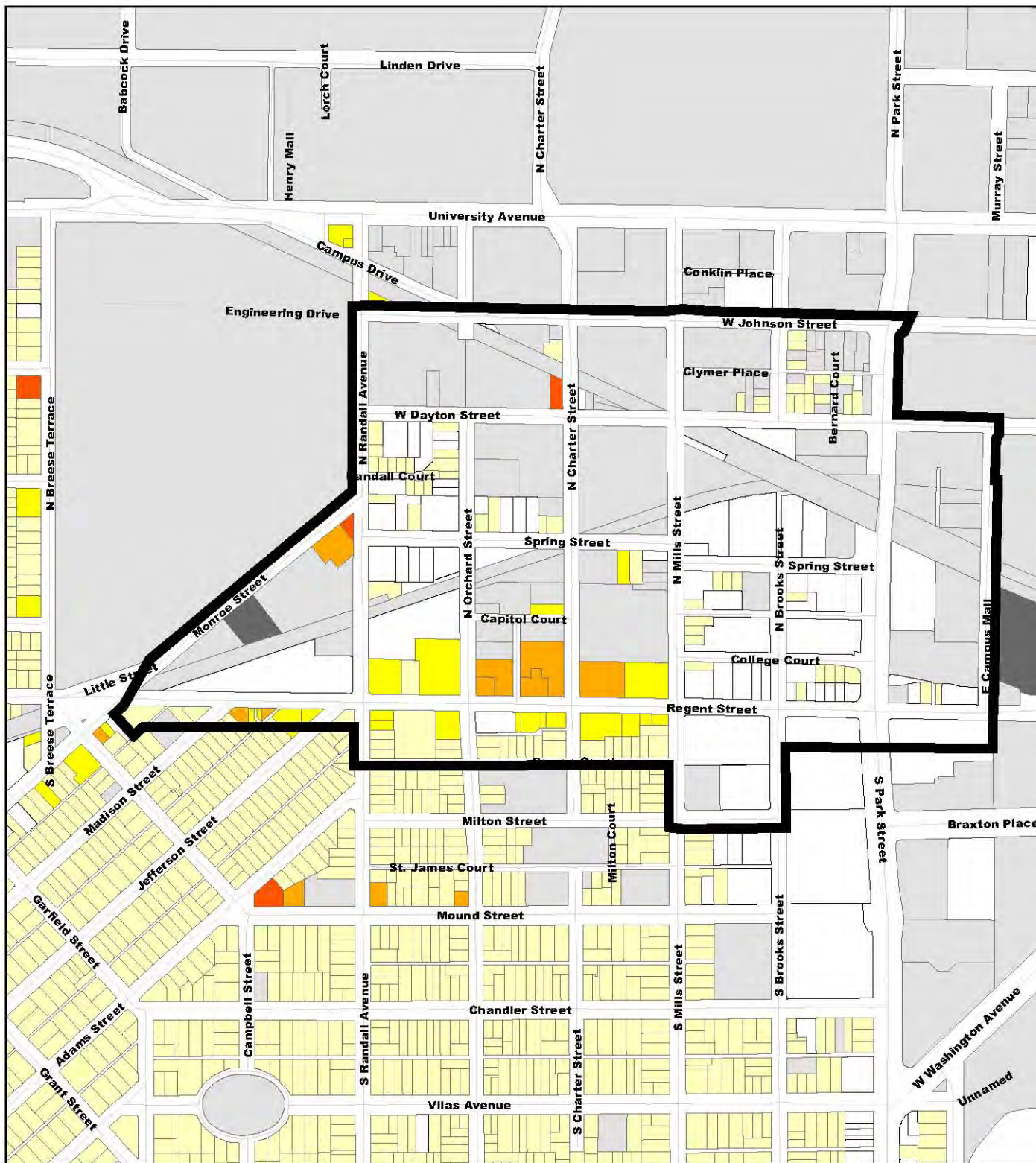
0 300 600 Feet

Data Source: City of Madison Assessor's Office



Regent Street  
South Campus

City of Madison





Map 7.3

# Improvement Value to Land Value Ratios (2006)

Regent Street  
South Campus  
August 2007

## Improvement Value to Land Value Ratios



## Planning Boundaries

 Regent Street South Campus Planning Area Boundary



0 300 600 Feet

Data Source: City of Madison Assessor's Office



Regent Street  
South Campus

City of Madison



## RECOMMENDATIONS SUMMARY

***Goal:*** Position the Regent Street Corridor as a unique shopping district connecting the Monroe Street and Park Street areas.

### **Recommendations:**

- Find a balance between catering to the student population, providing retail options for the nearby single-family neighborhoods, and attracting commuters who pass through the area.
- Create a neighborhood-serving retail niche (which could include convenience retailers such as a grocery store or hardware store).
- Promote the use of infill sites to unify the district by creating more intensity and consistency of use.
- Create a built environment that promotes pedestrian activity and casual shopping. Refer to the Urban Design Section for specifics.
- Promote economic sustainability by encouraging locally-owned businesses in the Regent Street Corridor.

***Goal:*** Develop a business environment that supports and maintains the viability of all businesses in the neighborhood.

### **Recommendations:**

- Create a Regent Street business association (possibly in conjunction with the Monroe Street Merchants Association).

- Initiate business development programming which could provide education and financial assistance to area businesses via a Regent Street business association.
- Consider the redevelopment of parcels with non-historic buildings that have land values which are higher than improvement values.





## SECTION VIII:

### Parks & Open Space

- ▶ Assessment of Existing Conditions
- ▶ Recommendations



■ Brittingham Park; Madison Parks Division.



Regent Street  
South Campus

#### ASSESSMENT OF EXISTING CONDITIONS

The Regent Street-South Campus planning area is provided beautiful scenery and open space by the neighboring lakes and the UW arboretum. However, the types of open space and park land that invite casual use for individuals and families, and also provide pockets of green amongst urban development, are limited in and around the neighborhood.

Within the planning area there are no officially designated parks or open spaces, and there is no open land that is maintained in way that would allow it to function as an informal greenspace. Because of this lack of space, the sidewalks, parking lots and courtyards of the various student housing complexes are used as gathering areas for numerous individuals.

##### *Surrounding Greenspaces*

Immediately adjacent to the planning area there are four semi-programmed open spaces that are used by the community at large. To the west of the planning area is the Camp Randall Stadium and Camp Randall Memorial Park, the grounds of which include a larger greenspace abutting Randall Avenue. This area is often used for informal activities such as frisbee as well as formal club uses like martial arts training. Because the facilities draw from the entire student population this greenspace is used by a much larger audience than just the neighborhood.

Kleif Park, located one block south of the planning area, between Bowen Court and Milton Street, is a small park that serves the needs of the neighborhood south of Regent Street. The park has facilities for children to enjoy as well as areas available for picnics or informal physical activities.

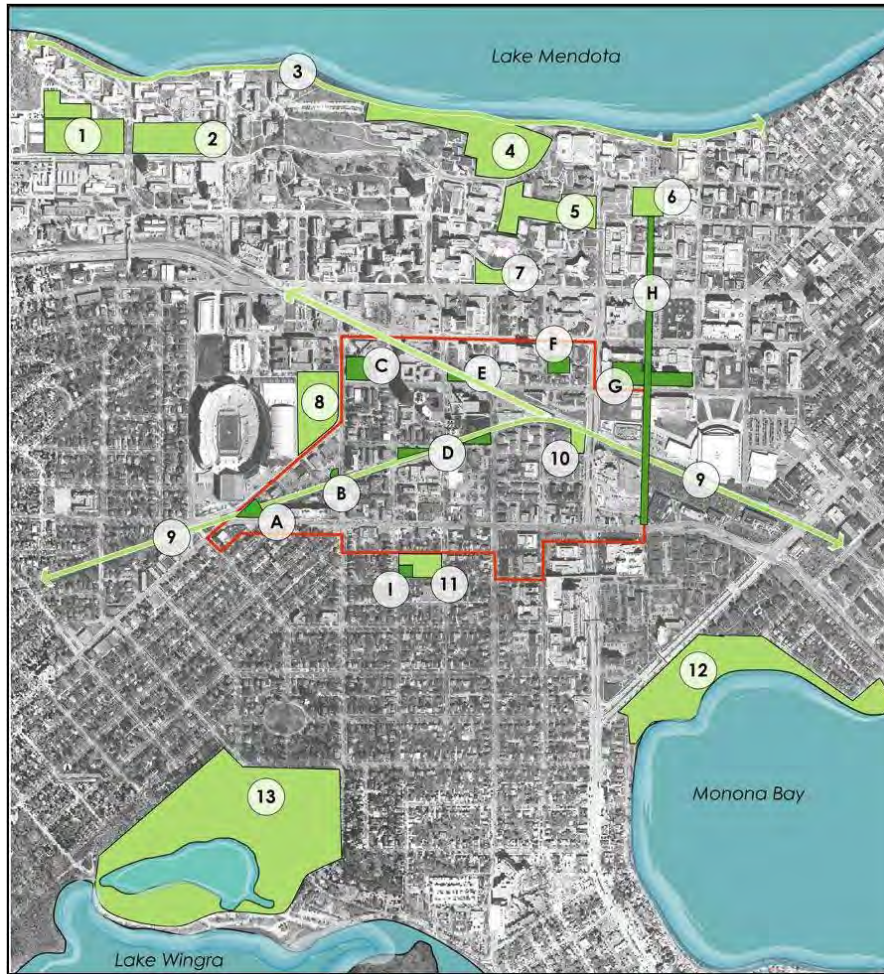
To the southeast of the planning area is Brittingham Park which sits along Monona Bay. This park is large enough to be used as a sports field (which it is for ultimate frisbee in the summer) as well as accommodate social gatherings. Anecdotal evidence would suggest that this park is heavily used by families and individuals from the South Park Street neighborhoods, but not much by the students that dominate the neighborhood.

The last piece of open space immediately adjacent to the planning area is the large front lawn of the Kohl Center. This space is generally used as passive open space by the students that live in the residence halls and the surrounding apartments. Directly across the street from the Kohl Center are volleyball courts next to Witte Hall. These are not considered neighborhood space because they are used exclusively by the residents of the residence halls.

Moving further from the planning area captures two more prominent park spaces. The first, Henry Vilas Park, is directly south of the planning area along Lake Wingra and adjacent to the Henry Vilas Zoo. This park is heavily used



Map 8.1: Parks and Open Space



### Key

- Existing Parks/ Open Space
- Future Parks/ Open Space
- RSSC Project Boundary

### Existing Parks/ Open Space

1. Natatorium Rec. Fields
2. Allen Centennial Gardens
3. Lakeshore Path
4. Muir Woods
5. Bascom Hill
6. Library Mall
7. Botany Garden
8. Camp Randall Memorial Park
9. Southwest Path
10. Green Space
11. Klief Park
12. Brittingham Park
13. Vilas Park & Zoo

### Future Parks/ Open Space

- A. Proposed Green Space (RSSC)
- B. Proposed Green Space (RSSC)
- C. Planned Green Space at Union South (UW)
- D. Planned Green Space (UW)
- E. Planned Green Space (UW)
- F. Planned Green Space (UW)
- G. Planned Green Space (UW)
- H. Planned East Campus Mall (UW)
- I. Planned Addition to Klief Park

by families that come to the zoo as well as families that live in the surrounding Vilas neighborhood. The second park space is located along Lake Wingra approximately one mile up Monroe from the planning area. The park, called Wingra Park, is also heavily used by families residing in the Monroe Street area.

Although not in the planning area, these spaces are accessible to residents of the planning area. The Southwest Path provides excellent connections east and west and planned improvements to north-south routes and improved crossing opportunities at Regent Street will enhance connections to the south.

## RECOMMENDATIONS

Pocket parks should be placed in the area because it would be unrealistic to expect the City to be able to assemble enough property for a new neighborhood park in the area. The diversity of parcel ownership, political nature of parcel acquisition, large University presence, and high land costs are all barriers to any larger-scale parks.

- “Pocket parks” should be incorporated along the Southwest Path to help alleviate the lack of greenspace within the planning area, and provide recreation areas for the increased density of residents.
- Enhance pocket parks with placement of benches, picnic tables, and trash receptacles.
- Include landscaped areas with native plants and rain gardens within pocket parks.





## Parks & Open Space



■ Greenspace around a multi-modal path in Minneapolis.



Regent Street  
South Campus

Including these features would provide a place for pedestrians to sit and relax, and attract more activity to the Path creating a vibrant alternative transportation corridor.

- The University has already included some triangular pocket parks along the path in their Master Plan (areas marked “D” on the map on the previous page).
- Locate additional pocket park areas further to the west of the areas marked “D” mentioned above.
- Enhance the Southwest Path corridor by placing trees along the path to create an aesthetically-pleasing buffer between buildings and pedestrians, as well as shading. Also landscape the green space along the path to develop the character of the neighborhood. Use native vegetation wherever possible.
- Explore the opportunity to develop small retail offerings along the path creating a truly unique environment.

Although not considered parks or open spaces, it is envisioned that all streets within the planning area will continue to serve much of the outdoor gathering and socializing needs of local residents. As such, streetscaping, walkability, and amenities for local residents should be improved throughout. The Streetscape Guidelines section has recommendations for the entire planning area as well as specific details for Orchard Street and Regent Street.

The University has plans for an additional outdoor gathering space as part of the Union South expansion. The space will be located on the northwest corner of the Dayton Street and Randall Avenue intersection and will be landscaped and used for events.

The University also intends to enhance and expand the East Campus Pedestrian Mall on the planning area’s eastern border. This outdoor space will encourage socializing and recreational opportunities as well as provide a transportation connection from Regent Street to the University.

## RECOMMENDATIONS SUMMARY

**Goal:** *Provide greenspace and open space gathering locations throughout the planning area.*

### Recommendations:

- Develop “pocket parks” throughout the neighborhood using small pieces of available land, including open space developed by the University in the implementation of the *Campus Master Plan*.
- Create a vibrant streetscape to promote outdoor use and gathering.
- Enhance the Southwest Path to become a green corridor or linear park.
- Enhance connections to surrounding recreation areas.



## SECTION IX:

### Environmental, Historic & Cultural Resources

- ▶ Area's Impact on Environmental Resources
- ▶ Identification of Existing and Potential Historic and Cultural Resources

#### AREA'S IMPACT ON ENVIRONMENTAL RESOURCES

The planning area's primary impact on local environmental resources is through the runoff and infiltration of stormwater. Because the entirety of the neighborhood is within the Lake Monona watershed, and only a short distance from the Lake itself, stormwater runoff is an important issue. Generally, stormwater management is a fairly straight forward practice of insuring proper water retention and infiltration sites. However, in the neighborhood this practice is complicated by the presence of brownfield sites and a Madison drinking water well.

Located on Randall Avenue immediately behind the Regent Apartments is one of the City of Madison's numerous water wells which serve to provide tap water to residents. Also located throughout the neighborhood are brownfield sites with varying levels of soil contamination. Therefore, by increasing infiltration in order to address runoff issues, there is a risk the infiltrating water could carry contaminants into the local well. To address this issue, the City of Madison is identifying well head protection zones across the city. Once this zone is delineated and mapped, future development should correspond to the City's requirements within the protection zone. The map of the neighborhood well head protection zone should also be added to this document.

In addition to stormwater, air quality is always an issue in urban areas, particularly in corridors that see heavy traffic uses like Regent Street. The suggestion of incorporating street trees into the area's redevelopment will not only add aesthetic qualities, but the trees will aid in providing some relief from the exhaust of vehicles traveling through the area.

#### IDENTIFICATION OF EXISTING & POTENTIAL HISTORIC & CULTURAL RESOURCES

Much of the planning area was once part of the historic Greenbush Neighborhood. The neighborhood was settled in the early 20th century by immigrants from numerous cultural backgrounds, especially Italians, Jews, and African-Americans. Many of these groups felt unwelcomed in other areas of the city. The Greenbush became a tightly-knit neighborhood and was said to be Madison's most diverse. Although much has changed, several historic structures and cultural institutions still exists from the original Greenbush Neighborhood.

A review of historic and cultural resources within the planning area was conducted, and properties were identified as either designated or potential landmarks. In addition, buildings were identified that have interesting histories within the community, but may not be eligible for landmark status. The properties and institutions identified below correspond to Map 9.1 of historic and cultural resources on page 9-7.





**1. 802 Regent Street**

Ben DiSalvo and Sons Grocery Store, 1923



One of the very few buildings remaining in the historic Greenbush Neighborhood connected with the Italian residents who were probably the most prominent ethnic group to inhabit old Greenbush. It was identified by the Downtown Historic Preservation Plan as a potential landmark.

**2. 906 Regent Street**

Jimmie's Restaurant, 1941

Stark, Sheldon and Schneider (Architects)



This is better known by its more recent name, Josie's. A one-story stone commercial building in the rare Egyptian style (Egyptian art and architecture were of great interest in the 1920s through the 1940s). It is one of the few commercial buildings remaining from the Italian sector of the old Greenbush Neighborhood. A recent fire may have compromised its renovation potential.





**3. 914 Regent Street**

Italian Workmen's Club, 1922/1936



The Italian Workmen's club is a designated Madison Landmark. The Club was constructed by volunteer labor in 1922, with a major renovation in 1936. John Icke, local contractor and benefactor of the Italian community, assisted in the construction. The Club was founded in 1912 as a mutual benefit society for Madison's Italian families. The Club, still thriving, provided health and life benefits to its members, along with social activities such as the annual "Festa Italia."

**4. 1441 Regent Street**

M.J. Nilles Store Building, 1937



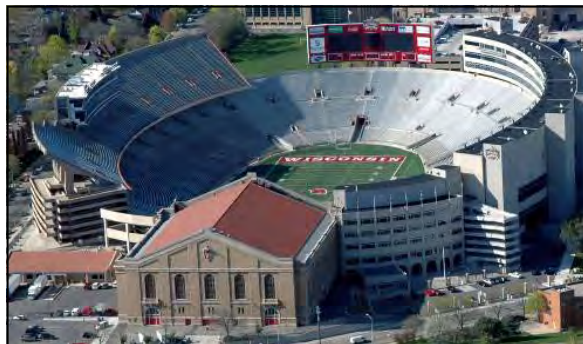
This building is a small one-story commercial building that was most likely constructed by the Trachte company, which is a long time local metal building company. The company no longer produces commercial structures.





**5. 1440 Monroe Street**

University of Wisconsin Field House and  
Camp Randall Stadium



*Field House*

The Field House is one of the many sports facilities on UW's campus. The structure was designed by well known Wisconsin architect Arthur Peabody and was opened in December of 1930. The building is currently home to the Wisconsin volleyball and wrestling teams. The Field House was put on the National Register of Historic Places in 1998.

*Camp Randall (Stadium and Memorial Park)*

Camp Randall is one of the most recognizable structures in the City of Madison. Dating back to the civil war era, the land was used for training and military activity. In 1913 a 10,000 seat stadium was built which has undergone numerous renovations making it one of the premier college sports facilities in the nation.

**6. 1327 W. Dayton Street**

Fire Station #4, 1904-1905  
Lew F. Porter, Architect



Fire Station #4 is a designated Madison Landmark. Design by local architect, Lew F. Porter, Fire Station #4 is one of the oldest fire stations remaining in Madison. The tiny windows on the east façade originally lit horse stalls. The rapid expansion of University Heights, Wingra Park and other near west-side neighborhoods at the turn-of-the-century necessitated the construction of the fire house, which was the first built outside of the central city. In 1983, the Fire Department moved out, and in 1984 the building was sensitively rehabilitated into six townhouse apartments.





**7. 2 S. Mills Street**

Isador and Fannie Borsuk Grocery Store;  
Currently Hong Kong Cafe  
1922-1923



The two-story red brick commercial building has an interesting history as a Jewish grocery store. It is one of the very few buildings remaining that are associated with the Jewish community which lived in the historic Greenbush Neighborhood.  
(also see text note under no. 8)

**8. 1421 Regent Street**

Currently Lucky's Bar and Grill



Hong Kong Café, (#7), Lucky's (#8) and Indie Coffee (#9) are the main remaining examples of the historic red brick buildings that used to populate the Regent Street corridor. As the area moves forward, these structures represent design cues that are appropriate for future development.





**9. 1225 Regent Street**  
Currently Indie Coffee



(see text note under no. 8)

**10. 1206 Regent Street**  
Currently the Annex



The Annex represents a unique architectural style within the planning area. Of particular note is the interesting brick work and use of terrazzo tile. Unfortunately the façade is currently obscured by large blue awnings.

**11. 822 Regent Street**  
Fraboni's Italian Specialties



The Fraboni's business has become a neighborhood institution, and its services create a niche that is not present in most other Madison communities.

**12. 29 South Mills Street**  
Neighborhood House Community Center



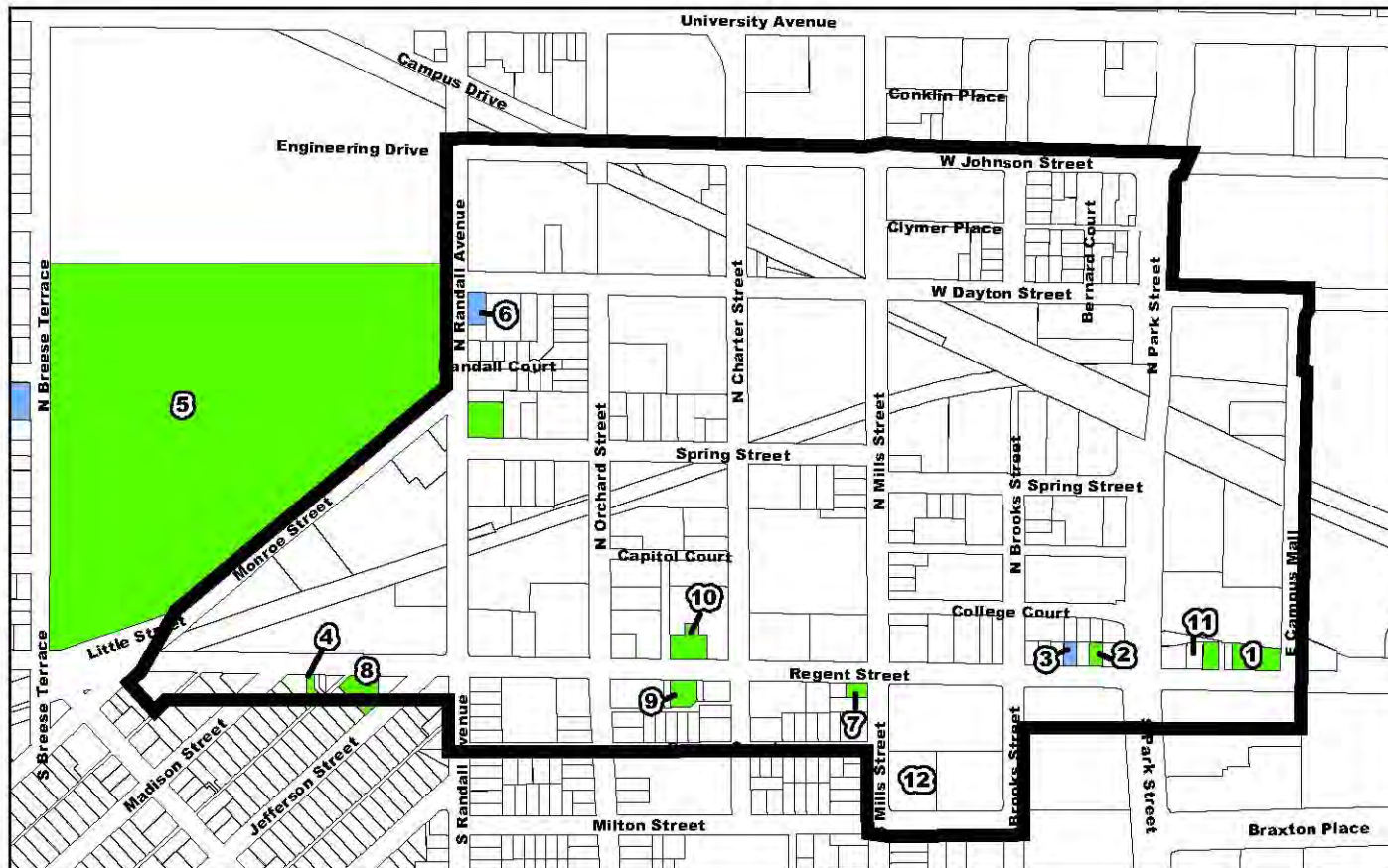
The Neighborhood House is an important cultural resource for the neighborhood. The community center's role is discussed further in the next chapter.





# Map 9.1 Historic and Cultural Resources

Regent Street  
South Campus  
August 2007



## Parcels with Historic Designations

- Designated Landmark
- Other Historically Significant Buildings
- # Number Refers to Text Listing of Significant Historic Structures (See text for description)

## Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

Data Source: City of Madison Department of Planning & Community & Economic Development



Regent Street  
South Campus

City of Madison



ENVIRONMENTAL  
RESOURCES  
RECOMMENDATIONS

**Goal:** *Protect the Lake Monona watershed while being aware of the need to follow future well head protection guidelines*

**Recommendations:**

- Work with developers to create strong stormwater management techniques where appropriate.
- Require green roofs and other stormwater management measures in new development.
- Upon mapping of the well head protection zone for the well located on N. Randall Avenue at the Southwest Path, implement the appropriate guidelines.

HISTORIC & CULTURAL  
RESOURCES  
RECOMMENDATIONS

**Goal:** *Encourage retention of cultural and historic sites within the neighborhood.*

**Recommendations:**

- Seek landmark designation for eligible sites within the planning area.
- Work with developers to help incorporate historic elements in new development, such as the use of red brick that was prevalent in older buildings in this neighborhood.
- Encourage owners of historic properties to invest in the aesthetic quality of their structures. A variety of funding opportunities and tax incentives are available through state and national historic preservation offices.





## SECTION X:

### Community Facilities & Infrastructure

- ▶ Existing Community Facilities
- ▶ Municipal Infrastructure
- ▶ Recommendations



■ The Neighborhood House Community Center.  
Picture from <http://userpages.itis.com/thehouse/>



Regent Street  
South Campus

#### EXISTING COMMUNITY FACILITIES

Community facilities are important to the life of a neighborhood because they provide services that ensure a safe and cohesive community environment. Existing community facilities within the area include fire, police, libraries, health care, child care and a community center.

##### *Fire and Emergency Medical*

Fire protection and emergency medical service is provided to the neighborhood by Fire Station #4. Station #4 is located at 1437 Monroe Street and is designated as one of eight Madison engine company stations.

##### *Police Services*

In addition to the Madison Police Department, the UW Police Department serves much of the planning area. Within the neighborhood is the UW Police Department's primary facility. The UWPD is comprised of deputized law enforcement officers that provide police protection and emergency response services to the UW area, buildings, and health service locations.

##### *Public Libraries*

The nearest public library is the Monroe Street branch located at 1705 Monroe Street. There are also numerous campus libraries around the neighborhood, although many require patrons to be UW students.

##### *Medical and Health Facilities*

One of the most prominent structures in the neighborhood is the Meriter Hospital complex at the corner to Park Street and Regent Street. This complex, in conjunction with UW Health centers, provides emergency medical, surgical, critical care and clinical facilities.

##### *Child Care and Preschool*

Located within the neighborhood on Dayton Street is Bernie's Place child care which offers a wide variety of child care services. Located just south of the neighborhood in the Villas area is Play Haven which offers child care and preschool school services.

##### *Neighborhood and Community Facilities*

The Neighborhood House Community Center is located at 29 South Mills Street. The Neighborhood House has been in the area since 1916 and has historically offered social and learning services. It continues this tradition today by offering drop-in, after school, and evening youth programs that include cooking, crafts, team sports and a full summer day camp. It also provides senior programs such as monthly potlucks and oral history. In addition, adults in the community can use the facilities for volleyball, basketball, yoga classes or a variety of different seminars and workshops. The center also offers a food pantry and provides meeting space for community events.<sup>5</sup>

5: from <http://userpages.itis.com/thehouse/>





■ Bayview International Center for Education and the Arts.  
Picture from [www.bayviewfoundation.org](http://www.bayviewfoundation.org)

Just to the east of the neighborhood (within the triangle formed by S. Park Street, Regent Street and W. Washington Avenue) is the Bayview International Center for Education and the Arts. This facility focuses on developing the family by promoting the numerous cultures present in the ethnically diverse “Triangle” Neighborhood.

### MUNICIPAL INFRASTRUCTURE

A major component of the built and aesthetic environment is the municipal infrastructure that provides circulation and utilities. Within the planning area almost all components of the infrastructure are in poor condition and in need of reconstruction.

The most obvious infrastructure shortcomings within the planning area are the street rights-of-way, including the sidewalks. Many of them are rough, cracked and do not provide safe pedestrian travel. As a result, some aspects of the area are deficient in meeting City standards. There is future scheduled reconstruction of some important streets within the planning area, such as the Monroe Street intersection at Regent Street; Randall Avenue north of Regent Street; and Orchard Street from Regent Street to Dayton Street, but the primary corridor, Regent Street, is not forecasted to undergo updating within the next five years.

The lack of planned reconstruction not only negatively affects the aesthetic environment and

the walkability of the neighborhood, it impedes potential investment. Often private developers are hesitant to invest in an area that has deficient infrastructure because of the costs they must incur updating their property’s connections and meeting necessary standards. This means without municipal initiated or backed infrastructure improvements along Regent Street, developers may be hesitant to undertake projects in the neighborhood.

In addition to street reconstruction, other infrastructure issues exist within the planning area that affect both safety and aesthetics. The intersections of the Southwest Path and the street rights-of-way present potential hazards and currently do little to ensure pedestrian and biker safety. The Path can be particularly unsafe at the Randall Avenue crossing which is at times shielded by vegetation, and the Charter Street crossing that intersects with an active and unsignaled railroad spur (serving the Charter Street Heating and Cooling Plant). Both of these crossings need infrastructure improvements in order to create a situation that is inviting for alternative modes of transportation.

Another safety issue caused by infrastructure problems is the risk of flooding within the planning area. Although it appears to be a rare event, sections of the neighborhood experienced large scale flooding in 2006. In order to prevent future danger and property damage any potential deficiencies in the stormwater system should be corrected.





The final infrastructure update impacts the quality of the aesthetic environment as well as the ability to increase building height. Throughout the planning area there are sections of street that are lined by above-ground utility wires. The visual site of the wires and old wire poles detracts from the attempts to create a more unified, pedestrian friendly, and interesting streetscape.

In order to address these infrastructure issues some party will be required to finance public works projects. A further discussion on financing occurs in the Action Plan in Section XI.

### **R E C O M M E N D A T I O N S S U M M A R Y**

Because of the importance of community facilities and infrastructure, it is important neighborhoods work with the City to ensure these resources are maintained.

**Goal:** *Ensure that the current neighborhood infrastructure is in good condition.*

#### **Recommendations:**

- Require that the necessary infrastructure upgrades associated with new development are implemented with those projects.
- Work with the City to identify needs and create a budget for capital improvements to the primary corridors within the neighborhood.

- Work with the City and local utilities to underground utility lines with the next reconstruction of Regent Street (as was done with the recent East Washington Avenue reconstruction), or sooner if opportunities arise.
- Explore low or no-interest loans to businesses to offset any potential costs to business owners for building modifications necessary to connect to the utilities once placed underground.





# SECTION XI:

## Action Plan

### IMPLEMENTATION STEPS

In order to move from the planning process to implementation, some critical steps must be undertaken.

- 1) *Adopt the Regent Street South Campus Neighborhood Plan.*
- 2) *Work with the City of Madison to determine and implement funding strategies for future parking needs.*
  - Move to metered parking along the Regent Street Corridor.
  - Continue discussions with the University to discuss the potential of a joint parking structure.
  - Examine the other potential strategies for funding a parking structure laid out in this plan.
- 3) *Finalize design recommendations and submit capital budget requests for needed infrastructure improvements concurrent with plan recommendations for:*
  - Regent Street reconstruction
  - Orchard Street reconstruction
  - Southwest Path improvements
- 4) *Work with the City of Madison and UW-Madison to identify and purchase parcel remnants for the creation of pocket parks concurrent with this plan.*

- 5) *Explore the use of a Tax Incremental Financing District to help generate funding for the improvement projects mentioned in this plan.*
- 6) *Create an Urban Design District overlay for the neighborhood to assist in carrying out this plan's recommendations.*
- 7) *Work closely with all potential private developers to ensure the aims of this plan are carried out.*





# Appendix I:

## Review of Existing Plans

- ▶ South Campus Neighborhood Report, 1982
- ▶ Brittingham—Vilas Neighborhood Plan, 1989
- ▶ UW—Madison Campus Master Plan, 2005
- ▶ City of Madison Comprehensive Plan, 2006
- ▶ Monroe Street Commercial District Plan, 2006
- ▶ Excerpts from Existing Bicycles
  - ▶ Land Use & Urban Design
  - ▶ Transportation
  - ▶ Housing
  - ▶ Economic Development
  - ▶ Parks & Open Space
  - ▶ Environmental, Historic & Cultural Resources

A number of plans that impact the Regent Street South Campus planning area were reviewed prior to developing recommendations for the Neighborhood Plan:

### 1982 South Campus Neighborhood Report (SCNR)

This Plan was developed jointly between the City and the UW, and covers area delineated by Breese Terrace on the west, University Avenue on the north, Park Street on the east, and Regent Street on the south. It gives a historic, demographic, and land use overview of the South Campus area (mapped boundaries are Breese Terrace on the west, University Avenue on the north, Park Street on the east, and Regent Street on the south), outlines UW property acquisition in the area, and makes a series of recommendations concerning housing, transportation, open space, and public works.

### 1989 Brittingham-Vilas Neighborhood Plan (BVNP)

This plan was developed by the City of Madison's Department of Planning and Development, in conjunction with a neighborhood steering committee. The BVNP area is bounded (clockwise from the south) by Lake Wingra, Edgewood College, Monroe Street, Regent Street, Proudfit Street, Monona Bay, and Haywood Drive. The Plan outlines a series of goals and objectives for the neighborhood and makes recommendations in the areas of neighborhood cohesiveness, community service, land use and zoning, housing, commercial

areas, transportation, and aesthetics and open space. It also provides a neighborhood description, history, a profile of the neighborhood today, and a list of the five most important issues the steering committee identified.

### 2005 University of Wisconsin – Madison Campus Master Plan (CMP)

The complete text of the Campus Master Plan is not yet available. However, the 2005 Executive Summary was reviewed, and the Plan was discussed with Gary Brown, the UW's Director of Campus Planning and Landscape Architecture (information received from this interview is still designated "CMP"). The Plan outlines principles that guided the process, discusses sub-areas of campus, and reviews goals. It summarizes initiatives and investments in buildings, open space, transportation, and utilities. Review of the CMP concentrated on its direct relationship with the planning area. The Campus Master Plan has not been officially endorsed or adopted by the City of Madison.

### 2006 City of Madison Comprehensive Plan (COMP)

The City adopted its state-required Comprehensive Plan in January of 2006. The plan deals with the entire City of Madison, and contains an inventory of existing conditions in one volume, and goals, objectives, and policies for implementation in a second volume. Each volume is separated into chapters on Land Use, Transportation, Housing, Economic Development,





Natural & Agricultural Resources, Parks & Open Space, Historic & Cultural Resources, Community Facilities, Utilities, and Intergovernmental Cooperation. Because the City's Comprehensive Plan is so detailed and contains some goals/objectives that overlap, only certain points are summarized in this appendix. Points that affect the area were concentrated on for this review.

### **2006 Monroe Street Commercial District Plan (MSCDP)**

The plan was created to guide the City and the neighborhood associations in the planning area in attracting and retaining businesses in commercial areas, to provide criteria to assist in evaluating redevelopment proposals, provide existing and prospective landowners with information on what land uses are needed/can be supported by the market/ community, and provide guidance on the community's expectations as they relate to development standards. Review of this Plan concentrated on recommendations for the retail node at the Monroe/Regent intersection.

### **EXCERPTS FROM EXISTING PLANS**

Selected points from each plan have been separated into categories that are based upon the chapters that are found in the City of Madison Comprehensive Plan. Other than the South Campus Neighborhood Report, the plans above covered a much wider area than the South Campus area; those plans were reviewed with a concentration on goals/policies/plans for the South Campus area.

### **LAND USE & URBAN DESIGN**

- The highest land use for the area bounded by the University (not including any UW parking facilities), at 45 percent of the total land area (SCNR).
- The South Campus' main problems were incompatible land uses, underutilized land, blighting conditions produced by dilapidated buildings, unsightly open storage and poorly graded rail corridor areas (SCNR).
- Goal: retain existing neighborhood zoning classifications and districts at current density levels (BVNP).
- Commercial District Design Guidelines should be developed for the Regent Street and Monroe Street business districts (BVNP).
- The neighborhood encourages development and redevelopment of properties in the South Campus and West Rail Corridor areas as housing in the hopes of alleviating pressures on the neighborhood; public programs, such as the City's homeowner's assistance program, that promote homeownership are highly supported (BVNP).
- A number of new buildings are proposed in and around the planning area. The Institutes for Discovery is proposed just north of Johnson Street, a new Union South is proposed to replace the current union at the same location, and new buildings (or





additions to current buildings) are proposed for each UW-owned block in the planning area (CMP). See Projects Map, page i-12.

- A five to six story Primate Center will be built south of Spring Street (CMP).
- Current UW plans for building heights in the planning area:
  - \* University south to Dayton, eight to twelve stories.
  - \* South of Dayton, less than six stories.
  - \* Close to Regent Street, four to six stories.
- The Regent/Monroe intersection offers an opportunity for improvement given the elimination of the railroad, the stadium project, and the possibility of a development at the corner of Monroe and Regent, where Urban Pizza is currently located (MSCDP).
- Any new developments should feature materials that are compatible with the existing context, in terms of materials used in existing buildings (MSCDP).
- Mixed-use development should be considered in any commercial district redevelopment proposals; opportunities to create such development should be pursued while addressing concerns regarding height, scale, and massing. A variety of housing, including affordable units and elderly housing, should be included in mixed-use projects (MSCDP).
- There are no “absolutes” – redevelopment projects should be considered on a case-by-case basis, but generally no building should be more than four stories (MSCDP).
- Redevelopment at the Monroe-Regent node is seen as primarily mixed-use with retail on the ground floor and residential above, though office is encouraged at the east end of the node (MSCDP).
- Crazy Legs Drive should be closed, and a pedestrian plaza created. There is the potential for angled parking along the Breese Terrace part of the plaza. The Metro bus stop and shelter should be maintained (MSCDP).
- Mixed-use redevelopment is encouraged at the Monroe/Regent intersection, select sites along Monroe Street to the southwest of the intersection, and the parcels on the west of Breese between Monroe and Regent (currently a rug store and restaurant in a former service station). Properties should be redeveloped to create a feeling of entry into the Monroe Street business district, with enhanced streetscaping and pedestrian amenities (MSCDP).
- Identify potential infill and urban redevelopment locations in the Comprehensive Plan, neighborhood plans for established neighborhoods and through special planning studies of specific areas (COMP).





- Encourage the creation of compact, mixed-use development projects that include a variety of land uses in close proximity to each other (COMP).
- Identify and recommend development and design standards for employment and commercial districts that would create an environment and streetscape that encourages and facilitates walking, bicycle and transit use both within and to the district, while also providing safe and convenient access and circulation for motor vehicles (COMP).
- Identify locations for future commuter rail stops and stations and plan for Transit-Oriented Development near them (COMP).
- Use the following principles of redevelopment to guide all infill, redevelopment and adaptive reuse projects within the older neighborhoods and districts of the City:
  - \* Maintain an easily walkable neighborhood size (approximately one-quarter mile from neighborhood center to edge).
  - \* Maintain or seek to create clearly defined neighborhood centers, edges and gateways.
  - \* Redevelopment scale and density should be appropriate to redevelopment objectives defined in the applicable City plans and reasonably compatible with established neighborhood character – including the evolving character in areas with substantial redevelopment.
  - \* Maintain or improve an interconnected grid-like street pattern with relatively narrow local streets. Maintain or provide on-street parking to the extent feasible.
  - \* Provide a diversity of housing types, sizes, tenure and costs.
  - \* Maintain, enhance or seek to create a strategic mix of non-residential uses appropriate to the location and potential market so that at least some neighborhood-supporting goods and services are conveniently available to residents.
  - \* Provide adequate parks and community gathering places.
  - \* Protect and enhance defining neighborhood views.
  - \* Preserve and enhance established neighborhood character and design (COMP).
- In established neighborhoods identified in the Comprehensive Plan as recommended locations for near-term or longer-term transition to different or more-intensive land uses, prepare and adopt a detailed neighborhood plan that clearly defines the locations where redevelopment, changes in use and/or increased density are recommended, the areas where no significant changes in use or intensity are recommended, and the essential character, scale and design elements that are critical to ensuring that new development is compatible with existing development (COMP).





- Support the retention of neighborhood-based businesses and employers and public uses as centers of neighborhoods (COMP).
- Provide for growth and expansion of major community institutions such as colleges and universities; schools, medical facilities; governmental, civic and cultural facilities, and similar uses while protecting the character and integrity of adjacent neighborhoods (COMP).
- General locations where a transition into a denser neighborhood or district is appropriate should be identified in the Comprehensive Plan and in detailed neighborhood development plans and other special area plans (COMP).
- Include mandatory urban design, architecture and landscaping standards, principles and guidelines in all detailed neighborhood development plans and other sub-area or special area plans (COMP).
- Identify through detailed planning activities logical permanent edges between the university/college campuses and adjacent residential neighborhoods and commercial and mixed-use districts (COMP).
- Outside the “core” University of Wisconsin-Madison campus area defined by University Avenue and Park Street, encourage interlacing of university and non-university uses and structures so that many of the non-educational needs of university students, faculty and staff,

and visitors can be provided at locations convenient to the campus, and community access to university resources and activities is encouraged (COMP).

- The Comprehensive Plan shows property along Regent Street and directly across from Camp Randall designated as “Neighborhood Mixed-Use”; some blocks north of Regent Street are designated as “Medium-Density Residential” (16-40 units/acre), while most other land north of Regent is designated as “Campus”; the Regent apartments are designated as “High-Density Residential” (41-60 units/acre); the area along Park Street south of its intersection with Regent Street is designated “Employment”; areas south of the Regent Street mixed-use district are designated as “Low-Density Residential” (0-15 units/acre). See the Comprehensive Plan for further details on these districts (COMP).

### *TRANSPORTATION*

- Parking was the #1 issue in a 1979 resident survey. Too much street parking was taken up by non-residents who either work at or attend the University or work at an area business. Implementation of two-hour zones and resident parking permits had a marginal impact on the problem (SCNR).
- The area lacks adequate parking, bikeway and open space facilities. The #2 transportation issue in a 1979 resident survey was the need for improved bikeways (SCNR).





## *Review of Existing Plans*

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- Barrier-free ramps should be installed at key locations (BVNP).
- Improve the synchronization of traffic lights to improve the ease/safety of pedestrians crossing Regent, Monroe, and Park Streets (BVNP).
- Increased traffic from redevelopment and hospital expansions is a major concern, especially as it affects use of side streets to avoid bottlenecks on Regent and Park streets (BVNP).
- Maintain parking capacity, but conserve land used for parking by utilizing parking structures and parking under new buildings (CMP).
- Provide more pedestrian areas, bike lanes, connected paths and bicycle commuter facilities. This includes bike lanes on Randall Avenue, extension of the Southwest Commuter Trail along rail right-of-way northwest to University Avenue, and a bike station at a new Union South (CMP).
- Implement the planned Lake Mendota-to-Regent Street Pedestrian Mall (CMP).
- Capital Court (between Orchard Street and Charter Street) should be vacated (CMP).
- Johnson Street from Randall Avenue to Campus Drive should be vacated and replaced with a new Union South facility (CMP).
- Underground parking should be developed as part of the new Union South (CMP).
- Lot 51 should be replaced with a ramp (CMP).
- Plans for a pedestrian overpass/skywalk from a new Union South to the Institutes for Discovery are not final (CMP).
- The Monroe/Regent intersection should be redesigned to accommodate all modes of transportation, including bicycles and pedestrians (MSCDP).
- To the extent possible, the Regent/Monroe intersection should be lowered to avoid the hills leading up to it from the 1400 block of Monroe Street and the 1500 block of Regent Street (MSCDP).
- Locate small municipal parking lots in business districts, or include public parking in mixed-use structures, with reasonable signage to direct people to parking under the buildings (MSCDP).
- Provide and improve transportation infrastructure – such as roadways, sidewalks, etc – in coordination with redevelopment projects and new development, in a manner that fosters compact urban development patterns in accordance with the Land Use chapter.
  - \* Encourage the development of mixed-use activity centers throughout the City that





are supportive of alternative transportation modes.

- \* Encourage mixture of land uses in areas that helps foster a transportation environment that allows numerous transportation modes to interact effectively.
  - \* Concentrate infill and redevelopment projects along transit corridors and other appropriate redevelopment areas, in order to allow for more efficient and effective provision of transit services.
  - \* Encourage redevelopment to occur in a manner that is integrated with various components of the transportation system (COMP).
- Consider retrofitting streets with excess capacity to provide improved pedestrian and bicycle access and connections. Where feasible, consider the conversion of two-way streets to one-way streets and the use of two-way left turn lanes (COMP).
  - Design neighborhood streets in a manner that accommodates all modes of transportation – including automobile, public transit, bicycle, and pedestrian travel – and limit the impacts of motor vehicle traffic on neighborhoods.
    - \* Consider traffic-calming improvements and strategies for use on local streets that will encourage pedestrian travel, bicycle travel and the use of public transit. Traffic-calming strategies should be utilized in places where excessive speeding is a problem and emergency vehicle traffic and

public transit services will not be negatively affected (COMP).

- Improve pedestrian connections among land uses in the City to create a continuous and seamless pedestrian system, and to enhance the walkability and pedestrian environment of the City.
  - \* Work closely with the University of Wisconsin and neighborhood associations to identify priorities and implement enhancements in the UW campus area and in City neighborhoods.
  - \* To enhance pedestrian comfort and create a more pedestrian-oriented environment, encourage a mix of land uses and densities, high quality design of the built environment, and pedestrian-scale streetscapes.
  - \* Improve and enhance the pedestrian connections between buildings within development areas, utilizing pedestrian amenities such as trees, planters, street furniture, awnings, building windows, etc.
  - \* Identify existing and potential barriers to pedestrian mobility and prioritize locations where improvements are most needed (COMP).
- Provide for a continuous and interconnected bicycle route and trail network that is viable, convenient, and safe, and a system that will encourage both commuter and recreational bicycling.
  - \* Ensure that bicycle facilities are adequately planned for as part of Madison's detailed





neighborhood development planning processes. Ensure that these planned bicycle facilities provide for good connectivity within and between neighborhoods.

- \* Ensure that bicycle parking facilities within the public right-of-way, within public parking facilities, and on development sites are located in appropriate locations (such as near building entrances), are appropriately designed and size, are located in prominent and convenient public areas and are well-maintained (COMP).
- Provide for the construction and maintenance of parking facilities as part of an integrated strategy for urban development and redevelopment. Consider the desired density of land uses, the need for parking facilities to provide safe and convenient bicycle parking, the availability and desirability of on-street parking, the special parking needs of persons with disabilities, and the impacts on the pedestrian environment in future parking planning, management, and parking facility design activities.
  - \* Promote shared parking agreements for compatible uses (e.g. office parking with high demand during the weekdays and entertainment uses with high demand during evenings and weekends), in order to make more efficient use of parking facilities.

- \* On-street parking in residential areas near employment and commercial sites should strike a balance between providing resident parking and providing overflow commercial and employee parking (COMP).

### *Housing*

- The City's 1981 Land Use Plan designates most residential areas in South Campus for 16-25 units per acre, which was reflected in the R-5 zoning at the time (SCNR).
- "In the future, the University will consider making available to the City and/or its agencies properties in the South Campus Area in ways which will facilitate the development of new housing at affordable cost to the occupants," (SCNR).
- Apartments and lodging units in the South Campus Area were among the most expensive housing in the City (SCNR).
- Of the 6 areas designated for infill housing in the SCNR, 4 have been redeveloped. The two remaining areas designated for infill housing are:
  - \* The triangular piece of land bounded by Monroe Street, North Randall Avenue, and the railroad tracks (minus the fire station parcel). This area was designated for high-rise (eight-story) residential development.
- \*The UW's fleet and service garage, parking lot 50, and most of parking lot 51 (the parcel





## *Review of Existing Plans*

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north of McDonald's). This area was designated for two to three story walk-up residential development.

- The Plan recognizes the relocation of some UW operations would be necessary for the above to occur, and also recognizes the substantial number of surface parking spaces that would be lost.
- Encourage more owner-occupancy and non-transient housing (BVNP).
- Provide a variety of housing choices to attract a diverse population by providing affordable housing opportunities (BVNP).
- Ordinance pertaining to unrelated individuals living in owner- and renter-occupied dwelling units in the R-2, R-3 and R-4A zoning districts should be enforced (BVNP).
- The City should continue to support the use of programs and low-interest loans for homeowners and rental property owners to upgrade/rehabilitate properties (BVNP).
- Housing and property maintenance was the most important issue identified, followed by Transportation & Land Use, Commercial Revitalization, Neighborhood Facilities, and Community Involvement & Image (BVNP).
- In 1989 about 30 percent of the planning area was owner-occupied and 70 percent was renter-occupied (BVNP).
- Encourage the design of neighborhoods and housing to promote a variety of lifestyle choices, while still contributing to livable and sustainable environments, which are comfortable and safe for a variety of household types (COMP).
- The City shall continue to protect the character and scale of existing residential areas and carefully plan new ones so that large, non-residential uses such as parking lots, highways or institutional growth, minimize negative impacts on residential properties and of residential neighborhoods (COMP).
- Identify and preserve dwellings and buildings of distinctive character that add to the City's identity or embody the heritage of particular areas, eras, or sectors (COMP).
- In established neighborhoods that are or are expected to be characterized predominantly by multi-family housing types, maintain opportunities for larger families by providing some larger apartments as well as smaller units in projects, and encourage both condominium as well as rental housing to provide tenure choices (COMP).
- Increase the amount of housing in the downtown/campus area and provide a variety of housing choices for different household types, sizes, and incomes, including families and lower/middle-income households (COMP).





- Develop and implement strategies to encourage owner-occupied or long-term rental/lease residential properties in established neighborhoods (COMP).
- Locate a large proportion of housing for University students within walking distance of campus (COMP).
- Help to maintain the quality and stability of existing residential neighborhoods near university/college campuses by discouraging the conversion of owner-occupied homes to student rental housing (COMP).

### *ECONOMIC DEVELOPMENT*

- Beautification and revitalization of Park Street, Regent Street, and Monroe Street Commercial districts should be encouraged. Their visual appearance should be enhanced, and a well-balanced mix of businesses should be promoted (BVNP).
- A market study should be conducted for the Park Street and Regent Street business districts to identify business development needs and opportunities and to determine the potential for redevelopment of select vacant and underutilized properties (BVNP).
- A “foreseeable problem” in the Regent Street business district is the need for all four travel lanes for traffic, which would eliminate on-street parking for businesses. Most businesses

do not have off-street parking, and would be hurt by such a move (BVNP).

- The MSCDP contains some market analysis components that could mesh with the planning area.
- Enhance neighborhood commerce and retail capacity, especially in older neighborhoods (COMP).
- Ensure that redevelopment of major arterial gateways to the City occur in an aesthetically appealing manner that respects existing businesses, provides opportunity for new business and employers, and creates an aesthetically appealing entryway.
  - \* Involve existing businesses in any efforts to redevelop, redesign or reconstruct the arterial entrances to the City in order to identify needs and opportunities for business expansion and relocations.
  - \* Help implement recommendations in adopted neighborhood plans to brand or market major gateway streets/districts with signage and way finding initiatives.
  - \* Help implement and coordinate urban design recommendations from adopted City plans for arterial gateways (COMP).

### *PARKS & OPEN SPACE*

- Existing landscaping and screening around storage areas and parking lots should be improved and expanded together with the development of small parcels of open spaces





in and around residential areas. Potential areas for open space include:

- \* The area behind the housing units on Orchard Street between Dayton and Spring Streets at the terminus of Randall Court
- \* One of the City-owned parcels on the north side of College Court between Park and Mills streets (SCNR).

- Protect existing community gardens in the City and establish additional areas for new community gardens (COMP).

### *ENVIRONMENTAL, HISTORIC & CULTURAL RESOURCES*

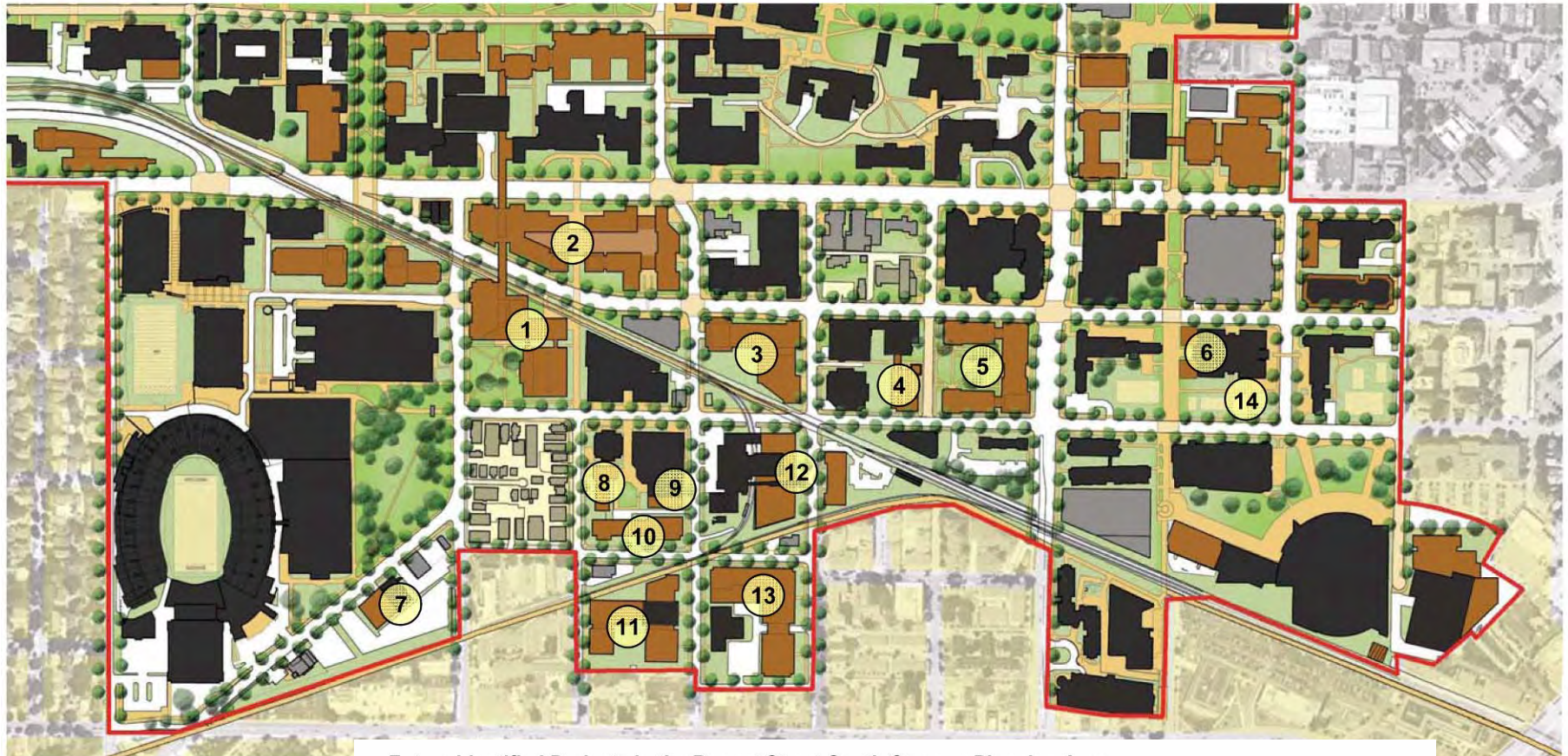
- The historic, cultural, and scenic resources of the neighborhood should be preserved and promoted (BVNP).
- Protect Madison's historic structures, districts and neighborhoods and encourage the preservation, rehabilitation, maintenance and adaptive reuse of high-quality older buildings (COMP).
- Ensure that redevelopment and infill projects throughout the City are compatible with and complement existing historic resources and characteristics in the area.
  - \* Identify historic resources throughout the City using the Madison Intensive Survey and the City adopted neighborhood and special area plans (COMP).

### *COMMUNITY FACILITIES & INFRASTRUCTURE*

- Ensure adequate neighborhood facilities and services, such as the Neighborhood House and Bay View Community Center, recreational programs and facilities, etc. (BVNP).
- The electrical substation west of the Kohl Center should be expanded (CMP).
- There is the potential for a new electrical substation to the south of the Charter Street power facility (CMP).
- An expanded heating plant should be constructed across North Mills Street from the Charter Street facility (CMP).
- Potential alternate fuels for the Charter Street plant, including some amount of biofuel use, will be explored; if coal use continues the coal will likely be stored underground or in silos (CMP).
- The Physical Plant building will be relocated to the lot behind McDonald's to make way for the Institutes for Discovery (CMP).







**Future Identified Projects in the Regent Street South Campus Planning Area**

- |  |  |
|--|--|
| 1. Union South Redevelopment & Parking Structure | 8. Campus Childcare Facility                       |
| 2. Wisconsin Institutes of Discovery             | 9. Weeks Hall Addition                             |
| 3. Noland / Zoology Redevelopment                | 10. Proposed Academic/Research Facility            |
| 4. Educational Sciences Addition                 | 11. Primate Center Additions                       |
| 5. Proposed Academic/Research Facility           | 12. Charter Street Heating Plant Renovations       |
| 6. Gordon Commons Renovation & Addition          | 13. UW Physical Plant Services & Parking Structure |
| 7. UW Police Renovation & Addition               | 14. Southeast Residence Halls Recreation Area      |

Note: This is a University Plan and has not been adopted by the City.







**City of Madison**  
**Legislative File Number 09234 (version 1)**

**Title**

Adopting the *Regent Street - South Campus Neighborhood Plan* and the goals, recommendations, and implementation steps contained therein as a supplement to the City's *Comprehensive Plan*.

**Body**

WHEREAS, Regent Street and the South Campus area has long been an integral component of the surrounding neighborhoods, the University of Wisconsin-Madison, and the city as a whole; and

WHEREAS, somewhat declining physical conditions, the presence of numerous underutilized parcels, and an increased level of real estate development speculation suggest that this area could be poised for some significant changes; and

WHEREAS, the Regent Street-South Campus neighborhood does not currently have a detailed neighborhood plan that establishes policies and makes recommendations to guide decisions regarding the future of this neighborhood, as recommended in the City of Madison

*Comprehensive Plan* (adopted on January 17, 2006); and

WHEREAS, the Regent Street-South Campus Neighborhood Plan Steering Committee was appointed by the Mayor and confirmed by the Common Council to guide the development of a neighborhood plan for this area, and consisted of the following representatives: area alders, businesses, adjacent neighborhoods, area medical institutions, the University of Wisconsin-Madison, and students; and

WHEREAS, a team of planning consultants (Vierbicher Associates, Inc.) and architects (Potter Lawson, Inc.) were retained to work with the Steering Committee, City staff, and area stakeholders to develop this plan; and

WHEREAS, this effort was funded through \$20,000 in the City's 2006 Operating Budget, a \$20,000 grant from Dane County's Better Urban Infill Development (BUILD) program, \$15,000 from the UW-Madison, and \$20,000 from other contributors; and

WHEREAS, the Steering Committee met eleven times between January and November 2007, and oversaw a public participation process that also included four large-scale public meetings, two rounds of focus groups, and a business survey to receive input throughout the planning process; and

WHEREAS, on November 28, 2007, the Steering Committee unanimously approved the draft *Regent Street - South Campus Neighborhood Plan* and recommended that it be submitted to the City for adoption; and





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WHEREAS, the plan makes a series of recommendations concerning subjects such as:  
land  
use, urban design (including building heights, setbacks and stepbacks), streetscape enhancements, pedestrian and bicycle enhancements, and parking and traffic circulation, among  
others.

NOW, THEREFORE BE IT RESOLVED, that the *Regent Street - South Campus Neighborhood Plan* and the goals, recommendations and implementation steps contained therein is hereby adopted as a supplement to the City's *Comprehensive Plan*; and

BE IT FURTHER RESOLVED, that any changes to the *Comprehensive Plan*'s Generalized Future Land Use Plan Map recommended in the *Regent Street - South Campus Neighborhood Plan* be considered for adoption during the next annual *Comprehensive Plan* evaluation and amendment process; and

BE IT FINALLY RESOLVED, that the appropriate City agencies consider including the recommendations of the *Regent Street - South Campus Neighborhood Plan* in future work plans and budgets.

**Fiscal Note**

There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

