



SHOREWOOD HILLS UNIVERSITY AVENUE CORRIDOR PLAN APPENDICES

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Introduction

To provide sound public policy guidance, a planning process should incorporate inclusive public participation procedures to ensure that final recommendations reflect a broadly supported vision. Near the outset of this planning process, the Village Board and Plan Commission adopted the Village's Public Participation Plan by resolution, which identified the following public involvement opportunities that were conducted as part of this planning process. This document provides the feedback received from each event held throughout the development, review, and adoption of the 2023 Village of Shorewood Hills University Avenue Corridor Plan.

Plan Commission Kickoff Meeting

A meeting of the Plan Commission was held on February 21, 2023 to kick off the Village of Shorewood Hill's University Avenue Corridor Plan. This meeting included a summary presentation of the process and a discussion on key objectives and opportunities, a preliminary identification of key site opportunities within the corridor, and adoption of the public participation plan. Plan Commissioners discussed the extent of the study area, preferred land uses and density for the corridor, and their overall vision for the future of the corridor.

Property Owner and Stakeholder Meetings

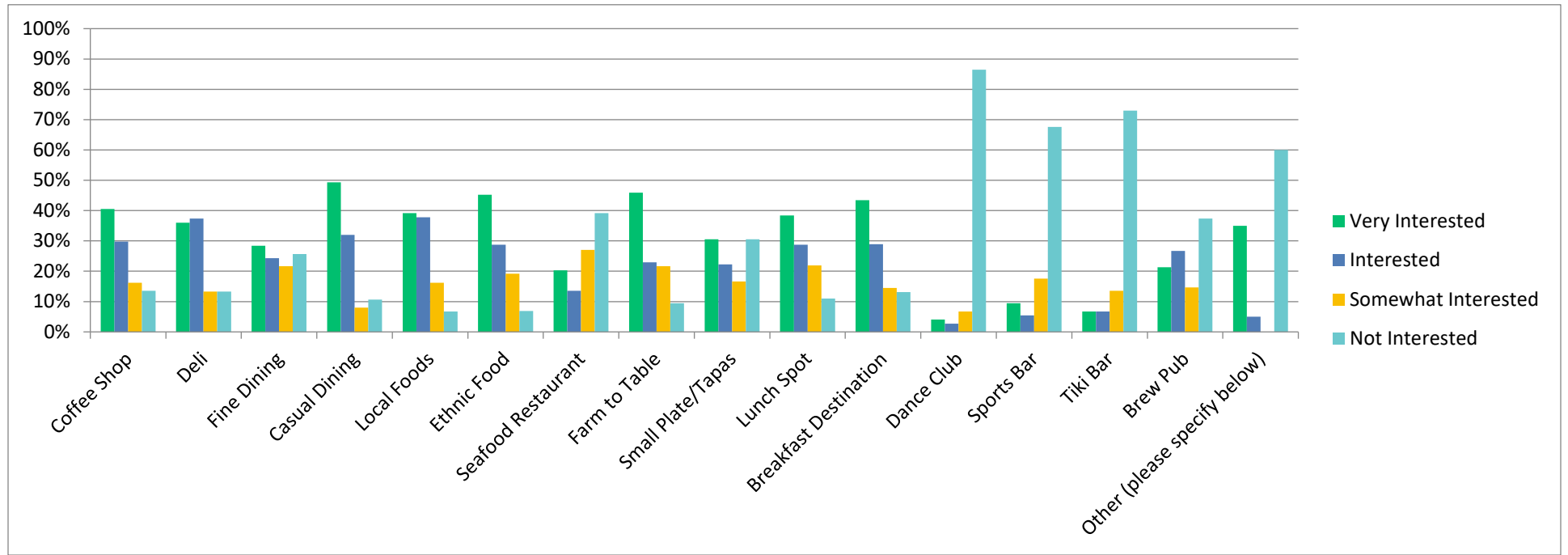
The consultant team held meetings throughout the planning process with property owners along the corridor. These meetings provided insight into ownership's future plans of major properties along the corridor with the greatest potential for redevelopment within the planning period. The insight gathered through each meeting helped inform the development of the draft concepts, guiding redevelopment principles, and preferred concept within the plan. All property owners along the corridor also had the opportunity to attend public meetings and follow-up online surveys held throughout the process. That feedback is provided below.

Public Meeting #1: Visioning

Introduction

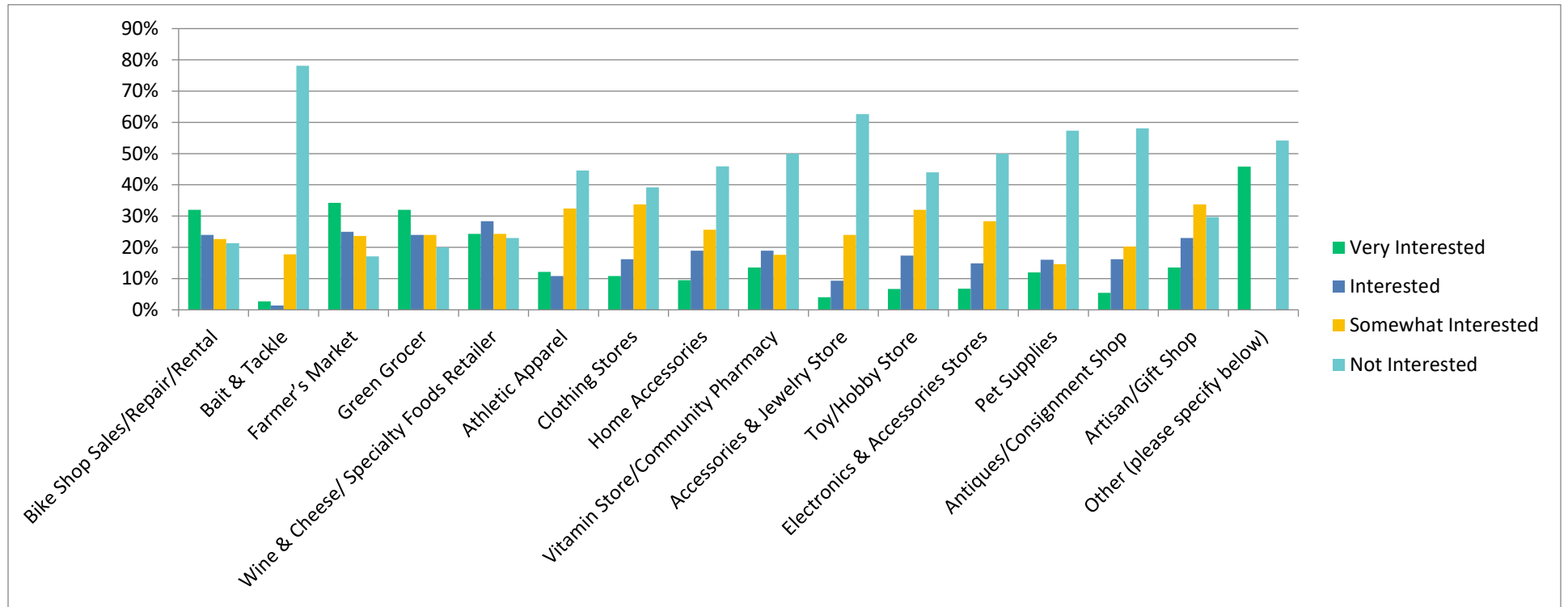
The Village of Shorewood Hills held two community engagement opportunities for the public to weigh in on their vision for the future of University Avenue. An in-person public meeting was held on March 15th and was attended by approximately 32 people. An online survey that was available from March 16th through March 31st and generated 63 responses. The following includes all combined responses gathered during the meeting and online survey:

Question 1: What is your level of interest in the following Restaurant business uses?



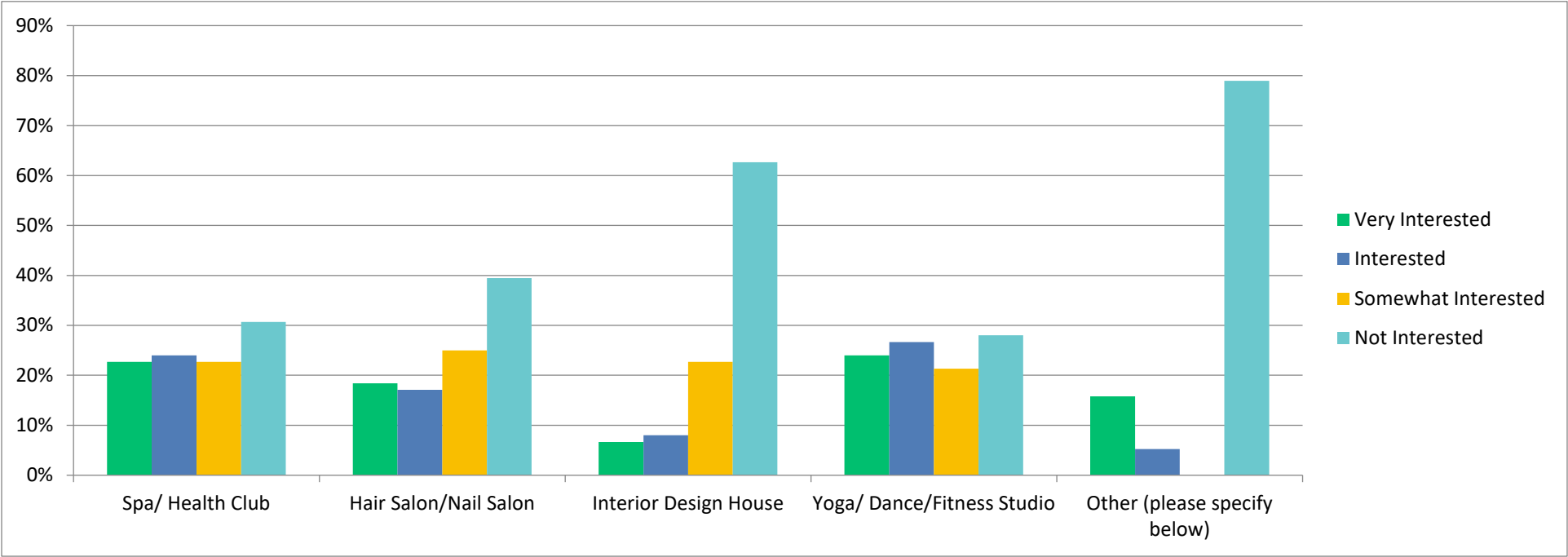
Question 1 additional comments: Vegetarian restaurant (2), other type of bar/café (2), locally-owned (2), outdoor covered dining, food trucks.

Question 2: What is your level of interest in the following Retail business uses?



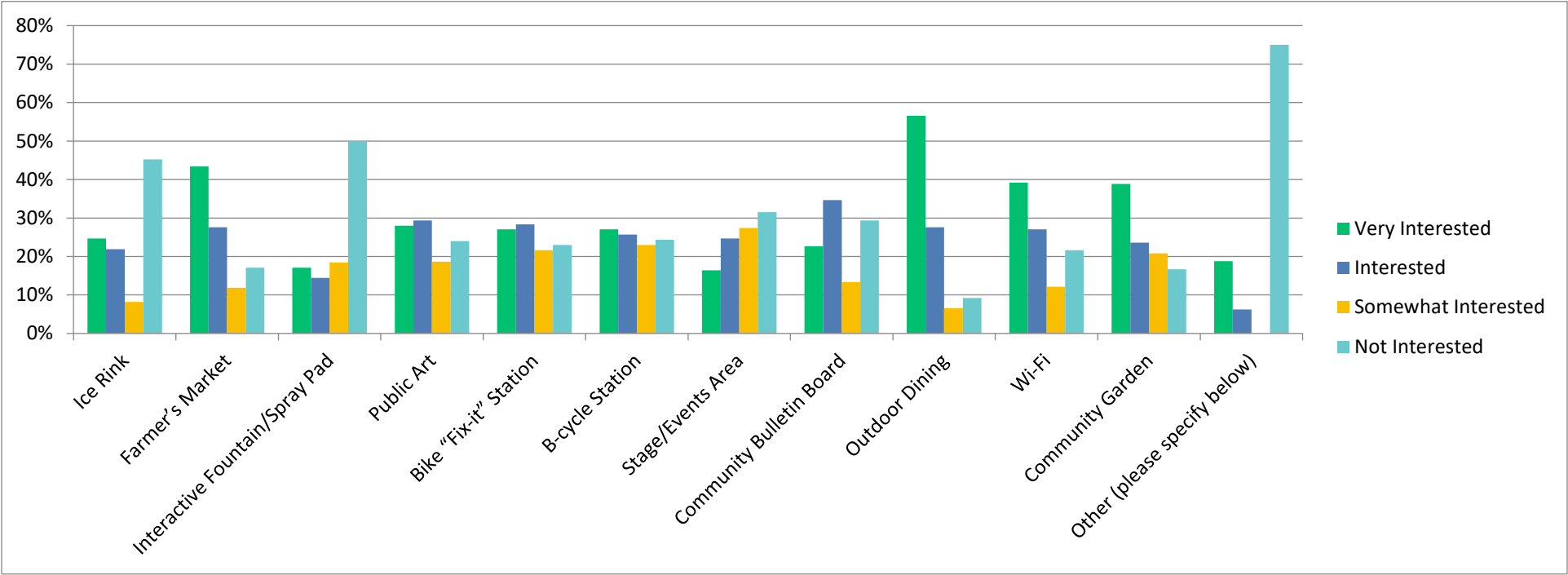
Question 2 additional comments: Bookstore (3), Flower shop, gas station, hardware store, sporting goods store, dry cleaner

Question 3: What is your level of interest in the following Service business uses.



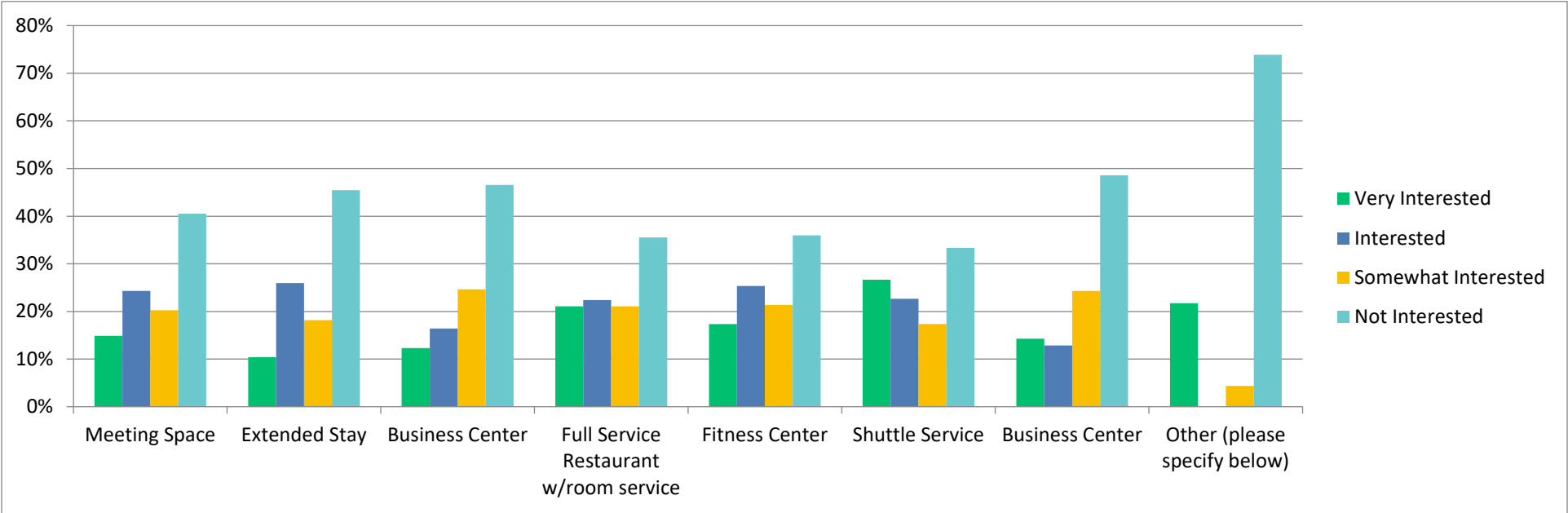
Question 3 additional comments: medical/health care, education, childcare, dry cleaning, craft store

Question 4: What is your level of interest in the following Public Space Amenities.



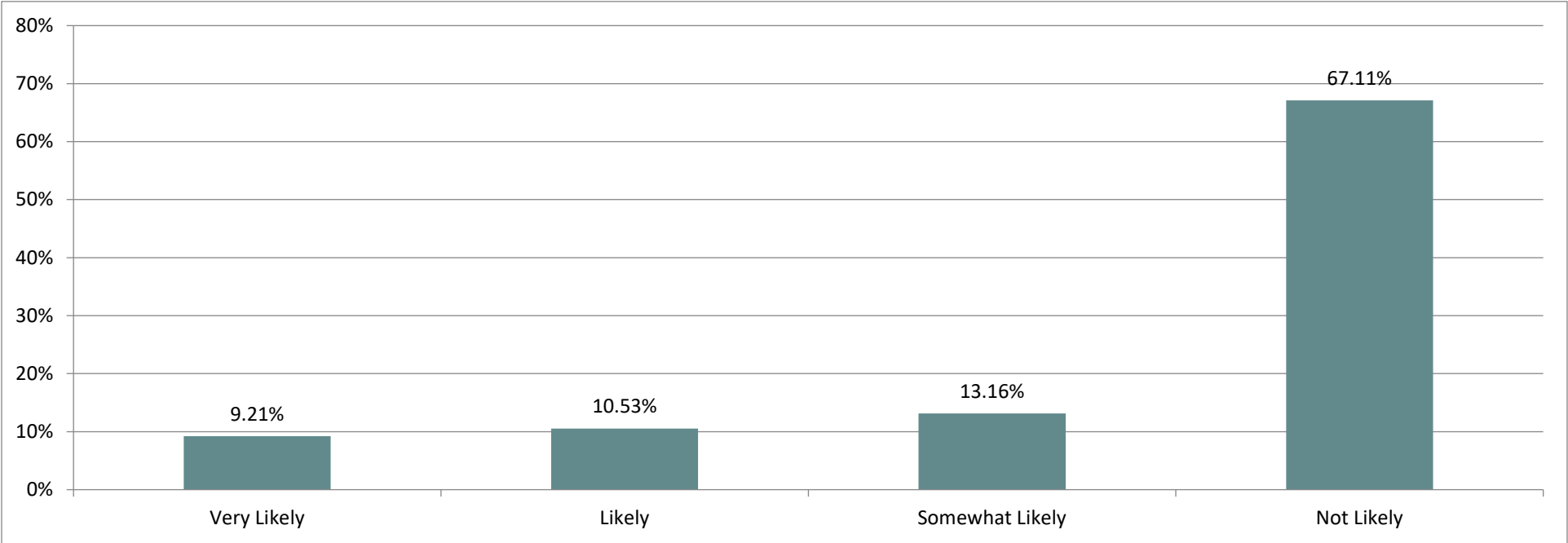
Question 4 additional comments: off-leash dog park (2), low maintenance facilities, update current pool facilities, music series at Heiden House, pop up markets/food trucks, ice rink

Question 5: What is your level of interest in the following Hotel Amenities (What services should a hotel on site provide?).

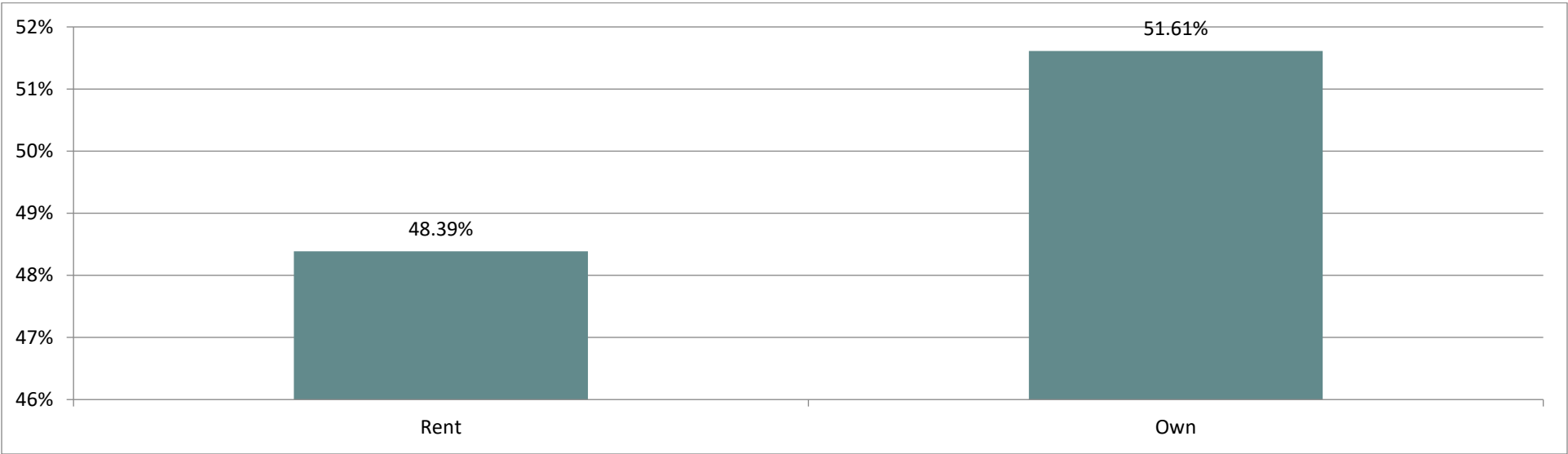


Question 5 additional comments: Pool (3), suites, shuttle to campus/downtown

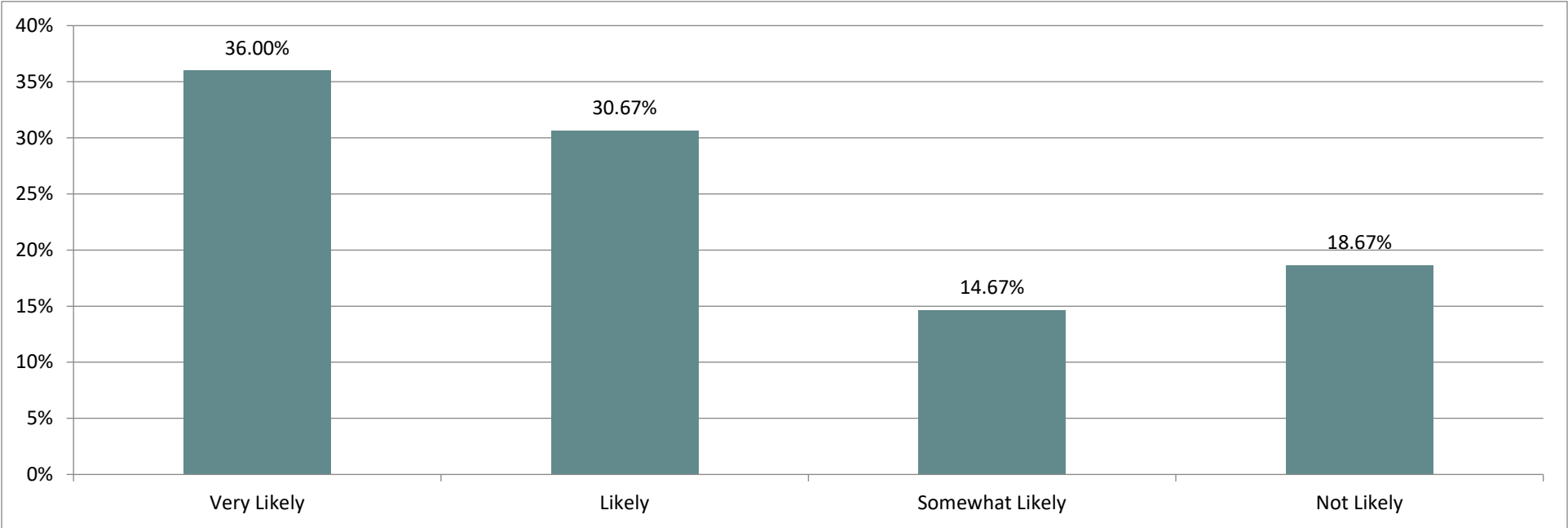
Question 6: Would you live along University Avenue?



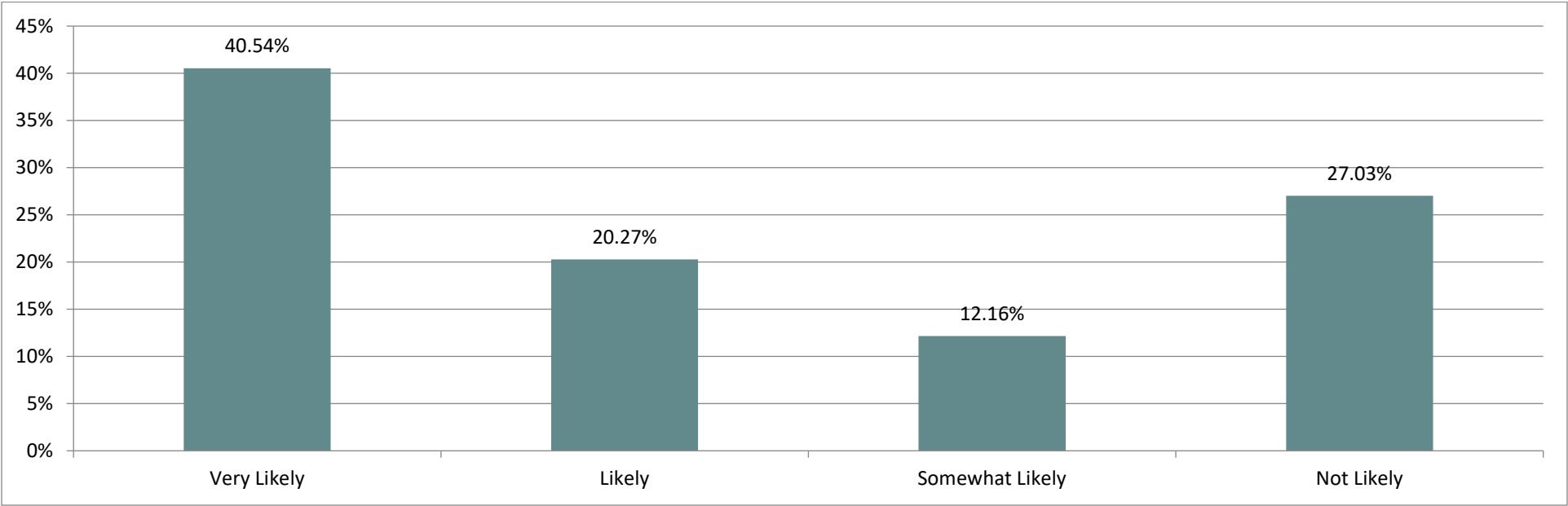
Question 7: Would you prefer to rent or own along University Avenue



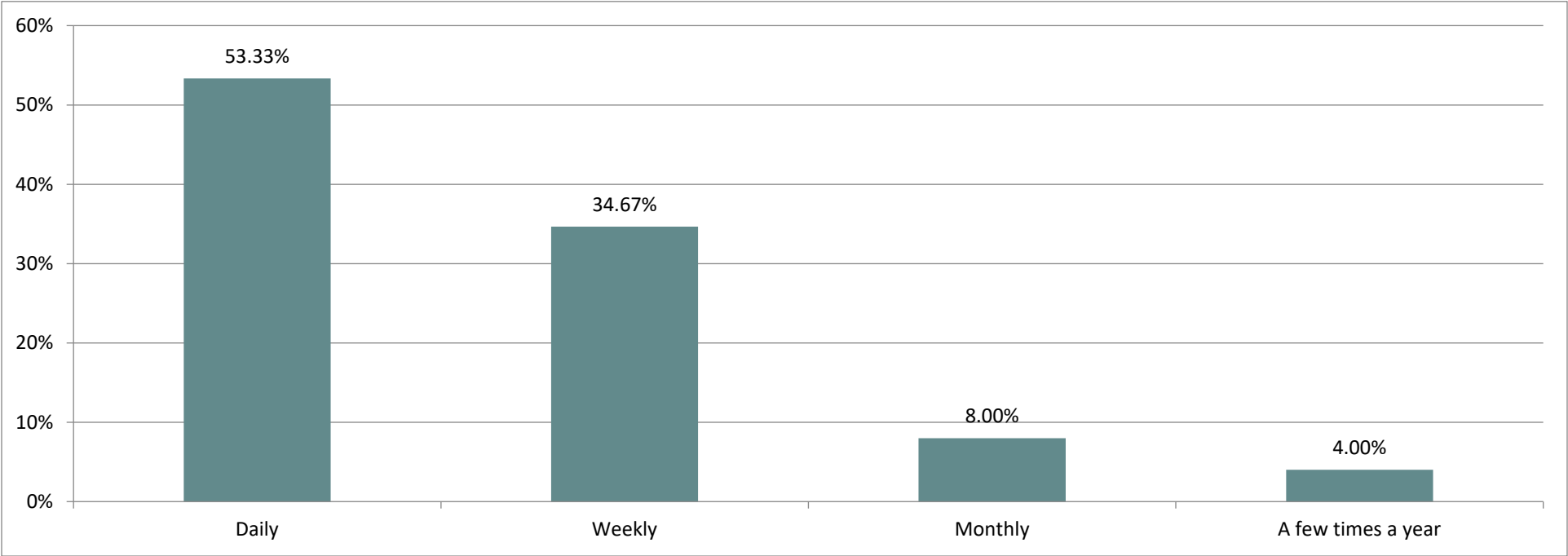
Question 8: Would you recommend a friend to live here?



Question 9: Would you work here?



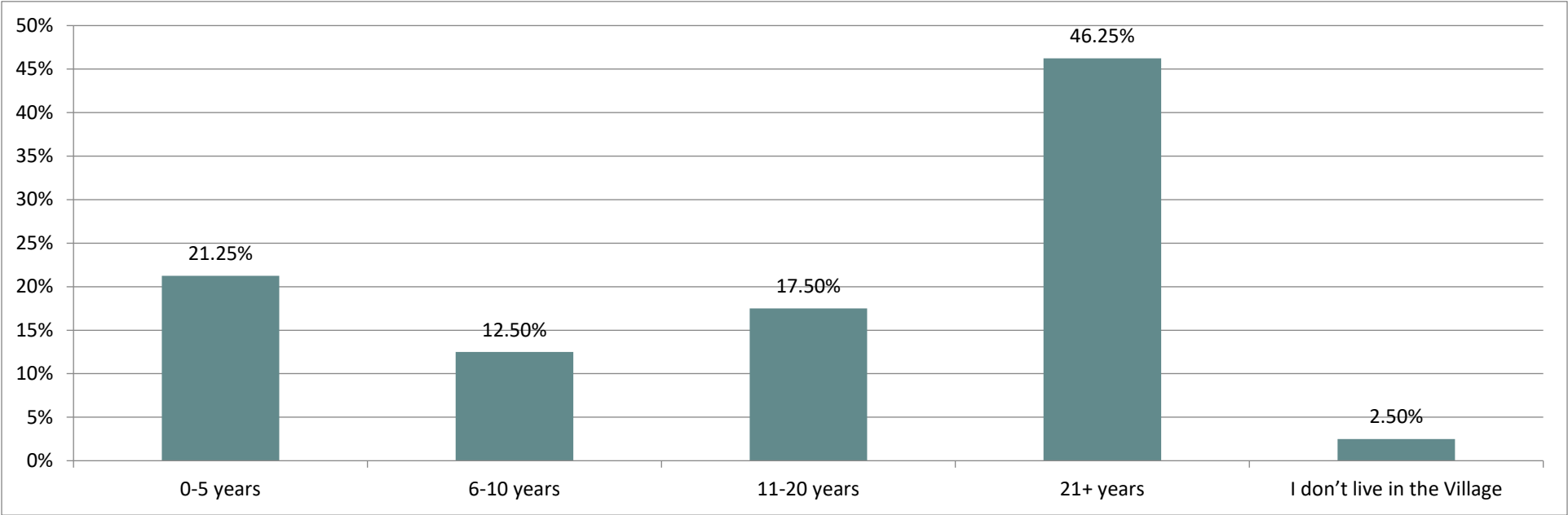
Question 10: How often do you see yourself visiting University Avenue?



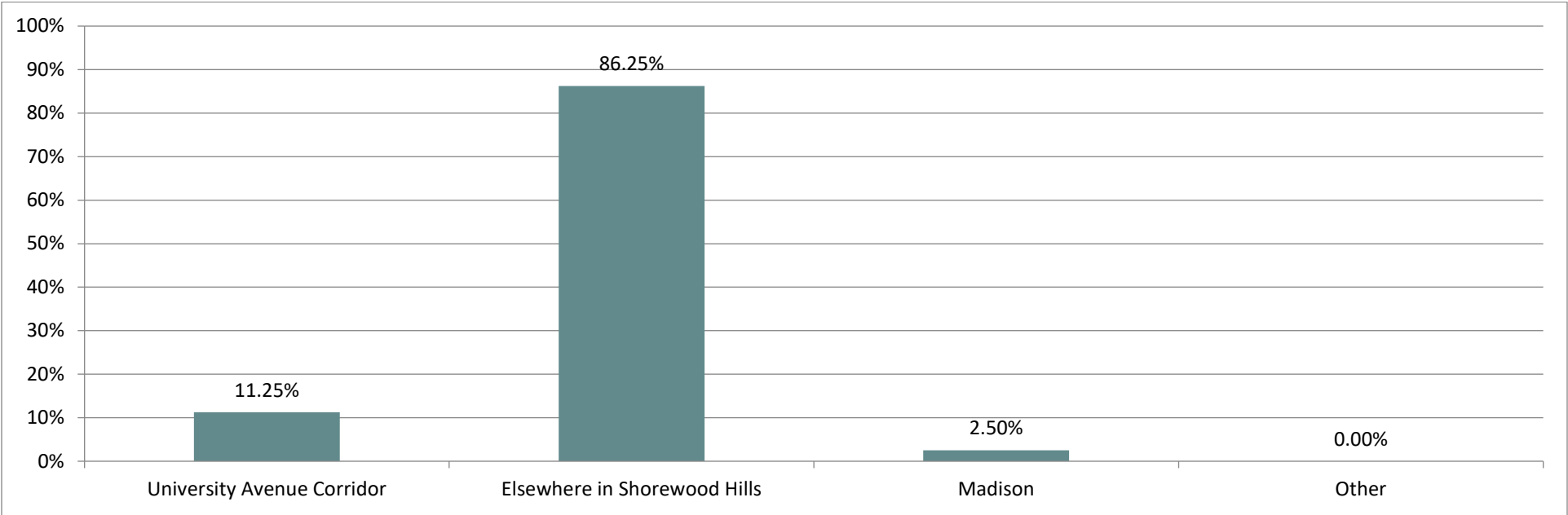
Question 11: Please offer any additional comments you have in regards to your preferred business mix for the corridor.

19 Written Comments Received
Nothing that would encourage large crowds at night into the AM. No high buildings like a few blocks away on University Avenue. Places that are family friendly, moderately priced.
My only preferred business mix is an active mix - limit parking, dense development, etc.
Will visit(and spend money) if it's upscale and safe and makes Shorewood Hills desirable as a place to live.
your choices are "pie in the sky"
GET REAL there is very little undeveloped land to build any business
I live in Shorewood near University and want more restaurant options, but especially a neighborhood bar.
More restaurants not affiliated with chains. Walking and biking between facilities. Indoor pool. Renovate community center. Reopen Logic.
The University Avenue corridor currently offers high commercial demand and offers a path to reducing residential taxes for the Village. And I believe the demand is sufficiently high that another TIFF district is not necessary.
I'd like to see places for neighborhood residents to gather: restaurants, shopping for food, postal services.
Accesible to pedestrians, easier to cross from one side of U Ave to the other
We should seek the highest possible density along the University Ave corridor. Having 2-4 story buildings is a ridiculous waste of space and tax base potential. More density means better services for all, and it's hard to imagine a corridor in our county better suited for high density development than University Ave. I have no interest in a hotel as there are already many hotels nearby. What our community needs is housing at all income levels, including condos for people who want a nice place to live that is easier to care for than a single family home but allows them to remain a part of our neighborhood and community.
Avoid high rise developments (ie hill farms). keep the area flexible including flexible green space that is functional for storm run off (read ch 4 Orphaned Spaces about Fargo ND green space developments). Prioritize pedestrian and bike safety (ie reduce car traffic off University) and make the area walkable. where cars park include charging stations! Use Solar and heat exchange pumps instead of gas gas gas.
I think it would be wise to stay away form bars/sports bars that would attract people that could be drinking and driving given the area has so many homes and children nearby.
Because I live in Shorewood I drive Univ Ave daily, and usually shop daily at one of the existing stores (Whole Foods, Walgreens, Coffee shop, pet store, penzeys). I still miss Borders Bookstore.
I'd like apartments and businesses but also green space and nothing too tall. Bike parking by bus stops. Surface parking covered roofs with solar panels.
Balance between rentals/owned (condo, etc.)
Senior housing
Leave Garden Homes out of the plan. There was a study for several years dealing with Garden Homes (2019-2021) with the whole Village of Shorewood Hills.
The University Ave. Corridor truly needs a bike repair/bike sales/bike rental business to locate here! The area is a desert in that regard now; the nearest bike businesses are many miles away to the east (in the isthmus), west (far west side), and south.
I have lived and worked along this corridor for over 30 years. I would like to see more design focus on the human scale - more greenspace for wildlife. I am concerned we will make the mistake of becoming a concrete corridor for machines. Need more trees and open spaces for nature.

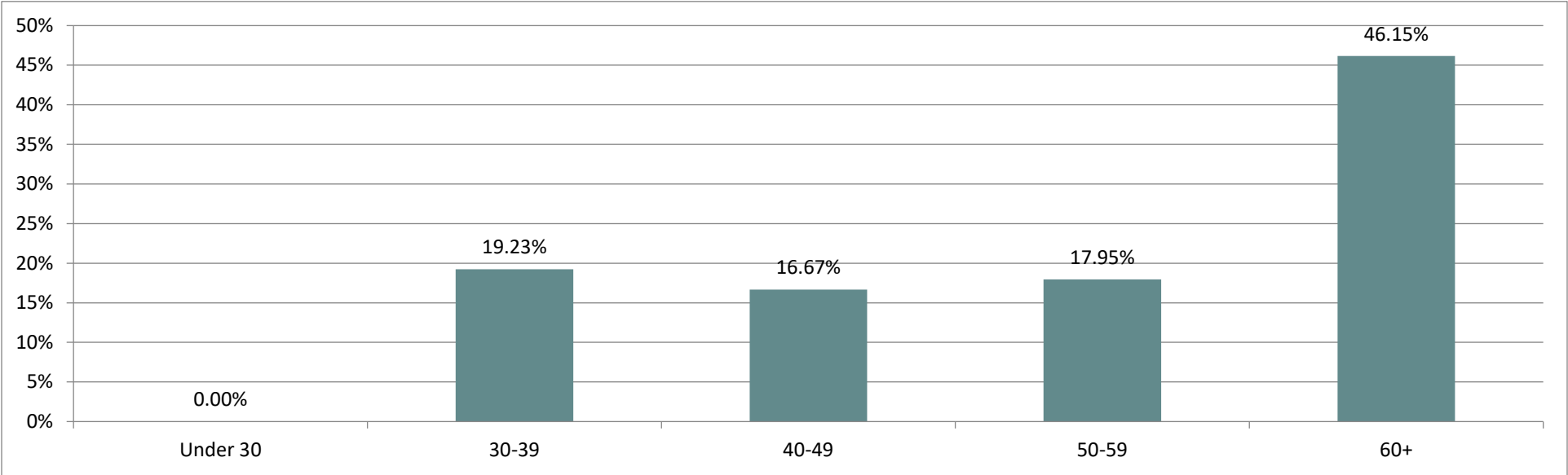
Question 12: How long have you lived in Shorewood Hills?



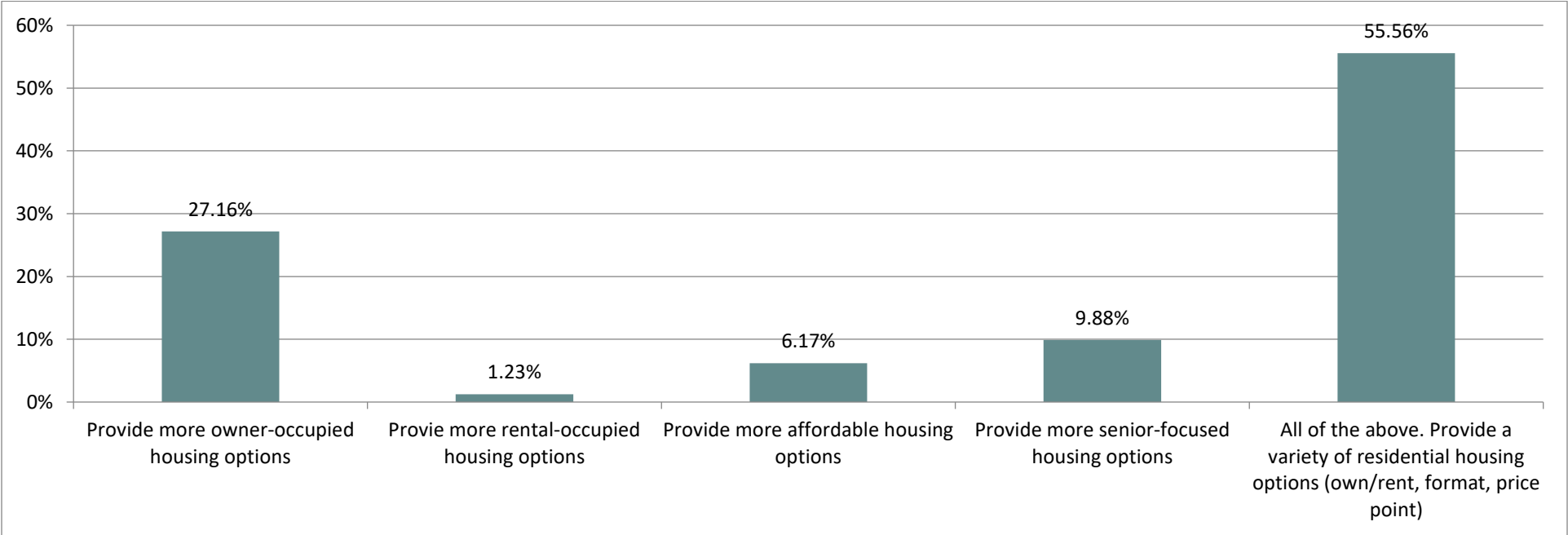
Question 13: Where do you live?



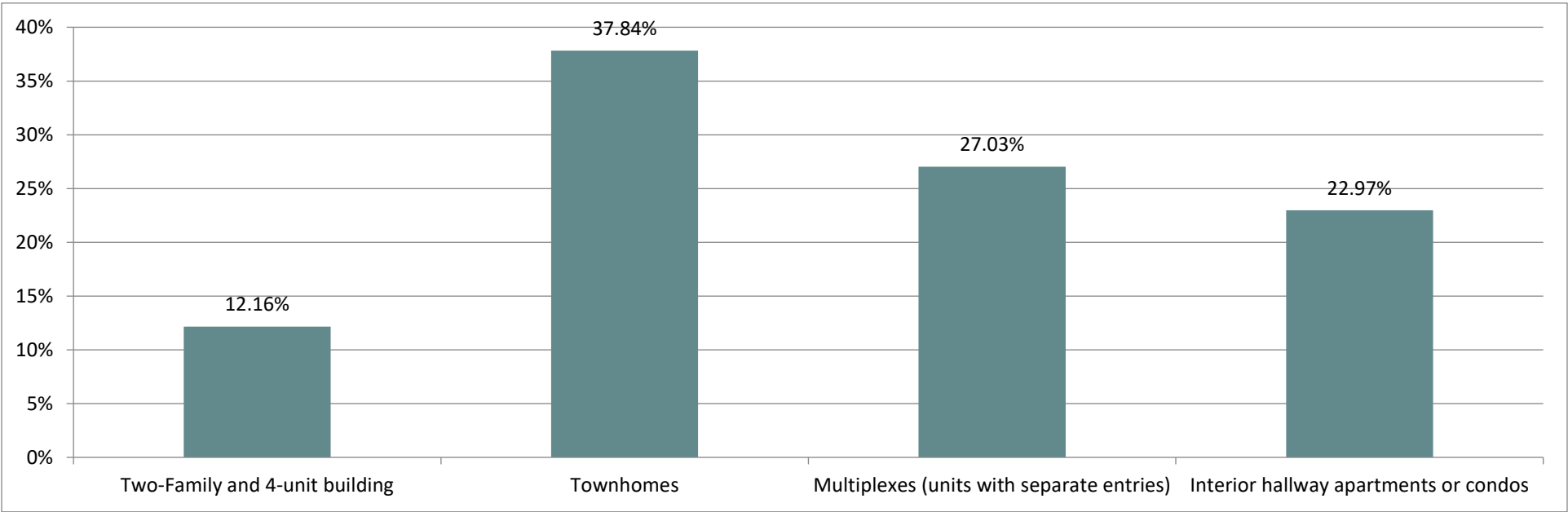
Question 14: How old are you?



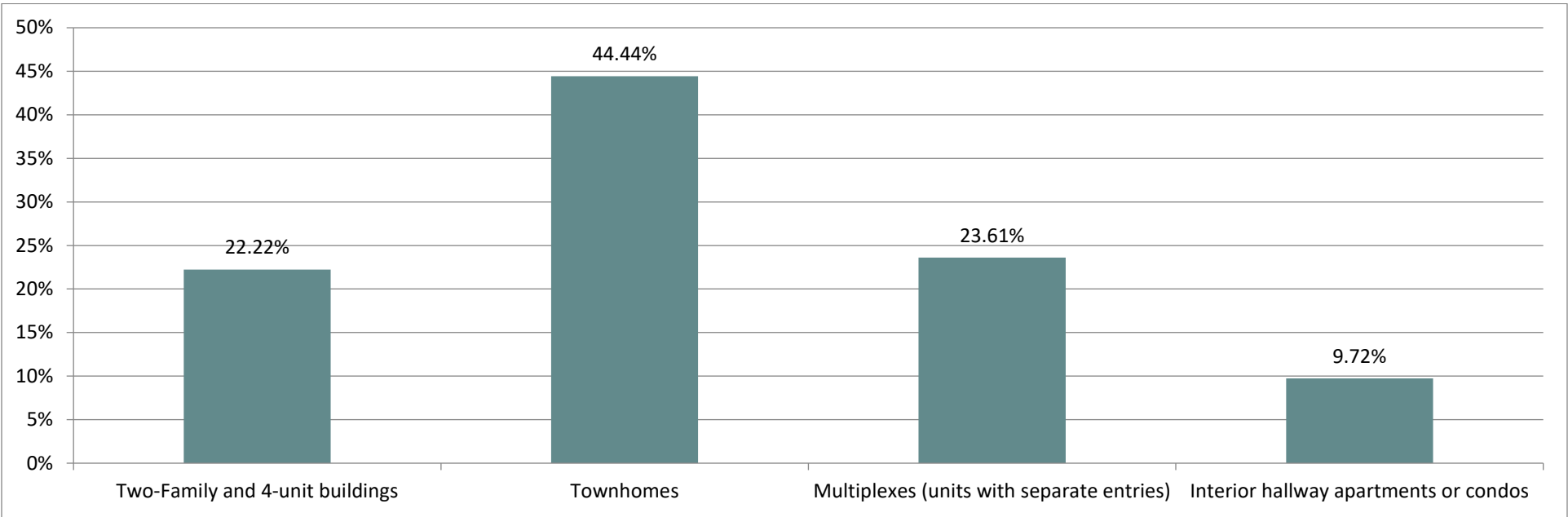
Question 15: The Village should plan for residential land uses in the study area that:



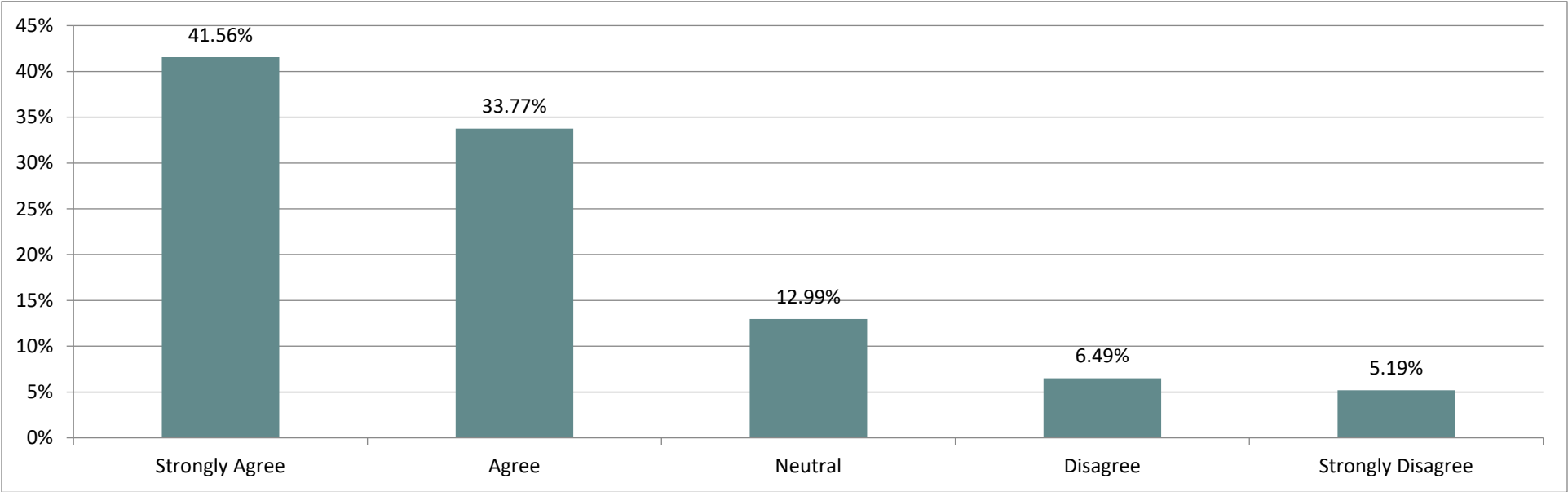
Question 16: Along University Avenue, the Village should encourage which type of residential format?



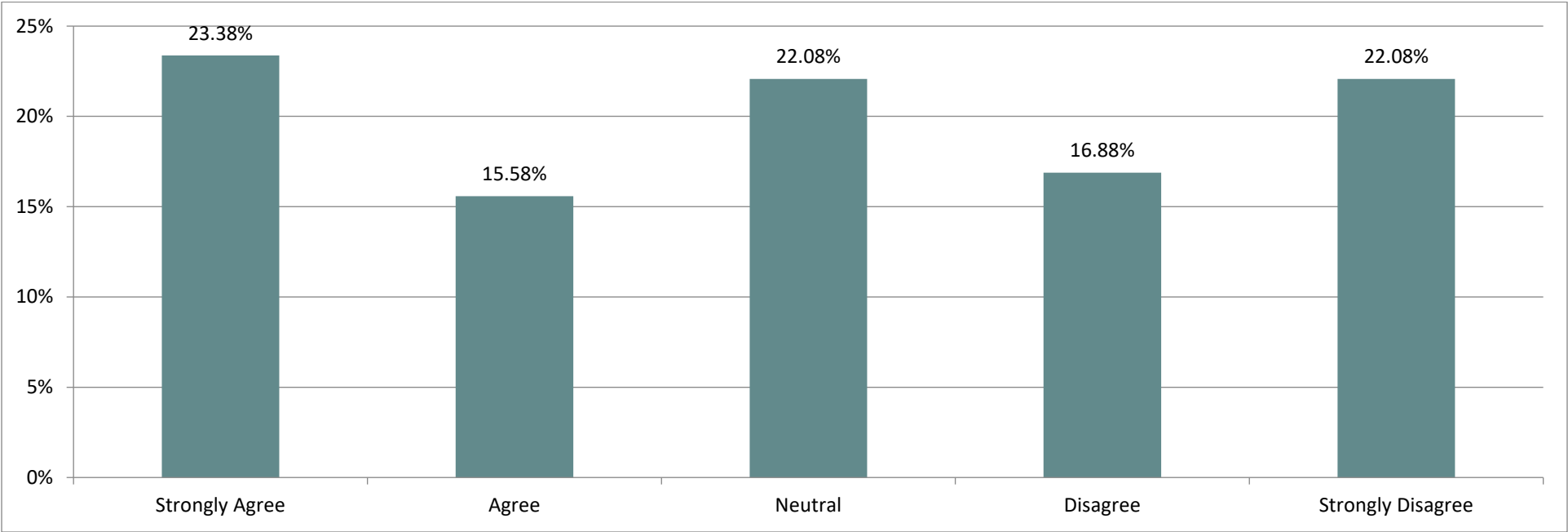
Question 17: Along Locust Street, the Village should encourage which type of residential format?



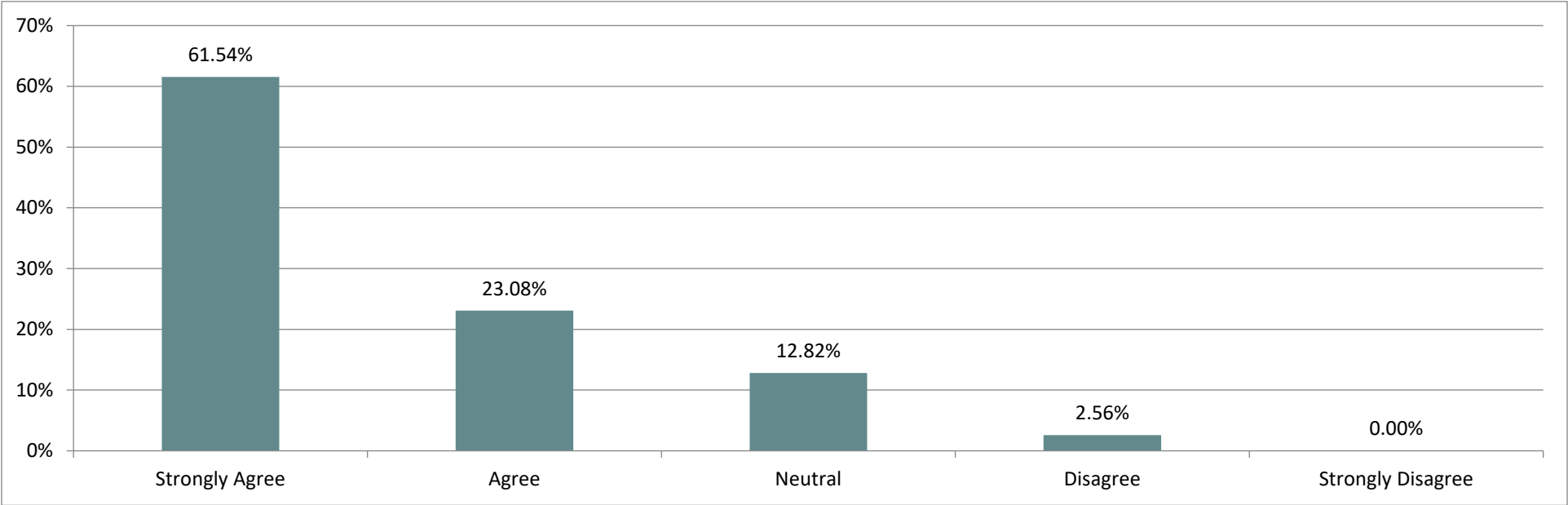
Question 18: In the study area, the Village should encourage mixed-use buildings?



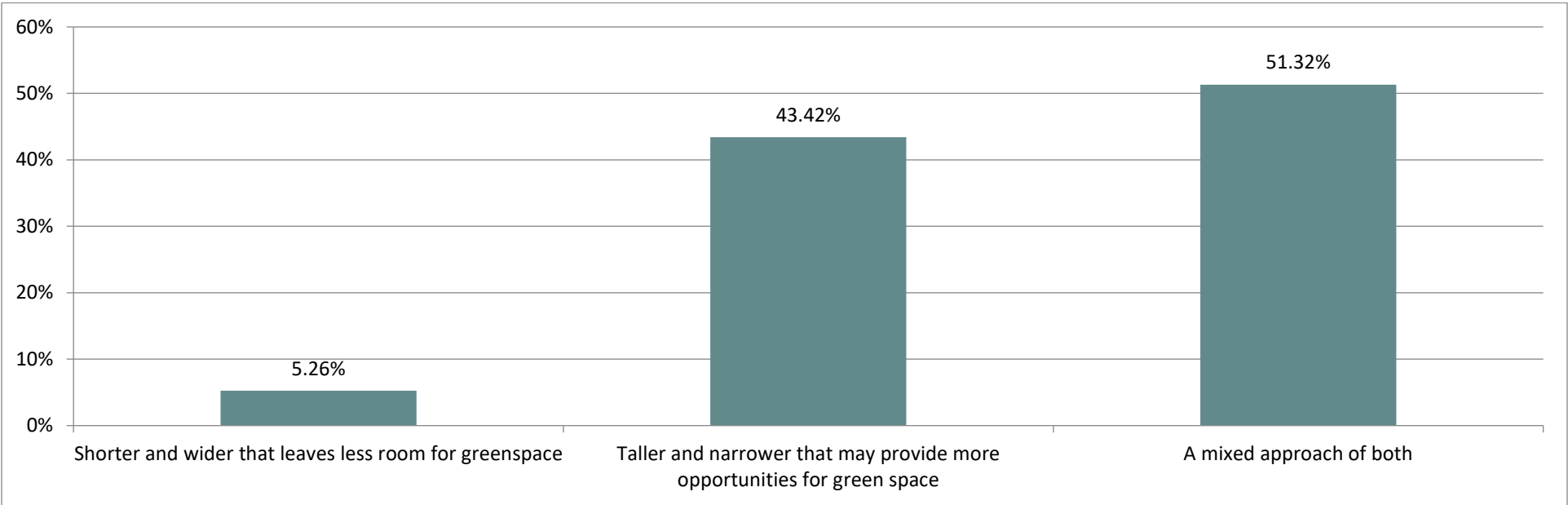
Question 19: In the study area, the Village should reduce minimum parking standards for new development.



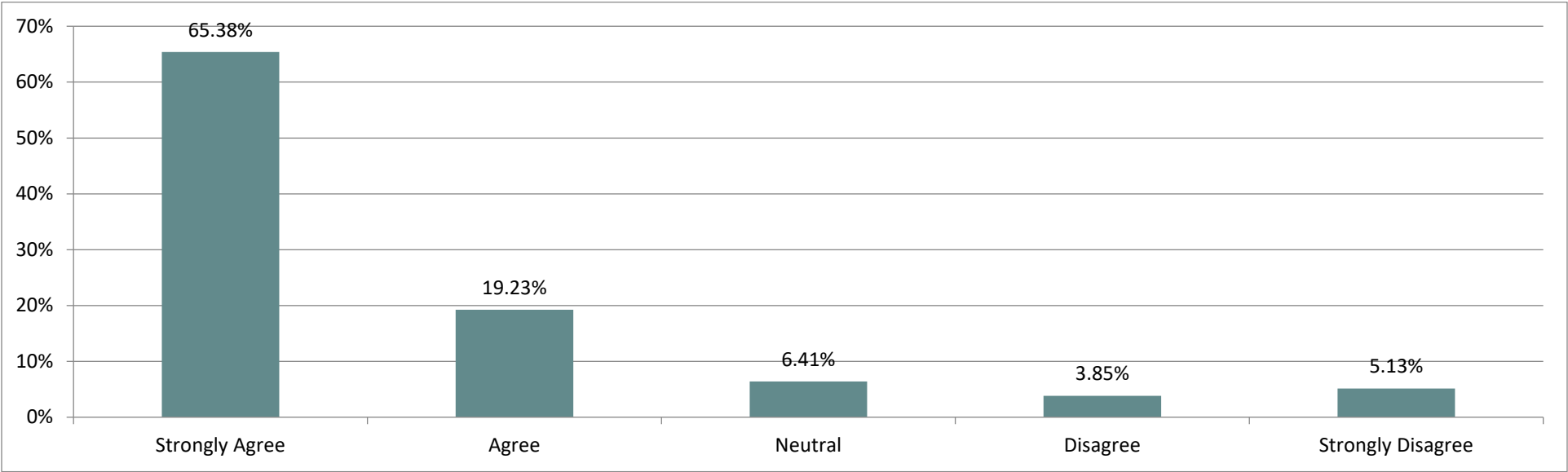
Question 20: In the study area, the Village should encourage parking behind buildings or underground.



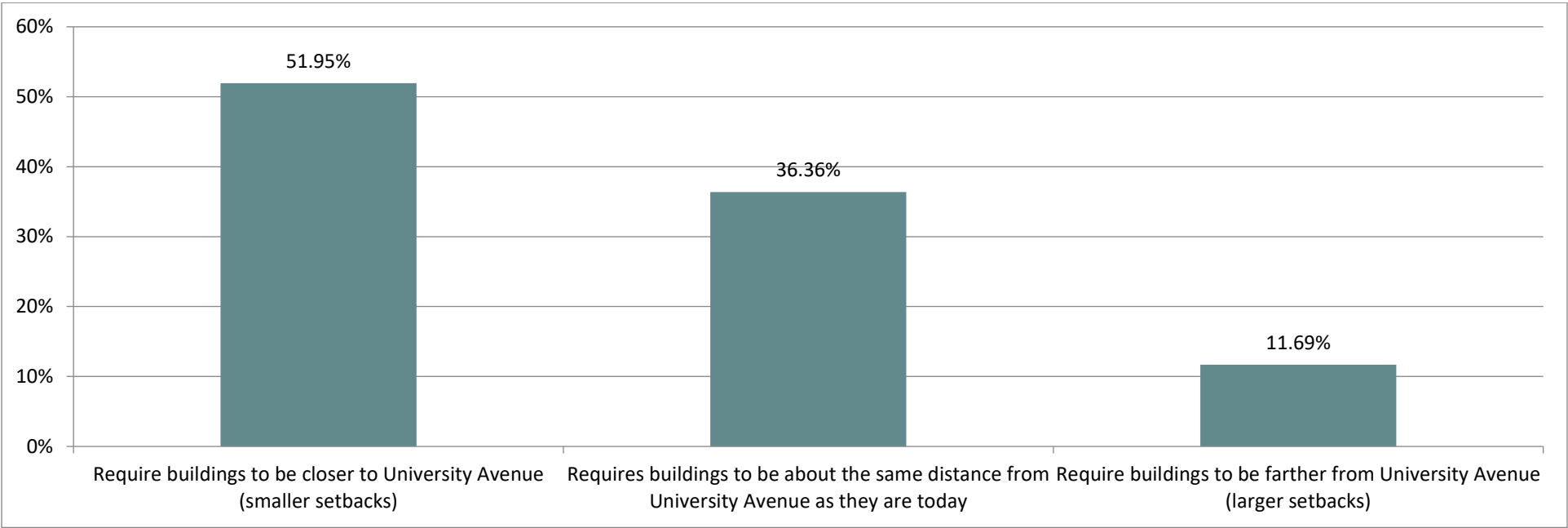
Question 21: In the study area, the Village should encourage new development that is...



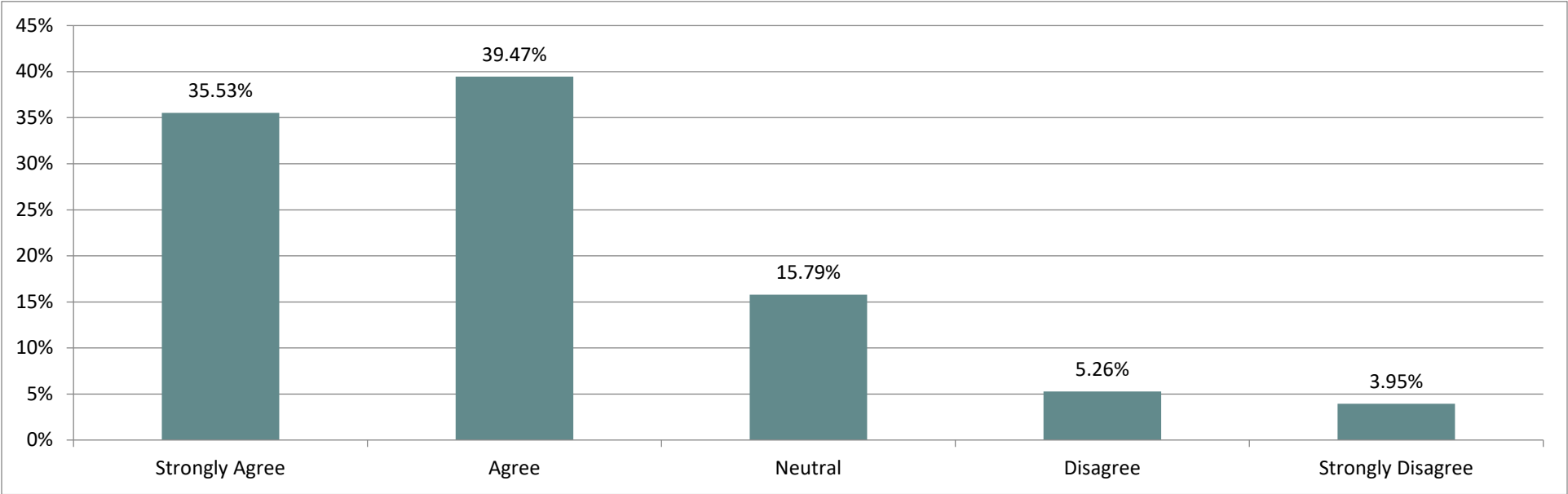
Question 22: In the study area, the Village should require new development to include sustainability components like (energy efficiency, solar/wind, EV charging stations, etc.)



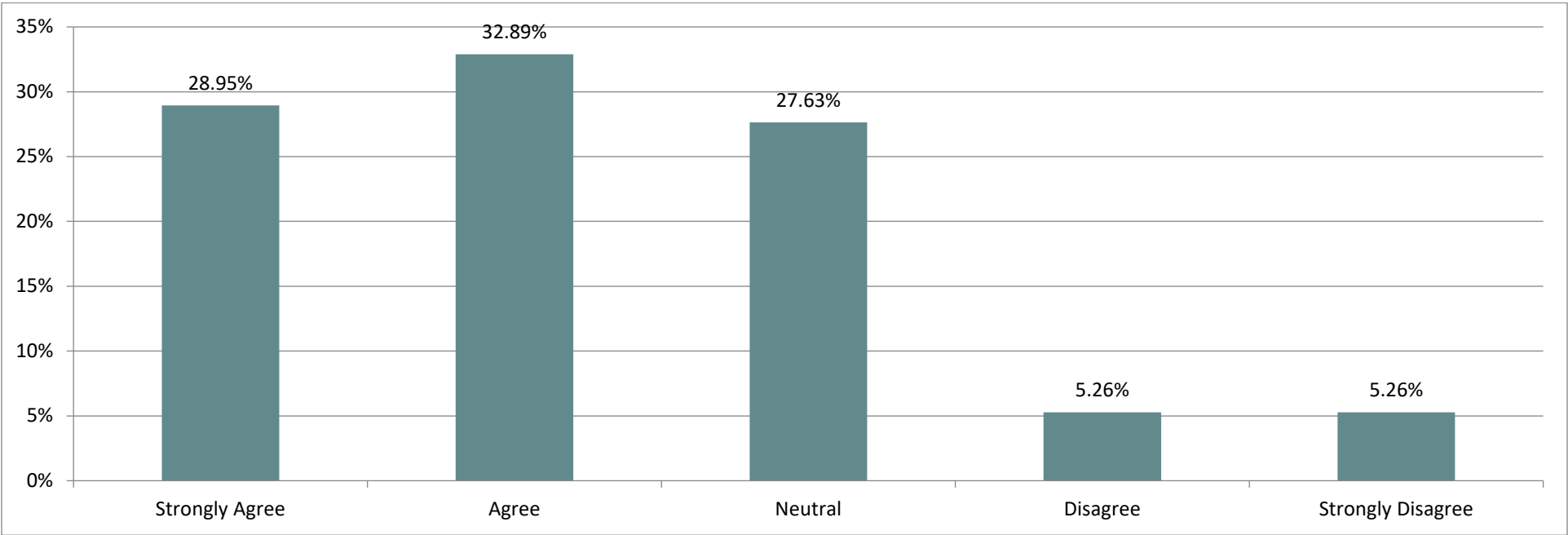
Question 23: In the study area, the Village should encourage building and site designs that...



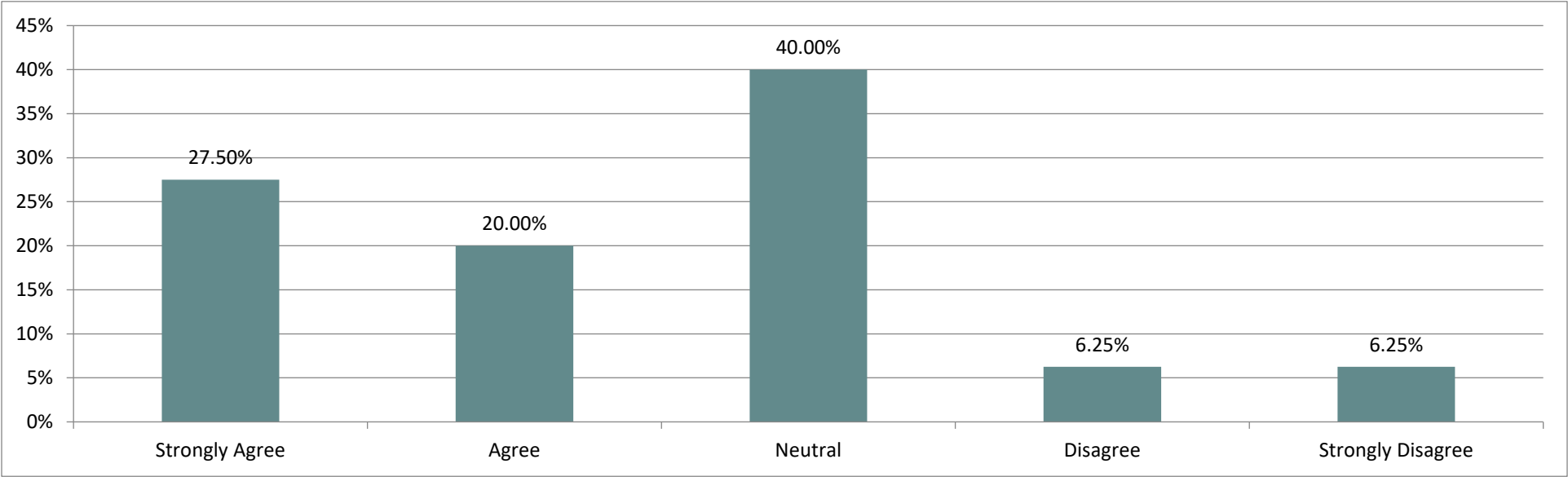
Question 24: In the study area, the Village should allow taller buildings closer to University Avenue and shorter buildings closer to Locust Street.



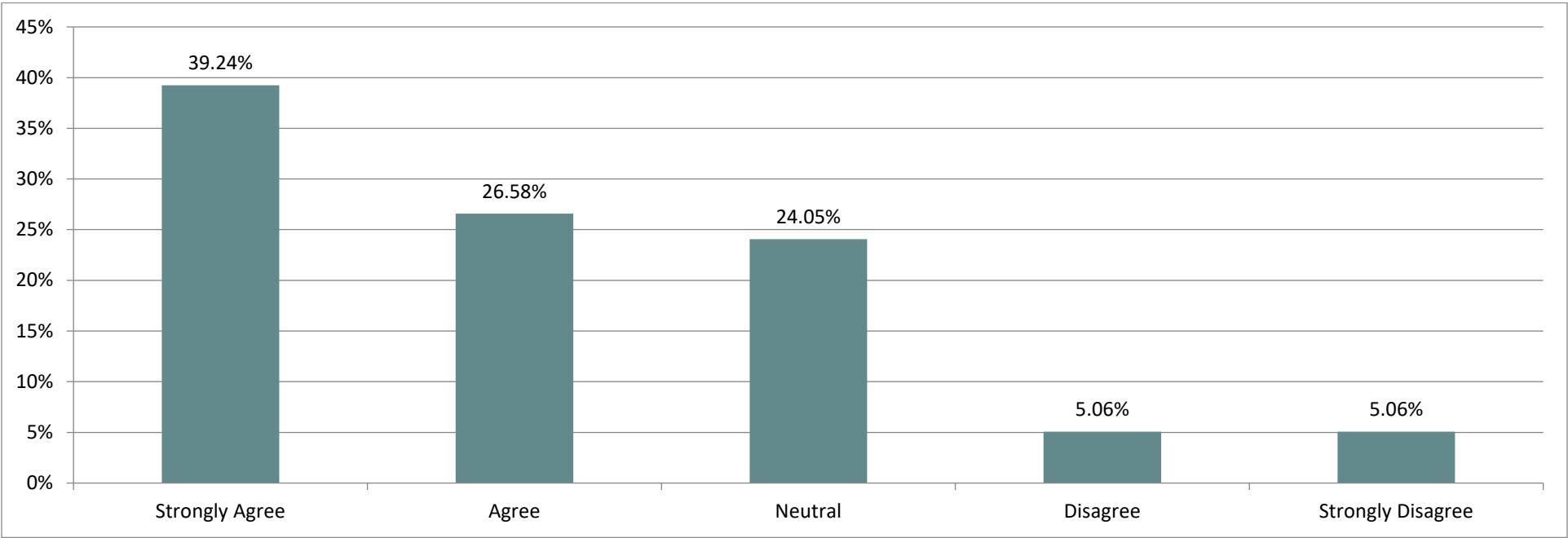
Question 25: In the study area, the Village should encourage setbacks in buildings fronting University Avenue.



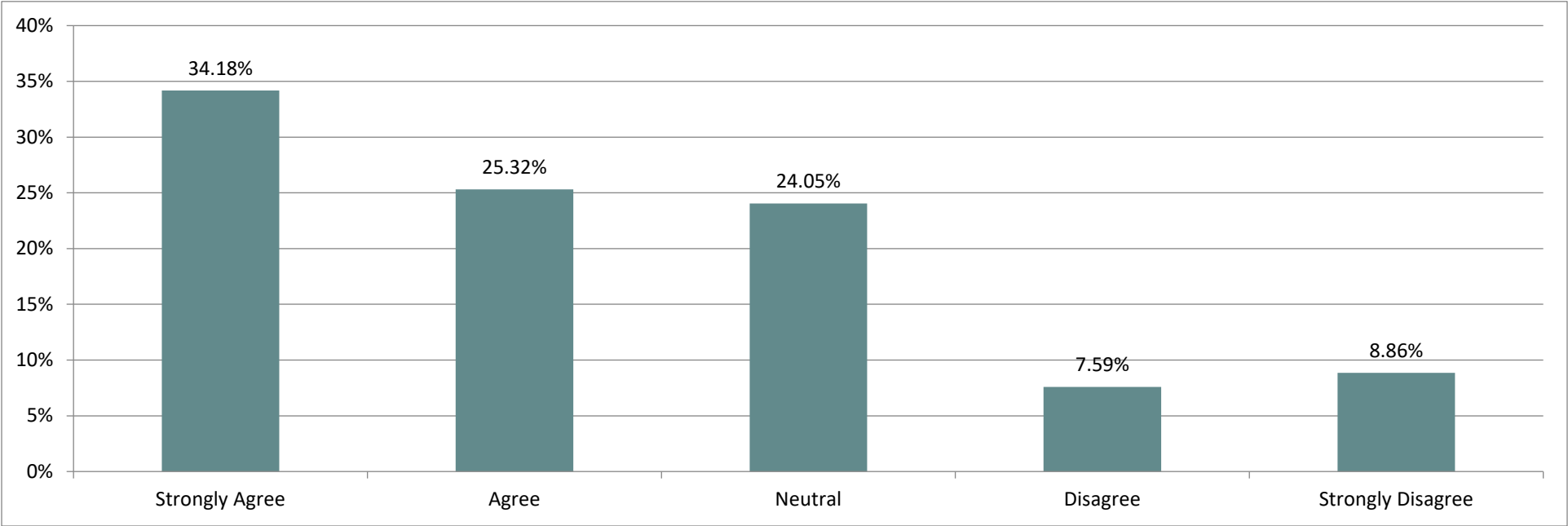
Question 26: In the study area, the Village should create a clear identity between the Madison side of University Avenue (signage, streetscape, architecture,).



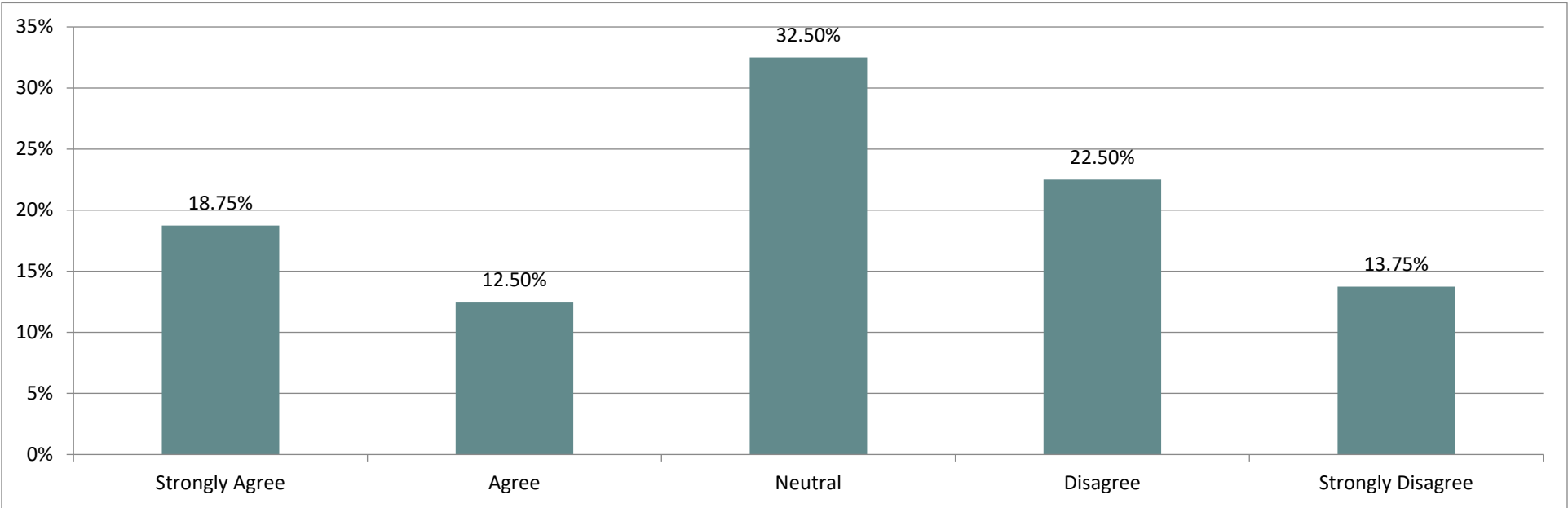
Question 27: In the study area, the Village should focus pedestrian-activation activities toward University Avenue (storefronts, plazas, outdoor dining, etc.).



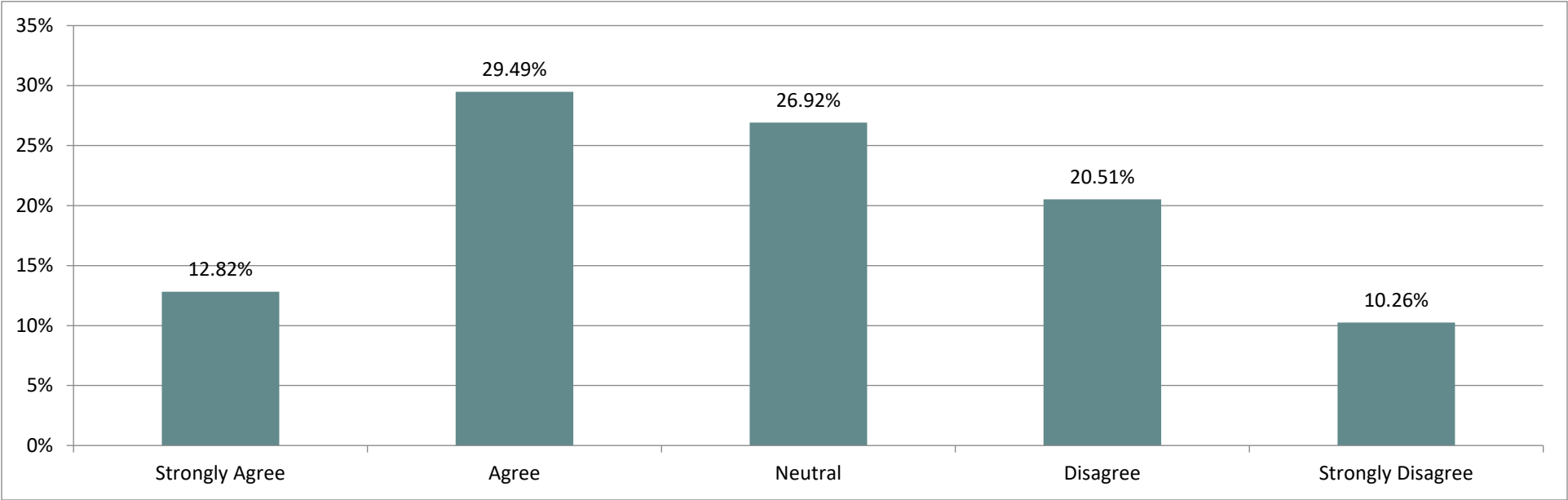
Question 28: In the study area, the Village should focus higher density new development around the BRT stops.



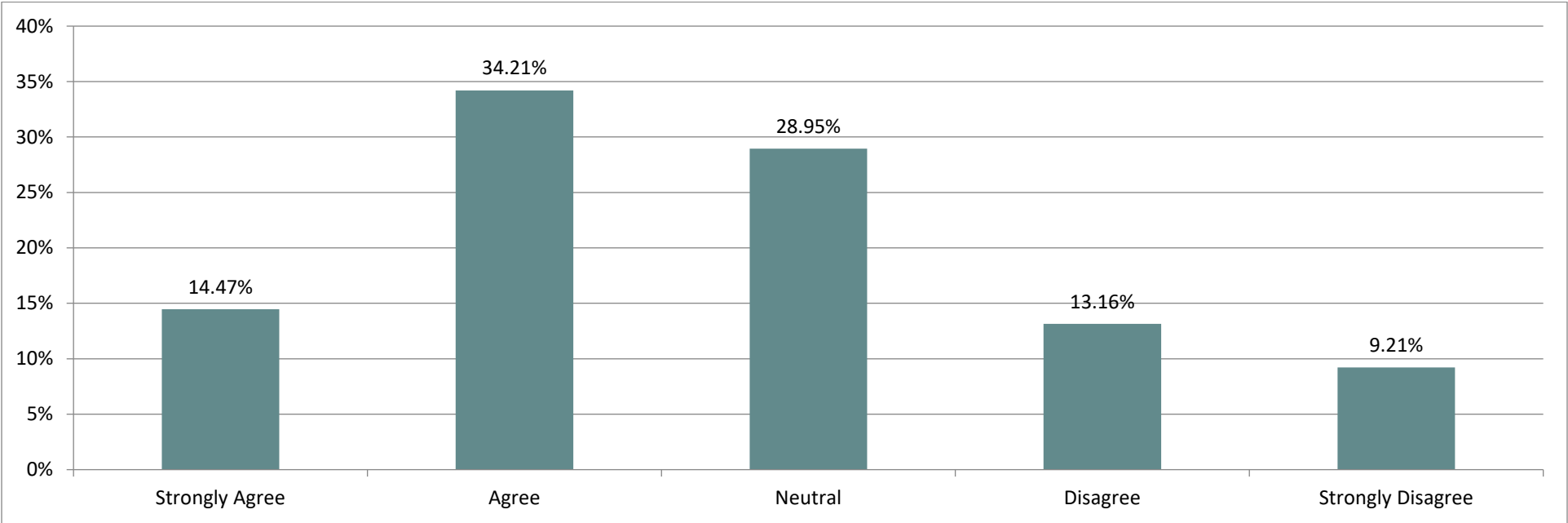
Question 29: The Front Gabled storefront style is appropriate for the University Avenue Corridor.



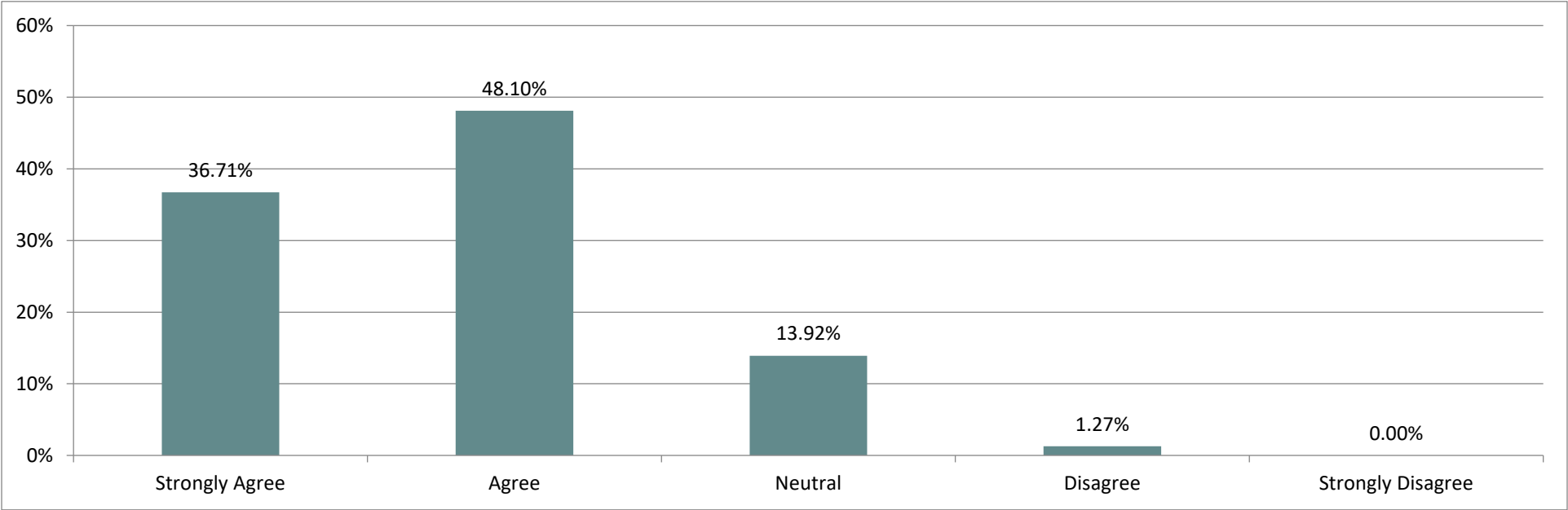
Question 30: The Neo-Traditional style is appropriate for the University Avenue Corridor.



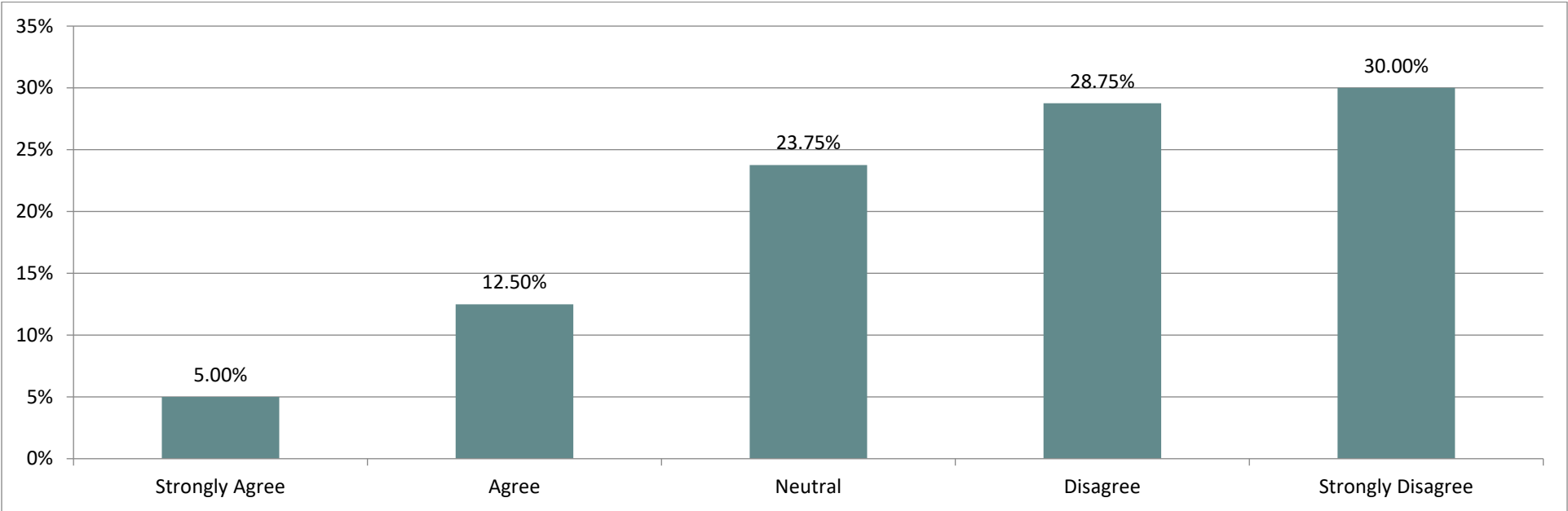
Question 31: The Contemporary/Modern architectural style is appropriate for the University Avenue Corridor.



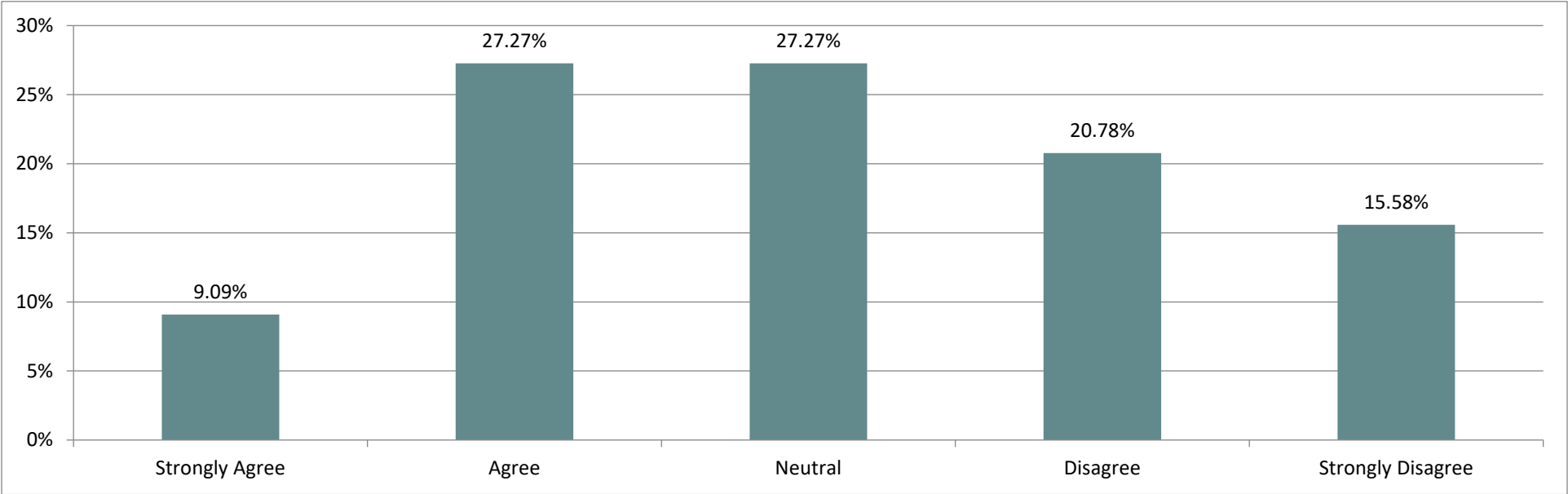
Question 32: Brick or Stone is appropriate for the University Avenue Corridor.



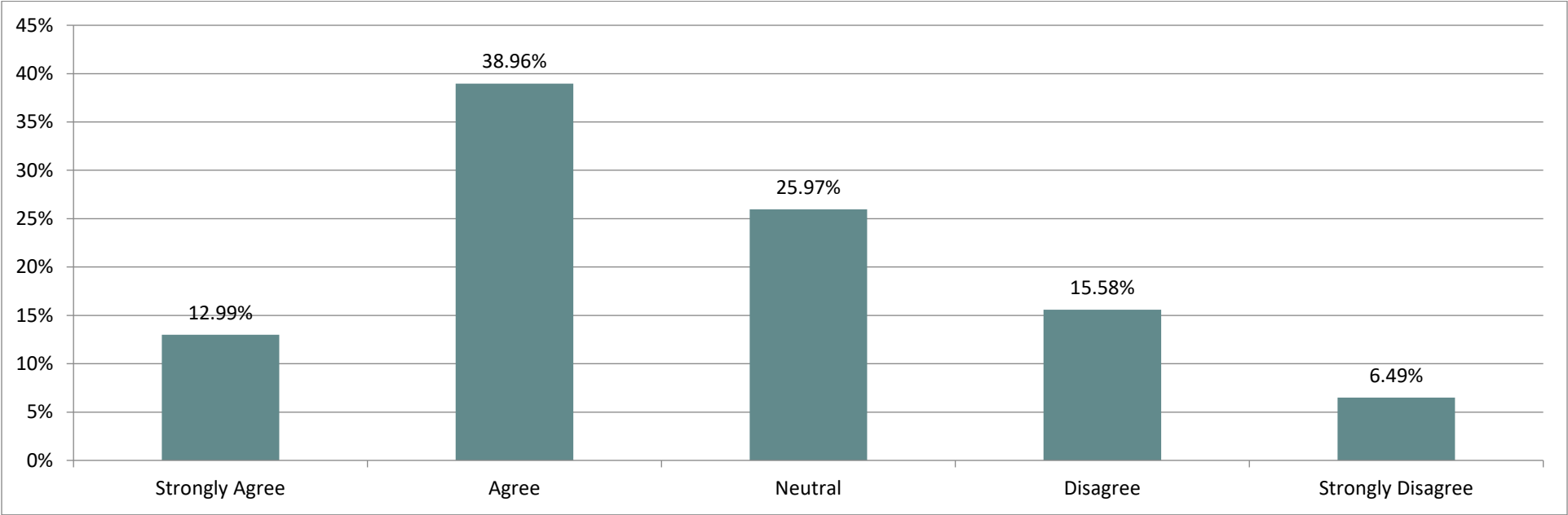
Question 33: EIFS or Stucco are appropriate for the University Avenue Corridor.



Question 34: Architectural Panels are appropriate for the University Avenue Corridor.



Question 35: Wood or Wood-like Siding are appropriate for the University Avenue Corridor.



Question 36: Finish this thought: The University Avenue Corridor should be a place where...

56 Written Comments Received

I can take care of most daily shopping and errands.
Tall, dense development is encouraged without one thousand requirements chasing investment away
alternatives to single ride automobile traffic are implemented to sustain commuter needs while providing increased safe mobility via bus, bike and pedestrian traffic
It's easy to drive, park, walk, bike and get to stores to shop and spend money. It should be upscale, esthetic and SAFE
Traffic moves along at 40 MPH and people pass thru. It's a concrete corridor. Get over it. The Univ Ave corridor was sacrificed long ago. Your ideas are like putting lipstick on a pig.
I feel invited to walk around the shops
we can easily get to by walking from the village and feel SAFE as a pedestrian.
People want to be seen
it is convenient to work, live, and play
Residents can easily and pleasantly walk to restaurants and businesses.
Residents and commuters feel welcome to spend time as needed - for short or extended times, given multiple options as destinations, and don't face extended wait times moving across University Avenue.
You can walk to get what you need, but it's also not a place you want to avoid if you're driving. There are a bunch of good places to eat and drink.
walking, cycling and mass transit are prioritized over cars
... people who live in the area can shop, dine, and work.
Pedestrian traffic is the priority... not cars.
Village residents can walk, bike or easily park at shops that are desirable additions to the neighborhood.
You can't have a comprehensive plan leaving out a key area of the corridor just because the village president lives there. This makes the entire study a joke.
Shorewood Hills offers an inviting, 'front porch' vibe to complement the development at Hilldale.
buy groceries and breakfast within walking distance. parking should all be underground. back of shops should face univ ave.
All gel welcome
people can walk around safely and access buildings without going through parking lots, and where more people can live affordably
you can get all the services you need for day to day life
people gather. many people live in high density development.
a person feels safe with a mix of housing and retail space.
Neighborhood gatherings happen, people feel more inclined to walk to than drive
Beautiful tall buildings (apartments and condos) house thousands of people, with some retail, restaurant, and commercial spaces below and hidden parking.
We desperately need more housing and in VoSH specifically high end condos will help people remain in our neighborhood as they age and free up more SFH for families. We also need more mixed income and affordable apartments and condos. MORE density is necessary!
meet with friends, get shopping done, feel safe to walk
all people feel comfortable accessing.
People can live, work, and gather.

56 Written Comments Received

is consistent with the village, friendly feel of Shorewood.

you can get everything you need in walking distance to your home

Families from Shorewood can gather to eat, drink and shop.

High density housing and retail space provide residents and pedestrians space for recreation and commerce while reducing reliance on personal vehicles and opening the village to more residents.

People can walk and bike in safety and green space to shops

traffic safely allows for entrance into Shorewood (by car, bike and pedestrians)

Residents gather and dine. It should also be our money maker as it is some of the only commercial space we have. It is very short sighted to bury our heads in the sand and not analyze garden homes in this study. It is extremely inefficient to exclude now to only have to re examine later. It is not if it is a matter of when.

A pedestrian and cyclist friendly area with dense commercial and residential buildings.

People can live, work, shop and recreate

Vibrant streetscape facing University Ave. and more residential on Locust with wider bike path and coffee shop.

University Ave. is corridor for traffic any divergence from that is a disuse of the only thoroughfare into Madison. All buildings must be directed toward the north as University Ave is for car traffic.

Village and Madison residents can easily walk to meet many various needs. Additional affordable housing to increase diversity in the neighborhood. Mixed-use and higher density along University Avenue. Greenspace along Locust.

High density - no single story

People can walk - green space in the middle of the corridor. People can shop, eat, and hang out.

Live, gather, and experience. Sustainable development

People live, gather, can walk to buy what they need, can walk to public transit for work. I would like to see more social options, more green, character in human scale, like the rest of the village - not too tall - see the sky, trees, birds. Some affordable housing for sale as well as rent.

Composed almost entirely of natural open space, such as an arboretum

Mixed use with lots of green space. A transitional area between the city and a residential area.

There is easy access to vibrant activity where the village meets the City. It is safe and welcoming to all pedestrians, bikes, kids, seniors. We are a Village.

It is identified as our Village (destinations), a place that people enjoy using the space (green space), businesses are not mega - suitable for a village, ingress/egress safely, a little surface parking lots as possible

People should be comfortable to live in their home.

People live, work, shop, eat, drink, meet, and relax.

Green space is incorporated into development to soften the effect of taller development and increased density. Space should be provided for bicycle parking for someone using BRT.

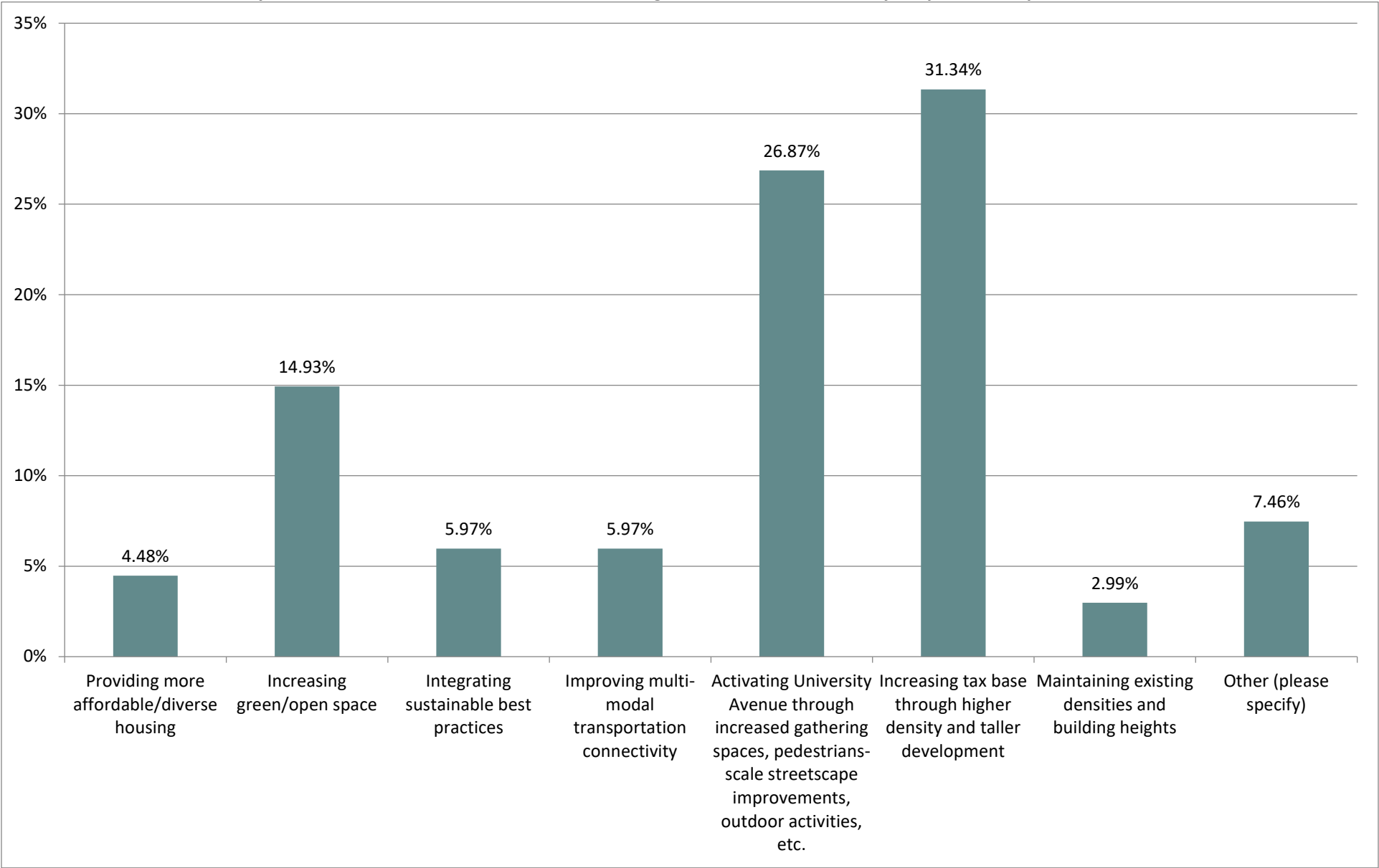
Living beings can interact safely. People/wildlife. Be vibrant outside of driving cares and buses. Promote sustainability and civility with respect to inviting density with reason.

Useful businesses that support Village residents and build community.

Residents can walk and bike to necessities, recreation, and entertainment.

the community needs housing

Question 37: As the University Avenue Corridor evolves overtime, the Village should focus on (select your preferred option):



Question 38: What are your top three priorities for the future of the Corridor over the next 10-20 years?

52 Written Comments Received
Increase tax base
Increasing tax base, increasing convenience of having most common shopping/dining needs just a bike ride away.
To not interfere with the atmosphere of the current residential part of the village. To make at least parts of the university avenue section affordable and attractive to moderate income folks.
reduce the amount of space used for parking, increase the number of residential units in the corridor, dedicated transit right of way
Driveability, improvements and nice stores and venues, avoid urban decay. Do not build around BRT
to survive the disaster in the making
Sustainable projects
A sense of community
Walk ability
Safety
1) avoiding car traffic
2) increasing public transportation
3) increasing housing density, inclusive of low income and senior communities
1. Easy commuting downtown or west.
2. Sustainable, forward-thinking destination creations.
3. Some kind of bar!
1. Increase the tax base.
2. Improve the volume of amenities.
3. Reduce train traffic.
1. Preserve the character of the village.
2. Prioritize business over residential development but avoid creating unattractive strip malls.
3. Encourage locally owned businesses (selling locally created products).
Desirable amenities, desirable neighbors, low crime
tax base, increased density and aesthetics in construction
Better use of current parking lots. Better connectivity in bike path along rail corridor. Develop Garden Homes area with multi-family townhomes apartments, and address the drainage challenges.
tax base for the village
shops within walking distance, especially groceries
sustainable best practices
Access, public transportation, welcoming
- safe place for kids
- variety of businesses for leisure
- pedestrian access
Increase density of population and access to public transportation. Increase walkability and gathering spaces.
Build structures that will last and be fire safe.

52 Written Comments Received

Better pedestrian access, off leash dog park, more coffee-shop/casual dining options

1. Tall buildings/high density housing
2. Improved transit and bike infrastructure
3. Better public spaces and services - trees, community center, amenities.

Access, safety, highly used

- 1) Preserve and enhance Village amenities that improve quality of life. (Easy walking/biking access to stores, restaurants, and transit.)
- 2) Grow the tax base to support the Village
- 3) Embrace sustainable practice, particularly pedestrian/bike focused streets.

1. Aesthetically consistent with Shorewood Hills neighborhood.
2. Diverse use of housing, restaurants, and retail.
3. Uses sustainable practices.

More green spaces

Make more pedestrian friendly

Continue to increase the number of LOCAL shops and restaurants

Create more of a community at the base of Shorewood.

- 1) The corridor should include the Garden Homes, which have vacant parcels ideal for high density development along university.
- 2) more housing and retail/restaurant space
- 3) the elimination of parking minimums to free building space and reduce the use of personal vehicles, as the village is close to public transport and bike paths.

Green space

Affordable housing

Sustainability

Money money money

Development of Garden Home neighborhood so that it contributes to Shorewood tax base.

Dense affordable housing. Prioritizing pedestrians and cyclists over cars. A variety of commercial shops filling residents' needs

Improved livability - more mixed price housing including a significant quantity of affordable housing. Better pedestrian access, preferably set as far back from the loud, dirty, busy street as possible. Supporting and expanding shopping opportunities to keep this area a top regional shopping destination.

Increasing tax base

Increasing tax base facing University, increasing residential housing on Locust, green space throughout

Move traffic, high density, tax relief

Increase higher density/mixed-use space to increase tax base, walkable retail, commercial, restaurants for residents needs, increased green space and affordable housing

Increase \$ per square foot of used land

Increase tax base, activate corridor, increase green space

Increase density and tax base along University, improve Locust side of corridor, balance between higher density rentals and ownership

diverse housing options, green streets and infrastructure, pedestrian scale sustainability

Need some housing for seniors and people downsizing

52 Written Comments Received

Committing the land involved to reducing the flood damage that is now the future for existing residential properties

Mid-level housing, expanding our village tax base, pedestrian scale on Locust Drive

include residential and mixed use businesses that appeal to residents, focus on Locus as a residential corridor, expanding Village tax base, Village meets the corridor - biking, walking, driving (kids and seniors)

mixed use - first floor retail with housing and commercial above, housing - a variety (own, rent, etc.), green space

Renovate or redevelopment some of the old buildings, affordable living areas

Green space, taller development on University Ave. side, and multi-use including housing (seniors)

Sustainability, vibrancy, safety

Maintaining businesses/services for the Village, increasing appropriate density while maintaining Village character, and making the Village safer and more welcoming

Protect the quality of living for current homes, less parking lots, and safe for walking and biking

housing along the University Avenue Corridor

Public Meeting #2: Concept Alternatives

Introduction:

The Village of Shorewood Hills held two community engagement opportunities for the public to weigh in on two potential concepts for the University Avenue corridor. An in-person public meeting was held on May 11th and was attended by approximately 20 people. An online survey that was available from May 11th through May 30th and generated 3 responses.

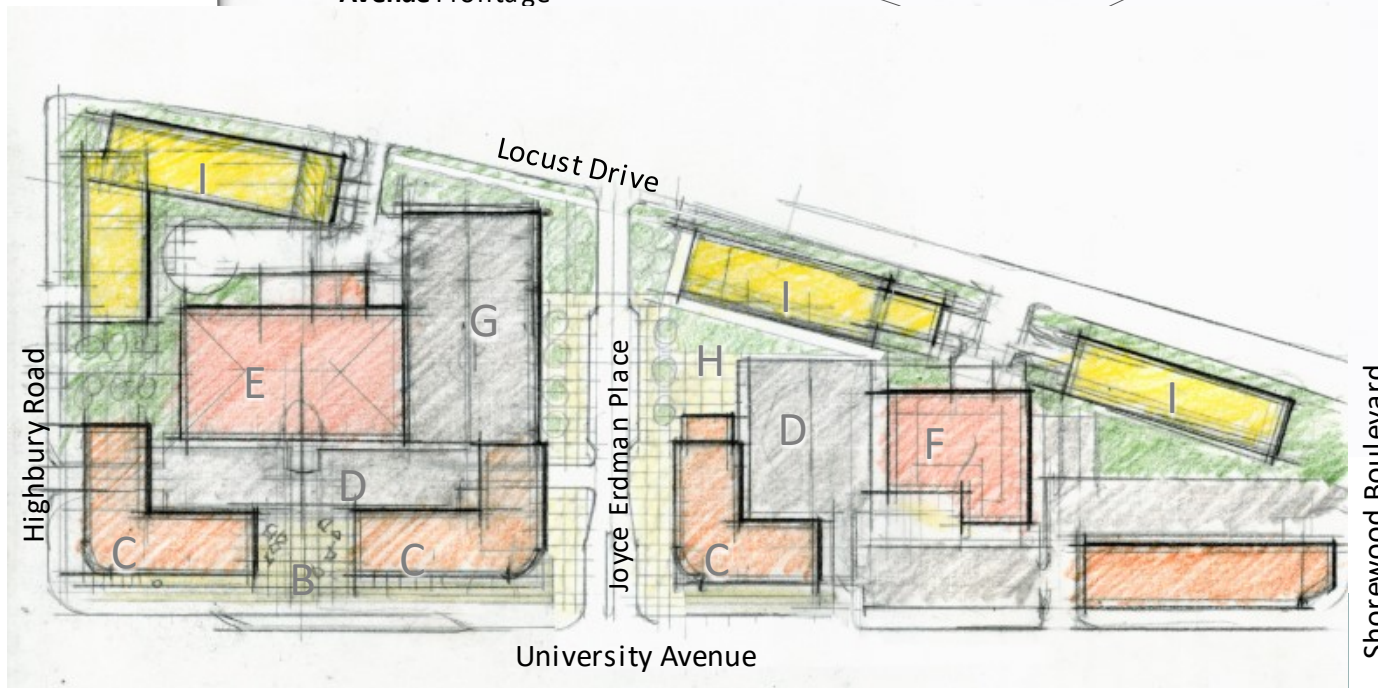
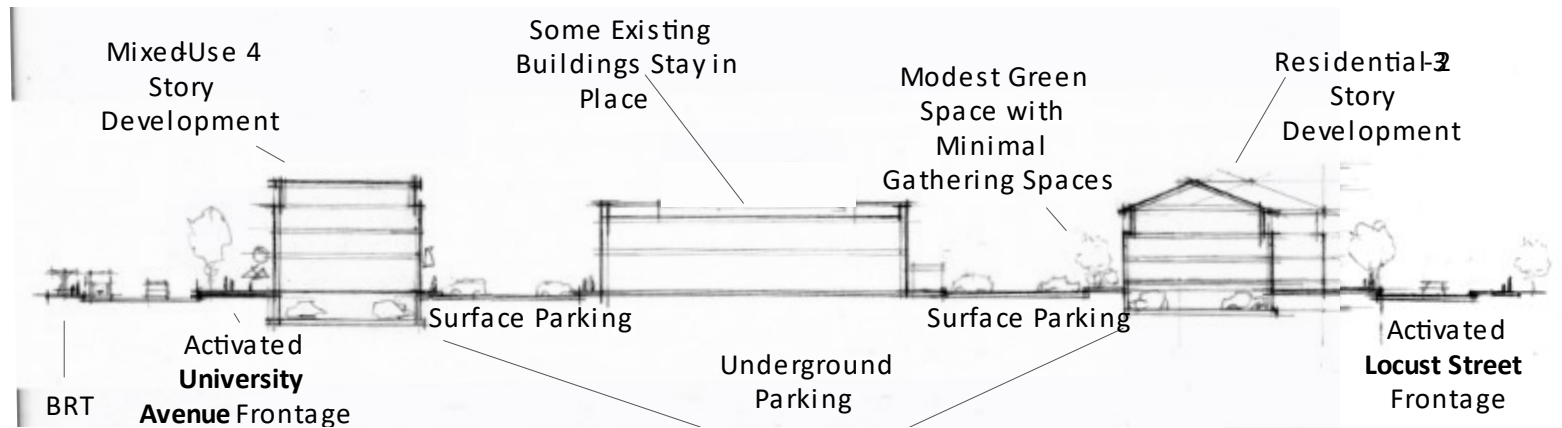
The in-person meeting began with a brief presentation on Concept 1. Attendees were given individual worksheets to write down some initial thoughts. After that, attendees were broken into small groups to share their thoughts and discuss the concepts with each other. Next, the small groups were asked to share their thoughts with the whole group. The process was repeated for Concept 2. The group was asked to vote on the concept they liked the best at the end of the meeting.

This process was designed to facilitate communication between attendees and to give every attendee an opportunity to state their individual opinions in the way that was most comfortable for them to do so. This summary begins with the overall survey, large group summaries, small group summaries, and finally the individual feedback. The online survey responses are included in the individual feedback section.

Overall Survey:

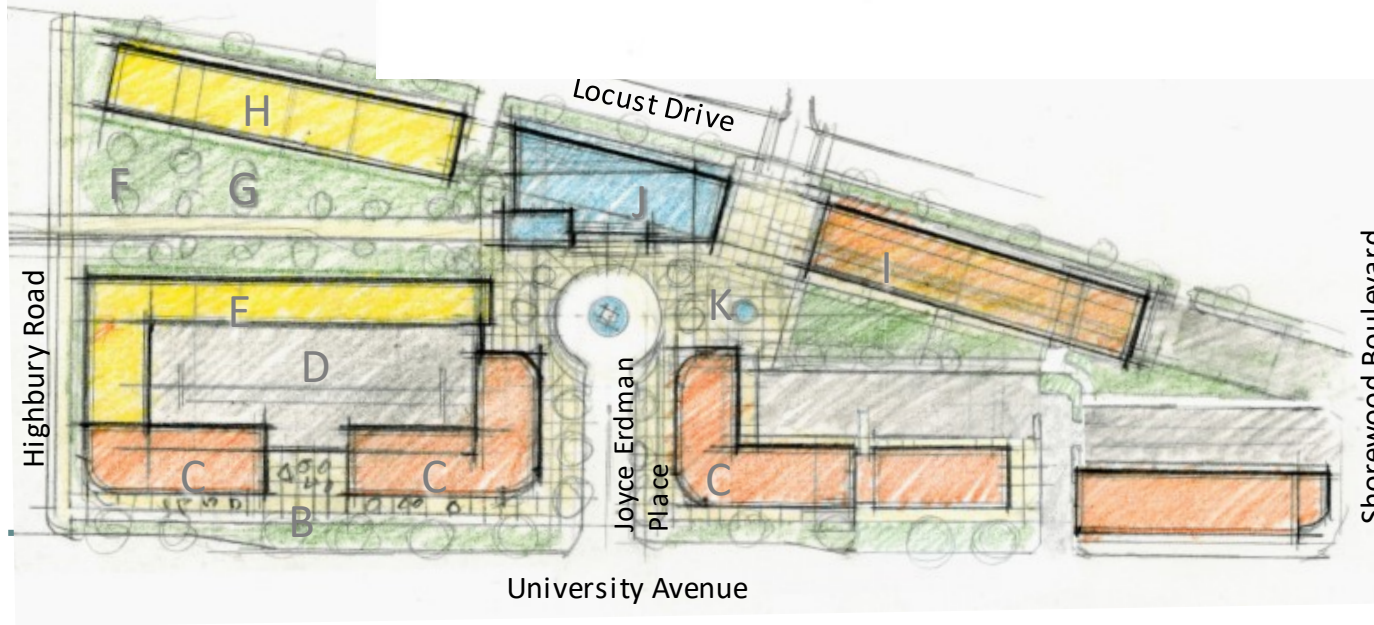
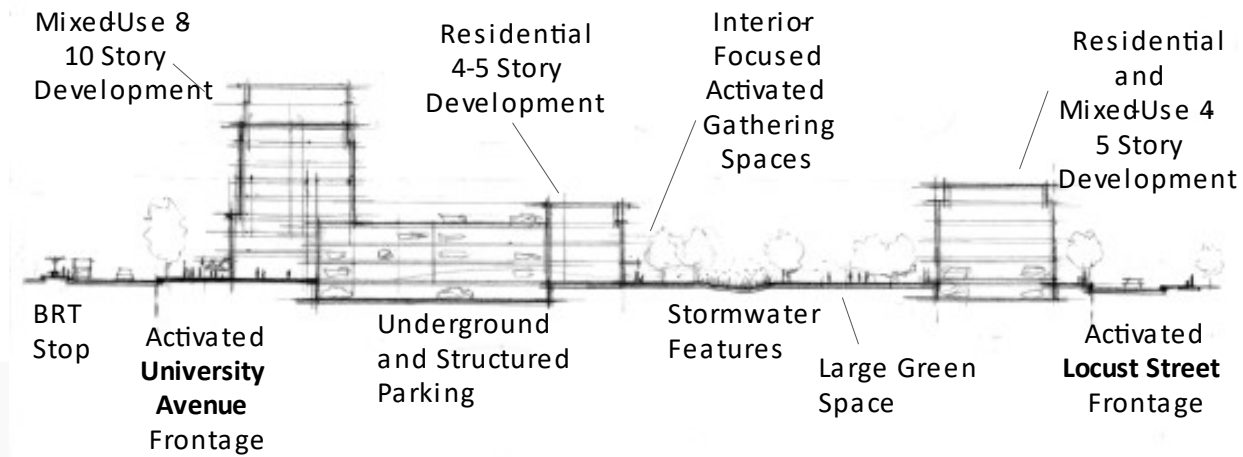
At the end of the in-person public meeting on May 11th, attendees were asked if they could support Concept 1, Concept 2, either concept equally, or neither of the concepts. The results were:

Concept	Responses
Concept 1	3
Concept 2	11
Either	0
None	5



- | | |
|---------------------------------------|---|
| A. BRT stop | F. Existing buildings stay in place |
| B. Activated University Ave. frontage | G. Structured parking |
| C. Mixeduse 4story development | H. Modest green space with minimal gathering spaces |
| D. Surface parking | I. Residential-2 story development |
| E. Existing building stays in place | |

Concept 1



- | | |
|---------------------------------------|--|
| A. BRT stop | G. Large green space |
| B. Activated University Ave. frontage | H. Residential 4-5 story development |
| C. Mixeduse 810 story development | I. Mixeduse 45 story development |
| D. Underground and structured parking | Relocated Village Hall |
| E. Residential 4-5 story development | K. Interior focused activated gathering spaces |
| F. Stormwater features | |

Concept 2

Large Group Exercise

At the in-person public meeting on May 11th, attendees were asked to share the top ideas from their small group discussions with the larger group. These summaries are a recording of those large group discussions.

Large Group Summary: [Concept 1](#)

	Likes	Dislikes
Building Height and Density on University Avenue	Open Spaces	Don't like parking lots Canyon lands- 4 stories same level Would like taller
Building Height and density on Locust Street	2-3 with step back Best for noise, shadow, activity Blends with other housing	Lack of step back
Green space and stormwater management		Too limited Not enough stormwater management
Land use mix	Improved	Could be better
Gathering space		Lack of this. Needs more Missing green ribbon for pedestrians
Transportation and circulation	Structured parking- more of this	Missing pedestrian greenway
Streetscape (University Ave vs. Locust Street)	Increased density	Missing diversity at doorways, awnings, and plantings
Projected taxable value	Good to increase	Could be better use

Overall, what do you like most about [Concept 1](#)?

Adding residential and structured parking

Overall, what do you dislike most about [Concept 1](#)?

Surface parking and lack of greenway

Large Group Summary: **Concept 2**

	Likes	Dislikes
Building Height and Density on University Avenue	Ok	
Building Height and Density on Locust Street	Bridge too far (should be 2-3)	
Green Space and Stormwater Management	Good use of both! Good use of green terrace along university avenue	
Land Use Mix	Condo or townhome ownership unit! Village hall on locust our intention idea to consider	No mixed us on locust, height is a non-starter, needs to be 2-3 stories
Gathering Space	Outstanding fountain! Great green ribbon. E/W down center	
Transportation and Circulation	Taking away paved north end of Joyce Erdman is good!	
Streetscape (University Ave vs. Locust Street)	University Avenue ok. Locust too tall.	
Projected taxable value	Good increase, even if locust is not as tall; this would be a 10% increase in total village assessed value	

Overall, what do you like most about **Concept 2?**

Green ribbon, pedestrian scale amenities

Overall, what do you dislike most about **Concept 2?**

Height and mixed use on locust

Small Group Exercise

At the in-person public meeting on May 11th, attendees were split into small groups and asked to discuss their top likes and dislikes for each concept. Each group had a table recorder to document the discussion. The top likes and dislikes for each concept are summarized below.

Small Group Summaries: [Concept 1](#)

Top Likes:

- Parking under structure
- Heights ok but boring architecture
- Stormwater management is essential
- Good to mix residential and commercial
- Great to have charging station next to coffee shop
- Modest increase in tax revenue
- 2-4 story

Top Dislikes:

- Architecture is boring/ need some setback from University Ave
- Not enough green space
- Not enough gathering space
- Tax revenue increase is not enough
- Too much traffic on locust
- Need diversity at streetscape level

Small Group Summaries: Concept 2

Top Likes:

- More tax revenue
- More green space/less surface parking
- More intentional design
- Increased height on University Ave with staggered set back
- Increased green space, parking underground
- Mix of residential and commercial
- Tax revenues better
- Increased green corridor- creating greenspace
- Stormwater
- Like that the housing and commercial area be accessed on University Ave

Top Dislikes:

- Too tall, especially building H...blocks the sun
- Village hall should be more centrally located
- Will businesses thrive? visible signage? Useful front doors? (eg lots of small businesses turnover in the boulevard)
- Parking garage above ground unless garden on top
- Joyce Erdman Place as road? Not good idea
- More green space, not enough trees
- Traffic hard to understand
- Parking access from locust
- Village Hall seems out of place > should be more central in Village
- Too much congestion on locust- no mixed use
- No 8-10 stories, losing neighborhood feel

Individual Worksheet Exercise

Individuals in attendance were given an opportunity to anonymously share their opinion via a worksheet. Those responses were transcribed and are summarized below.

Concept 1: Building Height and Density on University Avenue

What do you like?	What do you dislike?
<ul style="list-style-type: none">• Height is ok on university ave- 4 stories ok• 3 stories or less• 3 stories• Yes for height up to 5• Taller towards university, limit 4 stories• Taller buildings on University• Good and appropriate• Should be higher density along university ave, not high enough• Like to modest increase of building height, less scary then a big change• Parking under structure• OK• Ok. Higher would be too imposing if there isn't space between buildings and set back• Height is less of a factor if the architecture were imaginative• The addition of residential; especially with opportunity for owner occupied. Some gathering spaces, the rounded corners!• Dense development along university— close to BRT, shields against noise, space for retail, not too tall	<ul style="list-style-type: none">• Nothing more than 4 stories• >3 stories• Not more than 5 stories• No passage through block- must walk around• Drivers unable to see businesses and plan their turns to reach them. Fake entrances on University Ave• Not much change with respect to parking. Will it really be welcoming to pedestrians?• Too low, architecture is boring• Height too low, density too low• More trees• Variety is important, not just height• Too much surface parking, designed for vehicles not human based interactions, needs more green buffer, clearly marked areas for bike traffic separate from pedestrian & vehicular• Feels too separated. Would benefit from spaces between the buildings NOT devoted to parking like plazas with outdoor spaces for eating, fountains, walking, etc.

Concept 1: Building Height and Density on Locust Street

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • 2-3 at most, underground parking • 2 stories • 2 stories • Keep 2 if at all possible • Lower- 2-3 • Less tall on locust • Height seems ok • Lower density along locust • Additional residential; especially if owner occupied. townhomes good scale for blending with residential to the north, change in use of Locust Drive to a residential street. • Love the residential next to locust, good fit for the slower pace, close to bike trail, also a good spot for condo development/row houses. • 4-5 story ok • Like 2-3 story height • Lower heights, height becomes less a factor if the architecture were imaginative • Like the 2 story limit • OK 	<ul style="list-style-type: none"> • Keep residential • No tall buildings (not too tall) • Not too tightly clustered. Keep residential, not commercial. Mindful of Telly H backyard sizes, better toward Shorewood Blvd. • Too many buildings for Locust. Shade cover in winter? • This density will be a big change. May upset nearby residents • This density will be a big change. May upset nearby residents • Architecture is boring, ok • Height too low, density too low, more attention to design • Architecture combine trees with buildings (cantilevered) • Lack of gathering & play for families, feels like the human experience is being shortchanged instead of the center purpose; human well-being is only slightly considered • Too short. Could easily be four stories without towering over the neighborhood which would add more housing and more tax base. Also, would be nice to have nearby outdoor areas for a playground for kids, green space, etc.

Concept 1: Green Space and Stormwater Management

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Don't know anything about stormwater management, but in favor of management • Water retention/ for green space • More green space • More pervious surface • Not enough as is, need some green space and gathering space. Definitely need water management • Only somewhat more pervious (green) space for percolation • You told us nothing about stormwater management- ESSENTIAL • The more the better, use new concept for water retention • Can't tell • I think space at Joyce Erdman PI is nice. • I like the included outdoor space. Would keep all of it 	<ul style="list-style-type: none"> • Will any of the greenspaces be big enough to attract people to actually go into it? Walk in, sit down? • Not enough green space • Not enough green space, more trees • Not enough • Appears too limited in green space • Lack of Storm water management visible; underneath? The vehicle traffic dominates the use, can it be eliminated at Joyce Erdman PI? • Not enough outdoor space not devoted to parking. Would put it under buildings or in hidden internal garage to maximize walkable space for people and families. • Not enough • Minimize flooding

Concept 1: Land Use Mix

What do you like?	What do you dislike?
<ul style="list-style-type: none"> Minimal. Some stores More retail, less residential. 2/3 to 1/3 ratio Variety of business and residential ok but concentrate solely residential toward locust Good residential, but should be condos- equity Permit walkways between buildings Good to mix residential and commercial Yes-mixed use Love the fact multiple businesses and housing would be close to each other and many forms of transit. It's also good that existing businesses don't always have to be displaced. Ok, good idea on university ave, not on locust Seems poor, but for C which has shops and apartments above changing surface parking into residential; especially if there is opportunity for individuals to buy the units. This is fundamental in building wealth equity. Too much surface parking, park under structure 	<ul style="list-style-type: none"> Too much surface parking Mostly dense (too many) Prefer more density and green space Still a lot Get rid of existing building to create more space for creative use Too much surface parking More trees! We have an opportunity to use the space of long-term community growth, not fast cash for developers. I dislike the notion that we must get the best \$/square foot instead of the priceless gain of community involvement No complaints, I like mixed use a lot.

Concept 1: Gathering Space

What do you like?	What do you dislike?
<ul style="list-style-type: none"> Don't see any Maybe? Not necessary Yes, but needs to be real green space and gathering area. Current plan that fled had for the former kohl's development's reality vs space created Mildly interesting for adults Permit walkways between buildings Where is it? I like that it is located at the center of these two areas & it is continuous from the north to south I like the inclusion of plaza like pavers with space for outdoor dining. This would be good- I like the picnic tables idea and pedestrian walkways with more parking underneath buildings Can't tell Yes 	<ul style="list-style-type: none"> Depends who it draws... Token spaces. Unappealing to kids Not much Not enough Need a fountain to gather around Not enough gathering options I dislike the access seems to be only along a street where vehicles rule. More pet connectivity away from motors; both car and bike. It appears to lack a unified theme or sense of place. This could be a cozy quaint area with a walkable, accessible pedestrian focus and with spaces for farmers markets, music nights, and family events, but it's taken up by too much surface parking.

Concept 1: Transportation and Circulation

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Too much traffic on locust (heavy traffic). Like biking • Locust is not big enough to handle increase traffic generated by apartments along the road. It is already very congested from traffic generated by apartments to the west of garden homes • Yes for University Avenue • Unclear about residential parking • Permit walkways between buildings • Not clear • Ok, but more attention to details • Charging stations cafes/ restaurants • Walkways for pedestrians between buildings so pedestrian friendly • The BRT easy access, vehicles and bikes move freely on the streets • Love that high density housing is located near transit on university and bike lanes. 	<ul style="list-style-type: none"> • Too much congestion at the present time of Locust • Need light on Erdman • Underground practical on locust? • Similar to current • Not clear • More places to walk • More places to walk/sit • That people have to move around the vehicles. Too many vehicle access points, not enough places to be safe away from cars & motorized bikes. • There should be more housing for more tax revenue and to diversify the populous.

Concept 1: Streetscape (University Avenue vs. Locust Street)

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Landscaping • Low profile • Need some setback but not surface parking • Some setback would be good • Hard to know- height is not only variable. Need more diversity in shops and meeting places • Continuation of an urban feel; that is the right place for this • University avenue height should be higher than locust height. (Building height) 	<ul style="list-style-type: none"> • Not seeing much in landscaping • Too much (planters, or things on sidewalk) • Needs to be wide enough to have trees and walking • Boring and need some setback • Emphasis on parking, where are our beautiful trees? more buffer with plantings, features from the traffic • Should add 1-2 more stories on top of this plan.

Concept 1: Projected Taxable Value

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Could be better • generally it is good to grow the revenue for taxes. This is a big change from what we now have, it may be a good step for now. • I like more housing— demand is sky high and this is a PRIME area for investment close to the hospitals and university and shopping and grocery stores. LOTS of people would pay to live here. 	<ul style="list-style-type: none"> • Probably too low • Higher/more • I don't like big decisions based on making developers rich. Too much emphasis is on the money being made at the expense of growing a neighborhood with possibilities to grow personal wealth. • Needs more housing units, both condos and apartments. Condos are in short supply in Madison. Young professionals are looking for starter homes, and many would pay 2-\$400k for a new 2-3 bd condo in a walkable area close to amenities.

Concept 1: Other Component. (Please specify in comments)

What do you like?	What do you dislike?
<ul style="list-style-type: none"> I like activating what is now unused surface parking lot into vibrant areas for folks to live, work and gather. I think there is opportunity to put green space on the top of the parking structure for recreational use Need fewer buildings, more green space 	<ul style="list-style-type: none"> When we invite more use, we may more need for services, I would like to see these weighed into the decisions. like more trash, more noise, higher demand on utilities. What infrastructure will need to change?

Overall, what do you like most about Concept 1?

Responses
<ul style="list-style-type: none"> Low profile, height of buildings. Underground parking Not much, except mixed use Some mix of shops with lodging I like the townhomes, and the new use for what is now surface parking Like the overall intent with mixed use, more housing, and outdoor spaces.

Overall, what do you dislike most about Concept 1?

Responses
<ul style="list-style-type: none"> Apartments/ residential units along locust No discussion of charging stations Uninspired plans of the rectangular; one three story can be either the same or different; more imaginative. Avoid becoming a canyon with dead space between buildings. Need more gathering space I dislike that the people navigating this area have to be on guard from vehicles, crossing streets and parking lots to see their neighbors I wish it was a few degrees more intense— a few more stories and more outdoor space dedicated to people and not cars.

Overall, would you support Concept 1 if that were the future development pattern within the University Avenue Corridor? (Select one option below)

Answer Choices	Responses	
Yes	50.00%	2
No	50.00%	2
	Answered	4
	Skipped	12

Individual Worksheet Feedback

Concept 2: Building Height and Density on University Avenue

What do you like?	What do you dislike?
<ul style="list-style-type: none"> Like but not 10 stories, 5 stories preferred 4-5 story building Higher is fine Like increased height and the trees in front Like the heights and setbacks, I like the setbacks shown better than the boulevard building Exciting to include more deliberate pedestrian ways Too tall. Downtown tall Like higher density The open connected green space, the pedestrian focused design, lack of interruption of vehicle traffic for pedestrians LOVE the height on university. Doesn't tower over Shorewood (too far away), decreases noise pollution. 	<ul style="list-style-type: none"> Not more than 8! 5 stories are ok 10 story building 8-10 story development Building E looks kind of narrow Really tall..kind of big change and very urban feel The height of the buildings is overwhelming to what we have seen in the Village before. Nothing to dislike, I think people would like it more than they realize.

Concept 2: Building Height and Density on Locust Street

What do you like?	What do you dislike?
<ul style="list-style-type: none"> Is "I" Possible village hall? Lower- architecturally varied Like increased height but not mixed use Building I is ok to have height near Shorewood Blvd. Residential and businesses on Locust Appropriate for this area. Doesn't tower over the neighborhood due to the street and train tracks. 	<ul style="list-style-type: none"> 3 stories only Reduce to 2-3 floors only Apartments on locust, only want 2-3 stories "H" no residential 4-5 story Not enough trees Building H is too tall near west end of Tally Ho and feels nearer to those residents Will block tally ho views Concerned with increased traffic for cars, trucks, e bikes, motorized gizmos and pedestrians. These pathways are congested and may be unsafe for children. Nothing I dislike, totally agree.

Concept 2: Green Space and Stormwater Management

What do you like?	What do you dislike?
<ul style="list-style-type: none">• Like• Like extra space, need stormwater holding tanks• F stormwater G Green Space• Combine both functions- retain water when no walkers during rainstorms• OK• Like increased attention to green space and water management• See “gathering space”• Generous. Lots of possibility• Like green space• Connected and larger! great places for events, casual gatherings and improved use of land• MUCH better than plan 1. Better sense of space, more open areas, could honestly be more enjoyable than Hilldale which has narrow sidewalks with cars driving through it. Love the focal point with the fountain drop off area.	<ul style="list-style-type: none">• Idea is good but am concerned in reality if it will be still too small to be fully useful or used! Again, thinking of the spaces placed at time of Kohl's development and the reality was quite different• would prefer to have better storm water detention in all green space and even shorter in the parking lots• No complaints.

Concept 2: Land Use Mix

What do you like?	What do you dislike?
<ul style="list-style-type: none">• Like• Good commercial/residential mix/ratio• Residences above ground level stores• Like mix• Like the variety and spacing of larger buildings interspersed with green space• I like that this is a micro community. easily navigated by people, multi-use, I love the idea of having a Village building for community use• Love the mixed use, lots of people would love living here.	<ul style="list-style-type: none">• Would prefer more community spaces• No tall buildings (NO 8-10 story)• Dislike the village hall and community center here- not central to Shorewood Hills village• Rather have village hall more centrally located (past faun park or DPW building)• How does it connect with the rest of the village?• Nothing I dislike.

Concept 2: Gathering Space

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Like • Good encouragement of neighborhood • Places to sit, playground activities mixed in • Good idea in terms of gathering space but need more • Like increased gathering space • Joyce erdman place is a wide road now, what is its real purpose or value. Looks like a traffic jam in the circle! • Much better! Bigger green space that might actually be used • Purpose build fountain and landscape design • layout, design, multi-use • Love the bigger, better defined gathering spaces. This could be the second-best place to spend the evening getting dinner, eating outside, with trees, lights, and a fountain, shielded from the traffic noise by the buildings. 	<ul style="list-style-type: none"> • Too small • Design with gathering space as high priority. Avoid canyon look • In shade from tall buildings • Do not like village hall • I'd like to see green space for recreation on top of the parking garages. • A playground would be a great fit.

Concept 2: Transportation and Circulation

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Like that University Ave buildings have access off University • Locust is too congested for the size of the road • Walk/bike- cars on university avenue • Unclear- need better circulation access to underground parking • I love the no through street in the middle • More units near transit or bike trails means less cars on the roads. This area is perfect for this, right next to BRT, bike lanes, jobs, and shopping. 	<ul style="list-style-type: none"> • Like structural parking • (too much traffic) • Joyce Erdman Place • Joyce Erdman place doesn't seem like a good idea • How to access parking areas? • Unclear garage access • the busy streets surrounding the development

Concept 2: Streetscape (University Avenue vs. Locust Street)

What do you like?	What do you dislike?
<ul style="list-style-type: none"> • Good presentation, breaking up building facades • Like more height • Prefer some setbacks with attention to tree plantings • high density on University and medium density on Locust • Appropriate for scale. 	<ul style="list-style-type: none"> • Needs to be respectful of Tally H • Have parking access from locust • Put parking underground • Business visibility terrible for locust. Shade, ice, not good for biking • The island nature of this parcel • Nothing to complain about.

Concept 2: Projected Taxable Value

What do you like?	What do you dislike?
<ul style="list-style-type: none">• Like• The increase in taxable value not worth sacrificing the appearance of the Village as a Village, not a huge city• Looks ok• Yes• Obviously better than concept 1• I'm guessing the value is higher revenue for the Village• Better than project 1, more units, more citizens, more taxes.	<ul style="list-style-type: none">• I dislike using the money for community design• No concerns.

Concept 2: Other Component. (Please specify in comments)

What do you like?	What do you dislike?
<ul style="list-style-type: none">• Traffic calming on locust• bringing together live, work, shop and gather all in one place	<ul style="list-style-type: none">• I dislike the attitude that this is OK here on University Avenue and not other places in the Village like U Bay Drive

Overall, what do you like most about Concept 2?

Responses
<ul style="list-style-type: none">• I like that it is responsive to county needs for housing• Increase in green space• The possibility of mixing; need shops in interior. Make Joyce Erdman drive a pedestrian walk and mingling space• This feels more human designed with the well-being of the human considered over the ease of driving a car• Higher density• I LOVE the density. As a young professional looking for a home in the area, I would move here in a heartbeat. Especially if 2-3 bd condos aimed at young families were built—most units are aimed at young professionals, which is fine, but there are a lot of young families and this would be perfect for them.

Overall, what do you dislike most about Concept 2?

Responses
<ul style="list-style-type: none">• A little too aggressive for facing University Ave• Increased congestion on Locust, loss of identity of Shorewood as a neighborhood• Need more trees on top of parking structures- put terrace gardens up there.• Needs more green space• Not sure business would thrive.• It is a big change from what we have now. It washes out much of our history and I am afraid we will lose the woodlands we have come to love.• I could see residents being intimidated by the height of the buildings, but I think it would actually not be that noticeable due to the distance from the single-family home part of the neighborhood and the backdrop of the hills to the south.

Overall, would you support Concept 2 if that were the future development pattern within the University Avenue Corridor? (Select one option below)

Answer Choices	Responses		
Yes	80.00%	4	
No	20.00%	1	
	Answered	5	
	Skipped	11	

Other Email Comment Received (5/12/23):

Several people tonight talked about architecture and how so many new buildings look alike. I think we were all in agreement that we wanted as much greenspace and as many trees as possible. Here's something to pass on to the consultants Shorewood is working with, have a look at the fantastic pictures. Such approaches are one way to stay connected to nature as the village becomes more urbanized. Our applications would of course be on a smaller scale.

<https://www.designboom.com/architecture/vincent-callobaut-architectures-treescrapers-climate-responsive-vertical-villages-nyc-05-03-2023/>

Plan Commission Concept Alternatives Meeting

The Village of Shorewood Hills Plan Commission met on June 13, 2023 to review the public input from the first two public meetings, provide feedback on Concept 1 and Concept 2, and provide feedback on the draft guiding redevelopment principles. Concept 1 is more reflective of existing development with similar sized buildings, land use mix, and minimal green space. Concept 2 is more reflective of changes in development patterns that include taller buildings, higher density, diversity in land use mix, and more green/gathering space. Members of the plan commission generally expressed a preference for Concept 2 and support of the draft guiding redevelopment principles.

Public Meeting #3: Preferred Concept

Introduction:

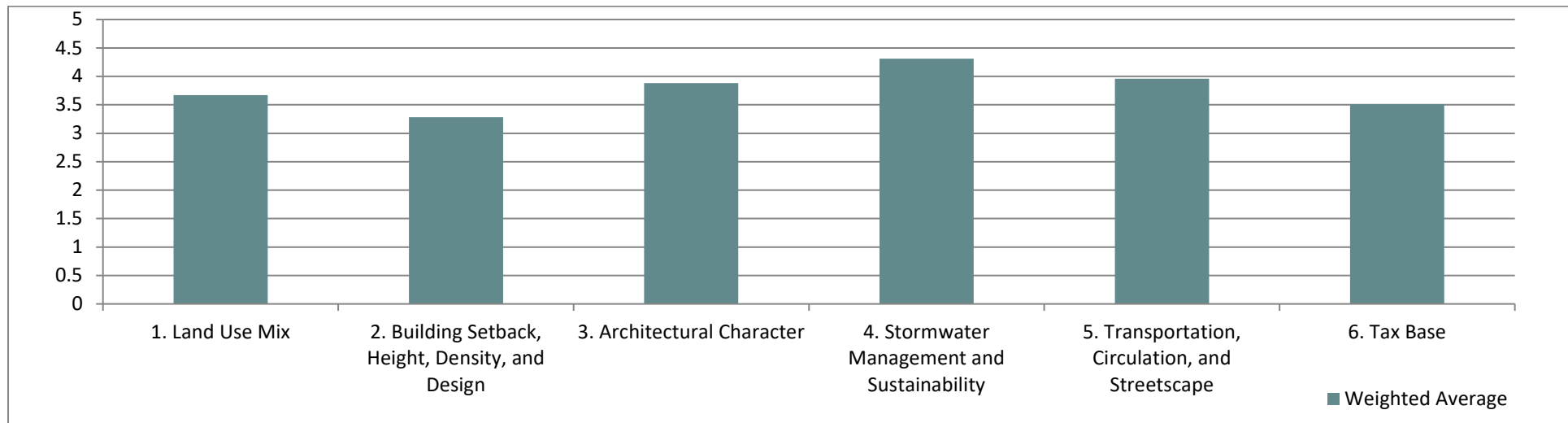
The Village of Shorewood Hills held two community engagement opportunities for the public to weigh in on two potential concepts for the University Avenue corridor. An in-person public meeting was held on July 13th and was attended by approximately 13 people. An online survey that was available from July 14th through July 28th and generated 69 responses. The following includes all combined responses gathered during the meeting and online survey.

Participants were asked about a set of principles for the plan. Next, participants were asked to discuss and document their thoughts on the corridor-wide recommendations map. The goal of this exercise was to think about each of the proposed redevelopment principles in relationship to each subarea's recommendations – which principles are the most important for each subarea, what's missing or needs to change, etc. Lastly, participants were asked to summarize their thoughts on how well the preferred concept reflects the vision for future of the corridor and integrates the guiding redevelopment principles from Part 1.

Survey Results:

Question 1: Please rate your level of agreement or disagreement with the following principles: (check the box that applies)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Weighted Average
1. Land Use Mix	10.53%	6.58%	17.11%	36.84%	28.95%	3.67
2. Building Setback, Height, Density, and Design	17.33%	17.33%	9.33%	32.00%	24.00%	3.28
3. Architectural Character	6.58%	3.95%	18.42%	36.84%	34.21%	3.88
4. Stormwater Management and Sustainability	5.19%	2.60%	5.19%	29.87%	57.14%	4.31
5. Transportation, Circulation, and Streetscape	9.21%	5.26%	6.58%	38.16%	40.79%	3.96
6. Tax Base	9.46%	9.46%	24.32%	33.78%	22.97%	3.51



Question 2: If you indicated disagreement with any of the principles above, what would you recommend changing?

39 Written Comments Received
More green space. Less high density concrete to concrete from street curb to street curb.
I don't think increasing the tax base to the max is advisable. Some increase is good and beneficial, but if it becomes a primary driver, we lose perspective on what makes Shorewood Hills such a special and distinct place.
(1) how will the plan balance pedestrian use on University vs. Locust Avenue? or (2) how to anticipate/avoid U Avenue becoming a high rise corridor? (EG: what will happen to the Whole Foods space?)
I'd like to see more diverse single family housing rather than commercial spaces which may be up to 8 stories high. The village will need to appeal to young families just starting out, or to families that cannot afford the price of the bulk of housing in Shorewood.
Eight stories too high
Up to 8 stories in university avenue (too high). Don't over populate with rentals
Building height and density should be increased above what is proposed (item 2), parking minimums should be eliminated (item 5), and the sustainability stuff is difficult to enforce and dense living is the most sustainable thing so focus on density as a sustainability goal (item 4)
I understand the drive to increase tax base but I think some of the planning is not considering the actual cost to the community. It is also not considering all the beings; plant and animal who have lived here for thousands of years. We are the stewards of all living beings. The emphasis should not be only on human concerns.
More indoor parking is needed, not less. It's great to encourage biking and walking but not in WI winters or for the elderly.
SW does very little with our existing taxes. Stewardship and forward thinking - sidewalks and creating a future for the community under 50 should be a priority
Building stepbacks on University should be above the 4th story
Increase the green space. Reduce the allowable height along University Avenue to 3 stories. Do not allow multiplexes.
Shorewood Hills is a Village in the city of Madison. The University Avenue frontage is the face of Shorewood. The "plastic surgery" proposed for the building setback, height, density and design will make Shorewood look like the rest of Madison. Shorewood will lose its distinctiveness. A different proposal would be to follow the lead of Maple Bluff which has a designated principal entrance distinguished by identifying signage and green space.
On a separate issue, Locust should not be lined with apartments. This street already has some traffic issues, and is used regularly by pedestrians and bicycles. It is a small street and is not designed to safely handle more traffic than it already bears. The addition of multiplexes along Locust would lead to traffic congestion, and potentially unsafe conditions for pedestrians and bicycles.
more development = higher taxes due increased demand on village services, adding bldg height increases canyon effect, why build underground parking if the goal is dependency on public transportation?
I don't feel we need any more mixed use buildings in VOSH. We do not need to increase our population or put more pressure on our elementary school. Developers can build across the street in Madison.
Land use - Locust should be integrated into the area, not an alley. Architectural character - Shorewood should not look like Madison. Encourage architectural building ideas. "Fake front doors"
None
Increasing tax base is not an adequate justification for destroying village character. Height should be limited on University Avenue and very strictly limited on Locust.

Housing vs. commercial - prefer reasonably sized housing, not 8 story buildings. Locust needs to be very low to be great neighbors to individual houses along Telly Ho. Traffic needs to be thought of - Locust is already a thru street.

Way more detail needed, description of building styles. Green area will be hidden and unused if surrounding buildings around it are so tall.

Stormwater Management and Streetscape

single family residential. Don't keep doing the same design over and over. Have adequate parking. Taxes will not offset costs - that we already have found out.

The maximum height in the proposal (8 stories) is too high for our area. We don't want to become another high building corridor like Johnson Street and University Avenue on campus. 5 stories max with setback upper stories could work. Also, has the effect on Shorewood School and other Shorewood institutions that the increased population the increasing housing would create been addressed?

Existing Subarea 3 is relatively new, upscale, and peaceful apartment homes. This brings wonderful fresh people and families to the Village. I don't think changes should be made in this area.

Much less density. More set backs.

The increase in height and density will only degrade the Shorewood Hills neighborhood further. With increase in traffic and pedestrians, it is already getting harder and more unsafe to enter or exit Shorewood Hills.

1. I think it is a mistake to exclude some business development on Locust Ave. It would be very nice to have a coffee shop, cafe, bar, or restaurant along that quieter corridor. Walk along University sometime. Few businesses offer seating outside along University Ave.

Why? To noisy and who wants to sit and listen to cars and trucks roar by. I think you got it right by putting apts along University and Townhouses along Locust. The apts can serve as a buffer for noise. A big concern I have is that there is a rapidly rising population of temporary residents (apt dwellers) in the Village. I believe we need to require a balanced mix of apt and condo development so we draw in more residents that have ownership in the Village. This is especially true in a tight and expensive housing market like Madison. Condos not only provide a stepping stone for home ownership they also provide a downsizing option for aging home owners in the Village.

2. Eight stories is too tall. All the sun will be blocked out for the green corridor you propose. I get this sense that there is an effort to maximize tax base by putting in the max number of apts. How about scaling back the apts (and associated tall buildings) with more condos that have a higher tax base.

3. Activated Streets. Again, I see no reason that Locust can't have some amount of small business development that serves the larger Village.

4. As I said, only focusing on maximizing tax base is not necessarily a good thing. I would rather pay more taxes than have my quality of life compromised. Over development of an apartment centric population has associated problems, not all fixed by an increased tax base. Lets try to encourage people to invest in the Village, not just reside here.

Height of buildings limited to 4 stories.

I would like to see a mixture of owner-occupied condominiums and apartments b/c the condominium owners are more likely to remain in the Village for extended periods of time and to participate in Village activities.

I do not want to see 8 story buildings along University Ave. that is too tall. I agree with the other elements under this section. I do not want to sacrifice aesthetics and Village characteristics just to maximize the tax base.

We live in the Village for its community feel, architectural character, and the services such as leaf pick up, four corners, etc. Very willing to pay taxes to support these and do not want to make decisions based on lowest cost -- but instead, what makes this an enjoyable living environment.

Not addressed is what is the maximum development the village can support. Adding 400-500 new dwelling units is substantial. Will we need to contract police protection to Madison? Can village amenities be enjoyed or will they be overrun? The village is not improved by getting bigger.

I am not a fan of having 8 story buildings in that confined area

I think the principles generally sound OK. In my experience, the urban areas that work the best are ones in which there is a ready mix of shops, cafes, and places to sit comfortably outside with something to look at. It is critical not to have a very tall building (like the 8 stories you mention, which is much to be avoided, especially on the village side) that dominates the site, and not to simply mimic the endless box apartment buildings being constructed throughout Madison, but to have green space that is appealing and useful, lest it become a waste. All this requires sunlight, shops that are useful. A rooftop garden would be great, if practical.

I would prefer the village offices to be in the village itself, for example on the old police station site.

We may need to spend more to get a creative design that lasts.

how can we know until all of construction is done?

3. Architectural Character: I don't trust the language here. It mentions "unique buildings" and the promotion of "variety", at the same time demanding "unifying elements". Countless new construction projects across the city end up having very, very little diversity. A flat roof vs. a pitched roof, etc. and other "design elements" are hardly a promotion of diversity. If there is one thing that people can plainly see why Shorewood Hills is a great village, it is that there is a treasured variety of residential architecture and an expression of unique design. Please, please, please, do not accept a smattering of cookie-cutter designed structures that are only an extension of the unimaginative buildings surrounding the village. PROMOTE IMAGINATIVE DESIGN!

8 story buildings seem high. I would set the limit at 6.

6 stories might be more reasonable than 8. Can't have 0 foot setback. Housing and retail focused on restaurants/coffee shops/bakeries/ice cream that bring people together much more important than office space which is why area is so dead now

The height, density and building design are outrageous! We do not need ANY apartment buildings, let alone 8 stories tall! There are so many apartments being built right now. We need affordable, single family homes! NO APARTMENTS!

Why are we moving village hall? How much will this cost the village? Why aren't we talking about resurfacing the streets on the west side?

Question 3: In your opinion, which principles are the most important to be included in all future redevelopment that may occur along the corridor? Why?

62 Written Comments Received

Attention to those factors which will decrease global warming.

Greenspace

2. Building setback, height..8 stories is simply too overwhelming for the University corridor next to Shorewood. The series of apartment buildings that have been built on Johnson and on University over the last decade are truly boring.

3. Architectural Character-this is more than just varied shapes and sizes and nearness to the street. Contemporary brick and glass, such as those buildings on Johnson and University on campus, do not have architectural character.

Mixed used in the land, increasing housing, creating a sense in community through diverse use of the buildings, access to public transportation and non car centered mobility

How to establish and maintain a bicycle/pedestrian path from Locust Drive / Maple Terrace through to Post Farm Park. (While on the subject, that path gets funky at the Marshall Court Turn, which all the reconstruction on U Avenue seems to be making worse. And then there's Highland Avenue...)

Storm water management, so as to avoid flooding, and having pleasant mixed use spaces that keeps with the tradition of nice, pleasant surroundings but provides additional and more accessible access without disturbing the character and like ability of the area

land use mix, because it is what makes an interesting, vibrant community

Keeping the village Green, both in the gorgeous nature it provides, and the sustainable practices, and affordability.

Maintain value of residential property in the village

Green space and respect for the surrounding neighborhoods, reduce noise and traffic at entry points to Shorewood Hills

Density, public transportation, reduction of land area used for parking as well as overall parking (to reduce building costs). Pedestrian and bike safety prioritized over car mobility.

sustainability, land use mix

Street level community engagement areas. You can't put a price tag on the value of connecting casually as a pedestrian. This is disappearing as organic open spaces are transforming into money making real estate for one or two owners. This is a great expense for a community. WE need places to safely wander and wonder.

Storm water management — which is being addressed now. In the August 2018 flood many people lost their belongings & had to do substantial repairs due to flood damage. We are glad that the village enrolled in the federal flood insurance program. We signed up asap, but hope we never have to use it.

Indoor parking. The only business I went to was Everyday Kitchen because they had parking and mother in law used a Walker. Now that business is gone.

Transportation - need to prioritize walkability and bike-ability so that people can live and work comfortably without owning a car.

Green space and viable business

Elimination of as much surface parking as possible (replaced with structured parking) - better use of the land (for people instead of cars), less heat island effect, better stormwater management

Transit Oriented Development - mimic Madison's new TOD along the BRT line

Stormwater management is primary. But it is also essential that Shorewood maintain its character by balancing the potential for a larger tax base through high-rise buildings and multiplexes with the integrity of maintaining its identity.

consideration of climate change, it's here now

Increase green space, no more development.

Future redevelopment needs to address various needs in a balanced and forward-looking way. I strongly agree with most of the principles because they recognize this. I am less strong on "architectural character" because that feels so subjective, but I would hope that aesthetic principles would be included in any plan with thought and care.

Building setback - density; Transportation circulation and streetscape. Do appreciate green spaces.

Serve the needs of current and future Village of Shorewood Hills residents. Health care priority. Condos, townhomes, retirement care, grocery and foodie central today.

Sustainability and green infrastructure ribbon with compatible building height, density and design

Tax revenue to sustain Village finances and sustainability of the redevelopment.

Maintain village character. No balconies along Locust. Nothing over 5 stories anywhere.

Height limitations needed for housing units. Would prefer townhouses and ownership. Quality construction is important, but I don't want to dictate style. The extra noise is another issue - density of housing creates increased noise.

Staying in character of the Village - green, spacious feeling, value of community. Density is OK, but not to the point where we don't know each other or annoy each other.

Transportation, Circulation, and Streetscape

low density, residential. You can't support the character of the Village by building downtown Chicago on the edges of it.

restricted building heights to prevent overwhelming residents living on Tally Ho and beyond.

#2 and #3. #2: Shorewood has an historic distinctive personality. Many of the newer buildings in the University corridor are not consistent with that. More thought should be given to future buildings. #2- the existing buildings in the corridor are commercial looking and not very attractive, relative to Shorewood Hills Village, itself. Surely more interesting architecture can be imagined.

1) Housing and commercial density

2) transit/bike/pedestrian oriented and not car-first

3) small green spaces/parks/areas that can serve as gathering spots

Less density. more underground parking.

The impact of volume of cars and traffic. It has been fairly clear to me for years the increase in commuters using Shorewood Blvd and routes through the neighborhood as a shortcut towards the university. Those same persons come back through the neighborhood at the end of the day. Why have we let this happen?

Reducing taxes in Shorewood Hills which are extremely high, and maintaining mixed use development on University Avenue.

Not overemphasize apt development. More emphasis on condo development to encourage property ownership in the Village.

Open spaces.

Land Use Mix -- Maintaining healthy, vibrant, green spaces is so important!

Stormwater Management and Sustainability -- These are practical, long-term aspects of this re-design. Building use and aesthetics change over time but we only get one earth and we need to do all we can to take care of it.

Transportation, Circulation, and Streetscape -- Mostly concerned with safe options for walking and biking throughout the area. It can get so congested and dangerous!

Architectural character

Building height limited to 3 stories on Locust Dr and Marshall Court.

Land use mix - specifically, being sure to incorporate businesses and apartments/condos into the village rather than just single family homes (which are nice but inefficient; and transportation, circulation - making this area even more friendly for bikers, pedestrians, and public transport

Building Setback, Height, Density and Design

Architectural character of Village should be maintained. I would not want to see 8 story buildings that block the view of any existing houses. Mixed use concept is good. I believe the ongoing projects address the storm water needs.

Building set back, height, density and design. Again, simply maximizing the tax base and lowest cost of design is not why I chose to live run the village. The look and feel matter most to my wife and I.

Need to increase housing density and decrease surface parking.

Limiting the density and height 3-5 stories is enough.

Taxes in SH are already too high, I would like to see some relief in that area while maintaining good use of transportation, i.e. biking, walking, stormwater management in that area

Make it appealing architecturally and in the services it provides that people are likely to use, Outdoor space must not feel like you are surrounded by four walls. This is critical, even if people are going there just to have a drink or visit a hardware store.

A protected multi-use path along Locust Dr

Tax base to keep individual property taxes at a reasonable price. This will allow the businesses to take the tax burden instead of individual properties.

5. Transportation, Circulation, and Streetscape: I believe efficiently moving people out of town and into the city in order to experience this great city is the most important part, especially since the village part of University Avenue is such a critical section of the downtown - west side corridor.

More density, less parking, more tax base!

Careful balance among all of them is ideal; however, I would prioritize #1, 3, 4, and 5.

With the decision (incorrect) not to develop maple terrace area, at least part near uwcu, this is only area to grow village tax base and should be maximized social gathering spots (restaurants, bars, parks, etc.). We need to be bringing people together. Please review Middleton's new downtown area (concert stage, park, surrounded by restaurants). We can create something like that within here!

Single family homes, not apartments or rental units! Let's diversify the range of home ownership in the area. People who are interested in renting have a plethora of nearby options.

Pedestrian and bike safety. Architectural character and tasteful design. More retail and restaurant green spaces and safe walking/biking (incorporated with parking structures) - this will draw community engagement with the space and create safe spaces for families and pedestrians in an area sandwiched so close to University

Optimizing tax base while satisfying residents preferences.

In the order the principles are presented above (most important at top):

1. Land Use Mix
2. Bldg setback, hgt,density, design
3. Arch Character
4. Stormwater/Sustainability
5. Transp, Circulation, Streetscape.
6. Tax Burden

Question 4: What's missing that needs to be further addressed?

39 Written Comments Received

Design and architecture.

Accessibility

Withholding the Garden Homes area from this Corridor plan is absurd. Claiming that it has already been studied is insulting. The fact that the condo/townhome proposal for these two blocks have been denied is irresponsible, especially considering the benefits to the tax base and stormwater management outlined in the Corridor Plan.

Addressing a problem of increased noise and solutions for it. Also addressing and monitoring construction waste.

Public space is hinted at in 'land use mix' but not specifically addressed. Relying on private developers to provide public gathering spaces has mixed results. support of local businesses

Real stormwater defense for the rare and dangerous flash flood events on University Ave. We must be able to consider possible earthen berms that act as water barriers. This might mitigate noise as well. They could be beautiful gardens or stone/garden walls that keep water out.

Increased traffic with all the new apartments and businesses.
Restaurants and shops worth going to like the Kitchen shop, conscious carnivore and anodyne
Bike lanes on Locust could be replaced by a two-way cyclepath that is barrier-separated from vehicle traffic.
Maintaining the identity of Shorewood for reasons discussed in items 2 and 3.
housing affordability
Focus on types of businesses that mixed use developments are bringing in. We do not need another chain/franchise! Emphasize small independent businesses that bring character to the village (like Monroe St or Willy St). It would sure be nice to have some more dining spots.
Seems like there's overlap across principles - underground parking leaves more room for green space.
Railroad
Housing mix affordable and workforce
Homeowners vs. renter balance/implications. Increased burden of Village staff public works/police. Property owners perspectives. L/T implications on Village finances and tax burden on residents.
Must ensure that these plans are not drawn up in order to reduce taxes - the Village's goal is to give parameters to developers for type of buildings, not to build as much as possible to join taxes.
More permeable spaces. Need townhouses for affordable (and pretty) housing for young families and seniors.
What are the businesses that will be in this area?
it has been quite well prepared
The Garden Homes should be included for multi family development; there's essentially an entire parcel vacant that could be a 5 over 1.
Retaining the quiet nature of life in Shorewood Hills is important. Keeping commuter traffic noise and the flow of traffic through Shorewood Hills to the university and to downtown controlled as we are becoming a traffic and noise corridor and a drive through for destinations elsewhere as people avoid University Avenue. This is very, very troubling for walking and older residents and pets and children.
Your question #5 below is inappropriate given that you are asking for input. I seems to be constructed to generate yes/no voting statistics. While I generally agree with your principles, I must vote no because I agree with some things but not others (as explained in my notes). This question should be asked AFTER all input is considered and modifications to the principles are made.
Nothing! Very comprehensive.
Marshall court restrictions.
the ability to cross University Avenue safely as a biker or pedestrian.
Clear regulations and enforcement of night sky (why does Blackhawk have large lights that shine all night in their parking lot?), upkeep of parks and traffic slowing gardens, assured green spaces.
Keeping the development in concert with the Shorewood idea. As was noted once upon a time, Shorewood Hills is defined by the shore, the woods and the hills. I'm uncertain if these proposals recognize this idea.
I would want to not make the area too congested with bldg/apt complexes etc.
See above.
A previous version suggested that a large town hall be placed in the middle of the corridor. I strongly disagreed with that placement.
A protected multi-use path along Locust Dr
Further articulate the plan to reduce parking. Surface parking is such a waste.

Village hall should be in village at old fire station. Probably need to consider bridge walkway from Janet's antiques to hilldale (or some improved crossing) to integrate the two areas to make the new Shorewood hills apartments as attractive as madison yards in terms of proximity. Board should stop using TIFs to line pockets of developers and take tax money away from schools. This is some of the most prime development area in madison and we don't need to offer incentives. Plenty of development is being done in less desirable areas without TIFs. TIFs are one reason we are in this mess because it has put off for many years the increase in the tax base.

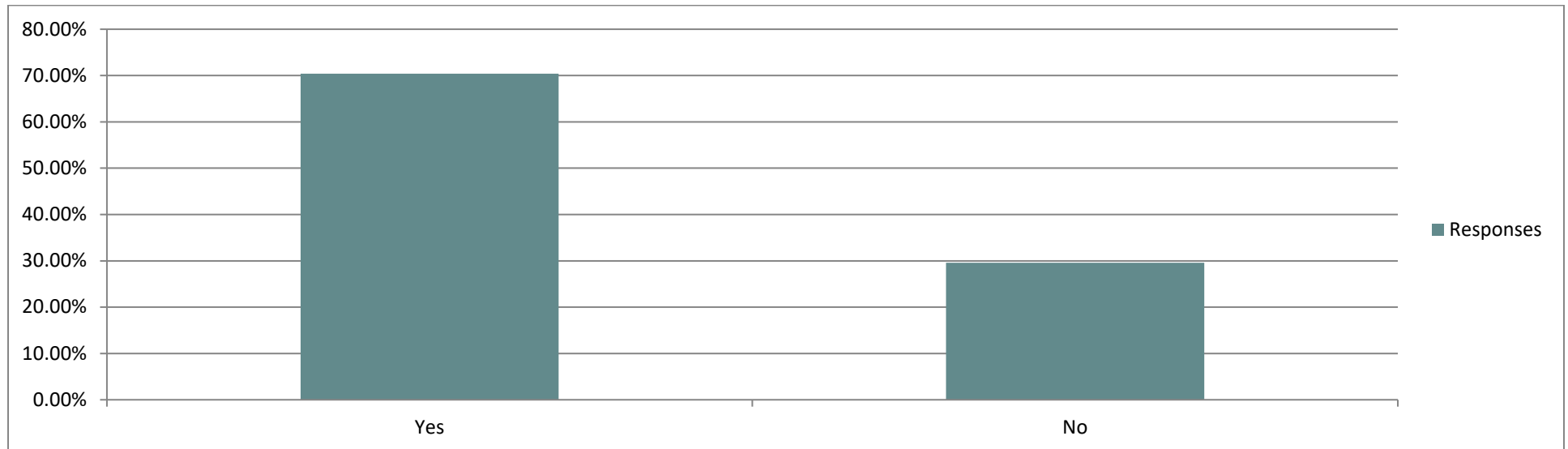
restaurants

SINGLE FAMILY, AFFORDABLE HOUSING FOR SALE

The rest of the university Ave corridor. Why would we analyze this area piece meal?!

In #1 (Land Use Mix), please call out "senior housing" as an example; this is one need that wqe have heard over and over from Village residents that is not being met within the Village.

Question 5: Overall, would you support these principles if they were adopted as part of the University Avenue Corridor Plan? (Select one option below)



Question 6: The goal of this exercise is to think about each of the proposed redevelopment principles in relationship to each subarea's recommendations shown on the graphic above. Which principles are the most important for each subarea, what's missing or needs to change, etc?

Subarea 1

- Handicapped accessibility of close surface parking
- Ok
- Reduce surface parking
- Improve bike/pedestrian path crossing Marshall Court. Reduce parking in front of buildings.
- Mix of housing and parking
- increase density targets
- I don't know
- Increased green areas, make this safe for the kids living here
- Fine as proposed
- Needs better connections to Harvard Dr - the people in the neighborhood to the north will likely go nuts about it, so we may have to settle for ample bike/ped connections
- no more than three stories. This is a residential neighborhood!!!
- Strongly considering lowest height possible buildings so that University Avenue does not become a sunless, narrow corridor with little appeal for pedestrians.
- Buffering from redevelopment
- Marshall Ct. traffic is already dense and difficult
- Should be limited to 3 stories
- Ability to safely cross south on University Avenue as biker or pedestrian
- Mix use residential and commercial. 5 stories too high. Like underground parking. Problem is 5 stories, 4 should be max.
- Reduce surface parking
- Protecting/buffering the residential area on. The north and east sides.
- Marshall Ct is already too congested with bldgs
- Restrict to 3 stories
- maybe the town hall could go here?
- Closest to existing Shorewood homes: avoid destruction of existing greenspaces and sound barriers between new development and existing homes!
- Transportation, etc.
- Should revisit entrance to pool parking thru this area
- Traffic and parking
- walking and park space connections most important
- 6 Principles apply well here, in the order they are presented.

Subarea 2

- Too dense. No green space. Concrete jungle
- Do not reduce set-backs from street. This is primarily residential

- Gathering spaces
- Reduce surface parking along U Ave. Improve/widen ped/bike paths through zone
- Noise, sustainability, low buildings, owner-occupied spaces
- increase density targets, no ped bridge just reduce danger to pedestrians at ground level
- pedestrian bridge is a good idea
- Green space connectivity. This has great potential for central gathering
- Fine as proposed
- Sidewalks on both sides of all streets (including Locust). Much less surface parking!!! Village Hall site should be redeveloped
- Building height, green space, density
- ignores that likelihood of parcels becoming available for development are miniscule
- Pedestrian bridge to the south - it does not feel safe crossing University
- No skyscrapers please.
- Strongly considering lowest height possible buildings so that University Avenue does not become a sunless, narrow corridor with little appeal for pedestrians.
- Potential pedestrian bridge
- reduce to 4 stories max, with condos, consider traffic mitigation on Locust
- Ability to safely cross south on University Avenue as biker or pedestrian
- Like green space, mix residential and commercial, like 3 stories and underground parking.
- Reduce surface parking
- Can you reasonably do this with the UW controlling a large portion of the area.
- No 8 story tall bldgs in this area lower stories ok, i.e. <4 stories
- Keep the internal area appealing and exposed to the sun - have shops that people are almost sure to use, not, as often happens, something trendy or so quirky as to be of little use. Shops like those in the minimal where Ancora now is -- character and utility. The buildings must not be boring and the interior cannot be stifled by shade. For people
- 2 and 3 should be connected; town hall should be easily accessible to corridor and tradition village residents. Its current position is optimal; if that is not big enough, consider expanding next to the fire station
- A protected multi-use path along Locust Dr
- Bike/walking lanes and access
- Transportation, building mix
- Main focus should be on housing not little used office buildings with big surface lots. If underground parking too expensive can also consider how townhouses on Midvale use and hide ramp parking
- social gathering areas (restaurants, parks, etc.)
- Traffic, parking, green space, lower height buildings
- as someone with kids, I wonder if the pedestrian bridge would be most important to draw people from south of University
- 6 Principles apply well here, in the order they are presented.

Subarea 3

- Poor handicapped accessibility to none.

- ok
- Increase green space
- Expand Subarea 3 to include vacant land in Garden Homes
- Traffic flow
- increase density targets
- Bike/walk to Madison Yards?
- Less asphalt more water storage for flash flood events
- Fine as proposed
- Needs improved access between the bike trail/Locust Dr and Hilldale/Target
- current largest property owner will not be allowed to build as he sees fit
- This area was just built.
- Subarea 3 should be left alone because it welcomes a beneficial fresh population to the area as it is.
- Strongly considering lowest height possible buildings so that University Avenue does not become a sunless, narrow corridor with little appeal for pedestrians. This area will look like and lead to people speeding through the area.
- Increased green space
- consider traffic mitigation on Locust
- Ability to safely cross south on University Avenue as biker or pedestrian
- Like green space, mix, would rather see 3 than 4 stories, like underground parking.
- Reduce surface parking
- Seems a little early to be redeveloping this area. It was developed with a great deal of agony. It may be time to give it a rest.
- ok as depicted
- 2 and 3 should be connected
- Building mix, transportation
- McDonalds wastes a lot of space
- can we include the two streets of partial housing to the east of this?
- Traffic, parking, green space, lower height buildings
- not sure, maybe commercial is important here, to expand the usable walking space
- N/A (re this area has been redeveloped recently, except McDonalds).

Subarea 4

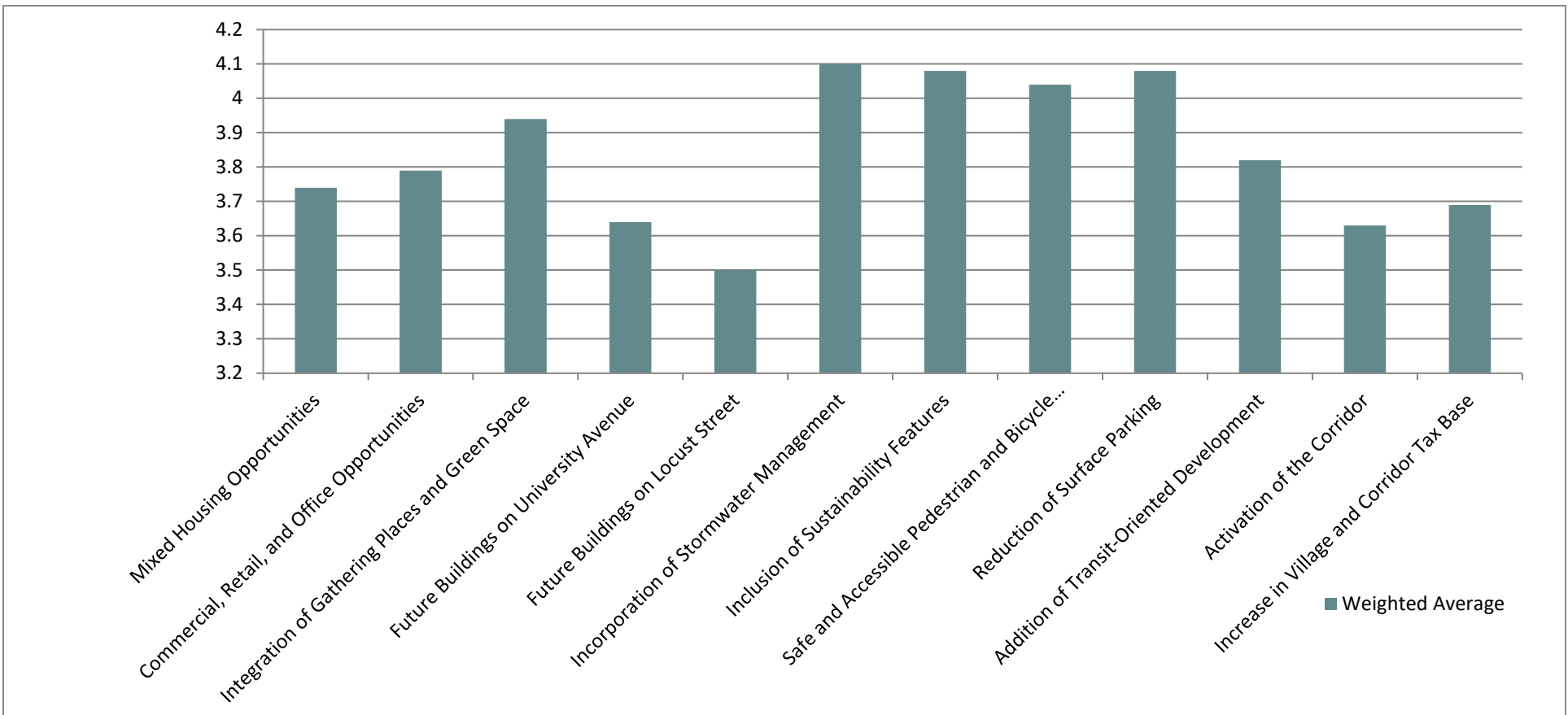
- Poor to none handicapped accessibility.
- 8 stories is too large. Do not allow large scale redevelopment. Undesirable for taller buildings to cast shade on the golf course, which is used for golf and, in the winter, for winter activities.
- Mixed use of commercial and residential area
- Leverage views over golf course to Lake - highest rise building?
- Traffic flow
- increase density targets
- increase green space and gather flash flood water

- Fine as proposed
- The poor connectivity of subarea 4 due to the University Ave bridge and Old Middleton Rd exit make it a very bad location for mixed use/commercial. It should be just residential - one or two Weston Place-like towers.
- prevent land grab by University or affiliates
- Where else are you going to store the salt, water system parts, etc?
- 8 story buildings are too tall for this area and will lead to the feeling and appearance of University Avenue as a narrow, sunless corridor to somewhere else.
- Increased green space
- reduce to 4 stories max, with condos, consider traffic mitigation on Locust
- Ability to safely cross south on University Avenue as biker or pedestrian
- Like increased green space, 8 stories seems very high and cavernous (but understand the concept of nice apartments looking to lake --still seems very high and daunting to homes behind it). Like everything else.
- Need lots of height
- This area has the ugliest buildings in the village. Any sensible development would be an improvement.
- ok as depicted
- this zone seems very isolated
- The village storage building is so ugly the architect should lose their license. Should work with state to see if crime lab site can be moved and this whole area could be high rises with connection to hilldale/madison yards
- Can we work with the state to relocate the crime lab and pull that land into this planning?
- Like the idea of high rise living in Shorewood hills. Gives aging residents options to stay in the village but not have the maintenance a home requires. Should be owner occupied. There is plenty of rentals going up and very little owner occupied
- Green space
- all sounds good!
- N/A (re should not be a focus of this exercise for the Village, unless the State plans to sell its large parcel immediately east).

Question 7: How well does the preferred concept reflect your vision for the future of the corridor in respect to the following: (check the box that applies)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Weighted Average
Mixed Housing Opportunities	5.66%	11.32%	15.09%	39.62%	28.30%	3.74
Commercial, Retail, and Office Opportunities	1.92%	7.69%	23.08%	44.23%	23.08%	3.79
Integration of Gathering Places and Green Space	7.84%	7.84%	7.84%	35.29%	41.18%	3.94
Future Buildings on University Avenue	8.00%	10.00%	18.00%	38.00%	26.00%	3.64
Future Buildings on Locust Street	9.62%	9.62%	23.08%	36.54%	21.15%	3.5
Incorporation of Stormwater Management	3.85%	1.92%	17.31%	34.62%	42.31%	4.1

Inclusion of Sustainability Features	3.85%	0.00%	21.15%	34.62%	40.38%	4.08
Safe and Accessible Pedestrian and Bicycle Infrastructure	4.00%	4.00%	18.00%	32.00%	42.00%	4.04
Reduction of Surface Parking	5.77%	1.92%	11.54%	40.38%	40.38%	4.08
Addition of Transit-Oriented Development	4.08%	4.08%	26.53%	36.73%	28.57%	3.82
Activation of the Corridor	8.33%	4.17%	27.08%	37.50%	22.92%	3.63
Increase in Village and Corridor Tax Base	5.88%	5.88%	29.41%	31.37%	27.45%	3.69



Question 8: I think the preferred concept could be improved by.....

40 Written Comments Received

Providing more handicapped accessibility, more green space, more environmental friendly design and architecture.

Reducing the max height from 8 stories to 5 stories.

Signalized train crossings throughout corridor to enable reduced use of train horns

Designated pickle ball courts

Lower building

1) I realize Garden Homes was not included in this study. But why no planning for the Walgreens/Metro Mart/Janets/UWCU area? Seems important to consider potential development there, particularly since the area between Highland and Joyce Erdman may never be redeveloped (since it is/will be owned by UW).

2) Give extra (extra!!!) positive consideration/funding to any development that would coordinate with a future development across University Ave that would allow the construction of a PUBLIC PEDESTRIAN OVERPASS over University Ave.

3) Require a PILOT if any property in the area is developed by a tax exempt entity (other than Shorewood Hills municipal government).

4) The SW corner of Shorewood Blvd and Locust seems prime for a smaller commercial development. Should that be allowed there? i.e., consider reconfiguring the "Redevelopment Site" plan east of the proposed housing facing Locust to include that.

5) In the future, consider moving all Shorewood Hills municipal government functions to somewhere in this University Ave. area (and sell the DPW building at 1008 Shorewood Blvd for the development of owner occupied townhouses there). To facilitate this consolidation, increase the value of the Village property at 810 Shorewood Blvd by allowing a commercial development to replace Village Hall on that corner, per Comment #4 above.

6) Require future walking paths through developments be open to the public (i.e., prohibit closed access as presently is the case at Shackleton Sq). Further, require that all "green" and "gathering spaces" are accessible to ALL residents, not just tenants of the developments (e.g., the spaces envisioned as "E" (roof terrace) and "I" on the site plan would be accessible to all).

7) Install a sidewalk on the south side of Locust and improve the bike trail on north side of Locust.

8) Give extra positive consideration/funding to any development that features owner occupied and affordable housing.

9) Re question #9 below, I would support the concept with these comments considered/incorporated.

Thanks for considering these thoughts.

increase density. I don't see any bike/ped stuff except for some private paths, the paths on locust should be improved. Add public gathering spaces (all the ones shown look like they are owned by private landowners - that's not public). Reduce surface parking further. Make the buildings taller.

Details are unclear about safety, sustainability, and specifics of mixed use so difficult to give input. Dog park would be nice

prioritizing pedestrian travel over vehicular travel. We will be changing from an everyone needs a car to that of a car is a bother and an excessive hassle. Cars will be electric and garages are spaces no longer cut off because of gasoline hazards. Can residence trade a parking space for a mobile raised garden?

E-W street connection between Highbury and Joyce Erdman Pl

Incorporating views of younger home owners not represented in current surveys

being realistic as to which sites could potentially become available for re-development, for example: UW Extension bought UW Credit Union, won't demolish office bldg and re-develop as housing

Townhouses too uniform. Have some with one-car garages. Vary the fronts.

Is it possible to increase the green roofing? Or mandate solar panels?

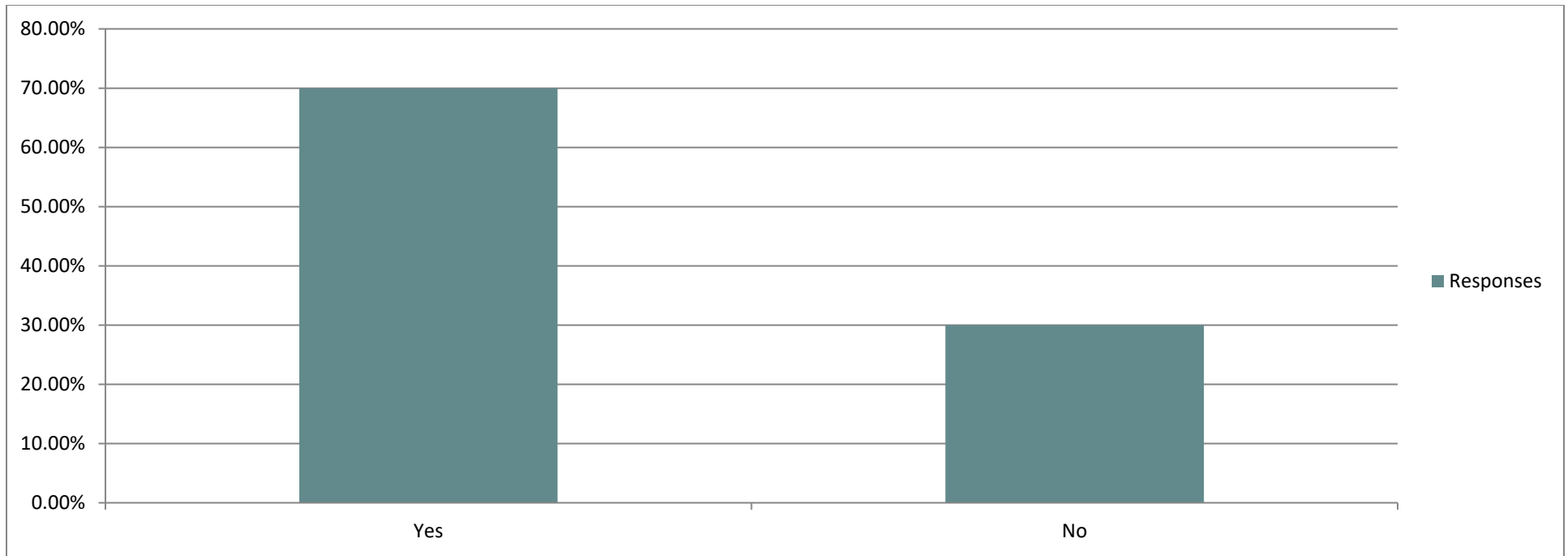
There is great opportunity for stormwater management with enhancements such as bioswales, underground cisterns, etc. Also green roofs where possible. Same with sustainability features. Good solar exposure, perhaps grey water collection, etc.

Alley could have pervious pavement

Less uniformity on Locust

Reduce the building footprint overall so that true greenspace could increase. The parking structures will make a bigger impact in person/reality than seems when looking at the plans. Not build 8 stories.
C is too tall! Activation of the Corridor is developer-speak, what does that mean? Like the green roof! Vary "H" so its not a wall. H should have underground parking to lower the height.
single family residential like the original conception of the Village
Reducing parking minimums so developers don't have to spend large amounts on underground ramps.
Lower level buildings seem more aimed at maintaining the character and quality of the area.
You show a very spacious activated University Ave development area in the cross section. Is that to scale with what is shown in plan? Again, I won't answer the Question #9 in the affirmative because I don't think its appropriate to ask a respondent to vote all in at this time.
Keep university ave buildings under 5 feet
Reducing 8 stories to 4, including owner-occupied condominiums, considering how to mitigate traffic on Locust
Incorporating bike parking (probably will be included but it is not designated on the map)
Safe and Accessible Pedestrian and Bicycle Infrastructure
Only question is 8 story building? See earlier comment.
This is great. Much better than the existing use.
No 8 story bldgs in the Redevelopment Site, keep bldgs to <4 stories
Do not have series of 8 story buildings that all look the same. That will kill the place and the shops that might be there. Make heights vary, as well as the architecture. Do not contribute to the disastrous construction of boxes all over Madison. The village still has a very special feel. Keep the village offices on the ground floor and easy to access.
A protected multi-use path along Locust Dr
I do not like the 8-story building idea.
I think some green space is nice but the area could be move densely developed relying more on existing neighborhood green space and green roofs. Also townhouses should have two distinct targets young families who can use elementary school but can't afford houses in village and seniors wanting to downsize but stay in village but probably want higher end condominiums townhouses. Getting some to move within the village would also help expand supply of family homes in village for younger families. Again housing is way more important than office
I do not think it is a good idea to create office space. It is shrinking and will only continue. We should be focusing on retail and residential. If we are going to have parks for gathering, we need to have something to bring people there (sports, restaurants, etc.)
No large scale building as far as height. We are ruining this city by all of these huge buildings.
Dog park
creating more connection among green spaces - an archway creating a walking path under buildings that otherwise block the corridor (e.g., the vertical section of building D) - allowing people to move more freely among commercial and green spaces
The Village should take this opportunity to take a serious look at a concept that would improve the east/west bicycle lanes on Locust; since those bike lanes were installed when Locust was reconstructed 24 years ago, bike traffic along that corridor has greatly increased; perhaps the bike lanes need to be wider? separated from vehicle traffic? etc.

Question 9: Overall, would you support this concept if it were adopted as part of the University Avenue Corridor Plan? (Select one option below)



Other Email Comments Received:

Comment #1

Liz and I completed our University Avenue Development Survey but were remiss to have not included a major point we wanted to make. We didn't stop to try to determine if the additional living spaces all along University Ave. are apartments or condos.

Our strong belief is that while both apartments and condos are probably necessary for developer interest, our strong preference would be the majority condos or places where people have ownership and a stake in the long term aesthetics and character of the Village. This does not mean building all high end/high value condos, but a range of affordable housing as well. The key criteria would be ownership, attracting neighbors with a longer-term viewpoint reflective in both voting decisions and upkeep of the Village.

Overall, we've both been impressed with the foresight and thoughtfulness in the long-term planning the Village has done and thank you for your efforts.

Comment #2

Having participated in all 3 public sessions and before the focus shifts to Plan Commission and eventually to the Board, I wanted to share some observations about what I didn't hear, or barely heard, during those sessions.

1. Impact of the redevelopment on the tax base, particularly residential vs commercial split. There was some discussion of this, but I don't think it went far enough in terms of making the connection to future property taxes and the cost of running the Village (see 4 below).
2. Perspectives on the current property owners and developers.
3. Impact of redevelopment on proportion of resident owners vs renters (homes vs condo vs apartments) and how that might impact Village governance.

4. How Village staff and operating costs are impacted by redevelopment.

In summary, it seems to me the big picture was at times overlooked as we delved into the details of developing a single block. Although it was noted that a 8 story building might cast a shadow on Topping Road, there are many more profound ways that any redevelopment will impact current residents, both positively and negatively in both the near and long term. That is not to say that no resident preferences were identified during the process, but more on the fine points than the major, long term impacts.

I'm hoping we can step back and covered such questions before drowning in the details of redevelopment.

Comment #3

My family and I moved to Tallyho Lane from University Houses in 1992. We have greatly enjoyed the quality of life we have experienced. I am concerned that extensive development, with tall buildings and multiple living units will add congestion, markedly increased traffic, and a significant increased demand on village services. I realize there maybe some increased tax revenues from development - and probably the greater the development, the greater the revenues. But increased revenues do not translate into increased quality of life.

I am reminded of the development of the current UWCU, Metro Market, Walgreens complex. One speaker assured the hearing he was addressing that the proposed plan was “the highest and best” use of the land. “Great” I thought. I wonder how they determine how much development vs playground space, vs park vs whatever else is the “highest and best”. I later learned that in general, the phrase means what is the maximal amount of revenue that can be generated by a project. I strongly disagree.

So, in closing. Development? Yes. But in a fashion consistent with the rest of the village. No tall buildings along University Avenue. Stat consistent with the current building height. No enormous increase in the number of living units in the corridor. No severe increase in traffic which is already becoming bothersome.

Comment #4

This is an email from me as a resident. I have been thinking that a long term plan for Locust would be to expand that sidewalk on the n side and create a multi use path the whole way. You could move the north curbline south (removing the bike lanes) to create the space. The bike lanes are quite small on Locust and not comfortable for biking as a path would be, especially for kids.

On the south side of Locust, as properties develop, it might be nice to continue the sidewalk that Brian started putting in by the garden homes area. That may require some dedication of land.

I think sidewalk on south side, terrace, 2 vehicle travel lanes, terrace, multi-use path on north side would be a great cross section here.

Comment #5

I recently learned about the University Ave development plan and just saw the agenda/ process for commenting, so I realize this is late and apologize for that. While I am a proponent of mixed use development in the village and strategies for making pedestrian crossing of University Ave safer, I also have concerns as a homeowner who be affected by this:

- I feel there needs to be concession to the many comments about building height in sub area two. The village is already a very attractive location and developers are building many buildings of that height in less desirable areas along the corridor. I'm very much of the opinion that lower building heights that allow us to have long views (e.g. of Hoyt park along Topping Rd) make the Village a more attractive space, and would note that lower building heights with pedestrian-oriented design create an attractive feel that has been very successful in many places (e.g. Hilldale).

- Before making a decision about allowable building heights, we should have accurate, to-scale depictions of proposed building heights from street views of Topping Rd, Tally Ho Lane, and Highbury, along with shadowing effects during the winter so that we better understand these important impacts.
- The plan should encourage green spaces along Locust instead of having developers place them between the townhomes and other buildings, allowing the scenery to be viewed by more people and creating more benefit for our community.
- If green spaces do not line Locust drive, the standalone units should be subject to the same 20 foot setback requirements the rest of the village has, and the village should line the street with tall trees.

Plan Commission Preferred Concept Meeting

On August 15, 2023, the Plan Commission was presented with the Draft University Avenue Corridor Plan and Preferred Concepts. The meeting featured a presentation overview of the feedback gathered from the in-person event and online survey associated with Public Meeting #3 above. Following the presentation, a discussion was held with the Commission to gather input on changes needed to the Draft Plan. The conversation included those expressing mixed feelings on the proposed building heights, concerns over the amount of public input gathered throughout the process, an option for a potential height bonus to be included within the plan, impacts to additional Village costs associated with the new development, and the identification of minor changes associated with some graphics and text within the plan. At the conclusion of the meeting, the Plan Commission voted to move forward with scheduling a public hearing before the Plan Commission and Village Board.

Joint Plan Commission and Village Board Public Hearing

On November 1, 2023, a joint meeting of the Plan Commission and Village Board was held. This meeting featured a summary presentation overview of the Draft Plan, public hearing, and discussion between the two bodies. Approximately 35 people were in attendance. Feedback centered on the potential this area holds for the future of the Village, mixed feelings on traffic, congestion, stormwater management, height, and architectural recommendations, how and when this plan would get implemented, and additional analysis the Village should consider as part of any redevelopment project proposed along the corridor in the future. In general, the public, Plan Commission, and Village Board agreed with the plan's recommendations and, following the public hearing and discussion, the Plan Commission voted unanimously to recommend the plan be adopted by the Village Board.

Adoption Meetings

Three separate readings were held to consider the adoption ordinance for the plan. These occurred on November 1, November 21, and December 19. On December 19, 2023, the Village Board voted to adopt the plan as a component of the 2021 Village of Shorewood Hills Comprehensive Plan.