

## **East Washington Avenue Capitol Gateway Corridor Plan Key Values Identification**

### **Summary of Key Values Identified by the Public at the Meeting on March 30, 2005**

1. Protect capitol views
2. Create a grand gateway, promenade to the Capitol – something that all of Wisconsin can be proud of
3. Create a destination/identifiable sense of place
4. Increase density of corridor while still respecting all of the other key values
5. Create/retain employment-based uses
6. Create/retain neighborhood-scale services
7. Ensure compatibility among uses along corridor
8. Ensure compatibility of land uses and character between corridor and surrounding neighborhood
9. Protect and enhance pedestrian walkability, safety and access
10. Preserve the many significant, historic structures
11. Create a transit-compatible neighborhood
12. Minimize
13. the negative impact of parking

### **Key Values with Strongest Level of Agreement by the Steering Committee**

#### Character of Development

1. Fully Utilize Infrastructure/Reduce Urban Sprawl
2. Provide Vibrant Mix of Businesses
3. Protect Neighborhood Character
4. Enhance Recreation Open Space
5. Create Live-Work Environment

#### Identity

6. Preserve and Enhance Attractiveness of Area to the “New, Creative workforce”

#### Building Facades & Architecture

7. Create a Dynamic Skyline
8. Encourage High Quality Development that is Visually Compatible with Architectural Context
9. Enhance Pedestrian Experiences Through Architectural Design

#### Streetscapes

10. Create Pedestrian-scale Environments and Public Spaces
11. Encourage Visible Building Activity
12. Bury Overhead Utility Wires
13. Encourage and Support Public Art
14. Encourage Energy-efficient and Low-glare Outdoor Lighting
15. Emphasize Grand Entranceway

#### Neighborhood Character, Compatibility & Context

16. Ensure Compatibility along Corridor and with Adjacent Neighborhoods
17. Ensure Development Adjacent to Public Areas has Attractive Facades and Bicycle & Pedestrian Connections

#### Employment

18. Retain and Attract High Wage Employment
19. Retain and Attract Businesses that Provide Meaningful Employment to Isthmus Residents

#### Types of Businesses

20. Provide Incubator Space
21. Provide Post-Incubator Space
22. Attract Light Industrial & Office Businesses
23. Focus Business Development on Job Creation, Family-Supporting Wages, and Neighborhood-Based Businesses

#### Transportation

24. Coordinate Transportation Options and Land Use
25. Establish an Efficient and Safe Transportation Corridor

#### Trucks

26. Respect US 151 as a Regional Commuter Artery

#### Parking

27. Provide (Public and Private) Parking for Businesses