

Middleton University Avenue Corridor Plan Survey Results Overview

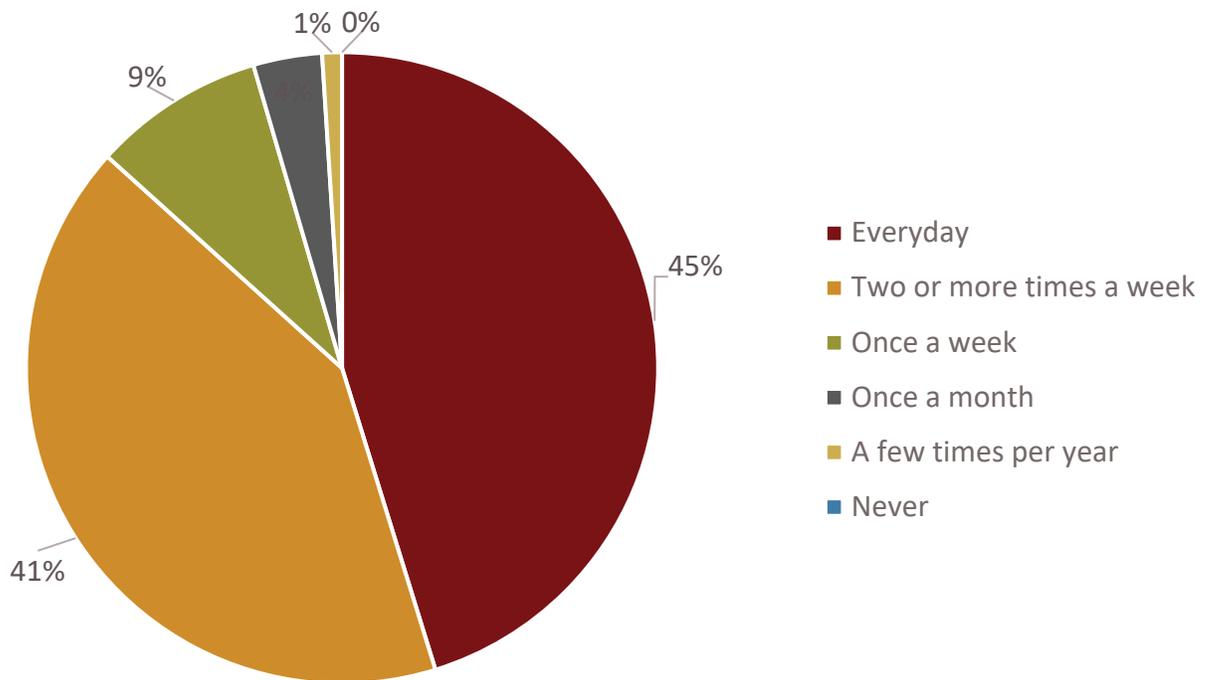
The City of Middleton along with SRF Consulting Group is in the early stages of studying University Avenue from Parmenter Street to Allen Boulevard. Together, along with assistance from the AD-Hoc Committee and the public, a University Avenue Corridor Plan will be developed to document and outline corridor recommendations over the next 10-20 years. Specific topics that the plan seeks to address will be related to bicycle and pedestrian safety, parking and circulation, opportunities for redevelopment, aesthetics and public art, building design guidelines, and connections with regional public transit.

Inclusive and robust public engagement is critical to defining a supported and implementable corridor plan. As part of planning process, an online community survey was developed to gather feedback on existing conditions and identify issues and opportunities experienced by community members and the traveling public. The survey was promoted through multiple forms including social media posts, yard signs during Good Neighbor Fest, postcards, and eblasts.

The University Avenue Corridor Plan online survey was available from August 23-September 24, 2021 via Survey Monkey. Paper copies (also translated in Spanish) were also distributed through multiple community locations for those without internet access or desired an alternate survey platform. A total of 399 survey responses were received.

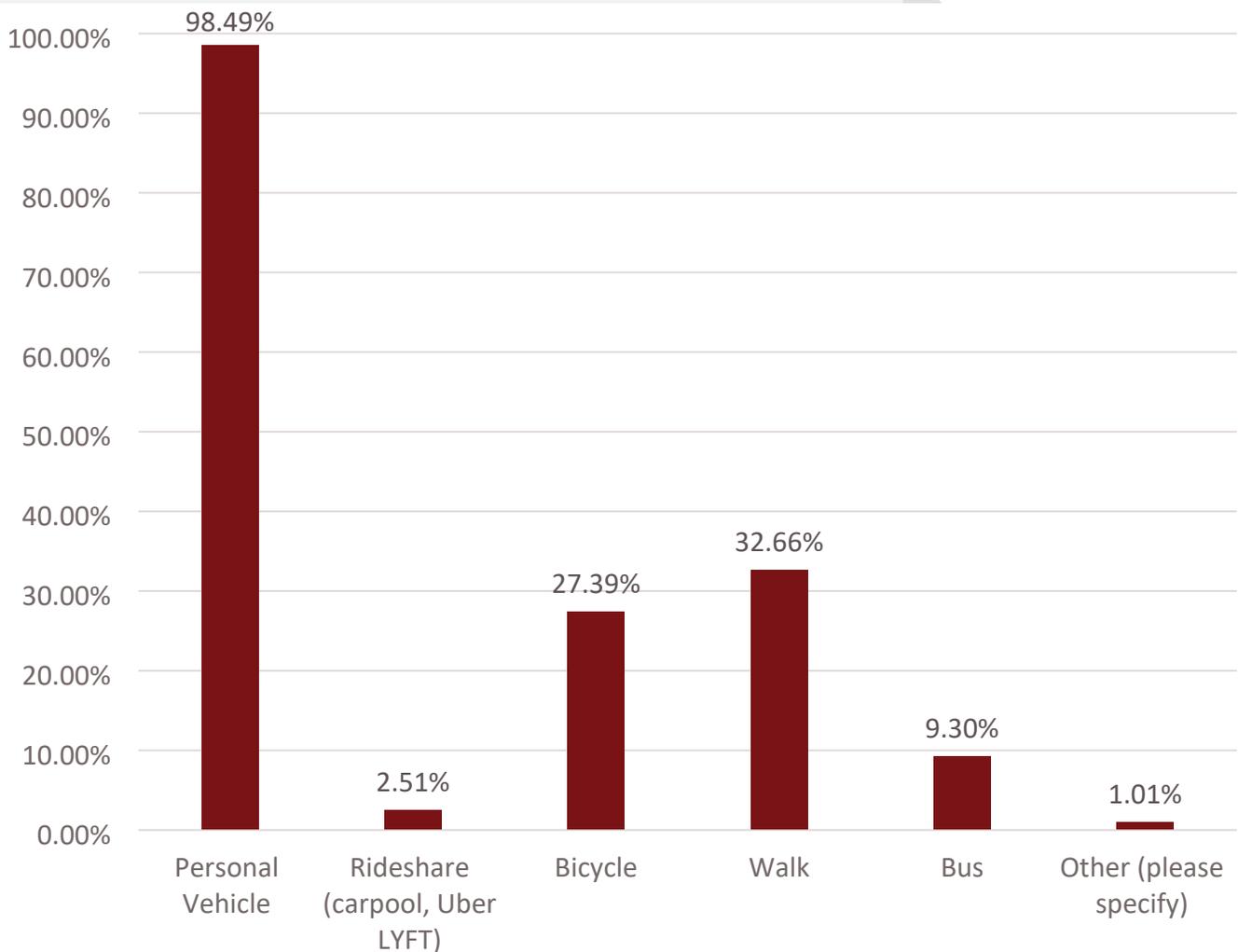
QUESTION 1 - HOW OFTEN DO YOU TRAVEL UNIVERSITY AVENUE WITHIN THE LIMITS OF THE PROJECT (BETWEEN PARMENTER STREET AND ALLEN BOULEVARD)?

	Total	Percent
Everyday	180	45.23%
Two or more times a week	165	41.46%
Once a week	35	8.79%
Once a month	14	3.52%
A few times per year	4	1.01%
Never	0	0.00%
<i>Total Respondents:</i>	398	99.7%



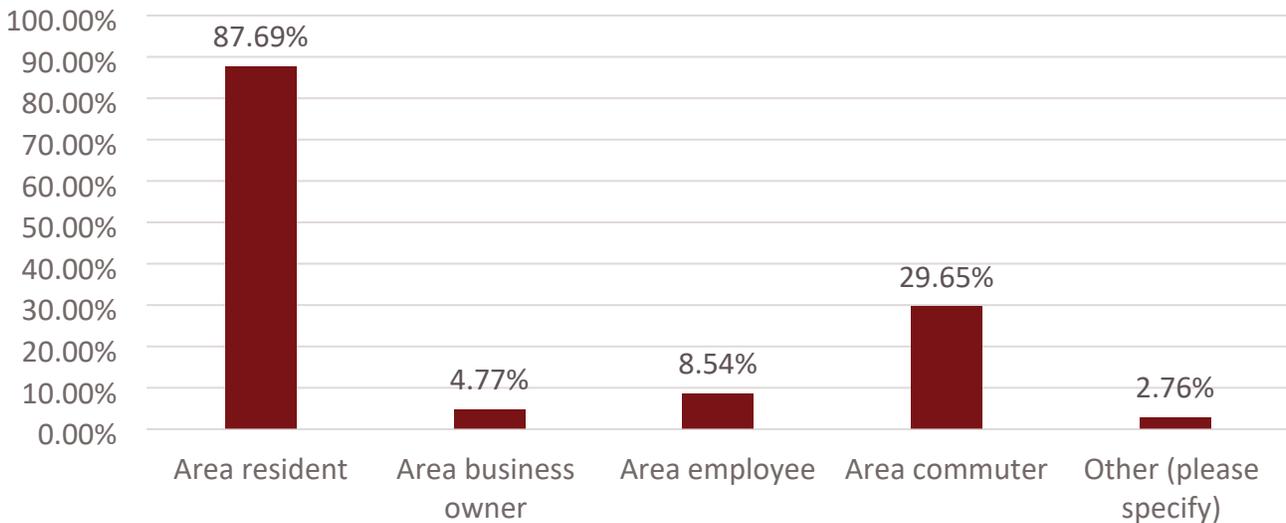
QUESTION 2 - WHICH MODE(S) OF TRANSPORTATION DO YOU USE TO TRAVEL ON UNIVERSITY AVENUE? (SELECT ALL THAT APPLY)

	Total	Percentage
Personal Vehicle	392	98.49%
Rideshare (carpool, Uber LYFT)	10	2.51%
Bicycle	109	27.39%
Walk	130	32.66%
Bus	37	9.30%
Other (please specify)	4	1.01%
<i>Total Respondents:</i>	398	99.7%



QUESTION 3 - WHICH OF THE FOLLOWING BEST DESCRIBES YOUR INTEREST IN THIS UNIVERSITY AVENUE CORRIDOR STUDY? (SELECT ALL THAT APPLY)

	Total	Percent
Area resident	349	87.69%
Area business owner	19	4.77%
Area employee	34	8.54%
Area commuter	118	29.65%
Other (please specify)	11	2.76%
<i>Total Respondents:</i>	398	99.7%

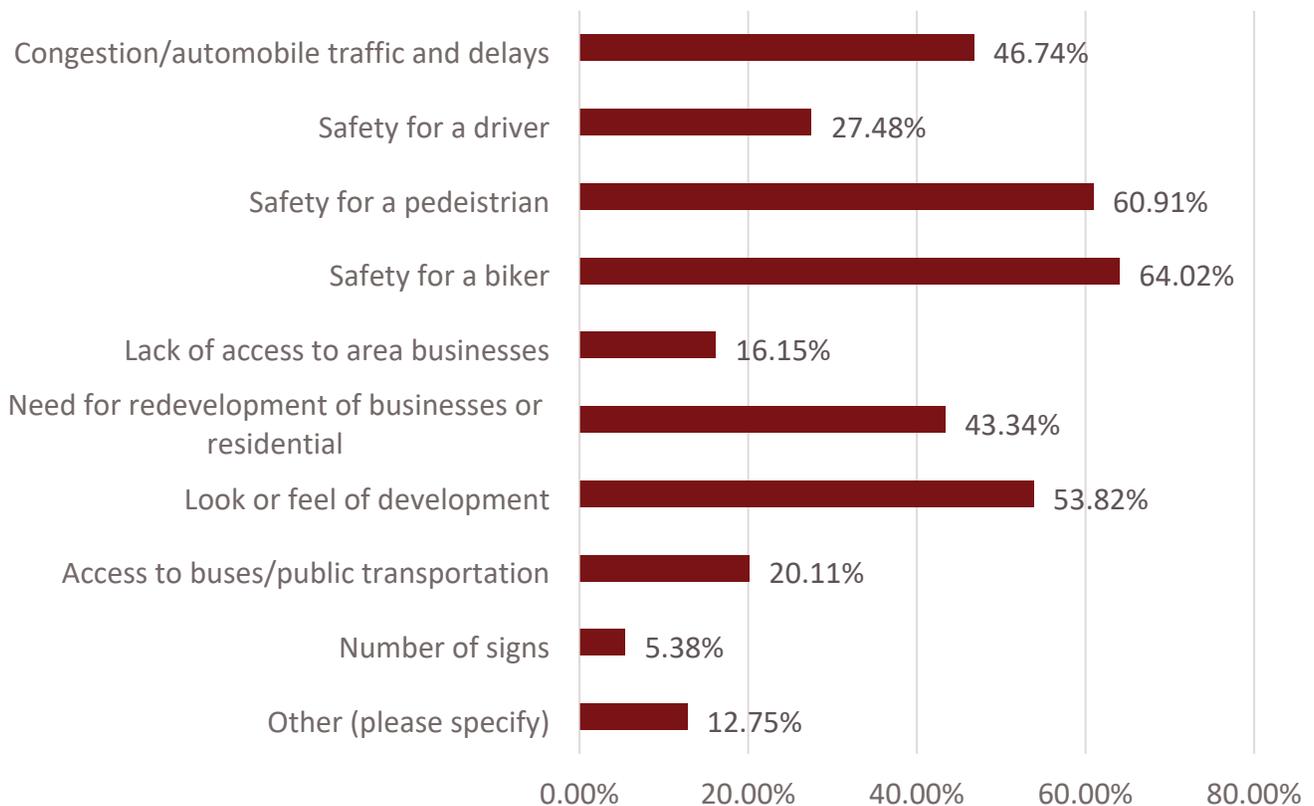


OTHER RESPONSES:

- Sustainability Committee member
- Residential Owner
- former resident along University Avenue
- City Resident
- Rental Property Owner
- Like to walk to library and shops
- Madison resident
- Parent
- regional resident
- With env. Concerns with system
- Area shopper

QUESTION 5 - WHAT CONCERNS OR ISSUES DO YOU EXPERIENCE WHEN USING UNIVERSITY AVENUE? (SELECT ALL THAT APPLY)

	Total	Percent
Congestion/automobile traffic and delays	165	46.74%
Safety for a driver	97	27.48%
Safety for a pedestrian	215	60.91%
Safety for a biker	226	64.02%
Lack of access to area businesses	57	16.15%
Need for redevelopment of businesses or residential	153	43.34%
Look or feel of development	190	53.82%
Access to buses/public transportation	71	20.11%
Number of signs	19	5.38%
Other (please specify)	45	12.75%
<i>Total Respondents:</i>	353	88.5%



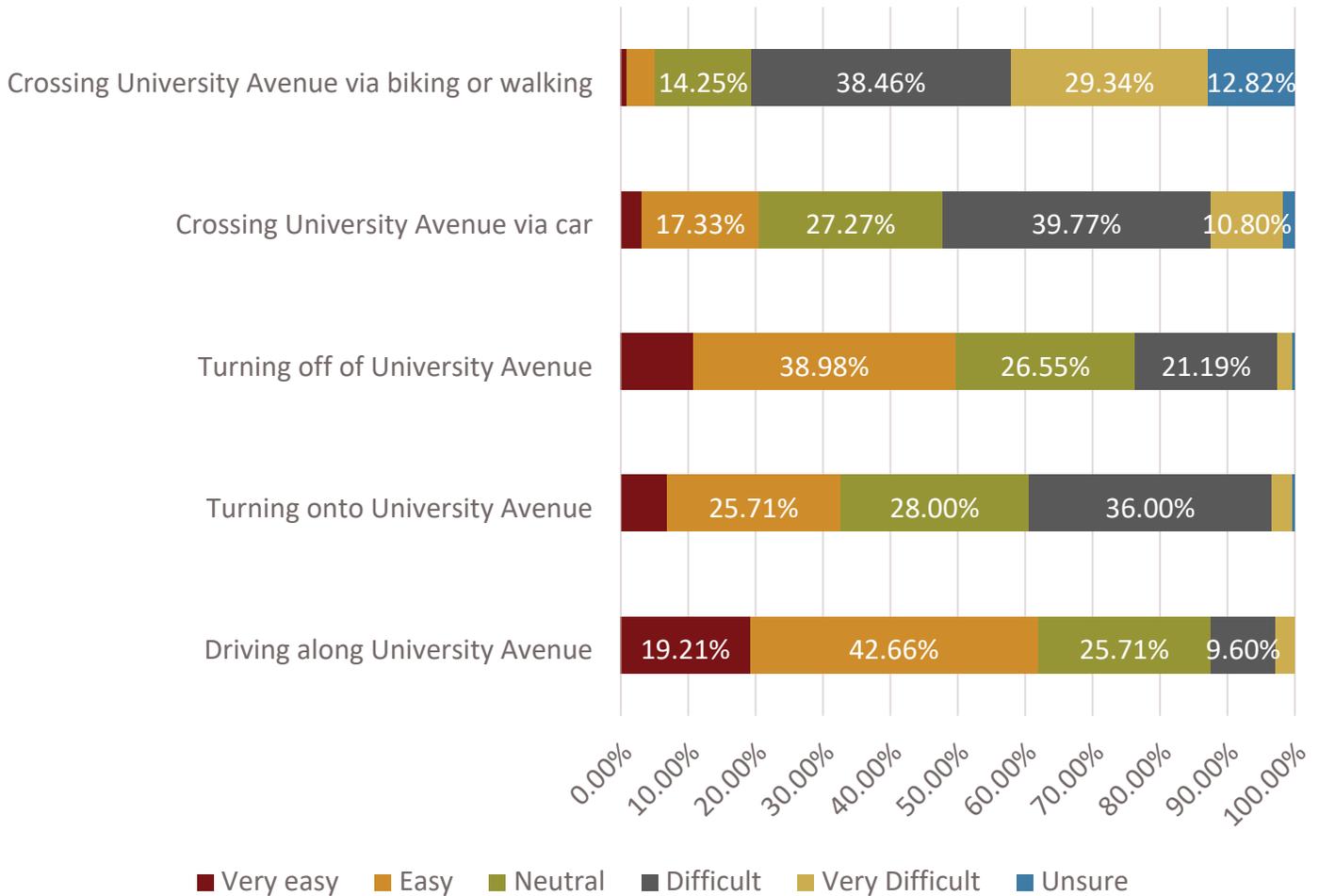
OTHER RESPONSES:

Respondents were asked to provide a response to other concerns or issues they experience on the corridor. A summary of the themes identified in the written responses are identified below. Full responses are provided in **Appendix B**.

Theme	# of responses
Need for redevelopment or infill	8
Lack of safe and connected bicycle and pedestrian infrastructure	6
Lack of green space and vegetation	6
Safety for all modes	6
Vehicular mobility	5
Speeding	5
Appearance along the corridor	4
Roadway characteristics (e.g., number of lanes, turn lanes, striping)	4
Strategic residential development	2
Using data to drive decision making	1
Congestion or high traffic volumes	1

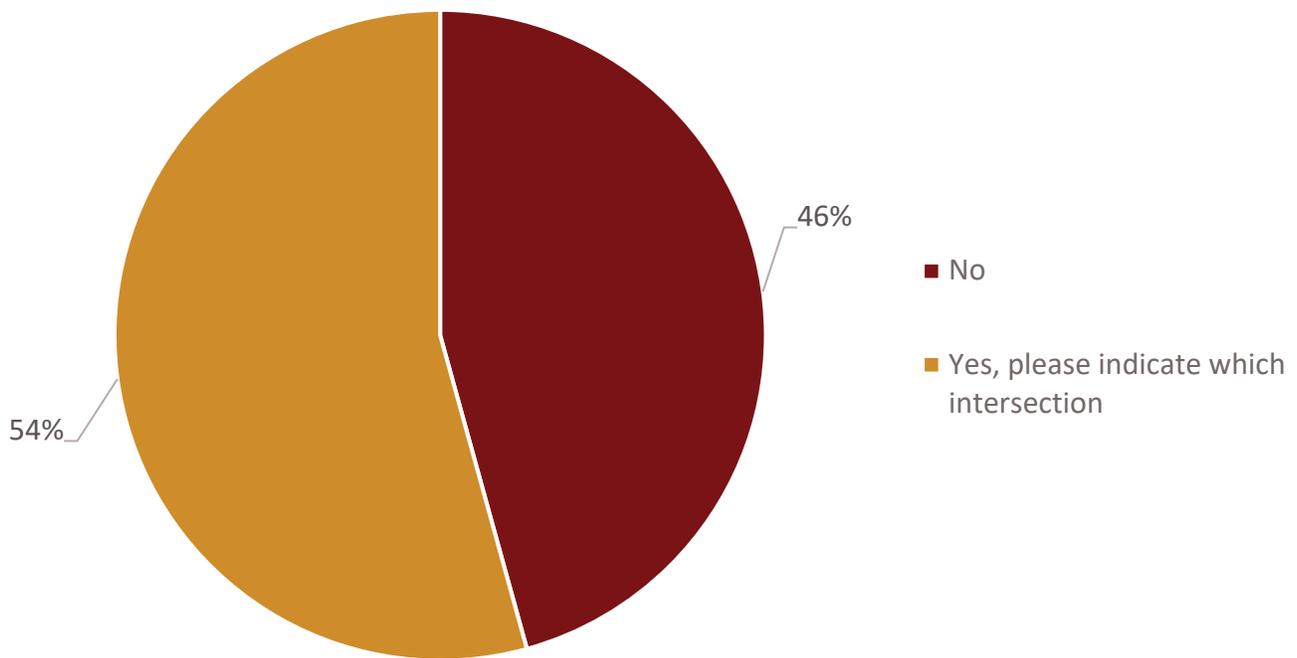
QUESTION 6 - HOW EASY IS IT TO MOVE THROUGH OR ACROSS THE UNIVERSITY AVENUE CORRIDOR?

	Very easy	Easy	Neutral	Difficult	Very Difficult	Unsure
Driving along University Avenue	19.21%	42.66%	25.71%	9.60%	2.82%	0.00%
Turning onto University Avenue	6.86%	25.71%	28.00%	36.00%	3.14%	0.29%
Turning off of University Avenue	10.73%	38.98%	26.55%	21.19%	2.26%	0.28%
Crossing University Avenue via car	3.13%	17.33%	27.27%	39.77%	10.80%	1.70%
Crossing University Avenue via biking or walking	0.85%	4.27%	14.25%	38.46%	29.34%	12.82%
<i>Total Respondents:</i>	<i>355</i>	<i>88.9%</i>				



QUESTION 7 - IF TRAVELING THE CORRIDOR AS A PEDESTRIAN OR BICYCLIST, ARE THERE ANY INTERSECTIONS THAT DON'T PROVIDE ADEQUATE INTERSECTION CROSSINGS?

	Total	Percent
No	144	45.71%
Yes, please indicate which intersection	171	54.29%
<i>Total Respondents:</i>		<i>315</i>
		<i>78.9%</i>



YES, PLEASE INDICATE WHICH INTERSECTION

Respondents were asked to provide details on which intersections don't provide adequate crossings. A list of intersections and the number of times they were noted in responses is identified below. Full responses are provided in **Appendix C**.

Intersection	# of References
All intersections	28
Multiple Intersections	8
Allen Blvd	16

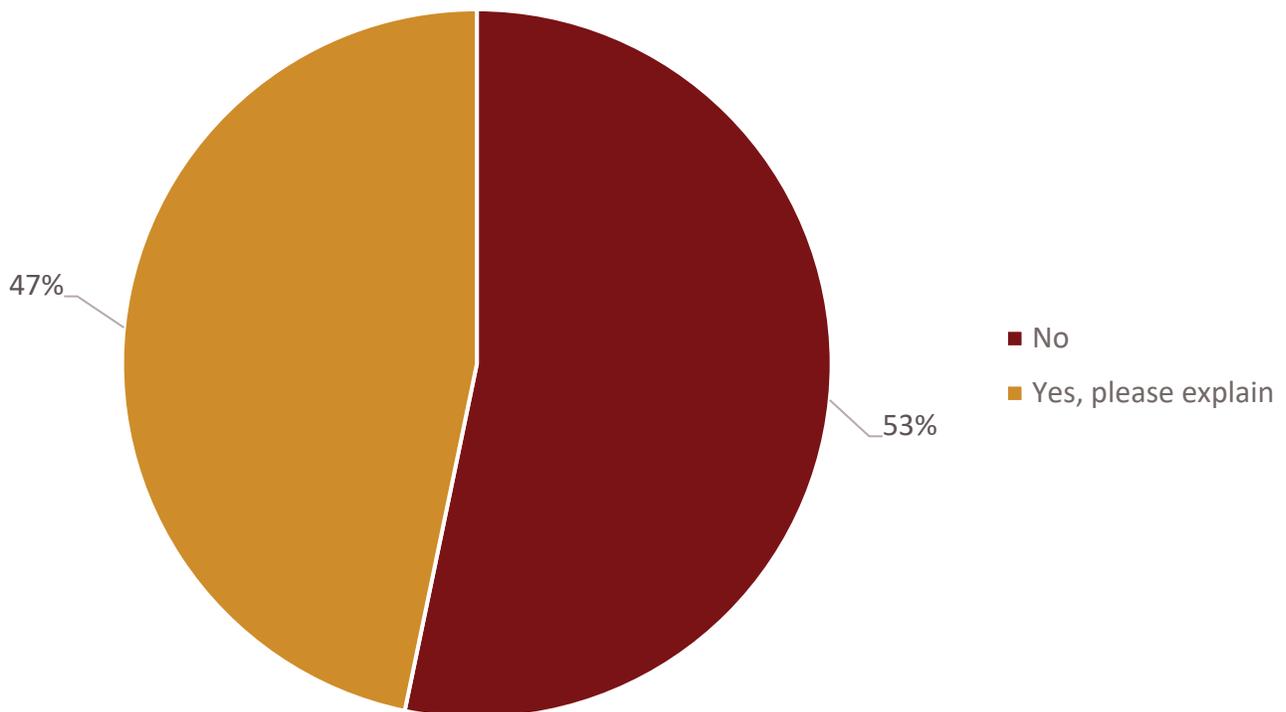
Survey Results

Intersection	# of References
Park Lawn Place, Park Street, or Park*	35
Mayflower Drive	29
Middleton Street	18
Branch Street	15
Lakeview Avenue	13
Bristol Street	11
Maple Street	10
Gateway Street	9
Mendota Avenue	8
Mound Street	2
Parmenter Street	2

**"Park" was identified by multiple respondents without identification of Park Lawn Place or Park Street. Therefore, all references to Park Lawn Place, Park Street, or Park were counted together.*

QUESTION 8 - DO YOU AVOID USING UNIVERSITY AVENUE FOR ANY REASON AND FIND ALTERNATIVE ROUTES?

	Total	Percent
No	188	53.26%
Yes, please indicate which intersection	165	46.74%
<i>Total Respondents:</i>		<i>353</i>
		<i>88.5%</i>



YES, PLEASE EXPLAIN

Respondents were asked to provide details on the intersections, segments or reasoning they use alternate routes. The following table include a summary of the responses received and the number of references. Full responses are provided in **Appendix D**.

Reasons to avoid University Avenue	# of References
Bike and Pedestrian Safety or lack of infrastructure	54
Congestion throughout corridor	51
Mobility throughout corridor	22

Survey Results

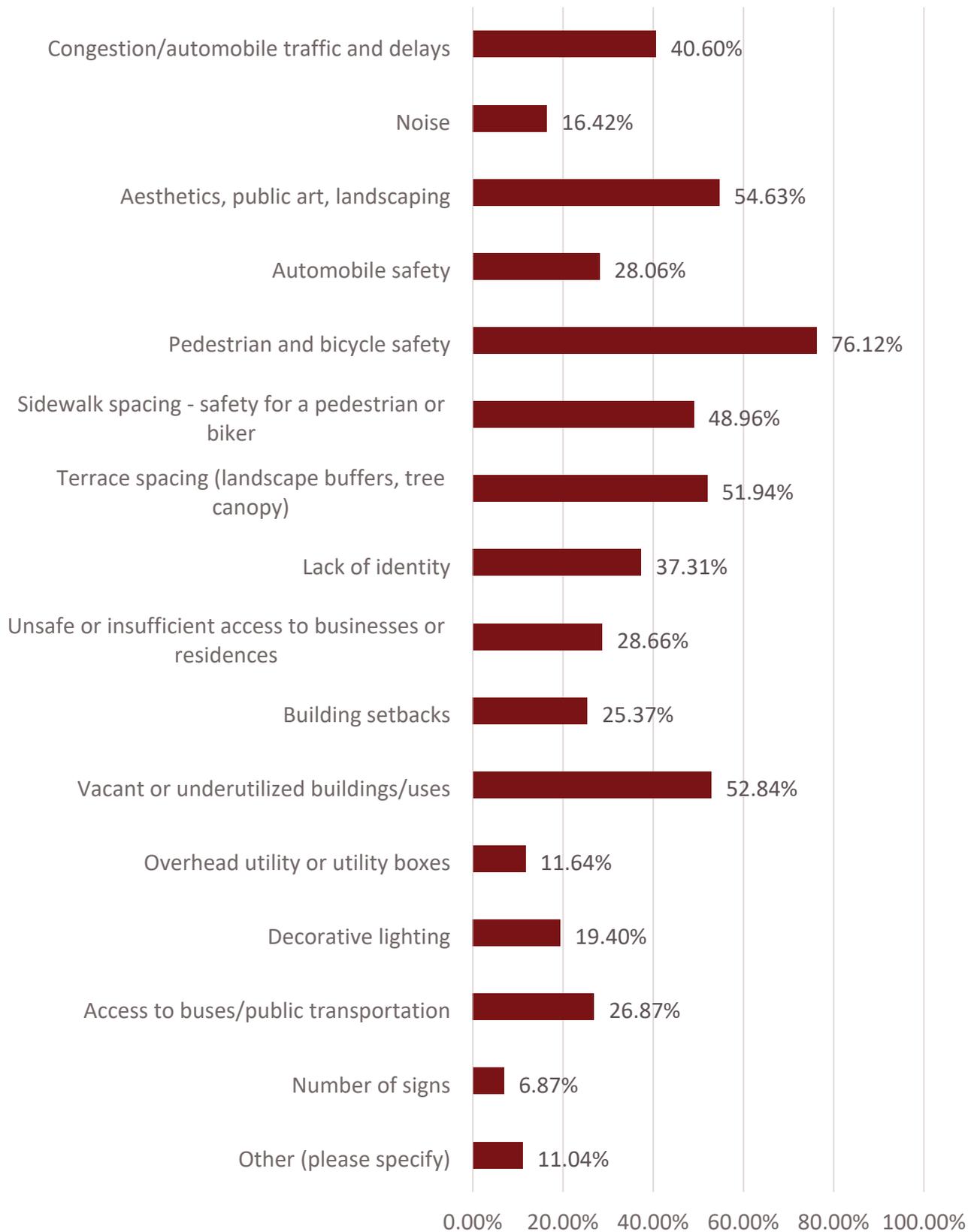
Reasons to avoid University Avenue	# of References
Traffic control concerns	19
Access challenges	10
Character of roadway	8
appearance of corridor	7
No alternate routes available	4
Speeding traffic	3
Limited access to downtown	2
Surface Conditions	1
Intersection Mobility	1

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QUESTION 10 - WHAT ARE THE BIGGEST ISSUES OR CONCERNS, THAT SHOULD BE ADDRESSED WITH THIS PLAN? (SELECT ALL THAT APPLY)

	Total	Percent
Congestion/automobile traffic and delays	136	40.60%
Noise	55	16.42%
Aesthetics, public art, landscaping	183	54.63%
Automobile safety	94	28.06%
Pedestrian and bicycle safety	255	76.12%
Sidewalk spacing - safety for a pedestrian or biker	164	48.96%
Terrace spacing (landscape buffers, tree canopy)	174	51.94%
Lack of identity	125	37.31%
Unsafe or insufficient access to businesses or residences	96	28.66%
Building setbacks	85	25.37%
Vacant or underutilized buildings/uses	177	52.84%
Overhead utility or utility boxes	39	11.64%
Decorative lighting	65	19.40%
Access to buses/public transportation	90	26.87%
Number of signs	23	6.87%
Other (please specify)	37	11.04%
<i>Total Respondents:</i>	335	83.9%

Survey Results



OTHER RESPONSES:

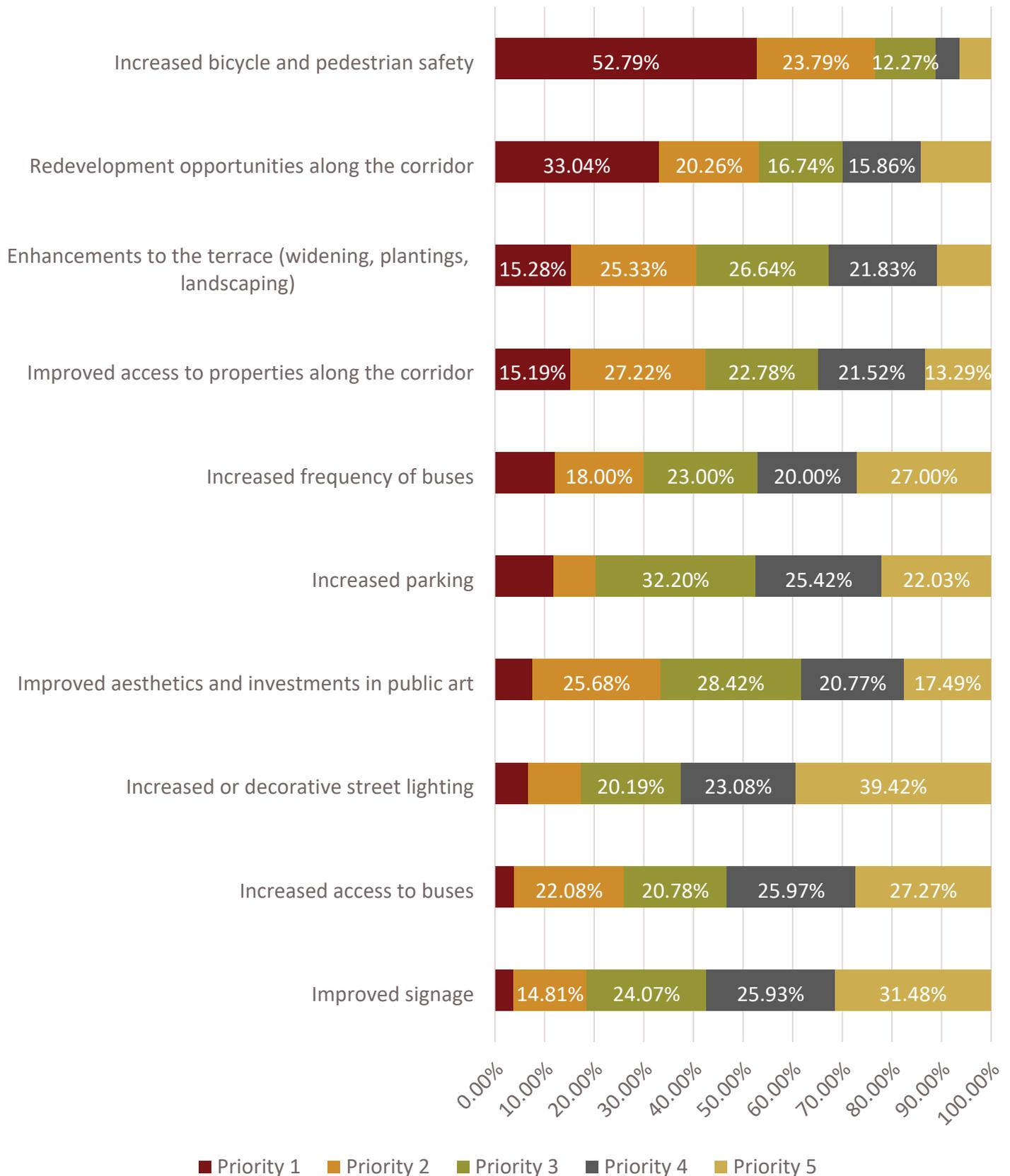
Respondents were asked to provide a response to other concerns or issues they would like addressed on the corridor. A summary of the themes identified in the written responses are identified below. Full responses are provided in **Appendix F**.

Concerns or Issues to be Addressed	# of References
Safety	6
Building appearance	5
Residential development needs	5
Lack of vegetation	3
Building setbacks	3
Less or more parking	3
Lack of corridor identity	3
Mobility	2
Improved wayfinding	2
Sustainable infrastructure and design	1
Infill and redevelopment	1
No concerns	1
Bike/Pedestrian infrastructure (lack of)	1

QUESTION 11 - IDENTIFY YOUR TOP FIVE PRIORITIES FOR IMPROVEMENTS OR CHANGES YOU'D LIKE TO SEE FOR UNIVERSITY AVENUE. (1 IS MOST IMPORTANT)

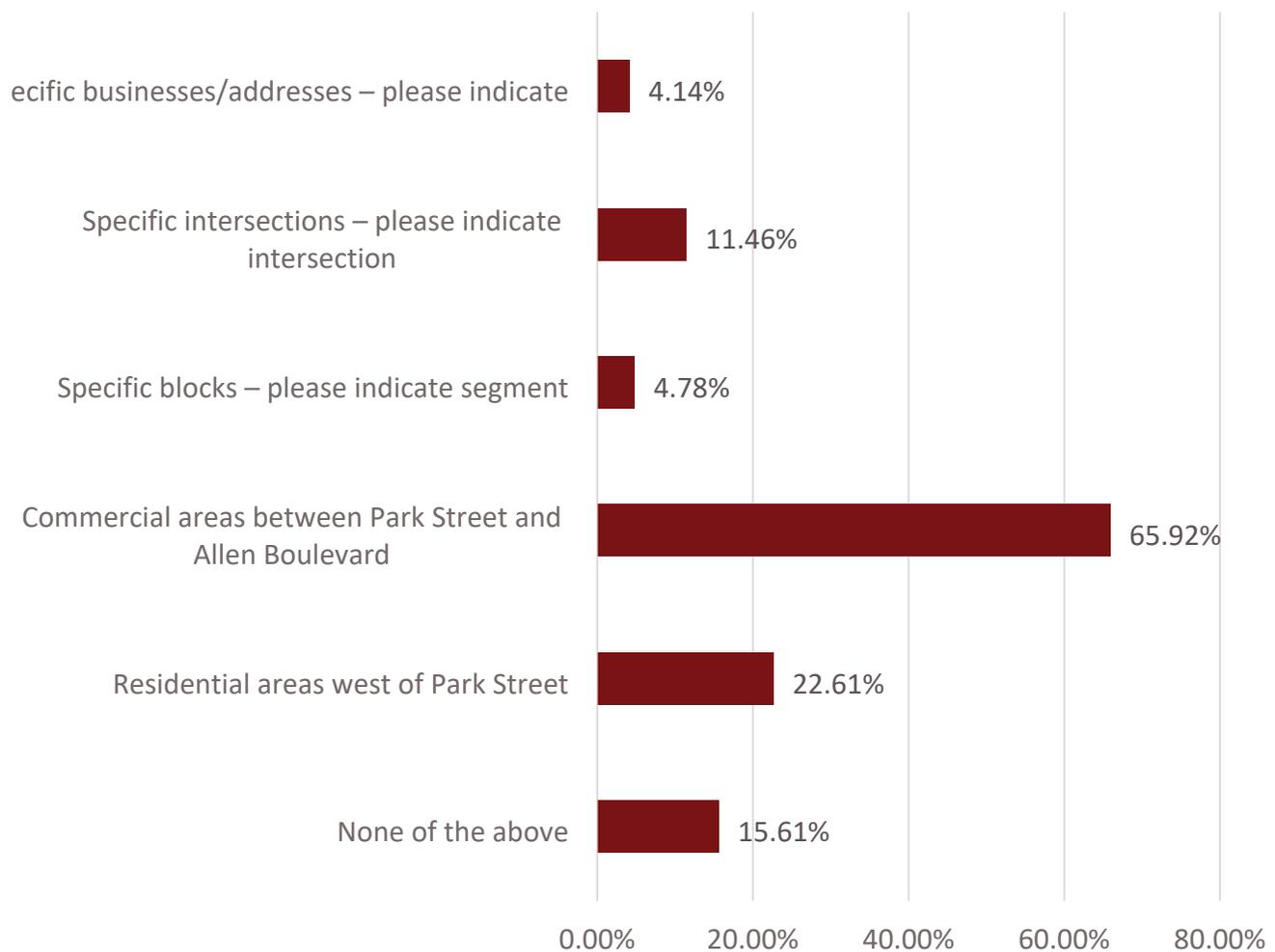
	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5
Improved signage	3.70%	14.81%	24.07%	25.93%	31.48%
Increased access to buses	3.90%	22.08%	20.78%	25.97%	27.27%
Increased or decorative street lighting	6.73%	10.58%	20.19%	23.08%	39.42%
Improved aesthetics and investments in public art	7.65%	25.68%	28.42%	20.77%	17.49%
Increased parking	11.86%	8.47%	32.20%	25.42%	22.03%
Increased frequency of buses	12.00%	18.00%	23.00%	20.00%	27.00%
Improved access to properties along the corridor	15.19%	27.22%	22.78%	21.52%	13.29%
Enhancements to the terrace (widening, plantings, landscaping)	15.28%	25.33%	26.64%	21.83%	10.92%
Redevelopment opportunities along the corridor	33.04%	20.26%	16.74%	15.86%	14.10%
Increased bicycle and pedestrian safety	52.79%	23.79%	12.27%	4.83%	6.32%
<i>Total Responses:</i>	<i>328</i>	<i>82.2%</i>			

Survey Results



QUESTION 12 - ARE THERE ANY AREAS OF THE CORRIDOR THAT ARE MORE IMPORTANT TO FOCUS ON? (SELECT ALL THAT APPLY)

	Total	Percent
None of the above	49	15.61%
Residential areas west of Park Street	71	22.61%
Commercial areas between Park Street and Allen Boulevard	207	65.92%
Specific blocks – please indicate segment	15	4.78%
Specific intersections – please indicate intersection	36	11.46%
Specific businesses/addresses – please indicate	13	4.14%
<i>Total Respondents:</i>	<i>314</i>	<i>78.7%</i>



PROVIDE THE SPECIFIC BLOCK, INTERSECTION, OR BUSINESS/ADDRESSES TO SUPPORT YOUR ANSWER

Respondents were asked to provide a response to focus areas along the corridor. A summary of the themes identified in the written responses are identified below. Full responses are provided in **Appendix G**.

Specific Areas of Focus Themes	# of References
Park Lawn Place, Park Street, or Park*	12
Strip Malls	8
Parmenter Street	7
Residential developments	7
Branch Street	6
Allen Blvd	5
Commercial Areas	5
Bristol Street	4
Maple Avenue	3
Mayflower Drive	3
Park to Mayflower Drive	3
Mendota Avenue	2
Branch Street to Park	2
Park to Allen Blvd	1
Blocks near High School	1
Park to Maple Avenue	1
Mendota to Allen	1

**"Park" was identified by multiple respondents without identification of Park Lawn Place or Park Street. Therefore, all references to Park Lawn Place, Park Street, or Park were counted together.*

QUESTION 13 - IF YOU BELIEVE IMPROVEMENTS ARE NEEDED ALONG THE CORRIDOR, WHAT SPECIFIC IMPROVEMENTS ARE NEEDED IN THE AREAS OR LOCATIONS YOU IDENTIFIED IN THE PREVIOUS QUESTION?

The following table summarizes themes that emerged across all written responses and the number of occurrences in the 222 written responses received. The full responses are include in **Appendix H**.

Needed Improvements	# of References
The need for bike/pedestrian infrastructure for movement through or across the corridor.	54
Redevelopment and infill opportunities for commercial properties along the corridor; filling and investment in vacant properties	46
Improve appearance of the corridor (include buildings, parking lots, and roadway design)	21
Increased vegetation and green space; improved maintenance of existing; increased terrace areas	18
Economic development work around the corridor to spur investment and growth	16
Increased curb appeal for corridor properties	15
Improved mobility of both the intersections and corridor	14
Develop a vision for the corridor	12
Investment in residential; Definition of residential suitable for corridor	11
Traffic calming or speed reduction improvements	10
Providing safe access to properties along the corridor	10
Modifications to roadway design (e.g., width, turn lanes, etc.)	10
Fewer parking lots; improve screening of parking lots	8
Increase parking and improved circulation	7
No improvements needed; Concerns for construction impacts with improvements	7
Managing building setbacks and public spaces	7
Creating a corridor that provides safe and efficient mobility for all	6
Make University Avenue a destination	6
Reduced congestion throughout the corridor	4
Increase safety; increased police presence	4
Improved wayfinding and signage	3
Reduce noise	2

DRAFT

QUESTION 14 - DO YOU HAVE ANY ADDITIONAL COMMENTS OR SUGGESTIONS REGARDING POTENTIAL IMPROVEMENTS ALONG UNIVERSITY AVENUE?

Respondents provided a variety of responses regarding additional comments or suggestions for the future of University Avenue. Comments generally fall into the following categories. Specific responses are organized by theme in the following table. A total of 33 respondents identified that they had no comments.

Theme		# of Responses
Access	Improving access for both side streets and businesses	3
Appearance	Appearance or aesthetics of the corridor	8
Decentralizing Traffic	Decentralizing traffic along the corridor to create a corridor for all	6
Economic Development	Exploring redevelopment and infill opportunities	9
Improvements	Ideas for improvements to the corridor	6
Mobility	Opportunities to improve mobility	4
Multimodal	Considerations for a multimodal corridor (bike, pedestrian, transit)	14
No Improvements	No improvements needed	1
Plan	General feedback about the corridor plan	4
Residential	Feedback regarding residential development in the area	14
Safety	Opportunities to improve corridor safety	12
Sustainability	Focus on sustainable considerations	2
Thanks	General thank you statements for the survey and study	15
Vegetation	Feedback regarding improvements to green space and vegetation	8
Vision	Comments regarding the overall vision for the corridor	16
General	General comments that included multiple consideration or included nonspecific or none project related information	13

Survey Results

Theme	Comment
Access	<ul style="list-style-type: none"> too many street entrances from Branch to Park
Access	<ul style="list-style-type: none"> Bigger turning areas in the middle
Access	<ul style="list-style-type: none"> Easier access to businesses across the street
Appearance	<ul style="list-style-type: none"> Reduce light pollution (downward facing lights, etc).
Appearance	<ul style="list-style-type: none"> You note signs - the Allen to Branch is a an insane signapalooza - especially at night, when the light bounce off if what looks like 100 signs at once. Also, please don't waste city money on "art". Plant some trees. Use grass. Be practical.
Appearance	<ul style="list-style-type: none"> I would love to see more aesthetic improvements since University is probably the most viewed corridor through Middleton.
Appearance	<ul style="list-style-type: none"> Bring back benches for city bus stops
Appearance	<ul style="list-style-type: none"> Keep terraces along the full length. Prevent further strip style development. Prevent development that does not have rain gardens and green space. Do not allow developers to build right up to sidewalks. Require green space with beneficial shrubs and trees between the road and housing development.
Appearance	<ul style="list-style-type: none"> Do not build especially housing right up to the sidewalk or set the sidewalk farther away from the street. Have some frontage especially for housing.
Appearance	<ul style="list-style-type: none"> Currently this area is unattractive and lacks an identity. It needs a cohesive vision to tie it together to attract residents, businesses and customers.
Appearance	<ul style="list-style-type: none"> Less focus on aesthetics and more focus on safety
Decentralize Traffic	<ul style="list-style-type: none"> I am super happy that this is being worked on. I just want to beg you to PLEASE decentralize car traffic-- radically -- regardless of how many people throw temper tantrums about it. Yes you have to provide alternative transportation options since people need to get places. But we simply cannot develop for car-centered culture anymore. It's a grotesque waste of resources to put millions or billions into redevelopment at this point in history if that redevelopment centers on the automobile. Radical change is required due to climate change and due to the rapid population growth in the Madison area -- which is only going to continue as more parts of the country become unlivable due to climate. I'd love to see the entire thing leveled and completely redone if you really want to know. I don't care how long it takes or even how much it costs. This is an opportunity to make historic changes that are desperately needed -- changes that could make immense improvements to the everyday lives of people in the area AND get Madison/Middleton off fossil fuels. Be strong, don't listen to the old-timers throwing fits about parking and how horrible a 4-story apartment building is. You could build a beautiful urban neighborhood there where many people would actually want to live and work, instead of an ugly stretch of abandoned buildings that everyone right now just wants to move past as quickly as possible. Please, please, please do the right thing for future generations.

Survey Results

Theme	Comment
Decentralize Traffic	<ul style="list-style-type: none"> • please prioritize bike and pedestrian safety and increase bus transportation! There needs to be more equity in space given to cars, pedestrians, bikers, etc. instead of prioritizing cars.
Decentralize Traffic	<ul style="list-style-type: none"> • Make this corridor as unfriendly as possible for automobile traffic. Eliminate travel lanes.
Decentralize Traffic	<ul style="list-style-type: none"> • Don't mix pedestrian and bicycle traffic with automobile traffic. Please don't put bike lanes on University Avenue. Rather, widen sidewalks to facilitate bicycle and foot traffic. <p>Bikes and cars don't mix. Let's keep the traffic moving to get commuters to their destination more efficiently.</p>
Decentralize Traffic	<ul style="list-style-type: none"> • Again, stop prioritizing car access to businesses, or parking that's never full. The reason businesses fail isn't because people can't get there by car. Make a plan that prioritizes the residents who bike and walk in the corridor, and businesses will do better than if you make car access easier. Businesses need to be supported by residents - the car commuters who just blow through aren't propping them up and never will. Grow our tax base by making real community investments, not commuter investments.
Decentralize Traffic	<ul style="list-style-type: none"> • The future is less driving and more foot/bike traffic
Economic Development	<ul style="list-style-type: none"> • grant funding for facade improvements, TIF for redevelopment
Economic Development	<ul style="list-style-type: none"> • Please, don't allow massive developments. We're get too congested now with traffic with all these new apartment buildings downtown and along Parmenter.
Economic Development	<ul style="list-style-type: none"> • I would love to see this redevelopment create opportunities for local businesses and not national chains.
Economic Development	<ul style="list-style-type: none"> • Doing something with empty buildings. Hard to get in and out of businesses on University Ave. Larger outlets.
Economic Development	<ul style="list-style-type: none"> • How can we get more thriving restaurants and small businesses on University Ave? Maybe more population density from condos, townhomes, etc.
Economic Development	<ul style="list-style-type: none"> • Improve strip mall by Wolfe Kobly Ace hardware and deal with abandoned businesses.
Economic Development	<ul style="list-style-type: none"> • Business fronts more complimentary and less small shopping areas. There are many shopping centers so condensing them into just a few
Economic Development	<ul style="list-style-type: none"> • Redevelop empty plots along commercial areas instead of other parts of the city that are more rural.
Economic Development	<ul style="list-style-type: none"> • PLEASE stop allowing new construction that doesn't fit in with its surroundings! Middleton continues to do an absolutely terrible job with this; huge new high-density buildings are going up all over the place which are totally out of proportion to their neighborhoods and have no greenspace or adequate ingress/egress.

Survey Results

Theme	Comment
Improvements	<ul style="list-style-type: none"> Speed limit too low for major commuting artery
Improvements	<ul style="list-style-type: none"> I do NOT think we need more stop lights :)
Improvements	<ul style="list-style-type: none"> Prepare the whole street to be more of a city street than a high speed highway like road. It's a straight shot to the major job centers in Middleton and Madison and so should house many more people. The residential lots will benefit from a slowing of traffic as the eastern commercial half of the corridor densifies along with downtown Middleton.
Improvements	<ul style="list-style-type: none"> It is a hard question. Based on the ways into Madison there is no alternative for most people commuting through. I would love to see more lights on Park to discourage people thinking they are taking a shortcut rather than the beltline but I have no alternative suggestion for University. There is no other way into town.
Improvements	<ul style="list-style-type: none"> Pedestrian overpass, more green space, solar lighting
Improvements	<ul style="list-style-type: none"> Make it a two lane to enhance the residential and business experience on University Ave.
Mobility	<ul style="list-style-type: none"> Assume big population growth, focus on it becoming even more of an artery. Think bigger and plan more rather than less.
Mobility	<ul style="list-style-type: none"> University seems like it will always be a necessary commuter corridor - it would be nice to see it maintain that but easily feed into pockets of mixed residential and businesses that is easily commutable by bikes or public transportation to reduce the need for parking between the pockets of businesses. For instance, I'd live by parmenter, but would love to be able to have a nice walk or bike ride down to businesses on allen (and have those businesses be geared towards foot traffic instead of parking) or take a quick bus (or something like the trolley) that runs there to avoid parking.
Mobility	<ul style="list-style-type: none"> Please balance traffic flow with traffic calming and bike/ped safety improvements. Bikes could be move off U Ave if alternative parallel route was created.
Mobility	<ul style="list-style-type: none"> Better turn lanes. Easier access too and from side streets
Multimodal	<ul style="list-style-type: none"> I feel like I downplayed the busses and I don't want them to be overlooked. I just don't use them, but I know many people rely on them. <p>I'm really interested in safety for pedestrians and bicyclists. My son crosses University to get lunch at Jimmy John's during his school day at MHS. My daughters cross University to get to confirmation class at St Luke's (next to the library) after school. The kids' safety is priority #1.</p> <p>Thanks for this opportunity!</p>
Multimodal	<ul style="list-style-type: none"> It's a nice street. I would be very leary of riding a bicycle on it.

Survey Results

Theme	Comment
Multimodal	<ul style="list-style-type: none"> An improved Middleton-specific public transportation option to connect a new university avenue corridor to downtown Middleton and the Frank Lloyd wright area to promote pedestrian and public use
Multimodal	<ul style="list-style-type: none"> I feel that having a bike lane is just the most dangerous thing you could do on University Ave. People travel at an average and excess of 45 mph.
Multimodal	<ul style="list-style-type: none"> Bus pick up spots that don't interfere with traffic and allow safe and easy pick up/drop off
Multimodal	<ul style="list-style-type: none"> An elevated pedestrian/biker walkway might enhance the appeal of the neighborhood and community, relieve extra congestion caused by pedestrian and biker traffic on university and allow safer pedestrian access to business and schools
Multimodal	<ul style="list-style-type: none"> Build up not out. Make sure there is plenty of public transportation and bike/pedestrian access.
Multimodal	<ul style="list-style-type: none"> Pedestrian, transit, and bike improvements on University should be pilots for Middleton's other big car sewer, Century, and ultimately for all of its streets.
Multimodal	<ul style="list-style-type: none"> Better bus routes in Middleton is SO important! Frequency and more routes. More housing and business in some of the one story strip malls is really needed.
Multimodal	<ul style="list-style-type: none"> Make modern digitized and more frequent bus shelters.
Multimodal	<ul style="list-style-type: none"> I want to be able to bike with my family (including kids) along University Avenue to get to downtown Middleton and possibly bike to downtown Madison where the bike path connects at Allen Blvd.
Multimodal	<ul style="list-style-type: none"> bike lane!!!
Multimodal	<ul style="list-style-type: none"> Bus rapid transit. Bike lanes
Multimodal	<ul style="list-style-type: none"> Make it a better place to walk
No Improvements	<ul style="list-style-type: none"> Leave it alone.
Plan	<ul style="list-style-type: none"> This is a worthwhile effort.
Plan	<ul style="list-style-type: none"> Open to ideas
Plan	<ul style="list-style-type: none"> Blow it up and start over
Plan	<ul style="list-style-type: none"> Keep scope practical, Dane co surveys tend to lean too idealistic
Residential	<ul style="list-style-type: none"> We need more affordable housing and access to public transportation
Residential	<ul style="list-style-type: none"> How come the new apartment building across from Willy Street was allowed to build so close to the street. It is large, unattractive and it dominates the street scape. If this is allowed for other new buildings University Avenue will feel like a tunnel.
Residential	<ul style="list-style-type: none"> Affordable housing for people w/disabilities.

Survey Results

Theme	Comment
Residential	<ul style="list-style-type: none"> Market forces will drive redevelopment of real estate so I don't see a problem. The traffic issue is a regional problem and Middleton is a "cut-through" community. How will work from home and buy on line, and COVID, impact our decisions? Go slowly.
Residential	<ul style="list-style-type: none"> Don't build any more ugly apartment buildings like the Kestral. It's too close to the street, has ugly colors and not enough parking. These apartments aren't affordable either!
Residential	<ul style="list-style-type: none"> More retail/ business development combined with some residential.... Not only apartments
Residential	<ul style="list-style-type: none"> Please, please, please do not allow any more apartment buildings with retail shops on the first floor to take over. They need to be set back, and part of larger city planning. The downtown Middleton area is now quite unpleasant since all of the tall, large buildings went up. The taller, wall-to-wall buildings make the area dark, it feels crowded, and it is a less pleasant space. A more thoughtful approach to future upgrades that includes green spaces and setbacks with an eye toward both redevelopment and livability would be much appreciated. I try to avoid downtown Middleton now, and I would be very disappointed to see the rest of town completely filled in on every block with 3-4 story apartment buildings with retail on the first floor. We can do better to help Middleton redevelop and create space for people. People first -- or we will simply become a bedroom community of apartments. We need green spaces on our urban thoroughfares! We need to encourage pedestrians and cyclists. The face of downtown now is the opposite of that: new buildings with none of the Middleton character, limited green space, closed-in construction. It's very discouraging. I fear that the University Ave. corridor is headed in that direction, and I would consider it a travesty -- and not a place that would attract families and businesses to the area. If I want the feel of a big city downtown, I can go to Chicago. We can do better in Middleton.
Residential	<ul style="list-style-type: none"> Less condos, more commercial for local businesses and restaurants.
Residential	<ul style="list-style-type: none"> More apartments like those across from willy st coop, perhaps even more stories. Middleton needs more housing
Residential	<ul style="list-style-type: none"> Do not add any more 3 or higher apartment buildings in the area!
Residential	<ul style="list-style-type: none"> Stop building apartments.
Residential	<ul style="list-style-type: none"> Please, no more apartments unless they are affordable housing - very affordable.
Residential	<ul style="list-style-type: none"> Please have regard for the residents along the western section of University. The homes were here long before the increase in local businesses and other developments. They are a historical part of Middleton. The city already took more of our terraces with the last street project without informing us of that little piece. Thank you.
Residential	<ul style="list-style-type: none"> Would be nice to see mid-size owner-occupied development come back to City, not just heavily subsidized yet still expensive rental apartments of poor quality like T Wall builds

Survey Results

Theme	Comment
Safety	<ul style="list-style-type: none"> a cop should always be clocking speeders on university by the high school.
Safety	<ul style="list-style-type: none"> I would cut the speed limit by 5 miles per hour between Branch and Parmenter. There are 4 schools within about a half mile of University Ave in that area.
Safety	<ul style="list-style-type: none"> I cross University Avenue on foot every day to go to work at the high school. There are many students who are also crossing at Bristol and University. The high speeds of vehicles make the situation unsafe.
Safety	<ul style="list-style-type: none"> Consistent speed limits
Safety	<ul style="list-style-type: none"> The neighbourhoods should be independently considered in relation to their amenities and development and pedestrian under or overpasses for University Ave implemented to provide safe access to the community as a whole
Safety	<ul style="list-style-type: none"> Don't mess with the traffic by adding bike lanes. They are dangerous in areas where cars are turning often, as is the case with its corridor.
Safety	<ul style="list-style-type: none"> Ability to see oncoming traffic at Park Lawn and University.
Safety	<ul style="list-style-type: none"> Get rid of street racers
Safety	<ul style="list-style-type: none"> My fear is that redevelopment will be used as an excuse to make bike lanes by narrowing drive lanes. There are plenty of alternative routes that bikers can use. Over 99% of University Ave users are drivers.
Safety	<ul style="list-style-type: none"> Major traffic calming efforts need to be implemented. This is a high-traffic pedestrian/cyclist area. Keep in mind high school students alone are a major group regularly crossing University
Safety	<ul style="list-style-type: none"> Traffic calming of some sort - commuters tend to race through.
Safety	<ul style="list-style-type: none"> Dead end Middleton st instead of having it flow into University. Very dangerous trying to cross University at this intersection and therefore should be removed as an intersection.
Sustainability	<ul style="list-style-type: none"> Sustainability isn't just for one committee or department. We ALL need to view every project—especially one as large as the University Corridor one—as an opportunity to reduce our climate impact while improving services and quality of life for our residents, visitors, and businesses.
Sustainability	<ul style="list-style-type: none"> Our no. 1 concern for all Middleton planning should be sustainability. This city is not adequately considering effects of development on our local or global environmental sustainability. Also, development should PAY FOR ITSELF! If developers need handouts to make a project viable (for THEM), the project should not be approved.
Thanks	<ul style="list-style-type: none"> Thank you.
Thanks	<ul style="list-style-type: none"> Thank you to Daphne for asking the residents for our ideas.
Thanks	<p>Middleton could explore a public-private partnership with the UW small business department. This would make a great graduate school project.</p>

Survey Results

Theme	Comment
Thanks	<ul style="list-style-type: none"> Glad you are doing it!
Thanks	<ul style="list-style-type: none"> No. Thank you for taking residential input into consideration.
Thanks	<ul style="list-style-type: none"> This was a great survey, thank you
Thanks	<ul style="list-style-type: none"> I'm glad you're doing this--it is an important part of Middleton to beautify and make more functional.
Thanks	<ul style="list-style-type: none"> this is an excellent idea
Thanks	<ul style="list-style-type: none"> No thanks
Thanks	<ul style="list-style-type: none"> The Middleton Planning Department is the best!
Thanks	<ul style="list-style-type: none"> Good luck effecting adequate changes with so many competing concerns and interests.
Thanks	<ul style="list-style-type: none"> thanks for doing this!
Thanks	<ul style="list-style-type: none"> This area could be so beautiful and such a lovely destination if we plan it well. I love that we're thinking about this!
Thanks	<ul style="list-style-type: none"> Thanks for your work!
Thanks	<ul style="list-style-type: none"> good project...can there be federal funding provided?
Thanks	<ul style="list-style-type: none"> Glad this area's being addressed. It's not the most welcoming "front door" to our city.
Vegetation	<ul style="list-style-type: none"> more green space, trees and plantings
Vegetation	<ul style="list-style-type: none"> Green it up considerably.
Vegetation	<ul style="list-style-type: none"> Foliage divider between the street and the sidewalk to reduce noise.
Vegetation	<ul style="list-style-type: none"> Trees and landscaping increased.
Vegetation	<ul style="list-style-type: none"> Flowers and make corridor look nicer. Thanks for making improvements!
Vegetation	<ul style="list-style-type: none"> Tree canopy should be a priority, especially along businesses between Park and Allen
Vegetation	<ul style="list-style-type: none"> Green space boulevards might be worth exploring
Vegetation	<ul style="list-style-type: none"> More trees and green spaces
Vision	<ul style="list-style-type: none"> Make it look like the future and not so past looking...
Vision	<ul style="list-style-type: none"> Make it vibrant, beautiful, inviting, fewer cars. destination businesses, place where folks want to come to.
Vision	<ul style="list-style-type: none"> This is an opportunity to develop an area to attract and show what Middleton can offer to the greater madison area
Vision	<ul style="list-style-type: none"> Make University feel less like a highway and more like a downtown street.
Vision	<ul style="list-style-type: none"> I'm glad this is being considered. I live right behind the Ace Hardware, and it's been a bummer seeing so many businesses between Park and Allen leave.

Survey Results

Theme	Comment
Vision	<ul style="list-style-type: none"> I'm thrilled that this area of Middleton will be getting some improvements. It's such an important avenue connecting downtown Middleton to the University. It should be charming and safe.
Vision	<ul style="list-style-type: none"> I don't know what the market would support, nor what neighbors would support
Vision	<ul style="list-style-type: none"> Minimize the cost of improvements to tax payers. Keep the residential nature and respect the residents between Park and Parmenter. Be good neighbors to those neighbors.
Vision	<ul style="list-style-type: none"> University cuts our town in half, making it difficult to crest cohesive vision between the downtown and the schools on the other side. Along with safety, this is a major aesthetic and "feel" issue. Lining the street with large apartment buildings that come nearly to the sidewalk will only serve to cut the city in two.
Vision	<ul style="list-style-type: none"> Something like stone horse green with community events
Vision	<ul style="list-style-type: none"> Let's make University Ave a super cool, safe entrance from Madison into Middleton. P
Vision	<ul style="list-style-type: none"> Take action, don't plan and debate this for 20-30 years.
Vision	<ul style="list-style-type: none"> I envision a wide, spacious, green, well-lit, car/pedestrian/bus/bike-friendly thoroughfare with thriving business and art (murals/sculptures). Noise reduction would be so helpful in making it more pedestrian friendly.
Vision	<ul style="list-style-type: none"> I think Middleton has had enough of ugly apartment buildings that practically sit on the sidewalk. I like to think of Middleton as a small-ish town with small town character. That does not include ugly strip malls and one apartment building after another.
Vision	<ul style="list-style-type: none"> Lots of opportunity, would be a shame if to continues to be populated with businesses that it looks like no one goes to. Obviously people go to them or they would close. Some areas: Chocolatarian and that whole strip mall. Abandoned Jiffy Lube Abandoned Poppa Johns Weird always looks vacant strip mall by the hardware store All the concrete, everywhere.
Vision	<ul style="list-style-type: none"> Work with Madison for bus transportation, increase density.
General	<ul style="list-style-type: none"> ADD MORE BIKE LANES, BIKE PATHS, FEWER CARS, BIKE/PEDESTRIAN BRIDGES, CLEAN DEBRIS IN THE ROAD/BIKE LANES MORE OFTEN, TRIM BUSHES, TREES, PLANTS, GRASS, CLEAN DEBRIS AND MOWED GRASS OFF OF SIDEWALKS, KEEP SIDEWALKS CLEAR AND SAFE IN THE WINTER.

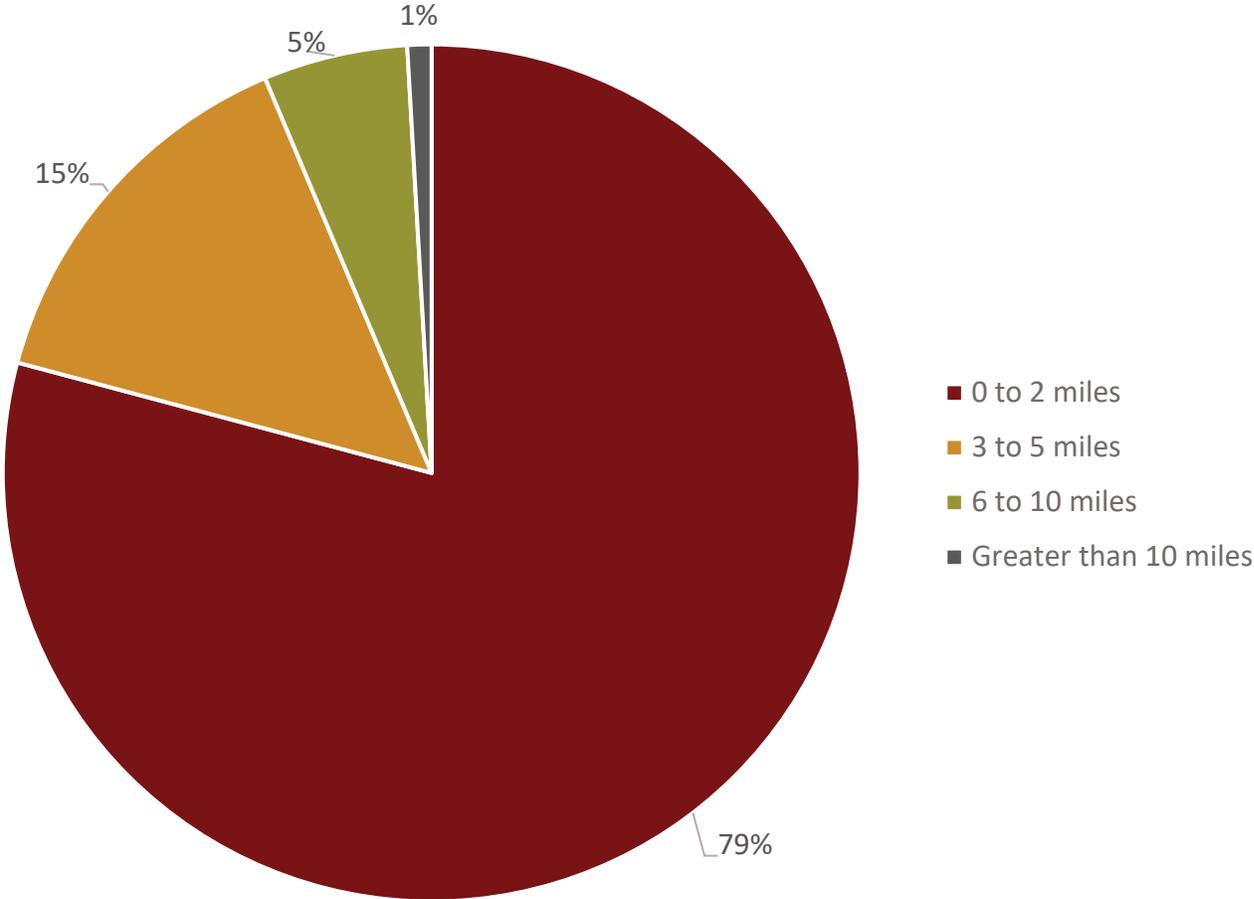
Survey Results

Theme	Comment
General	<ul style="list-style-type: none"> It seems we don't follow through appropriately. I think the green space with tables in downtown Middleton is a terrific idea. But gee whiz! It looks like the execution is so ramshackle. If you're improving University Avenue, please plan it so it looks pulled together in the end.
General	<ul style="list-style-type: none"> maybe should have done the plan before the road improvements
General	<ul style="list-style-type: none"> It would be great if we didn't have to wait 10 more years to see Middleton updated!
General	<ul style="list-style-type: none"> Make it sooner
General	<ul style="list-style-type: none"> Nothing above and beyond what I've mentioned.
General	<ul style="list-style-type: none"> Integrate residential and commercial. Use a variety of techniques to slow down traffic(fewer lanes, add terraces, and green islands), which provides safer and better access to businesses. Also makes it safer for all users. Thank you
General	<ul style="list-style-type: none"> improve branding of the city, clean up the corridor, but keep access, keep Univ working. Maybe allow parking for the high school students on the streets north of Univ instead of making them cross Univ Ave.
General	<ul style="list-style-type: none"> I have lived in Middleton for 18 years and very infrequently access the commercial properties along University between Park & Allen (except Walgreens/ Willy Co-Op). The buildings vary in aesthetic and the land seems to be underutilized based on the placement of the buildings compared to University Avenue. It's difficult for drivers to find which business they might be looking for, and the multiple ins/outs into the small parking lots causes more congestion for drivers. It also causes safety issues for pedestrian and bicyclists whom often don't use University, and instead use parallel residential roads. Middleton is growing and the re-development in the West Hubbard / Parmenter area is beautiful. It would be great to get the same "feel" and identity along the University corridor into the heart of our city.
General	<ul style="list-style-type: none"> Can you also look at the Allen / Century intersection?
General	<ul style="list-style-type: none"> Although my overall tone has been fairly negative, I do feel that the recent work to down town Middleton has been a success. I feel that having a walkway or corridor between University and downtown could really help a lot of businesses and help people get around a lot easier. With the community campus this is a great opportunity to plan this and make this a reality. Middleton really has some beautiful streets like elm and huburd which could be used as a corridor to willie street area and the businesses there. New signage new planting, encouraging people to walk and stop and different art pieces. Perhaps you could ask people to host an art piece in there garden so people would walk along this way?
General	<ul style="list-style-type: none"> I don't have a solution, but left turns between Park and Parmenter are somewhat disruptive to traffic flow and increase driver agitation. <p>Also, driver respect of the crosswalks, especially near the Co-op and NAPA could be addressed. Maybe signal lights could be added?</p>

Theme	Comment
General	<ul style="list-style-type: none">Utilization of concrete instead of asphalt.

DRAFT

QUESTION 15 - HOW FAR DO YOU LIVE FROM THE UNIVERSITY AVENUE CORRIDOR?



QUESTION 16 - WHICH CATEGORY CONTAINS YOUR AGE?

