

### 3 GOALS AND RECOMMENDATIONS

#### Introduction

The following chapter outlines the goals and recommendations for the Spring Harbor neighborhood. The chapter is broken down into the same ten (10) sections that are found in the existing conditions report. Each chapter has a corresponding chart that outlines both the goals and the recommendations related to each goal. There are lead implementation organizations attached to each of the recommendations. These organizations were selected to be the responsible implementation party because of the jurisdiction they have related to the recommendations. A full description of those organizations can be found in Appendix A. As needed, there is a map that geographically presents the recommendations. These maps follow the charts in each chapter.

There are four specific areas, referred to in this plan as Spring Harbor Sites (SH Site), within the neighborhood that continually arise within the goals and recommendations. Rather than repeat the boundaries of those areas each time they are mentioned in this chapter, Map 3.1 geographically

outlines those areas. A description of each area is found below.

#### **SH SITE 1:**

Known as University Place Associates. Boundaries are University Avenue (on the north), One lot deep along Whitney Way (on the west), and Southern Wisconsin Railroad-Old Middleton Road (on the east & south).

#### **SH SITE 2:**

University Avenue (on the north), Perkins and the Erdman Holdings Campus (on the west), Southern Wisconsin Railroad (on the south), and one lot west of Whitney Way (on the east).

#### **SH SITE 3:**

Middle of the neighborhood adjacent to Spring Harbor School (aka Country Hearth Bread Store, Gene's Salon, Barbie's Cookies building, Pancake House, Valvoline, Spring Harbor Auto Clinic, Badger Car Wash, Flowerama, Brennans, Dale Heights Church, Playful Kids Learning Center, Stop and Go, Klinke Cleaners, Blue Mountain Coffee).

#### **SH SITE 4:**

West end neighborhood (aka Cress Funeral Service, Asbury Church, Imperial Gardens, Life Insurance building).

Boundaries are one lot deep along University Avenue from Allen Boulevard to Hickory Hollow condominiums on the south and Camelot Drive homes on the east.

# Spring Harbor Neighborhood Sites

Figure 3.1  
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## Legend

 **SH Site 1**

University Avenue (on the north),  
One lot deep along Whitney Way  
(on the west),  
Southern Wisconsin Railroad-  
Old Middleton Road (on the east & south).

 **SH Site 2**

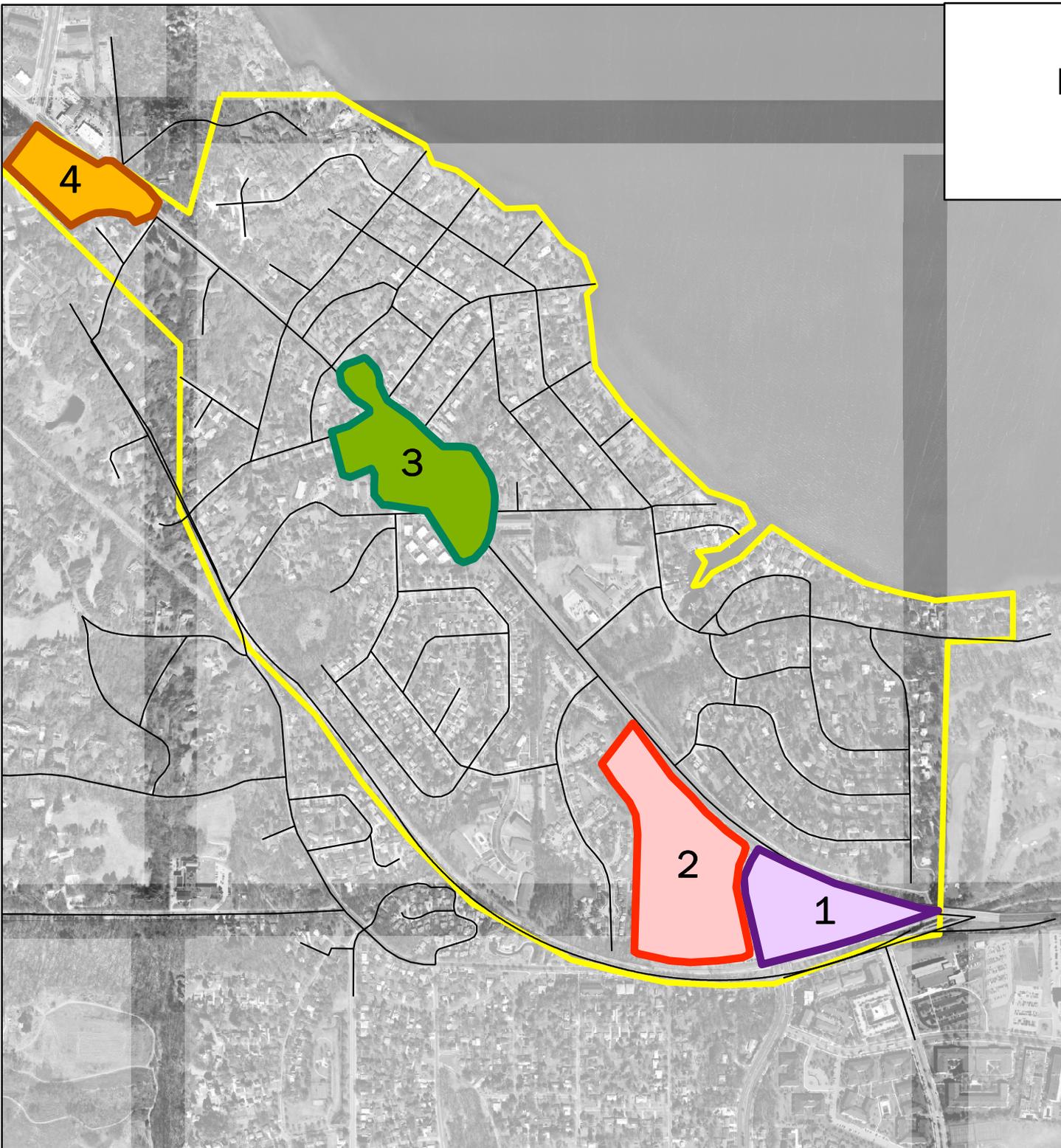
University Avenue (on the north),  
Perkins and Erdman warehouses  
(on the west),  
Southern Wisconsin Railroad (on the south),  
and one lot west of  
Whitney Way (on the east).

 **SH Site 3**

Boundaries are businesses  
and municipal services along  
University Avenue between  
Norman Way and Capital Avenue

 **SH Site 4**

Boundaries are one lot deep  
along University Avenue from  
Allen Boulevard to Hickory Hollow  
condominiums on the south and  
Camelot Drive homes on the east.



## Land Use

GOAL	RECOMMENDATION	LEAD IMPLEMENTATION
1. The residential character of the neighborhood should be enhanced and preserved	1. Any future residential redevelopment must be at a height and scale that is compatible with and is sensitive to the built character of the neighborhood.	City
	2. Continue to provide information, and where appropriate expertise on existing codes for residential development zoning changes or variances. At a minimum, encourage the alder person to provide development (e.g. variance requests, redevelopment requests, demolition permits, etc.) notices to the designated neighborhood representative.	City/ Neighborhood
2. Enhance University Avenue as a vibrant mixed-use corridor for the neighborhood and surrounding communities, that includes retail, civic, office, cultural, residential, institutional, and recreational uses.	3. As redevelopment opportunities become available, commercial uses for SH Site 3 should be consistent with the following Neighborhood Mixed Use District Guidelines as outlined in the City’s Comprehensive Plan. (See Figure 3.3) The comprehensive redevelopment plan prepared prior to any redevelopment of Site 3 should include detailed recommendations regarding the arrangement of individual land uses; building locations; site access, circulation and parking; and design standards addressing building scale and height, site amenities, and such other factors as may be determined during the planning process.	City

	<p>4. Request the Plan Commission and Common Council to amend the City’s Comprehensive Plan to change the portion of Site 1 and 2 designated NMU (Neighborhood Mixed-Use) to CMU (Community Mixed-Use); with the remainder of Site 2 to retain the Employment land use classification (See City Comprehensive Plan Map 2.2h in Appendix D). The CMU designation is recommended to encourage future redevelopment on both sides of Whitney Way as a relatively high density Transit Oriented Development employment district that may include limited retail and residential uses to support the primary recommended employment use. The comprehensive redevelopment plan prepared prior to any redevelopment of Site 1 and 2 should include detailed recommendations regarding the arrangement of individual land uses; building locations; site access, circulation and parking; and design standards addressing building scale and height, site amenities, and such other factors as may be determined during the planning process.</p> <p>A sample of neighborhood sentiment for what would be appropriate is:</p> <ul style="list-style-type: none"> <li>✓ An Erdman type campus with green space</li> <li>✓ A collection of art/gallery/music stores, or specialty stores that would create a destination type place.</li> <li>✓ A Kennedy Type place building</li> <li>✓ Collection of “locally owned” stores rather than “chain” stores</li> <li>✓ Foot traffic stores</li> <li>✓ Complement to educational facilities: (noted that Wingra School is locating just a block or two to the south), the Spring Harbor elementary school, and possibly other employment schools or training facilities.</li> </ul> <p>Buildings examples the Neighborhood feels would be inappropriate for the site:</p> <ul style="list-style-type: none"> <li>✓ A Weston Place Condominium building</li> <li>✓ The Twin Towers (Johnson Bank and TDS) located at the intersection of Old Sauk and Junction Roads)</li> <li>✓ Any BIG BOX solo national entrepreneurships</li> <li>✓ Skyscrapers</li> </ul>	
	<p>5. Maintain existing zoning and land use for residential uses on University Avenue in order to prohibit commercial uses from encroaching on residential uses of the neighborhood.</p>	<p>City</p>