

The YRP Committee's mission was to study not only ways to improve the Yahara River Parkway itself, but also ways to increase open space in a park-deficient area and enhance the Parkway's visual and social integration with the surrounding neighborhoods. The predominant land uses are manufacturing and commercial sites with large and barren parking lots facing the Parkway. To encourage a more socially and aesthetically inviting development pattern along the Parkway, the YRP Committee recommends that the City of Madison encourage residential, mixed commercial/residential, and open space redevelopment.

**Private Development Guidelines.** The Yahara River is a treasure for eastside neighborhoods, yet many properties adjacent to the river are under-utilized, including many warehouse-type structures. Many parkway-adjacent sites hold great potential for redevelopment into housing, mixed residential/commercial, and/or additional City park land. The Isthmus 2020 planning effort has also looked at this area to help provide for projected growth in the upcoming years. In redeveloping key sites adjacent to the Yahara River Parkway, it will be important to build on the existing strengths of the neighborhoods surrounding these sites. Common existing elements that are significant to enhance include a strong pedestrian emphasis, a mixture of uses and housing types, and a sense of community with places to live, work, and enjoy leisure and cultural activities. A pedestrian friendly design and amenities are necessary to help reduce the dependence on the automobile. Utilizing these common elements, the overriding goal is to integrate these key sites into the surrounding neighborhoods.

With sensitive and proper redevelopment, the land adjacent to the Yahara River Parkway could become a much stronger asset for the surrounding neighborhoods and the City of Madison as a whole. Key redevelopment sites for the three parkway-adjacent neighborhoods include the following:

*Marquette-Schenk-Atwood.* A primary part of the Marquette-Schenk-Atwood neighborhood's charm is the Williamson Street business district, in particular the 1100, 1200, and 1300 blocks. These blocks provide a strong commercial anchor for the

neighborhood. Located close to this commercial core are the DOA/TCI and Lindsey Paint/Army Reserve sites (refer to map on page 65), which could be redeveloped, as opportunities arise, into new mixed use and housing sites that are more harmonious with existing Williamson Street uses.

*Tenney-Lapham/Old Market Place.* A major focal point for Tenney-Lapham/Old Market Place residents is Tenney Park and adjacent lands. Near Tenney park along the Yahara River, there are two large sites with high potential for housing development: the WPS site and the Trachte site (refer to map).

*Emerson East-Eken Park.* Fiore Shopping Center, which formerly had a drug store and grocery store as major tenants, served as an important resource for Emerson East-Eken Park neighborhood residents. As redevelopment opportunities arise, neighborhood residents would like to see neighborhood-commercial development of this site. This site offers the potential, as future opportunities arise, to create a mixed commercial and residential development that retains the site's role as a shopping center but also takes advantage of its key residential location near Burr Jones Field, the Yahara River Parkway, and primary Madison Metro bus routes.

*Site Redevelopment Recommendation Criteria.* Key focus questions for appropriate redevelopment goals include the following. How, where, and what type of development should occur along the Yahara River corridor as future opportunities arise? What should be the character and quality of development as it relates to the

existing land uses in this part of the Isthmus? Recommendations for each site should give attention to each of the three following criteria:

1. **Appearance Standards.** New construction should reflect the overall character, scale, and aesthetic attributes of the surrounding neighborhoods and the Yahara River Parkway. Appearance standards like appropriate scale, facade material, and roof shapes are vital factors in creating seamless redevelopment that fits into existing neighborhoods.

2. **Type and Location of Commercial and Mixed Use Redevelopment.**



Where commercial and/or mixed-use development is recommended, it is necessary to clarify the type of commercial development and the physical relationship between residential and commercial uses (i.e. “neighborhood commercial on first floor with x density residential on second floor” or “residential on east side and commercial on west side of parcel”).

3. **Housing Types and Densities.** New residential construction should create housing types and densities that are consistent with the existing housing adjacent to each redevelopment site. Each new housing development should have an affordable housing component. To identify feasible redevelopment scenarios, an estimate of the density potential for each site is necessary. The higher the land cost, the more critical it is to calculate per-unit costs based on conceptual site design. Relatively high land costs near the Yahara River Parkway require careful attention to recommended densities in order to identify recommendations that are reasonable to implement.

Listed below are the basic density choices for building housing units. Combinations of these density choices may be possible at any given site and may be optimal at some sites in order to meet the key goals of diversity in housing types and redevelopment that is consistent with the existing aesthetic character of the surrounding neighborhoods.

*Single-Family Detached Houses: 5-10 units/acre.* In order to achieve similar densities to surrounding area, single-family detached homes adjacent to the Yahara River Parkway would need to be lot sizes of 5,000 sq. ft. and under. 5000 sq. ft. lot sizes translate into approximately 5-7 units/acre. 3000-4000 sq. ft. lot sizes translate into approximately 8-10 units/acre. Lot sizes would be in the range of: 50’x100’; 44’x100’; 40’x100’; or 44’x80’.

*Two-Three Flats: 8-15 units/acre.* Two or three-flats reflect the existing style of development in Yahara area neighborhoods and the most ideal units for many sites in this area. The difficulty is the cost of land compared to the density-related economic feasibility, making it hard to use this style of housing.

*Attached Townhouses/Rowhouses: 16-25 units/acre.* Attached townhouses or rowhouses (side-by-side attached) are usually two to three stories high. They offer more privacy than apartments at lower prices than single-family houses. This balance between



privacy and affordability makes this housing style desirable for the Yahara area. If the design incorporates features like front porches facing sidewalks, gabled bay windows, gabled roof lines, alleys for direct-access garages, and other characteristics of the existing neighborhood, this housing style could be ideal for many Yahara area sites.

*Multifamily Structures: 26-40 units/acre.* Stacking units vertically is the most efficient way to create more units on a given amount of land. Depending on site characteristics, potentially appropriate multi-family housing structures in the Yahara area include four to eight-unit structures and higher-density apartment buildings. Building design – including matching roof styles, window openings, entrances, and building materials – is important to create a style that relates to the existing neighborhoods. Amenities could include parking garages, courtyards, and balconies/porches.



*Mid-Rise to High-Rise Structures: 41+ units/acre.* These are buildings over three stories in height. Taller buildings can help create a sense of place if located at appropriate sites. A taller building creates amenities such as views of the Yahara River, Burr Jones Field, and the State Capitol. These amenities, along with density-related financial feasibility, outweigh the ground-level benefits associated with townhouse-style development. Therefore, a townhouse or lower-height apartment building is not as attractive in certain locations. Underground parking is preferable with higher density developments to help reduce the impact of vehicle parking consuming land.



### Housing Density Benchmarks

<u>Housing Density</u>	<u>Units/acre</u>	<u>Description</u>
Very High	61+	high-rise building
High	41-60	mid-rise building
Med-High	26-40	6-8 unit building
Medium	16-25	Infill row house, 2 1/2-3 stories
Low-Medium	8-15	4-unit duplex/2-unit flat
Low	4-7	Single-family homes

### Recommendations by Site



**WPS (Site 1 on map):** This site is appropriate for a more dense townhouse/apartment or condominium development toward the (east/west) end of the site and a transition into a smaller-scale



housing building facing the Yahara River. If converting existing office building to medium-high density housing is not possible, then razing the building will create more options. Increase the buffer between development and the Parkway along with having the City Parks Division improve the function and appearance of the boat parking area.

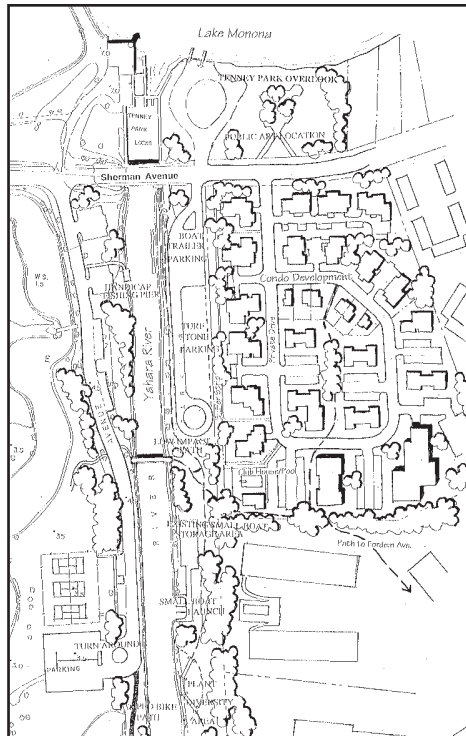
*Current Use:* office building on an 8.5 acre site (C2)

*Potential Future Use:* medium-high density housing (R6)

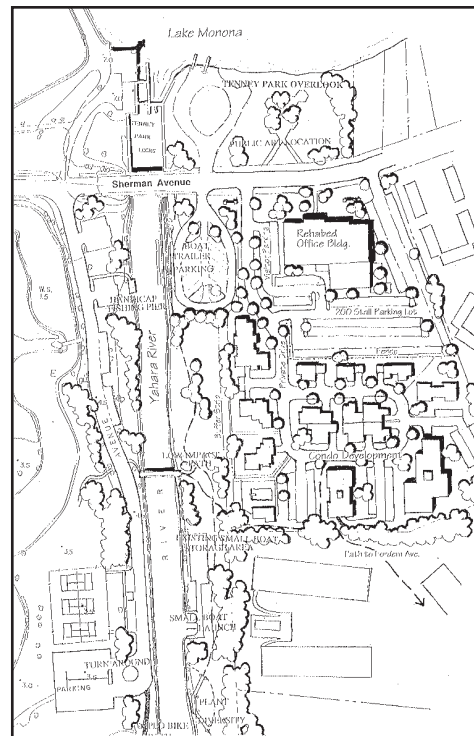
*Recommended Future Housing Density:* 16-25 dwelling units per acre (du/acre) for most of site, with selected areas higher at 26-40 du/acre.

*Specific Recommendations:*

- Explore using the existing WPS parking lot for weekend boat trailers and vehicle parking by establishing a temporary gate until property is redeveloped.
- Have City Parks Division explore reducing the hard surface boat parking lot to 10-15 stalls and use a turf stone to create a overflow lot for weekends.
- Rezone from C2 to R6.
- Foot trail/foot bridge over the Yahara River.

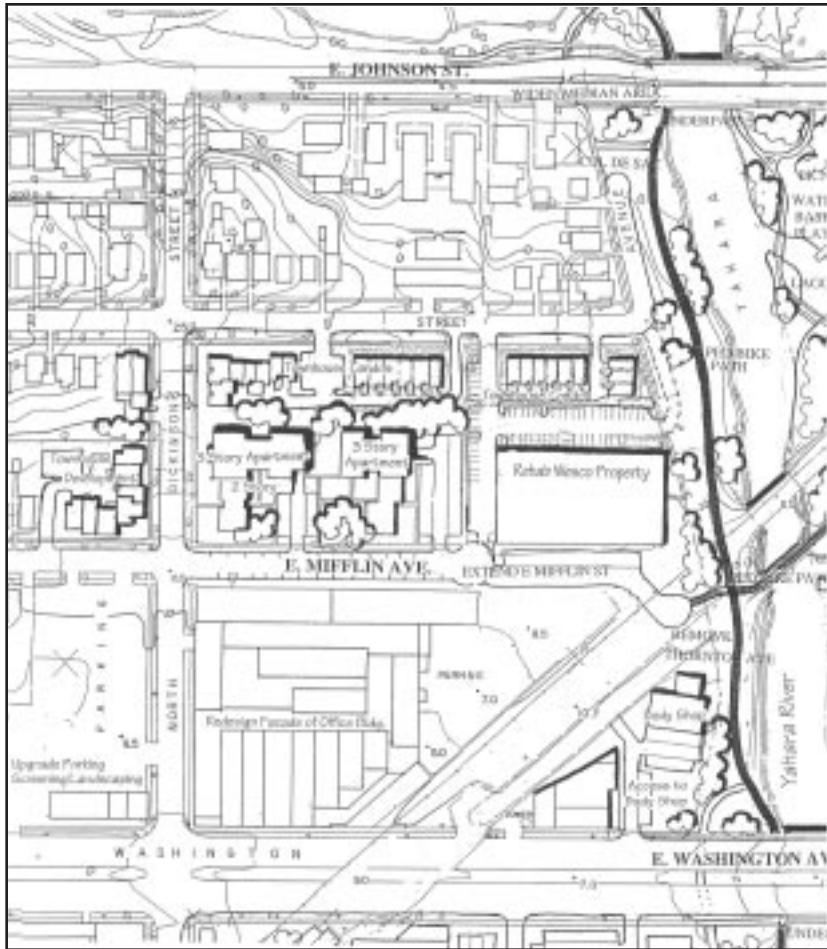


WPS Site - Option A



WPS Site - Option B

**Trachte/WESCO (Site 2 on map):** The Trachte parcel is suited for medium-low density housing with low-density facing East Dayton Street (to relate to existing neighborhood) and medium density facing East Washington Avenue (to relate to Washington structures). Recommend improving parking lot screening and possibly painting the Trachte buildings. The WESCO site has a long range goal for housing but the WESCO Building could be rehabilitated and the area along Dayton Street converted into housing to integrate the parcel into the neighborhood.



*Current Use:* WESCO office use (1.8 acre site) and Trachte warehouse (2.5 acre site).

*Potential Future Use:* Housing

*Desired Housing Density:* 16-25 du/acre maximum on East Dayton Street side; 26-40 du/acre on Washington Square side

*Specific Recommendations:*

- Improve parking lot screening.

- Possibly paint Trachte buildings.
- Easement for bike path on southeast property line
- Explore reopening East Mifflin Street to create a buffer between uses and easier access to the new bike path bridge over river.

**Washington Square (Site 3 on map):** The long term recommendation is for more intense office development by creating a 5-6 story building possibly with underground parking and to integrate the triangle parcel into an effective redesign of East Washington Avenue bridge.

*Current Use:* Commercial/Retail on a 3.5 acre site

*Potential Future Use:* Retail/Office

*Recommended Future Housing Density:* not applicable

*Specific Recommendations:*

- Improve the building facade with attractive architectural treatment.
- Improve the parking area with landscaping and screening including the site across Dickinson Street in the 1300 block of East Washington Avenue.
- Easement for bike path on northeast property line
- Triangle area (0.8 acre site): The recommendation of the Committee is to remove Thornton Avenue. With the preliminary results of the bridge study, this site becomes difficult to use. The recommendation is to use the front to provide access to the Auto Body Shop located on the back half of the lot.

**Lindsey Paint/Army Reserve (Site 4 on map):** Because this site faces East Washington Avenue, a more intense development and structure would be



appropriate (to complement buildings facing East Washington Avenue). The long-term goal for this site is a 5-6 story structure on the Washington corner stepping down to a 2-3 story structure facing the southeast corner (to complement character of neighborhood). Retail-office on the first floor; residential on upper floors. Underground parking recommended.

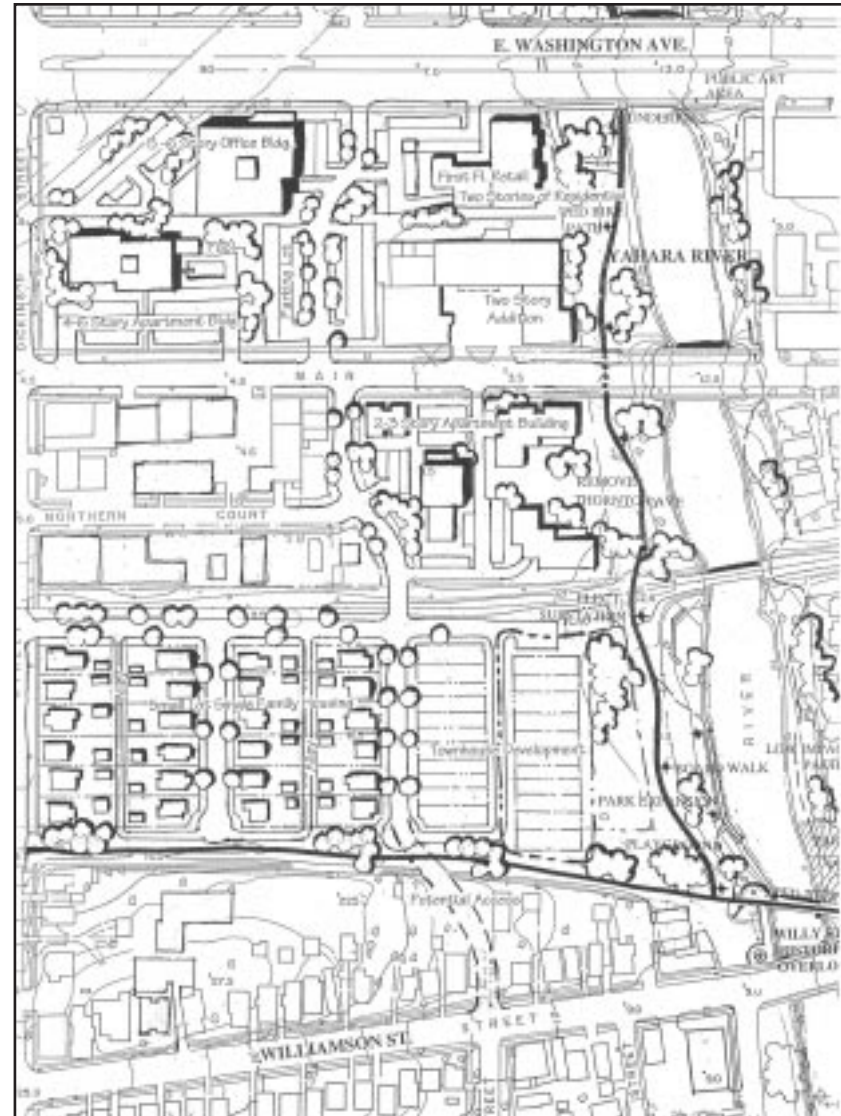
*Current Use:* Paint wholesale and manufacture and Army Reserve Offices (site is approximately 5.3 acres).

*Potential Future Use:* C-3, mixed residential/retail

*Recommended Future Housing Density:*

- East Washington Avenue can handle larger scale buildings
- If housing is on site, the view to the river and toward Williamson Street would be more suitable to housing than the Avenue.
- Densities up to R5 are suggested with three story heights near the river and toward Williamson Street, and possibly five to six story heights on East Washington Avenue.

**TCI/DOA (Site 5 on map):** These two sites are considered together because only in combining them would the proposed



*TCI/DOA, Lindsey Paint/Army Reserve*

housing redevelopment be more likely. Create housing with higher density on the TCI site and an integrated density reflecting the existing character of the neighborhood on the DOA site. By using

small-scale units, like row houses and three-flats, a financially feasible density can be achieved while complementing the existing character of the neighborhood. The City and State should continue a dialogue on the DOA site and work towards moving the various activities to a new location. Explore the possibility of removing half of the building facing the river and phase in a housing project.

*Current Use:* Fleet storage for State DOA and TCI; State DOA bulk mailing and printing services (DOA site is 5.0 acres, TCI site is 2.0 acres).

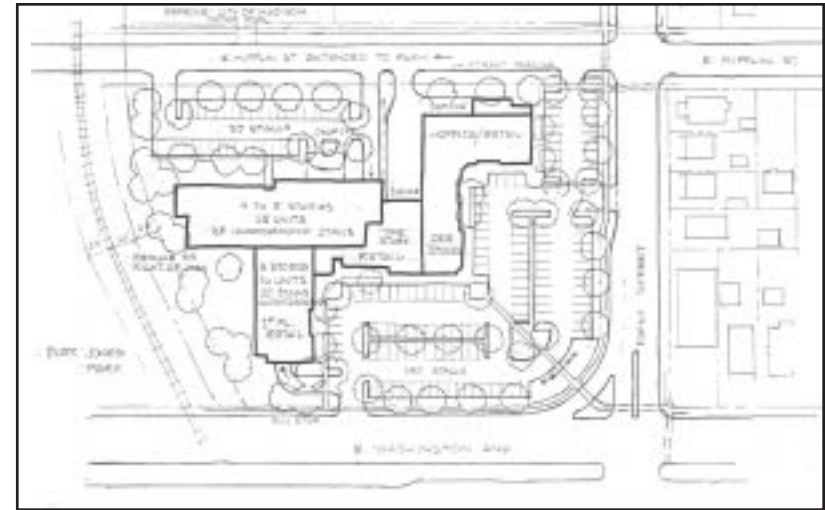
*Potential Future Use:* R5 or (PUD)Housing, mixture of housing types

*Recommended Housing Density:* Average 16-25 du/acre

*Specific Recommendations:*

- Improve screening of parking areas.
- Provide landscaping to parking areas.
- Explore moving MG&E electrical substation to new location or screen appropriately for residential development.
- Explore dividing DOA site into two halves as a means to phase housing development, with the riverside site to be first.
- Request the State and City to work together to create relocation options for the uses in the DOA building.

**Fiore** (Site 6 on map): Fiore site attributes include excellent access, high visibility, adjacent to improved Burr Jones Area and Yahara River Parkway, and close to Madison Metro stops. With the recommended improvements to the Parkway and the Burr Jones area, this site could be an excellent opportunity for mixed-use development, possibly a four to five story structure with office/retail on the first floor and residential on upper floors. This offers many amenities such as open space, shopping, and pedestrian/bicycle/bus/vehicle access.



*Current Use:* Fiore Shopping Center (7.7 acre site)

*Potential Future Use:* Mixed residential/retail

*Recommended Housing Density:* 25-41 du/acre

*Specific Recommendations:*

- Use building in a way that will allow future site development
- Look at rezoning the site from C2 to C3 to allow for more retail options
- Fiore access to the Parkway – easement at the rear of site. This would be the main entrance to Burr Jones Park with an extension of East Mifflin Street.

**Note on Marling Lumber** (Site 7 on map): YRP Committee members, neighborhood residents, and charette participants have identified Marling Lumber as a valuable asset to the community. The YRP Committee recommends helping Marling Lumber stay at its current site.

*Short-term:* Increase screening of parking areas and provide landscaping to parking areas.

*Long-term:* If in the future the Marling Lumber occupancy of this site ends, the recommendation is for housing at this site to strengthen the remaining housing in the area.

**Rezoning recommendation for parcels adjacent to river:** The Committee is recommending the Plan Commission rezone parcels to assist in the goal of providing housing and mixed use for the neighborhood along the river corridor. Presently the East Washington Avenue corridor and First Street corridor between East Washington Avenue and Johnson Street is a part of Urban Design District 4. The designation of this district occurred because of its importance as a gateway to downtown.

1. For reasons similar to those for designating the Urban Design District, the Committee is recommending the M-1 zoning be changed to C2 along the 1400 block of East Washington Avenue. This will encourage an appropriate type of development along this significant gateway corridor.
2. Change the zoning on the TCI/DOA site to a residential zoning of R5. Rezone the Trachte site from M-1 to R5, along with rezoning the parcel across the street with the Trachte building on it from M1 to R4.

These issues need to be addressed to assure the infill project fits in well with existing neighborhoods in the area. Zoning changes would need to include relaxation of standards and regulations concerning parking requirements for office/retail. Building setbacks and side yard requirements will be critical to maintain the urban fabric of the area.