

Falconer (1001 - 1007 Williamson Street) Redevelopment

Created by Evelyn Betts & Summer Mitchell



Common Wealth Development

Who We Are:

A grassroots nonprofit formed in 1979 in response to violence, plight, and disinvestment in Madison's Marquette neighborhood.

What We Do:

Economic Development
Workforce Development
Housing Provision and Development
- owner-operated model

Mission:

Creating a foundation for healthy community and economic development by improving housing and business climates through a people-first approach centered on racial equity and community health.



Common Wealth Development

"A Seed called Community"

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Executive Summary

Development Team:

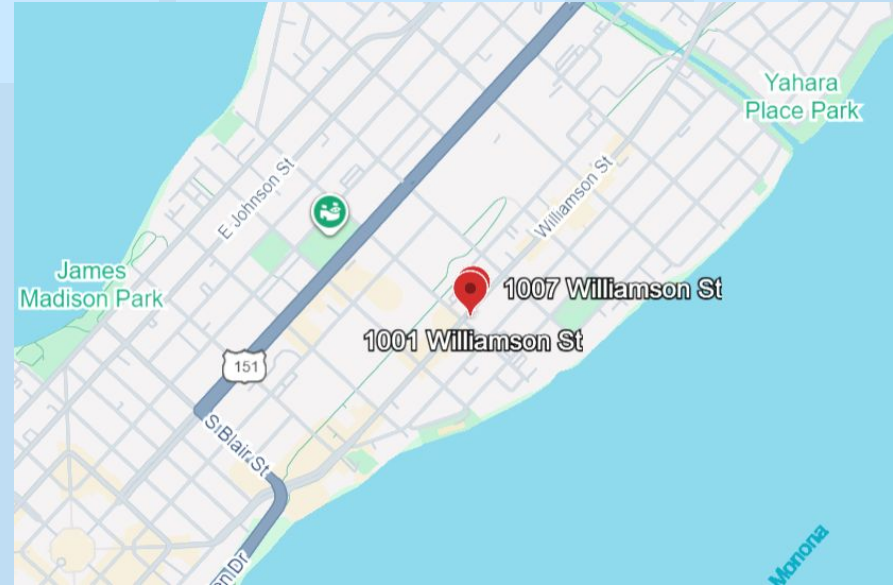
Project Lead: Justice Castañeda, Executive Director

Finance Lead: Stefan Davidson, Finance Director

Personnel & Administrative Support: Ashley Hoeft,
Director of Economic Development

Project Coordinator/Day-to-Day Oversight: Evelyn
Betts, Real Estate Development Coordinator

Administrative Support: Summer Mitchell,
Community Development Specialist



Executive Summary

Proposed Location

Falconer

- 1001 & 1007 Williamson St

Project Overview

Redevelop to produce 44 residential units

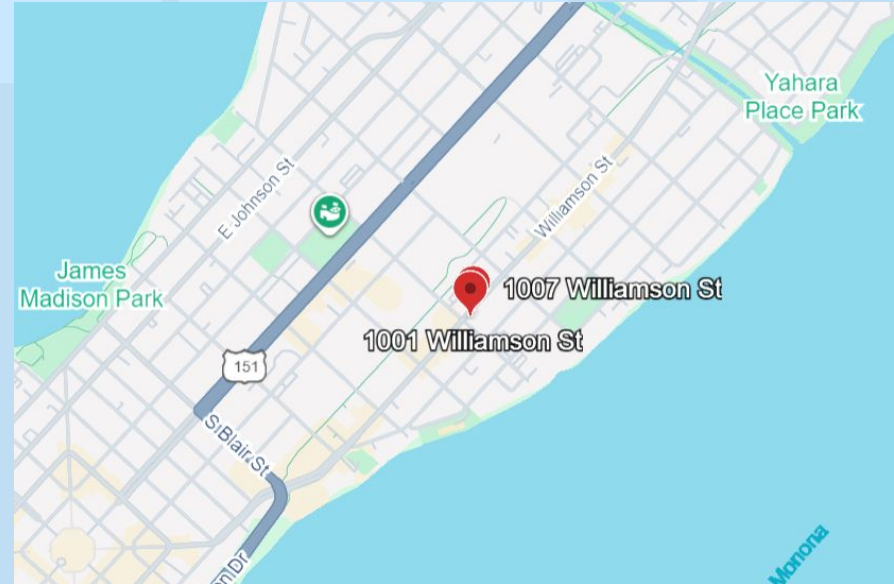
- designed to accommodate individuals as well as families

Integrate CWD office space

- To act as a leasing office and to provide support services onsite.

Focus on affordable housing in high-opportunity, complete neighborhoods

- promotes economic mobility and community connectivity.





02

Neighborhood Snapshot

Marquette Neighborhood History

1850s: Development began

Mixed income housing: Victorian, Queen Anne homes, and workers' cottages

1950s-60s: Industrial heavy; decline following factory closures

1968: Formation of *Marquette Neighborhood Association (MNA)* in response to urban decline

1979: Common Wealth Development founded.

1970s-2000s: Community-driven revitalization

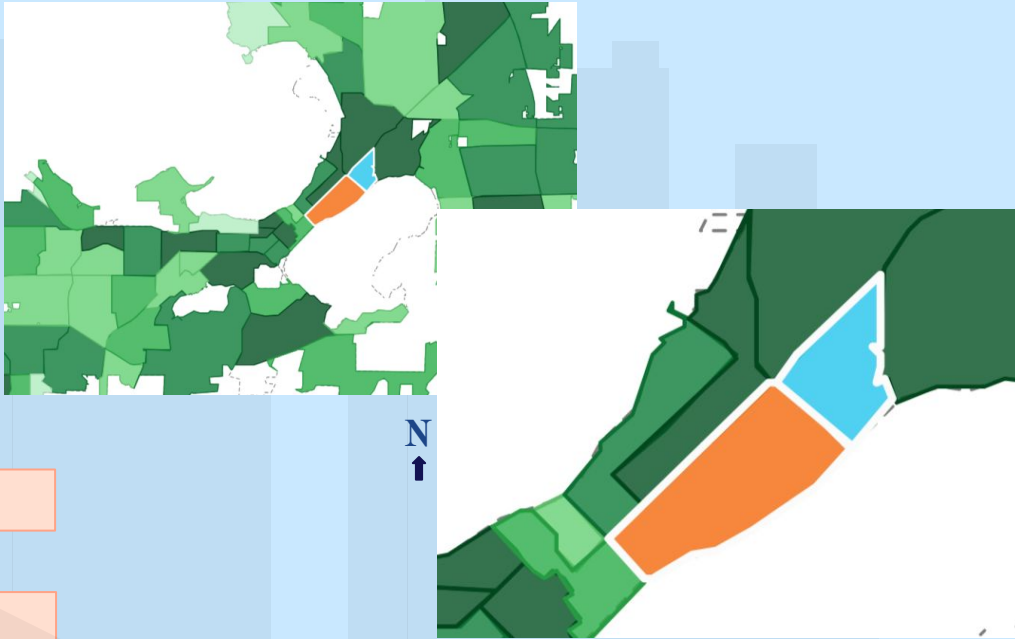
Today: Focus on walkability, festivals, and local business

Moving Forward: Focus on inclusivity and vibrancy.



Images circa 1918, Wisconsin Historical Society.

Marquette Neighborhood Census Tracts



Tract 19.01 (Orange)

Boundaries:

- **North:** Southeast side of East Washington Avenue
- **South:** Lake Monona
- **East:** Yahara River
- **West:** St Blair Street

Tract 19.02 (Blue)

Boundaries:

- **North:** Southeast side of East Washington Avenue
- **South:** Lake Monona
- **East:** First Street, Division Street, Dunning Street
- **West:** Yahara River

Demographics

Madison

- 👤 Pop: 274,730
- 👦 Age 0 to 17: 16.4%
- 👪 Families with children: 19%
- 💰 Median Income: \$76,983
- 🏠 Home value(avg): \$451,395
- 📈 Median rent: \$1,364
- 🚌 Low Transit Access: 27.4%*
- 🚲 Alt Transportation: 29.6%**

Census Tract 19.01

- 👤 Pop: 4,229
- 👦 Age 0 to 17: 9.2%
- 👪 Families with children: 9.9%
- 💰 Median Income: \$77,363
- 🏠 Home value(avg): \$620,478
- 📈 Median rent: \$1,506
- 🚌 Low Transit Access: 8.5%*
- 🚲 Alt Transportation: 48.9%**

Census Tract 19.02

- 👤 Pop: 2,805
- 👦 Age 0 to 17: 10.3%
- 👪 Families with children: 11.8%
- 💰 Median Income: \$96,343
- 🏠 Home value(avg): \$515,127
- 📈 Median rent: \$1,585
- 🚌 Low Transit Access: 10.4%*
- 🚲 Alt Transportation: 39.3%**

* the % of pop. who have poor access to public transit.

** the % of pop using non-car modes to commute – bike, walk, transit.

Key takeaway: With superior transit access and alternative transportation, the Marquette neighborhood offers residents improved connectivity to local amenities and services, making it a community where daily needs are more easily met than in most Madison neighborhoods.

Marquette: A Great Place To Live

High Opportunity:

An area with conditions that promote **access to economic and social success.**

Focus: Long-term outcomes, potential, and upward mobility

Complete Neighborhood:

Offers **convenient access to daily needs and services** within close proximity –

Focus: Physical infrastructure and local accessibility




Key Takeaway: The Marquette neighborhood offers both the short-term benefits of daily conveniences and the long-term advantages of ongoing opportunity, services, and support for lasting success. This powerful combination makes it an exceptional place to live.


Navigating Your Complete Neighborhood

Basic Needs & Social Services

United Way of Dane County 

St. Elizabeth Ann Seton Program 

St. Vincent de Paul 

The Salvation Army of Dane County 

Affordable Food & Health Access

Willy Street Co-op 

Jennifer Street Market 

Festival Foods 

Farmer's market 

Bethel Food Pantry 

Community Hubs

Common Wealth Development 

Wil-Mar Neighborhood Center 

Social Justice Center 


MSCR Programming 

Goodman Community Center 

Madison Public Library 

Health Services

UW Health Union Corners 

SSM Health St. Mary's 

UW Health University Hospital 


Financial Services

Madison Credit Union 

Heartland Credit Union 

Lakeridge Bank 

Summit Credit Union 

Chase Bank 

UW Credit Union 

Cultural & Community Events


Willy Street Fair 

Marquette Waterfront Festival 


La Fete de Marquette 

Orton Park Festival 

Key:

 Less than 15 min

 Less than 20 min

 20-35 min

*starting location at 1001 Williamson street. ETA calculated at noon.

Schools

Marquette Elementary School 

Georgia O'Keeffe Middle School 

East Madison High School 

Property Values

Case Studies

A 2022 UC Irvine study found new low-income housing in Orange County raised property values and reduced crime.

A 2022 Journal of Housing Economics study found LIHTC housing in Illinois raises nearby property values in both low- and high-income areas.

Average Property Values (2024)

Madison: \$451,395

Marquette (19.01): \$620,478

Marquette(19.02): \$515,127

03

Needs Assessment



Overview

Key Findings

- Strong demand for income-restricted housing.
- Existing affordable housing concentrated on city periphery, away from complete neighborhoods.
- Need for multi-bedroom options.

Project Mission

(Present Action)

Create income-restricted housing in high-opportunity, complete communities, creating stable, connecting environments where families can thrive and access pathways to economic mobility.

Project Vision

(Future Aspiration)

A more inclusive Marquette neighborhood, where families of all income levels have access to well-resourced, connected communities that support upward mobility, long-term stability, and a high quality of life.

Goals and Objectives

Common Wealth Development Mission

Support vibrant neighborhoods through a people-first, racially equitable approach

City of Madison Comprehensive Plan

Strategy 3: Increase housing supply

Strategy 4: Integrate affordable homes into complete neighborhoods

Madison Community Priorities

15,000+ residents via Imagine Madison 2025 survey prioritize:

- Increased affordable housing nears jobs, schools, transit & amenities
- Mixed-income, connected communities that reflect Madison's diversity

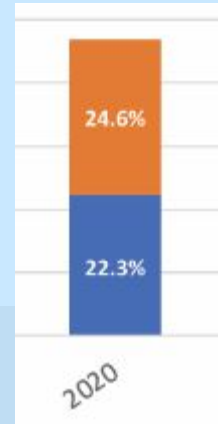
Rent in the Marquette Neighborhood

Livingston Place, Irwin, and Williamson Place

Studio average: \$1,375
1 bedroom average: \$1,580
2 bedroom average: \$2,490

Maximum HOME Rent Limits

Studio: \$1,080
1 bedroom: \$1,282
2 bedrooms: \$1,472
3 bedrooms: \$1,935



■ Renter Households: Burdened (30-50%)
■ Renter Households; Severely Burdened (50%+)

An illustration of a building facade. On the left is a large, light orange rectangular sign with a thin dark blue border. The sign contains the number '03' in large blue font, the word 'FALCONER' in bold dark blue font, and the address '1001 & 1007 Williamson Street' in a smaller dark blue font. To the right of the sign is a stylized building with a light blue facade and dark blue rectangular windows. A purple crane with a horizontal arm and a pulley system is positioned in front of the building. In the background, there is a purple ship on the water and a light blue sky with a few yellow clouds. An orange hand is visible at the bottom left, pointing towards the sign.

03

FALCONER

1001 & 1007 Williamson Street

Site Overview

Location & Zoning:

- 1001-1007 Williamson St
- HIS-TL (Historic Third Lake District), PD (Planned Development)

Existing Use:

- Multi-family residential with 8 units across 2 buildings
- (2) 1-bedroom, (4) 2-bedroom, and (2) 3-bedroom units

Occupancy:

- 7 occupied units, 1 vacant unit in need of repairs

Condition:

- Buildings require extensive repairs

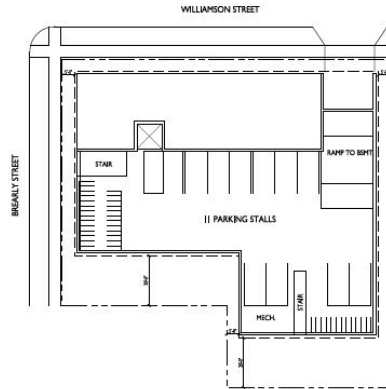




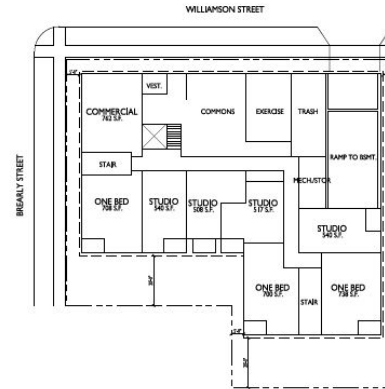
Proposal

- **Location:** 1001 & 1007 Williamson Street, Marquette Neighborhood
- **Project Scope:** Redevelop new four-story multifamily complex
- **Unit Count:** 44 units
- **First Floor Features:** Resident parking, admin office, community room
- **Zoning:** Historic Third Lake District, Planned Development – max building height of 4 stories
- **Design Potential:** Footprint allows for high density while maintaining comfortable living spaces

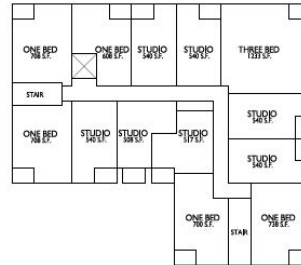
Preliminary Floor Plans



BASEMENT PLAN



FIRST FLOOR PLAN



SECOND - FOURTH FLOOR PLAN

UNIT MIX:

STUDIO	25
ONE BED	18
THREE BED	3
	46



Conceptual Floor Plans

Common Wealth Development

1001-1007 Williamson St, Madison WI

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Immediate Next Steps

1. **Apply:** 2025 Affordable Rental Housing Development: Tax Credit RFP, LIHTC, grants, etc.
2. **Engage:** Hold meetings and focus groups with elected officials, stakeholders and the Marquette neighborhood

Why this course of action?

- Current building requires extensive renovation for continued housing use
- Redevelopment will increase available housing units



Conclusion

Marquette Neighborhood is a great place for all people to live and thrive.

Marquette's walkable streets, local businesses, and strong community make it one of the city's best places to live—but rising costs are pushing it out of reach for many. Redeveloping the Falconer site can open the door for more people, especially those from underserved communities, to share in Marquette's quality of life. Common Wealth Development is committed to leading this redevelopment and continuing to support the future residents of the neighborhood.

Sources

- [City of Madison Code of Ordinances](#)
- [Analysis of Impediments to Fair Housing Choice 2025](#)
- [City of Madison Comprehensive Plan](#)
- [Housing Snapshot Report 2022](#)
- [Wisconsin Historical Society Archive](#)
- [HOME Rent Limits](#)
- [2025 Affordable Rental Housing Development: Tax Credit RFP](#)
- [Madison Neighborhood Indicators Project](#)
- [Livable Cities Lab Study \(2022\)](#)
- [Effects of Concentrated LIHTC Developments](#)
- [Census Geocoder](#)
- [Land Records Search](#)
- [Access Dane](#)
- [Neighborhood crime and access to health-enabling resources in Chicago - ScienceDirect](#)
- [\(Milwaukee\)City-wide Attendance, Dropout Prevention and Recovery Plan](#)



Questions?