

# MARQUETTE NEIGHBORHOOD CENTER MASTER PLAN

Williamson Street



Better Urban Infill Development Program  
Dane County, Wisconsin

January 2000

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Williamson Street BUILD Project was funded by the Dane County Better Urban Infill Development (BUILD) Program. BUILD provides planning assistance to Dane County communities and the City of Madison for redevelopment and infill development planning projects. BUILD is a component of the Dane County Executive Kathleen Falk's *Design Dane!:* *Creating a Diverse Environment through Sensible, Intelligent Growth Now.*

*prepared by*  
BIKO ASSOCIATES, INC./TOWN PLANNING COLLABORATIVE  
*joint venture*

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## EXECUTIVE SUMMARY

The *Marquette Neighborhood Center Master Plan*, soon to be introduced to the City Council for adoption, makes proposals to strengthen Williamson Street as a neighborhood business district. Its strategy is to focus on redevelopment of the Williamson/Baldwin Street intersection and the three-block radius around this "neighborhood center."

The plan promotes the evolution and development of the area while protecting traditional pedestrian-oriented urban patterns, established architectural character, and existing businesses and institutions.

Its primary recommendations include:

1. Amend the Third Lake Ridge Historic District Ordinance to strengthen guidelines for rehabilitation and new construction within the commercial district.
2. Take advantage of future redevelopment opportunities within the target area to increase density and consolidate land uses. In some cases, buildings that have out-lived their structural usefulness should be demolished so that newly constructed projects can contribute to a denser urban design. Some of these opportunities will occur along Williamson, while others, especially upon the arrival of rail transit, will emerge along E. Wilson Street and the rail corridor.
3. Redevelop the northwest corner of Baldwin and Williamson (vacant Sunrise Oil Company and adjacent lots) as a mixed use building utilizing underground parking and surface parking at the rear. The new building should be placed at the sidewalk and its architectural detailing should match the urban character of buildings such as the Schaefer Pharmacy.

4. Address parking for commercial and residential needs by a multi-part approach, including a.) Reducing parking requirements within the Madison Zoning Code to reflect multi-modal transportation movement within the corridor; b.) Conducting a detailed parking study for the area; c.) Implementing a "parking district" approach to shared parking access and shared parking costs; d.) Requiring new construction to include structured parking.
5. Improve Baldwin Street's function as an entrance/gateway to the neighborhood by tree plantings, public art amenities, improved public sidewalks, and significant new buildings that address the street.
6. Conduct a six-month study or computer modeling of the costs and benefits of maintaining on-street parking on Williamson St. during peak travel periods.
7. Amend the Zoning Code to create a new mixed-use urban village district. Such a district would allow for a diversity of land uses within one parcel or along one block.

The plan was developed this summer during an intensive 4-day workshop attended by some 75 neighborhood residents and business owners. The results of the workshop were drawn up by the consultants, Town Planning Collaborative, BIKO Associates, and Schreiber-Anderson Associates.

The planning project was funded by the Dane County Better Urban Infill Development (BUILD), a component of Dane County Executive Kathleen Falk's Design Dane program. The planning process was also funded by the Greater Williamson Area Business Association, the Marquette Neighborhood Association, Common Wealth Development, the Williamson Street Grocery Coop, and by the City of Madison.

## PREFACE

*The Marquette Neighborhood Center Master Plan* is a physical plan based on the principles brought forward from the *Isthmus 2020 Committee Report* and other documents that promote similar principles. It is organized to create a bridge between land use and urban design vision and policy, and implementable tools. The Master Plan describes the relationship between the public realm, natural features, and BUILD projects. It also discusses the transportation systems and parking infrastructure that will be necessary to sustain the investment.

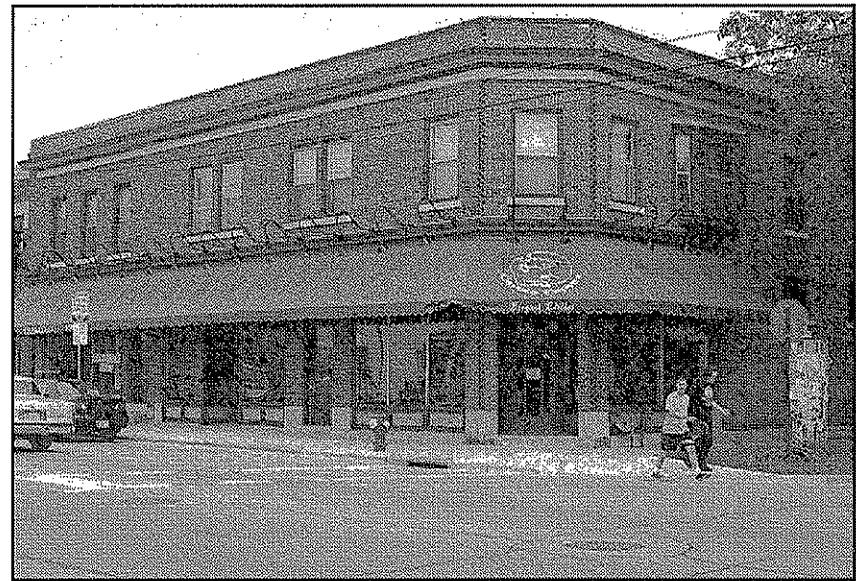
The Plan emphasizes developing the Baldwin Connection between East Washington Avenue and Lake Monona. The intersection at Baldwin and Williamson Streets, along with the existing business fabric, provides an opportunity to identify a clear neighborhood center connected to other neighborhoods and districts in Madison.

The Third Lake Lofts building represents many of the principles discussed in this report and a building type that should be a model for future development along the corridor. The Williamson Street Grocery Cooperative construction assumes the building shell and parking lot of a former civic use. As such, it does not reflect the character of its commercial neighbors within the traditional urban fabric of the community. It should not be represented as a model for future development along the corridor.

The community needs to know exactly what is required of new construction to retain the unique qualities and authenticity of its neighborhood center. The traditional pedestrian-oriented urban pattern cannot be changed, and even though incremental infill and replacement building are destined to occur, only

maintaining an urban and architectural integrity of new building in the vein of the eclectic Williamson Street neighborhood character will preserve it. Therefore, the principles and strategies illustrated throughout this plan may be used for incremental development throughout the corridor.

This document is about identifying the successful features that make Williamson Street a place, how these features may continue to be used in its ongoing evolution, and how urban design and community development strategies may be implemented.



*The master plan includes the 1100, 1200, and 1300 blocks of Williamson Street*

## I. INTRODUCTION

During the four-day Design Workshop, citizens, community leaders, and design team members worked through the community development challenges of Williamson Street and began to graphically and verbally describe potential solutions for them. Those challenges were concisely summed up at the concluding presentation of the workshop event:

1. Understand and implement the *Isthmus 2020 Committee Report* principles:
  - a. Walkable Size and Density, Neighborhood Boundaries
  - b. Edges and Gateways
  - c. Street Grid Pattern and Narrow Streets
  - d. Mix of Uses and Neighborhood Main Streets
  - e. Housing Diversity
  - f. Parks and Community Spaces
  - g. Defining Views
  - h. Historic Character and Design
2. Adopt a framework that focuses on the Baldwin/Williamson Street intersection as the center, and extends to East Washington Avenue, the Yahara River, and Lake Monona.
3. Recognize and build upon neighborhood institutions and businesses.
4. Address through traffic and parking in a comprehensive and sustainable manner by combining parking resources on an area-wide basis and giving preference to pedestrian and bicycle use.
5. Express the district's desired character through urban and architectural codes administered by the Landmarks Commission under the Third Lake Ridge Historic District.

6. Create an organization to advocate for the master plan.

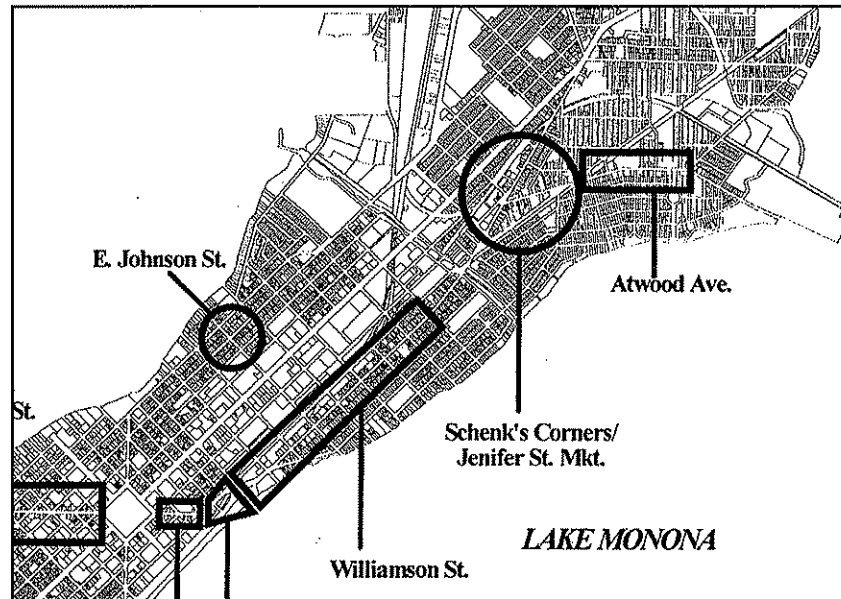
The process used to develop this plan relied upon existing information and policy positions to gain a quick understanding of this place called "*Willy Street*." The Mayor appointed a committee of 11 neighborhood residents, business owners, land owners, and a Landmarks Commission member, along with City staff. They worked with BUILD consultants to develop this Master Plan for the Marquette Neighborhood Center. A meaningful set of recommendations and a vision of how Williamson Street might look was generated in this process.

Funky, eclectic, interesting, traditional, artsy, diverse, and changing are all words that were used to describe the essence of Williamson Street. Regardless of the word used, Williamson Street can certainly be described as "a place." It is a neighborhood environment well used by people who find it convenient, comfortable, and safe. The street and surrounding neighborhood have been envisioned as a town by the *Marquette-Schenk-Atwood Neighborhood Plan, 1994*: place, ... "for its residents to carry out shopping, working, living, and recreating, all within a definable area." That document goes on to identify some of the characteristics of a town (such as a main street, gateways, gathering places, mix of housing, workplaces and other features) that foster a sense of civic pride and community spirit.

The *Isthmus 2020 Committee Report, A Guidebook for a Model Isthmus*, describes the physical attributes of traditional neighborhoods – attributes such as walkable size and density, neighborhood boundaries and edges, street grid patterns, mix of uses, diversity of housing, and neighborhood main street. Williamson Street clearly manifests these attributes and gives to its neighbors, business owners, and residents, "...a small, high quality pedestrian area..." that fosters this notion of a sense of

place. As stated in the *Isthmus 2020 Committee Report*, businesses such as the Willy Street Co-op and Coyote Capers have played a contributing role in exhibiting traditional attributes that help shape the street's sense of place.

Williamson Street contains an inherent essence and physical pattern that goes beyond one or two businesses. The place-making nature of Williamson Street begins with the original right-of-way itself, a somewhat narrow, multi-lane thoroughfare that manages to accommodate almost 17,000 cars per day yet remains safe and attractive to pedestrians, bicyclists, residents, and local businesses customers. The street's width accommodates necessary traffic flow, allows for on-street parking, and is comfortable enough to walk across. The buildings that line the street create a sense of enclosure that relate to the size and movement of a person. The scale of this



*Isthmus 2020 Committee Report map showing Williamson Street District and surrounding East Side Neighborhood Centers*

enclosure is a critical factor in how people perceive their environment and how they use a place.

A mix of uses creates a unique sense of place that brings people together. The close proximity of commercial, residential, office, recreational, and civic building uses offers an added amenity to local neighborhood residents. It allows people to live, work, shop, and play within walking distance of their homes.

## The BUILD Program

The Better Urban Infill Development (BUILD) Program was created to use viable urban models and community-based design processes to generate property redevelopment and reinvigorate community activity. Dane County administers the program to assist local governments in preparing plans to redevelop and promote infill development, sustainable growth, and brownfield development. Additional residential development is particularly targeted as an urban revitalization strategy to improve local property values and realize local commercial and service opportunities.

The Williamson Street project of the BUILD Program was conducted around a four-day design workshop. During these focused planning events, the design team held meetings to identify community values and issues, and allow for presentation and discussion of local perspectives. The workshop also included the "dotmocracy™" interactive voting session that allowed workshop attendees to vote on the most important community issues. The design team then produced a series of graphic products that demonstrate integrated urban design and planning solutions as well as strategies necessary for their implementation.

There are several reasons why Dane County has supported this effort through the BUILD Program. They include:

- The need to encourage development in areas where infrastructure currently exists.
- The importance of providing jobs near services.
- The opportunity to enhance existing neighborhoods and businesses.
- An opportunity to avoid developing productive farmland.
- The need to clean up contaminated sites.
- The opportunity to encourage mixed-use development and provide a range of infill development opportunities.
- The opportunity for a public discussion about the future of the Village Center.

## Design Objectives

A number of objectives identified in the BUILD application were based on the *Marquette-Schenk-Atwood Neighborhood Plan* (adopted in 1994). The neighborhood plan presented a vision for a "town within a city" and the idea of Williamson Street as a "Main Street."

The objective of the BUILD project is to strengthen the character and viability of the Williamson Street neighborhood retail district. A more detailed and focused plan effort under the BUILD Program will lay the groundwork for implementation and revitalization by:

- Illustrating solutions to enhance the image of a neighborhood retail district.
- Demonstrating how to fit parking requirements within building footprints in urban areas.
- Providing design guidelines for building rehabilitation and new infill structures that complement the character of the area.

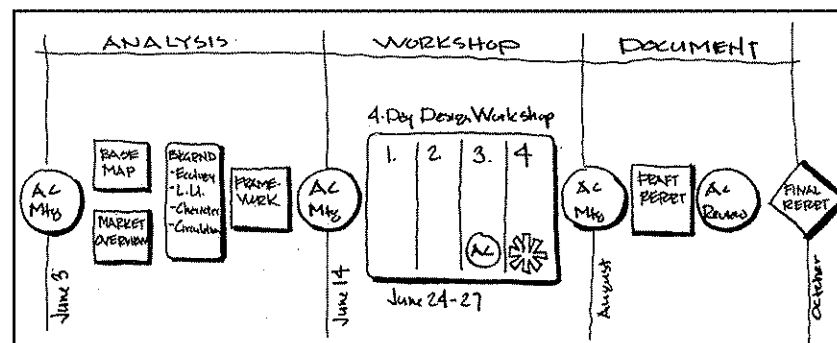
- Identifying ways to increase the residential mix of the area by encouraging residential development on the upper floors and commercial buildings on the first floors.
- Demonstrating how increased density complements neighborhood character.
- Identifying ways to better utilize the existing and proposed multi-modal transportation resources.

(Source: BUILD Application submitted by City of Madison, August 7, 1998.)

## Work Program and Process

The Biko Associates/Town Planning Collaborative Joint Venture initiated the Williamson Street Study during the Spring and Summer of 1999. The team was assisted by Schreiber-Anderson Associates and Best Real Estate Group, two Madison based consulting firms who offered valuable insight about local character and real estate dynamics.

The process consisted of a three-phase work program guided by a Mayor-appointed steering committee. Phase 1 involved educating the committee and the team on the issues, reviewing the numerous studies already prepared for the area and getting a feel for the character of the area.



Marquette Neighborhood Center Work Program



Phase 2 was a four-day planning and design workshop conducted in the neighborhood. On the third day the steering committee reviewed the urban design and policy recommendations and offered the design team constructive comments. The workshop results were presented at a community meeting on the last day, attended by over 70 people.

Phase 3 consisted of the preparation of this report, preceded by a Final Draft that was reviewed by the Steering Committee and City Departments of the City of Madison.

### **Public Participation**

Grass-roots, interactive public participation is a key principle of the Design Workshop process. A variety of forums were provided throughout the planning process, especially during the 4-day workshop. The Steering Committee met twice before the workshop, twice during the workshop and once to comment on the draft report. Business owners and community leaders were interviewed at the beginning of the workshop, and some participated in a development focus group as well. Interested community members attended three sessions during the workshop itself:

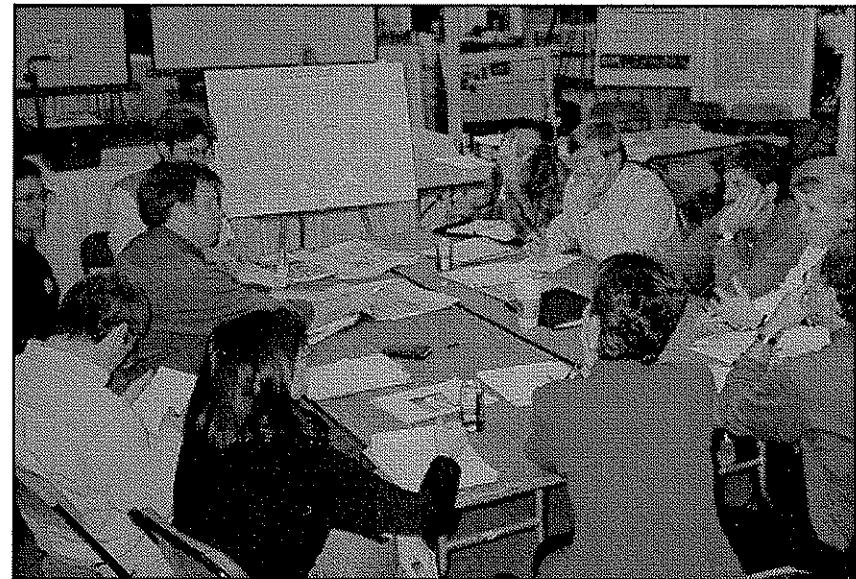
- An orientation session (Friday, June 25),
- A citizen's workshop (Saturday, June 26), and
- The public presentation of the plan (Monday, June 28).

In addition, the community was exposed to this planning process through this report, press releases, newspaper, radio and television coverage.

The Steering Committee met before the workshop event to discuss the process itself and its expectations for a successful

plan. Its expectations beginning the process were to address some of the following local issues:

- Potential for greater diversity.
- Relationship of traffic impacts and the concerns of neighbors about noise, speed, and pollution.
- The distinction from or similarity to Monroe Street's redevelopment efforts and the resulting character.
- Appropriate parking strategy.
- Produce a document that demonstrates the application of traditional neighborhood principles in a building and construction format useful to the local community.
- Produce a set of design standards that could be applicable to other segments of Williamson Street.
- Produce a set of design standards that describe "what it looks like."



*The design team facilitated small group discussions*

- Address the ownership/rental ratio of existing housing units.
- Inclusive process of citizen and business owner participation in planning and implementation.

#### *Citizen Workshop*

The June 26th Citizens' Workshop gave neighborhood residents and business owners a chance to react and state their opinion regarding the future of this segment of Williamson Street. The Citizens' Workshop portion of the 4-day workshop consisted of several small group discussions to help gather and prioritize community objectives.

Those who attended the Citizen Workshop were asked to answer five questions. The answers from each table were recorded and posted on the walls around the room. Participants then voted on the responses that most reflected their own priorities. The community priorities established through voting and expressed through the small group discussions then became design determinants and the basis for this plan's recommendation. The questions with the highest ranked responses are summarized and paraphrased below:

1. In one word, describe the essence of "Willy" Street.  
*Eclectic, diverse, an ecosystem and "funky" were most noted.*
2. Under what conditions would you envision a structure on "Willy" Street being demolished?  
*Only older structures in poor condition and "beyond repair" and only if it enhances the vitality and spirit of the neighborhood.*
3. If the "Willy" Street area were to accommodate an additional 50 parking spaces, where should they go and what should they look like?  
*Near Wilson, under ground or behind buildings were the leading vote getters.*

4. What housing is needed? For whom?  
*Quality affordable housing for working class people, students, elderly and disabled was the theme.*
5. What commercial uses are needed? For whom?  
*Locally owned specialty shops, bakery, deli, clothes, etc. No national franchises. A library would be great!*
6. Whose street is it?  
*"Willy" Street is a neighborhood street.*

A complete listing of the citizen workshop responses is included in Appendix C, page 45.

## II. BACKGROUND AND ANALYSIS

### Isthmus 2020 Committee Report

As stated in the Introduction, one of the challenges is how the community will live up to the Isthmus 2020 Principles. The *Isthmus 2020 Committee Report* illustrates the physical attributes for neighborhood redevelopment and new building construction by the following characteristics:

- A walkable size and density
- Neighborhood boundaries, edges and gateways
- A gridded street pattern and narrow streets
- A mix of uses and neighborhood main streets
- A diversity of housing
- Parks and community places
- Defining views
- An historic character and design

These traditional characteristics are very much consistent with the design principles used by the Design Team during the workshop and in the production of this plan. The traditional attributes are summarized here and considered principles for the neighborhood.

### Redevelopment Principles

*Walkable Size and Density.* The central feature of traditional neighborhoods is their walkable size and pedestrian character. Architectural character, parks, gateway, defining views and neighborhood "main streets" all contribute to walkability. Density is measured in dwelling units per acre. Density and neighborhood character together determine the walkability of a neighborhood.

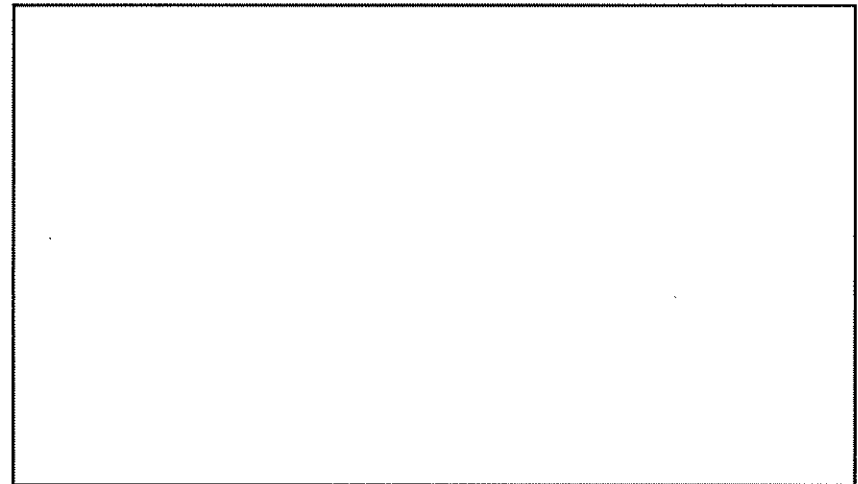
Neighborhoods should be compact, pedestrian-friendly, and include mixed-use areas. Many activities of daily living should

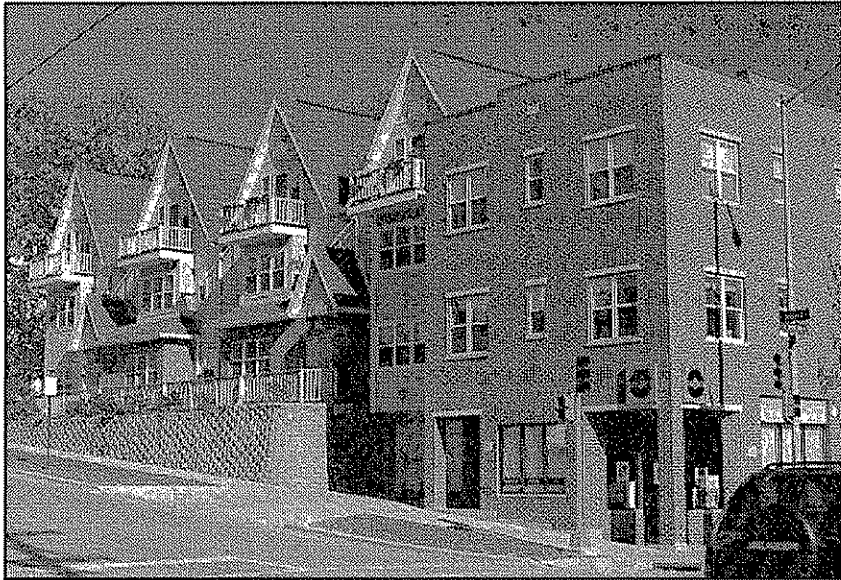
occur within walking distance, allowing independence for those who do not drive, especially people with disabilities, the elderly, and young. Pedestrian character has a positive impact on transit use making it easier and more pleasant to get to the bus stop and to wait for the bus.

*Neighborhood Boundaries, Edges, and Gateways.* Boundaries are fundamental to any geographic place. For example, mixed-use areas, such as the Williamson Street and Monroe Street commercial areas, need to be clearly defined in relation to the residential areas.

Gateways, like boundaries, also make for a well-defined place and enhance the perception of transition from one place to another.

*Street Grid Patterns and Narrow Streets.* Street grid patterns provide a connected network with a variety of routes. This helps disperse neighborhood traffic so no single street carries heavy traffic. Alternative routes are available for pedestrians and automobiles. Narrow streets with shade trees slow traffic.





*A new mixed-use development on the Isthmus*

*Mix of Uses and Neighborhood Main Streets.* Isthmus neighborhoods ideally mix the full range of human activities: living, learning, working, playing, creating, and worshiping. Many non-residential uses may be clustered in the neighborhood center or on neighborhood "main streets." Mixed-use areas tend to be on the edge or at the center of neighborhoods. They provide nearby goods, services, and employment consistent with a neighborhood main street character. Typically, most housing is in a residential district adjacent to the Main Street area, on the neighborhood edge, on arterial streets, or mixed with single-family housing in a neighborhood with multi-family zoning.

*Diversity of Housing.* Traditional neighborhoods show us how it is possible for neighborhoods to be designed in a way that encourages different types of people to live in close proximity. Isthmus neighborhoods often have a range of housing types: small and large single-family homes and two-flats, multiple

unit buildings, and businesses with apartments above. This mix of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community. In Madison, lakeshores and historic houses attract more affluent residents. Neighborhood "main streets" often have relatively affordable apartments above retail uses and nearby.

*Parks and Community Places.* Common places, where neighbors can meet, help define the character of a neighborhood. They include neighborhood schools, neighborhood grocery stores, restaurants, community centers, places of worship, bike paths, parks, community vegetable gardens, or sidewalks.

*Defining Views.* These are key visual references at the heart of a neighborhood's identity and character. A defining view can be almost any physical feature of a neighborhood that is special: a beautiful bridge, a favorite streetscape, a cluster of historic buildings, a park and pleasure drive, or a picturesque park.

*Historic Character and Design.* With the physical proximity of buildings, traditional neighborhoods rely on architectural continuity to create a pleasing environment. Historic character can provide the necessary continuity. Where there is not a historic architectural character, there is still a need for elements of architectural character to knit the neighborhood together. (Source: *The Isthmus 2020 Committee Report*)

## **Previous Plans & Studies**

Several previous and concurrent planning efforts provide a foundation for the *Marquette Neighborhood Center Master Plan*.

The *Marquette-Schenk-Atwood Neighborhood Plan* contains specific recommendations for the improvement of the Williamson Street

neighborhood retail district, along with recommendations for the entire Williamson Street Corridor.

1. The emphasis in this area will be to continue to encourage business to service the needs of the neighborhood first and others second.
2. This is the core of the neighborhood and needs to be strengthened to preserve the unique character and personality of Williamson Street. Pedestrian-style light fixtures should be installed in these three blocks (like the ones on the new pedestrian bridge) as a means to add character and the Main Street ambiance to the area.
3. New retail buildings on the street should have the look and aesthetic feel that reflects the existing character of buildings on Williamson Street: Structures should be built up to the sidewalk edge (or the street right of way), using compatible materials and colors, similar sized window openings, and have similar scale to other surrounding buildings.
4. New retail will need parking. The developments should minimize the impact on the street frontage and should be appropriately landscaped.
5. Residential above first floor retail should be encouraged as a method to provide additional housing and better utilize the land available.
6. Explore community parking areas (such as Monroe Street Municipal Parking Lot) as a means to limit the need for parking by individual businesses and serve the businesses and customers in the neighborhood. This may add or increase the feeling of safety by increasing pedestrians walking to various stores.
7. The removal or demolition of substandard buildings to create small parking lots or municipally-owned community parking lots is acceptable. At the same time, it should be kept in mind that one of the housing goals is to increase the overall number of quality units throughout the neighborhood.

The plan recommends starting a business initiative to develop a public parking lot for customers next to the Williamson Street Co-op and/or developing a mixed-use building at the corner of Few and Williamson Streets.

*Yahara River Parkway and Environs Master Plan* contains components that complimented the original plan for the parkway developed by the Park and Pleasure Drive Association, which O.C. Simonds originally designed nearly one hundred years ago. The donation of money, land, work, and civic pride created an enduring legacy for the City of Madison. The Ad Hoc Committee, the three Neighborhood Associations, residents, business associations and property owners worked to create the plan's specific recommendations:

1. To implement redevelopment recommendations to encourage home ownership, long-term tenancy, and mixed-use developments to enhance the neighborhood and capitalize on the beauty of the river. The plan recommends the reuse of the old underutilized industrial lands bordering the river to create infill housing options for the neighborhood.
2. To enhance the Yahara River area as a valuable urban resource, by improving the park with a continuous bike/pedestrian path on the west side of the Yahara River with an underpass at East Washington Avenue and East Johnson Street. This will include the removal of Thornton Avenue to provide more green space for citizens and to facilitate a path system. The plan recommends the creation of an historic landscape restoration and management plan based on O.C. Simonds original plan. (Source: *BUILD Application submitted by the City of Madison*, August 7, 1998.)

*Isthmus 2020 Committee Report* recommendations were adopted by the City in June 1998. *Isthmus 2020* was initiated to assess how

Vision 2020's alternative land use and transportation scenarios for Dane County would impact the City of Madison's Isthmus.

Several of the outcomes and recommendations relate to this area: increasing housing options and density, developing a "Main Street" approach for neighborhood commercial streets, reinforcing existing traditional neighborhood features, and developing guidelines for pedestrian/transit-oriented Station Study as one outcome of the County and City effort to encourage other modes of transportation for the future. (Source: BUILD Application submitted by City of Madison, August 7, 1998.)

**Commuter Rail Station Area Design Prototype: Paterson Street and the Rail Line Parallel to Williamson Street** was created in the Fall of 1997, when the State of Wisconsin, Dane County, and the City of Madison jointly financed a consultant team to analyze the feasibility of providing commuter rail service in Dane County. The consultant team was comprised of Parsons Brinckerhoff, Calthorpe Associates, KKO & Associates, and TEM, Inc. Calthorpe Associates was responsible for providing prototypical physical designs for the area within a 2,000 ft. radius of each potential station location that was modeled. One of the potential station locations was at the intersection of Paterson Street and the near-east rail line running north of and parallel to Williamson Street. This station area was titled the *Urban-Neighborhood Station Area Prototype*.

In the words of the draft *Dane County Regional Commuter Rail Feasibility Study*, this prototype was described as follows:

*The Urban-Neighborhood Station Area Plan replaces the underutilized (primarily vacant industrial) sites with new uses that capitalize on this location's close proximity to the state capitol. A mixture of street improvements and pedestrian-oriented uses including office, housing, shopping, and a hotel frame East Washington [development] to a boulevard enlivened by round-*

*the-clock uses. New, higher intensity employment such as research and development are encouraged to fit in with the existing industry and take advantage of proximity to the [potential] commuter rail station. At a lower density, new multi-family structures with ground-floor storefronts reinforce the traditional "main street" retail character that still exists just south of the station. (Source: BUILD Application submitted by City of Madison, August 7, 1998.)*

*Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan* (November 1994) was a plan created through two years of Community Development Block Grant (CDBG) funding. Some of the issues looked at were Starkweather Creek, parks, pedestrian and bicycle safety, East Washington Avenue, and redevelopment of underutilized properties.

*Design Dane! (Diverse Environment through Sensible Intelligent Growth Now - May 1998)* was a project created by the County Executive to take a look at how the County was growing and recommended ways for a balance of city growth and preservation of agricultural land.

*Dane 2020, Final Report - City of Madison, Dane County, Wisconsin Department of Transportation* (November 1992) addressed issues that were pertinent to the growing use of the automobile in the Madison area, such as a focused, comprehensive plan for the Central Madison/Isthmus area and passenger rail.

## Summary of Analysis

**Location.** The Williamson Street study area is located on the northeast side of the Madison Isthmus, in an area commonly referred to as the Marquette Neighborhood. It borders the Yahara River on the northeast, Lake Monona on the southeast, and the East Washington Avenue rail yards on the northwest.

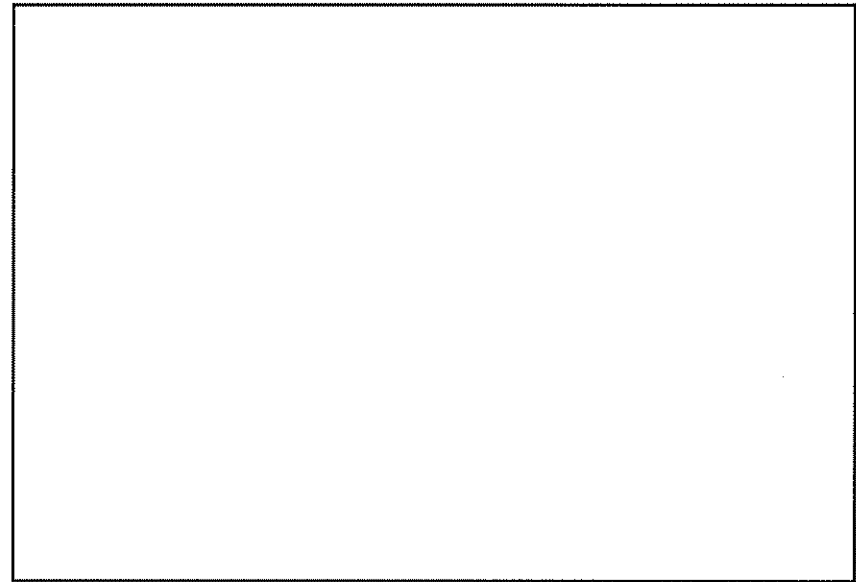
The neighborhood's history is largely that of an industrial and commercial working class area, but it has a broad architectural legacy, including warehouses, small commercial buildings, and all types of residences from mansions to cottages.

*Demographics.* The Marquette Neighborhood had about 6,000 residents, 3,000 households, and 1,000 families in the 1990 census, but has been growing. Although the median household annual income is below that of the city as a whole, the neighborhood has a wide range of income groups. It also was one of the most racially, socially, and culturally diverse populations in the city.

*Existing Residential Development.* Just over a third of the residential buildings in the neighborhood are single-family housing, about 40% are multi-family buildings and approximately 20% are duplex (stacked flats). Over three quarters of the housing in this neighborhood was built in 1939 or before. House values are lower in this area than in the city of Madison as a whole (*Marquette-Schenk-Atwood Neighborhood Plan*, 1994).

### Ecology

*The Lakes, Yahara River, and Drainage.* Water resources are managed and coordinated through the Dane County Lakes and Watershed Commission. The Yahara River Corridor Parkway and Bikeway is a major strength of the area, and its preservation and maintenance is important. The Yahara River area is a priority watershed, participates in the Wisconsin Nonpoint Source Water Pollution Abatement Program, and is part of the high priority Street Sweeping and Source Control Area. The Ecology map on the next page shows the topography of the region and how it affects runoff flow. The Yahara River Parkway was originally planted with native species, specified



*Yahara River corridor is a significant public open space*

in the 1906 O.C. Simonds Plan, but landscape material has drastically changed since that time.

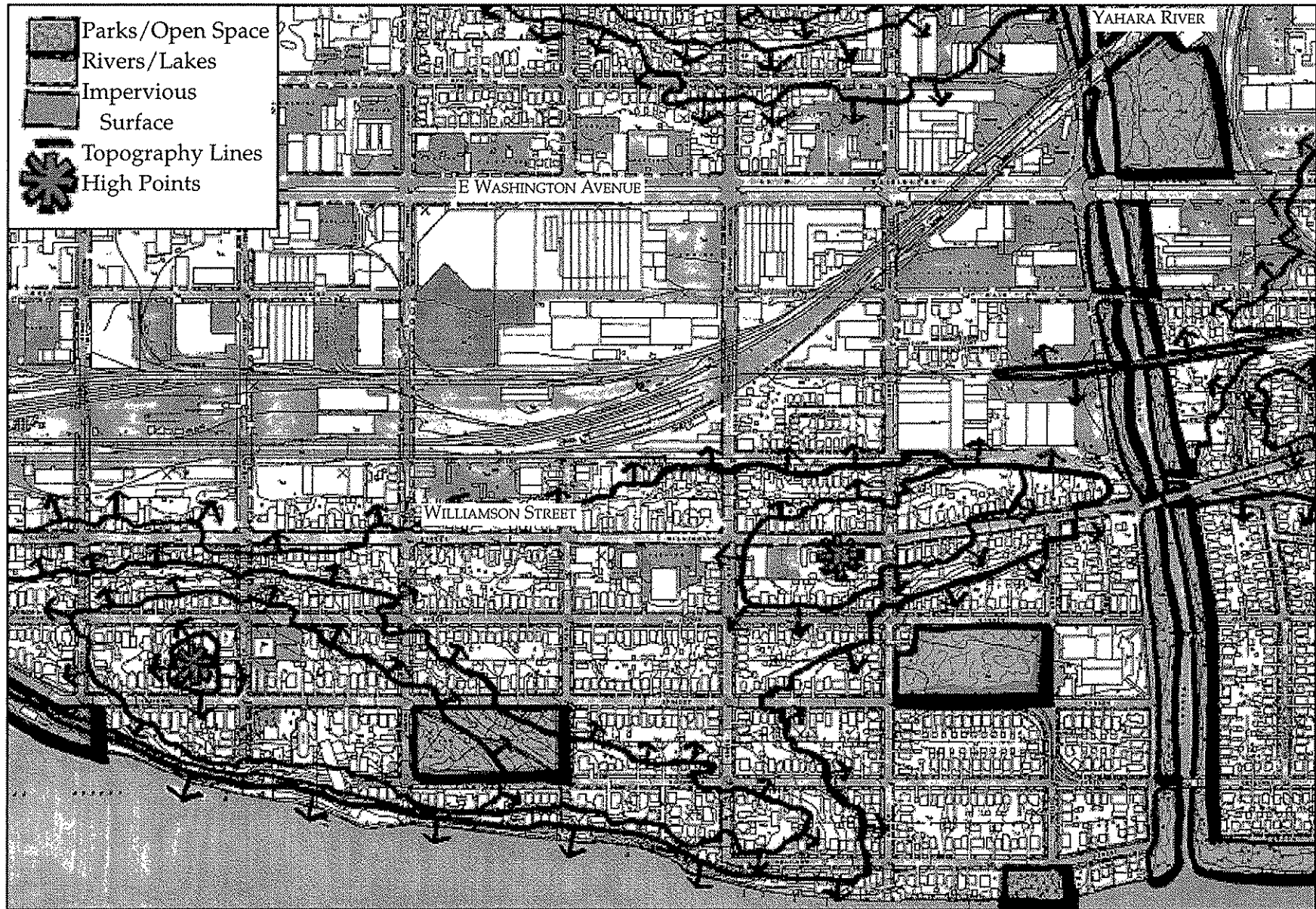
*Public Green Space.* Parks, school yards, and natural areas provide public green space and offer a valuable public amenity to city neighborhoods. Yahara Place Park on the Yahara River, Morrison Park on Lake Monona, Orton Park and Marquette Elementary and O'Keeffe Middle School Playground are significant assets for local neighborhoods.

### Land Use and Development

The existing plans call for more residents and businesses to locate in the study area. The *Isthmus 2020 Committee Report* identified that the central Madison Isthmus, which includes the study area, can hold an additional 4,500 units of housing and approximately 14,000 new jobs in the next twenty years.



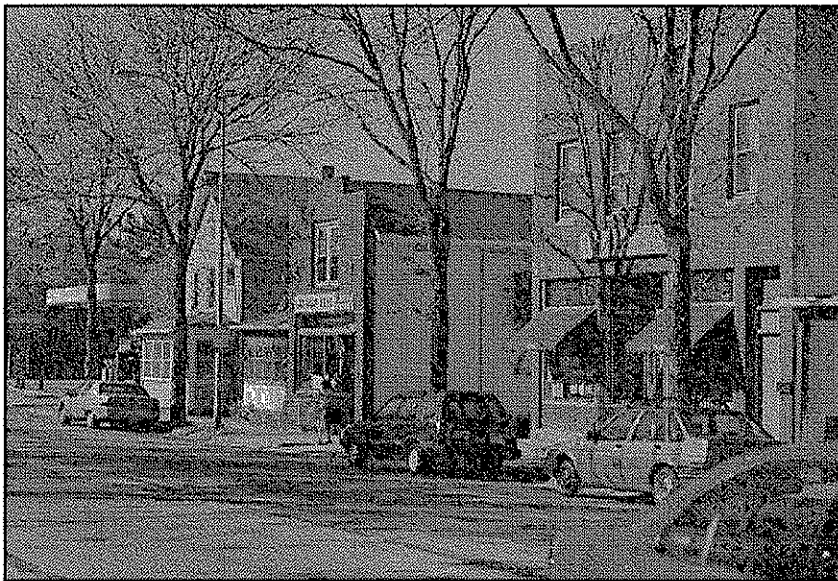
## Ecology Map





For new development and redevelopment to be successful, they need to complement the scale and character of the existing community.

*Residential Development.* The existing plans call for residential buildings along Williamson Street to be preserved, while keeping a distinction between commercial and residential areas. With existing zoning, residential buildings can be converted to commercial uses. It has been recommended that older, deteriorating residential buildings be replaced with medium-to-high density mixed-use buildings with three bedroom units for families. Each building is recommended to have a variety of unit arrangements and price points to accommodate a diverse population of neighborhood residents.



*The scale of Williamson Street provides the setting for streetscape improvements*

**Commercial Development.** Commercial development is scattered along Williamson Street in mixed-use buildings or between housing, although a majority are located between Few and Dickinson Streets. A restaurant and entertainment district is continuing to develop in Schenks Corners, northeast of the study area. Many existing plans and studies have designated the 1100, 1200, and 1300 blocks of Williamson Street as a neighborhood commercial center, retaining the existing goods and services as well as its unique shopping environment. The existing plans call for new buildings to be at least two stories in height, and to have office or residential units above retail space.

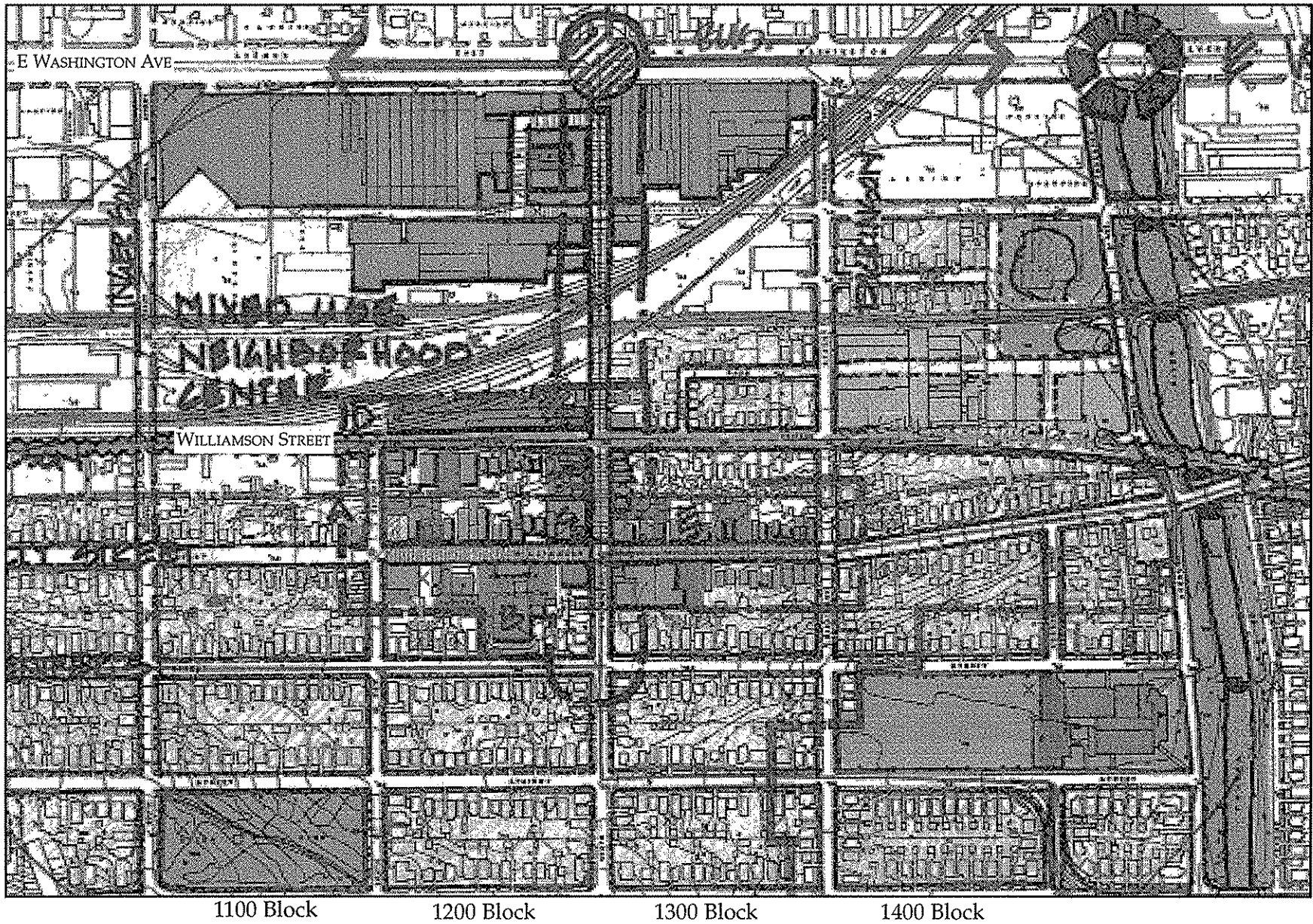
*Industrial Development.* Existing plans call for a broader and more vital employment base. Available industrial land is located along the East Railroad Corridor to the north and west of Williamson Street. Development should be a mix of single and multiple-level buildings that would define an "Urban Industrial Park."

*Institutional Development.* Public institutions are an important part of the neighborhood mix, and can encourage private investment. Prominent public institutions in the study area include numerous churches, Marquette Elementary and O'Keeffe Middle Schools, two community centers, the fire and police station, and a post office.

#### Design and Appearance

The design and appearance of new construction, both public and private, will have a powerful effect on the neighborhood's success in the near term and into the future. The design and appearance of the Williamson Street corridor offers many clues as to how development may maintain and promote its heritage and unique character.

## Framework Map

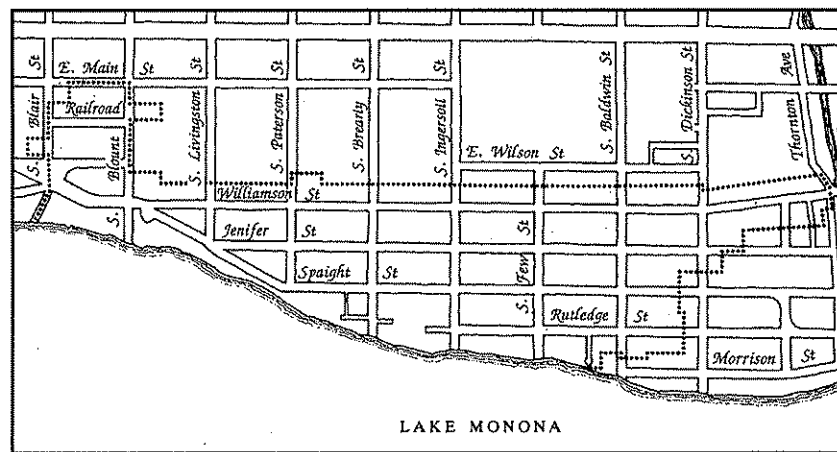


*Traditional Development Pattern.* The Williamson Street commercial corridor already has a strong pedestrian-oriented design and attractive “main street” appearance that should be preserved and strengthened. The following planning and design strategies may be applied towards achieving this goal:

- Maintain a balanced relationship between building height and street size;
- Ensure that adjacent buildings share common architectural qualities;
- Respect and complement the area's heritage in new design and construction;
- Maintain a pedestrian scale, especially at street level;
- Redevelop vacant lots; and
- Provide appropriate parking in ways that strengthen pedestrian activity along the corridor.

*Design and Streetscape Elements.* In addition to standards for building placement and appearance, the *Marquette Neighborhood Master Plan* calls for urban design elements such as pedestrian-scale lighting, landscaping and street trees, appropriate placement of transit shelters and seating, and public art.

*Landmarks.* The study area is within the Third Lake Ridge Historic District. In addition, landmark neighborhood buildings, such as Greig Hall and the Fire Hall, are recognized and valued by the community, and should be maintained as civic institutions within the community. The general appeal of the area and individual buildings have value and can be preserved and protected through landmarking, education, financial incentives and technical assistance from City, State, and Federal Sources.



*Boundary of the Third Lake Ridge Historic District*

### Market Overview

The neighborhood wanted to take a quick snapshot of its retail/business environment as part of its overall design programming work. To examine current shopping patterns and business viability along the 1100, 1200, and 1300 blocks of Williamson Street, 13 personal interviews were conducted with businesses owners on Williamson Street. The following are observations from those interviews and are noteworthy to understanding the existing marketplace:

- The majority of business owners valued their relationship with Williamson Street and it's unique mix of business types, residents, and real estate.
- The majority of business owners indicated that they would not want to relocate their business to any other location in Madison.
- Generally, business owners felt that Williamson Street was a healthy, vital place to do business, and that it continues to get stronger. Many indicated that they enjoyed steady business growth.

- Many business owners expressed concerns about crime on the street, and particular rental property owners who could do a much better job screening tenants, as well as managing and maintaining their properties.
- The lack of more parking opportunities, and conflicts among traffic and pedestrian travel patterns were raised as an ongoing problem.
- Business owners realize that there is a perception that Williamson Street is a place where one's personal safety may be threatened, and feel that the city media has done little to change that perception.
- Some business owners wondered how current and future revitalization would affect lease or rental rates. Historically, lower rent in the past has allowed for incubation of small, upstart businesses.
- There were mixed comments on how customers felt about the Williamson Street area. It appeared that the local neighborhood customers felt satisfied in general, but those customers who may come from outside the area had some questions about its convenience (parking), and definitely its safety.
- A few business owners recognized that they have had a market area all to themselves, and that competition has been slow to realize the potential.

### Market Summary

During the workshop, Williamson Street citizens chose a word that best epitomizes the character of their street: *eclectic*. The definition of eclectic is *choosing or consisting of what appears to be the best from diverse sources*. This is an excellent description of the businesses, the residents, the architecture and the essence of the street.

The Williamson Street corridor has provided fertile ground where many homegrown businesses have flourished to become

known commodities in the Madison marketplace. Even those businesses that didn't survive were provided the opportunity to test their concepts in the welcome market of Williamson Street. The continued and future success of Williamson Street would be enhanced by the following actions:

- Establish a business recruitment/retention committee within the business association to provide a foundation of support for existing businesses along with developing a plan of action to assist in recruiting new businesses to the Williamson Street area.
- Undertake a neighborhood consumer survey to determine the make-up of residents, shopping patterns, unmet consumer demands, how often they shop Williamson Street, etc. Use this information to support the existing businesses recruitment of new businesses.
- Undertake a thorough survey of the businesses in the Williamson Street area. This information can help identify trends, opportunities, upcoming closures, potential vacancies, expansions, consumer data, etc. Use this information to support the existing businesses and the recruitment of new businesses.
- Maintain the *eclectic* flavor in the current tenant mix. Be wary of trying to copy other neighborhoods or districts who have a more traditional mix of retailers and service businesses.
- Capitalize on the existing successful businesses that provide draw in the category of food and entertainment (i.e., Crystal Corner Bar, Jolly Bob's, Coyote Capers, Jamerica, etc.). Recruitment of complementary food/entertainment players will continue to enhance and promote the area as a destination.
- Recognize the differences between the immediate neighborhood market and the larger community market. Inventory current businesses in the Williamson Street area and evaluate which market areas they dominate (or if they

are in several markets). Strive to maintain a balance of businesses that have the ability to draw from a larger market area by being a destination, and those businesses that serve more neighborhood market needs.

- Develop a plan that encourages the interaction of businesses and referral of customers. Promote the idea of “inter-dependence” instead of “independence” among the businesses.
- Create a method to help shopfront retail locations on the street express themselves to the local pedestrian and regional auto traffic (i.e., flower pots, banners, signage, etc.).
- Seek volunteer public relations assistance to work with the media in enhancing the identifiable image for Williamson Street (i.e., fun, quirky, surprising, interesting, through graphic, and local news stories).
- Apply pressure on absentee property owners or low performing commercial and residential properties to improve their public image via police calls and through the City Building Inspection Department.

#### *Retailing Advantages*

Competition among retailers has never been greater. A retailer without a competitive advantage doesn’t stand the same chance as in years gone by. Yet, there are competitive advantages the smaller retailers may have over larger store formats. Retailers who capitalize on these advantages can position their businesses for a strong and healthy future. Three advantages that smaller retailers may offer their customers are:

1. **The shopping experience.** If a person enjoys themselves during the buying experience, they will find the time to stay in the store longer and spend more money. The shopping (dining) experience should be enjoyable, pleasurable, memorable, convenient, safe, etc. Creating this experience is accomplished by store design, product presentation, customer service, and the products themselves.

2. **The products.** The mass distribution venues such as catalogers, big box stores, and even home shopping on television are designed to sell products that appeal to large mass audiences, leaving the smaller retailer the opportunity to deal in special and unique products. Those products that include a destination distinguish themselves from other shopping opportunities. Successful retailers today must provide personalized, customized, and focused product lines that cannot be duplicated by the mass merchandisers.
3. **The social context.** Throughout history, markets or the marketplace have always been an important part of the community where people can socialize, exchange news, and of course purchase the goods they want or need. Ironically, given our ability to communicate so simply and in so many ways today, we have really become an isolated society. People by nature are social creatures and shopping helps fill an important social function. Retailers who understand and capitalize on this natural desire of people to be with one another truly have a competitive advantage.

Although these are difficult and challenging times for smaller retailers, if they focus their efforts on building for a consumer of the future rather than sustaining past methods of large scale retail formats, they will attract those customers looking for a great place to shop as well as unique retail items.

#### *Transportation & Circulation*

Williamson Street is one of three corridors that provide relatively continuous east/west transportation service through the Isthmus. Historically, it has been a connection between the Capital Square and destinations southeast of Lake Monona. From native Indian pathways across the Isthmus, through the original settlement of Madison and building according to the



*Nolen Plan*, the Williamson Street alignment has always been an important thoroughfare.

East Washington Avenue is located along the east/west axis of the Isthmus and is a logical route to take between the State Capitol, downtown area, and destinations that are toward the northeast. Williamson Street is functionally classified as an arterial street, based on its continuity and geographic location near the south side of the Isthmus. As such, it plays an important role in the regional transportation system.

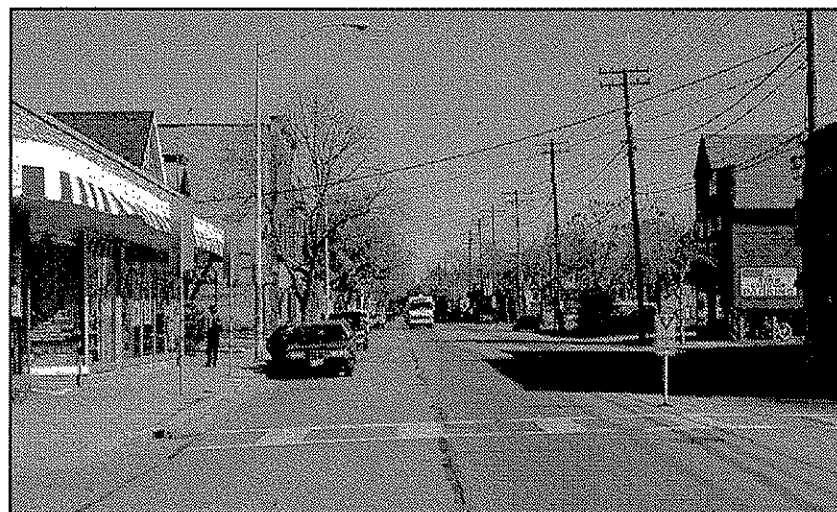
Also contributing to the regional transportation system is US Highway 12 (Beltline Highway), which links the State Capitol and the downtown central business district to the communities of Monona and McFarland and provides access to Interstate 90.

As shown on the Transportation Map, Williamson Street is a logical route between the Capitol, downtown, and locations along the north, northeastern, and eastern shores of Lake Monona. It would be illogical for these trips to use East Washington Avenue (which is too far to the north) or the Beltline Highway (which would take travelers on an out-of-the-way trip along the southern shore of Lake Monona). For this reason, it is reasonable to expect that some percentage of traffic that uses Williamson Street will be regional traffic that has neither a trip origin nor destination in the Williamson Street study area.

Two-way, daily traffic volumes along Gorham, Johnson, East Washington, Williamson, and Winnebago are shown on the Transportation Map on the next page. As shown, Williamson Street has a two-way daily volume of 17,000 vehicles. Based on observed peak hour volumes in the Madison area, Williamson Street carries between 1,700 and 1,870 vehicles during the AM

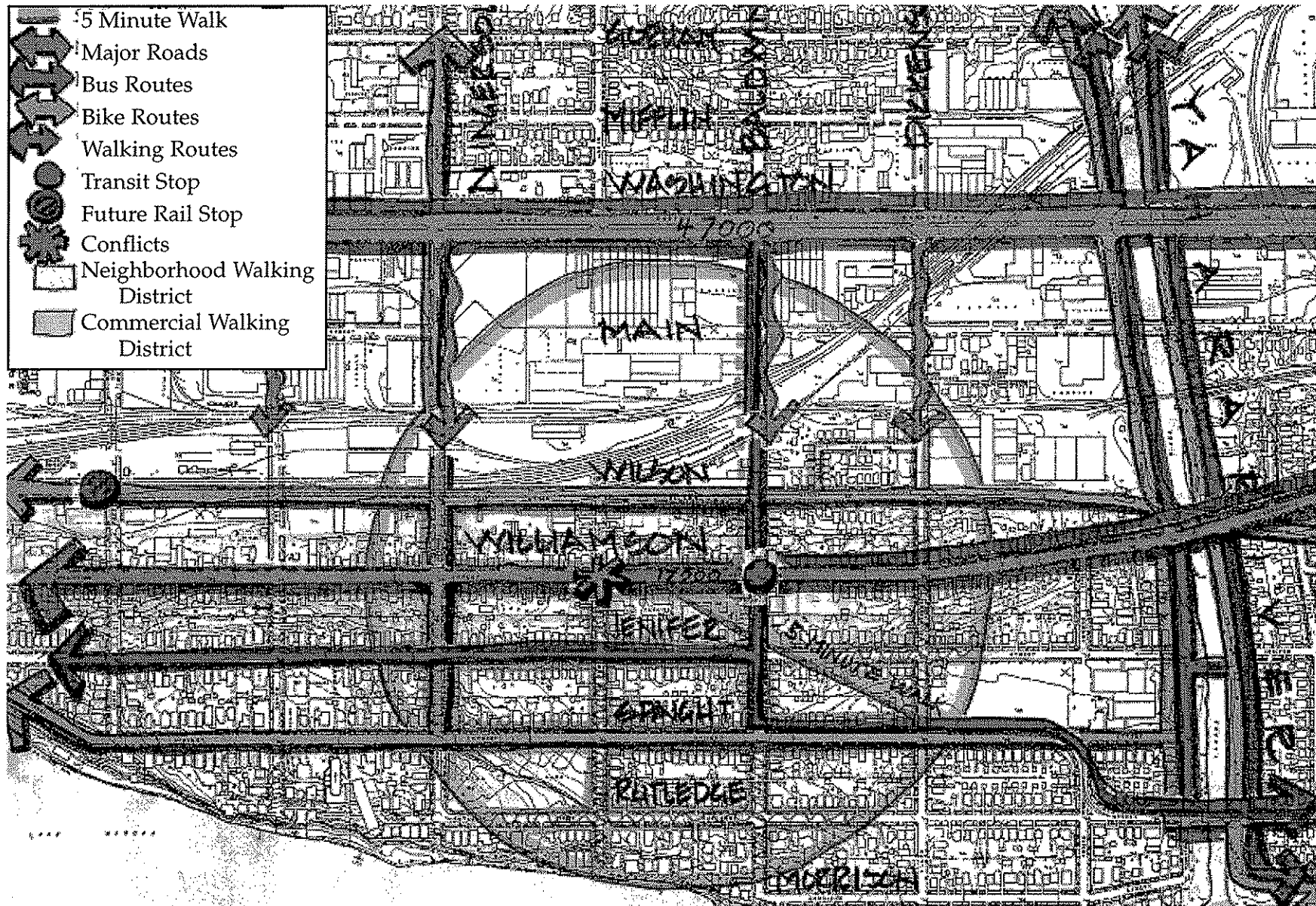
and PM peak hours, respectively. Three lanes for general traffic flow are required for this volume of peak hour traffic to achieve Level of Service (LOS) D, the minimally acceptable performance level to reasonably ensure safety for pedestrians, transit, on-street parkers, and moving traffic.

Pedestrian movement and activity should be supported by continuous sidewalk networks and well-marked, safe pedestrian/bicycle crossings at intersections.



*Williamson Street accommodates cars, pedestrians and parking in a main street setting*

## Transportation Map



### III. PLAN RECOMMENDATIONS

The *Marquette-Schenk-Atwood Neighborhood Plan* describes a vision for the community in its Land Use and Economic Development recommendations to "treat its environs as a town." It is the goal of that plan to strategically design a balance among places for living, working, shopping and recreation within the local neighborhood.

The *Marquette Neighborhood Center Master Plan* builds on those goals development activity by examining the building and public realm features necessary for it to occur. It is a physical plan based upon principles brought forward from the *Marquette-Schenk-Atwood Neighborhood Plan*, *Isthmus 2020 Committee Report*, and other livable community doctrine combined with current community input from the 4-day workshop.

The recommendations of this Master Plan are organized to create a bridge between land use, urban design, public policy and implementation tools. They describe individual elements of composition among public realm improvements, natural features, and new construction projects. Also described in some detail are the movement systems and parking infrastructure necessary to appropriately place an increasing number of automobiles in a predominantly pedestrian environment.

#### Neighborhood Center Character

Currently, the intersection of Baldwin and Williamson Street has one vacant lot, a popular tavern, second-hand furniture and clothing store, and a drug store. Two of these corners have maintained the original building architecture and their business viability. Further down Williamson Street in either direction are a number of other local service businesses, small in scale, that maintain a traditional architecture of the buildings they occupy.

The objectives of previous plans fit very well with the objectives of the Master Plan by examining building architecture, public realm improvements, traffic calming, and parking requirements necessary to maintain a "funky, eclectic" mix of businesses. The aesthetic character defined by local residents and business owners as "funky" and "eclectic" is well-known regionally. It could become the trademark of this community elsewhere, but more importantly, it is the character most desired by the people who spend most of their time there.

#### *Public Realm and Gateways*

The *Marquette Neighborhood Center Master Plan* identifies several urban elements that could play a much stronger role in defining the boundaries of this area. The Yahara River bridge has been identified as one of the key ceremonial elements in the East Washington Avenue approach to the capitol. A neighborhood gateway at the intersection of East Washington Avenue and the Yahara River Parkway, as well as the crossing of Baldwin, could become a monumental gateway connecting the Williamson Street neighborhoods to the regional corridor. Such gateways should be designed to identify entrances to the neighborhood without channeling commuter traffic through the neighborhood.

#### *Role of Public Art Amenities*

The CitiARTS Program could assist by incorporating potential public art amenities with the Baldwin/Williamson Street Neighborhood Shopping Area to enhance the neighborhood's sense of place. Artists and art could be used in a multitude of ways and places to add character and interest to open spaces, transit shelters, pedestrian lighting, benches, trash containers, kiosks, bike racks, and to punctuate gateway areas. The public art amenities should be meaningful to the community, appropriate to the site, and have artistic merit.



The idea of embellishment and artistic elements are not just confined to the public realm; they should also be encouraged with new private developments. The addition of small stonework design on a building is one example that adds richness and artistic quality to a neighborhood building.

#### *BUILD Projects*

In addition to two infill projects that have begun since the BUILD application (the Third Lake Lofts mixed-use building and the Willy Street Co-op), this plan recommends five building project sites (see Illustration on page 25).

1. Northeast Corner of Baldwin Street (old service station site)
2. Wilson Street Frontage (former Lumber Yard)
3. 1300 Block Redevelopment site (next to Crystal Corner Bar)
4. Marquip Complex
5. Ingersoll/Wilson

These projects adhere to the *Isthmus 2020* Principles and represent a range of commercial and mixed-use development that will continue the unique tradition of Williamson Street. Other opportunities will arise; they should be guided by these examples and a set of neighborhood design standards presented in the next chapter.

### **Baldwin Street Corridor**

Baldwin Street completely crosses the Isthmus from Lake Mendota to Lake Monona. Unlike the Yahara River crossing, which is mostly relegated to foot, bicycle and boat traffic, Baldwin Street is a major vehicular access into the Williamson Street corridor. As illustrated on page 21, the prominence of the Baldwin Street corridor as a dignified entrance into Williamson Street neighborhoods could be enhanced significantly with a little attention to tree plantings, continuous sidewalk

connections, and new buildings that address the street. New construction, whether it be expansion or adaptive reuse of existing buildings, or new buildings, should complement existing architectural character and accommodate a number of uses and support the pedestrian environment of the area. A newly tree-lined street that connects these buildings and activities could become an elegant entryway and valuable amenity for local businesses and residents.

### **Baldwin Street and Williamson Street Intersection**

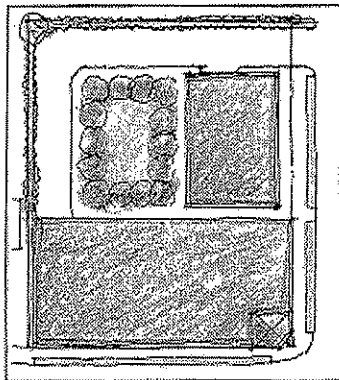
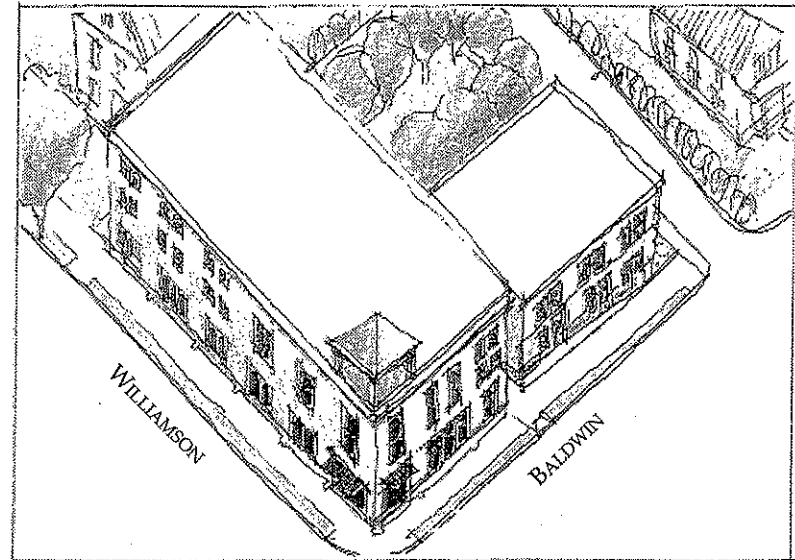
The northwest corner of the Baldwin Street/Williamson Street intersection was identified as a key redevelopment site in the original BUILD application. The site is formerly a gasoline station that is currently being mitigated for environmental contamination. Like the Few and Williamson site currently being redeveloped as the Third Lake Ridge Lofts project, this site has great potential to be redeveloped as a model for other sites in the area. The current land ownership includes the single-family houses and lots immediately north along Baldwin Street and west along Williamson Street. An aggregation of these lots provides the opportunity to develop a mixed-use building utilizing underground and surface parking on site.

As one corner of a significant regional intersection, new construction on this site should match the urban character of the other three corners to complete the traditional pedestrian character of Williamson Street. The building's placement at the sidewalk and its architectural detailing should clearly represent the principles that are evident all along the street. A commercial building type that includes residential units on the upper floor(s) would be ideal.

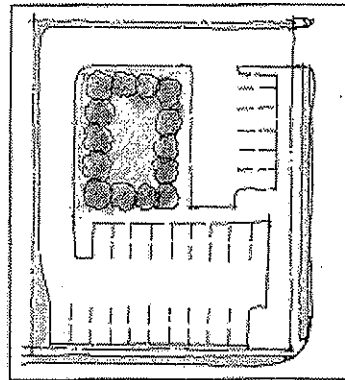
## MIXED USE NEIGHBORHOOD CENTER

### Building Type: Type I – Main Street

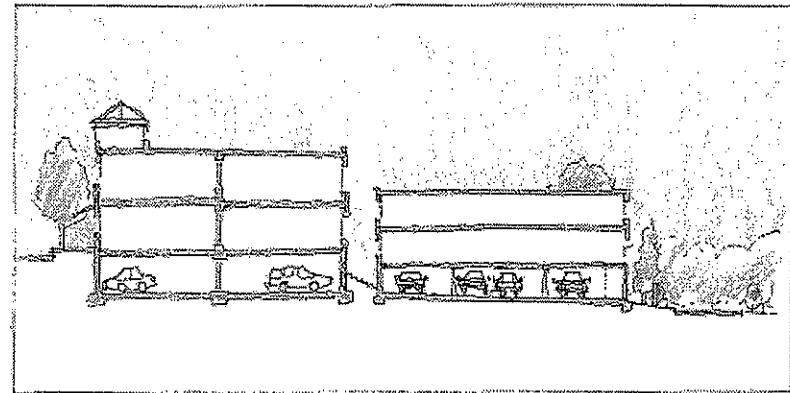
- Project Location:** Corner of Baldwin and Williamson Streets
- Allowable Use:** Commercial (ground floor), residential above with accessory residential building permitted at rear of lot.
- Parking:** 1.6 spaces/1,000 square feet of commercial.  
1/2 space per residential unit.  
Spaces must be located behind and/or underneath buildings.
- Building Location:** Principal building at front property line or 6 feet (maximum) back from front property line.
- Building Height:** 2 stories, maximum 35 feet.



SITE PLAN



PARKING PLAN



SECTION

*Proposed mixed-use development for the corner of Williamson and Baldwin.*

## Williamson Street Grocery Co-op

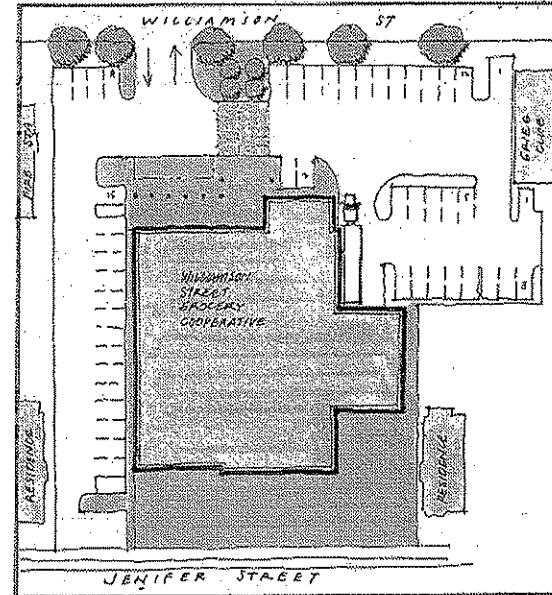
The Willy Street Co-op has been identified as a major community focal point and gathering place in the neighborhood. With over 5,700 local members, the Co-op represents the essence of the community. The Co-op is an anchoring institution, a place where neighbors and friends shop, visit with one another, or just say hello. The significance of the Co-op as a gathering place and community anchoring institution cannot be underestimated.

Examining Williamson Street today, the urban pattern is that of a small commercial Main Street. A variety of uses found mostly in two-story buildings built to the street edge creates a well-defined sense of enclosure. The one unique exception to this physical pattern is the new Co-op site; it's distant heritage is that of an elementary school. At the time the neighborhood was built, convention dictated a civic presence for anchoring institutions such as schools, churches, and most public buildings.

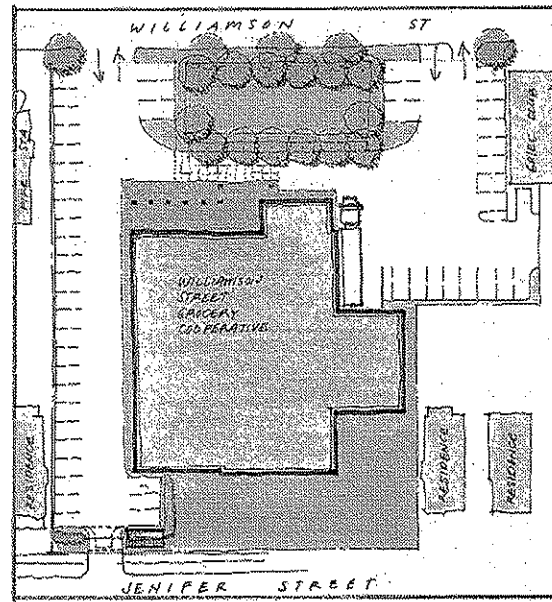
Demand has required that the Co-op move to a larger building still within the heart of the neighborhood. However, as much as the new Co-op building takes on the role as a central neighborhood institution, it does not reflect its cultural and civic site planning heritage. Therefore this heritage should be clearly expressed in the physical realm as a community open space or green (much like the school used to appear).

It is the site-planning of the space between the front of the Co-op building and the street edge that fails to take advantage of the Co-op's opportunity to have a civic presence. The current site plan has three distinct disadvantages:

1. A parking lot across the entire length of the storefront disconnects the building from the pedestrian-oriented environment of Williamson Street.



Existing Plan  
48 parking spaces

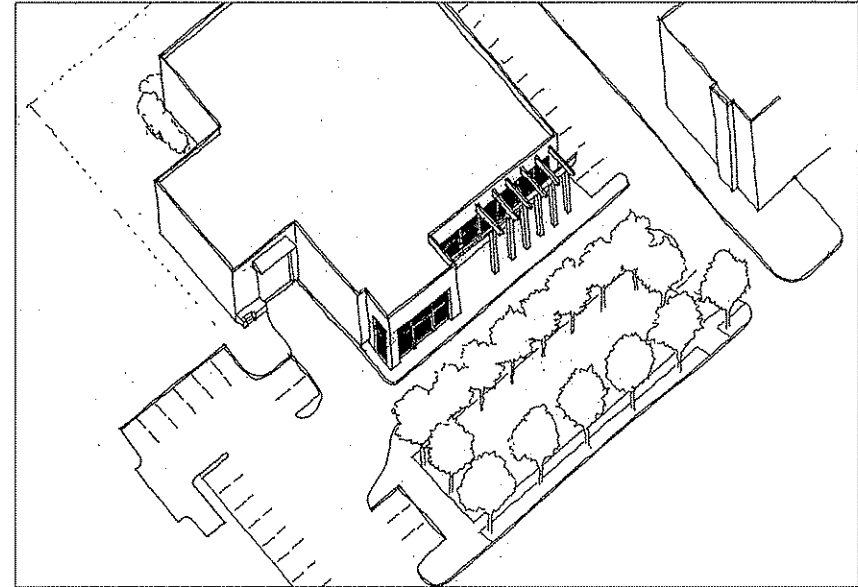


Proposed Plan  
51 parking spaces  
Community Green  
(50'x100')

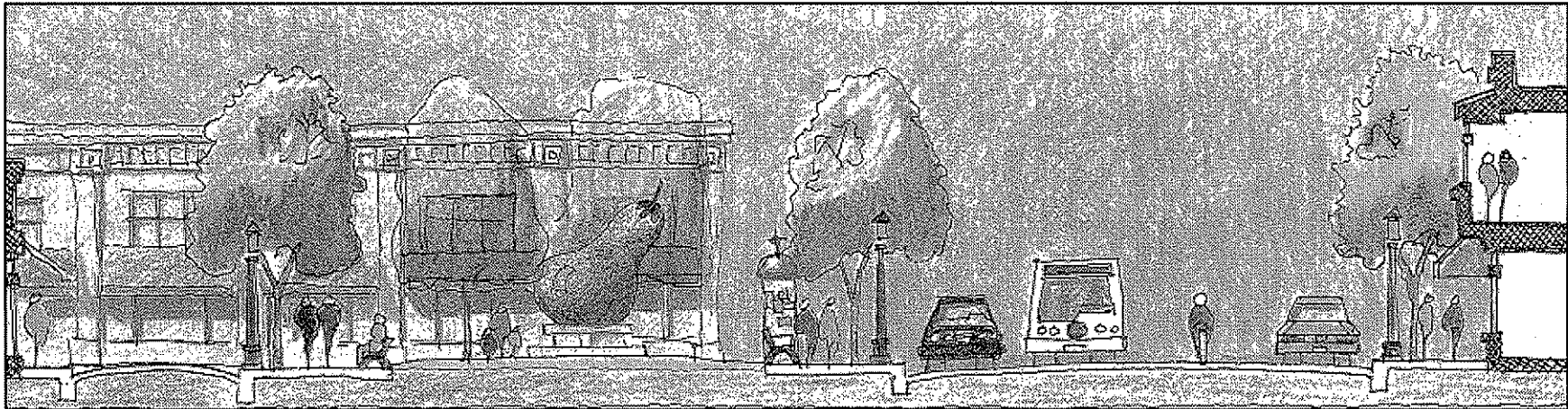
2. The plan minimizes the value of a community open space, both as a civic gesture and a strong retailing image.
3. The traffic circulation patterns of a single access increase potential for conflict among cars, pedestrians, and bicycles. (The City of Madison Public Works Department determined there should be only one access or "curb-cut" from the Co-op site to Williamson Street.)

Master Plan Recommendations are as follows:

1. Re-design the Co-op parking lot to include a community green between the building facade and the street.
2. Maintain or increase the number of parking spaces. A unique circumstance of the approved site plan was the requested variance by the Co-op not to build the maximum number of parking stalls. The reduction in parking was proposed by the Co-op, on the basis of maintaining an appropriate balance for parking needs and the community's predominantly pedestrian orientation.



*Axonometric view of co-op community green*



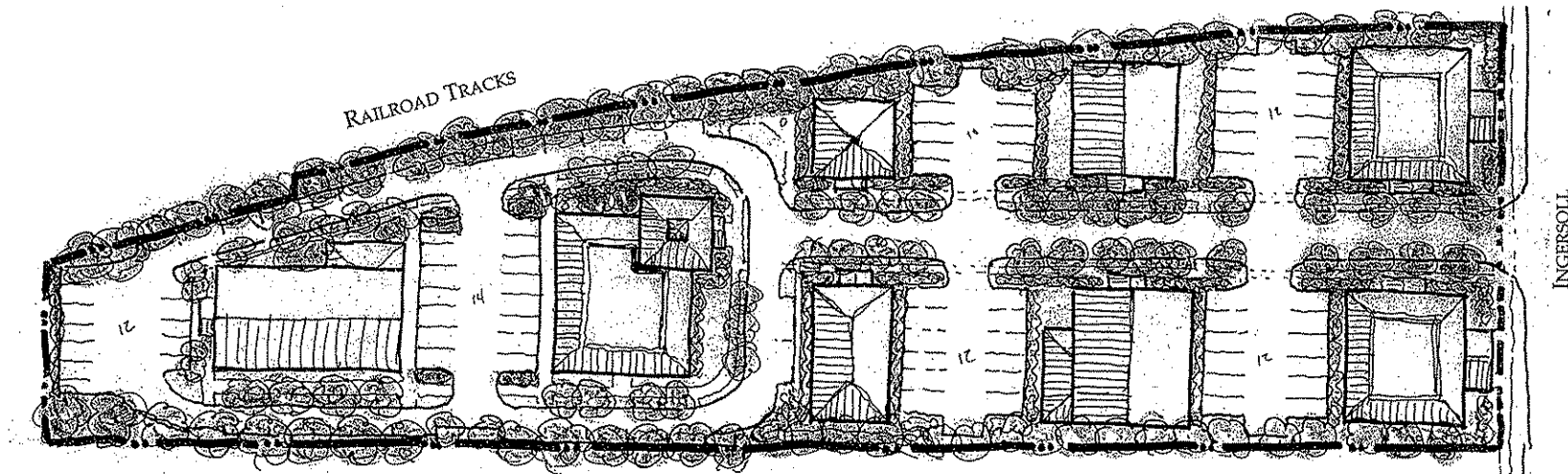
*A section through Williamson Street and the proposed community green in front of the Co-op*

3. Resolve traffic conflict at the entrance by providing a second access on Williamson Street. Exploration of alternative traffic planning measures that include an increasing volume of automobile, pedestrian, and bicycle traffic on both Williamson Street and the Co-op site together is absolutely essential to the neighborhood's long-term viability.
4. Prepare a design competition for design of the Co-op's "green".
5. Recognize the need and benefit of shared parking and identify a more formal arrangement for such. There is a tradition within the Williamson Street corridor to park wherever one can find a place to park. It would be detrimental to eliminate parking choices wherever they occur. It may also be detrimental to formalize already existing shared parking arrangements under the principle of more equitable treatment for all participants. However, the parking spaces within the Co-op's site could contribute significantly to the parking demand of the area when the Co-op does not need them.

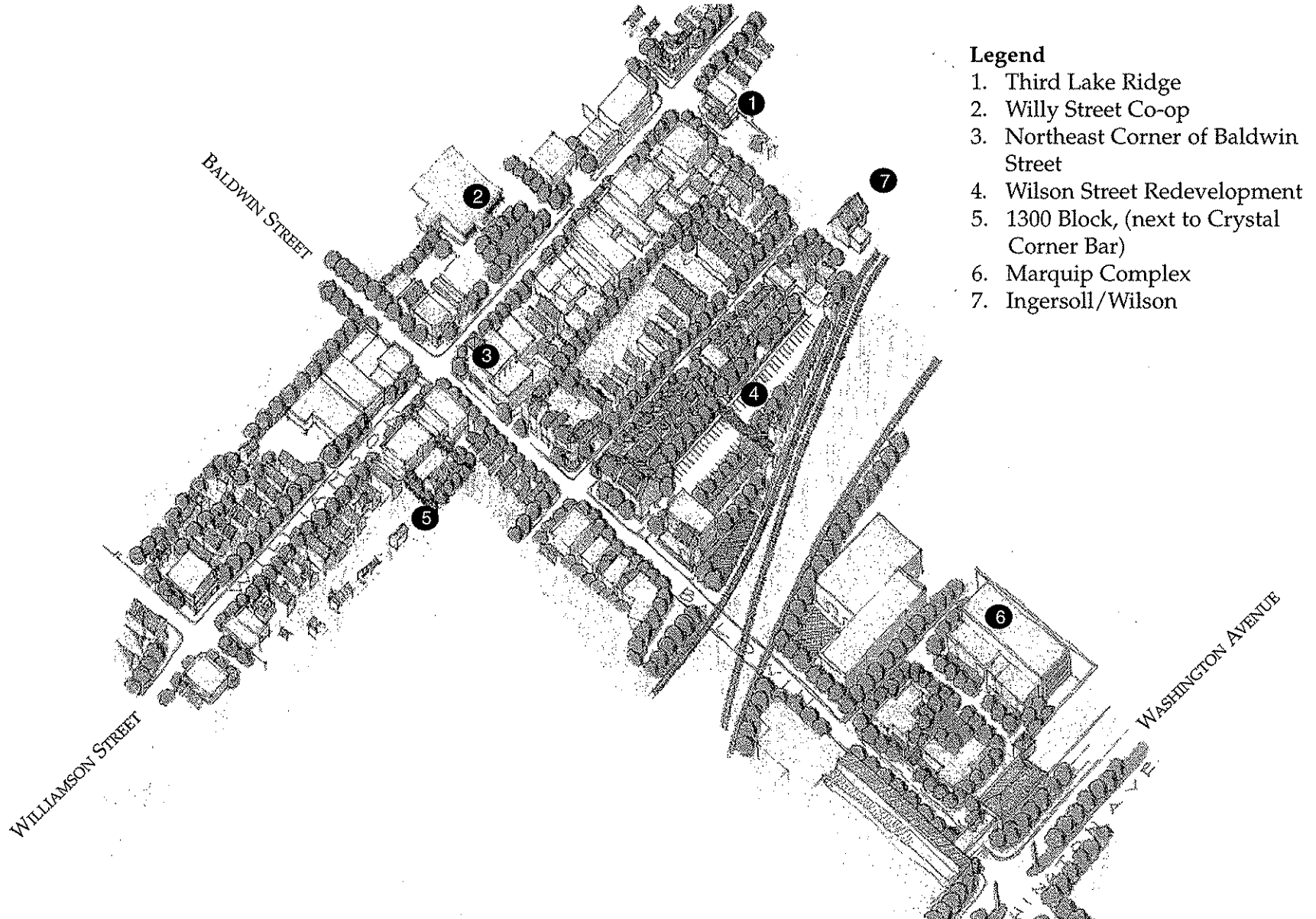
### Other Reinvestment Opportunities

Various other sites and lots are potential redevelopment opportunities. In some cases these opportunities occur in the form of buildings that may be moved or demolished because they have outlived their construction life and no longer functionally contribute to the district. When this is the case, the Urban and Architectural Standards of the Master Plan identify specific design criteria for new construction. When followed, each potential building project incrementally completes the unique, "funky" place called "Willy Street."

One likely redevelopment site is located just east of the Crystal Corner Bar, where a turn of the century residential structure is showing visible signs of decay and under-utilization of the site. Redevelopment of this site to better use its unique location and increase its real estate value has been illustrated in this Master Plan for demonstration. By arranging the building site to be in scale with the street it faces, housing appropriate uses, and providing adequate parking, an otherwise under-utilized



*Alternate plan for the Marquip live/work development – see Area 7 on page 25*



*Illustration of key sites and redevelopment opportunities*

## MIXED USE NEIGHBORHOOD CENTER

### Building Type: Type II – Apartment

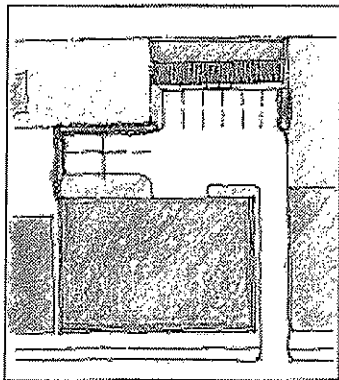
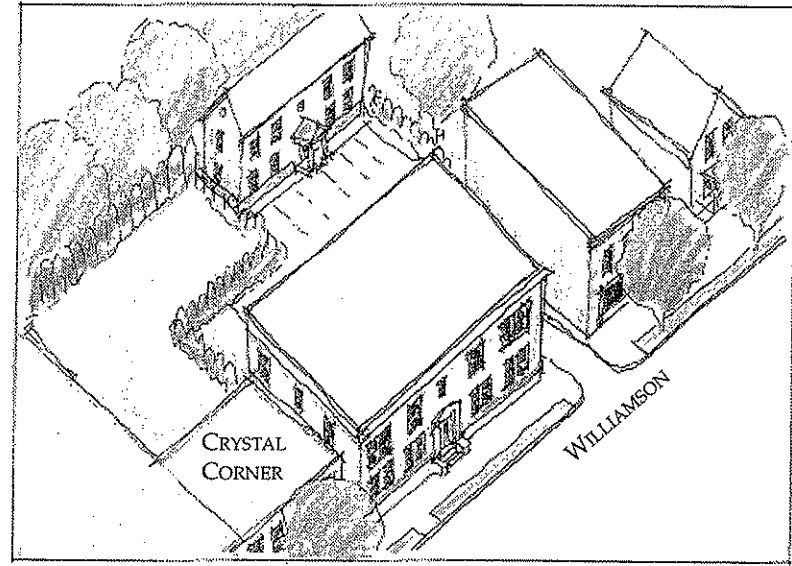
Project Location: 1300 Block of Williamson Street.

Allowable Use: Office or residential uses on ground floor, residential above with accessory residential building at rear of lot.

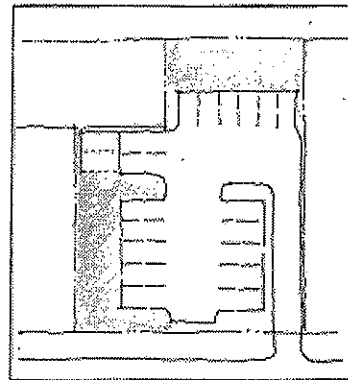
Parking: 1.6 spaces/1,000 square feet of office.  
1/2 space per residential unit.  
Spaces must be located behind and/or underneath principal building.

Building Location: Principal building at front property line or 6 feet (maximum) back from front property line.

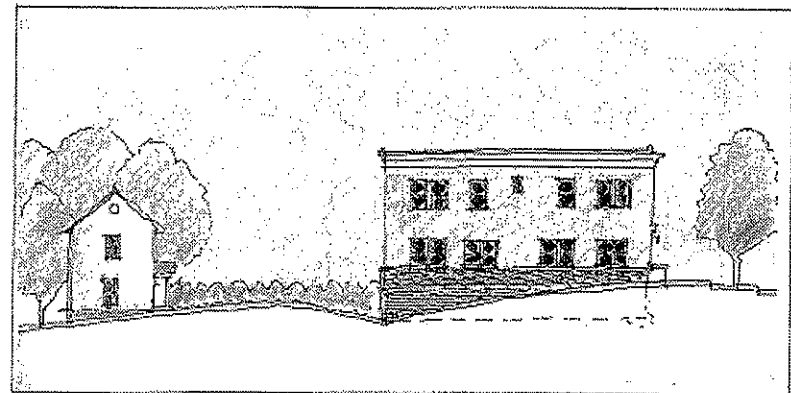
Building Height: 2 stories, maximum 35 feet.



SITE PLAN



PARKING PLAN



SECTION

*Proposed redevelopment for the 1300 block of Williamson Street includes accessory residential unit behind main apartment building*



property may become a contributing component of the Marquette Neighborhood Center (see Area 5 on page 25 and illustration on page 26).

The Baldwin Street Corridor represents another more distant opportunity to develop housing and mixed-use buildings in a transit-oriented pattern. Eventually, commuter and/or light rail will serve the neighborhood. The properties along the east rail corridor and north of Wilson Street are well located for a mix of uses that will generate a variety of activities when rail transit becomes a reality (see Area 4 on page 25).

The Marquip Complex can evolve into a major anchor are gateway to the area given its prominent setting at the intersection of East Washington Avenue and Baldwin Street (see Area 6 on page 25).

## **Movement and Parking**

### **Parking within the Williamson Street Study Area**

Parking for businesses and residences along Williamson Street was a major issue discussed at the Design Workshop. Of concern was the shortage of parking supply, which is problematic both for existing businesses (such as the Crystal Corner Bar, the liquor store, and restaurants) and residents whose parking spaces in front of their houses may be occupied by patrons of the businesses.

The proprietor of the Crystal Corner Bar commented that on nights when the bar has live entertainment, patrons often have to park several blocks away and walk. The proprietor of the liquor store commented that sometimes people who are not liquor store customers will park in his lot, inconveniencing customers who cannot find a parking space.

In response to these concerns, a brief field reconnaissance and analysis was conducted to better quantify the extent of the parking problem along Williamson Street. The analysis was conducted for the 1100, 1200, and 1300 blocks of Williamson Street. The field reconnaissance and analysis included:

1. An inventory of the number of on-street parking spaces was counted in the field and also scaled from a map, assuming that each on-street parking space would be 25 feet long.
2. An inventory of the number of off-street parking spaces was taken from a survey that was prepared by local business owners in June of 1999.
3. A quantification of gross leasable area (GLA) for ground floor of commercial/retail buildings was conducted block-by-block. As well, estimates of the number of dwelling units on the second and third floors of commercial/retail buildings were made.
4. An analysis conducted of the number to quantify off-street parking spaces that would be required by the City of Madison Zoning Code.

Applicable parking rates identified in the Code are:

- 3.3 parking spaces per 1,000 square feet of typical commercial development, and
  - 1.25 to 1.75 parking spaces per dwelling unit.
5. An analysis conducted to quantify the number of off-street parking spaces that would be required with recommended, adjusted parking rates. These adjusted rates take into account the unique pedestrian, bicycle, and transit orientation of Williamson Street. A recent study stated that only 40 percent of commute-to-work trips generated within the Williamson Street study area are accomplished in cars, and the remaining 60 percent are accomplished on foot, by



bike, or on transit. (*The Isthmus 2020 Committee Report: A Guidebook for a Model Isthmus, City of Madison Planning Department, Appendix D, Figures 1 and 2.*) These transportation mode splits indicate that private autos are not used as heavily in the study area as they are in other locations and that the parking rates in the Zoning Code, which are broadly applied throughout the City, may be more rigorous than they need to be.

This report's recommended adjusted parking rates are as follows:

- 1.6 per 1,000 square feet of commercial development,
- 1.0 space per owner-occupied dwelling unit, and
- 0.5 parking space for each rental dwelling unit.

An analysis to quantify parking supply shortages, based on parking rates in the Zoning Code and recommended adjusted parking rates and the amount of additional parking needed, based on the two, alternative parking rates. Table 1 presents results of the analysis described above. As shown in the last two columns of Table 1, approximately 249 additional off-street spaces are needed, based on the Zoning Code, and 95 additional off-street space are needed based on the recommended, adjusted parking rates.

*Effect of Rush-Hour Parking Restrictions.* Williamson Street carries 1,700 to 1,870 vehicles during the AM and PM rush-hours, respectively. In order to efficiently accommodate this travel demand and move automobiles through the study area, parking is restricted on the north side in the morning and the south side in the evening. This improves traffic flow, but reduces the already limited amount of parking available during peak times for business activity. Elimination of any more on-street parking at any time will take more of the pedestrian oriented character

**Table 1**  
**Preliminary Parking Supply Inventory – Williamson Street**

Block	What's out there?				How much off-street parking should there be?		Approximate parking supply deficit	
	GLA of Existing Development	On-Street Parking Supply	Off-Street Parking Supply*	Total Parking Supply	Required Supply**	Recommended Supply***	Per City Code	Per Recommended Rates
1100 Northside	2,700 SF	13			16	6		
1100 Southside	5,900 SF	17			38	16		
1100 Sub-Total	8,600 SF	30	6	36	54	22	48	16
1200 Northside	2,700 SF	23			51	25		
1200 Southside	5,900 SF	32			50	24		
1200 Sub-Total	8,600 SF	55	27	82	101	49	74	22
1300 Northside	2,700 SF	40			72	36		
1300 Southside	5,900 SF	49			68	34		
1300 Sub-Total	8,600 SF	89	13	102	140	70	127	57
Grand Total	70,335 SF	174	46	220	295	141	249	95

\* Current off-street parking supply taken from an inventory conducted by Williamson Street businesses in June 1999

\*\* The City of Madison Zoning Code requires 3.3 parking spaces per 1,000 square feet of commercial development and 1.25 to 1.75 parking spaces per dwelling unit

\*\*\* The recommended parking rates are 1.6 per 1,000 square feet of commercial development, 1.0 spaces per owner-occupied dwelling unit, and .50 parking space for each rental dwelling unit

Source: Biko Associates, Inc., June 2, 1999

away from an attractive, viable Williamson Street urban environment.

### Transit

Up to 40% of the neighborhood uses transportation other than cars to get to work. Six bus routes run on and around Williamson Street, with the intersection of Baldwin and Williamson Streets (*Williamson BUILD Action Plan*, 1998). Transit

infrastructure, such as bus shelters and signs, should be provided in a way that is convenient for bus riders, supports local businesses, and makes the area more attractive. Efforts should be made to encourage area youth to ride buses by increasing service on weekends and providing youth passes.

The Madison area is currently studying the feasibility of enhanced transit service, including commuter rail that would serve several stations just outside of the study area. If implemented, East Washington Avenue or the East Railroad Corridor would carry the line. A rail station serving the study area would have the potential to increase residents' transportation choices and furthermore result in actual decreases in volume of traffic on the streets.

### **Pedestrians and Bicyclists**

The safety of pedestrians and bicyclists along Williamson Street is important to retain its "main street" appeal. Pedestrian lighting is recommended between Few Street and Dickinson Street. The special pedestrian crossing at the intersection of Few and Williamson Streets should be looked at to determine how safe the special crossing is for pedestrians. During the field reconnaissance it was noted that vehicles on Williamson Street do not always stop to allow pedestrians to cross the street. Improved signage along Williamson Street notifying traffic of pedestrians could solve this problem.

Wilson Street, one street north, and Spaight Street, two streets south of Williamson Street, are considered bicycle routes for the neighborhood, and Wilson Street is part of the bicycle route which goes downtown.

### **Implications of Future Development**

The Williamson Street study area and other areas comprising the Isthmus are collectively forecast to see an increase in

development activity and job opportunities. According to *Isthmus 2020 Committee Report (A Guidebook for a Model Isthmus)*, a plan prepared by the City of Madison Planning Department, 14,000 jobs are anticipated by the Year 2020.

While this projection represents a positive trend, there are also negatives that should be considered. For one, all of the 14,000 new jobs will not be held by residents of the Williamson Street study area or the Isthmus. Therefore, there is high likelihood that many of these jobs will be held by people who will be driving to work instead of walking, biking, or riding the bus, and their commute trips will add daily and peak hour traffic to existing traffic volumes.

An analysis was conducted to show how an additional 5,000 square feet and an additional 10,000 square feet of development would impact traffic flow and parking on Williamson Street.

As shown in Table 2, increasing GLA from its current 70,335 square feet to 75,335 square feet will result in the need for 266

**Table 2**  
**Implications of Future Development on Williamson Street**  
**Parking and Daily Traffic Flow**

Development Intensity (GLA)	Required Off-Street Parking		Appropriate Supply Deficit		Two-Way Daily Traffic Volume
	Per City Code	Per Recommended Rate	Per City Code	Per Recommended Rate	
70,335 SF Commercial (Existing)	295	141	249	95	17,000
75,335 SF Commercial	312	149	266	103	17,065 - 17,155
80,335 SF Commercial	328	157	282	111	17,120 - 17,310

Source: Trip Generation, Sixth Edition, Institute of Transportation Engineers.  
City of Madison Zoning Code  
Biko Associates, Inc. recommended parking rates for Williamson Street.

additional off-street parking spaces (per parking rates in the City Code) or 103 additional off-street parking spaces (per the recommended, adjusted parking rates). At the same time Williamson Street would carry between 17,065 and 17,155 vehicles per day, compared to the current daily volume of 17,000 vehicles per day.

The consequences of adding 10,000 square feet of development (increasing from 70,335 to 80,335) would include 120 to 310 additional, daily automobile trips on Williamson Street and the need for 282 off-street parking spaces (per the City Code) or 111 off-street spaces (per the recommended, adjusted parking rates).

### **Transportation and Traffic Recommendations**

The transportation and traffic recommendations for Williamson Street are outlined below:

1. Conduct a detailed parking study for the Williamson Street study area. The parking study should include the following elements:

- Inventory parking generators
- Interview business owners
- Survey parkers (postcards on windshields)
- Inventory existing parking supply (on- and off-street)
- Conduct time-sensitive parking space occupancy survey
- Analyze need to re-stripe/reorganize existing supply of off-street parking spaces to increase efficiency
- Share results with businesses, residents, and the City
- Strategic planning to develop a parking district for Williamson Street
- Organization (public, private, public/private joint venture)
  - funding (user fee or assessment)
  - property acquisition

- approach to sharing parking spaces
- maintenance

2. Consider transportation/traffic performance guides for application in the district when evaluating development proposals. Three important performance guides that can be included in a special Zoning Code for the district are:
  - Intersection Level of Service. Identify what is acceptable in the district; LOS C, LOS D, LOS E, LOS F?
  - Daily and peak hour traffic flow. Current peak hour flow is estimated to be at LOS D, with three peak hour general traffic lanes and one peak hour parking lane.
  - Parking supply and demand.
3. Calm traffic flow (primarily speed) on Williamson Street:
  - Intensify enforcement of speed limit
  - Improve signage at existing pedestrian crossing locations
  - Add texture and color to pavement at pedestrian crossing locations
  - Install pedestrian push buttons at existing traffic signals
4. Request that the City conduct a six month study to identify costs and benefits of maintaining on-street parking on Williamson Street during peak travel periods. (If not a six-month field study, request that the City determine impacts through computer modeling.) Consider the following in the study:
  - Will traffic volume be reduced on Williamson Street?
  - If so, will traffic be diverted to appropriate or inappropriate streets or highways? (Beltline Highway, East Washington, Johnson/Gorham, or Jenifer.)
  - If not, what will be the impact of maintaining the existing traffic volume with a 33 percent reduction in lane capacity?

## IV. PLAN IMPLEMENTATION

Implementation strategies should recognize that restoration, adaptive reuse, redevelopment, and replacement of existing structures with new construction will happen incrementally over time. For this reason, the planning tools the community uses to retain the unique "eclectic" and "funky" character of the area must be standardized through regulations and guidelines. Only then will each new construction project express the values of the community through its public appearance.

Implementation of the *Marquette Neighborhood Center Master Plan* should focus on four areas, each embodying the principles of the plan recommendation in their various planning tools:

- Ordinance revisions
- Organizational structure
- Financing
- Neighborhood Center standards

### Ordinances

Ordinance revisions are recommended in two areas: amending the Zoning Code to create a new mixed-use urban village district, and amending the Third Lake Ridge Historic District Ordinance to strengthen the guidelines for rehabilitation and new construction within the historic district. Both of these revisions should be based on three key principles:

- *Respect and reinforce traditional neighborhood qualities.* The Williamson Street corridor and its adjacent residential neighborhoods contain several components of traditional neighborhoods, including a mix of land uses, access to transit, a hierarchy of connected streets, a variety of public spaces connected by pedestrian routes, and the availability

of commercial and civic uses within walking distance of residences. These are precious characteristics that must be celebrated, protected, and enhanced.

- *Provide continuity in architectural character.* While allowing for variety and diversity in building type and style, there is a need to maintain continuity in architectural character throughout the neighborhood. Much of this character is recognized with the designation of the neighborhood as an historic district, but there are also several buildings outside of the district that reinforce the special character of the area.
- *Provide new housing to enhance the neighborhood's character.* Several previous planning documents have identified the need to increase the number and types of housing units in the neighborhood.

While the Design Team believes that both of these regulatory strategies should be pursued, one can be completed now, while the other will require a longer time frame. Creating a new zoning district is the longer-term strategy, given both the amount of new work that will be required to craft the language, and the time that will be needed to provide for adequate public review and discussion. The more immediate regulatory step is to amend the guidelines for the Third Lake Ridge Historic District.

The Third Lake Ridge Historic District guidelines were adopted when the district was created in 1979. They are extremely general, using the broad concept of compatibility as the primary tool for evaluating improvements in the district. The guidelines do not provide enough guidance as to what is truly appropriate in the district, and may result in improvements that compromise the historical and architectural integrity of the district. Therefore, they should be revised to include the urban and architectural codes that embody the principles and character

of this plan. As appropriate, these codes should be made a part of the Third Lake Ridge Historic District guidelines themselves.

Amending the guidelines will have a significant impact on preserving the historic and architectural character of the district. However, historic district guidelines do not regulate land use, and the Design Team feels that new zoning language is required to protect and encourage land use diversity in the Williamson Street corridor. The *Isthmus 2020 Committee Report*, as well as the *Marquette-Schenk-Atwood Neighborhood Plan* recommend separating commercial and residential land uses will aid in the healthiness of both uses by fostering a well-defined, compact commercial district and cultivating a livable, residential neighborhood. The Design Team feels that this is the wrong approach, because it denies the history and tradition of Williamson Street as a mixed-use district and would seriously compromise the eclectic and funky character that residents enjoy. The overarching land use principle in the neighborhood should be the mixing of uses, and the creation of a regulatory environment that allows commercial and residential uses to co-exist. Therefore, a new zoning category, a mixed-use urban village district, should be created that would allow a variety of neighborhood-scale commercial and residential uses within walking distance of one another. Permitted commercial uses would generally be those allowed in the C-1 Limited Commercial District. Permitted residential uses would generally be those allowed in the adjacent neighborhood, with provisions for home occupants; accessory units; and single-family, duplex, and multi-family units. Key considerations for this new district include:

1. Allowance for diversity in land use on one parcel or within a block.
2. Zero lot line development or a similar provision so buildings address and enclose the street.

3. Retention of existing buildings.
4. New buildings that match the scale, massing, height, materials, fenestration, and placement of existing buildings.
5. A new approach to parking, such as lower parking requirements, shared parking plans, and parking only in the rear with access off an alley.

While the most immediate application of the district would be in the Williamson Street area, it is a district that could be applied in several of Madison's traditional neighborhoods.

### Organizational Structure

Currently, this portion of Williamson Street is served by the Greater Williamson Area Business Association (GWABA). The Design Team feels, however, that because of the redevelopment opportunities identified in this Framework Plan, as well as the architectural and urban codes being recommended, a new organization should be created to oversee the implementation of the plan in this smaller project area. There are at least two options: utilize Common Wealth or create a new business association as a subset of GWABA. Utilizing Common Wealth takes advantage of an organization that is already in place, one that is very familiar with the neighborhood, and one that has a mission that matches the goals of this plan. The BUILD Steering Committee should be consulted as to which option makes most sense for this neighborhood. In either case, an oversight committee should be created, comprising residents, business owners, property owners, GWABA, Marquette Neighborhood Association, Landmarks Commission, City staff, and the Alderperson.

The Urban Main Street Program, a program of the National Trust for Historic Preservation, is an excellent tool to address issues such as design, economic restructuring, marketing and promotion, organization, and public safety. Depending on how

local resources are organized as per an oversight committee, this program may be of use in the Williamson Street corridor. Finally, as recommended above, the implementation committee should consider creating a public-private Williamson Street Parking Utility to manage the production, funding, and maintenance of off-street parking.

## Financing

There are several financing tools available to implement this plan. A previous proposal to create a Business Improvement District (BID) failed, mostly due to opposition from a large property owner. The Design Team suggests that a BID still be pursued, but for a much smaller area centered on Williamson Street between Dickinson and Few Streets. We believe that downsizing the BID will more accurately reflect the area of benefit, and allow financial resources to be brought to bear on the area most in need of immediate attention and with the most immediate redevelopment opportunities. Tax increment financing, low-income housing tax credits, and historic preservation tax credits are also potential funding sources for the activities being recommended here.

## Neighborhood Center Standards

The urban and architectural standards on the following pages are intended to guide new construction of infill and redevelopment sites in the 1200 and 1300 blocks of Williamson Street, and possibly be a model for neighborhood center development elsewhere along the Williamson Street corridor.

The Urban Standards are a graphic description of urban characteristics for each building type. These standards show only those characteristics that affect the neighborhood's urban character, such as building massing, height, and placement on platted lots. Particularly important is the manner in which

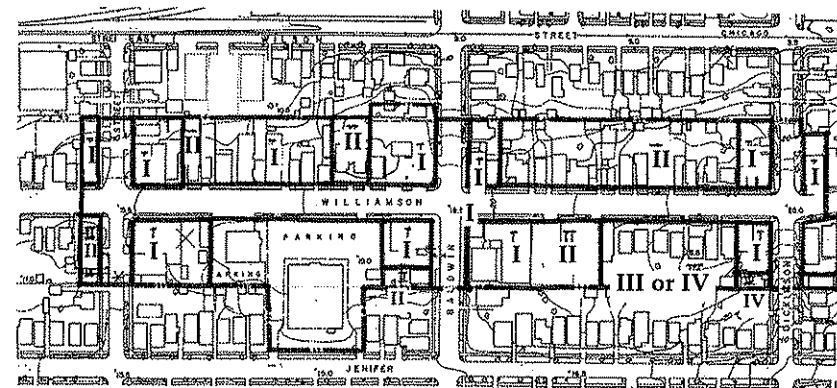
buildings shape the public realm, which is Williamson Street's principal public amenity. For this reason, all dimensions are taken from the lot lines.

## Public Art Amenities

Inclusion of public art to enhance transit shelters, gateway entrances, public parks/parkways, and streetscapes can further define the character and personality of Williamson Street. The addition of artistic elements to building facades and on private property is equally important in developing a richer sense of place.

## Urban Code

On the Regulating Map shown here, the urban types suggested for each parcel are identified. On pages 35-42, characteristics of each urban type are described.



### URBAN CODE LEGEND

- I MAIN STREET
- II APARTMENT
- III TOWNHOME
- IV DUPLEX

### **Architectural Standards**

The Architectural Standards are a written description of suggested building materials, configurations, and techniques (see pages 43-44 for illustrations). These standards favor construction principles with durable and ecological properties, and promote a harmonious expression for the entire community. Civic buildings are exempt from these standards, as they are expected to be expressive of the artistic and civic aspirations of community residents. (Illustrations from *A Visual Dictionary of Architecture*, Francis D. K. Ching, Van Nostrand Reinhold, 1995).

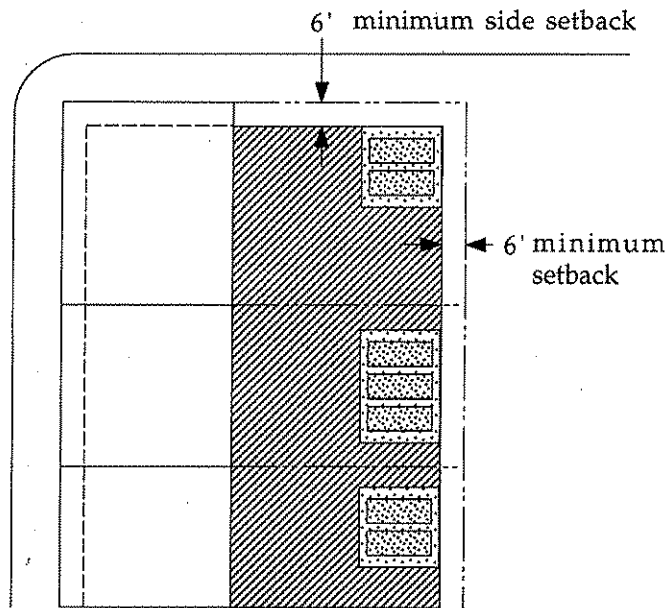
### **Exterior Restoration and Remodeling Standards**

Old buildings of historic quality are candidates for restoration. The reinstatement of the original architectural integrity of historic buildings will continue to build on the character of Williamson Street. Buildings that have gone through several alterations, or those which are not as historically significant, are important to renovate because it is the collection of buildings that creates the overall character of the Williamson Street neighborhood shopping area.

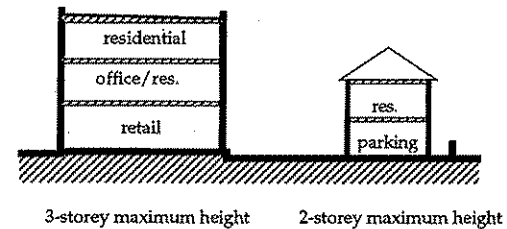
Exterior renovation or restoration should encompass the entire building facade, including upper stories, and not just the storefront. The whole building's visual appearance needs to have a unified feeling.

One of the recommendations is to develop simple guidelines for restoration and remodeling of commercial structures in the Third Lake Ridge Historic District.

## APPENDIX A – ILLUSTRATIONS OF URBAN BUILDING PLACEMENT AND TYPES



### Type I Main Street



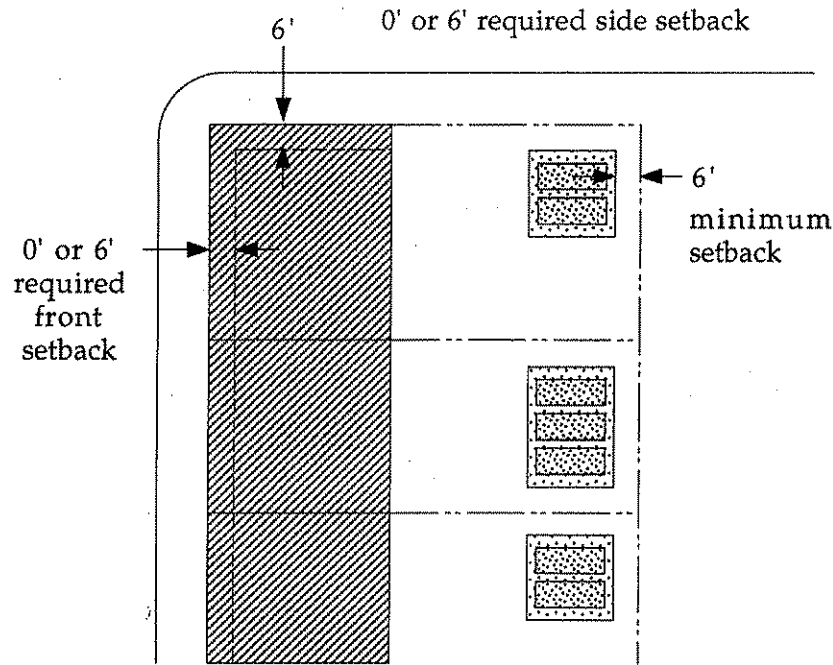
#### Parking

1. Parking should be provided within the areas shown here.
2. Private parking spaces should be no less than 9' by 19' with access to a street or alley.
3. Trash areas should be enclosed with fencing and located within the parking area.

#### Building Use and Height

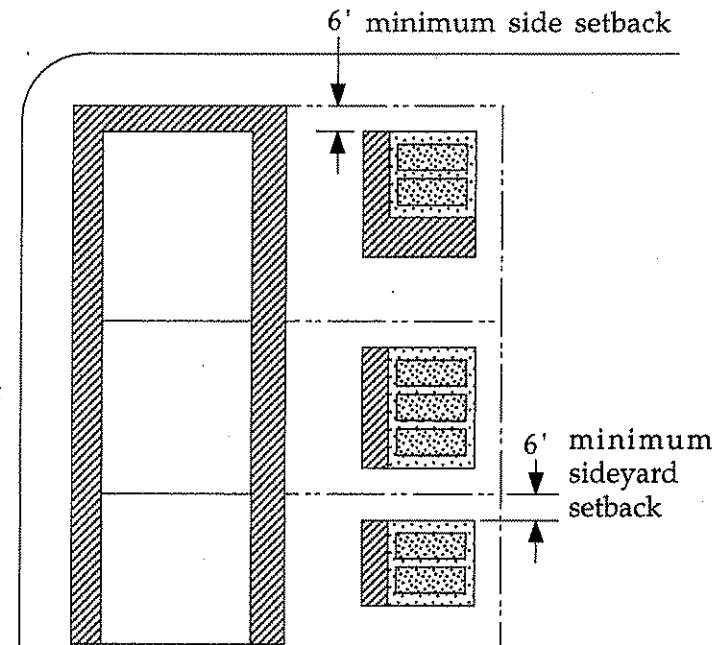
1. Uses of buildings should be as shown here.
2. Building height should be measured at the street elevation.
3. Maximum building height should be measured in number of structural floors, each not to exceed 13 feet in height, floor to ceiling.
4. Multi-storey atrium spaces less than 500 square feet are permitted.





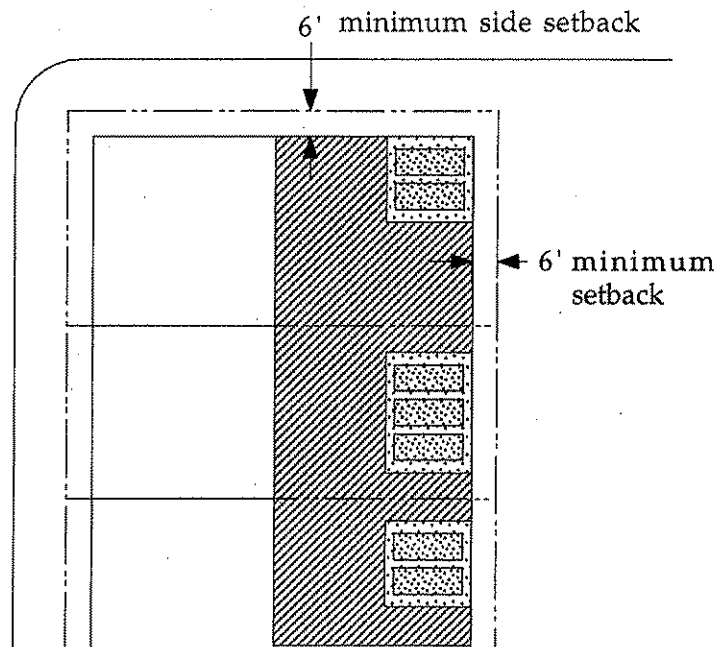
### Building Placement

1. Buildings should be set on lots relative to the property lines shown here.
2. Building street facades should extend along the lot width as designated here.
3. In the absence of building walls or garden walls fences should be built along the property lines.

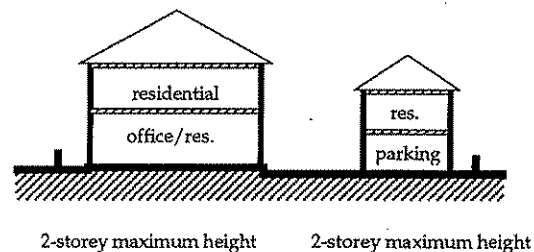


### Permitted Encroachments

1. Balconies, stoops, open porches, bay windows, covered walkway and raised door yards are permitted within the areas shown here.
2. Maximum depth of any encroachment should be no more than 12 feet in depth from the building wall.
3. Covered walkways between the principal building and garages are permitted.



## Type II Apartment

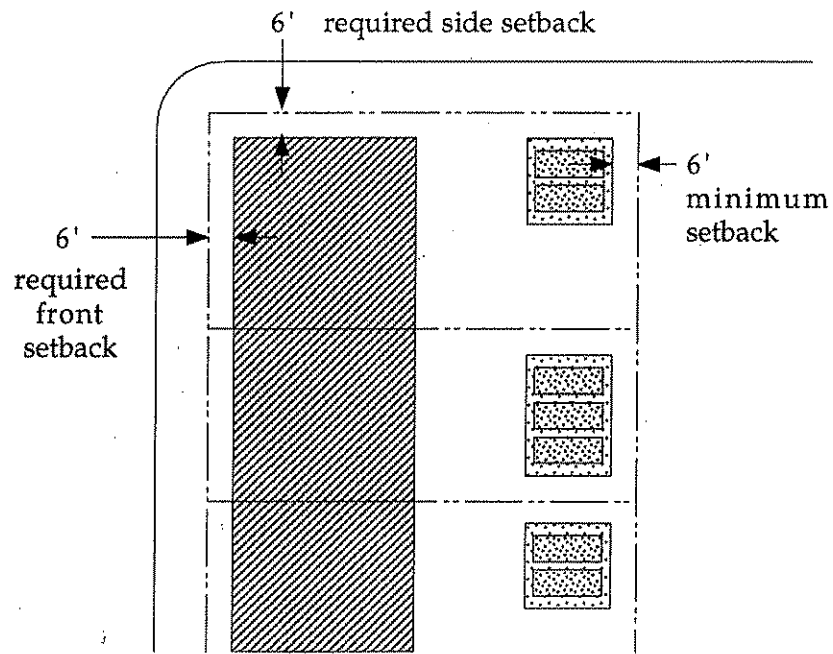


### Parking

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2. Private parking spaces should be no less than 9' by 19' with access to a street or alley.
3. Trash areas should be enclosed with fencing and located within the parking area.

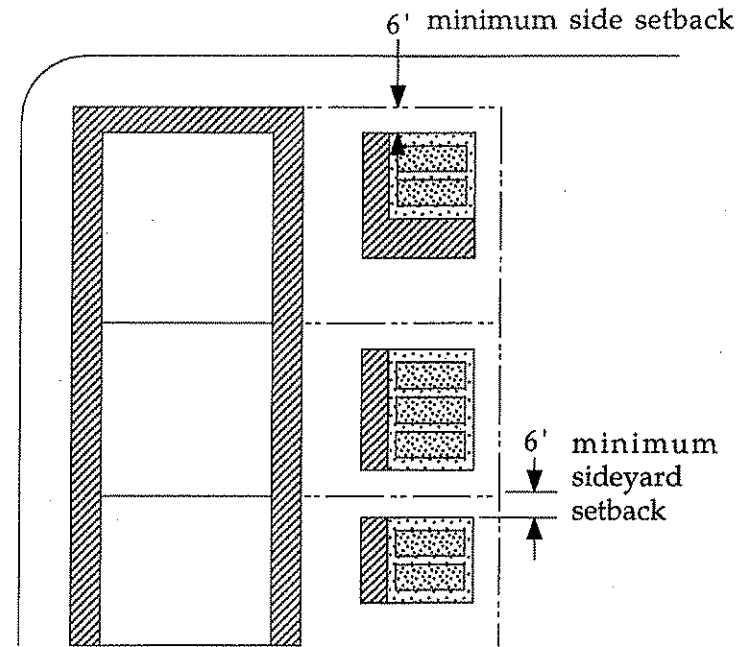
### Building Use and Height

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4. Multi-storey atrium spaces less than 500 square feet are permitted.



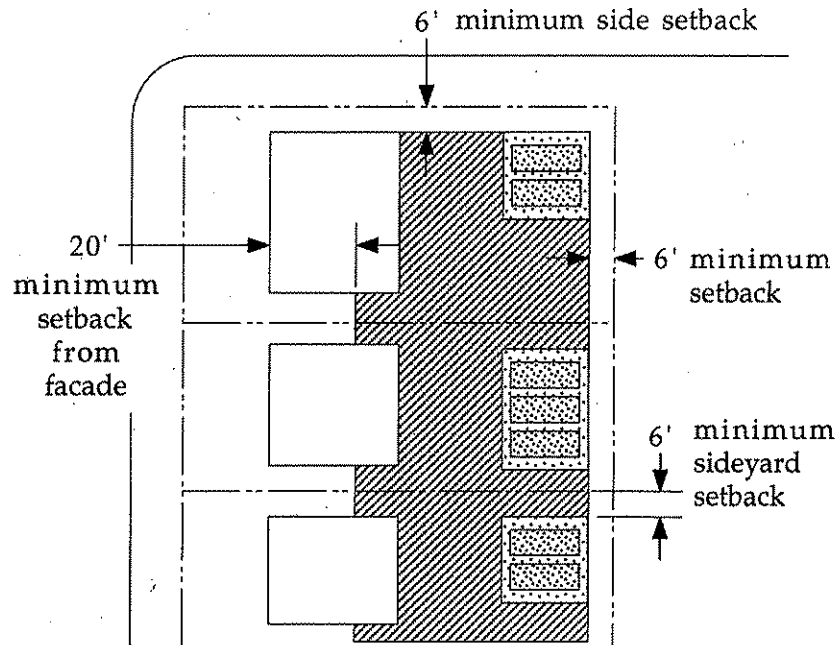
### Building Placement

1. Buildings should be set on lots relative to the property lines shown here.
2. Building street facades should extend along the lot width as designated here.
3. In the absence of building walls or garden walls fences should be built along the property lines.



### Permitted Encroachments

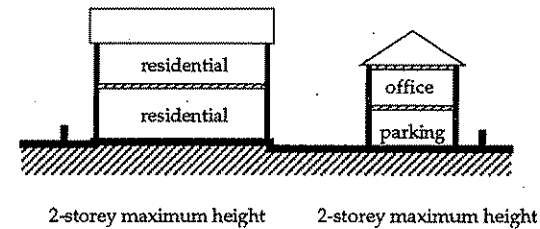
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### Parking

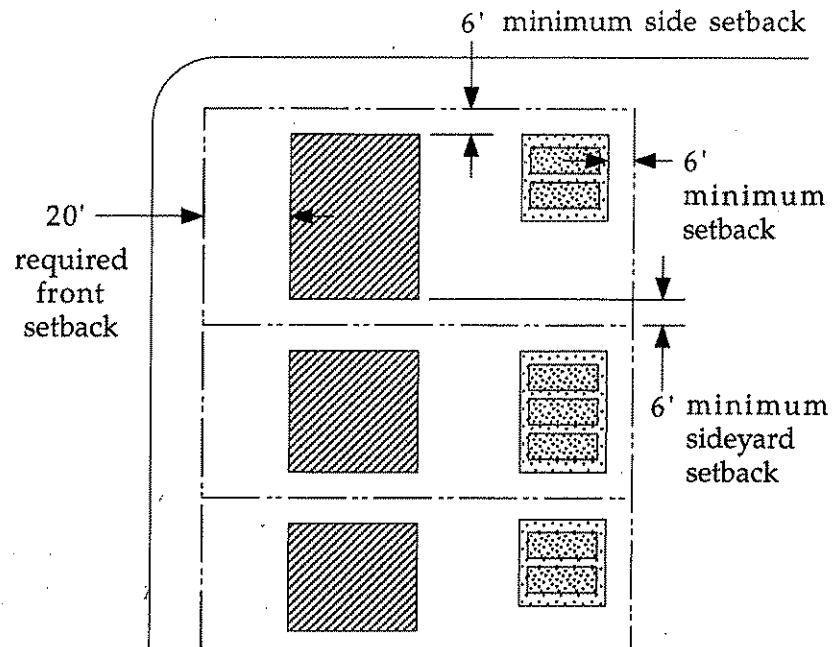
1. Parking should be provided within the areas shown here.
2. Private parking spaces should be no less than 9' by 19' with access to a street or alley.
3. Trash areas should be enclosed with fencing and located within the parking area.

## Type III Flats



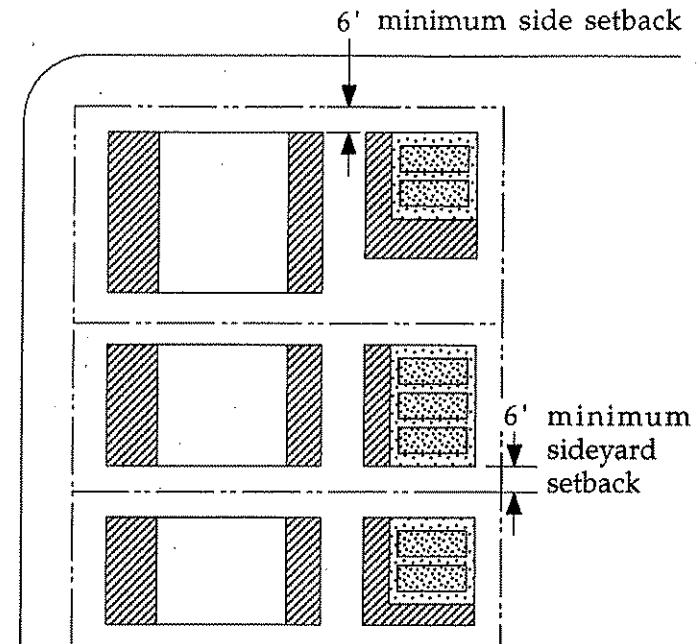
### Building Use and Height

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2. Building height should be measured at the street elevation.
3. Maximum building height should be measured in number of structural floors, each not to exceed 13 feet in height, floor to ceiling.



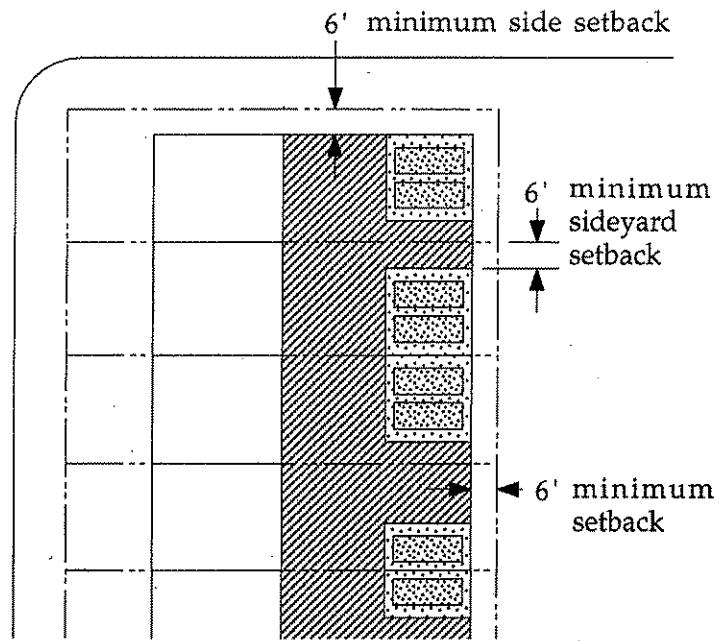
### Building Placement

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3. In the absence of building walls or garden walls fences should be built along the property lines.

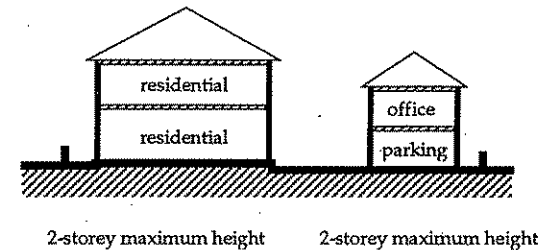


### Permitted Encroachments

1. Balconies, stoops, open porches, bay windows, covered walkway and raised door yards are permitted within the areas shown here.
2. Maximum depth of any encroachment should be no more than 12 feet in depth from the building wall.
3. Covered walkways between the principal building and garages are permitted.



## Type IV Townhouse

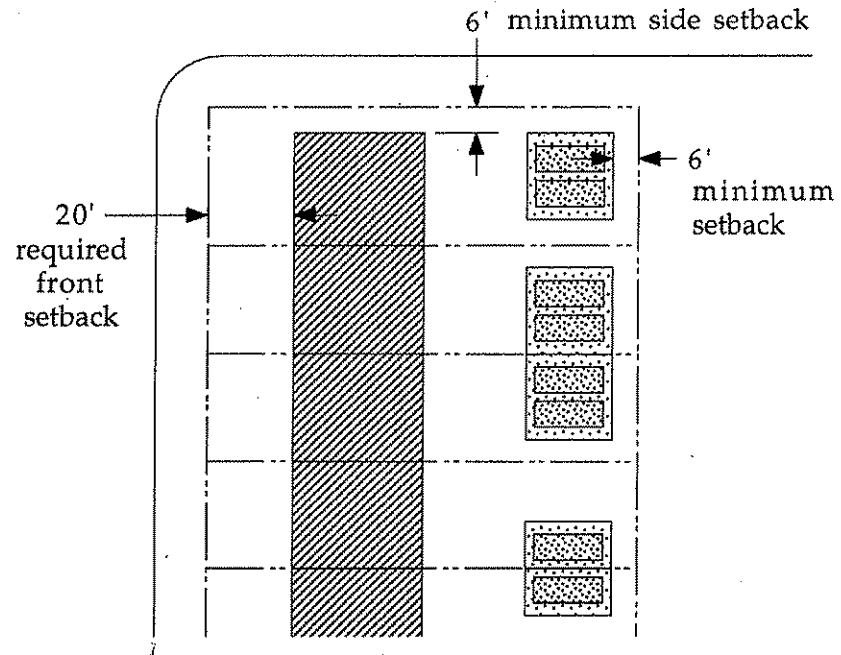


### Parking

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3. Trash areas should be enclosed with fencing and located within the parking area.

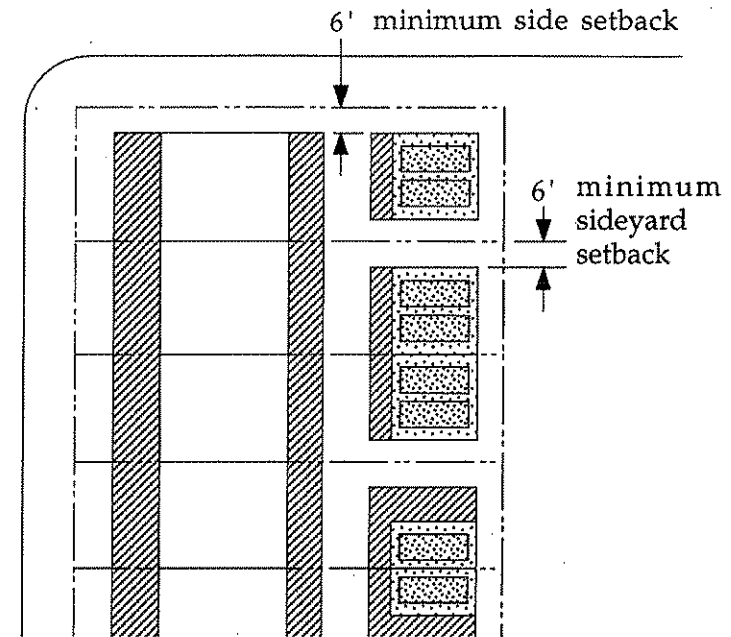
### Building Use and Height

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### Building Placement

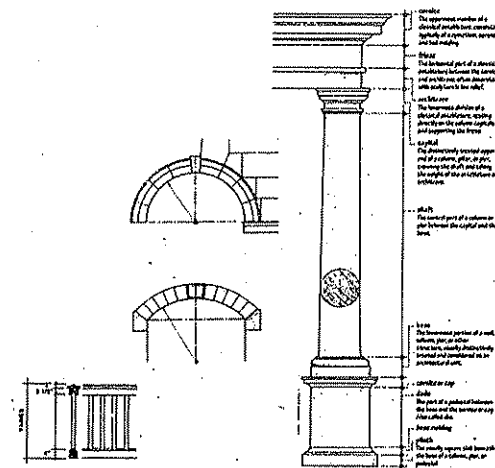
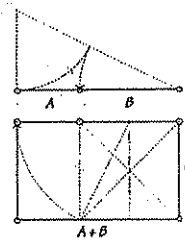
1. Buildings should be set on lots relative to the property lines shown here.
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### Permitted Encroachments

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2. Maximum depth of any encroachment should be no more than 12 feet in depth from the building wall.
3. Covered walkways between the principal building and garages are permitted.





## Roofs

### Materials:

Pitched roofs should be clad with standing metal seam, wood shingles or asphalt shingles.

Gutters should be constructed of galvanized and painted aluminum.

### Configuration:

Principal residential building roofs should be symmetrical gables or hips, pitched between 6:12 and 12:12.

Shed (monopitch) roofs should be attached by their highest point to the principal building. The pitch of a shed roof should be no less than 4:12.

Projecting dormers should be framed with shed, symmetrical gable or hip construction.

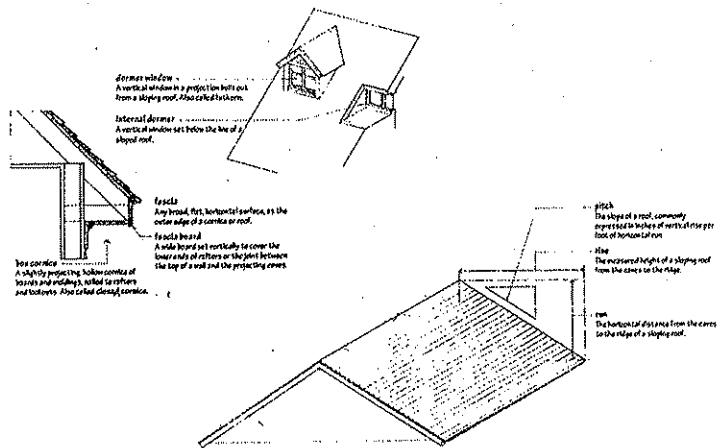
Flat roofs should have a minimum 3-foot parapet.

### Technique:

The eaves of a box cornice should be enclosed with boards and molding.

Overhanging rafters should be finished by vertical fascia boards.

Eaves should not exceed 36" in depth between the wall and the fascia board.



## Exterior Building Walls

### Materials:

Exterior building walls may be finished in brick, stone, wood clapboard, or hardboard and batten siding.

### Configuration:

Two or more wall materials may be combined only horizontally on one facade.

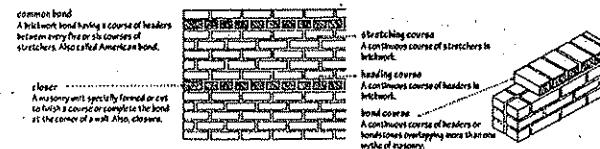
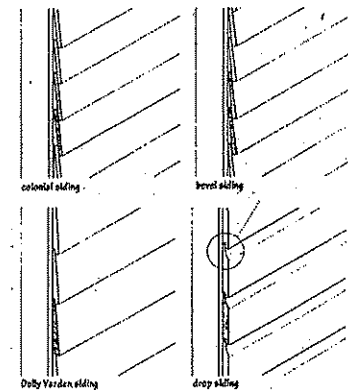
Exterior chimneys should be finished in brick or stone.

### Technique:

Clapboard should be 3.5" to 6" to the weather.

Dropsiding in any material should not exceed 8" to the weather.

Brick should be laid in a true bonding pattern. Stack patterns are not permitted.



## APPENDIX C – CITIZEN WORKSHOP RESPONSES; “DOT-MOCRACY™”

Question 1: The essence of Williamson Street?

Votes	Answer	Repeat
27	Eclectic	
12	Diverse	
12	Ecosystem	
10	Funky	
7	Community	
6	Neighborhood	
4	Traditional	
4	Changing	
3	Louche	
3	Unique	
2	Fundamental	
1	Artsy	
1	Up-and-coming	
1	Vital	
1	Urban	
1	Unorganized	
1	Interesting	
	Mine	
	Traffic	

Question 2: Under what conditions would removal of existing structures be acceptable?

Votes	Answer	Repeat
18	Enhance the vitality and spirit of neighborhood	
12	Poor structure, low use, inappropriate architecture	
11	Beyond repair (decrepit)	III
7	Mixed use (residential over commercial)	
7	Some buildings should be protected	
6	Criteria for demolition, does not have: historic significance, architectural relevance	I
4	Slum housing – tumble down housing	II
4	Permit similar function, infill only	
3	If neighborhood approves/ community desire	I
3	Environmentally hazardous	I
3	Poorly built, dilapidated, non historic	
3	Enhance street, plan in place, not habitable, community input	
2	Community input/ approval	
2	Controlled lighting (indirect lighting)	
2	Out of character	
2	Structurally unsound and cost-prohibitive rehabilitation	
1	Enhance (keep in spirit of)	II
1	Lack of visual quality	
1	Lack of historical value	
	Better use and fit of space	III
	Compatible in color, height, size	II
	An improvement benefiting the community (library, low-income housing)	II
	Remedy dangerous situations	I
	Questionable function	I

Replacement of lost housing	I
Greenspace/ native landscaping	I
No reduction of housing stock	I
Irreparable, not historic, use past	
Loss prohibitive	
Proper compensation to owners	
Neighborhood size and scale	
Increase density	
Affordability	
Includes parking behind or beneath	
Mixed use	
Fits in architecturally	
New housing	
Parking	
Higher Use	
Historical buildings preserved	
Jobs in walking distance	
Respect for everything within it	
Building is “inconsiderate” of existing neighborhood	
Replacement with housing, retail space	
Urban “multi-use” guidelines, consistent with community need and safety	
Serving a negative community function and replaced with positive function	
Reroutes people and traffic	
To create buffers between incompatible uses	

Question 3: If another 50 parking spaces could be added to Williamson Street, where would they be located, and how would they look?

Votes	Answer	Repeat
20	Wilson railroad corridor	
16	Underground	
10	Behind or under structures facing Willy	
6	I'd prefer no more parking at all. If they had to be added, I'd like them to be low lit (no more lights!) and with trees and shrubs. Safety won't be an issue. Seeing the stars at night is an issue with many local residents. Put them in industrial lands.	
6	Small landscaped lots here and there	
5	Under new buildings	
3	Landscaping and green space included	I
3	Utility land – MGE buy or lease	
3	Bordering greenery (visual barrier, sound)	
2	Not on Willy	I
2	Next to co-op and east	
2	Include bike parking in parking areas	
2	Underground parking with high density housing	
2	Williamson and Few	
2	10 bike racks of 5 spaces each	
2	Parking behind businesses, possibly with alley access	
2	Model: Monroe Street municipal lot	
1	East Wilson and Rail Corridor (Manufacturing district)	I
1	Parking structure that fits character of neighborhood	I
1	Avoid congestion	
1	25 spaces near Coyote Capers, Jolly Bob's, old Co-op 25 spaces near corner of Baldwin and Willy	
1	Underground parking behind old gas station (Baldwin/Willy) with store fronts on Willy	
1	Parking not visible from street	
	Behind commerce	III
	Corner of Wilson/ Few	III
	Williamson and Baldwin	II
	SE corner Few/Wilson red brick building	II

	Screened with open fence	II
	Ingersoll and Wilson	
	Safe connection pleasant	
	Appropriate scale to buildings	
	Warehouse	
	2 story with street mixed user liner	
	Indigenous Gehry design	
	Parking structure behind northside of 1200 Block (Jolly Bob's and other businesses)	
	Parking behind 1100, 1200 blocks – access from Ingersoll and Baldwin	
	Behind Willy Street Co-op	
	Long, skinny, well lit design	
	Surface parking with signage to route traffic	
	Parking structure ("building")	
	Access to/from 2 streets	
	"Not behind my house" (It's a joke!!)	
	One block off Williamson (11 & 1200 block Wilson)	
	In block of plumbing business (N of Willy 1200 block)	
	Signage on Willy St directing to behind buildings or to other streets (in structural signage)	
	Small structure toward capitol	
	Like NW corner Webster/ E.W.	
	Side of buildings	
	On-street (reorganized and mid-block)	
	Replacing slum housing	
	Rail corridor, Dickerson to Patterson	
	Surface with bike path	
	Trellis, trees (one tree per 2 spots)	
	Scattered, not big	
	Access from side streets or alley (less Willy street curb cuts)	

## Question 4: What kind of housing is needed and for whom?

Votes	Answer	Repeat
13	Basic low-income housing (affordability) for working class people, students, elderly, disabled	III
12	Good quality, well maintained, affordable	III
10	Quality affordable housing	III
9	Mix of single family, flats and apartments	
7	Diverse housing types	
6	Owner-occupied	III
5	No huge complex, compatible to all kinds of people	
5	Low-income	
4	Mix of unit sizes within building/ development	III
4	Apartments/ condos over businesses on Willy	I
4	With community gardens	
4	Higher density family style (similar to Middleton Hills)	
3	Every income	II
3	Middle income households	I
3	Low income families	
2	People of all incomes especially low and moderate	III
1	Mixed non student middle class	
1	Kind that maintains property values (at lower levels of increase)	
1	Handicapped accessible	
1	Where are the open spaces to hang out?	
	Affordable owner occupied for first timers, low to middle income range	
	Mid to high density, side cross section condos, family, apartments,	

	Real working lofts not yuppie fake	
	Some subsidy, some senior/ disabled	
	Not all subsidy or money look condo	
	Moderate affordable elderly	
	One to four units	
	Single family or multi-family, not more than 6 units	
	Tenure options for mixed incomes	
	Fits neighborhood character	
	Students, families, singles and seniors	
	Middle-income to maintain the mix of housing types and affordability	
	Affordable starter homes and rentals for families and others who like our neighborhood	
	Scaled to neighborhood	
	Family housing for people with out "lots of money"	
	Vertical housing for young families and couples (25-35 years old)	
	Keep current demographics in mind (when planning)	
	Include renovation of existing desirable homes	
	Accessory unit for care takers	
	Increase owner-occupation vs. "absentee" land owner	
	Rental	
	Variety of prices	
	Multi-ages	
	Everyone	

## Question 5: What commercial is needed and for whom?

Votes	Answer	Repeat
22	Locally owned, no national franchises	I
22	Library	
16	Neighborhood specialty shops: bakery, deli, clothes	
6	Theater (movie)	
5	Good lighting/ indirect (downlit)	
4	Local neighborhood and metro area customers	
3	Neighborhood based businesses	
3	Supermarket for low-income	
2	Niche businesses	
2	Vegetarian restaurant	
2	Unique to attract local and regional customers	
2	Commercial for local residents mostly (local businesses too)	
1	Artist studio/ gallery	II
1	Garden supply	
1	Barber shop/ hair salon	
1	Shoes	
1	Newsstand	
1	Shops open Saturday and Sunday	
	Neighborhood and employees – middle income	III
	Small business and retail, etc	II
	Neighborhood customers	II
	Daily services	II
	Book store	II
	Destination retail (for non-mall shoppers)	II
	Complimentary to existing businesses	I
	Art and theater	
	Offices, services retail recreation – for neighborhood	

	and commuters	
	Retail specialty food (not all foody paradises)	
	Coffee shop diner	
	Soup kitchen (breakfast and lunch)	
	Small crafts	
	Small scale retail services, offices in 1200 and 1300 blocks	
	Work place providing jobs for residents	
	Restaurants, Kinkos, shops	
	Clothing, housewares (like Orange Tree), sporting goods, florists	
	Bike shop, a good mechanic	
	Affordable, yet profitable	
	Dry cleaner	
	Distinction between what we need and what will come	
	Restaurant (non-spicy/ non smoking)	
	All kinds/ diverse	
	Regional market (for Isthmus)	
	With garden – “farmers market”	
	Retail	
	Restaurants	
	Dry cleaners	
	Tailors	
	Willy Street: more like what is there now	
	Individually owned (not chain)	
	Self sustaining	



Question 6: Whose street is it? Who is responsible for implementation?

Votes	Answer	Repeat
19	Neighborhood first – Madison second	
10	Ultimately the community, but with cooperation of city, businesses, and residents	
8	Everyone who enjoys it and sees its potential	
8	Neighborhood “Main Street” that belongs to everyone	
7	Many: residents, neighborhood association, business association, commonwealth, anchor businesses, Alder and city guided by well-written plan with on-going public input	
6	Neighborhood residents	III
5	Us: Property owners, commonwealth, city planning, residents through public input	
3	Ours – bus, residential, locals – 5 min walk city help	
3	Residents, commonwealth, business association – “temper developer feeding frenzy”	
3	Residents who live here and have invested in the neighborhood	
2	People who live near it	
2	People who believe in the liberal ethic of the progressive east side mentality have rights to the road – it’s our vision (those who shop/ live here)	
2	Surrounding neighborhood	
2	Mostly neighborhood and somewhat Madison	
2	Us	
2	Private investors	
1	City of Madison	III

1	Neighborhood organizations and MNA, Commonality and GWABA	III
1	City planning/ zoning (responsible/ flexible – to let will of people be achieved)	III
1	Bus commonwealth MNA	
1	Everyone in walking distance	
	Neighborhood business people	III
	Dane County	II
	Neighborhood priority rights	
	Ours – neighbors and city cooperation	
	Neighborhood’s	
	Neighborhoods	
	People of Marquette	
	City residents	
	City development teams	
	Competing interests	
	Neighbors and citizens	
	Neighborhood (not absentee property owners)	
	Belongs to no one	
	Local people are responsible	
	Residents of Williamson/ Marquette	
	Residents and city of Madison	
	Long-term residents	
	Ideally residents and business owners, but with more responsibility and credit given to residents	