

Bassett Neighborhood Master Plan



Recommendations and Implementation Priorities

Downtown Madison, Wisconsin

January 1997

Prepared for:
The Bassett Task Force
and
The City of Madison

Prepared by:



URBAN RESEARCH AND DEVELOPMENT

Schreiber/Anderson Associates and Vandewalle Associates

in association with Bert Stitt Associates

October 1996

Dear Fellow Citizen,

From great hopes comes a better tomorrow. The Bassett Neighborhood with all its colorful history and character more than anything else is full of great potential. With an open mind and good old American resourcefulness, the Bassett Neighborhood can become the model for urban renewal in downtown Madison. This is most exciting, and it introduces the following challenges:

1. How do you make aware all those who are stakeholders in a non-owner occupied neighborhood that there is a need for renewal?
2. How do city and private interests work together to achieve a better, more specific plan for a neighborhood?
3. How do we work together to market a whole neighborhood as a unique and special place to work, live, shop and visit?

With the advent of Monona Terrace and the Kohl Center, we now realize that comprehensive planning in Madison is a must and not just a good idea. The interconnection between the State and the County, the County and Madison, and Madison with each of its neighborhoods is difficult to see. It takes a certain type of vision. This vision is fostered through many hours of planning, many town meetings and focus groups, and hundreds of documents. From all of this, the seeds of renewal are planted. The process is organic in nature. We are growing a neighborhood, and like a vital organ, the health of this neighborhood is essential for the survival and health of the whole body, the geographical body of Dane County.

When we started our neighborhood Master Plan process over two years ago, we did it because a few saw great potential and the relevance of downtown Madison in the larger land use issues facing Dane County. We decided to take a "bottom up" approach to neighborhood planning and hire a planner ourselves, and we gave them the task of developing a Master Plan. With financial and volunteer support from many citizens and the City of Madison we have come to that point. One might ask "What is a Master Plan anyway? This is a very good question. To me a Master Plan is a document that represents a commitment to guide a neighborhood in a responsible manner into the future. The Master Plan you are about to review, we hope, will excite and evoke the feeling of possibility for one of Madison's future best kept secrets - The Bassett Neighborhood.

I would like to thank all those who sat through the countless hours of meetings needed to get us to this point and to those who saw fit to give financially to the planning process. Your time and money was well spent. I would also like to give special recognition to pioneers Todd McGrath and Jerry Pasdo who with their Block 49 plan take gigantic steps toward the renewal of the Bassett Neighborhood and wish them good luck.

I would also like to thank the City of Madison Department of Planning and Development for believing in the private/public planning initiative and Alderman Mike Verveer for his commitment to the process. Also, Lynn Phelps of the Capitol Neighborhoods for acting as treasurer and secretary. Last but not least, thanks to our planners, CityVision Associates.

Thank you.


Victor Villacrez, Chair
Bassett Task Force

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ACKNOWLEDGEMENTS

In October 1995, CityVision Associates was hired by the Bassett Task Force to prepare the Bassett Neighborhood Master Plan. While CityVision Associates provided the professional expertise for this plan, we wish to acknowledge the other many supporters of the Bassett Neighborhood whose commitment of time, energy, talent and money made this plan possible.

First of all, we wish to acknowledge the important partnership between the City of Madison and the Bassett Neighborhood. The City of Madison Department of Planning and Development contributed \$15,000.00 to prepare this master plan, provided staff assistance to support the preparation of the master plan and provided valuable input throughout the planning process. Special thanks to Mayor Paul Soglin, George Austin, Director of Planning and Development, Brad Murphy, Director of the Planning Unit and Alderperson Michael Verveer for their commitment to our neighborhood. Thanks also to Bob Gutzman, city planning staff liason to the Bassett Task Force.

Secondly, we wish to acknowledge the many individuals and groups from the neighborhood who made financial contributions to prepare this plan. Their contributions, ranging from \$25.00 to \$1,000.00 and totalling \$15,000.00, matched the city funding and demonstrated a major commitment by the neighborhood to the plan. Contributors included:

Downtown Madison, Inc.	Alexander Company, Inc.
Lake Park Associates	M&I Bank
Sharon McCabe	J.H. Findorff & Son, Inc.
Block 49 Joint Venture	Anchor Bank
Fred Mohs	WHEDA
Meriter Health Services	Mullins/Wilson West
Madison Development Corp.	Hausmann & Associates
Todd McGrath	Delta Storage
Associated Bank	Regina Millner
Bedford Square	Ed Linville
Home Savings	Space-Metrics
Siekers & Matthews	Victor Villacrez
MG&E	David Keller
Housing Resource Group	Robert Keller
Edna Wetternach	2020 Group, Inc.
Heartland Properties, Inc.	Lynn Phelps
Paul Hees	

Thirdly, we wish to acknowledge the individuals who attended three town meetings during the planning process. Their commitment of time and their valuable input insured that this plan reflects the needs and desires of the neighborhood. We wish to thank the management of 641 W. Main Street for generously allowing us to hold our town meetings in their community room, and J.H. Findorff and Son, Inc. for allowing us to use their conference room for our task force meetings.

Special thanks to Vic Villacrez, who chaired the Bassett Task Force and to Regina Millner who chaired the master plan review subcommittee for the Bassett Task Force.

Finally, we wish to acknowledge the dedicated members of the Bassett Task Force and subcommittees who volunteered their time over the past year to insure successful completion of this master plan. A list of task force members and subcommittees is included in the appendix to this plan

Introduction



The Bassett Neighborhood serves as entrance to Downtown Madison and the University of Wisconsin from John Nolen Drive and future commuter rail corridors. The Bassett Neighborhood is on the lower right and the University of Wisconsin is in the upper left.

INTRODUCTION

The purpose of this master plan is to establish a comprehensive planning framework for the physical redevelopment of the Bassett Neighborhood. This document will guide public agencies, developers, businesses, property owners and others in their planning and implementation activities over the next 25 years. We have identified a 25-year planning horizon to coordinate with the Dane County Vision 2020 plan and the City of Madison's Isthmus 2020 plan. The Bassett Task Force has identified the area bordered by W. Washington Avenue on the north, Martin Luther King, Jr. Blvd. on the east, Lake Monona on the south and Proudfit Street on the west as the primary study area for the master plan (**Exhibit 1**).

Description of the Neighborhood

The Bassett Neighborhood, geographically located in the southwest quadrant on the Capitol Square, is defined by a variety of residential, commercial, institutional, industrial, recreational and transportation land uses. The study area is generally divided into three land use areas. A predominantly commercial and institutional district is located east of Broom Street near the Capitol Square. The Meriter Campus occupies two blocks of this area including the Meriter Senior Health Care and Retirement Center on Block 50 and the former Methodist Hospital and Jackson Clinic on Block 51. This area also includes the new WHEDA building and St. Raphael's Cathedral, a key landmark and focal point for the neighborhood. On the west, between S. Bedford Street and Proudfit Street, there is mixed industrial, commercial and residential district that includes several historic warehouse buildings and storage yards. The Bassett residential district, a primary focus of this master plan, is located approximately between S. Bedford Street and S. Broom Street. This district is predominantly a multi-family neighborhood with a high degree of non-owner occupied housing. This area is in transition from a student populated area to an area that includes a broader mix of population, income levels and ownership. This district is characterized by deteriorating housing and a mix of densities, building scales and lot coverages. There are several historically interesting buildings in the area. The neighborhood is part of a regional and statewide visitor center which includes the State Capitol, the Monona Terrace Community and Convention Center and the new University of Wisconsin Kohl Center. The neighborhood, one of the major entrances to the downtown and the State Capitol, is bisected by a transportation network that includes a regional highway system, a regional bikeway system, transit corridors, key pedestrian routes and a potential future commuter rail corridor. The neighborhood is located near the center of the downtown employment base and within the primary downtown development zone. This area is likely to experience increased development stimulated by the construction of the Monona Terrace Community and Convention Center, the Kohl Center and the growth of Dane County that is projected at 100,000 new residents by the year 2020.

History

The Bassett Neighborhood is one of the oldest Isthmus residential neighborhoods, dating back to the mid-1850's. The neighborhood was first settled by a mix of Yankee and German settlers. A group of Irish immigrants soon arrived, many to help build the Milwaukee Road railroad tracks and depot in what is now the City Station area. After railroad service arrived in 1854, many Irish families remained in the area to work for the railroad and more immigrants arrived. Railroad activity also spurred the development of commercial warehouses in the City Station area. In the late 19th and early 20th century, many of the two and three unit residences in the area were built to house workers in Madison's other burgeoning industries, government and the university.



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RECENT DEVELOPMENTS / PROPOSALS

Sheet Title: **LOCATION MAP**

Scale: 1" = 100'

Map Date: 04/22/96

Map By: J. S. B.

Map No: 000000

Bassett Neighborhood Master Plan

Downtown Madison, Wisconsin

Exhibit 1: Bassett Neighborhood Study Area

In the early 1960's, housing policies at the University of Wisconsin shifted to allow more students to live off campus. Many of the homes in the neighborhood were renovated into multi-family buildings and marketed to students. As the University expanded, students began occupying the majority of the rental units in the area. In the 1960's and continuing into the 1970's, higher density brick apartment complexes that lacked architectural character and compatibility with the historic housing stock were added to the area.

In 1978, the first Bassett Neighborhood Master Plan was prepared to promote neighborhood revitalization and a return to a more stable residential population. In spite of this planning effort, the housing conditions within the Bassett Neighborhood continued to deteriorate. During the last decade, fewer student renters have chosen to live in the area drawn to new high-rise student apartments built near the University Campus. The student renters moving out of the Bassett Neighborhood have been increasingly replaced by a more transient renter population.

Several public and private initiatives have occurred over the past several years to assist the Bassett Neighborhood in becoming a healthy and stable residential district in the heart of downtown Madison. In 1993, Capitol Neighborhoods annexed the Bassett Neighborhood into its boundaries and the City of Madison commissioned the Bassett Neighborhood Housing Study. The housing study examined the market potential and feasibility for owner-occupied housing including conversions of existing 2-4 unit housing stock and new construction. Since 1994, a City of Madison planning staff team has met regularly to implement recommendations of the housing study. Over the past five years, several new high quality rental and ownership housing projects have been developed such as Hamilton Point, the Wilson Bay Apartments and the Doty Row Townhouses. These projects indicate a new investment interest in the area. Some rehabilitation of existing residential and commercial properties has also occurred. In 1995, Meriter Management Inc., commissioned a coordinated block-wide redevelopment strategy to increase owner-occupied housing on Block 49. In January 1994, the Capitol Neighborhoods held a planning retreat to discuss planning issues and goals for the Bassett Neighborhood. The Capitol Neighborhoods subsequently created the Bassett Task Force to implement those goals. In 1995, the city created TIF Incremental Finance District No. 25 which includes part of the Bassett Neighborhood. In 1994, the City of Madison's Isthmus 2020 Citizens Advisory Committee was created to study future land use and transportation alternatives for the Isthmus as part of the Dane Vision 2020 process. The committee identified the Bassett Neighborhood as one of the key areas where residential population could increase significantly in support of a concentrated growth recommendation for the central city.

Coordination With Other Plans

The preparation of the Bassett Neighborhood Master Plan has involved a comprehensive planning process that included coordination with past and current plans for downtown Madison. The Bassett Neighborhood Master Plan builds upon the City of Madison's Downtown 2000 Master Plan prepared in 1989. The Bassett Neighborhood master plan has also incorporated planning directions and principles from several other planning documents prepared for downtown Madison which are identified in the appendix of this report.

Public Involvement

Neighborhood, city, business and developer input has been critical in shaping the Bassett Neighborhood Master Plan. A high degree of public involvement during the planning process has insured that this document addresses the needs of the neighborhood and the City of Madison. The Bassett Neighborhood master planning process included the following public involvement activities:

Town Meeting No. 1 (July 22, 1995): Participants identified and prioritized neighborhood goals and issues for the Bassett Master Plan at a town meeting held at 641 W. Main Street.

Town Meeting No. 2 (December 9, 1995): An opportunity analysis for the Bassett Neighborhood was presented at a second town meeting held at 641 N. Main Street. Participants also identified and discussed their desired futures for the neighborhood.

Developer Focus Group (January 19, 1996): A group of developers and development professionals familiar with the Bassett Neighborhood offered their comments on the market potential, feasibility and implementation priorities for residential and commercial development in the neighborhood.

City Staff Work Session (February 7, 1996): The preliminary master plan recommendations and implementation strategies were presented and discussed with the City staff.

Town Meeting No. 3 (February 17, 1996): The Bassett Neighborhood preliminary master plan recommendations and implementation strategies were presented and discussed at a third neighborhood town meeting held at the 641 W. Main Street.

City Staff Work Session (April 16, 1996): CityVision Associates and representatives of the Bassett Task Force met with City staff to discuss master plan recommendations and coordinate the preparation of the final master plan document.

Bassett Task Force Meetings (October 1995 through May 1996): The Bassett Task Force met six times between October 1995 and May 1996 to discuss master plan issues, coordinate town meetings, and approve master plan recommendations.

Master Plan Organization

This Bassett Neighborhood Master Plan is divided into the following sections:

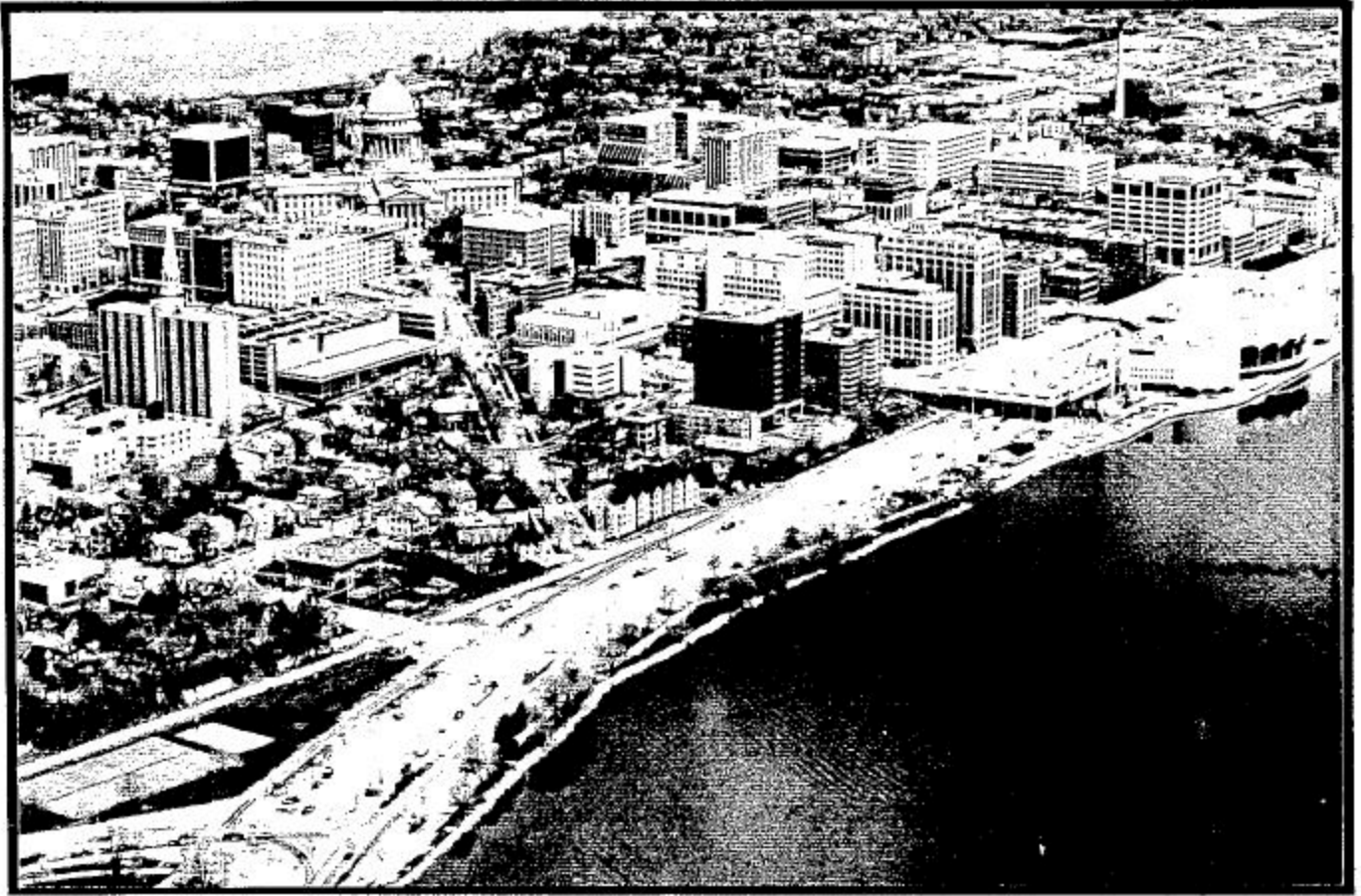
- Introduction.
- Master Plan Goals.
- Project Setting.
- Opportunity Analysis.
- Master Plan Recommendations.
- Implementation Strategy.

An appendix to the Bassett Neighborhood Master Plan is available for review at the City of Madison Department of Planning and Development and includes the following documents:

1. Bassett Task Force Membership.
2. Bassett Task Force Subcommittees and Goal Statements.
3. Summary of information resources used to prepare the Bassett Neighborhood Master Plan.
4. Summary of the Proceedings of the Capitol Neighborhoods Retreat regarding the Bassett Neighborhood.
5. Summary of Town Meeting No. 1.
6. Summary of Town Meeting No. 2.
7. Summary of Town Meeting No. 3.
8. Bassett Neighborhood Newsletter - "Bassett Bugle".

Please contact Bob Gutzman at (608)267-4635.

Master Plan Goals



View of the east side of the Bassett Neighborhood related to the State Capitol and Monona Terrace. The photo depicts the juxtaposition of scales between the residential neighborhood (left) and the downtown commercial district (center). Photo credit: Archie Nicolette.

MASTER PLAN GOALS

The primary goal for the Bassett Neighborhood is to create a stable, long-term residential population while maintaining the historic scale and character of the neighborhood. This planning goal recognizes that the neighborhood also serves as a commercial, entertainment, institutional center and a major entrance for downtown Madison. Important objectives to be considered in achieving this goal include:

1. Promote owner-occupied and long-term rental housing opportunities.
2. Provide high quality housing choices including rehabilitation of existing housing stock and new construction in scale with the neighborhood.
3. Provide a variety of housing choices including affordable housing.
4. Provide physical improvements such as streetscapes, gardens, open space and quality architecture to establish a stronger residential character and neighborhood identity.
5. Promote historic preservation to maintain the identity and character of the neighborhood and the downtown.
6. Identify strategic sites to increase residential population and expand the downtown employment base.
7. Provide land uses such as neighborhood retail, specialty retail, entertainment uses and open spaces to support the needs of the area's residents, employees and visitors.
8. Strengthen pedestrian and bicycle linkages between the Bassett Neighborhood and the State Capitol, Monona Terrace, Lake Monona, Law Park, Brittingham Park, University of Wisconsin, State Street, Capitol Centre, future transportation facilities and surrounding neighborhoods.
9. Develop transportation facilities that provide improved access to the downtown for all modes of travel (cars, rail, transit, bicycle, pedestrian) while complimenting the residential character of the neighborhood.
10. Coordinate the goals of the Bassett Neighborhood with other downtown planning efforts that include Downtown 2000, the Monona Terrace Community and Convention Center, Isthmus 2020, the University of Wisconsin Master Plan, Meriter Campus Master Plan, and the Downtown Historic Preservation Plan.



Meriter Terrace is an attractive addition to the Bassett Neighborhood which compliments the neighborhood's residential scale and character.

Project Setting

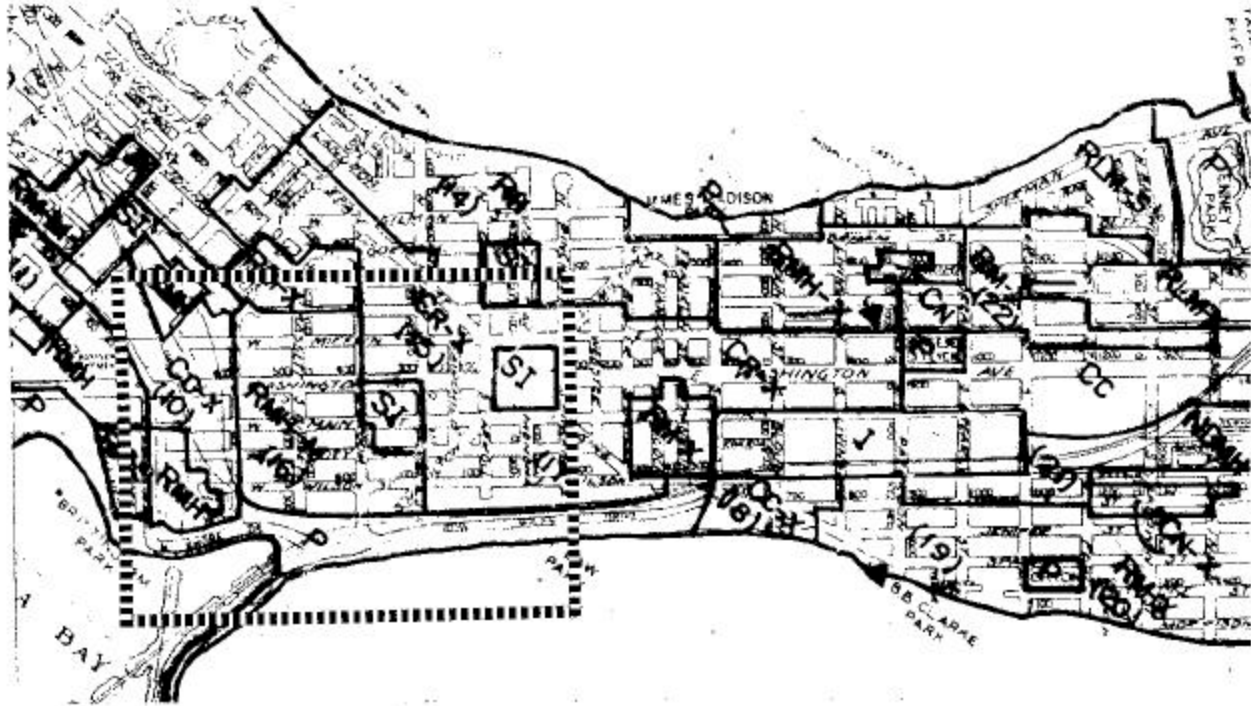


Overview of the Bassett Neighborhood looking north. The photo depicts the Tobacco Warehouse District (bottom), an area proposed to be redeveloped from existing storage yard uses to residential uses. The proposed Kohl Center is located just off the photo to the left.

PROJECT SETTING

The following series of maps describe adopted plans and existing conditions for the Bassett Neighborhood.

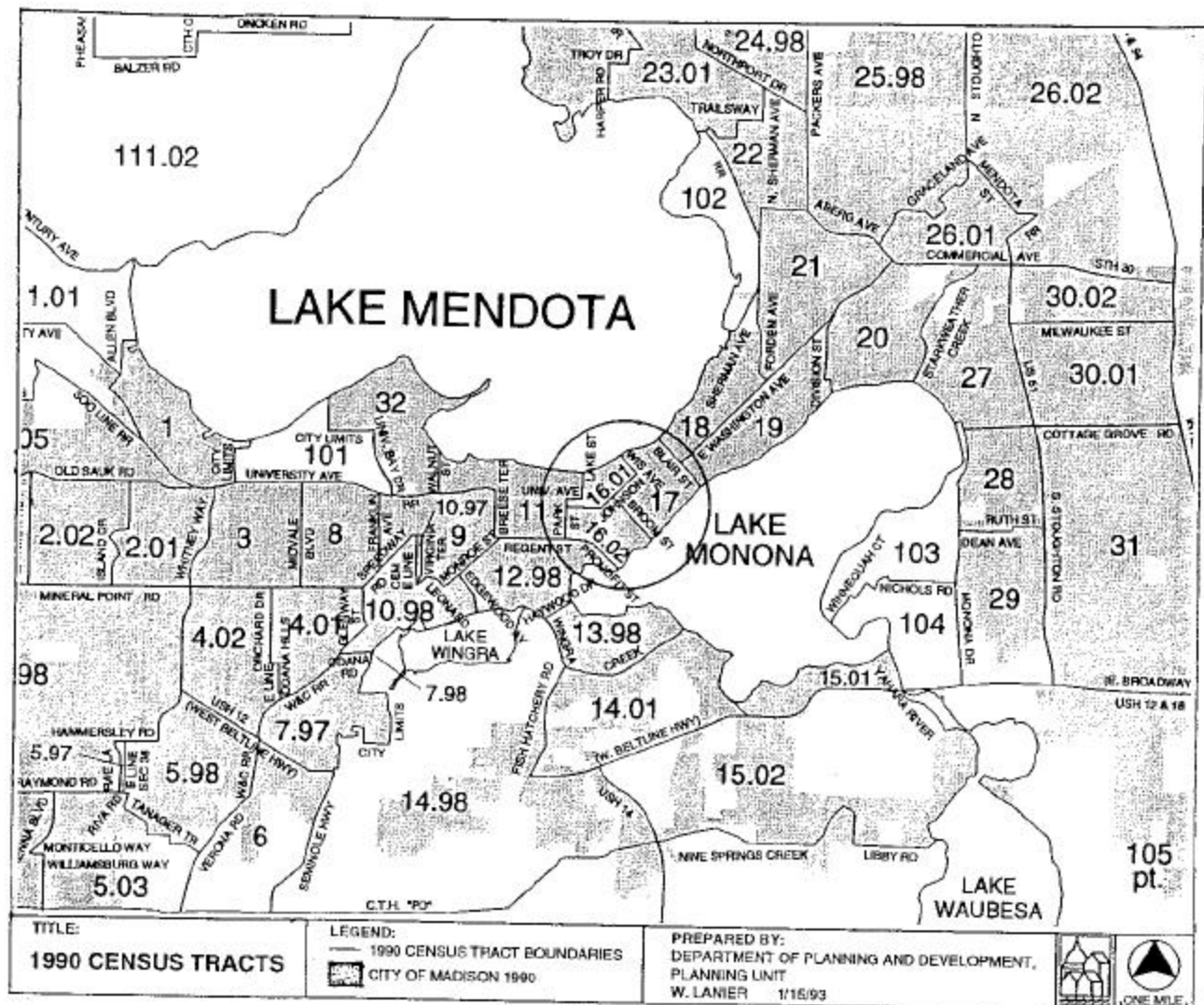
1985 Land Use Plan for the City of Madison



LEGEND

- CC-X Community Commercial - Mixed Use District
- CR-X Regional Commercial - Mixed Use District
- RMH Medium-High Density Residential District (26-40 units/acre)
- RM Medium Density Residential District (16-25 unit/acre)
 - X Mixed Housing Types District
 - M Multi-Unit Housing District
- SI Special Institutional Districts
- P Parks, Recreation, Open Space, and Conservancy

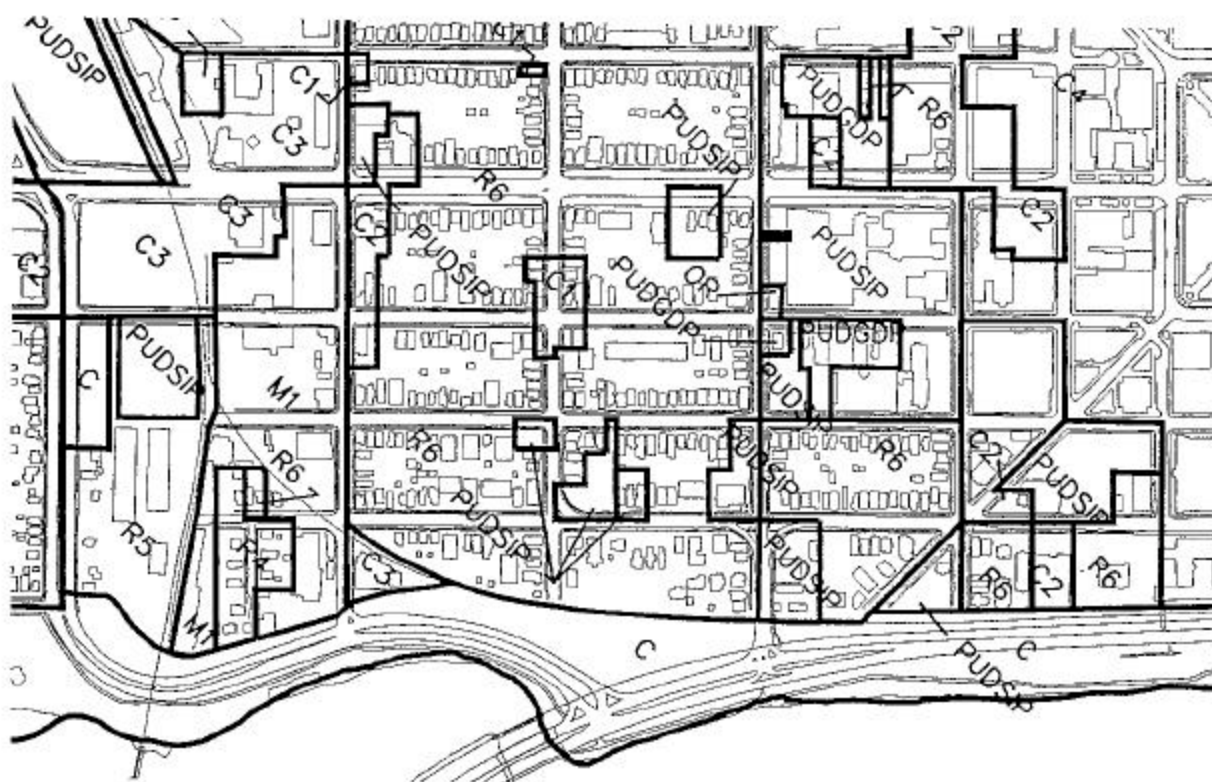
1990 Madison Census Tract Data (City of Madison, February 1993)



The Bassett Neighborhood study area is located primarily in census tract 16.02 with a portion of the neighborhood east of Broom Street extending into census tract 17.0. Some demographic characteristics from the 1990 Census include:

- There is a large transient population with 66% of the population moving into their houses within one year.
- There is a large population of student residents.
- There are very few families and owner occupants.
- Most people work in government, at the university or in retail trade.
- There is generally a low household income and households overall spend a large portion of their income on housing.
- The area is dominated by renters.

Madison Zoning Ordinance

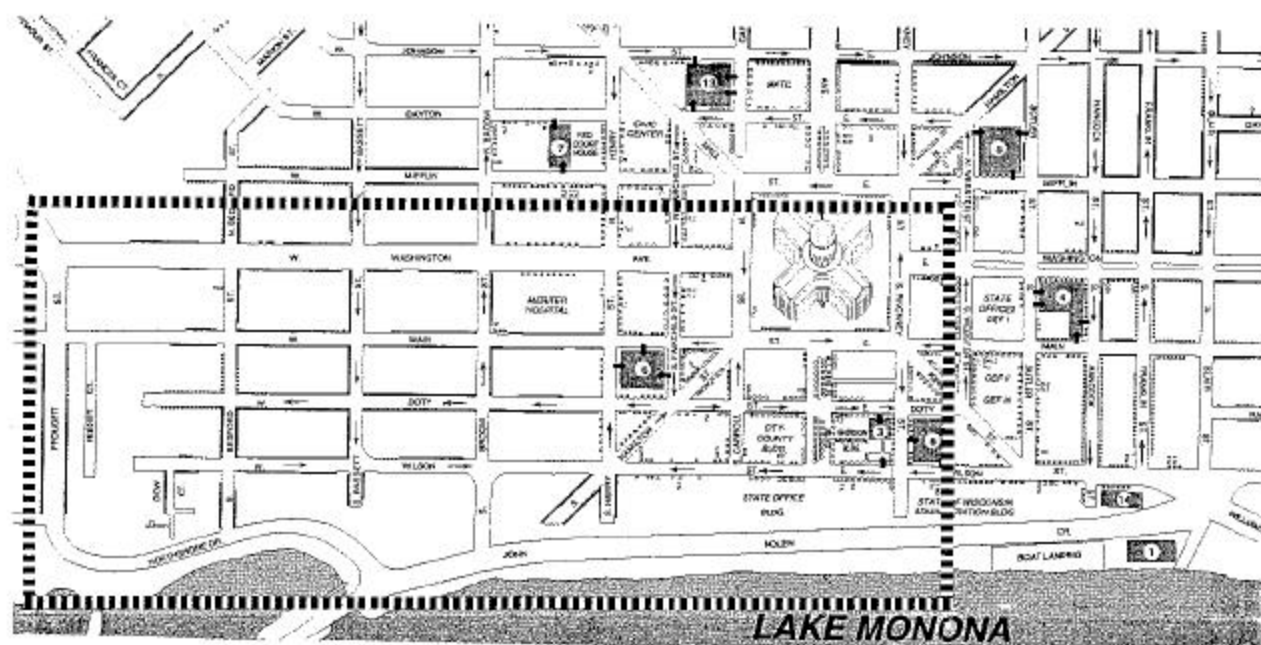


LEGEND (Madison Zoning Code, Section 28)

C	Conservancy District
C1	Limited Commercial District
C2	General Commercial District
C3	Highway Commercial District
C4	Central Commercial District
M1	Limited Manufacturing District
R4	General Residence District
R5	General Residence District
R6	General Residence District
PUD	Planned Unit Development

A large part of the Bassett Neighborhood Study Area is zoned R6. This designation is intended to "... stabilize and protect the essential characteristics of certain of the highest density residential areas normally located in the central part of the City, and to promote and encourage, insofar as compatible with the intensity of land uses, a suitable environment for a predominantly adult population, and in those central areas located in close proximity to the central campus of the University of Wisconsin, to promote and encourage a suitable environment for student housing facilities." (City of Madison Zoning Code, Section 28.08[7]a).

Madison Central City Parking Ramps, Lots and On-Street Parking (City of Madison, Dept. of Transportation)



NO.	NAME OF FACILITY	SPACES
8	GOVERNMENT EAST DOCK RAMP	512
9	LIVINGSTON LOT MONTHLY PARKING	45
10	MARKET PLACE LOT MONTHLY PARKING	27
11	600 UNIV. AVE. LOT-TEMP	207
12	STATE ST.-CAMPUS (FINANCES & LAKE RAMP)	1091
13	STATE ST.-CAPITOL STATION RAMP	517
14	WILSON ST. LOT MONTHLY PARKING	50

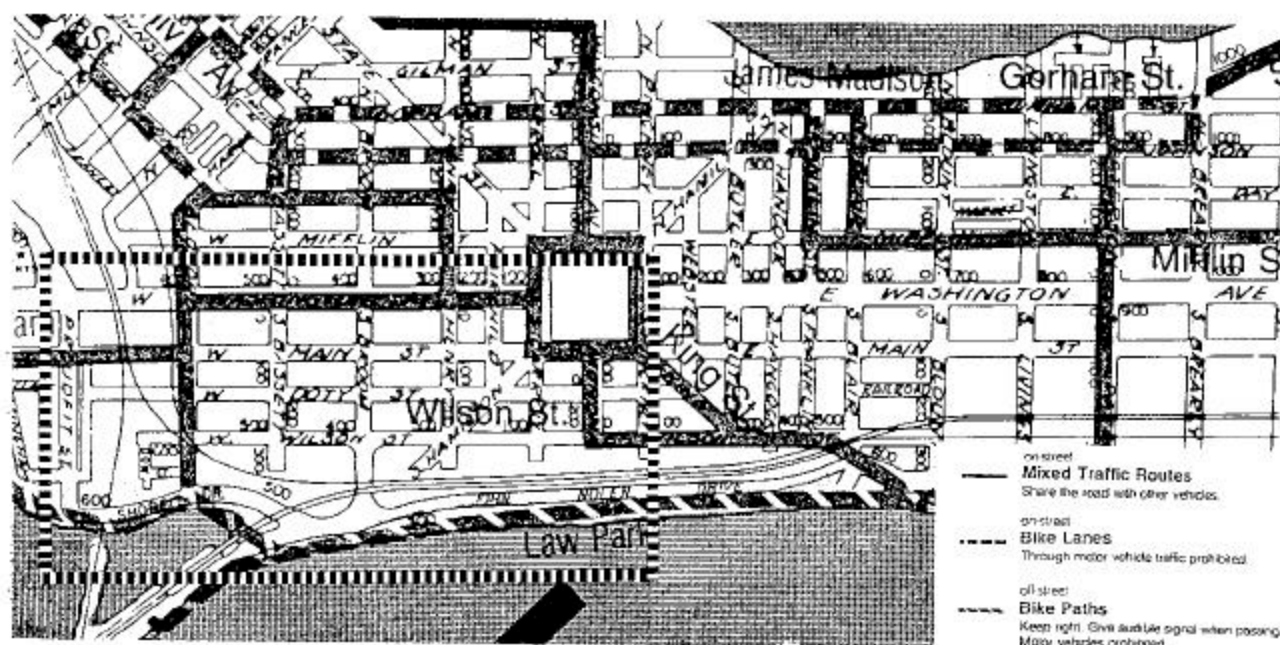
ZONED PARKING
 2HR RESTRICTION
 1HR RESTRICTION
 NO RESTRICTION
 NO PARKING
 PEAK HOUR REST.
 DIS-VET SPACE
 PASSENGER LZ.
 FREIGHT LOAD. ZONE
 TRUCK LOAD. ZONE
 TAXI STAND

METERED PARKING

2HR METERS
 1HR METERS
 30 MIN METERS
 25 MIN METERS
 15 MIN METERS
 2 HR CYCLE
 1HR CYCLE
 TEMP. LZ 7AM-11AM
 SMALL CAR ONLY

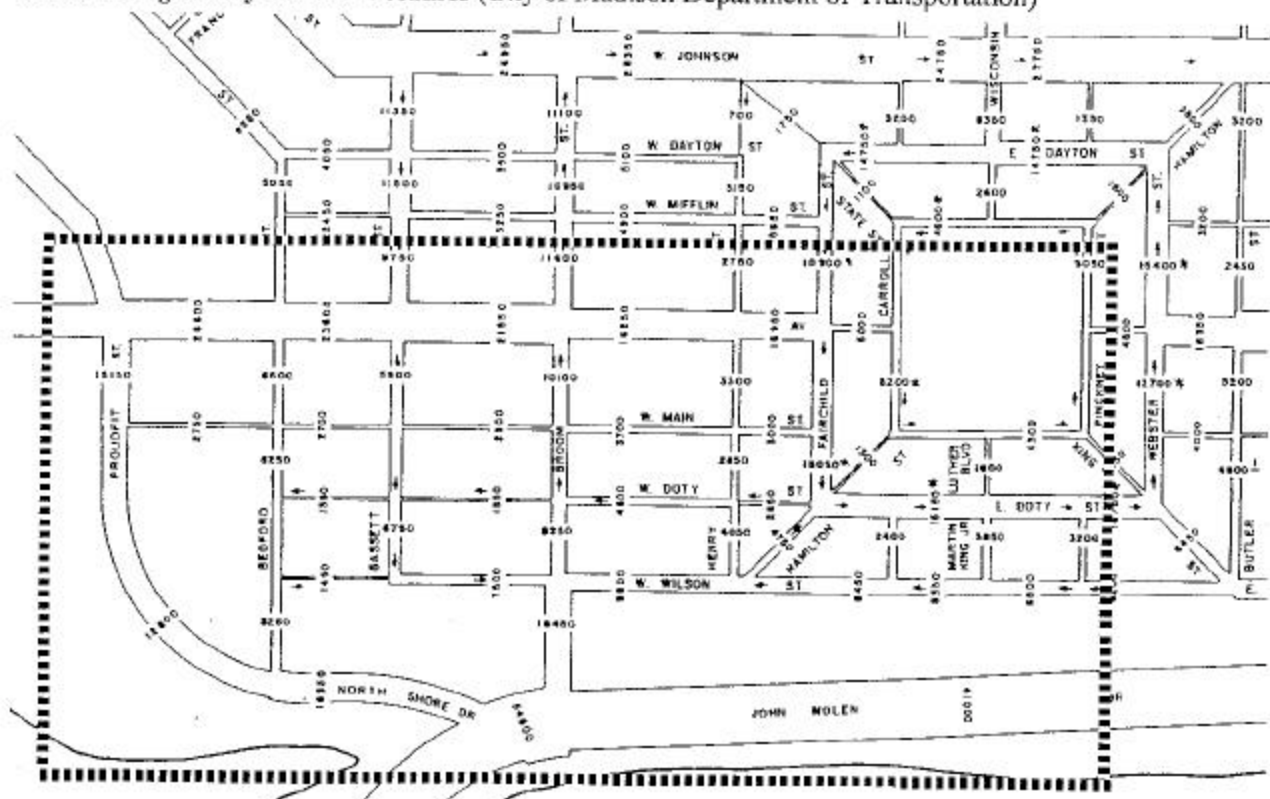
MUNICIPALLY OPERATED PARKING
 ENTRANCES
 ONE WAY STREET

Bicycle Routes in Downtown Madison (City of Madison Department of Transportation)

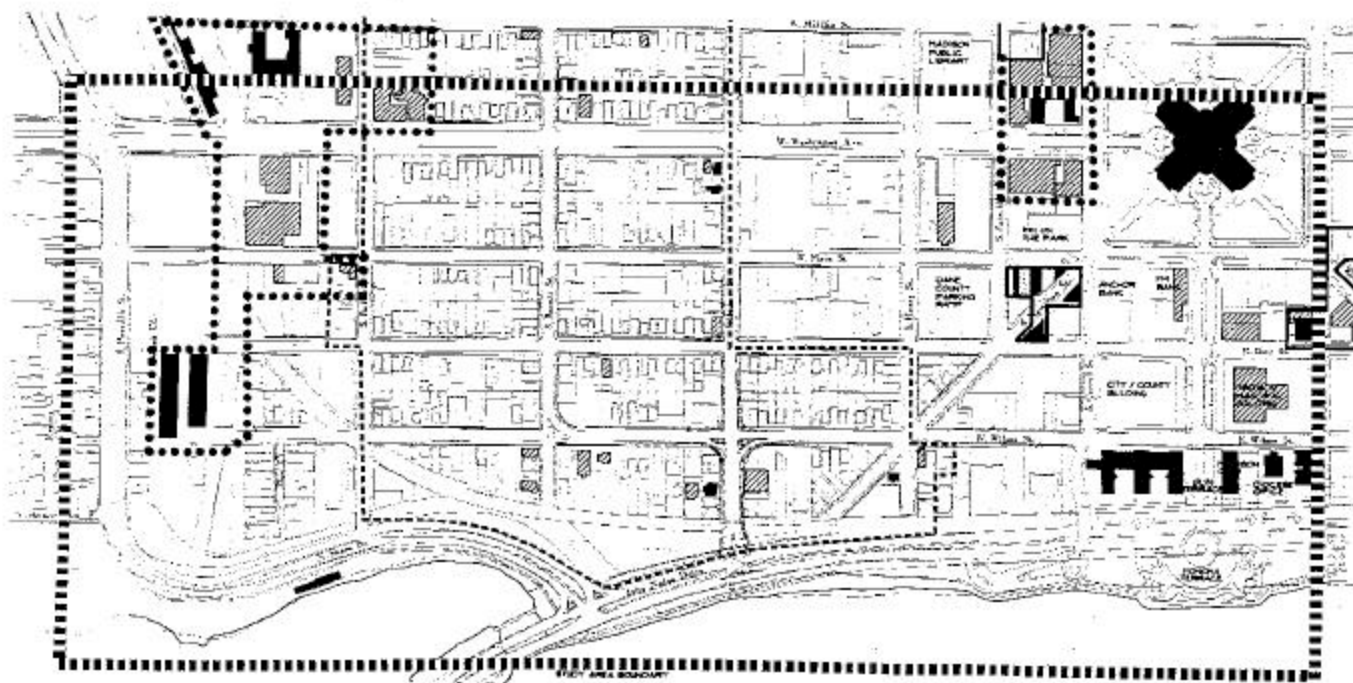


on street
Mixed Traffic Routes
 Share the road with other vehicles.
 on street
Bike Lanes
 Through motor vehicle traffic prohibited.
 off street
Bike Paths
 Keep right. Give audible signal when passing.
 Motor vehicles prohibited.

1995 Average Daily Traffic Volumes (City of Madison Department of Transportation)





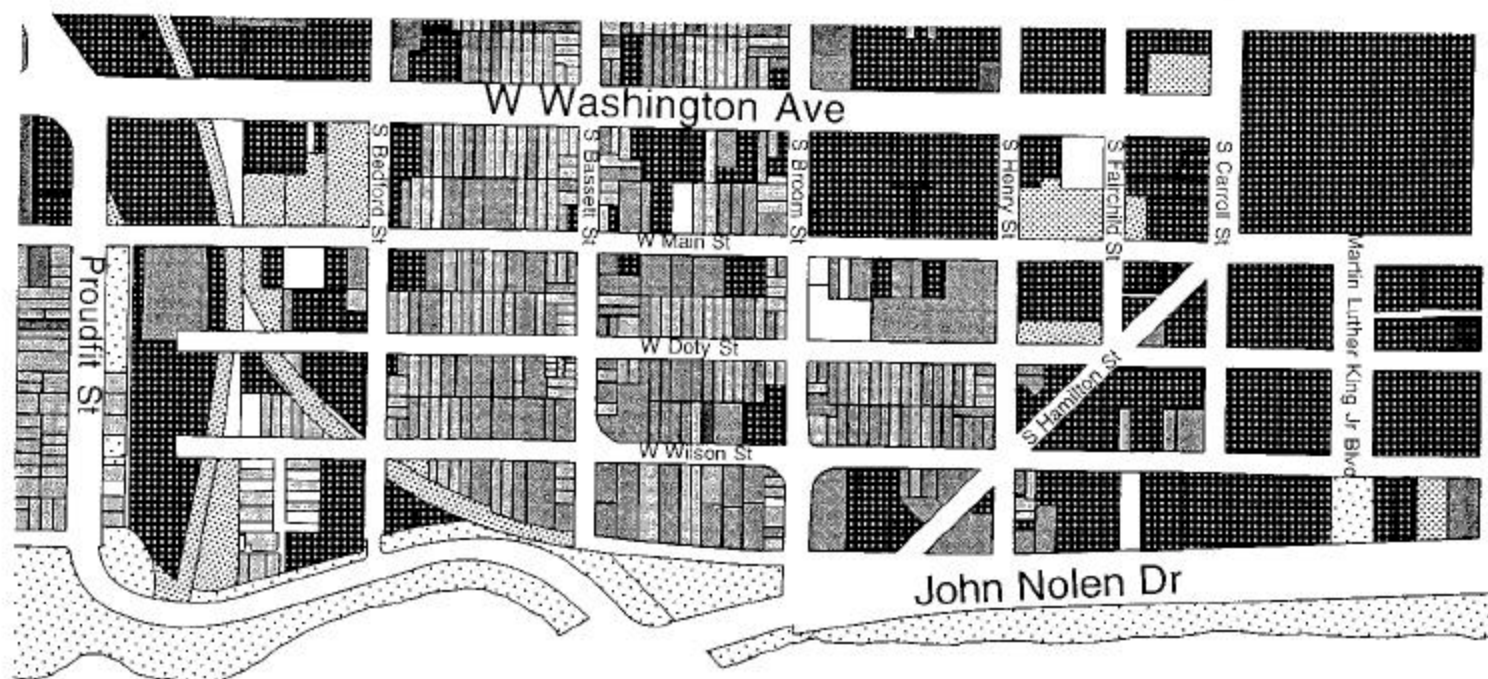
Working Draft - Downtown Historic Preservation Plan (City of Madison Department of Planning and Development, January 1996)



LEGEND

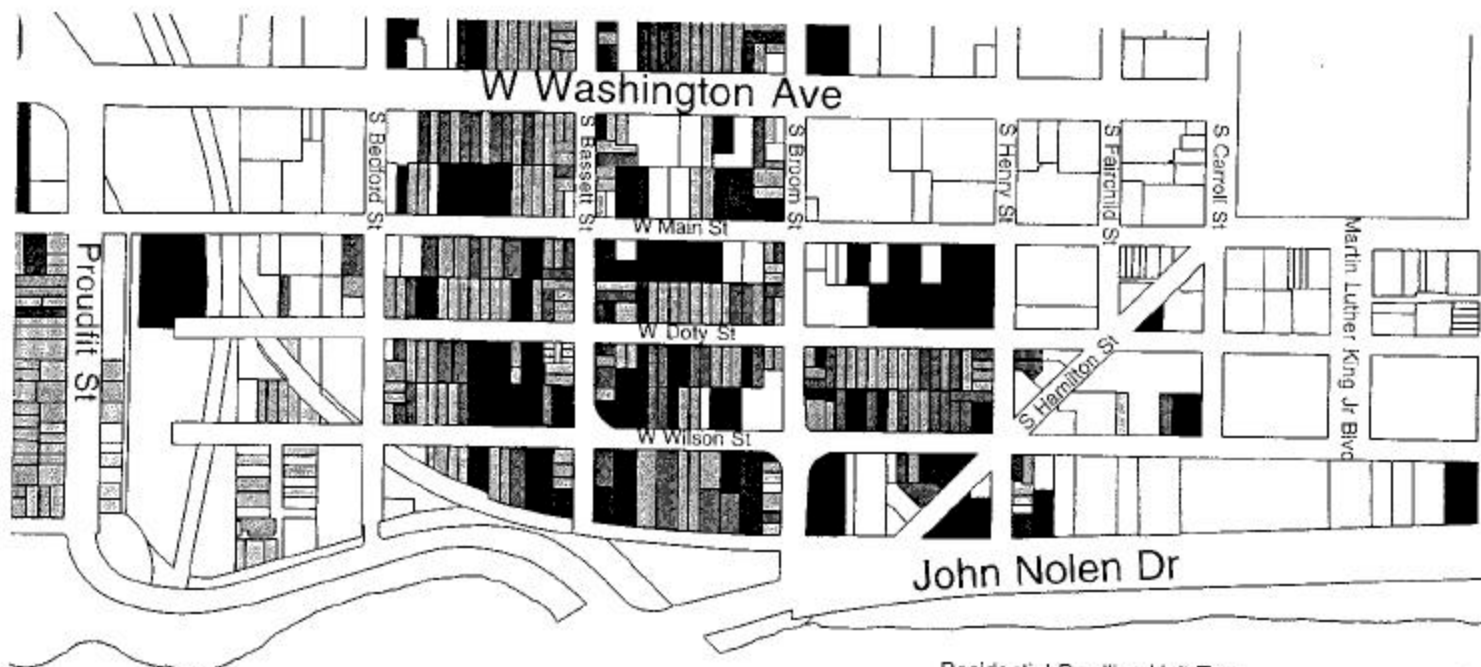
- Commercial Preservation Review Area
----- Proposed Neighborhood Conservation District

-  Potential Historic Districts
 Madison Landmarks, National Register Sites
 Potential Madison Landmarks



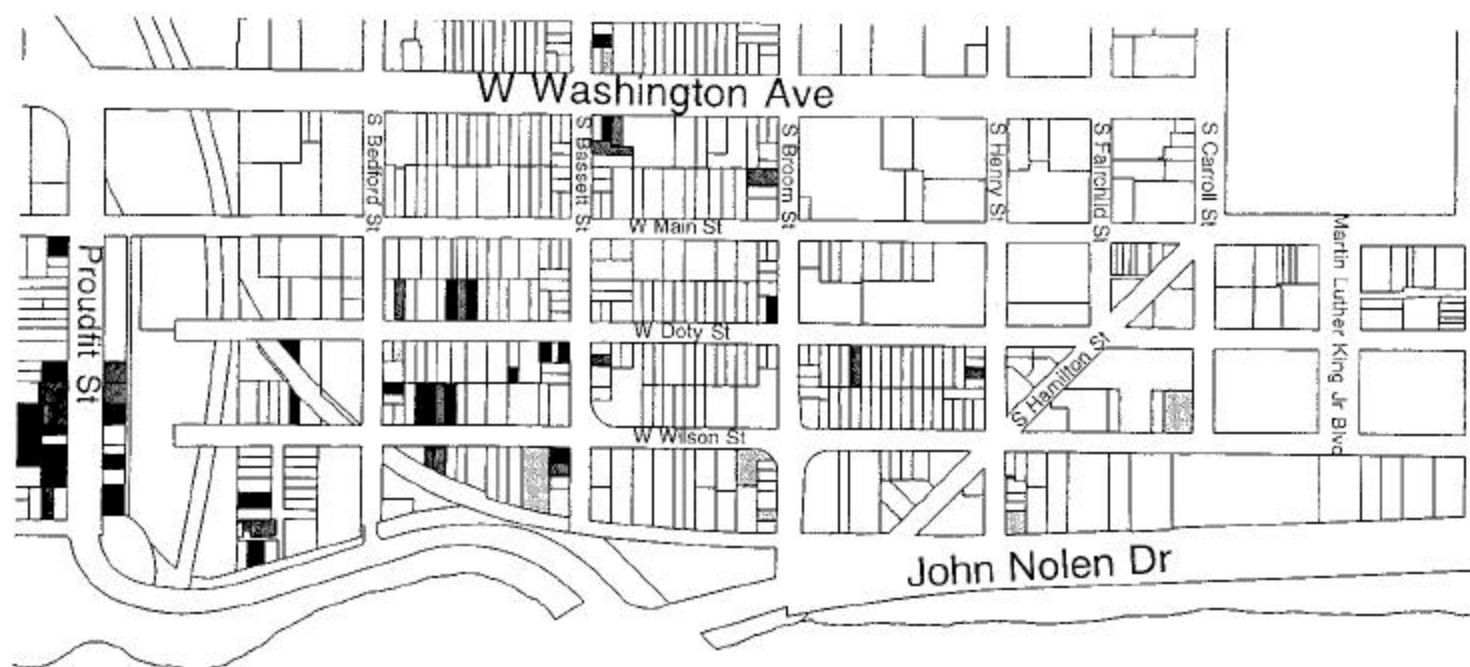
Bassett Neighborhood - Existing Land Use
(City of Madison Department of Planning and Development)

- Existing Land Use
- Residential-Single And Two Family Units
 - Residential-3 Units And Up
 - Other Residential (Dorm, Group Home, etc)
 - Commercial
 - Institutional
 - Industrial
 - Park And Open Space
 - Agricultural & Vacant



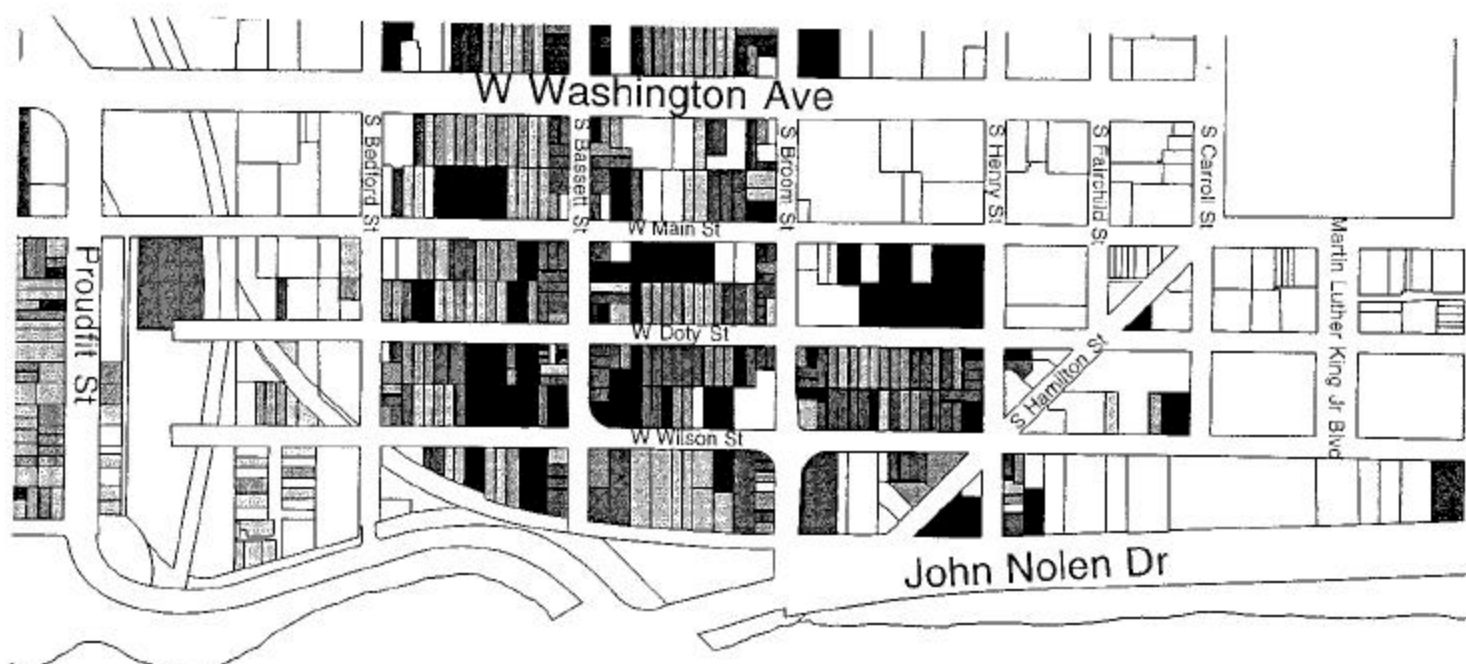
Bassett Neighborhood - Residential Dwelling Unit Type
(City of Madison Department of Planning and Development)

- Residential Dwelling Unit Type
- Single Family
 - 2 Units
 - 3 - 4 Units
 - 5 - 8 Units
 - 9+ Units
 - Group Quarters



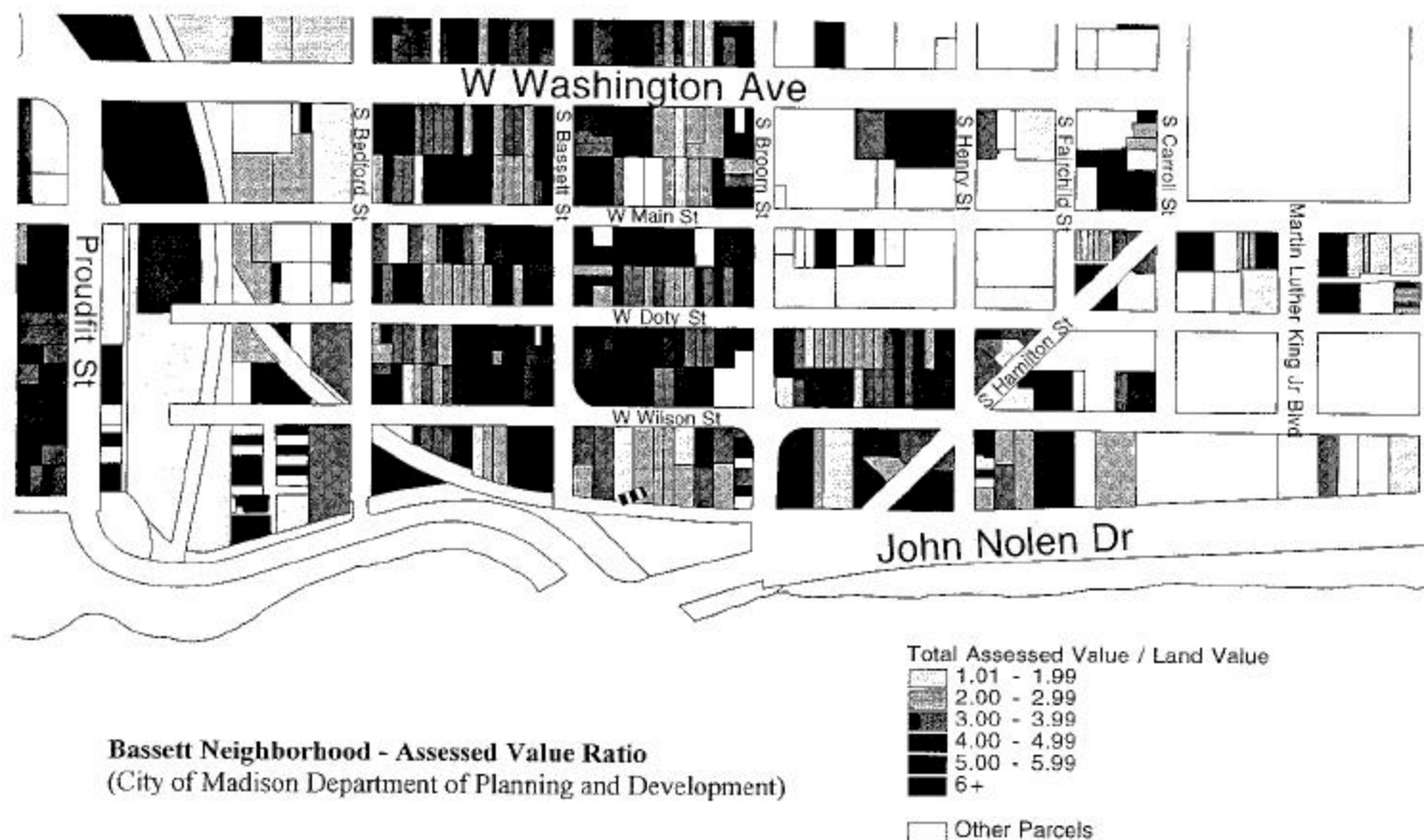
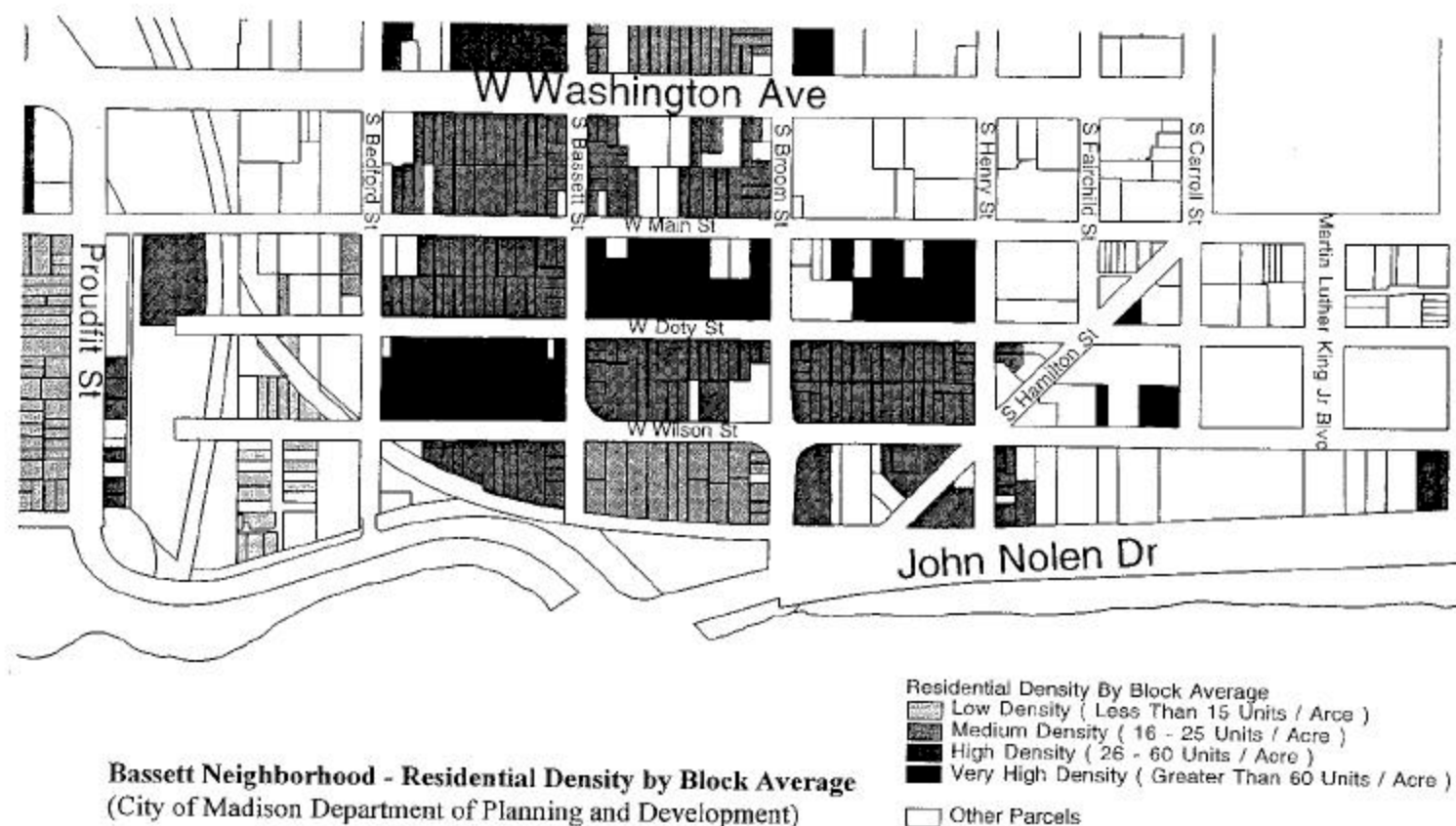
Bassett Neighborhood - Owner Occupancy
(City of Madison Department of Planning and Development)

Owner Occupancy
 ■ Owner Occupied Single Family Dwellings
 ■ Owner Occupied Two Family Dwellings
 ■ Owner Occupied Other
 □ Other Parcels

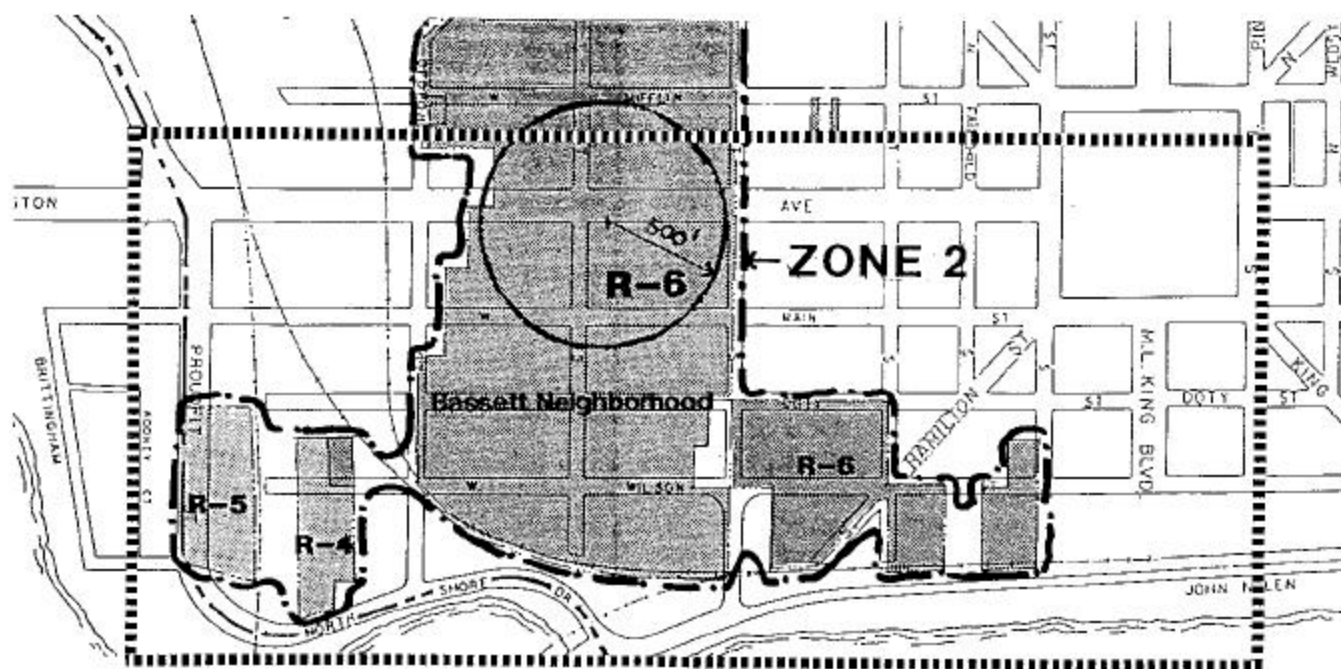


Bassett Neighborhood - Residential Density by Parcel
(City of Madison Department of Planning and Development)

Residential Density By Parcel
 ■ Low Density (Less Than 15 Units / Acre)
 ■ Medium Density (16 - 25 Units / Acre)
 ■ High Density (26 - 60 Units / Acre)
 ■ Very High Density (Greater Than 60 Units / Acre)
 □ Other Parcels

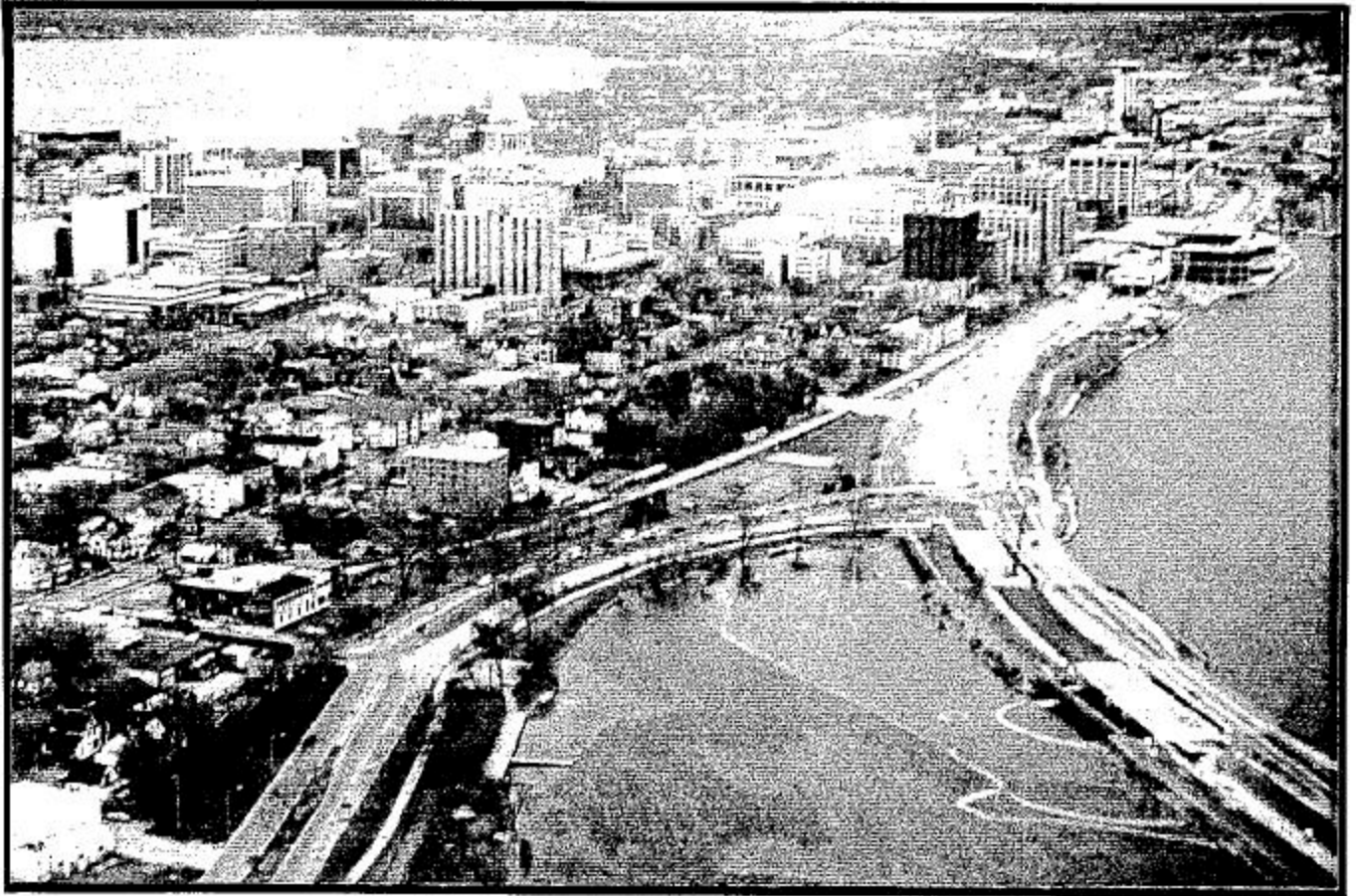


Bassett Neighborhood - Backyard Parking Ordinance Recommendations
(City of Madison Department of Planning and Development, January 1995)



Zone 2: Landscape space shall be created in the back yard next to and contiguous with the building not less than (12') twelve feet from the back facade of the structure and shall extend from the driveway to the side lot line.

Opportunity Analysis



View of the Bassett Neighborhood looking northeast toward the State Capitol. John Nolen Drive and North Shore Drive are at the bottom left. The residential edge overlooking Lake Monona is proposed for higher density infill residential development in scale with the neighborhood.

OPPORTUNITY ANALYSIS

The value of the Bassett Neighborhood lies in its close relationship to downtown Madison and its many activities and attractions. An important part of the neighborhood revitalization process will be to strengthen the relationship between the Bassett Neighborhood and its downtown setting. In preparation for making master plan recommendations, an overview or "big picture" analysis of key relationships, opportunities and obstacles to be overcome was prepared for the Bassett Neighborhood. Findings from this opportunity analysis have been summarized in the following text.

Neighborhood Relationship to Downtown

- The Bassett Neighborhood is one of the older residential and commercial districts in Madison and an important part of the historic identity of downtown Madison.
- The Bassett Neighborhood serves as a major entrance to the State Capitol, State Street, Monona Terrace and the Kohl Center.
- The Bassett Neighborhood is located within walking distance of Lake Monona and Lake Mendota. The neighborhood's topography will permit lake views for existing and new developments.
- The Bassett Neighborhood is located in close proximity to major downtown employment centers including the State Capitol area and the University of Wisconsin. Improved pedestrian and bicycle access to these employment centers will promote living and working in the downtown.
- The Bassett Neighborhood is located within walking distance of downtown cultural and special events facilities that include the State Capitol, Monona Terrace, University of Wisconsin, Kohl Center, Civic Center, Madison Public Library and several state and local museums. The Dane County Exposition Center and the U.W. Camp Randall Stadium are located within 1 1/2 miles of the Bassett Neighborhood.
- The Bassett Neighborhood is close to neighborhood and specialty retail including State Street, Capitol Centre, Mifflin Street Coop, City Station and the King Street retail district.
- The Bassett Neighborhood is close to several residential districts in downtown Madison. Linkages should be improved between the Bassett Neighborhood and the Triangle district (Regent Street and West Washington Avenue), the Brittingham district (west of Proudfit Street), the Mifflin Street district (north of West Washington Avenue), and the First Settlement district (east of Martin Luther King, Jr., Blvd.).
- A potential future commuter rail line runs through the Bassett Neighborhood. Potential commuter rail stations in the Kohl Center area and Monona Terrace area will provide the neighborhood with future transportation linkages to greater Madison and Dane County.
- The Bassett Neighborhood is located close to the Capitol City State Bicycle Trail along Lake Monona which connects to the Glacial Drumlin and Military Ridge State bicycle trails. A bicycle trail along the railroad corridor is proposed to connect the neighborhood and downtown with the west side of Madison. A local bicycle trail through Brittingham Park connects the Bassett Neighborhood to Vilas Zoo and the U.W. Arboretum.

- The Bassett Neighborhood is located close to downtown health care facilities which include the Meriter Senior Health Care and Retirement Center (W. Main Street and S. Broom Street), the Meriter/Physicians Plus Health Care Campus (S. Park Street and Regent Street), and Group Health Cooperative (West Washington Avenue and Regent Street).
- The Bassett Neighborhood is located within walking distance of several parks including Brittingham Park and Law Park. There are also good pedestrian and bicycle connections to Olin-Turville Park.
- The Bassett Neighborhood has been identified by the Isthmus 2020 Citizens Advisory Task Force as an area where residential population and employment can be significantly increased to achieve more concentrated development in Madison's central area as an alternative to peripheral growth.
- The Bassett Neighborhood is located within the development impact zone for the CBD, Monona Terrace and the Kohl Center. Impacts of future commercial development such as increased traffic, parking pressure, safety concerns, noise, etc., will need to be mitigated to establish stable residential neighborhood.

Land Use and Linkage

- Better connections between the Bassett Neighborhood, Brittingham Park and Law Park will be necessary to provide for the neighborhood's open space needs.
- There are several opportunities to better connect the neighborhood to adjoining land uses. Potential pedestrian corridors include:
 - S. Bedford Street** - Connection to Brittingham Park, City Station, Kohl Center and University of Wisconsin
 - S. Bassett Street** - Connection to Brittingham Park and the Mifflin Street residential district
 - S. Broom Street** - Connection to Law Park, Capitol Centre and State Street
 - S. Henry Street** - Connection to Lake Mendota, State Street, Civic Center and Madison Public Library
 - W. Main Street** - Connection to Brittingham Park, the State Capitol and the First Settlement Neighborhood.
- Establishing the Bassett Neighborhood as a stable residential neighborhood will require improvements to existing housing stock; quality infill housing; neighborhood retail and support services; improved access, parking and open space; and improved building character to better compliment the historic character of the neighborhood.
- The area bordered by W. Main Street, S. Bedford Street and Proudfit Street/North Shore Drive represents an opportunity for comprehensive residential development including adaptive reuse of existing warehouse structures, rehabilitation of existing housing stock and new infill development. This area represents an opportunity to significantly increase the residential population in the downtown.
- The Lake Monona frontage between S. Carroll Street and S. Bedford Street represents an opportunity for infill residential development with lake views.

- Block 51 and 52 are strategic commercial redevelopment blocks where the downtown employment base can increase.
- The air rights above rail corridors represent possible long-term opportunities for residential and commercial development.

Transportation and Parking

- Non-residential traffic moves through the Bassett Neighborhood on S. Bassett Street, W. Doty Street, W. Main Street and W. Wilson Street. Traffic impacts including volume, noise and speed are conflicts for creating a safe, stable residential neighborhood.
- One-way arterial and collector streets that bisect the Bassett Neighborhood create conflicts for safe pedestrian and bicycle movement.
- Parking on neighborhood streets is generally at capacity during the day and many property owners lease their back yards for parking to downtown employees rather than residents.
- The Kohl Center is within walking distance of the Bassett Neighborhood. Kohl Center parking solutions that minimize the impact on residential streets should be identified.
- Opportunities for higher density parking near the Capitol Square should be identified to support future commercial development.
- Promoting alternative travel modes and opportunities to live and work in the downtown will reduce traffic and parking pressure in the residential neighborhoods.

Streetscape and Visual Character

- John Nolen Drive and West Washington Avenue are major visitor approaches to the downtown which merit special design treatments.
- The railroad corridor along John Nolen Drive does not provide an attractive neighborhood edge.
- The mature tree canopy and wide terraces along W. Washington Avenue provides a gracious and attractive approach to the State Capitol and should be preserved.
- The intersections at West Washington Avenue and Regent Street, S. Broom Street and John Nolen Drive, and North Shore Drive and John Nolen Drive are important entrances to the downtown and State Capitol that lack streetscape character.
- The intersection of Park Street and West Washington Avenue is an important entrance to both the downtown and the University which could be improved with directional signage and landscaping.
- The Bassett Neighborhood has a number of high density, zero-lot line apartments buildings built in the 1960's and 1970's that lack architectural character and do not compliment the historic scale and character of the neighborhood. These properties are characterized by buildings that have very little if any setback from adjoining properties and parking lots that dominate the site, including front yards, in many cases. There is very little if any usable open space. The buildings are "box-like" in

appearance with limited architectural expression and little or no resemblance to the historic character of the neighborhoods. Improvements to these properties will be necessary to attract more owner-occupied and long-term renters.

- The Bassett Neighborhood has a number of historic properties that give the neighborhood character and identity.
- Potential improvements that can create identity for the Bassett Neighborhood include neighborhood entrances with landscaping and signage; removal of overhead lines; landscaping of front yards, rear yards, and street terraces; community gardens; and pedestrian scale ornamental lighting.
- The Bassett Neighborhood lacks a focal point. Potential improvements to the intersection at S. Bassett Street and W. Main Street such as neighborhood retail uses, landscaping and an information kiosk can create a focal point for the neighborhood.
- W. Main Street is a major pedestrian corridor that links the Bassett Neighborhood with the State Capitol and Brittingham Park but lacks streetscape and pedestrian character.

Safety

Several factors contribute to concerns about safety in the Bassett Neighborhood. There is a high degree of transient residents who are less motivated to protect their homes compared to owners and long-term renters. The lack of property maintenance conveys an image of absentee-ownership. Rear yards and many front yards are dominated by parking lots which convey an image of less private and defensible space. The neighborhood lacks a sense of identity and community. There is a high degree of non-residential traffic. While the streets are fairly well lit, the sidewalks are relatively dark and houses have limited exterior lighting.

Market Potential

Two studies have been completed that establish the market potential and new resident profiles for the Bassett Neighborhood. In February 1994, the City of Madison commissioned Regina Millner and Associates to prepare the Bassett Neighborhood Housing Study. The study identified a potential demand for owner-occupied housing including existing 2-4 unit housing stock and new construction. Demand was limited and qualified by negative perceptions about current residents, deteriorating conditions, limited parking and traffic congestion. The study also indicated that potential new residents were more likely to relocate to the area if more owner-occupied and new construction was established. The typical profile of potential new residents for the Bassett Neighborhood included those who previously rented in the central city; were 30 - 39 years old; have few children; are currently employed in the downtown or the University; have incomes between \$50,000 and \$75,000; and currently reside in newly renovated housing. The housing study provided recommendations for financial incentives, physical improvements, policy changes and neighborhood initiatives that would be needed to create a stable residential neighborhood.

In May 1995, Meriter Management Inc. selected McGrath Associates, Inc. to prepare a coordinated block-wide improvement strategy to increase owner-occupied housing on Block 49 bordered by S. Broom Street, W. Doty Street, S. Henry Street and W. Wilson Street. In addition to potential residents identified in the Bassett Neighborhood Housing Study, the Block 49 Study considered a new market of owner-occupants that were currently investing in new housing in the Bassett and First Settlement neighborhoods. Profiles of these potential new residents included:

Urban Starter-Home Buyers

Singles or couples. Typical age range, 28-40. Typical income range, \$40,000 - \$75,000. Either Downtown or University-area workers outside the central area—east and west—choosing the downtown for lifestyle and activity considerations. Housing choices could range from renovated 2-unit to new rowhouse or condominium flat ranging in size from 800 to 1,200 square feet.

Empty Nesters

Either couples or single parents moving from single-family neighborhoods for lifestyle change. Age range, 45-60. Income range, \$50,000-\$100,000. Substantial equity for purchase. Housing choice: larger rowhouse or condominium flat from 1,200 to 1,500 square feet. Renovated multi-unit also a possibility.

Independent Retired Persons

Potentially strong market for a new condominium development with nicely designed smaller units. Age range, 60-70. Equity buyers. "Wanting to be where the action is".

Second-Home Buyers

Retired people or other people living outside the city wanting a seasonal presence in downtown Madison. Housing choice: smaller rowhouse or condominium units.

Sweat-Equity Rehabbers

This group was influential in turning around the First Settlement Neighborhood. Often takes on and completes extraordinary renovation projects. Existing multi-family properties with character would appeal to this group. Normally purchase for affordability and experience.

In addition to these market groups, other potential buyer/renter markets for the Bassett Neighborhood include:

- Graduate students and faculty.
- Self employed with home offices.
- Co-housing and coop housing.
- Owner occupied investment properties.
- Rent to own (home ownership incubator)

Undergraduate students in rehabilitated rental properties will continue to be part of the resident mix for the neighborhood. The Marquette Neighborhood demonstrates that students, owners and long-term renters can coexist in a stable residential setting.

Finally, families are an important component of the future residential mix. As incentives, improvements and initiatives are implemented, the Bassett Neighborhood may afford a suitable environment for new residents with families and established residents who choose to have families and remain in the neighborhood.

Master Plan Recommendations



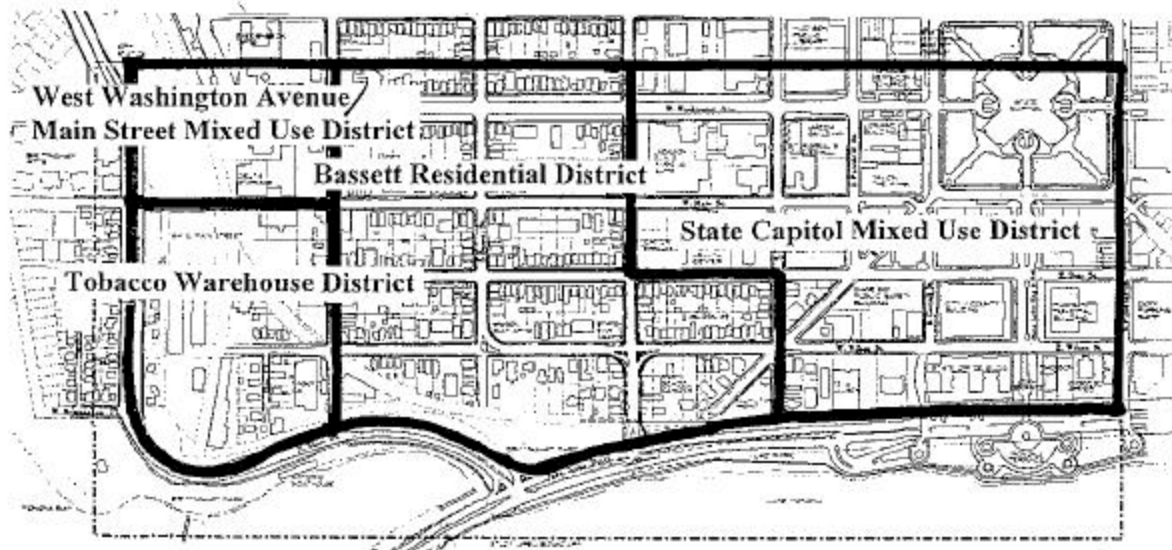
View of the lakefront edge of the Bassett Neighborhood. The John Nolen Drive intersections, North Shore Drive (left) and Broom Street (right), are proposed for beautification, directional signage to the downtown and neighborhood entrance features and improved neighborhood access to Law Park. S. Bassett Street (center) is recommended for an improved neighborhood entrance to Brittingham Park.

MASTER PLAN RECOMMENDATIONS

This section of the Bassett Neighborhood Master Plan presents a discussion of key planning issues and specific recommendations for redevelopment, transportation, streetscape and parks and open space.

Recommended Land Use

An important strength of the Bassett Neighborhood is its multi-faceted character defined by a diversity of uses, visual character and relationships. The Bassett Neighborhood can be divided into four character zones or land use districts (see illustration below). These districts should be comprehensively planned to achieve the recommended character and mix of uses.



West Washington Avenue/Main Street Mixed Use District

The area bordered by West Washington Avenue, S. Bedford Street and W. Main Street is recommended for a mix of ground level retail and entertainment uses with upper floor residential and office uses. A variety of neighborhood retail, specialty retail and entertainment uses compatible with adjoining residential districts can establish this area as an activity center for neighborhood residents, downtown employees and new visitors attracted by the Kohl Center.

Tobacco Warehouse District

The area bordered by W. Main Street, S. Bedford Street and Proudfit/North Shore Drive is recommended for comprehensive residential redevelopment. A mix of lower scale buildings on the periphery and higher scale buildings on the interior of the block is recommended to capture lake views. W. Main Street and S. Bedford Street are recommended for mixed use residential, office, retail and entertainment uses that are compatible with adjoining residential districts.

Bassett Residential District

The area approximately between S. Bedford Street and S. Broom Street is recommended for residential rehabilitation and new infill development in scale with the existing neighborhood. Improvements to residential streets, zero-lot line buildings and blocks dominated by rear parking lots will be necessary to create an environment that will attract owner occupants and long-term renters. The lakefront area between S. Bedford Street and S. Henry Street is recommended for higher density residential development with lake views.

State Capitol Mixed Use District

The area east of Broom Street is recommended as an intensive mixed use zone for offices, retail and residential uses in close proximity to the Capitol Square. More residential uses are needed to create a more vibrant downtown. Commercial redevelopment is recommended for the blocks west and south of the Capitol Square. Generally, new buildings may be built to the Capitol height limits to capture lake views, but designs should consider the impact to light and views for adjoining properties. Preservation of grade level retail uses and the downtown historic character is recommended.

Recommended Housing Mix

A primary goal of the Bassett Neighborhood Master Plan is to create a range of high quality housing choices that can appeal to owner occupants and long-term renters. Housing recommendations include rehabilitation of existing single family and multi-family dwellings, new construction, adaptive reuse of commercial and industrial warehouse space and conversion of existing multi-story buildings such as the former Methodist Hospital. Comprehensive full block solutions will be necessary to achieve the desired housing mix and maintain resident diversity and affordable housing.

The redevelopment plan for Block 49, prepared by McGrath Associates for Meriter Management, Inc., can serve as a model for redeveloping other existing residential blocks in the Bassett Neighborhood. Block 49 is typical of other residential blocks in the Bassett Neighborhood with a small percentage of owner-occupied dwellings and a pattern of decline in building and site conditions. The block exhibits a medium to high residential density at 34 dwelling units per acre (DU/AC). Two to four unit rental structures are the predominant housing type.

The Block 49 strategy provides a comprehensive full-block plan intended to stimulate greater owner interest by diversifying the housing mix and improving the overall character of the block. The strategy proposes an increase of owner-occupied dwellings on the block through new construction and conversion of existing rental properties. Key features of the Block 49 plan include: **Exhibit 3.**

- New high quality infill housing that includes a 14-unit, 2-story cluster rowhouse development with attached garages on W. Doty Street and a 4-unit, 2-story rowhouse development with attached and detached garages on W. Wilson Street. The rowhouse developments feature a combination of one, two and three bedroom units ranging in size from 1,000 to 1,350 square feet. The proposed buildings will be designed to compliment adjoining buildings and preserve the scale and character of the block. Some selective demolition will be necessary to create the sites for new construction.
- Rehabilitation and conversion of existing 2-4 unit structures to condominium or owner-occupied rental housing.
- Acquisition and selective demolition to provide rear yard access to existing and proposed housing. A rear alley concept will permit the elimination of some driveways and provide more on-street parking and open space.
- New garages with potential carriage houses along the proposed rear alley.
- Relocation and consolidation of rear yard parking to provide at least one enclosed or surface parking stall per unit and create open space around all units for landscaping and resident use.
- Development of architectural guidelines, public streetscape and common area treatments (walkways, community gardens, landscaping, etc.) to unify the block, provide a sense of identity and security, and stimulate greater owner interest.

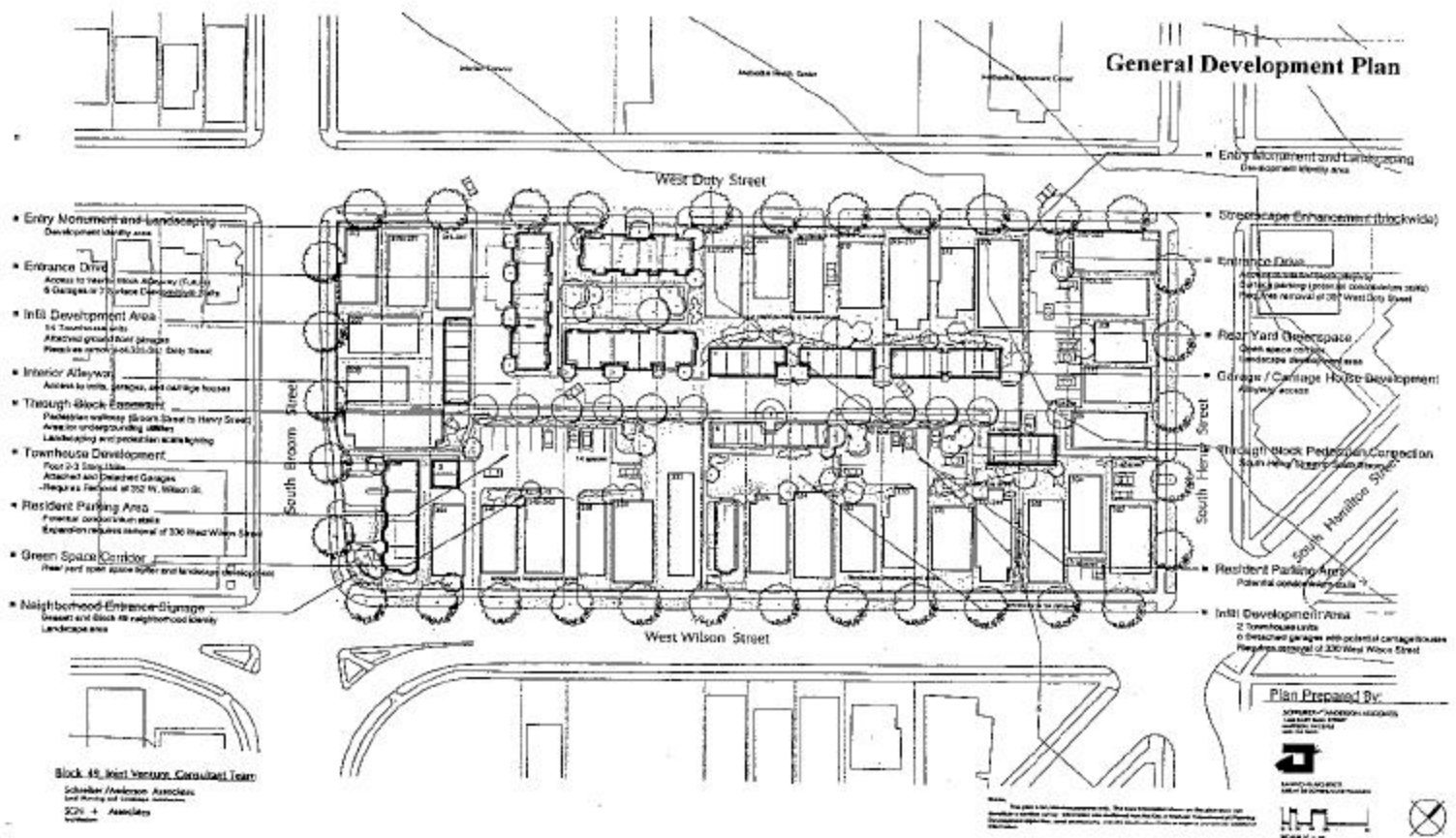
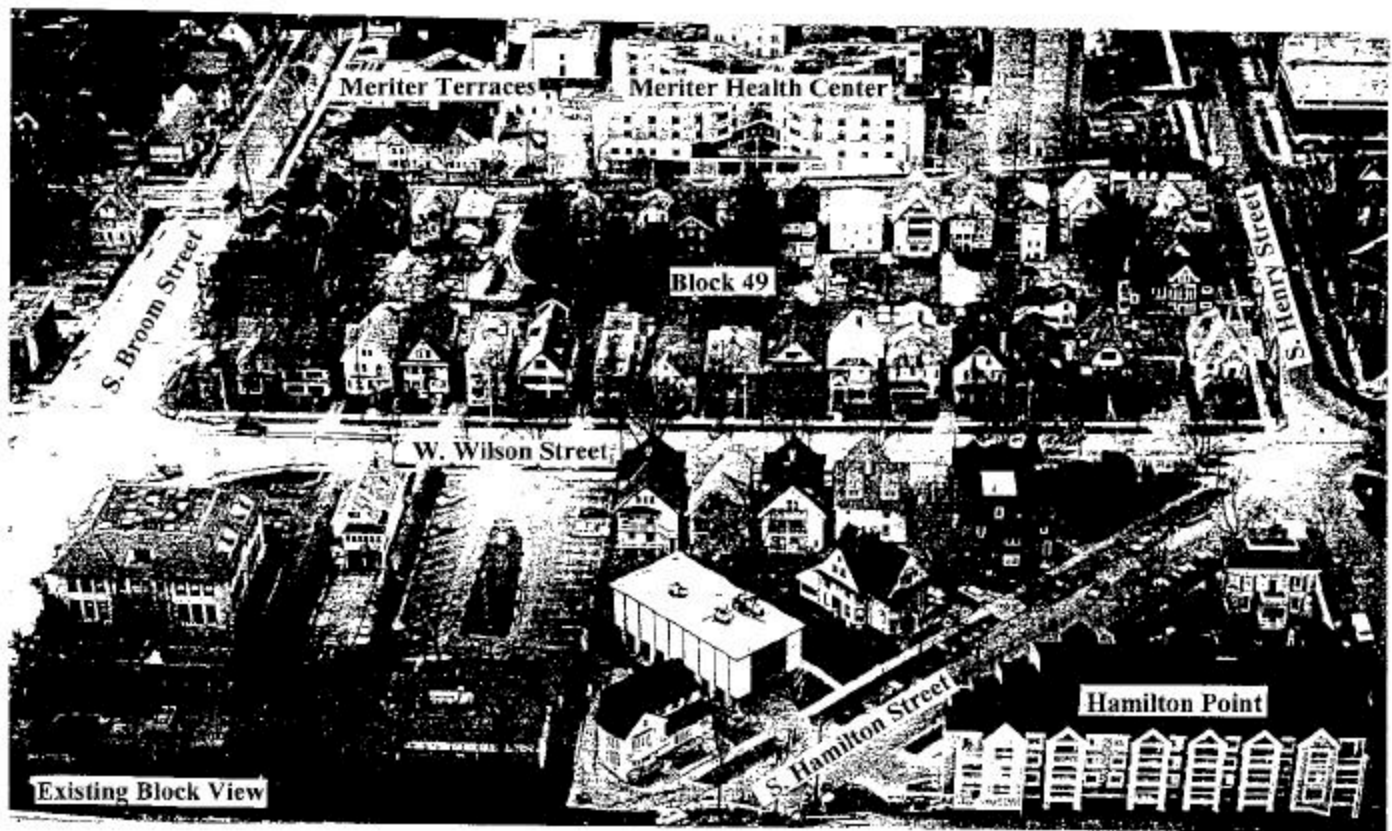


Exhibit 3: Block 49 Redevelopment

Residential Density

The Bassett Neighborhood is viewed as one of the areas within the Isthmus that can support higher residential densities and more concentrated development by virtue of its relationship to lakes, parks, transportation, downtown services and downtown activities. The desired character of residential development for the Bassett Neighborhood is discussed in the following text. This discussion includes density examples, recommended density zones and recommended design guidelines. For the purpose of this discussion, density levels are defined by the City of Madison Department of Planning and Development as follows:

Low Density	Less than 15 units per acre
Medium Density	16-25 units per acre
Medium High Density	26-40 units per acre
High Density	40-60 units per acre
Very High Density	Greater than 60 units per acre

Density Examples

Examples of existing and proposed residential projects are provided to demonstrate how higher densities can be achieved in a manner that is compatible and complementary to the immediate site as well as the surrounding neighborhood. These examples are located either in the Bassett Neighborhood or in other close-in downtown neighborhoods. Examples include multi-family, owner-occupied and mixed use projects.

Wilson Bay (61 DU/AC - Very High Density)

Wilson Bay is a 35 unit apartment development located on a .57 acre site at the corner of W. Wilson Street and S. Bassett Street in the Bassett Neighborhood. This 3-story project is a good example of how a very high density project can be designed and built to complement the scale and character of the existing neighborhood. Key features of this infill project include architectural massing and detailing that breaks down the scale of the building, a strong relationship to the street corner, attractive landscaping and open spaces and screened parking. The parking entrance on W. Doty Street is designed to maintain the continuity of the residential block face. The project provides 1.1 parking spaces per unit (9 surface and 30 enclosed). The development includes a combination of studio, one bedroom, and two bedroom units ranging in size from 505 square feet to 1,130 square feet.



Hamilton Point (73.1 DU/AC - Very High Density)

Hamilton Point is a 33 unit apartment project located on a .45 acre site at the end of S. Hamilton Street facing Lake Monona in the Bassett Neighborhood. This 3-story building, which reserves 7 units for low income tenants, is a demonstration of how a very high density development can be designed to complement an existing historic landmark, the Stoner House. The project provides 1.1 parking spaces per unit (8 surface and 30 enclosed). The development includes a combination of one and two bedroom units ranging in size from 625 square feet to 1,105 square feet.

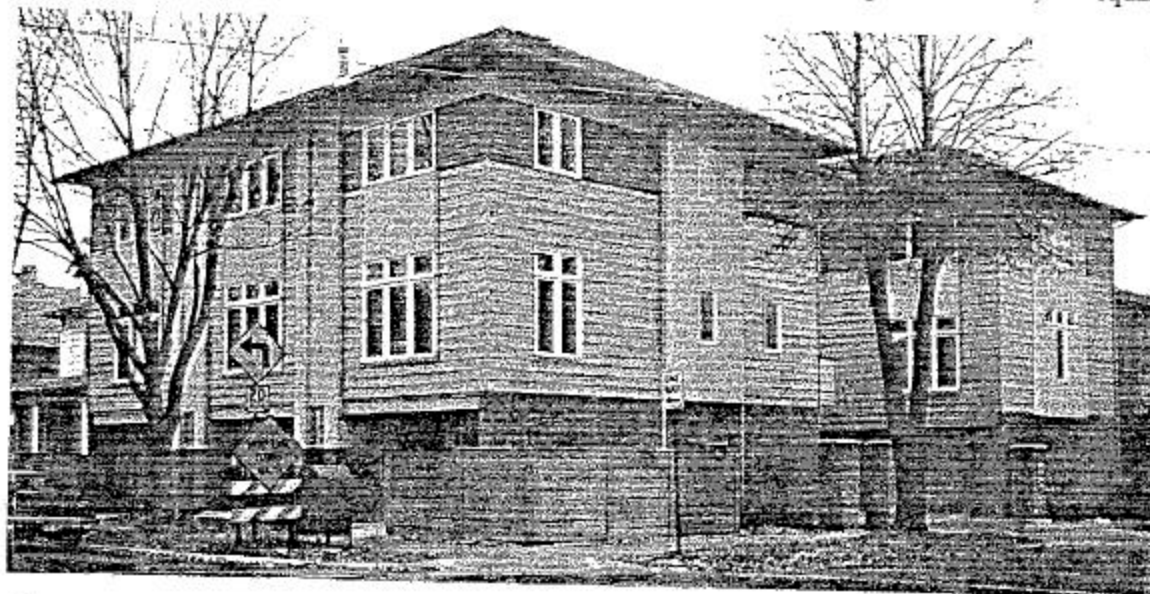
**Franklin Street Condominiums (43.3 DU/AC - High Density)**

The Franklin Street Condominiums is a 13 unit development on a .3 acre site located in the First Settlement Neighborhood. This project is an example of how a high density infill project can be designed with architectural facade treatments that complement adjoining buildings and the existing block face. The project provides 1.15 spaces per unit (15 enclosed). This development provides a combination of unit types that include studio, one bedroom, one bedroom with study, two bedroom, two bedroom with study and three bedroom. Units range in size from 650 square feet to 1,800 square feet.

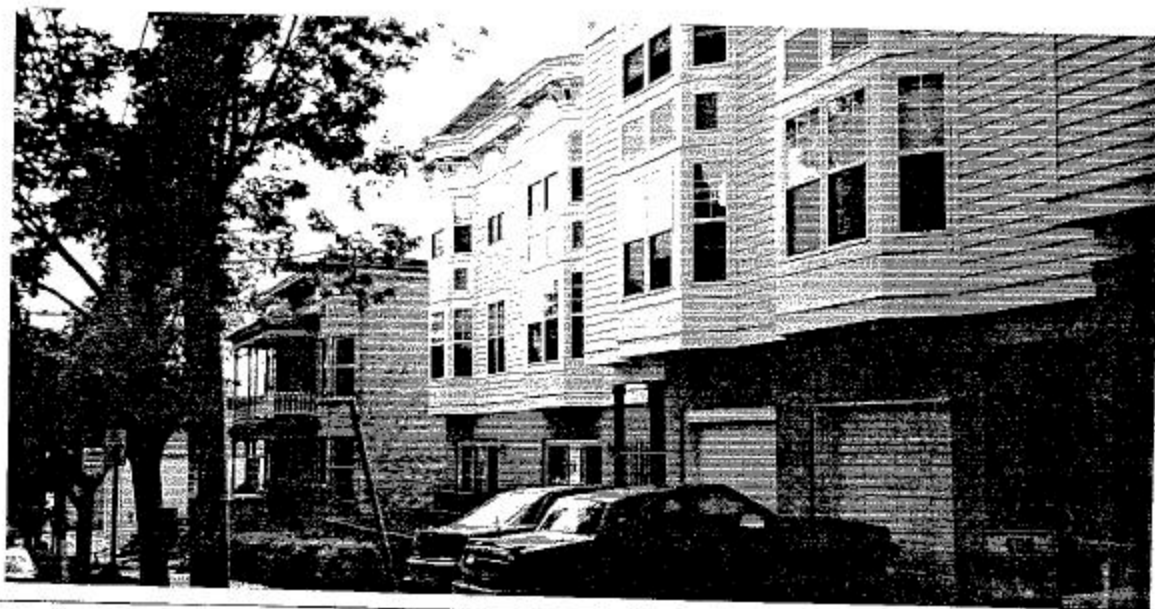


Doty Row (43.5 DU/AC - High Density)

This 6-unit townhouse development, located on a .14 acre site at the corner of W. Doty Street and S. Bassett Street includes two 3-story rowhouse buildings with first floor garages facing an interior court. The development has simple but attractive massing, materials and detailing that can serve as a model for other zero-lot line developments. The project provides 1.12 parking spaces per unit (7 enclosed). The development includes a combination of one, two and three bedroom units ranging in size from 800 square feet to 1,420 square feet.

**Hancock Court (26.8 DU/AC - Medium High Density)**

This 15 unit infill development, providing both ownership and rental living opportunities, is located on a .56 acre site in the First Settlement Neighborhood. The development includes 8 new townhouses, 3 new carriage houses and 4 rental units in the remodeled historic Kleuter Building. The project is an excellent example of high density infill development that combines variety of living opportunities, a well designed block face that complements the existing neighborhood character, a landscaped interior courtyard, screened parking and preservation of an historic building. The project provides 1.26 parking spaces per unit (4 surface and 15 enclosed). The carriage houses are all one-bedroom units ranging in size from 810 to 980 square feet. The row houses include a combination of one bedroom with den, two bedroom and three bedroom units ranging in size from 1,170 square feet to 1,800 square feet.



Pinckney Row (30.8 DU/AC - Medium High Density)

This 7-unit condominium project is located on a .23 acre site at the corner of N. Pinckney Street and E. Johnson Street. The project includes 2-story attached townhouses with enclosed garages and small private courtyards. The project is a good example of how successful ownership housing can be designed in a location near a major thoroughfare. The project provides 1 parking space per unit (7 enclosed). The average unit size is 1,524 square feet.

**Block 100 Condominiums (+100 DU/AC - Very High Density)**

McGrath and Associates has a proposed a mid-rise residential building for the 100 block of N. Hamilton Street. This very high-density project, which may include 40 or more units, is proposed to integrate the historic block face on N. Hamilton Street and create a high quality residential mixed use project close to the Capitol Square. This project can serve as a model for similar blocks in the Bassett Neighborhood. The project proposes 2 parking spaces per unit on 3 enclosed parking levels with separate grade level entrances from adjoining streets. One, two and three bedroom units ranging in size from 650 square feet to 1,500 square feet are proposed for the lower floors. Custom units ranging in size from 1,600 square feet to 3,300 square feet will be available on the upper floors and potential buyers may combine spaces to create larger units.



Victorian Hill (35 DU/AC - Medium High Density)

This 3-story mixed use retail and 9-unit condominium project is located on a .2 acre site at the corner of E. Johnson Street and N. Blount Street in the Tenney Lapham Neighborhood. The project can serve as a model for the Bassett Neighborhood where neighborhood retail can be combined with high density residential living such as the intersection of S. Bassett Street and W. Main Street or the intersection of S. Bedford Street and W. Main Street. The project provides 1 parking space per unit (9 enclosed). The average unit size is 1,731 square feet.

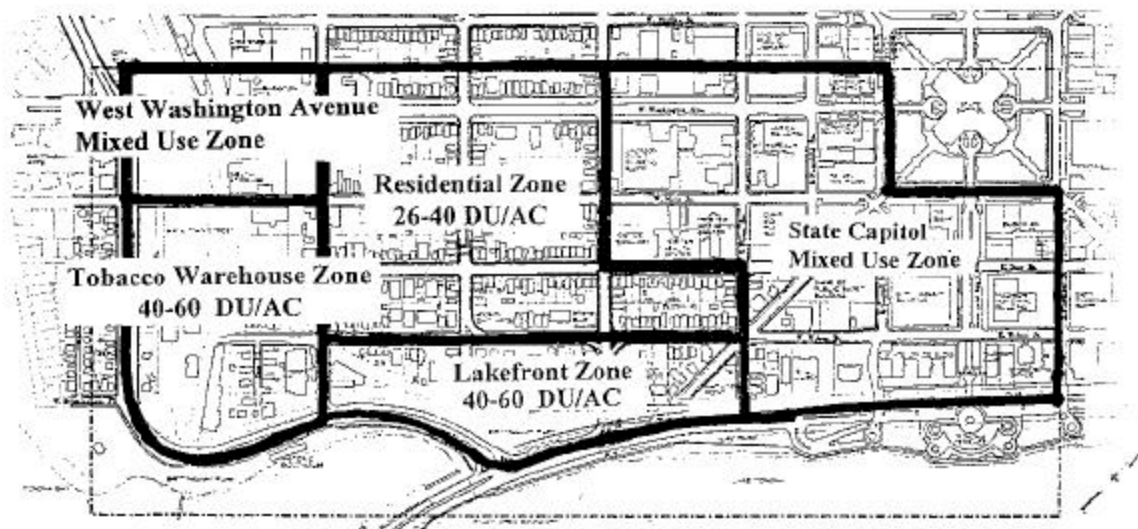
**Dayton Row (26.1 DU/AC - Medium High Density)**

This 17 unit condominium project is located on a .65 acre site fronting on E. Dayton Street, E. Mifflin Street and N. Blount Street in the Tenney Lapham Neighborhood. The project includes 3-story townhouses with attached garages and small courtyards. The project is an attractive high density infill solution for a narrow, deep site. The project includes 1.35 parking spaces per unit (6 surface and 17 enclosed). The average unit size is 1,265 square feet.



Recommended Density Zones

Increasing residential density within the Bassett Neighborhood will be dependent on location, adjoining land uses, transportation connections, views, etc. The Bassett Neighborhood Master Plan recommends five density zones (below). Developers, property owners and designers that demonstrate high quality projects may qualify for "density bonuses" to build at the middle to the top end of the density ranges.



Existing Residential Zone

The existing residential zone is recommended as an area where existing density will not significantly change. Generally, a decrease in density brought about by the conversion of higher density student housing to lower density owner-occupied or long-term rental housing will be balanced by additional housing created through selective infill. For example, the Block 49 plan proposes an increase of 11 housing units and an increase in the average block density from 34 DU/AC to 37 DU/AC. New construction should complement the existing neighborhood scale which is predominantly 2 and 3 story.

Lakefront Zone

The lakefront between S. Bedford Street and S. Henry Street is recommended as an area where residential population can be increased through selective infill of new housing development. Deep rear yards, lake views, park access and topography that can conceal structured parking are amenities that will support greater housing density. Existing medium to medium high density blocks can be increased to high density (40 - 60 DU/AC) in a manner that compliments the existing neighborhood scale and character. Hamilton Point at 73 DU/AC is a good example of a higher density lakefront infill project that is scaled to the neighborhood.

Tobacco Warehouse Zone

The area bordered by W. Main Street, S. Bedford Street and Proudfit Street/North Shore Drive is recommended for comprehensive residential development with a mix of low density to very high density housing opportunities and overall block average of 40 - 60 DU/AC. This area, which has very limited residential development today, is viewed as an opportunity to substantially increase residential population within the Bassett Neighborhood. Lake views, park access, historic character and good transportation access are amenities that can support higher density residential development. Lower scale buildings are recommended for the periphery of this zone. Higher scale buildings with structured parking may be built on the interior to capture lake views. Mixed use development including residential, office and retail uses are recommended for the W. Main Street and S. Bedford Street frontage.

West Washington Avenue Mixed Use Zone

The area bordered by West Washington Avenue, S. Bedford Street and W. Main Street is recommended as a mixed use zone for office, retail, entertainment and residential uses. Selective high to very high density residential development (40 - 60+ DU/AC) may be achieved with residential rehabilitation to the upper floors of existing buildings and with new construction.

State Capitol Mixed Use Zone

The area east of Broom Street is recommended as an intensive mixed use zone for office, retail and residential uses in close proximity to the Capitol Square. Selective very high density residential development (60 + DU/AC) such as the conversion of the former Methodist Hospital, the redevelopment of the Doty-Fairchild Building and the proposed redevelopment of the 100 block of N. Hamilton Street will create a more vibrant downtown. New buildings may be built to the Capitol height limits to capture lake views but designs should consider impacts to light and views for adjoining properties.

Recommended Design Guidelines

In order to achieve higher densities and create an attractive environment for new owners and long-term renters, detailed design guidelines should be prepared for the Bassett Neighborhood to supplement the master plan. Design guidelines will be a valuable resource to developers, property owners, designers and public review bodies. The following general objectives should be considered in preparing these guidelines.

New Construction

The previous density examples demonstrate how existing neighborhoods can be infilled with new, high quality residential construction that creates higher density ownership and long-term rental housing. General guidelines recommended for new construction include:

- High quality architecture.
- Compatibility with the scale and character of adjoining buildings.
- Building and parking design that maintains the continuity of the blockface.
- Architectural form and character that breaks up the building mass and minimizes shadow and viewshed impacts on adjoining properties.
- Landscaped open spaces around buildings that provide opportunities for social interaction, views and resident use.
- Building setbacks and landscaping to enhance the pedestrian scale and character of the street.
- Building entrances related to the public street.
- Use of topography and landscaping to conceal parking.

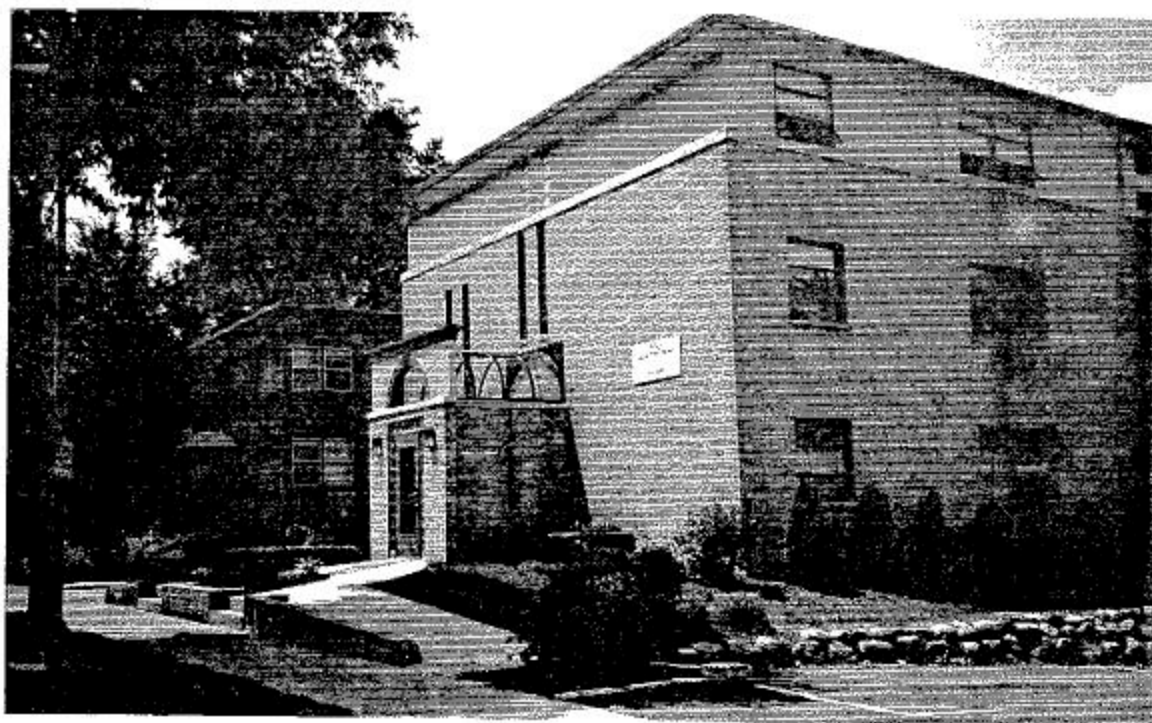
Rehabilitation of Existing Properties

Rehabilitation of existing properties, as proposed in the Block 49 model, is an important component for establishing a positive environment to attract new owners and long-term renters. A critical part of this rehabilitation process will be the improvement of the neighborhood's zero-lot line properties. General guidelines for the rehabilitation of existing properties include:

- Provide architectural features that break-up the building mass.
- Relate building entrances to the street.

- Provide architectural materials, details and colors that complement the character of adjoining buildings and the surrounding neighborhood.
- Reconfigure parking areas to provide attractive landscaped open spaces for resident use and enjoyment.
- Remove front yard parking lots.

A good example of rehabilitation to an existing zero-lot line property is located at 530 W. Main Street (below). This rehabilitation included a new building cornice, new building entrance, an attractive color scheme and new landscaping.



Historic Preservation

Preserving the historic character of the Bassett Neighborhood is important to creating an attractive residential character that will appeal to new owners and long term renters. It is also important for maintaining the identity of downtown Madison as the historic center for the community and the region. The Bassett Neighborhood Master Plan supports the goals of the Downtown Historic Preservation Plan which promotes new development while preserving the of heritage of downtown Madison and its residential neighborhoods.

Detailed design guidelines should be prepared for the Bassett Neighborhood to address how new development and rehabilitation activities can preserve and enhance the historic character of the neighborhood. These guidelines should consider the following:

- New developments should be planned to minimize demolition of historic landmarks.
- New developments which replace historic landmarks should be of equal or higher quality than what is replaced.
- Redevelopment of residential blocks should retain sufficient existing building stock to preserve the historic character of the block .

- New construction should complement the scale and character of adjoining historic buildings and maintain the integrity of the historic block face.
- Adaptive reuse of historic warehouse structures should be encouraged.

West Washington Avenue

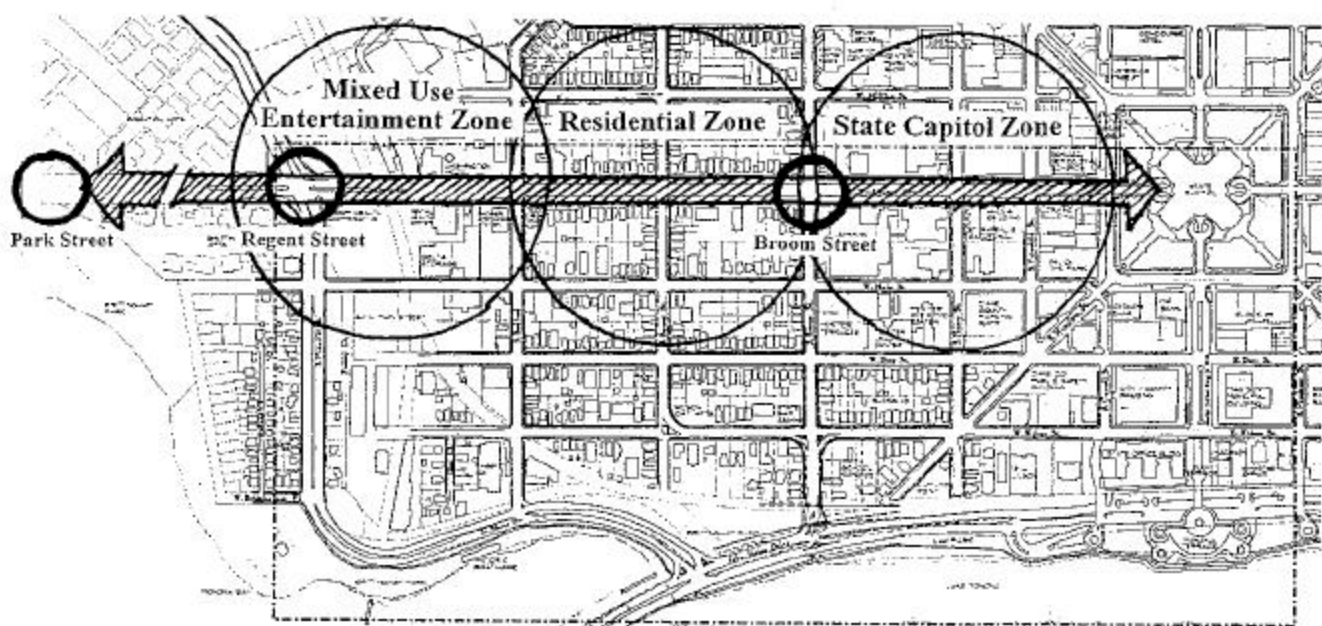
West Washington Avenue offers a gracious and attractive entrance to the State Capitol and the Bassett Neighborhood. This corridor is distinctive with its mix of commercial and residential uses, the historic scale and character of existing buildings, broad terraces and large canopy trees. Preservation and enhancement of West Washington Avenue is important to the character of the Bassett Neighborhood and the downtown.

The urban design character of West Washington Avenue should be enhanced as a major gateway entrance to the State Capitol. Urban design improvements should begin at Park Street. Capitol concourse style lighting should be extended to Park Street. The intersection of Park Street and West Washington Avenue should be enhanced with landscaping and directional signage to the downtown, Monona Terrace, University of Wisconsin and the Kohl Center.

The West Washington Avenue and Regent Street intersection should be improved. Banner poles, lighting and landscaping that have been placed in the boulevard along Regent Street should be duplicated in the boulevards along West Washington Avenue. The corners of City Station and Group Health Cooperative properties could be used as part of the intersection beautification. A future rotary intersection design that incorporates a downtown entrance feature should be considered when the existing intersection is recommended for replacement.

The streetscape on West Washington Avenue between Regent Street and the State Capitol should preserve and enhance the existing grass terraces and canopy trees. Pedestrian scale ornamental lighting should be provided to create a stronger pedestrian character for the street and enhance the night time character of this important State Capitol approach. The intersection of Broom Street and West Washington Avenue should receive landscape improvements to enhance this important junction for downtown traffic.

Redevelopment activities for West Washington Avenue should consider the following special design zones illustrated below.



Mixed Use Zone

The area between Regent Street and S. Bedford Street (see photo below) is recommended as a mixed use zone for ground floor retail and entertainment uses and upper floor residential and office uses. This area is recommended as an activity center for neighborhood residents, downtown employees and new visitors attracted by the Kohl Center. The King Street and E. Wilson Street mixed use district in the First Settlement Neighborhood offers a model for this area. The proliferation of single purpose uses such as sports bars related to the Kohl Center should be discouraged. New development and rehabilitation should compliment scale and character of this area. City Station, the Wiedenbeck Apartments, Group Health Cooperative and the proposed Washington Hotel are excellent examples of buildings that blend well with the historic character of the area. Development should be planned to minimize impacts (noise, parking, traffic, security, etc.) on the adjoining residential areas. The Mifflin and Bassett residential districts should be protected from development "creep". Bedford Street is an important edge to these residential districts and commercial development on Bedford Street should be scaled to fit the edge, much like Meriter Terraces has been designed to compliment residential uses on S. Broom Street and W. Doty Street.



Residential Zone

The area between S. Bedford Street and Broom Street has a strong residential character with 2-3 story buildings set back from the street. The character and scale of the existing residential street frontage should be preserved to maintain the integrity of the residential neighborhoods that occur on both sides of West Washington Avenue. Building rehabilitation of existing structures should be encouraged. While selective demolition and infill may be appropriate, new buildings should be designed with a character and scale that compliments the existing block face. The area may include both residential and commercial uses. The photo on the next page illustrates how former residential structures have been attractively converted to office uses at the SE corner of Broom Street and West Washington Avenue.



State Capitol Zone

The area between Broom Street and the State Capitol is part of the downtown core commercial district. The area is currently developed with more intensive commercial and institutional uses such as the WHEDA building which has been built to the allowable State Capitol height limits. This area is recommended for new commercial development, such as Blocks 51 and 52, to increase the downtown employment base. Existing arterial streets and parking ramps (Capitol Centre Ramp, Dane County Ramp and the former Jackson Clinic Ramp) can support this growth. Future developments in this area, which may be built to the Capitol height limits, should be designed with architectural character and massing that compliments the historic character of West Washington Avenue and provides a strong pedestrian character at grade level.

Main Street Pedestrian Corridor

W. Main Street is recommended as the principal pedestrian street in the Bassett Neighborhood connecting the neighborhood to Brittingham Park and Lake Monona on the west and the State Capitol and First Settlement Neighborhood on the east. Terrace landscaping, pedestrian scale ornamental lighting, improved intersections for safe crossings and traffic calming features are recommended to reinforce the "pedestrian-first" emphasis of this important neighborhood street. W. Main Street can be divided into several redevelopment zones.

W. Main Street between Proudfit Street and S. Bedford Street is proposed for mixed use redevelopment including adaptive reuse of warehouse structures and new infill development to create a continuous street frontage while preserving the area's historic character. Ground level neighborhood retail, specialty retail and entertainment uses with upper floor office and residential uses are recommended to support neighborhood residents, area employees and visitors. Proposed uses should be evaluated to minimize impact on adjoining residential areas.

W. Main Street between S. Bedford Street and S. Broom Street is recommended for primarily residential uses, with new infill housing and residential rehabilitation. Mixed use neighborhood retail and residential development is proposed for the S. Bassett Street and W. Main Street intersection. This intersection should receive streetscape improvements including seating, lighting and an information kiosk to create a neighborhood focal point.

W. Main Street between S. Broom Street and S. Henry Street is recommended as the main entrance to the Meriter Senior Health Care and Retirement Center. Signage, pedestrian lighting, special pavements and landscaping are recommended to create a campus character for this important neighborhood institutional use.

W. Main Street between S. Henry Street and the Capitol Square is part of the downtown core commercial district with intensive commercial, institutional and parking uses. The 100 block of W. Main Street may be considered for mixed use redevelopment that provides residential uses on the upper floors and preserves the historic street frontage and grade level retail and entertainment uses. Potential conversion of the grade level parking bay for the Dane County Ramp to retail uses will strengthen the pedestrian character of the street.

Transportation Recommendations

A primary goal of the Bassett Neighborhood Master Plan is to provide a transportation system that balances the needs of residents, employees and visitors. A comprehensive transportation plan should be prepared for the area west of the Capitol Square that considers the following.

Balanced Transportation Modes

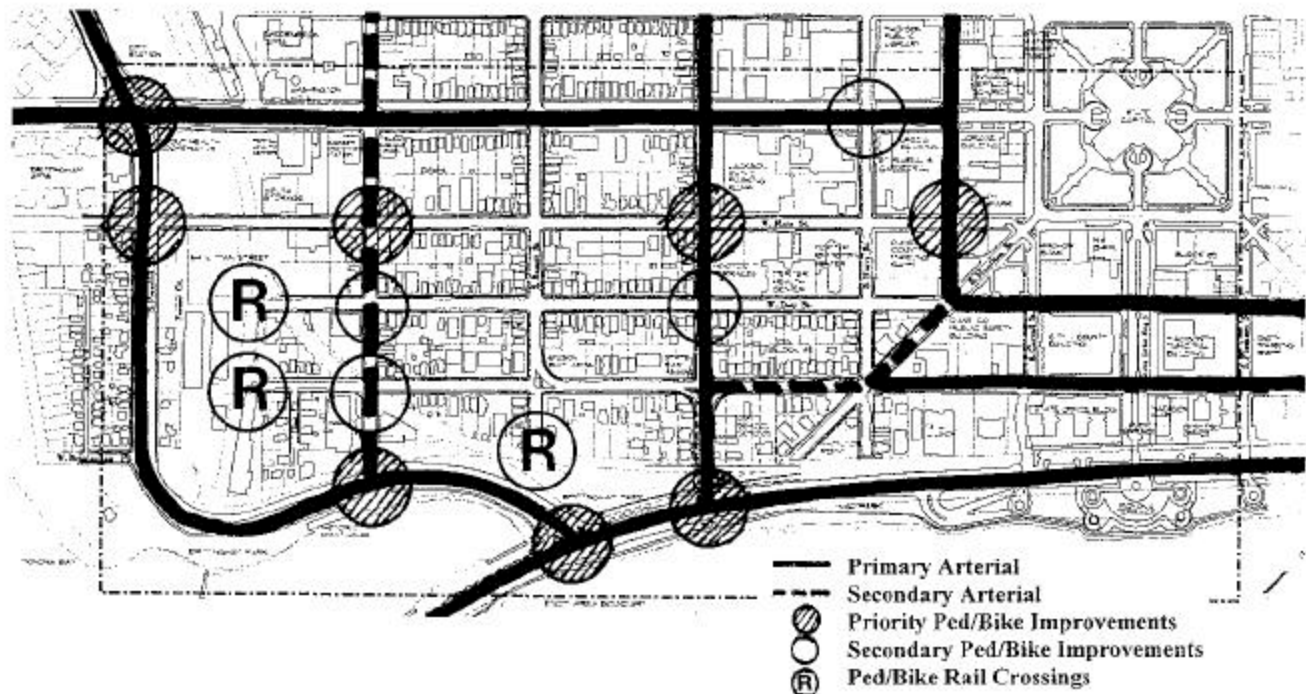
The transportation plan should address a balance of transportation modes (automobile, bus, rail, bicycle and pedestrian) that will maintain existing street widths while meeting the access needs of all downtown users. The importance of pedestrian and bicycle circulation should be considered as residential population increases. The impact of more residents living and working in the downtown should also be considered in analyzing future modal splits.

Traffic Flow

The transportation plan should evaluate alternative street patterns for the Bassett Neighborhood that will more clearly direct visitor and employee traffic, minimize non-residential traffic on residential streets and create safer streets for pedestrian and bicycle movement. The plan should consider the following improvements (see illustration next page).

- Convert Broom Street for 2-way traffic flow within the present pavement width and remove the 30 foot setback for future street widening. Peak hour parking restrictions or removal of on-street parking may be necessary to expand street capacity to accommodate existing and future traffic volumes. A change to 2-way traffic may require intersection improvements at West Washington Avenue. Intersection improvements along Broom Street will also be necessary to facilitate safe pedestrian and bicycle crossings.
- Designate S. Broom Street, Proudfit Street, John Nolen Drive, West Washington Avenue and W. Wilson Street (east of Broom Street) as primary collector and arterial streets to carry non-residential traffic. S. Bedford Street should be considered as a secondary collector street.

- Designate S. Bassett Street, W. Main Street, W. Doty Street and W. Wilson Street (west of Broom Street) as 2-way residential streets.
- Provide intersection improvements that accommodate safe pedestrian and bicycle movement through the Bassett Neighborhood.



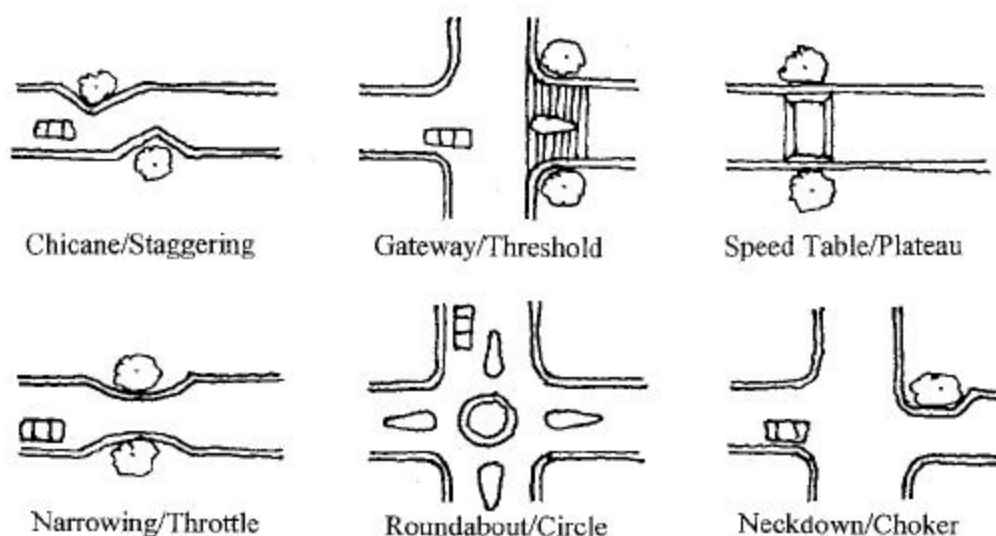
Kohl Center Transportation

The transportation plan should address traffic circulation and parking strategies for the Kohl Center that minimize impact on the residential neighborhood. In addition to vehicular access, the plan should include improved pedestrian and bicycle access and transit access. Primary vehicular access to the Kohl Center from the south, east and west should emphasize John Nolen Drive, Broom Street, Proudfit Street and West Washington Avenue.

Traffic Calming

The transportation plan should identify traffic calming strategies for residential streets to minimize through traffic and reduce travel speeds. Traffic calming measures may include better signage; more visible entrances to residential neighborhoods; reduced intersection radii on residential streets; necking down or bulbup intersections; speed humps, speed tables or textured pavements; narrower streets; and amenities such as landscaping and ornamental lighting that identify a residential character. The sketch below illustrates several traffic calming devices. Traffic calming measures should be evaluated and selected for their appropriateness in the Bassett Neighborhood. Benefits of traffic calming include:

- Safe, more attractive residential streets.
- Increased investment interest.
- Stronger sense of community and neighborhood identity.



Parking

The transportation plan should include a comprehensive parking strategy. This strategy should consider the following:

- Identify strategic public parking sites to support future commercial and institutional growth in the downtown. Future high density parking developments should be designed to minimize impact on residential districts. Future parking should not be freestanding but included as part of mixed use developments.
- On-street parking in residential neighborhoods should serve neighborhood residents.
- Non-residential off-street parking should not be permitted in residential areas.
- New developments should provide sufficient parking to meet their needs. More comprehensive parking solutions rather than a proliferation of individual parking sites should be encouraged. For example, the former Jackson Clinic parking ramp may support land use development on adjoining blocks.
- Employee parking lost through the enforcement of the Backyard Parking Ordinance should be replaced.
- Implement a community parking strategy to support the comprehensive redevelopment of residential blocks in the Bassett Neighborhood. Possible strategies include:
 - A master lease parking agreement whereby block-wide parking areas are consolidated and brought under common control. Property owners with existing parking would retain parking according to their need and property owners without parking or insufficient parking would lease surplus stalls created by consolidating existing parking areas.
 - Condominium association covenants that would permit new parking, garages or surface spaces, created through comprehensive redevelopment and sold to members of the association. This concept has been successfully used for Hancock Court in the First Settlement Neighborhood.

Specific Recommendations

Specific master plan recommendations presented in the following discussion are divided into four categories that include Redevelopment (R), Transportation (T), Streetscape (S) and Parks and Open Space (P). Master plan recommendations identified in these categories are numbered and keyed to the master plan graphic (**Exhibit 4**).

It will be important that these recommendations be coordinated with the needs of the entire downtown. A comprehensive master plan should be prepared for downtown Madison to address larger issues that will affect the Bassett Neighborhood such as the location of parking and transportation improvements, the location of strategic redevelopment sites, the location of public use and recreation sites, and the location of major institutional uses such as new state office buildings and university buildings.

Redevelopment Recommendations

The following recommendations identify sites within the Bassett Neighborhood that offer redevelopment potential. Recommendations cover a broad range of building and site improvements including new infill development, rehabilitation of existing buildings, historic preservation, facade improvements and public open space improvements.

Important considerations for redevelopment within the Bassett Neighborhood include the location of strategic redevelopment sites that will have the most comprehensive impact on the neighborhood and the downtown, the location of sites for higher density commercial and residential development and coordinated architectural treatments that will compliment the character of the downtown and neighborhood.

R1 West Washington Avenue Mixed Use District

Development of a mixed use district along West Washington Avenue between City Station and Bedford Street. Preservation of the area's historic character to create a district theme and strengthen the West Washington Avenue entrance to the State Capitol. Historic rehabilitation and adaptive reuse of the U-Haul warehouse. Ground level specialty retail and entertainment uses with upper floor office and residential uses to support neighborhood residents, area employees and visitors. Proposed uses should be evaluated to minimize impact on adjoining residential areas.

R2 W. Main Street Mixed Use District

Mixed use redevelopment of W. Main Street between Proudfit Street and S. Bedford Street. Adaptive reuse of warehouse structures and new infill development to create a continuous street frontage. Preservation of the area's historic character for neighborhood identity and pedestrian character. Ground level neighborhood retail, specialty retail and entertainment uses with upper floor office and residential uses to support neighborhood residents, area employees and visitors. Proposed uses should be evaluated to minimize impact on adjoining residential areas.

R3 Tobacco Warehouse District

Comprehensive residential redevelopment of the area between W. Main Street, S. Bedford Street and Proudfit Street/ North Shore Drive including adaptive reuse of the historic Tobacco Warehouses; rowhouse development along Feeney Court between W. Main Street and Brittingham Park; lower scale infill development along Brittingham Park overlooking Lake Monona; and higher scale residential development at the center of the district between W. Main Street and W. Wilson Street for lake views. Emphasis on pedestrian character, park access, lake views and neighborhood identity. Careful planning for ground level uses related to rail corridor. Internal street system to

interconnect residential uses. Mixed use residential, office and neighborhood related commercial uses along S. Bedford Street and W. Main Street.

R4 Block 49 Redevelopment

Comprehensive redevelopment of an entire residential block including conversion of existing buildings and selective infill development to increase opportunities for owner-occupied housing and long-term rental housing; rear yard development to increase parking supply while improving open space and landscape character; preservation of historic and neighborhood character; and streetscape improvements such as undergrounding utilities, ornamental lighting, landscaping and terrace improvements.

R5 Bassett Neighborhood Rehabilitation

Comprehensive rehabilitation of all residential blocks within the Bassett core residential district similar to Block 49 including rehabilitation of existing zero-lot line apartment buildings to better compliment the scale and character of the surrounding neighborhood.

R6 Residential Rehabilitation

Rehabilitation of an existing 108 unit apartment building to compliment the scale and character of W. Main Street and the surrounding neighborhood. Potential improvements include breaking up the building into smaller sections with separate entrances and reducing or eliminating the front yard parking.

R7 Neighborhood Retail Sites

Development of neighborhood retail uses at the S. Bassett Street - W. Main Street and S. Bedford Street - W. Main Street intersections. Streetscape improvements including seating, lighting and information kiosk to create a neighborhood focal point. Potential mixed use developments with ground level retail uses and upper story residential uses.

R8 West Washington Avenue

Rehabilitation, adaptive reuse and selective infill for residential and commercial uses along West Washington Avenue between S. Bedford Street and S. Broom Street. Preservation and enhancement of the scale and character of the area to maintain the physical and visual connection between the residential districts on both sides of West Washington Avenue.

R9 Residential Redevelopment

Potential for mid-rise residential redevelopment with views to Lake Monona and the State Capitol. Topography will permit multi-level enclosed parking without internal ramps.

R10 Lakefront Residential

Potential for mid-rise residential redevelopment site with lake views. Topography will permit multi-level enclosed parking without internal ramps. Potential vacation of S. Henry Street that preserves street end views to Lake Monona. Preservation and enhancement of W. Wilson Street frontage.

R11 Lakefront Residential

Potential residential infill site with lake views and enclosed parking. Development character to compliment the scale and character of the historic Doty School and adjoining residential blockfaces.

R12 Lakefront Residential

Potential residential infill site with lake views. Development character to compliment the adjoining neighborhood. Preservation and enhancement of historic properties and the character of W. Wilson Street. Topography separates residential uses from rail corridor and allows possible enclosed parking. Enclosed parking access from S. Bassett Street and the rail corridor.

R13 Lakefront Residential

Potential residential infill site with lake views. Preservation and enhancement of historic properties.

R14 Block 52 Redevelopment

Strategic high density redevelopment site for commercial uses such as telecommunication users linked with the AT&T switching center.

R15 Block 51 Redevelopment

Redevelopment of the former Methodist Hospital and Jackson Clinic for mixed use that may include office, residential and retail uses. Possible enclosed walkways to connect uses with the former Jackson Clinic Parking ramp. Possible skywalk to connect Block 51 with the Capitol Square and the Meriter Senior Health Care and Retirement Center on Block 50.

R16 St. Raphael Cathedral

Preservation and enhancement of St. Raphael's Cathedral as an important historic landmark and focal point for the downtown and neighborhood. Potential redesign of St. Raphael's surface parking lot to add landscaping and open space that compliments the cathedral and W. Main Street.

R17 Loraine Building

Potential future conversion of the Loraine Building to private office or residential use.

R18 Enclosed Walkway System

Potential atrium court at the Capitol Square as an entrance to an enclosed walkway system that interconnects multiple uses and blocks between S. Broom Street and the Capitol Square.

R19 Block 50 Redevelopment

Continued development of Block 50 for Meriter Senior Health Care and Retirement Center uses.

R20 Dane County Ramp

Rehabilitation of the Dane County Ramp with an architectural appearance that compliments the character of the surrounding neighborhood. Potential conversion of the W. Main Street grade level parking bay to retail uses to strengthen the W. Main Street pedestrian corridor.

R21 Doty-Fairchild Block

Redevelopment of Doty-Fairchild Building on the south side of the Dane County Ramp to high density residential or office uses with State Capitol and lake views. A suitable relocation site for the Mall-Concourse maintenance operation that currently occupies the building should accompany a redevelopment proposal.

R22 100 Block Redevelopment

Potential higher density mixed use redevelopment of the 100 Block of N. Main Street similar to the proposed redevelopment of the 100 block of N. Hamilton Street. The redevelopment plan should focus on retaining grade level retail uses and preserving the historic block face.

R23 Anchor Bank - M&I Bank Redevelopment

High density commercial redevelopment with enclosed parking and an enclosed walkway connection to the City/County Building and 1 W. Wilson State Office Building.

R24 Block 89 Redevelopment

High density commercial redevelopment with enclosed parking and an enclosed walkway connection to the Municipal Building and the proposed Monona Terrace Headquarters Hotel. Preservation of the S. Pinckney Street historic character and grade level retail uses.

R25 Monona Terrace Headquarters Hotel

Development of the land behind the Municipal Building for the proposed Monona Terrace Headquarters Hotel. Potential retail uses along S. Pinckney Street. Enclosed walkway connection to the Doty Ramp. Architectural character to complement adjoining historic buildings.

R26 Doty Ramp

Potential conversion of the Doty Ramp Pinckney Street parking bay to grade level retail uses.

R27 Downtown Commuter Rail Station

Potential sites for a commuter rail station serving the downtown and Monona Terrace at the rear of the 1 W. Wilson State Office Building. Enclosed walkway connection to the Capitol Square. Transit oriented uses.

Transportation Recommendations

The following recommendations identify comprehensive transportation improvements for the Bassett Neighborhood. The transportation recommendations recognize that downtown arterial streets are nearing capacity and that future transportation linkages such as improved pedestrian, bicycle, transit and commuter rail access will be necessary. These recommendations also support improved pedestrian transportation to enhance opportunities for new residential development. Transportation recommendations recognize the need to maintain good access to the downtown while minimizing traffic on residential streets.

T1 Broom Street

Evaluate the potential to convert Broom Street for two-way traffic flow within the present street width. This evaluation should consider the conversion of S. Bassett Street, W. Doty Street (east of Bedford Street), W. Wilson Street (west of Broom Street) and S. Henry Street (south of Doty Street) for two-way traffic flow and local street status. Provide safe and attractive pedestrian crossings at intersections of residential streets and arterial streets.

T2 Downtown Commuter Rail Station

Develop a downtown commuter rail station at the rear of the 1 W. Wilson State Office Building that serves Monona Terrace, the State Capitol, downtown employee centers and downtown neighborhoods. The commuter rail station should be designed as the major visitor arrival point for downtown Madison. The station should be designed with transit-oriented uses and connected by an enclosed walkway to the Capitol Square.

T3 Intersection Improvements

Improve existing arterial intersections to provide safe and attractive pedestrian crossings to parks and adjoining commercial and residential districts.

T4 Intracity Bus Terminal

Consider the future relocation of the Badger/Greyhound bus terminal to a location near U.W. Kohl Center commuter rail station. Potential site for future mixed use redevelopment.

T5 Proudfit Street/North Shore Drive

Provide safe and attractive pedestrian crossings to Brittingham Park at S. Bedford Street and W. Main Street.

T6 Rail Crossings

Provide safe and attractive pedestrian rail crossings at the end of S. Bassett Street to create a neighborhood entrance into Brittingham Park. Provide vehicular and pedestrian rail crossings to interconnect uses in the Tobacco Warehouse District. Efforts should be made to reduce train noise in the neighborhood.

T7 Pedestrian/Bicycle Corridors

Improve W. Main Street as a major east-west pedestrian/bicycle corridor linking residential districts, employment centers and visitor destinations on both sides of the Capitol Square. Improve S. Bedford Street, S. Bassett Street and S. Henry Street as north-south pedestrian/bicycle corridors linking residential districts, employment centers and visitor destinations on both sides of West Washington Avenue. Provide a bicycle trail along the rail corridor and S. Bedford Street to interconnect the Capitol City State Bicycle Trail along Lake Monona, the Kohl Center and the University of Wisconsin. Provide safe crossings at all arterial streets.

T8 On-Street Parking

Increase on-street parking on S. Bassett Street and W. Wilson Street coordinated with traffic flow changes for Broom Street.

Streetscape Recommendations

The following recommendations identify comprehensive streetscape improvements for the Bassett Neighborhood. Important considerations for streetscape improvements include creating identity for the neighborhood, enhancing pedestrian character and safety, improving pedestrian connections between the neighborhood and downtown destinations, and enhancing the major entrances and approach corridors to the downtown.

S1 West Washington Avenue - Regent Street to Capitol Square

Preservation of existing grass terraces and canopies. Pedestrian scale ornamental lighting. Continuation of downtown concourse lighting, landscaping and terrace improvements between Regent Street and Bedford Street.

S2 West Washington Avenue/Regent Street Intersection

Development of a major entrance feature to downtown Madison and the State Capitol at the West Washington Avenue/Regent Street intersection. Potential future intersection reconstruction to a rotary type design.

S3 West Washington Avenue - Park Street to Regent Street

Continuation of downtown concourse lighting and landscape improvements for this important approach to downtown Madison and the State Capitol. Directional signage to the University of Wisconsin, Kohl Center, Monona Terrace and downtown Madison at the West Washington Avenue/Park Street intersection.

S4 Downtown Entrance - S. Broom Street/John Nolen Drive Intersection

Streetscape and directional signage improvements at the S. Broom Street/John Nolen Drive intersection as an important entrance to downtown Madison, Monona Terrace, State Street and the Bassett Neighborhood.

S5 Downtown Entrance - North Shore Drive/John Nolen Drive Intersection

Streetscape and directional signage improvements at the North Shore Drive/John Nolen Drive intersection as an important entrance to the downtown, Kohl Center and University of Wisconsin.

S6 John Nolen Drive

Streetscape improvements for John Nolen Drive between the Beltline Highway and S. Blair Street as a major approach to downtown Madison, the Dane County Exposition Center, the Kohl Center and Monona Terrace.

S7 Proudfit Street/North Shore Drive

Streetscape improvements to Proudfit Street/North Shore Drive as a major approach to the Kohl Center and the University of Wisconsin.

S8 Martin Luther King, Jr. Boulevard

Intensive streetscape development along Martin Luther King, Jr. Blvd. to visually connect the State Capitol and Monona Terrace and enhance pedestrian movement between these two major downtown visitor destinations.

S9 Capitol Loop

Streetscape improvements for the major travel corridor around the Capitol Square including concourse style lighting, pedestrian scale ornamental lighting, banners and more intensive street tree plantings. Other improvements include parking lot screening; painting utility poles, hydrants and other features black to neutralize visual clutter; and facade improvements for buildings adjoining the Capitol Loop.

S10 Pedestrian Corridors

Streetscape improvements including pedestrian scale ornamental lighting, landscaping, furnishings and terrace improvements for W. Main Street and S. Bassett Street as the major pedestrian corridors connecting the Bassett Neighborhood with adjoining land uses.

S11 Meriter Campus Entrance

Streetscape improvements to create an entrance to the Meriter downtown campus.

S12 Street End Beautification

Landscaping, lighting and furnishings to beautify the ends of S. Bassett Street and S. Hamilton Street for resident use.

S13 Neighborhood Focal Point

Landscaping, lighting, furnishings and information kiosk at the S. Bassett and W. Main Street intersection to create a neighborhood focal point.

S14 Neighborhood Entrances

Establish attractive entrances to the Bassett Neighborhood with entrance signs and landscape displays at S. Broom Street/John Nolen Drive, W. Main Street/Proudfit Street, and S. Bassett Street and West Washington Avenue.

Parks and Open Space Recommendations

The following recommendations address park and open space improvements for the Bassett Neighborhood. These recommendations include stronger neighborhood linkages to existing parks and the improvement of parks and open spaces to better serve neighborhood residents, downtown employees and visitors.

P1 Brittingham Park

Improve pedestrian access to Brittingham Park. Consider the future relocation of existing tennis courts in Brittingham Park to create a larger open space for passive recreation use by neighborhood residents. Relocation will depend on the condition of the courts and whether a suitable alternative site is available. Improve the park character by landscaping the rail corridor and renovating existing retaining walls and fences.

P2 Historic Boat House

Rehabilitate the historic boat house on Monona Bay in Brittingham Park for recreational boating use and as a focal point for the neighborhood.

P3 Monona Basin Parkway

Provide landscape and open space improvements along John Nolen Drive between Olin-Turville Park and S. Blair Street to create a parkway entrance to the downtown and opportunities for passive recreation such as scenic enjoyment of the lakefront, fishing, walking, jogging and biking.

Implementation Priorities



View of the Bassett Neighborhood looking east. West Washington Avenue (center), a gracious and stately approach to the State Capitol is an important neighborhood edge proposed for preservation and enhancement. W. Main Street (right) is recommended as a principal pedestrian corridor that connects the neighborhood to the State Capitol and Brittingham Park.

IMPLEMENTATION PRIORITIES

Bassett neighborhood is an integral part of the evolving city. Many of its historic uses have changed over the past generations and absent a deliberate preservation strategy, this evolution is likely to continue in a haphazard pattern. The isthmus is a unique place and its neighborhoods are different than those of the outer parts of the city. They are physically different, chronologically different and economically different. They encompass the combined energy of multiple uses and the intensity of urban life at its best. If any part of the mix is allowed to get "out of balance," the entire neighborhood loses part of its character.

These implementation priorities represent the planning team's assessment of opportunities to stabilize the neighborhood, take advantage of the richness of its character, enhance the quality of life and activity of the neighborhood and establish the neighborhood as a premiere, urbane place to live, work, and play. The implementation priorities take into account those projects which will have catalytic value to stimulate additional private development.

Implementation priorities are, initially, driven by the goals of the master plan and subsequently by the opportunities presented through planning analyses. Generally, the master plan envisions a higher quality of life for residents of and visitors to the Bassett Neighborhood. This includes better housing, through rehabilitation and new construction; enhanced job and employment opportunities; enhanced recreation and entertainment opportunities; all connected by more efficient pedestrian and vehicular infrastructure.

Redevelopment opportunities, as identified by this master plan, follow from the plan goals and generally identify specific items that are directed toward the preservation and enhancement of the neighborhood character. These implementation priorities follow directly from the identified opportunities.

It is expected that as the city implements the master plan, the full range of "redevelopment tools" of the city and the Community Development Authority (CDA) will be made available. Urban redevelopment must have access to CDA bonding, tax increment financing for blight removal, revolving loan funds, grant sponsorship, and other tools to effectively marshal sufficient resources to demonstrate public commitment and leverage additional private investment in the area. Residential redevelopment will also likely require the city's involvement in site acquisition and assembly as part of a redevelopment investment plan.

Implementation management responsibilities are defined under an umbrella group of a Project Management Team (PMT). The PMT is the facilitator of the redevelopment process. It serves to bring the key players to the table, on a regular basis, to ensure progress of each project as well as ensure overall coordination of neighborhood implementation activities. The PMT is not an approval or regulatory body, its function is to assist the city and neighborhood organization in specific redevelopment tasks. Exhibit 5 describes the proposed organizational structure for the Bassett Neighborhood Project Management Team.

Redevelopment Priorities

Design and development guidelines should be created for the Bassett Neighborhood. They should be created for specific areas and with specific objectives. Design and development guidelines should follow the planning districts. Guidelines should be specifically created for the West Washington Avenue/Main Street Mixed Use District, Tobacco Warehouse District, Bassett Residential District and the State Capitol Mixed Use District.

Design and development guidelines will allow for a clear set of rules to be established "up front" to orient property owners, developers and designers to neighborhood expectations for architecture, site use, landscape architecture, and overall character of a project.

A community character overlay should be created and implemented for the Bassett Residential District as a preservation tool for the two-block portion of West Washington Avenue that remains residential.

The character of the West Washington approach to the State Capitol is unique. This character should not be allowed to take the form of East Washington Avenue. The edges of this corridor segment should be considered for special treatment as places where a land-use transition occurs, specifically at the intersections at Bedford Street and Broom Street.

A density bonus system, and map, should be created that allows a development to increase its density/intensity of site use, in exchange for neighborhood or architectural enhancements. This should be codified as part of the PUD requirements in the Bassett Neighborhood.

Redevelopment densities should allow for flexibility, but should have a baseline, such as the current R6 zoning. The density bonus system may also be applicable elsewhere in the Capitol Neighborhoods.

Block 49 redevelopment is the priority for the eastern portion of the Bassett Residential District

Private development is under way and should be encouraged by the neighborhood and city to proceed. Block 49 is in an existing TIF district (TIFD #25). High quality, high visibility redevelopment will stimulate additional redevelopment activities in the remainder of the district.

Selected infill/rehabilitation projects that can reestablish a residential streetfront pattern should be identified by the PMT and the city. These projects should be tested for feasibility, and development interest.

To continue momentum from projects such as Wilson Bay and the proposed Block 49 project, additional residential and mixed use infill projects should be anticipated and planned for implementation.

A priority mixed-use project should be identified as an anchor for the Tobacco Warehouse District. It may be an infill project or an adaptive reuse project and should take into account the active rail service through the district as an urban component, not an obstacle.

An anchor should be both the defining element for the tone of the district and an economic foundation for additional development. This anchor project will likely require city redevelopment involvement.

Residential redevelopment should be planned and developer interest solicited for the entire Tobacco Warehouse District. A design/build team should be recruited to analyze and plan for new construction and the integration of adaptively reused structures.

Residential development is a critical component to the overall success of this district and the neighborhood. The southern portion of the district is an opportunity for new types of residential not currently found on the Madison Isthmus.

Transportation Priorities

Reestablishment of a two-way circulation pattern throughout the neighborhood. Broom and Bassett Streets should be returned to two-way corridors. Segments of other streets should be examined for two-way circulation. The existing 30 foot setback reserved for future street widening along the northeast side of Broom Street should be removed. Broom Street should be enhanced within its existing pavement width.

Reestablishment of traditional vehicular movement patterns through the neighborhood will serve as a subtle unifying element; removal of the one-way "throughways" will allow for traffic calming measures to be effective. These streets thus become part of the neighborhood, rather than barriers dividing the neighborhood.

Creation of safe and attractive rail crossings at S. Bassett Street to connect the neighborhood to Brittingham Park. Creation of safe street crossings to Law Park and Brittingham Park at Lake Monona.

Today, Law Park and Brittingham Park are not integral parts of the neighborhood, chiefly due to the difficulty in access. Safe, attractive access will correct this deficiency and allow residential development to take advantage of the Lake Monona shoreline. This will serve as an added incentive for residential redevelopment.

Creation of a non-resident parking plan and policy to prohibit neighborhood residential areas from being used for non-owner or non-tenant commercial parking purposes. Resident parking needs may be explored in consolidated or structured solutions.

Reestablishment of green space in residential areas is a critical component for feasibility of new residential development. The Bassett Neighborhood is especially susceptible to the revenue generated by commercial parking in the rear yards of income properties. Reestablishment of "residential" priorities rather than "parking income" priorities will be a key incentive for new owner-occupied housing.

Streetscape Priorities

Priority should be placed on improving the streetscape and landscape of the pedestrian circulation system. W. Main Street should be targeted first. Safe crossing techniques for intersections should be implemented and groundplane treatments should be constructed to reinforce a "pedestrian-first" character for these streets.

As part of the pedestrian/bicycle circulation priorities, streetscape elements are crucial to set the tone for the street. Implementation of this recommendation will be a significant residential catalyst for redevelopment investment.

Creation of a pedestrian circulation system that facilitates safe and expedient intra-neighborhood movement and forms a component of an Isthmus-wide circulation system. This system will be focused on W. Main Street and S. Bassett Street as "pedestrian-first" streets, with the W. Main Street component being a higher priority. Pedestrian circulation should also be considered for other residential streets in the neighborhood.

This Bassett Neighborhood pedestrian circulation system should be created to stimulate higher quality residential development. It will be a catalyst for multi-modal opportunities for Bassett residents. It will add to the pedestrian-friendly nature of the city by allowing other neighborhood residents and visitors to move through the neighborhood away from vehicular conflicts.

Connection of neighborhood residential areas to Lake Monona via safe and attractive, at-grade corridors.

Connection of residential areas to Brittingham Park and the historic boathouse and to Law Park reinforces the character of downtown lakefront living. It will be another stimulus for private reinvestment in the neighborhood.

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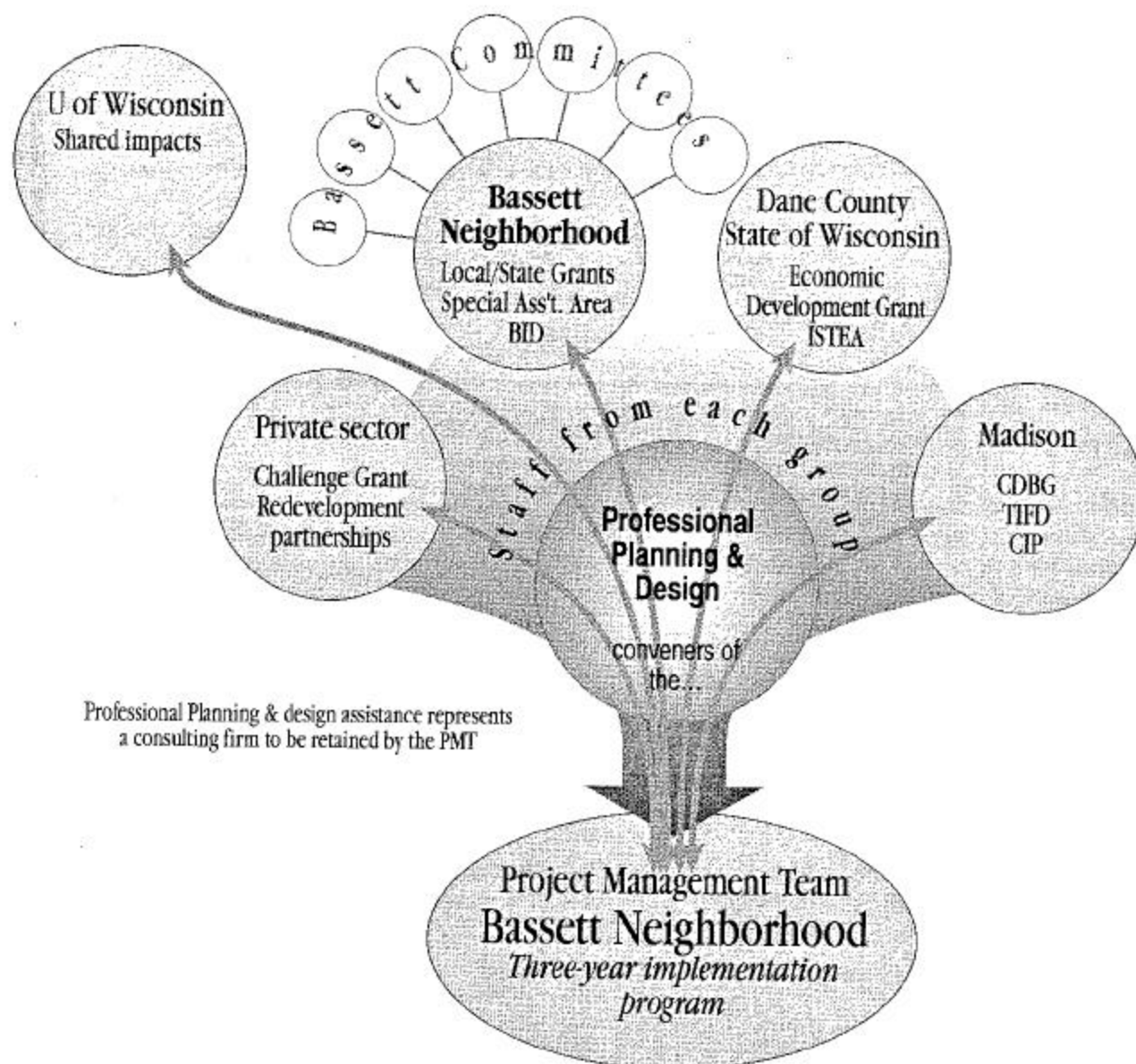


Exhibit 5: Bassett Neighborhood Project Management Team