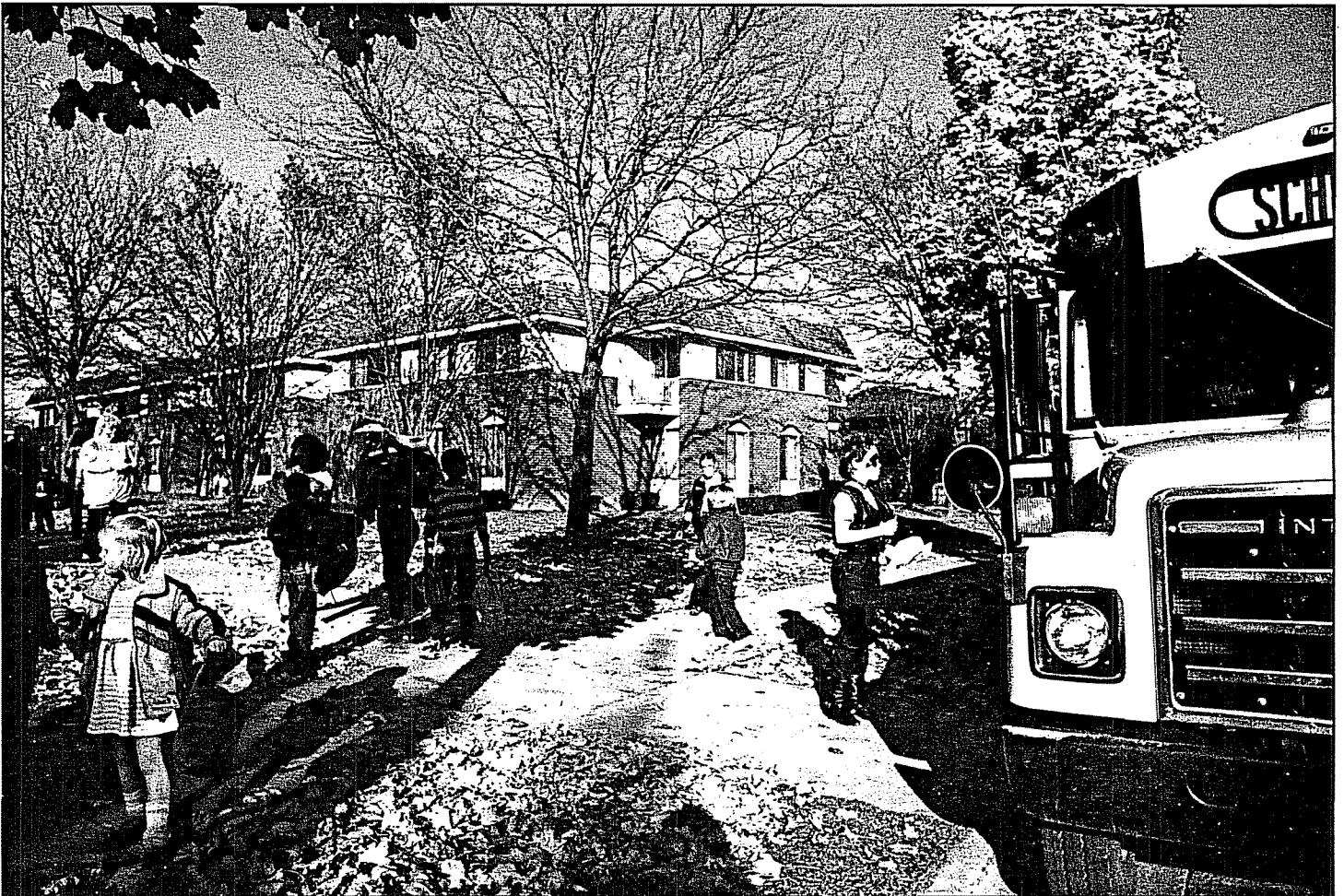


# **BROADWAY / SIMPSON / WAUNONA**

## **NEIGHBORHOOD PLAN**



**City of Madison, Wisconsin   December, 1986**



# **BROADWAY / SIMPSON / WAUNONA NEIGHBORHOOD PLAN**

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## **INTRODUCTION**

The City of Madison's adopted Community Development Block Grant (CDBG) three-year plan calls for concentrating a portion of CDBG funds in selected neighborhoods to facilitate development activities. In the Fall of 1985, the CDBG Commission selected the Broadway/Simpson/Waunona area as a "concentration" neighborhood. The purpose was to provide planning assistance during the first year and funding for neighborhood improvements during the second and third year.

The CDBG Commission designated the neighborhood as a concentration area primarily because of (1) the high concentration of low-income families living in the large apartment complexes along Broadway and Simpson Street; (2) the existence of acute social needs resulting, in part, from the neighborhood's physical isolation and the complete absence of community facilities such as schools, churches, and neighborhood centers; (3) the lack of previous participation or funding in the area under the CDBG program; and (4) the expressed interest and willingness on the part of the neighborhood in developing a neighborhood plan.

This plan was prepared by neighborhood residents with technical assistance from the City of Madison Department of Planning and Development. The plan attempts to establish neighborhood needs and priorities and makes recommendations for improvements to be carried out over the next two to three years.

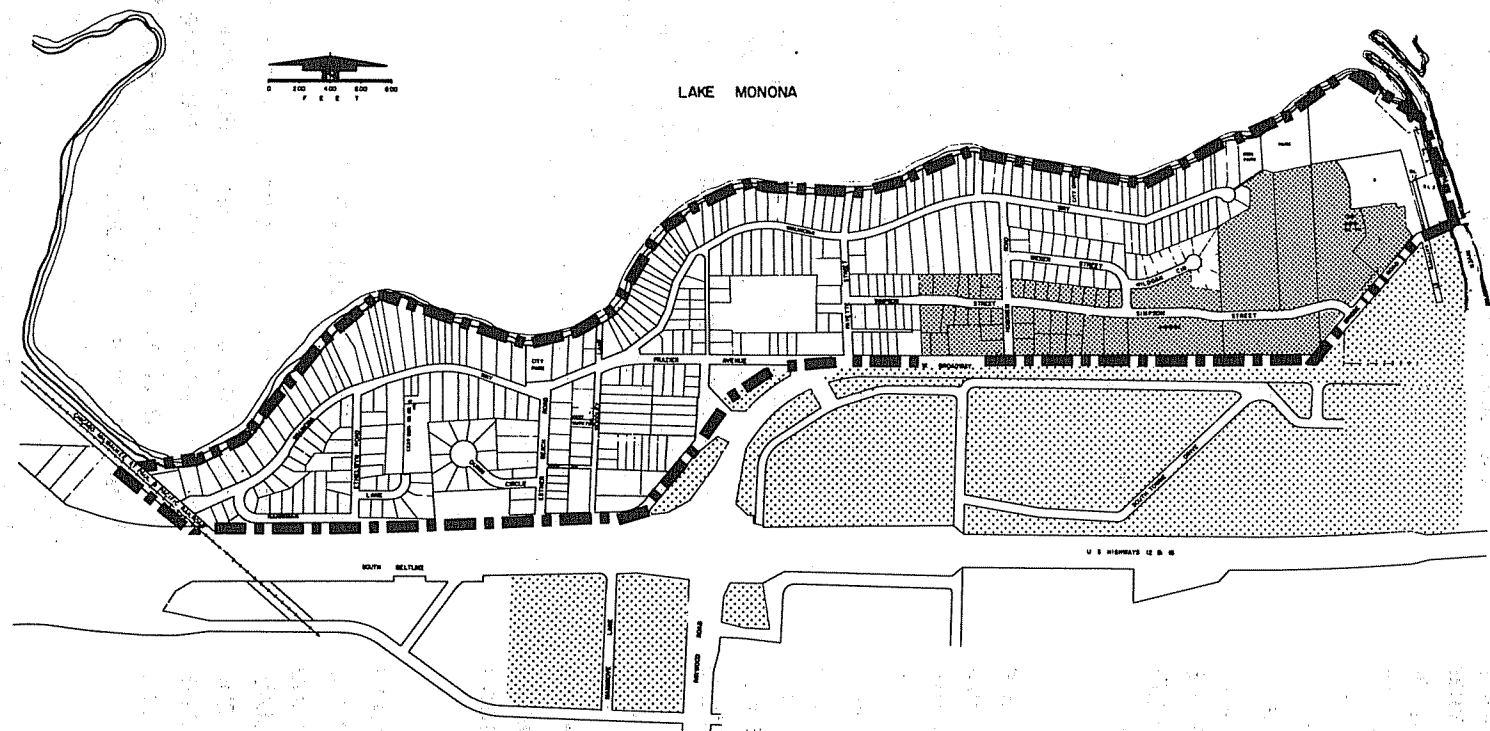
The key recommendations are as follows:

- Develop a neighborhood service center facility to increase and expand the delivery of community services in the area.



- Acquire the Johannsen, Thut, and State-owned land located east of Esther Beach Road and north of West Broadway (Highway 12 and 18) for park purposes.
- Institute a neighborhood police foot patrol in the area.
- Improve street lighting along Simpson Street.
- Install a traffic signal light and a pedestrian walk light at the intersection of Hoboken Road and West Broadway.
- Amend the City of Madison Land Use Plan and rezone portions of the neighborhood to reflect desired changes in land use that are consistent with the goals of the neighborhood.
- Landscape the West Broadway frontage road from Bridge Road to 1802 West Broadway, to create a noise and visual barrier as well as provide additional green space. This may require eliminating those portions of the service road no longer in use for vehicle access to private properties.

## **NEIGHBORHOOD DESCRIPTION**

The Waunona Neighborhood is approximately one and one-half miles long from east to west and one-quarter mile wide from north to south (see neighborhood boundary map). It is bounded on the north by Lake Monona, on the south by West Broadway (Highway 12 and 18), on the east by Bridge Road and the Yahara River, and on the west by the Chicago, Milwaukee, St. Paul and Pacific Railroad (John Nolen corridor). The area coincides with Census Tract 15.01.



### Legend

-  Broadway-Simpson Area
-  City of Monona

### Neighborhood Boundaries

**Broadway-Simpson-Waunona  
Neighborhood Plan**

**Department of Planning and Development**

The area known as Broadway-Simpson is immediately to the west of Bridge Road and north of West Broadway (See neighborhood boundary map).

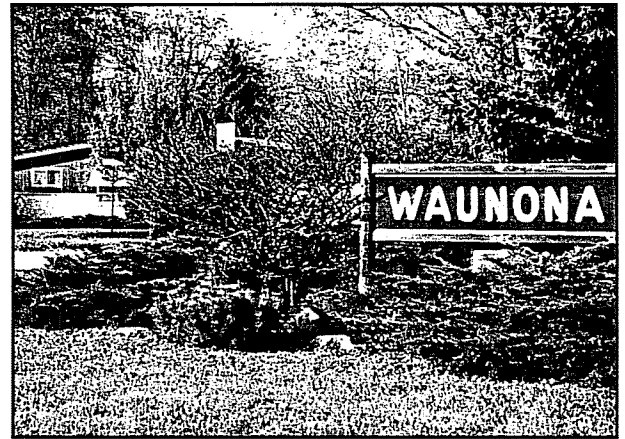
The neighborhood is physically separated from other areas of the City by Lake Monona, major traffic arteries, and other municipalities. The neighborhood is contiguous to the City of Monona to the east and to the south.

The neighborhood is primarily residential. The housing types range from single-family homes to multiple-family apartment complexes (see existing landuse map). The neighborhood also includes a number of commercial establishments located along Highway 12 and 18. Adjacent to the neighborhood, but in the City of Monona, are South Towne Mall, a major shopping center, Wisconsin Physician's Service (WPS), a major employer in the area and several office complexes.

## HISTORY

Prior to 1952, the area now known as Waunona was divided between the Townships of Blooming Grove and of Madison. The area was originally a summer retreat for Madison residents. Cottages were built along the lakeshore and have been gradually replaced with more permanent structures.

Annexation to the City of Madison, begun in 1953, was delayed by bitterly contested lawsuits brought by the Town of Blooming Grove, which did not wish to lose the high tax potential of Waunona. In 1955, the annexation was upheld by the Wisconsin Supreme Court, at which time land uses in existence were given "grandfather" zoning protection.



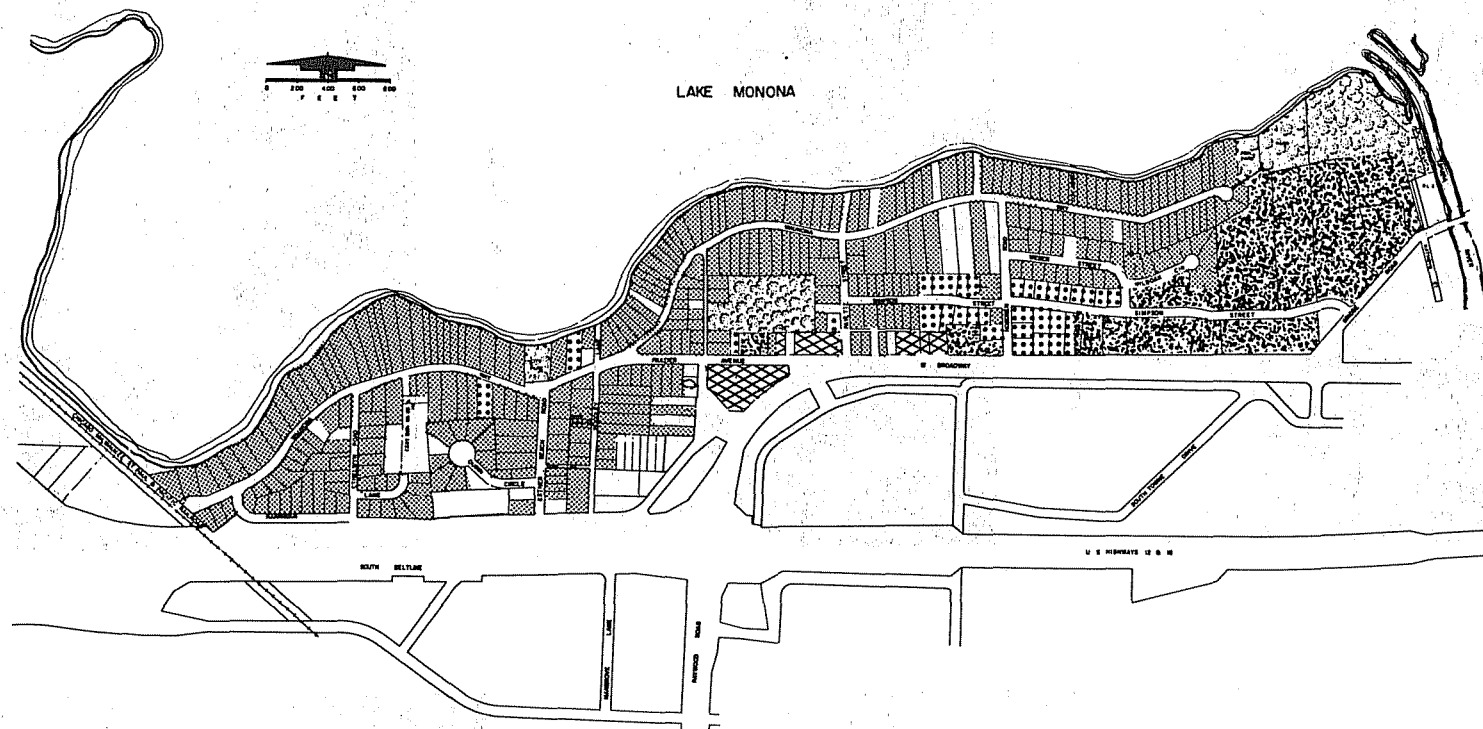
**Waunona West Entrance**



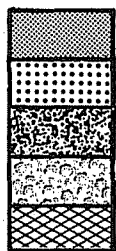
**Harriman House**



**Oakwood Terrace Apartments**



### Legend



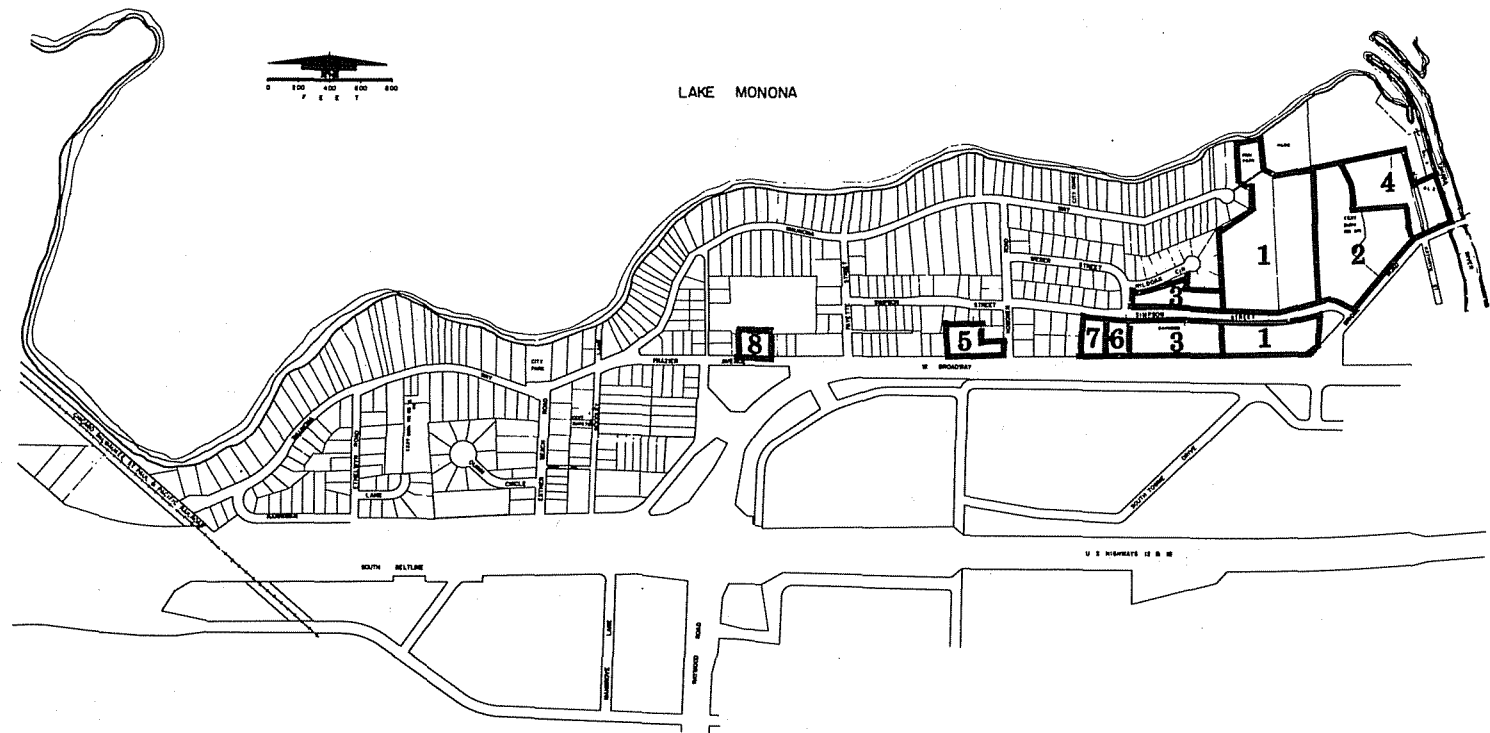
1 Family  
 2-8 Family  
 9 or More Family  
 Parks and Open Space  
 Commercial

### Existing Land Use

**Broadway-Simpson-Waunona  
 Neighborhood Plan**

**Department of Planning and Development**





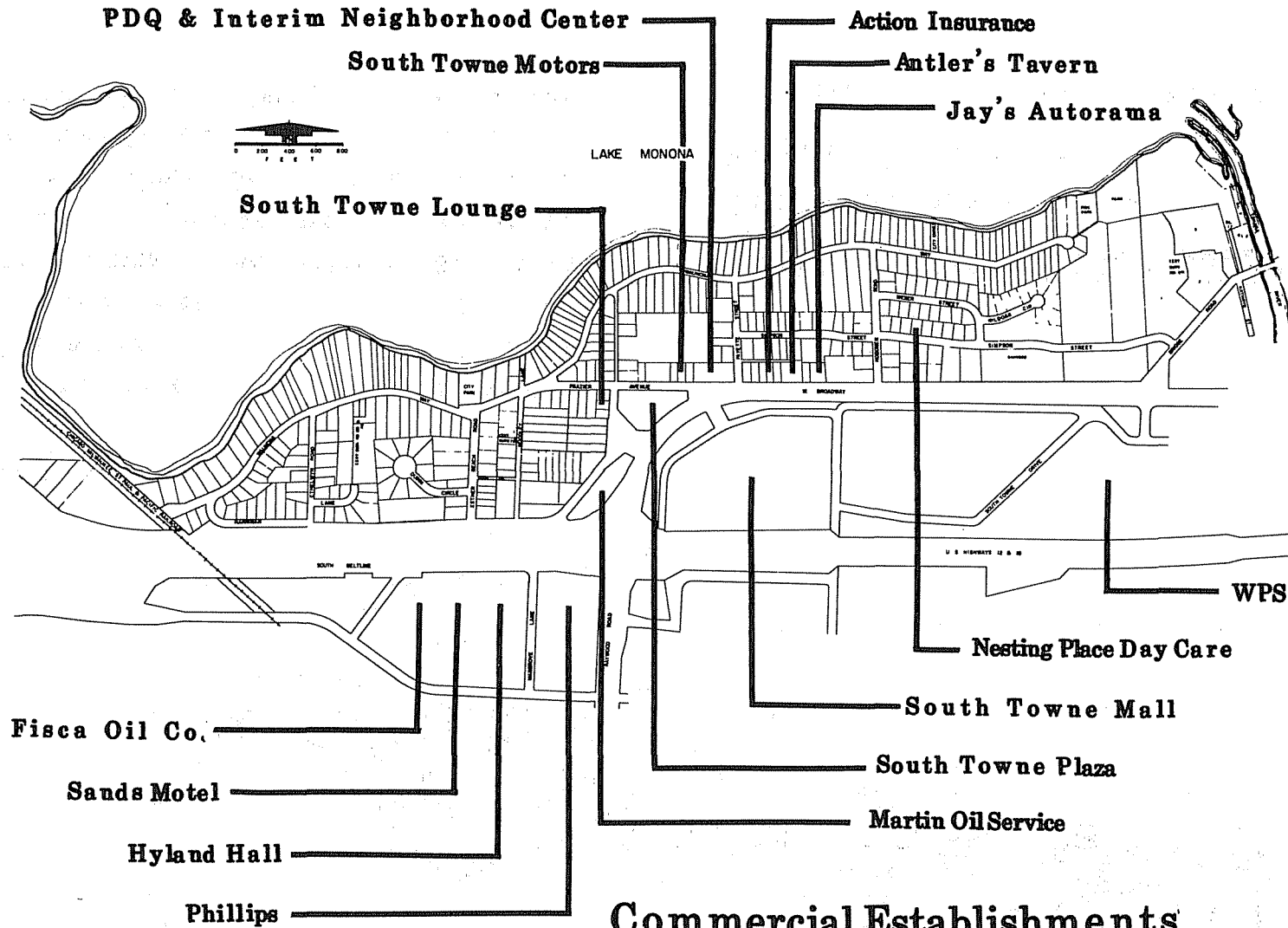
## Legend

1. Monona Shores	295 units
2. Riverwood	216 units
3. Oakwood Terrace	126 units
4. The Landing Condominiums	64 units
5. Broadway Apartments	32 units
6. Colonial Court Cooperative	24 units
7. Broadway Terrace	20 units
8. CDA Subsidized Housing	12 units

## Major Housing Developments

### **Broadway-Simpson-Waunona Neighborhood Plan**

**Department of Planning and Development**



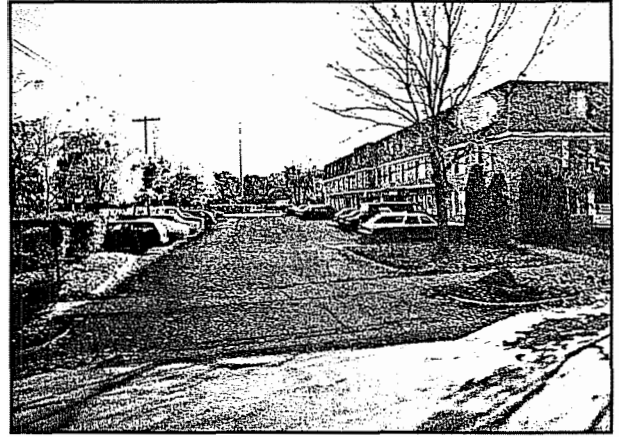
## Commercial Establishments

### **Broadway-Simpson-Waunona Neighborhood Plan**

**Department of Planning and Development**

As the neighborhood developed, the cohesive character of the community, fostered during three years of litigation, became increasingly apparent. Attempts to open both the east and west ends of Waunona Way to through traffic were opposed, as was a proposed sixteen-lane bridge over the railroad corridor near Nob Hill, by cooperative efforts stimulated by the Waunona Association, a voluntary organization of all residents of the area. A five-acre plot of land owned by the City of Madison was secured and developed as a park through the combined efforts of the Waunona Association and the Waunona Garden Club.

In the mid-1960's, a proposal was made to rezone the land at the east end of Waunona from Agricultural to R-4 and R-5. Although the Waunona community strongly opposed the change, that attempt to stop the rezoning lost. Beginning in 1965, this area was developed. A density of apartment buildings was permitted by the City of Madison Zoning, resulting in the present 888 units. The multiple-family housing types range from four-unit and eight-unit buildings owned, for the most part, by absentee property owners, to the Monona Shores complex of 295 apartments. In contrast, the rest of the neighborhood contains about 300 owner-occupied single-family homes, with only a few R-1 lots available for development. The neighborhood has never had a school, church or public building, health care provider, or major food store. A service station, two taverns, a small office and a PDQ food store and gasoline station were established in the area.



**Monona Shores Apartments**

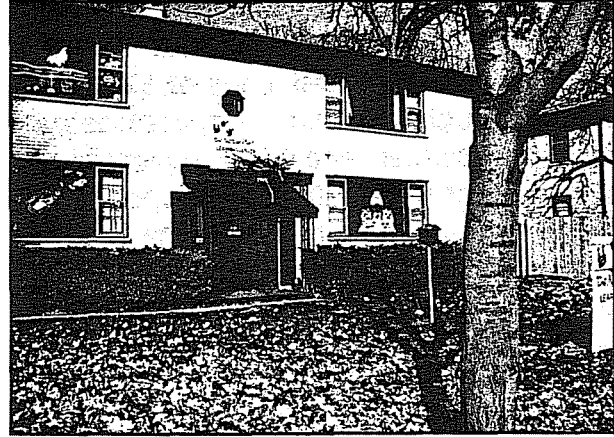
### **NEIGHBORHOOD ORGANIZATIONS**

The Waunona Association was formed in 1948. All adult persons living in Waunona are members. The initial thrust of the Association was to provide a clean, adequate beach with a lifeguard and a playground for the growing community. The major goals of the Association are to promote the welfare of the community, facilitate controlled recreation for children and adults, and encourage a spirit of neighborliness. Many opportunities for concerted action in the area of rezoning have galvanized the members of the neighborhood association. Recently, the Association has been involved with the South Beltline relocation, appropriate land use for the area, and proposals to acquire additional active parkland.

In 1982, the Broadway/Simpson area of Waunona (the multiple family housing area) was organized into the Broadway/Simpson Fair Share Organization. In 1983, the group dropped the Fair Share affiliation and became the Broadway/Simpson Neighborhood Association. Their major objectives were to foster neighborhood cohesiveness, encourage improved housing and property owner-tenant relations, improve street lighting, bus service, and playground facilities and support youth group activities. The group has been inactive for the last eighteen months.

## COMMUNITY PROFILE

The following information is derived from the 1980 Census (Census Tract 15.01). The Broadway/Simpson/Waunona Neighborhood has a population of 2,620. Over half of the residents are between the ages of 18 and 34 (see Table 1). Preschool age children constitute a significant 8% of the population compared to a 5% for the City as a whole. Between 1970 and 1980, the number of persons 65 and over increased from 64 to 116, an increase of 81% (see Table 2). Blacks and other racial minorities make up 8% of the total population.



**Nesting Place Daycare Center**

**TABLE 1**  
**Population by Age Groups**

Persons by Age Groups	Tract 15.01		City	
	Number	Percent	Number	Percent
0-4	215	8.2	8,909	5.2
5-13	236	9.0	16,801	9.8
14-17	150	5.7	9,280	5.4
18-24	641	24.5	41,787	24.5
25-34	592	22.6	36,577	21.4
35-44	253	9.7	16,461	9.6
45-64	417	15.9	25,922	15.2
65 and over	116	4.4	14,879	8.7
<b>Total Persons</b>	<b>2,620</b>	<b>100</b>	<b>170,616</b>	<b>998</b>

SOURCE: 1980 Census of Population and Housing

Prepared By: City of Madison Department of Planning and Development

NOTE: Percentages may not total to 100.0 due to rounding

**TABLE 2**  
**Population Trends**  
**Census Tract 15.01**

Persons By Age Groups	1970		1980		Change 1970-1980	
	Number	Percent	Number	Percent	Number	Percent
0-4	303	11.6	215	8.2	- 88	- 29.0
5-13	350	13.4	236	9.0	- 114	- 32.5
14-17	142	5.5	150	5.7	+ 8	+ 5.5
18-24	674	25.9	641	24.5	- 33	- 5.0
25-34	544	20.9	592	22.6	+ 48	+ 9.0
35-44	233	8.9	253	9.7	+ 20	+ 8.5
45-64	294	11.3	417	15.9	+ 123	+ 42.0
65 and over	64	2.5	116	4.4	+ 52	+ 81.0
Total Persons	2,604	100	2,620	100	+ 16	+ .6

SOURCE: 1970 and 1980 Census of Population and Housing  
Prepared By: City of Madison Department of Planning and Development

**TABLE 3**  
**Housing Units By Type of Structure**

Structure	Tract 15.01		City	
	Number	Percent	Number	Percent
One Unit	338	26.7	34,174	50.0
Two Unit	31	2.5	5,611	8.2
Three to Four Units	57	4.5	6,262	9.0
Five to Nine Units	279	22.1	6,709	9.80
Ten or More Units	560	44.2	15,661	23.0
Total Units	1,265	100	68,417	100

SOURCE: 1980 Census of Population and Housing  
Prepared By: City of Madison Department of Planning and Development

Persons living in family households represent 71% of the population in the area. The average household size is 2.27 persons per household. Of the 1,271 persons in the neighborhood who have ever been married, 24.4% are either separated or divorced as compared with 13.5% separated or divorced in the entire City. Thirty-five percent of all families residing in the area are headed by female householders with no husband present, and include 179 children under eighteen years. This compares with a figure of 18% for the City.

Broadway/Simpson and Waunona residents are employed in a variety of occupations, including 344 persons or 21% in administrative support occupations (clerical included), 279 persons or 17.2% in professional specialty occupations and 234 persons or 14.5% in service occupations, except protective and private households.

A majority of the area residents are employed in the following industries: 466 persons or 29% in professional and related services, 283 or 17.5% in retail trade and 210 or 13% in manufacturing. Of the 1,618 employed persons in the area, 72% work for wages or salary for a private company, business or individual compared to a citywide 58.2%.

The housing in the area includes primarily single-family homes in the Waunona area and mostly apartment units in the Broadway/Simpson area. Housing units within apartment buildings of ten or more units constitute 44% of all housing units. Single-family homes account for 27%. Five to nine-unit apartment buildings comprise 22% of the total housing units and the remaining 7% are in duplexes and three to four-unit apartment buildings (see Table 3).

Nearly half of the housing units were built between 1960 and 1969. Another 27% were built between 1970 and 1974. Over two-thirds of the housing units (71%) in the area are renter-occupied, as compared to only one-half or 51% for the city as a whole. In 1980, half of the renter-occupied units rented for between \$200 and \$249 per month (monthly contract rent), compared with 27% of the renter-occupied units in the city that rent for that amount.

## **PLANNING PROCESS**

In December 1985, staff from the City of Madison Department of Planning and Development was assigned to the area to assist residents in undertaking a major planning effort to address neighborhood issues and concerns. A Planning Committee composed of representatives from both the Waunona and Broadway/Simpson Neighborhood Associations and agencies sponsoring "Youth Can Do It" and youths from that group was organized. The Committee met twice a month for almost a year. Needs and concerns were identified and discussed and priorities were set. The five most important problem areas identified (in rank order of importance) are listed as follows:

1. Community Services
2. Transportation
3. Parks and Open Space
4. Crime
5. Land Use

Proposals were developed by the Committee for CDBG funding and submitted to the CDBG Commission in June, 1986. The proposal to develop a neighborhood center in the area was given top priority. Various subcommittees were also formed to monitor work related to each proposal or major problem area. This involved working with numerous agencies and organizations including Boy Scouts, 4-H, "Youth Can Do It", Briarpatch, East YMCA, Eastside Coalition for the Aging, Glendale Elementary School, the Monona Clergy, City of Madison Health Department, the Lutheran and Catholic Social Services, Madison Mutual Housing Association (MMHA), owners and private developers. The Committee has worked cooperatively with United Neighborhood Centers of Dane County (UNC) and CDBG staff in starting an interim neighborhood center until a permanent center can be established. The construction of a new permanent neighborhood center facility is anticipated pending approval of CDBG funds.

The establishment of a neighborhood center facility in the area is vital to achieving the neighborhood's goal of increasing and expanding the delivery of community services in the area. Other important goals that emerged out of the process are:

- Improve safety for bikers, joggers, and pedestrians.
- Provide easier access for handicapped persons at bus pickup points.
- Improve the quality of life in apartments by reducing the noise level impact caused by high volumes of traffic.
- Increase the amount of park and green space in the area.
- Upgrade the image and improve the perception of the area as being a good place to live.

- Reduce crime in the area.
- Increase neighborhood crime awareness through public education.
- Prevent further development of medium to high density housing in the area.
- Encourage the systematic inspection of rental properties in the area to ensure compliance with the minimum housing and property maintenance code.
- Promote cooperative housing in the neighborhood.
- Create a more appropriate use of land in the area.

## **COMMUNITY SERVICES**

The Broadway/Simpson and Waunona Neighborhood has no focal point or community center for central delivery of services (including health care, social services, supplementary adult education services to youth and adults, job training and referral, and Headstart) and for neighborhood meetings and dissemination of information. It also does not have a school, church or public building and lacks structured activities for residents. The Broadway/Simpson area, in particular, has a high concentration of low-income families with special needs living in large apartment complexes where resident turnovers are very high. The Madison Department of Public Health, Public Health Nursing caseload in the Broadway/Simpson neighborhood is 33 families (approximately 150 individuals) almost all of whom are below the poverty level, and are female-headed households with children. Primary problems assessed as needing public health nursing follow-up include, but are not limited to the following:<sup>1</sup>

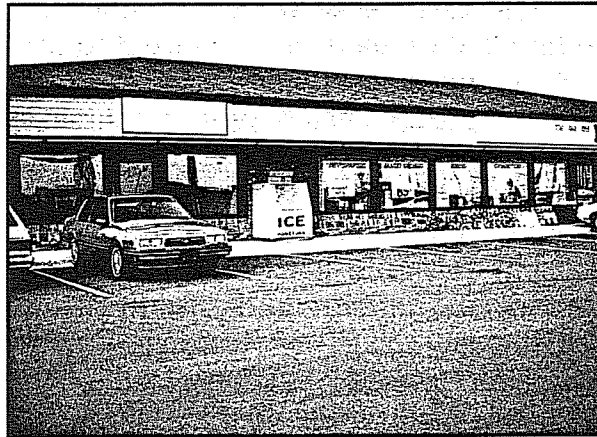
<sup>1</sup>City of Madison, Public Health Department, Memo, October 17, 1985



**CDA Assisted Housing**

1. Economically depressed families unable to afford health care services.
2. Single, pregnant, young women with other young children.
3. Parents with compromised parenting abilities.
4. Potential abuse and neglect of children.
5. Low educational level, leading to illness or health problems due to non-use or inappropriate use of health care.
6. Instability of families due to transiency.
7. Limited access to community resources often due to simple lack of phone or car.
8. Unsupervised children, including a high number of school-age (latchkey) and preschool children in the home.
9. Families with long-standing, chronic physical or emotional health problems.

At present, Madison Department of Public Health WIC (Women, Infants and Children's) Nutrition Services are provided to seventy low income, high risk individuals. In addition, there are twenty individuals from this area eligible for services who have not recently used the WIC clinic. Residents, in



**PDQ and Interim Neighborhood Center**

general, have minimal access to basic services, particularly food. Of the number of children attending Glendale Elementary School from the neighborhood, 112 out of 128 are receiving free or reduced lunch.<sup>2</sup>

#### RECOMMENDATIONS

- A neighborhood center facility should be developed in the area. It will serve as a focal point and center for delivery of services in the neighborhood. A wide range of programs and services provided through the City of Madison Public Health Department, Briarpatch, Eastside Coalition for the Aging, Glendale Elementary School, East YMCA, Dane County Head Start, Boy Scouts, Dane County 4-H, the Monona Clergy, etc., will be housed in this facility to meet the needs of neighborhood residents.
- In the event that a permanent neighborhood center is not established, a van should be acquired in order to insure that residents have direct access to certain services.

<sup>2</sup>Glendale Public Schools, Principal's Memo, November, 1986



## **TRANSPORTATION**

Many lower income families have limited access to community resources due to lack of transportation. City bus service is the only means of transportation available for the many residents of the area who do not own cars. Current city bus service has recently been improved but is still not main line service. Residents can easily get to the central city. However, because of geographical barriers and fragmented governmental jurisdictions, access to the nearest public schools, churches, major grocery stores or service providers is still very limited for persons without cars.

Heavy traffic on West Broadway (Highway 12 and 18) produces high levels of noise in the neighborhood, which diminishes the quality of life for neighborhood residents.

West Broadway separates the neighborhood from the South Towne commercial area which lies just South of the neighborhood. It is difficult for pedestrians to cross West Broadway due to the high volume and speed of traffic.

Bicyclists and joggers make use of the neighborhood streets, competing with automobiles for space in the roadway.

A number of handicapped persons live in the area. These residents would benefit from improvements in handicapped accessibility features for public sidewalks.

## **RECOMMENDATIONS**

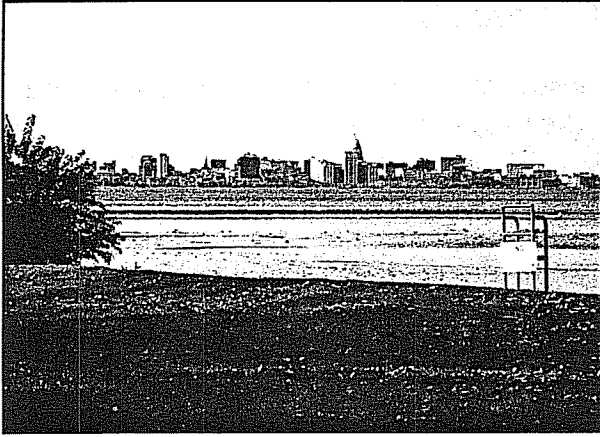
- Install additional bus shelters throughout the neighborhood.
- Install a traffic signal light and a pedestrian walk light at the intersection of Hoboken Road and West Broadway.
- Install sidewalk ramps at the intersections to improve handicapped accessibility in the neighborhood.
- A joint planning effort between the neighborhood and the Transportation Commission should be undertaken to determine what changes in bus service, sidewalk and bikepath construction will become necessary as a result of the Belt-line relocation.



**Waunona Park**

## **PARKS AND OPEN SPACE**

Existing parks and recreation areas within the Broadway/Simpson/Waunona Neighborhood include the Waunona Park, Esther Beach, the Monona Shores Beach, and Paunack Conservancy (see existing land use map).



**Esther Beach**

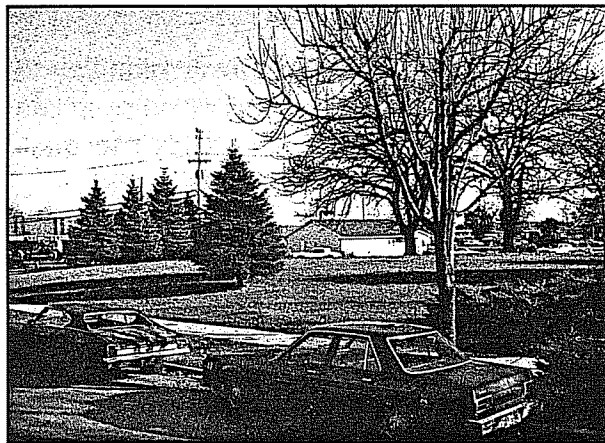
According to the City's adopted 1983 Parks and Open Space Plan, the area has been declared as park deficient in that it lacks adequate parks, green space and recreational areas. As a result, organized team sports in the neighborhood no longer exist. Because all games must be played outside the neighborhood, many youngsters are unable to participate. Within the higher density residential areas, in particular, the amount of green space is limited and little or no landscaping and/or screening are provided at certain apartment buildings. There are also not enough existing play areas adjacent to apartment complexes to accommodate the large number of children present at these locations. In addition, the swim area at Esther Beach is becoming increasingly shallow as a result of sand washing from the beach into the lake. Shallow water is easily affected by weed growth and algae bloom and is not attractive to children older than 7 or 8 years.

#### **RECOMMENDATIONS**

- The Johannsen, Thut and State-owned lands should be acquired for development of a neighborhood park. The park area should be devoted to active sports activities, such as basketball, soccer, and softball (see Fourteenth District Park Plan).

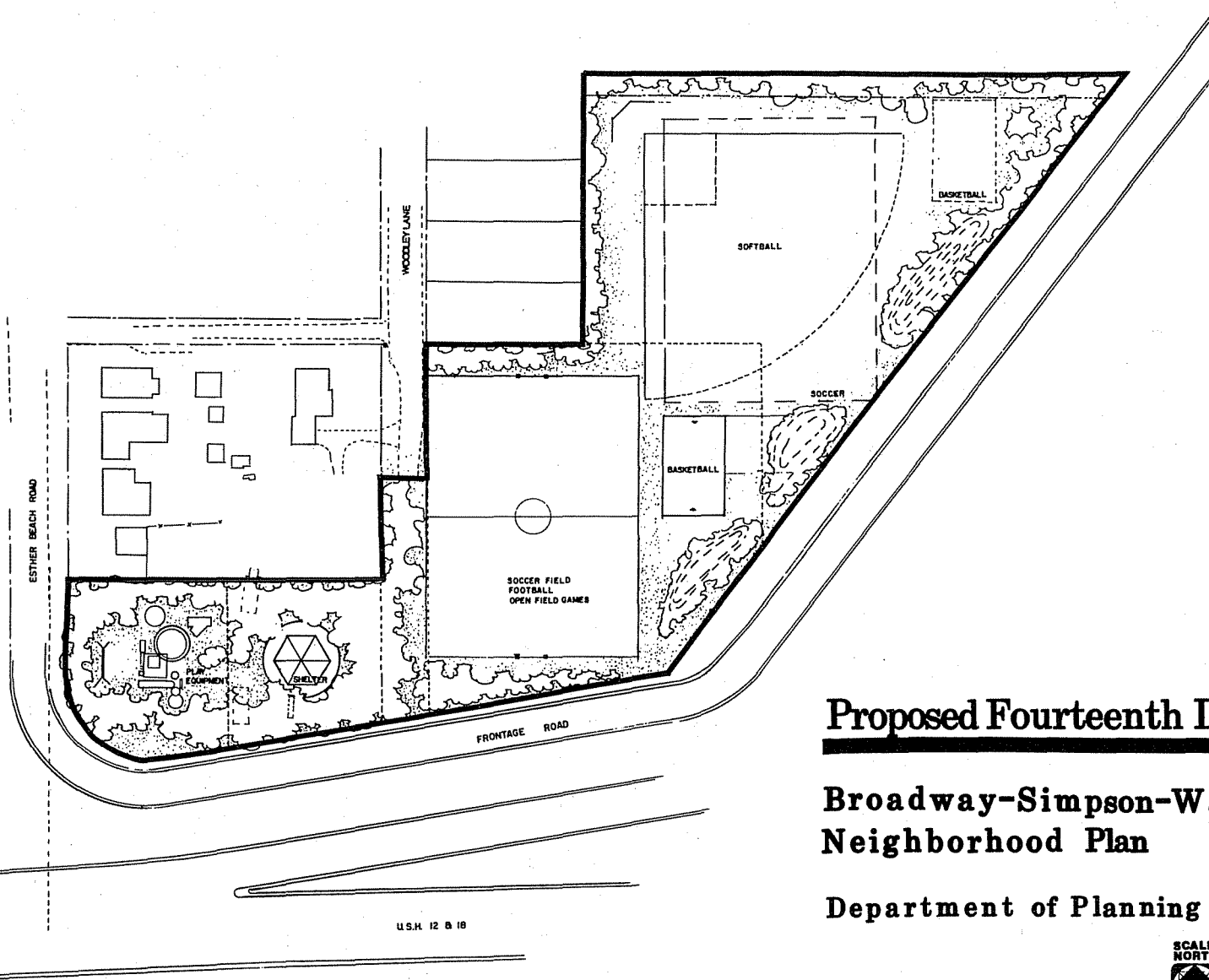


**Johannsen Property**



**Paunack Property**

Acquisition of a major portion of the property is being proposed in the 1987 City capital budget. State property will become available in 1988 after completion of the South Beltline construction. Areas desirable for additional green space include the vacant parcel at the corner of Bridge Road and Simpson Street, remnants of State lands resulting from the Beltline construction, and the Monona Shores Beach which could be developed by the owners of the Shores into an active recreation area. The remnants of State land may be used to create noise/visual berms West of Raywood Road along the relocated Highway 12 and 18 (see proposed city boundary map).



## Proposed Fourteenth District Park

### Broadway-Simpson-Waunona Neighborhood Plan

Department of Planning and Development

SCALE: 1" = 40'-0"		DATE: Feb. 1993	
NORTH		REVISED:	
DESIGNED BY:	FILE NO.		
DRAWN			
CHECKED			
APPROVED			



- The West Broadway Frontage Road from Bridge Road to 1802 West Broadway should be landscaped to create a sound and visual barrier as well as provide additional green space. This may require eliminating those portions of the service road no longer in use for vehicle access to private properties.
- Some apartment areas need to be landscaped as well as provided with play areas for young children.
- Replace the drainage ditch East of Hoboken Road along Highway 12 and 18 with a culvert.
- Remove the weed cutter operation from Esther Beach. In addition, Esther Beach should be dredged to improve the water quality and depth in the swimming area.

## **CRIME**

Crime in the area is a concern of neighborhood residents. Publicity concerning neighborhood crimes has negatively affected the image of the neighborhood. In addition, Simpson Street and the areas around certain apartment complexes have insufficient lighting at night, increasing the fear of crime in the area.

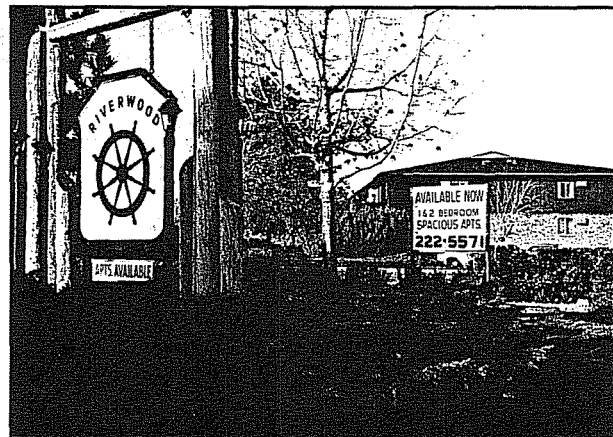
## **RECOMMENDATIONS**

- Institute a police foot patrol as a means of crime prevention and improved police enforcement.
- Install street lighting in certain locations to provide better illumination at night. Encourage property owners to improve the lighting of apartment areas. Improved lighting will serve as a deterrent to crime and will provide a greater sense of security for neighborhood residents.

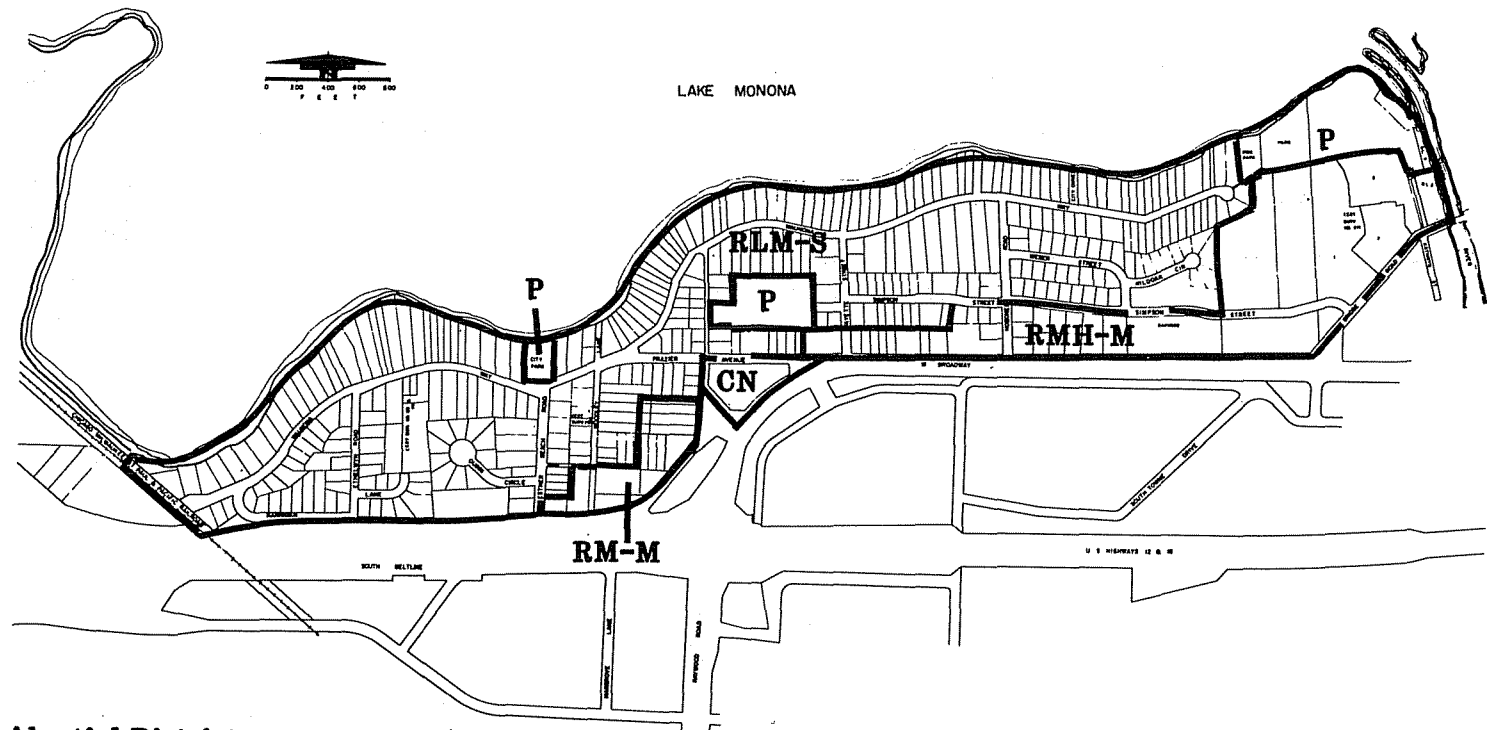
- Make effective use of the media to help upgrade the image of the neighborhood.

## **LAND USE**

The Broadway/Simpson/Waunona Neighborhood is primarily residential. The housing types range from mostly single-family homes in the area west of Hoboken Street and north of Simpson Street to primarily apartments in the Broadway-Simpson area. The density is highest in the area east of Fayette between Simpson Street and Highway 12 and 18 (see City land use plan map). In the late 1960's and 1970's over 800 apartment units were built in the Broadway/Simpson area which during that period was also rezoned from Agricultural to R-4 and R-5 (see Zoning map). In recent years, there has been an influx of low-income families moving into rental housing units which comprise three-fourths of the total number of housing units in the area. The neighborhood also has a large transient population and is less stable. Some of the apartment buildings are showing wear and tear and are perceived by many as less than desirable. Recent inspection by the City of Madison shows a significant number of code violations in areas of minor maintenance, energy and security.



**Riverwood Apartments**



## Legend

### Residential Districts

- RLM low-medium density (8-15 units/acre)
- RM medium density (16-25 units/acre)
- RMH medium-high density (26-40 units/acre)

- S single-unit district
- M multi-unit housing district

### Commercial Districts

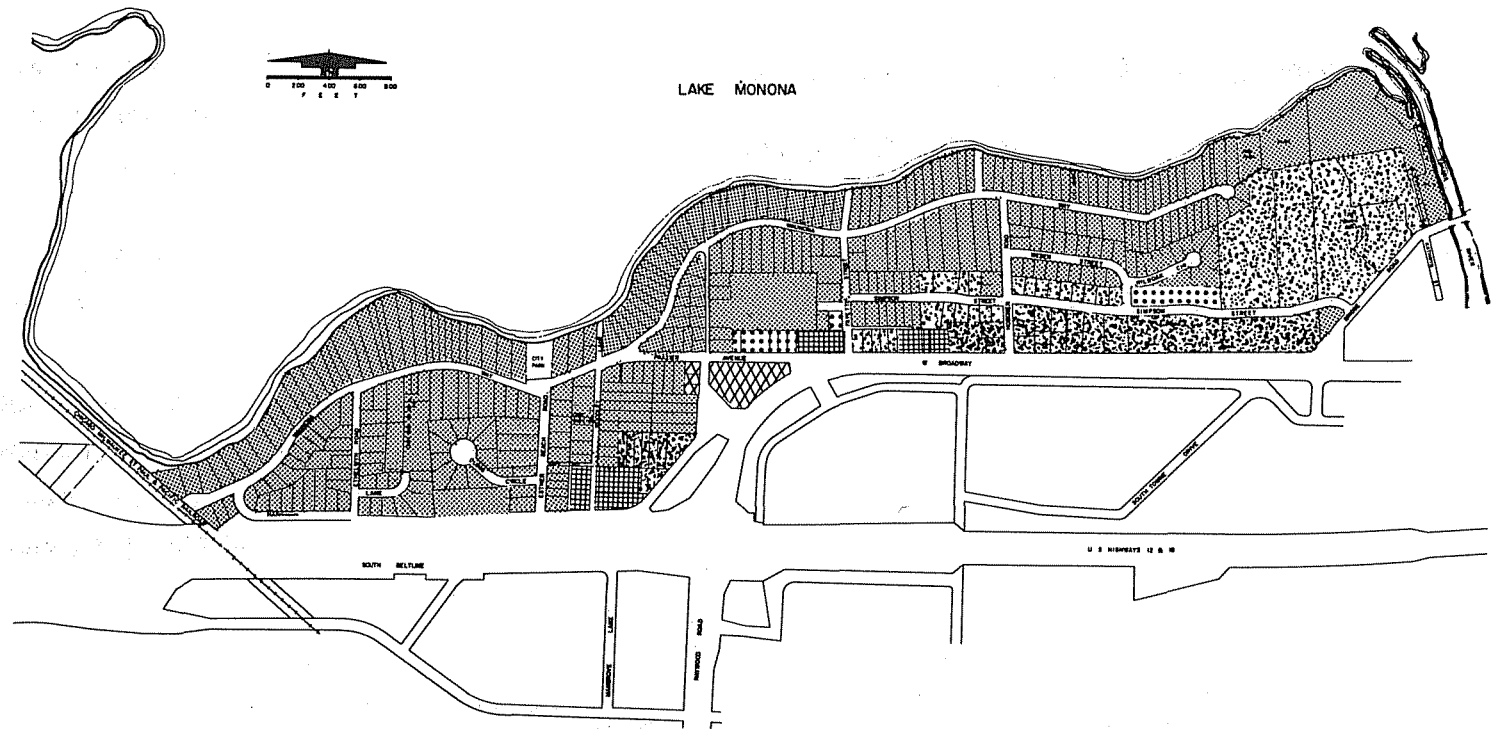
- Cn neighborhood commercial
- Cc community commercial

- P parks, recreation, open space, and conservancy

## Existing City Land Use Plan

### Broadway-Simpson-Waunona Neighborhood Plan

Department of Planning and Development



### Legend

	R-1	1 Family
	R-3	2 Family
	R-4	3-8 Family
	R-5	Multifamily
	C-1	Neighborhood Commercial
	C-2	Community Commercial

### Existing Zoning

#### **Broadway-Simpson-Waunona Neighborhood Plan**

**Department of Planning and Development**

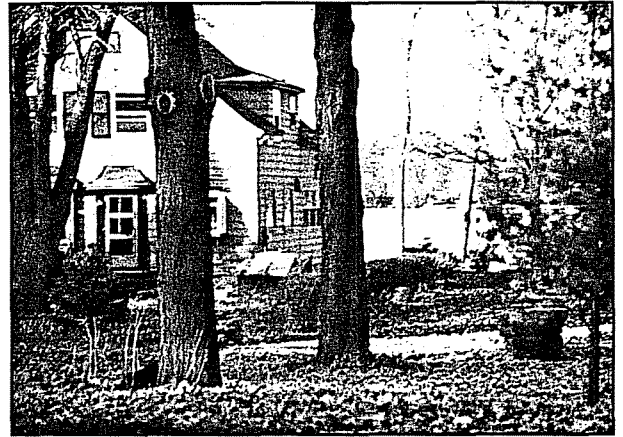
The area along Highway 12 and 18 between Hoboken and Raywood Road near the proposed South Beltline Interchange (see proposed South Beltline map) is predominately retail (presently including a tavern, car dealer, P.D.Q. store, insurance company and a fast food restaurant), mixed with residential uses. The impact that the new Beltline will have on land use in the area is a major issue of the neighborhood. Residents are particularly concerned with the future development of remnant land resulting from construction of the Beltline. Some areas of the neighborhood have conflicting land uses. Within the parameters of the City's Land Use Plan and existing zoning, residents fear that certain areas could be developed or redeveloped with uses that are incompatible with the character of the neighborhood.

#### RECOMMENDATIONS

- Amend the City of Madison Land Use Plan to reflect those desired changes in land use which are consistent with the goals of the neighborhood plan (see proposed land use plan map).

Discourage further development of medium to high density housing in the area. There appears to be a disproportionate number of apartments in the area.

Promote cooperative housing in the neighborhood as a means to help stabilize the population, create neighborhood pride and a sense of belonging and reduce housing costs. Some of the apartment buildings should be rehabilitated, made more energy efficient, provided with improved security, and better maintained by both absentee landlords and tenants. The City of Madison is presently conducting a systematic inspection of buildings in a major



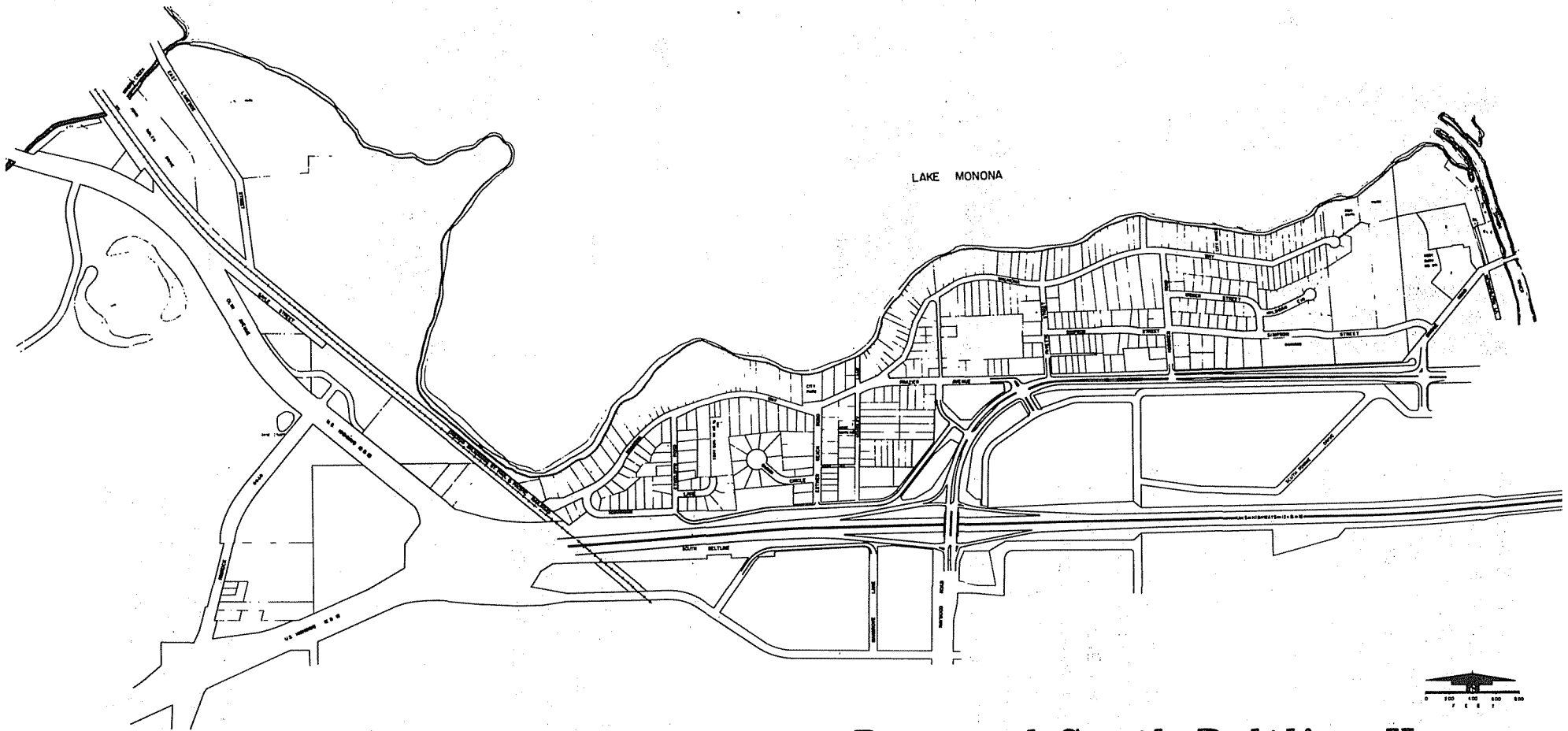
**Waunona Way**



**South Towne Plaza**



**Colonial Court Cooperative**

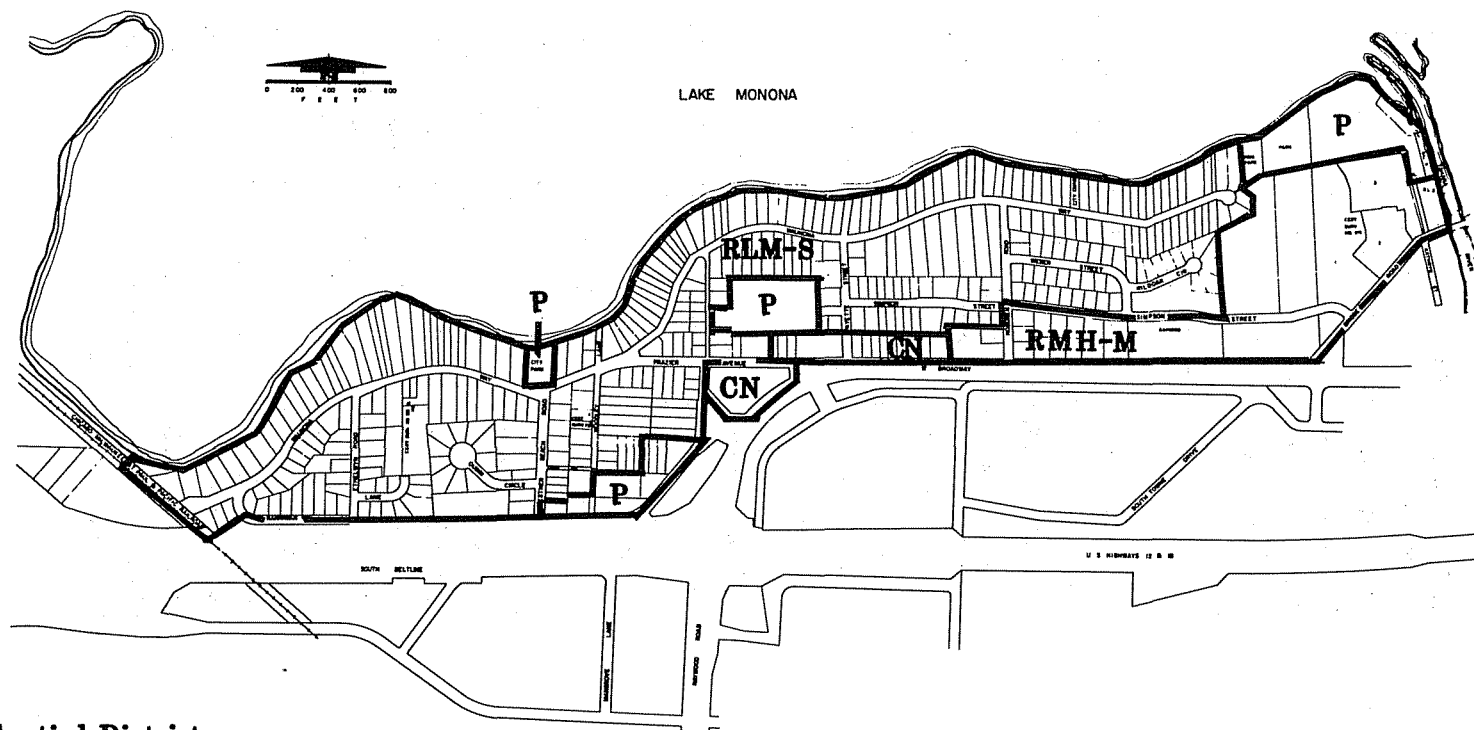


## **Proposed South Beltline Hwy**

### **Broadway-Simpson-Waunona Neighborhood Plan**

**Department of Planning and Development**





## Legend

### Residential Districts

- RLM low-medium density (8-15 units/acre)  
 RM medium density (16-25 units/acre)  
 RMH medium-high density (26-40 units/acre)

- S single-unit district  
 -M multi-unit housing district

### Commercial Districts

- Cn neighborhood commercial

### Conservancy

- P parks, recreation, and open space

## Proposed Land Use Plan

### Broadway-Simpson-Waunona Neighborhood Plan

Department of Planning and Development

portion of the neighborhood to ensure compliance with the minimum housing and property maintenance code. (See inspection area map) The inspection is scheduled for completion in January, 1987.

Consolidate all remnants of City of Madison land created as a result of the realignment of the South Beltline into appropriate land uses (see proposed city boundary map).

Adjust the City of Madison boundary to include the City of Monona land North of relocated Highway 12 and 18 and new South Towne Drive between Bridge Road and Nob Hill Bridge (leaving Monona well rights).

Consideration should be given to rezoning portions of the neighborhood as follows: (See proposed Zoning map.)

Change R-4 zoning at 2222-2230 West Broadway to C-1 and/or office retail.

Change R-4 zoning east of Raywood Road and the 2500 block of Frazier Avenue to C-1 and/or office retail.

Change R-4 zoning on Simpson Street between Hoboken Road and Fayette Street to R-3 zoning.

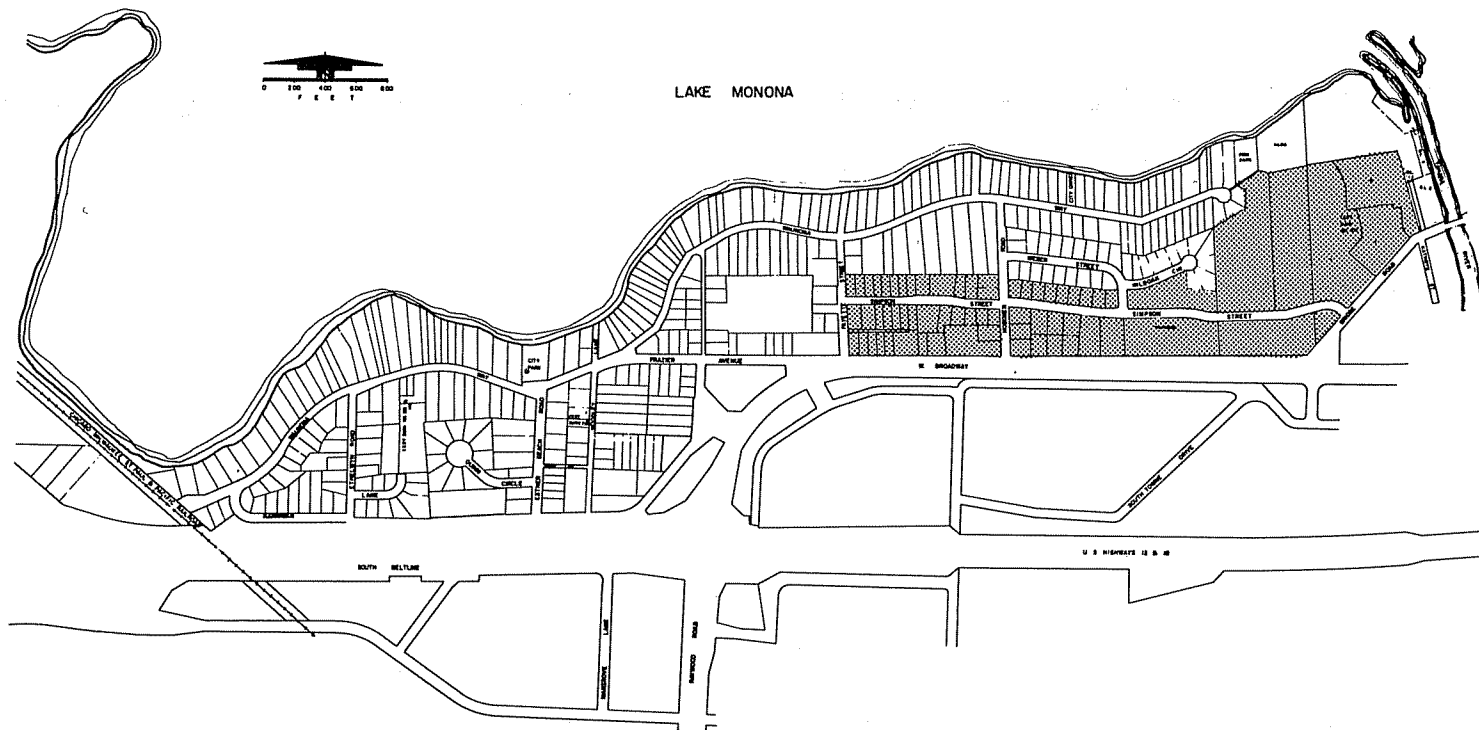
After the Johannsen property has been acquired, change all the R-5 and C-1 zoned properties along the Beltline between Esther Beach Road and Raywood Road to Conservancy for parks and green space purposes.

## **PLAN IMPLEMENTATION**

The effectiveness of a plan largely depends on the degree of commitment on the part of the neighborhood in carrying it out. Even though the neighborhood has put forth a great deal of time and effort, the real work has just begun. Getting a plan actually carried out requires continuous vigilance and involvement by the neighborhood.

A first crucial step in the implementation process is to establish a neighborhood committee to assume responsibility for monitoring progress on the actions and activities proposed in the neighborhood plan. The Committee should be composed of neighborhood residents, including, but not limited to, members of the planning group that developed the neighborhood plan.

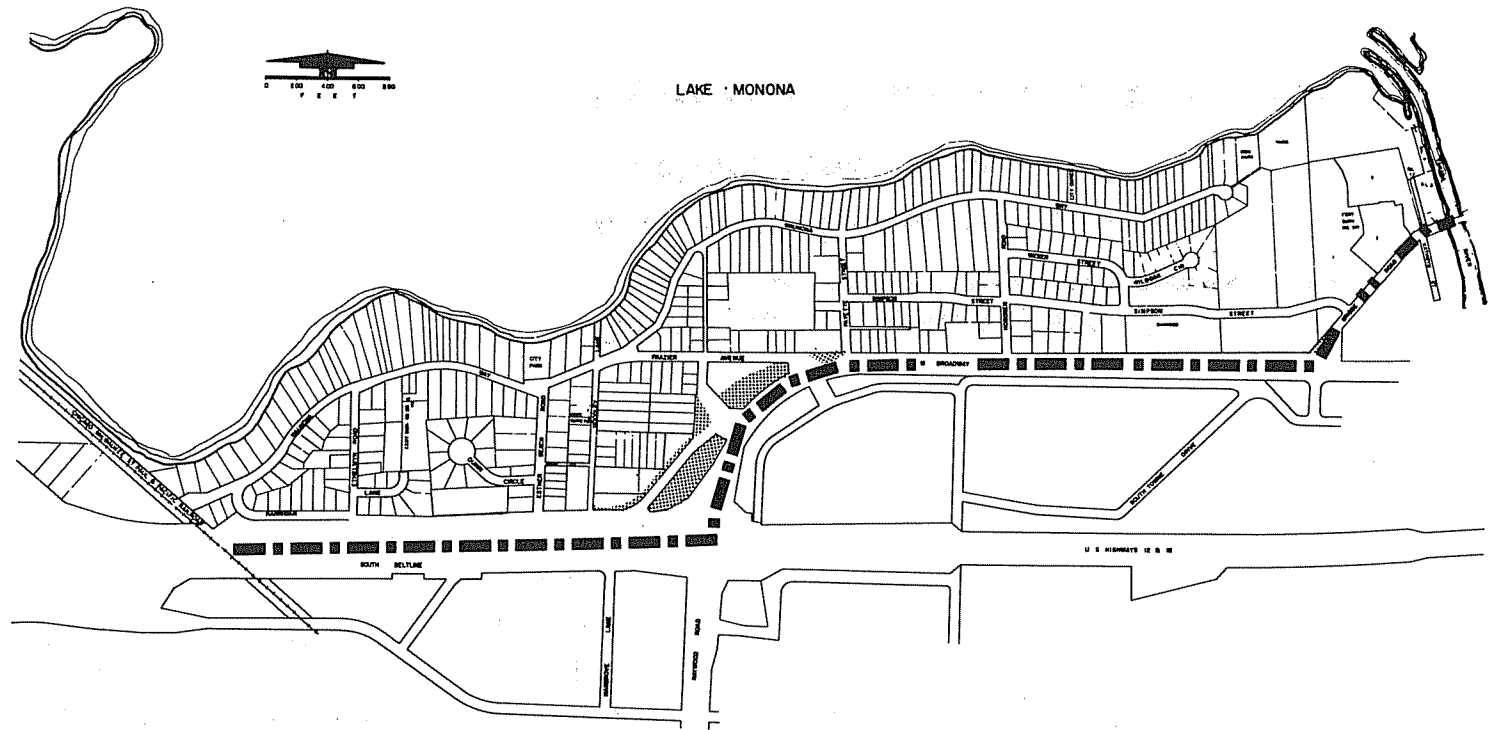
The plan should be reviewed and updated annually by the neighborhood committee to ensure that it is in keeping with the needs and concerns of the neighborhood. Proposals for CDBG funding must be submitted to the CDBG Commission before the deadline date in mid-June of each year. All projects and programs should be coordinated by the committee, which should also work with City departments on proposals that could be incorporated into departmental budgets, which along with CDBG funds are a part of the City Capital Budget. The Madison Common Council adopts the Capital Budget each year in November. In addition, the neighborhood should work with various public boards and commissions in seeking action on proposals.



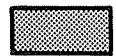
## **Systematic Inspection Area**

### **Broadway-Simpson-Waunona Neighborhood Plan**

**Department of Planning and Development**



### Legend



Land Remnants

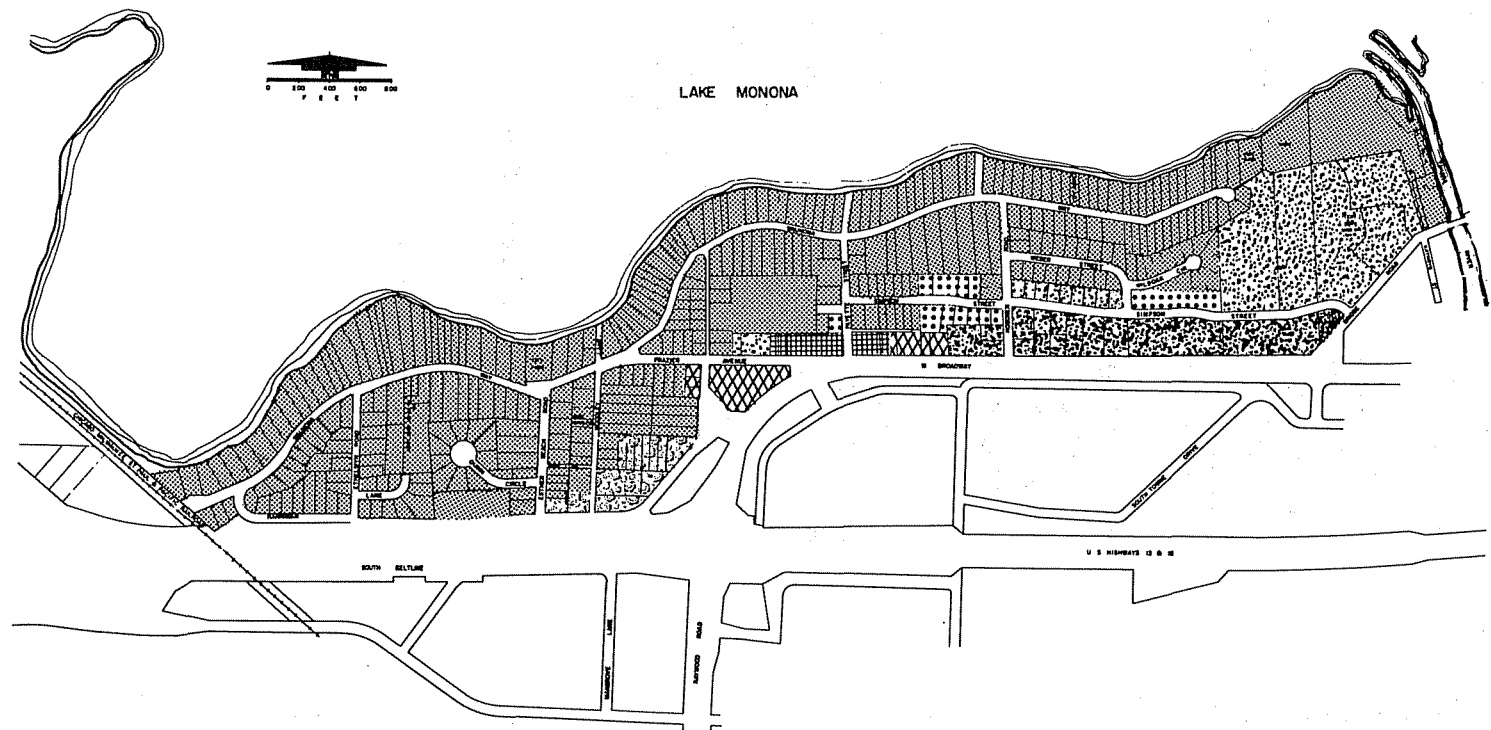


Proposed City of Madison Boundary

### Proposed City Boundary

### **Broadway-Simpson-Waunona Neighborhood Plan**

Department of Planning and Development



## Legend

	R-1	1 Family
	R-3	2 Family
	R-4	3-8 Family
	R-5	Multifamily
	C-1	Neighborhood Commercial
	C-2	Community Commercial
	C	Conservancy

## Proposed Zoning

**Broadway-Simpson-Waunona  
Neighborhood Plan**

**Department of Planning and Development**

## **WHERE TO GO FOR HELP**

### **Community Development Block**

Grant Office	266-4611
Engineering	266-4751
Parks	266-4711
Planning and Development	266-4635
Police	266-4052
Transportation	266-4761
Traffic Engineering Division	266-4761

### **Community Development Block Grant Commission**

Determines priorities of the CDBG Program.  
Reviews project proposals and makes funding recommendations to the Mayor and Common Council.

### **Transportation Commission**

Develops and recommends policies dealing with various aspects of transportation including: bus routes, automobiles, bicycles, pedestrians, streets and highways.

### **Pedestrian-Bicycle Committee**

Recommends pedestrian and bicycle facilities to the Transportation Commission.

### **Parks Commission**

Oversees the creation, management and maintenance of City parks and open spaces.

### **Police Advisory Committee**

Recommends priorities and goals concerning allocation of police resources.

The neighborhood should, on an ongoing basis, seek resources to match sources of public funding:

#### **• Resource Organizations:**

United Neighborhood Centers of Dane County (UNC)

Madison Mutual Housing Association (MMHA)

Monona Clergy

#### **• Private Sources of Funding:**

United Way of Dane County

Private Foundations

Corporate Grants

Being located adjacent to the City of Monona and State Highway 12 and 18, the Wauona Neighborhood is affected by the actions of other units of government on land adjacent to the neighborhood. The neighborhood should work cooperatively with other units of government on issues that will have an impact on the neighborhood.

#### **• Other Units of Government:**

City of Monona

Dane County

State of Wisconsin



