

CARPENTER-HAWTHORNE-RIDGEWAY-SYCAMORE-TRUAX NEIGHBORHOOD PLAN



Hawthorne Elementary School Playground

Department of Planning & Development
June 2001

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This plan no longer guides development
approvals or other City actions.

Replaced by Northeast Area Plan

Carpenter-Hawthorne-Ridgeway-Sycamore-Truax
Neighborhood Plan Adopted by Common Council
Resolution No. 58413, I.D. No. 29304 , June 5, 2001

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Special thanks to those who attended neighborhood and business planning meetings. We also extend our thanks to Jim Martini, Pedro's Mexican Resturante, for hosting the business meetings.

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Steering Committee unanimously approved the document on January 23, 2001

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EXECUTIVE SUMMARY

To plan for the future, the residents of the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhoods sought to prepare a mid-range plan that would highlight their major objectives for the next five to ten years. Neighbors met on a regular basis to identify assets of their neighborhood, identify issues affecting their area, and to get a better understanding of future public-private initiatives that could change the face of the neighborhood. The plan will enable neighborhood residents to strategically advocate for positive changes for the well-being of those who live in the neighborhood.

The Neighborhood Steering Committee, comprised of nine neighborhood residents appointed by the Mayor and Common Council, solicited input from the greater community in its identification of the seven most important issues challenging the neighborhood. The seven issues identified are:

- ✓ *Increase access to Hawthorne Elementary School for community purposes and better utilize space for neighborhood recreational activities.* Located in the geographic center of the planning area for the past 41 years, neighborhood residents want the Hawthorne Elementary School building and grounds to be the centerpiece of their neighborhood. Negotiating greater access to the building for the neighborhood use of the school's facilities, increasing access to the grounds by visually opening up the school grounds to neighbors, and establishing a neighborhood park on the property would help make the school a focal place for neighbors.
- ✓ *Improve the appearance and function of East Washington Avenue.* With the upcoming reconstruction of East Washington Avenue, neighborhood residents have voiced strong support for the proposed streetscape improvements in the adopted East Washington Transportation Corridor Study Plan. In particular, neighborhood residents desire the Highway 30 bridge design to reflect an urban environment that has prominent architectural features, such as pillars and pedestrian lighting, similar to the newly reconstructed bridge over Yahara River.
- ✓ *Improve and preserve natural areas and open space settings throughout the neighborhood.* Enjoyment of natural areas is viewed by residents as a key component of the neighborhood. Designation of Hawthorne Elementary School grounds as a City park, expansion of Mayfair Park, preservation of a natural area adjacent to the Truax Park Apartments, and increasing the amount of open space available for passive and active recreation are among the neighborhood's highest priorities.
- ✓ *Identify potential future land uses and development concepts for underutilized redevelopment sites.* Redevelopment of strategic sites would provide new residential and/or commercial development within the neighborhood. Increasing housing and economic opportunities will improve the overall livability of the area.
- ✓ *Develop neighborhood-oriented shopping nodes that host pedestrian-friendly businesses.* A neighborhood-oriented shopping node will fill a niche that is missing in the area. The southwest corner of East Washington Avenue-North Fair Oaks Avenue and the 3500 block of East Washington Avenue (containing Pedro's Mexican Restaurante) are centrally located within the neighborhood and lend themselves to the development of a neighborhood shopping node, accessible by foot, bicycle, and motor vehicle.
- ✓ *Reduce traffic volumes and speeding on major corridors and residential streets to enhance pedestrian safety.* Neighborhood residents will utilize the existing Neighborhood Speed Watch Program and develop traffic management plans to help slow traffic on East Washington Avenue, North Fair Oaks Avenue,

Wright Street, Lexington Avenue, MacArthur Road, and Mendota Street.

- ✓ *Develop pedestrian and bicycle networks that improve safety and connections to frequently traveled locations.* Constructing a bicycle path along the east branch of Starkweather Creek; extending Starkweather Bicycle Path to existing bicycle paths; installing sidewalks on the 600 and 800 blocks of Mayfair Avenue and the 3600 block of Lexington Avenue; upgrading pedestrian crossings at the Highway 51/Lexington Avenue, Highway 51-East Washington Avenue (underpass), and

Highway 51/Anderson intersections; and constructing the proposed Marsh View Bicycle Path that will facilitate better pedestrian access to neighborhood destinations.

Through its work, the Steering Committee has developed many improvement possibilities for its neighborhood. The following pages are the recommendations that the Committee believes will help to build upon the existing assets of the neighborhood.



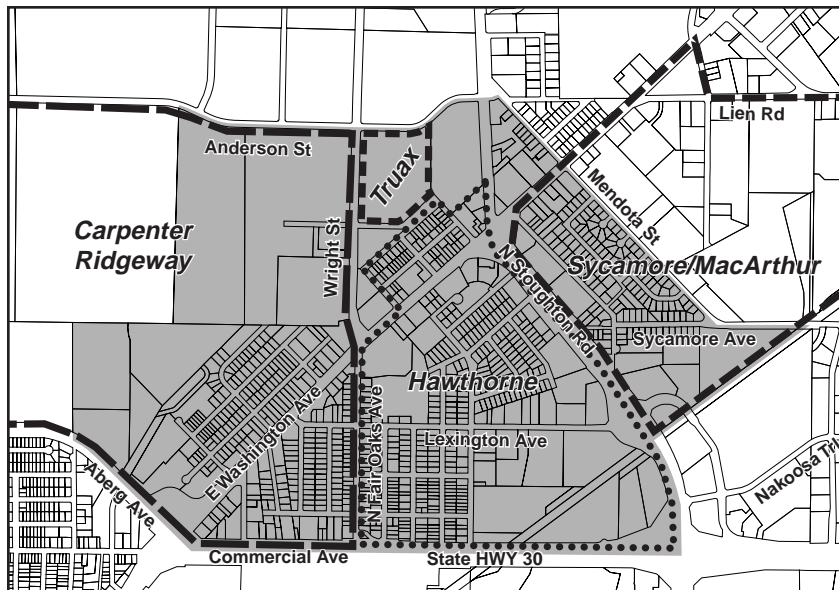
*Aerial photograph of the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood.
View looking east with East Washington Avenue in the foreground*

INTRODUCTION

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood area is located on the near east side of Madison. It is comprised of four different neighborhoods: Carpenter-Ridgeway, Hawthorne, Sycamore-MacArthur, and Truax. Residents from the four neighborhoods joined forces to develop a mid-range plan for their areas.

The purpose of this plan is to identify the major issues facing the neighborhood, formulate strategies to achieve desired outcomes, and set the foundation for collaborative efforts between the public and private sectors to help implement the plan recommendations.

Neighborhood Planning Study Boundaries



Map 1 - Planning Area Boundaries

The planning boundaries include the Carpenter-Ridgeway, Hawthorne, Sycamore-MacArthur, and Truax neighborhoods (see Map 1). The study area is bounded by Anderson Street on the north, Mendota Street on the east, Commercial Avenue on the south, and Starkweather Creek on the west.

Designation to Receive Planning Services

The Madison Community Development Block Grant (CDBG) Commission designated the Carpenter-Ridgeway-Hawthorne-Sycamore-Truax Neighborhood (all of Census Tract 26.01 and part of Census Tract 25.98) to receive one year of planning services and two subsequent years of CDBG funding. The criteria used to select this neighborhood area were based on the percentage of low- and moderate-income population residing in the area, the willingness on the part of residents to develop a neighborhood plan, and the past successes of neighborhood-based organizations in executing neighborhood projects.

Neighborhood Plan Development

A cross section of residents from varying income, age, race, and housing tenure backgrounds was appointed by the Mayor and confirmed by the Common Council in September of 1999. The major responsibility of the Steering Committee was to guide the preparation of the plan.

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Steering Committee set the framework for the planning process by identifying the major issues facing the neighborhood in the next ten years. The Neighborhood Steering

Committee identified neighborhood assets and issues. A community-wide workshop, interviews with major stakeholders, two public meetings, and meetings with the business community were held to solicit neighborhood-wide input.

Planning Process Outcome

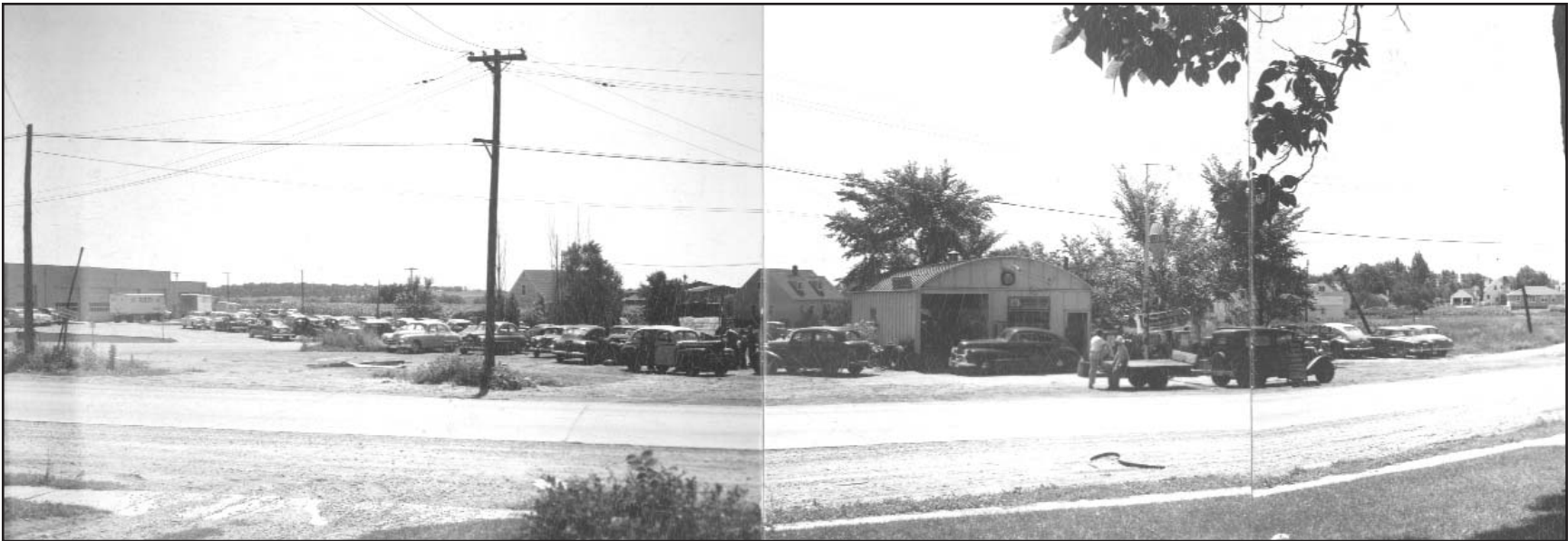
The outcome of this planning process is a set of plan recommendations that will enhance the quality of life within the neighborhood. Neighborhood residents have identified the major issues facing the neighborhood, formulated strategies to achieve desired outcomes, and set the foundation for collaborative efforts between the public and private sectors to help implement the plan recommendations. The implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other community planning initiatives.

HISTORY OF THE CARPENTER-HAWTHORNE-RIDGEWAY-SYCAMORE-TRUAX NEIGHBORHOOD

The construction of Truax Field and Air Base, East Washington Avenue, and the continued population growth of the east side of Madison greatly influenced the development of the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood. Below are historic highlights of the neighborhood that have made it what it is today:

- ✓ The land that is currently the Carpenter-Hawthorne-Ridgeway Neighborhood was originally farmland, of which the majority belonged to the John Quincy Brigham family. The Brigham farm boundaries were Wright Street and North Fair Oaks Avenue on the east, Highway 30 on the south, North Oak Street extended on the west, and the National Guard lands on the north. Most of the area was farmed except for the woodland north of East Washington Avenue from Melvin Court to Wright Street. The Brigham family still lives and owns property in the neighborhood.
- ✓ Lands to the north of East Washington Avenue remained farmland until 1924 when sections were platted and sold off for development. The land south of Home Avenue began to be developed for residential purposes in the late 1930s. As time went on and the area became more populated, development continued moving northeast, starting in the area that is currently the Carpenter-Ridgeway Neighborhood. Most of the neighborhood was urbanized during the 1940s.
- ✓ East Washington Avenue was called the Sun Prairie Road, a roadway connecting the City of Madison to Sun Prairie. This roadway was paved in 1928.

- ✓ The Starkweather Creek Drainage District was created by dredging a drainage ditch in 1913. The drainage ditch, now referred to as Starkweather Creek, drained the current airport and surrounding lands. One of the first modifications to this area was the construction of Truax Fields.
- ✓ Dane County Regional Airport was constructed in 1938. Initial construction of this airport included four 3,500-foot paved runways, a small terminal building, and a stone hanger. In 1942, the City of Madison leased the airport to the U.S. Army Air Corps for use as a radio technical training school during World War II. Before the end of the war, the airport was renamed Truax Field in honor of Lt. Thomas Leroy Truax. Truax was the first person from Madison, Wisconsin, to lose his life in an air crash while serving his country during World War II.
- ✓ To meet the demands of housing for armed service employees, armed force barracks were constructed in 1942. In 1944, the City of Madison took over operation of the 150 units of government surplus barracks that were rented to returning veterans and their families (the barracks have been demolished). The City of Madison constructed Truax Apartments (120 housing units) to provide additional veterans' housing that was opened for occupancy in December 1949. The Truax Apartments became federally subsidized in 1982.
- ✓ After World War II, there was a boom in construction that paralleled the economic boom of the country. Thirty percent (30%) of the neighborhood's housing stock was constructed in the 1950s.
- ✓ Earthgrains (formerly Gardner Bakery), one of the largest employers on East Washington Avenue, was constructed in 1953. Today, it employs 225 full-time employees.



East Washington Avenue and Fair Oaks Avenue looking south towards Gardner Bakery and a Shell Station in 1950s before the boulevard was built

- ✓ Due to the increase in population growth in the neighborhood, Hawthorne Elementary School was constructed in 1958. The school provides K-5 classes. The construction of the school spurred the construction of homes in the Sycamore Neighborhood during the late 1960s.
- ✓ The U.S. Department of Defense announced closing of many of the county's defense facilities in 1964. Among those closed was Truax Field.
- ✓ During the 1970s, the City of Madison authorized reconstruction projects and land acquisition to the airport. In 1975 the airport changed ownership from the City of Madison to Dane County.
- ✓ Madison Area Technical College (MATC) was founded in 1912 to teach vocational skills. MATC was relocated from its downtown location to its present location in 1986.

NEIGHBORHOOD PROFILE

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood is a near east side neighborhood that developed primarily in the 1950s. The neighborhood is perceived as a modest-income neighborhood. The neighborhood is predominately single-family housing. Approximately 67% of neighborhood residents in owner-occupied housing have retained their residence for over twenty years. This is one clear indicator of the overall livability of the neighborhood. Other distinguishing features of the neighborhood include:

- ✓ East Washington Avenue is the major thoroughfare that bisects the neighborhood. Neighborhood residents are anxious for the planned public improvements of East Washington Avenue, especially the aesthetic improvements that will enhance the appearance of this major gateway.
- ✓ The central focal point of the neighborhood is Hawthorne Elementary School. The school has the potential to become the centerpiece that strengthens the sense of community.
- ✓ Location, location, location plays into the attractiveness of the neighborhood with East Washington Avenue, North Stoughton Road, Interstate 90/94 system, and the Dane County Regional Airport easily accessible.
- ✓ Two financial institutions, a medical clinic and pharmacy, a golf course, a center of worship, Madison East Community Center, and Madison Area Technical College with its indoor and outdoor recreational facilities contribute to the educational, social, and recreational value of the neighborhood.
- ✓ Strong economic base with major employers such as Earthgrains (formerly Gardner Bakery) and the manufacturing

areas on the eastern and southern portion of the neighborhood provide employment opportunities in the construction and manufacturing sector.

- ✓ US Army, Marine, and Naval Reserve Centers have headquarters and training centers within the neighborhood and welcome the opportunity to volunteer for community initiatives.
- ✓ Truax Apartments and other housing groups provide 159 units of affordable housing to low-to-moderate-income families.

NEIGHBORHOOD STATISTICS

According to the 1990 U.S. Census, the most recent comprehensive source on neighborhood population characteristics, the Carpenter-Hawthorne-Ridgeway-Truax Park Neighborhood (Census Tract 26.01 and part of Tract 25.98) is notable for the following:

Total Population. 3,747 people lived in the neighborhood in 1990 (1,063 in CT 25.98 and 2,684 in CT 26.01), representing 2.0 percent of Madison's total population.

Race and Ethnicity. Census Tracts 25.98 and 26.01 are more diverse than the City of Madison on the whole. According to the 1990 Census, Whites comprise 72.0 percent (CT 25.98) and 94.2 percent (CT 26.01) compared to 90.7 percent city-wide; Blacks comprised 15.2 percent (CT 25.98) and 3.7 percent (CT 26.01) compared to 4.2 percent city-wide; Native Americans comprise 0.4 percent (CT 25.98) and 0.7 percent (CT 26.01) compared to 0.4 percent city-wide; Asians comprise 11.7 percent (CT 25.98) and 0.2 percent (CT 26.01) compared to 3.9 percent city-wide; Other races comprise 0.8 percent (CT 25.98) and 1.3 percent (CT

26.01) compared to 0.7 percent city-wide. Persons of Hispanic origin comprise 3.8 percent (CT 25.98) and 2.0 percent (CT 26.01) compared to 2.0 percent of Madison on the whole.

Age. Census Tract 25.98 and 26.01 has a higher concentration of preschoolers and seniors 60 years or older than the City on the whole. According to the 1990 Census, persons 0-4 years of age comprised 10.2 percent (CT 25.98) and 7.0 percent (CT 26.01) compared to 6.2 percent city-wide. Persons 60 years or older comprised 17.9 percent (CT 25.98) and 15.1 percent (CT 26.01) compared to 12.4 percent city-wide. The neighborhood has a lower concentration of young adults between the ages of 18-24 (11.4 percent in CT 25.98 and 15.3 percent in CT 26.01) than the City on the whole (22.0 percent).

Prior Residence. In 1990, 40.6 percent (CT 25.98) and 44.6 percent (CT 26.01) of persons five years or older lived in the same residence for the last five years or more compared to 38.3 percent city-wide. From 1985 to 1990, approximately 30 percent of the residents moving into the neighborhood were moving from other parts of the City.

Families. Family households represented 52.7 percent (CT 25.98) and 55.0 percent (CT 26.01) compared to 52.4 percent city-wide. There was a greater difference in the households headed by married couples, however; 28.1 percent of CT 25.98 households and 39.1 percent of CT 26.01 households were headed by married-couple families while 41.6 percent of city-wide households were headed by married couples.

Income. In 1989, the median household income (\$16,488 in CT 25.98 and \$24,849 in CT 26.01 in 1989 dollars) was less than the

city-wide median income (\$29,420). The median family income in 1989 was \$17,059 in CT 25.98 and \$30,241 in CT 26.01 compared to \$40,799 city-wide.

Poverty. In 1989, the poverty rate (the percentage of persons below official U.S. poverty income thresholds) of 29.5 percent in Tract 25.98 was double the city-wide rate of 15.0 percent, while the rate in Tract 26.01 was lower at 10.3 percent. The family poverty rate in Tract 25.98 was 29.8 percent, almost four times the city-wide family poverty rate of 6.6 percent, while the family poverty rate in Tract 26.01 was lower, at 5.7 percent. The poverty rate in the neighborhood for persons age 65 and over was almost twice as high as the city-wide rate in 1989 (5.3 percent in CT 25.98 and 4.4 percent in CT 26.01 compared to 2.8 percent city-wide).

Housing Types. In 1990, a total of 546 housing units were located in CT 25.98 and 1,248 housing units in CT 26.01. One-unit structures represented 4.0 percent (22 housing units) of CT 25.98 and 49.8 percent (621 housing units) of CT 26.01 housing units, compared to 48.1 percent city-wide. Two-unit structures represented 2.9 percent of CT 25.98 and 11.0 percent of CT 26.01 units (7.0 percent city-wide). Three to four-unit structures represented 2.6 percent in CT 25.98 and 9.7 percent in CT 26.01 (8.8 percent city-wide). Ten to-19-unit structures represented 5.5 percent of CT 25.98 and 7.4 percent of CT 26.01 (8.3 percent city-wide). Twenty to 49-unit structures were 7.3 percent of CT 26.01 and absent in CT 25.98 (9.4 percent city-wide). The neighborhood contained no structures with 50 or more units in 1990, while such structures represented 6.7 percent of city-wide units. Mobile homes were 67.9 percent (371 mobile homes) of the structures in CT 25.98 compared to 1.0 percent city-wide. The mobile home park, located off of Packers Avenue, was not part of the study area.

Housing Tenure. More than one-half (63.9 percent) of CT 25.98 and nearly one-half (46.3 percent) of CT 26.01 occupied housing units were owner-occupied in 1990, compared to 45.4 percent city-wide.

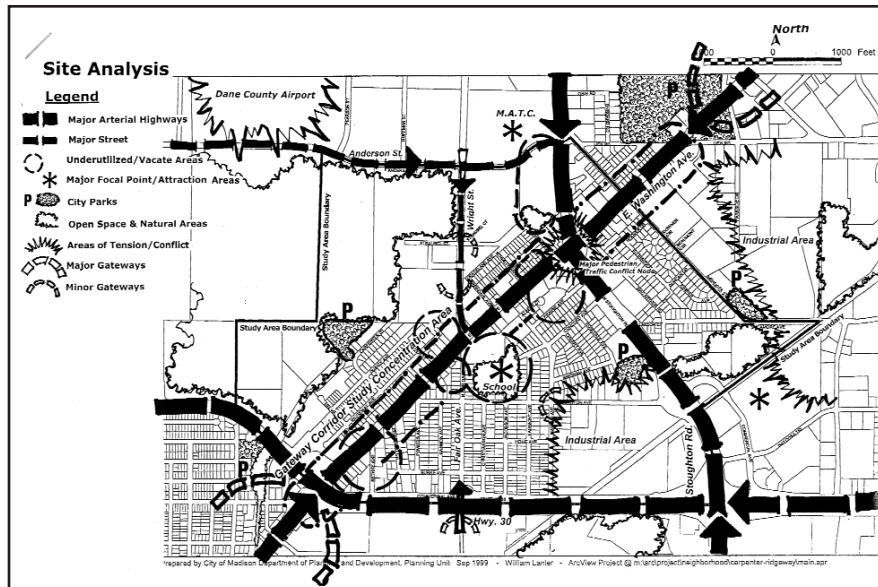
Housing Costs. The median assessed value of owner-occupied single-family units in CT 26.01 was \$55,600 in 1990 (1990 dollars), compared to \$75,200 city-wide. CT 25.98 had only one such home. The median contract rent for renter-occupied units in CT 25.98 was \$152 and CT 26.01 was \$395, compared to \$430 city-wide.

Housing Affordability. In 1990, 7.9 percent of CT 26.01 homeowners spent 35 percent or more of their household income on housing costs compared to 9.5 percent city-wide. CT 25.98 has only three owner-occupied housing units. 27.1 percent of CT 25.98 renters and 41.6 percent of CT 26.01 renters spent more than 35 percent of household income on housing costs, compared to 33.3 percent city-wide.

Age of Housing Stock. In 1990, over two thirds (71.5 percent) of CT 25.98 housing stock and almost one-half (47.9 percent) of CT 26.01 housing stock was less than 30 years old compared to 54.0 percent city-wide.

School Enrollment. Hawthorne Elementary School is located in the center of the neighborhood, at 3344 Concord Avenue. The school includes a program for four year-olds, a kindergarten, and grades 1 through 5. In September 2000, 276 children were enrolled at the school. The school attendance boundaries are Lien Road on the north, Interstate 90 on the east, Commercial Avenue on the south, and North Thompson Drive on the west.

Neighborhood Profile Maps. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood's existing conditions are highlighted in seven detailed maps (see Appendices). These maps will provide you with existing conditions in 1999.



Map2: Site Analysis

SITE ANALYSIS

Map 2 illustrates the major features that play an important role on how the neighborhood functions. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Steering Committee used this information in their identification of major issues influencing the neighborhood. The goal of the neighborhood is to take these attributes and find positive, constructive ways to take advantage of what there is in the neighborhood. The major features discussed by the steering committee included:

- ✓ **Transportation Network.** Three major transportation corridors, East Washington Avenue, North Stoughton Road, and Commercial Avenue, bisect the neighborhood. These major roadways isolate the neighborhoods from one another, primarily since the transportation corridors impede pedestrian movement and easy access to many locations within the neighborhood. More specifically:
 - East Washington Avenue serves as the spine of the neighborhood, bisecting the neighborhood in half with commercial enterprises flanking the entrances into the predominately single-family residential areas. The high volume and speed of traffic impede pedestrian movement along the street. It is a goal to diminish the feeling that East Washington Avenue is a barrier between the neighborhoods.
 - North Stoughton Road/Highway 51 flanks the eastern boundary of the neighborhood. The four-lane highway has limited pedestrian-vehicular access. The three major intersections at Anderson Street, East Washington Avenue,

and Lexington Avenue are extremely difficult for pedestrians to cross safely.

- The southern portion of the neighborhood is bounded by Commercial Avenue/Highway 30. There is limited access to Highway 30, with exception at North Fair Oaks Avenue. Truck traffic is heavy along the Mayfair, Lexington, and Commercial Avenue Service Road. A pedestrian overpass is planned at Oak Street (western edge of the neighborhood) and a possible underpass at Mayfair Avenue.
 - To a lesser degree, Wright and Anderson Streets create a barrier to pedestrian movement. Individuals use Wright and Anderson Streets to reach the following destinations: Madison Area Technical College, Dane County Regional Airport, and the industrial lands to the north of Anderson Street.
- ✓ Hawthorne Elementary School. Part of the defining character of the neighborhood is Hawthorne Elementary School. The school is the most centrally located public place within the neighborhood. The school and its grounds is a place that neighborhood residents identified as their future “Town Square.”
 - ✓ Neighborhood Parks. There are three public parks within the neighborhood area. The location of the parks are situated primarily on the edges of the neighborhood, and thus, are not located within walking distance of many neighborhood residents. It is because of the isolated location of the public parks that the Hawthorne Elementary School playgrounds is

significant from the point of developing a central location for neighborhood residents to gather.

- ✓ Open Space Areas. Several non-public open space areas help define the boundaries of the neighborhood. Bridges of Madison Golf Course and the natural areas located: east of Wright Street on MATC leased lands, southeast corner of North Stoughton Road and Lexington Avenue intersection, southerly portion of the 15 acre site at the North Stoughton Road and Anderson Street intersection, and the primarily wetland area south of Commercial Avenue west of North Stoughton Road (Voit Property).
- ✓ Tension Areas. Most notable are the industrial areas in close proximity to residential areas; pedestrian and vehicular safety issues at the North Stoughton Road and East Washington Avenue intersection, and the noise generated from the Dane County Regional Airport.

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Steering Committee identified three major themes from the site analysis: aesthetic improvement and redevelopment of East Washington Avenue; preservation and enhancement of park and open space areas; and pedestrian and vehicular safety improvements of the major transportation networks.

COMMUNITY NETWORKS IN THE NEIGHBORHOOD

Community associations, organizations, and institutions provide a structure for a neighborhood to organize, network, and possibly implement the needs and wants of its residents and business community. Community networks within or adjacent to the planning area include (see Map 3):

Neighborhood & Business Associations

East Isthmus Neighborhoods Planning Council
Carpenter-Ridgeway Neighborhood Association
Sycamore-MacArthur Neighborhood Association
Truax Area Resident Management Association

Neighborhood Communications

Carpenter-Ridgeway Quarterly
CenterPoints
Sycamore-MacArthur Newsletter

Centers of Worship

Bethesda Christian Fellowship
Common Ground Church

Community Centers

East Madison Community Center

Day Care Centers

Bethesda Day Care Center
Claudi's Kids Day Care
MATC Child & Family Center
Preschool Enrichment Program

Financial Institutions

First Federal Savings Bank
Joint Credit Union Express Branch

Government Services

Armed Forces Reserve Center
CDA East Side Management Office
Dane County Regional Airport
Division of Motor Vehicle Service Center
Fire Station Number 8
Joining Forces for Families
Truax Neighborhood Police Office
Truax-Worthington Park Neighborhood Resource Team
Wisconsin National Guard Armory
U.S. Army Reserve Center

Higher Education

Madison Area Technical College

Medical Clinics

Dean Medical Center, Arcand Park Clinic

Service Organizations

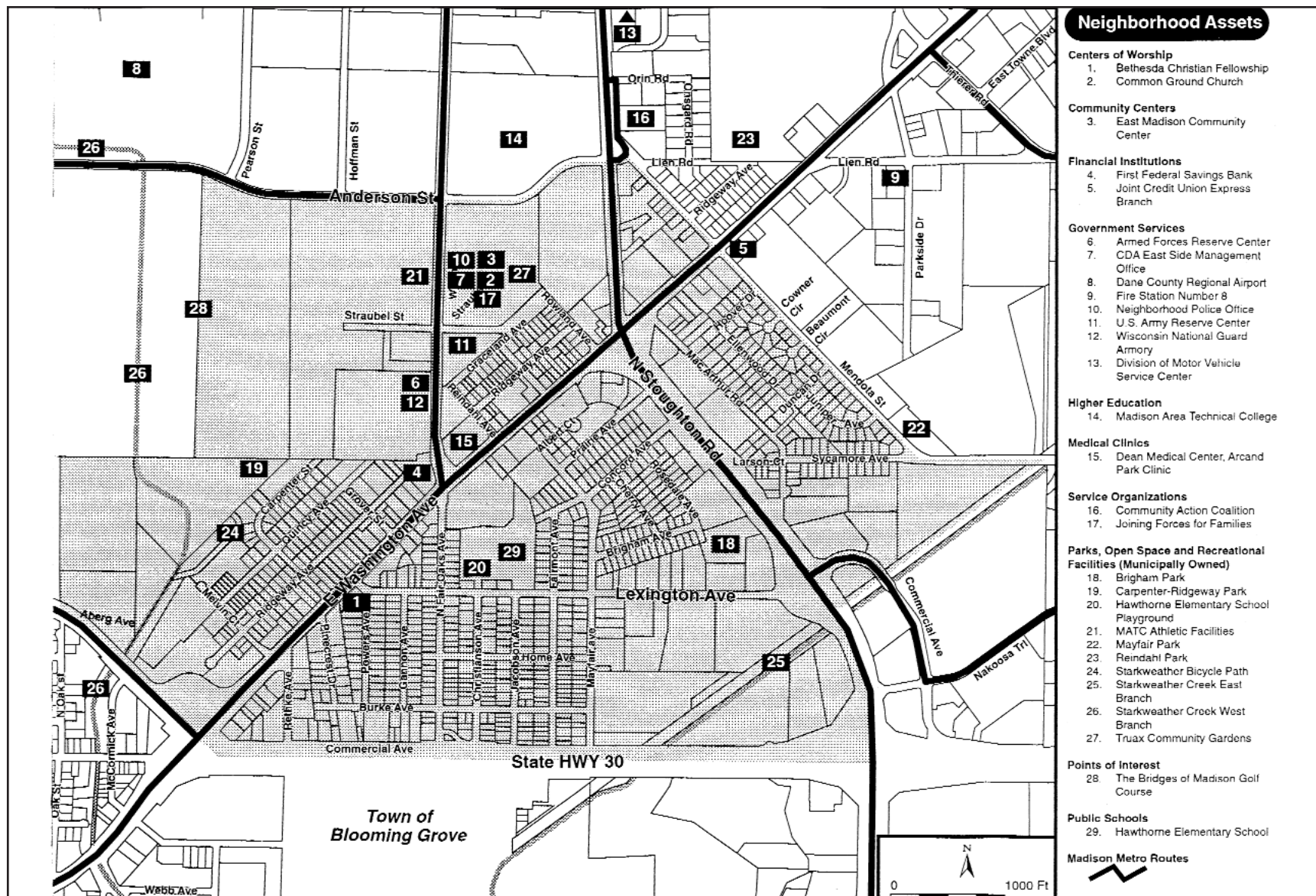
Community Action Coalition

Parks, Open Space, and Recreational Facilities

Bridges of Madison Golf Course
Brigham Park
Carpenter-Ridgeway Park
Hawthorne Elementary School Playground
MATC Athletic Facilities
Mayfair Park
Reindahl Park
Starkweather Bicycle Path
Truax Community Gardens

Public Schools and PTA/PTO Organizations

Hawthorne Elementary School

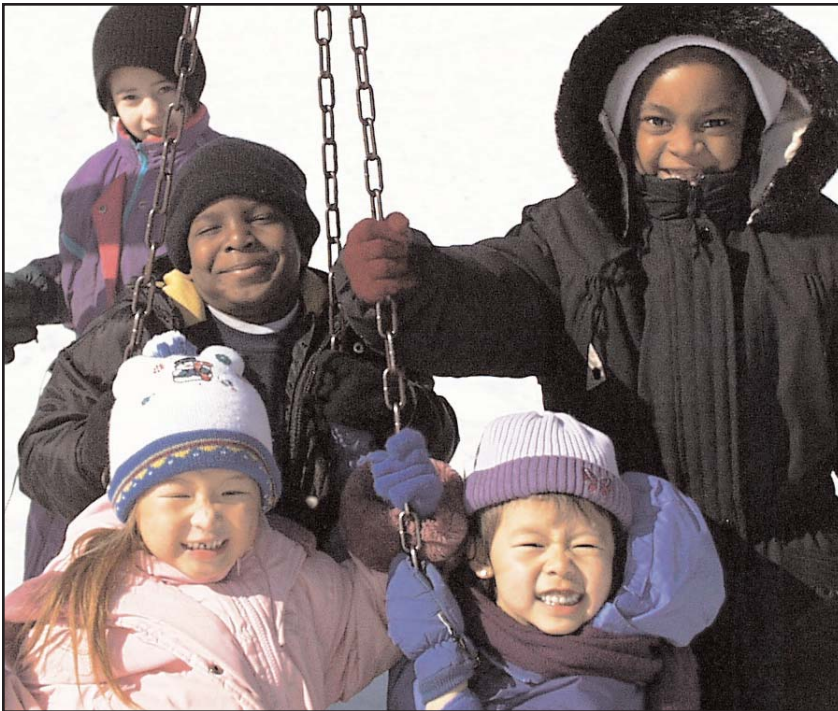


Map 3: Neighborhood Assets

VISION STATEMENT

Neighborhood residents are proud of their East Side neighborhood and are committed to making the neighborhood a better place to live for all. Their vision statement highlights the importance of bringing the community together:

A welcoming gateway to the City, our neighborhood is a “front porch” community where local residents, religious organizations, and businesses work together to create a unique, accessible, livable urban space.



*Hawthorne Elementary School is a focal place for neighborhood residents.
Kindergarten children playing during recess.*

GOALS AND OBJECTIVES

Hawthorne Elementary School and Grounds Goals

- ✓ Enhance the visual and physical prominence of Hawthorne Elementary School within the neighborhood.
- ✓ Integrate school and community-wide programs at Hawthorne Elementary School and its playgrounds.

Parks and Open Space Goals

- ✓ Develop Hawthorne Elementary School playground as a centrally located park that will serve as a focal point for neighborhood residents.
- ✓ Preserve natural areas and open space settings throughout the neighborhood.
- ✓ Improve the accessibility, usability and function of existing parks and open space areas, including the entrance and overall appearance of the parkland.

Commercial and Residential Redevelopment Goals

- ✓ Encourage redevelopment of underutilized sites to improve the overall function and appearance and of the neighborhood with special attention to East Washington Avenue as the gateway corridor to Madison.
- ✓ Encourage the development of neighborhood-oriented shopping nodes that host both pedestrian-friendly businesses and that also serve the wider community.
- ✓ Encourage the construction of additional residential units in the neighborhood, both to provide diverse housing choices for residents and to improve the overall appearance of the neighborhood. Promote mixed-use developments or residential developments along East Washington Avenue.
- ✓ Retain the employment base within the neighborhood by encouraging new and existing businesses to explore options for growth that enhances the appearance, accessibility, and function of the neighborhood.
- ✓ Establish an East Washington Avenue Business Association to communicate, advocate, and promote neighborhood commercial areas.

East Washington Design Goals

- ✓ Enhance the aesthetics of East Washington Avenue by installing streetscape amenities, approving high design standards for public infrastructure improvements, and encouraging private enterprises to upgrade their properties to showcase this major gateway into Madison.
- ✓ Wherever possible, promote residential or mixed-use development in strategic locations to increase housing stock and to improve the overall appearance of East Washington Avenue.
- ✓ Increase commercial intensity at critical nodes to develop neighborhood-oriented businesses and to enhance the quality, character, and walkability of the neighborhood.
- ✓ Reconfigure existing or construct new road connections to improve vehicular and pedestrian circulation in a way that will maintain neighborhood integrity.

East Washington Redevelopment Site Goals

- ✓ Encourage construction of higher density residential or mixed-use developments on smaller, commercial parcels, especially those that are in close proximity to MATC. Small lots make it difficult for aesthetically pleasing commercial redevelopment to occur because of the limited lot size to meet zoning requirements, such as available parking.
- ✓ Direct new commercial development into compact, commercial nodes in several strategic locations along East Washington Avenue. Movement of pedestrians to the commercial area and circulation through the development should be well thought out.
- ✓ Encourage neighborhood-oriented businesses to locate in the commercial nodes along East Washington Avenue. Neighborhood-oriented businesses would include such enterprises as a coffee shop, bookstore, and non-chain restaurants.
- ✓ In an effort to spruce up the aesthetics of East Washington Avenue, emphasize landscaping of the building and parking

lot. Encourage owners to incorporate artwork or other creative features that would improve the overall appearance of the property.

Vehicular and Pedestrian Movement Improvements Goals

- ✓ Improve vehicular and pedestrian access to businesses, primarily along East Washington Avenue.
- ✓ Improve pedestrian safety by installing sidewalks in heavily traveled locations throughout the neighborhood.
- ✓ Enhance bicycle networks that improve the safety and connections to frequently traveled locations.

Traffic Management and Pedestrian Safety Goals

- ✓ Improve pedestrian safety at strategic intersections within the neighborhood.
- ✓ Reduce traffic volumes and speeding on East Washington Avenue and residential streets to enhance pedestrian safety.

NEIGHBORHOOD ISSUES

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Steering Committee identified seven major issues that would enhance its Near East side neighborhood. In priority order:

- ✓ *Increase access of Hawthorne Elementary School for community purposes and better utilize space for neighborhood recreational activities.* Located in the geographic center of the study area for the past 41 years, neighborhood residents want the Hawthorne Elementary School and grounds to be the centerpiece of their neighborhood. One way that the school could become a focal point to the neighborhood is by creating greater access to the building for the neighborhood use of the school's facilities during non-school hours, including weekends. To reinforce the importance of the school as the center of the community, increasing the open space surrounding the school, as well as creating a City park along Lexington Avenue could visually open up the school grounds to neighbors.
- ✓ *Improve the appearance and function of East Washington Avenue.* With the upcoming reconstruction of East Washington Avenue, neighborhood residents have voiced strong support for the proposed streetscape improvements in the adopted East Washington Transportation Corridor Study Plan. In particular, neighborhood residents desire the Highway 30 bridge design to reflect an urban environment that has prominent architectural features, such as pillars and pedestrian lighting similar to the newly reconstructed bridge over Yahara River.
- ✓ *Improve and preserve natural areas and open space settings throughout the neighborhood.* Preservation and acquisition of new natural areas is viewed by residents as a key component of the neighborhood. Designation of Hawthorne Elementary School grounds as a City park, expansion of Mayfair Park, preservation of a natural area adjacent to the Truax Park Apartments, and increasing the amount of open space available for passive and active recreation are among the neighborhood's highest priorities.
- ✓ *Develop neighborhood-oriented shopping nodes that host pedestrian-friendly businesses.* A neighborhood-oriented shopping node will help serve the basic shopping needs of the neighborhood. The southwest corner of East Washington Avenue-North Fair Oaks Avenue and the 3500 block of East Washington Avenue (containing Pedro's Mexican Restaurante) are centrally-located within the neighborhood and lend themselves to the development of a neighborhood shopping node, accessible by foot, bicycle, and motor vehicle.
- ✓ *Identify potential future land uses and development concepts for underutilized redevelopment sites.* Redevelopment of strategic sites would provide new residential and/or commercial development to occur within the neighborhood. Residential development is proposed for the north side of the 3300 and 3500 blocks of East Washington Avenue. Commercial redevelopment that is closer to the street is proposed for the south side of the 3100 block of East Washington Avenue with either one large development or several buildings with a consistent design. Small retail and office/commercial uses are proposed for the vacant 14-acre parcel at the southwest corner of Highway 51 and Anderson Street with a significant portion of this parcel proposed to be left in natural state.
- ✓ *Reduce traffic volumes and speeding on major corridors and residential streets to enhance pedestrian safety.* Neighborhood residents will utilize the existing Neighborhood Speed Watch Program and with assistance from Madison Police Department develop traffic management plans to help slow traffic on East Washington Avenue, North Fair Oaks Avenue, Wright Street, Lexington Avenue, MacArthur Road, and Mendota Street.

- ✓ *Develop pedestrian and bicycle networks that improve safety and connections to frequently traveled locations.* Constructing a bicycle path along the east branch of Starkweather Creek; extending Starkweather Bicycle Path to existing bicycle paths; installing sidewalks on the 600 and 800 blocks of Mayfair Avenue and the 3600 block of Lexington Avenue; upgrading pedestrian crossings at the Highway 51/Lexington Avenue, Highway 51-East Washington Avenue (underpass), and Highway 51/Anderson intersections; and constructing the proposed Marsh View Bicycle Path that will facilitate better pedestrian access to neighborhood destinations.

HAWTHORNE ELEMENTARY SCHOOL: A FOCAL POINT OF THE NEIGHBORHOOD

The neighborhood is fortunate to have an elementary school within its borders. Hawthorne Elementary School is located in the geographic center of the neighborhood. One might expect the school to have been built in a prominent location within the neighborhood, but it is actually nestled behind Earthgrains (formerly Gardner Bakery) off East Washington Avenue. The school is located several blocks off the major residential street, creating a sense of isolation between the school and the majority of the neighborhood. The school is a practically designed school with few distinguishing architectural features.

The school has a lengthy history as a center for community gatherings, utilized frequently by the neighbors. Longtime neighborhood residents, their children, or their grandchildren have been attending this school since it was built in the late 1950s. Madison Metropolitan School District once considered closing the school, due to decreasing enrollment, and selling the building.



View of Hawthorne Elementary School looking north

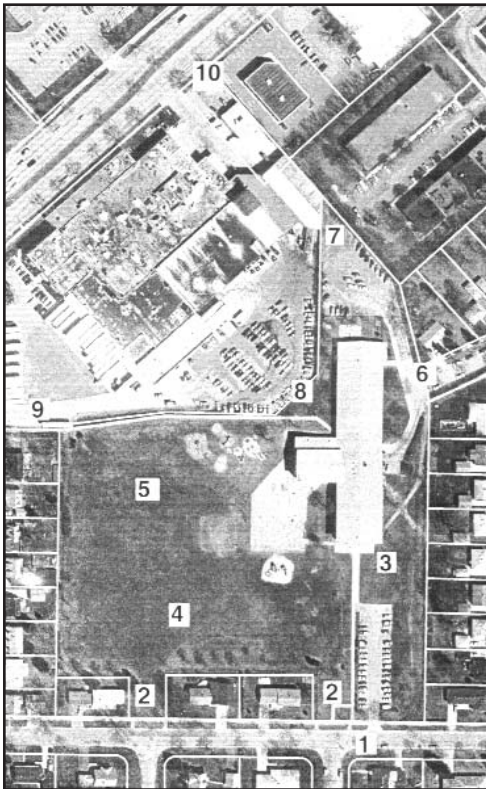
However, residents of the neighborhood felt strongly about keeping the building open for public use. The community prevailed in keeping the school in public use and it was used as a community and recreation center. In 1989, when enrollment within the northeastern part of the city increased, the building reopened as a school and has since operated as an elementary school with an exciting curriculum for a diverse school population.

Although the neighborhood would like to preserve its housing stock, the opportunity to expand the Hawthorne Elementary School playground is one the residents would like to pursue in the event that the single-family homes along Lexington Avenue become available. In addition, the neighborhood would like increased access to the school building and grounds at off-peak times. Having the building more accessible will allow for increased

neighborhood activities. Increased physical and visual access to the school and increased program access together would enhance the school's function as a neighborhood anchor, connecting the neighborhood residents via shared experiences that can occur at the school (see Map 4).

Neighborhood Goals

- ✓ Integrate school and community-wide programs at Hawthorne Elementary School and its playgrounds.



Map 4: Hawthorne Elementary School site concerns

1. Poor visibility to school and grounds from Lexington Avenue. School is very hidden and has inadequate signage.
2. Publicly owned areas are underutilized as open space.
3. Poor access to school and no on-site bus drop-off for children. Lack of signage identifying the school and where to go. Does not feel like an entrance to school.
4. Unused playground area due to proximity to homes.
5. Open space and playground underutilized resource for school children and community. There is a lack of landscaping and amenities.
6. Difficult and dangerous drop-off for children at main entrance of school. Entrance not very welcoming or attractive.
7. Unnecessary amount of pavement and inefficient use of parking lot.
8. Earthgrains parking lot is too close to school. A higher-quality fence with landscaping would improve appearance of this area. Possible transfer of land between school and bakery to benefit both.
9. The entrance for all Earthgrains truck ingress/egress to North Fair Oaks Avenue is located adjacent to the pedestrian path to the school. Truck trailers need screening and the parking lot needs landscape improvements.
10. Possible Earthgrains expansion to the east of their existing operations.

- ✓ Enhance the visual and physical prominence of Hawthorne Elementary School within the neighborhood.

Neighborhood Objectives, Issues and Strategies

- ✓ *Increase community use of Hawthorne Elementary School by the neighborhood during evening hours and weekends.*

Hawthorne Elementary School was recently awarded a Community Learning Center Grant. The objective on this grant is to promote community use of the school by neighborhood residents. Neighborhood residents believe that the school could be a focal point for the neighborhood, providing a place where neighbors could meet socially while involved in activities. Such use would strengthen connections between neighbors and help foster a sense of community in the area.

- ✓ *Improve the visual and physical connection of Hawthorne School to the neighborhood.*

Hawthorne Elementary School is centrally located within the neighborhood. The neighborhood views the school and school grounds as a potential focal point for the community. Improving accessibility to the school building and physical improvements to the school grounds would make the physical infrastructure more appealing for all neighbors (see Map 5).

Without the Hawthorne Elementary School playground, the central part of the neighborhood would be park deficient. Developing a master plan for the school grounds would help transform the space to be more appealing to a larger community. Working with the City of Madison Parks Division, the school grounds could possibly accommodate toddler age playground equipment, a walking path and

benches, and possibly a gazebo for community gatherings. Developing a space that is usable for a wide range of activities will continually draw residents to the place and strengthen the ties within the community.

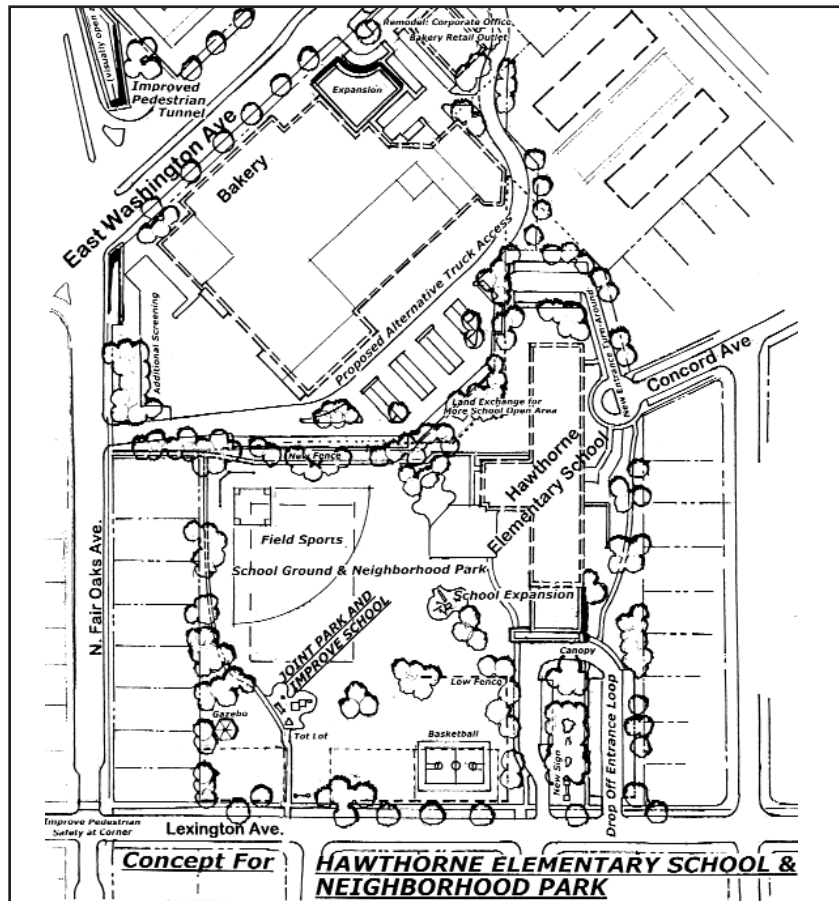
Improving the edges of the school property would also enhance the school grounds function. Improving the ingress and egress

off of Lexington Avenue and Concord Avenue would increase the safety of children during pick-up and drop-off times; improving the walking path on the north side of the school grounds by offering a land trade with Earthgrains (formerly Gardner Bakery), and the possible relocation of one or more single-family homes on Lexington Avenue, in the event that the housing stock becomes available, would expand the amount of open space.

- ✓ *Redesign the Hawthorne Elementary School entrance, ingress and egress points, and parking lots to provide a safer entry onto school property.*

The main entrance to Hawthorne Elementary School, off of Concord Avenue, is dangerous. The main entrance of the school is the dead end of Concord Avenue, a four block long street that is two blocks south of East Washington Avenue. Parents driving to the school to pick-up or drop-off their children clog the small area in front of the school. This routine is made even more difficult by the need to back up to turn around once the child has been picked-up or dropped-off, which creates unsafe and hazardous conditions for the children. This main entrance should be redesigned to improve the safety of the children being dropped-off (see Map 5).

The ingress and egress points of the parking lot off of Lexington Avenue poses another safety issue for children. Presently, there is no turnaround lane in the parking lot. Redesigning the parking lot to allow for free flow of traffic would improve the safety for children (see Map 5).



Map 5: Hawthorne Elementary School and grounds redesign concept

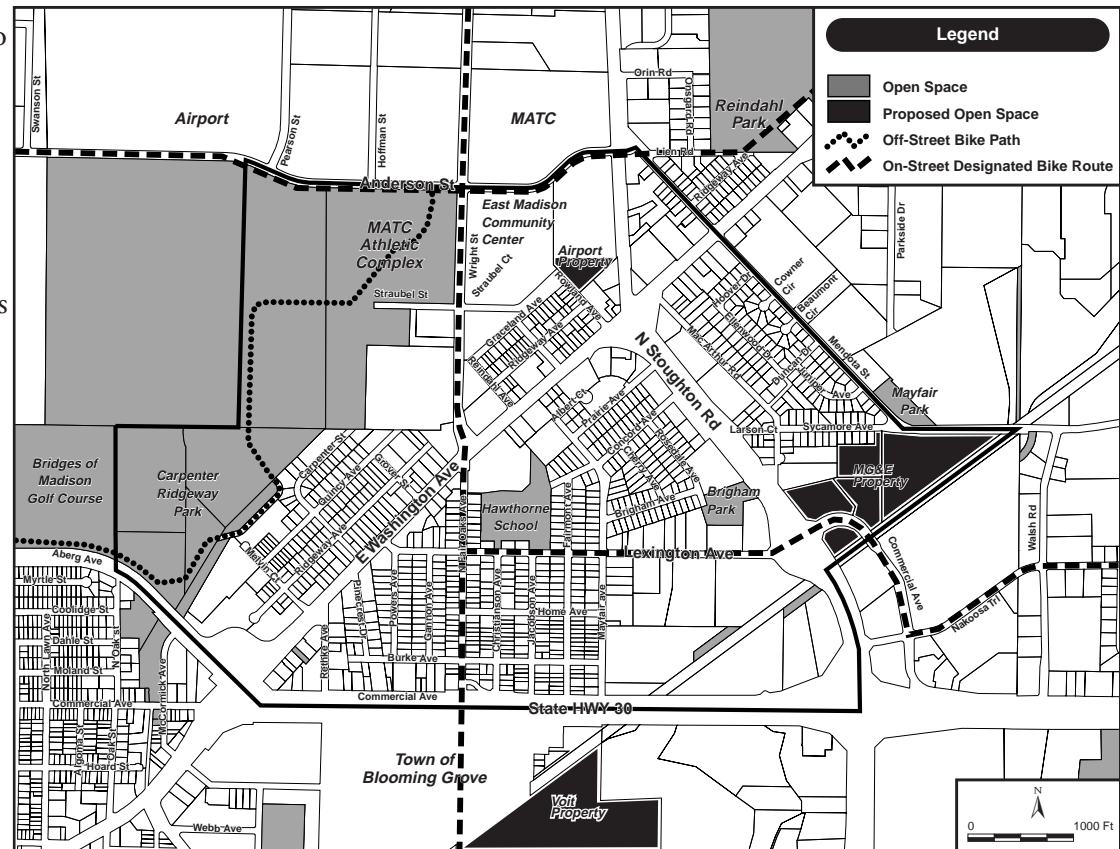
PARKS AND OPEN SPACE: ENHANCING AND PRESERVING PARKS, OPEN SPACE AND NATURAL AREAS

Neighborhood parks, open space, and natural areas provide an important element in the quality of life of a neighborhood. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood expressed a strong desire to improve existing parkland, to preserve natural areas, and to secure lands for recreational purposes. The neighborhood also expressed a desire to establish community gardens and off leash dog areas.

The heavily traveled arterial streets and highways impede the accessibility of the parks and open space in the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood. East Washington Avenue, North Stoughton Road, and Wright Street divide the neighborhood into four isolated islands. In addition, the parks and open space located in these enclaves are situated at the edge of the residential areas, and in many cases, adjacent to industrial uses that make the parks and open spaces unattractive to many neighborhood residents (see Map 6).

- ✓ Brigham Park (2.8 acres) is located at the end of Brigham Avenue, and is surrounded on the north by commercial businesses, south by the Lexington Avenue industrial area, and the east by Highway 51.

- ✓ The newest park in the neighborhood, Carpenter Ridgeway Park (4.1 acres), is located at the western edge of the neighborhood. It is nestled amongst the Bridges of Madison Golf Course, MATC athletic fields, and the Starkweather Creek Bike Path. It is in close proximity to multi-family housing, thus serving the families living in the higher density area quite well.



Map 6: Existing park and open space areas and proposed preservation areas.

- ✓ Unlike the rest of the parks, Hawthorne Elementary School, which is in the center of the neighborhood, has the potential of becoming the major focal point for the neighborhood. According to Madison Parks and Open Space Plan, the school playground could serve the population living in the ½ mile radius of the facility. In practicality, the school grounds have limited recreational value to neighborhood residents because it is geared only to elementary school-aged children.
- ✓ Mayfair Park (3.8 acres) is located at the far eastern edge of the neighborhood, adjacent to the Sycamore Industrial area. All residential uses are located on the west side of Mendota Street. Nearby residents cross Mendota Street to access the parkland. Truck traffic is frequently observed on Mendota Street due to its proximity to the Sycamore Industrial area.

Neighborhood residents highly value the non-city owned natural areas that are located in the neighborhood since these natural areas offer a different type of outdoor experience, such as bird watching, than are offered in existing park areas. There are three natural areas located in the neighborhood: east of Truax Park Apartments, north of Carpenter-Ridgeway Park, and at the northeast corner of Lexington Avenue and Highway 51. These open spaces, however, are not necessarily open for the use of the general public.

Neighborhood Goals

- ✓ Develop Hawthorne Elementary School playground as a centrally located park that will serve as a focal point for neighborhood residents.
- ✓ Preserve natural areas and open space settings throughout the neighborhood.

- ✓ Improve the accessibility, usability and function of existing parks and open space areas, including the entrance and overall appearance of the parkland.

Neighborhood Objectives, Issues and Strategies

- ✓ *Redesign Hawthorne Elementary School grounds to function as a town square, drawing neighborhood residents together for neighborhood cultural and recreational activities.*

Hawthorne Elementary School is centrally located within the neighborhood. The neighborhood views the school and school grounds as a potential focal point for the community. Improving accessibility to the school building and physical improvements to the school grounds would make the physical infrastructure more appealing for all neighbors.

Without the Hawthorne Elementary School playground, the central part of the neighborhood would be park deficient. Developing a master plan for the school grounds would help transform the space to be more appealing to a larger community. Working with the City of Madison Parks Division, the school grounds could possibly accommodate toddler age playground equipment, a walking path and benches, and possibly a gazebo for community gatherings. Developing a space that is usable for a wide range of activities will continually draw residents to the place and strengthen the ties within the community.

Improving the edges of the school property would also enhance the school grounds function. Improving the ingress and egress off of Lexington Avenue and Concord Avenue would increase the safety of children during pick-up and drop-off times. Improving the walking path on the north side of the school

grounds by offering a land trade with Earthgrain (formerly Gardner) Bakery, and the possible relocation of one or more single-family homes on Lexington Avenue in the event that the housing stock becomes available, would expand the amount of open space.

- ✓ *Preserve the natural area in the southern portion of the Dane County Regional Airport-owned site for the enjoyment of the residents and as a buffer to potential new development.*

The northeast portion of the neighborhood is separated from the rest of the neighborhood by four busy streets and highways. Wright Street carries an average daily traffic count of 7,050, Anderson Street carries 12,400, Highway 51 carries 31,700, and East Washington Avenue carries 46,250 vehicles. These strong neighborhood edges increase the importance of an open space within a short walk for the residents that are currently hemmed in by the swiftly moving traffic.

This northeastern neighborhood enclave consists of Truax Park Apartments, Wright Street town houses, the East Madison Community Center, 50 single-family or two-unit homes along Graceland, Reindahl, Schmedeman, and Rowland Avenues, and commercial uses along East Washington Avenue and Highway 51. Truax Park Apartments is a 156-unit apartment complex with over 200 children. There is no City park located in this area, however, Truax Park Apartments does have an open space area with playground equipment for its tenants. In addition, MATC Athletic Fields are located to the west across Wright Street.

An undeveloped parcel of approximately 15.0 acres owned by the Dane County Regional Airport is located on the southwest

corner of Highway 51 and Anderson Street. The neighborhood has become accustomed to the open space this area provides to its nearby neighbors. With the potential of development of the property to commercial uses, it is important to residents to preserve the southern portion of the property in its natural state. In addition, the open space area would act as a buffer to potential commercial development on the rest of the parcel.

- ✓ *Continue to preserve the MATC natural area for the enjoyment of MATC students, neighborhood residents, and others that appreciate its value.*

Madison Area Technical College has a long-term lease with the Dane County Regional Airport for the use of the athletic fields, tennis courts, basketball courts, and natural areas that are located to the south of Anderson Street. There is approximately 14.6 acres of grassland, wetland, and wooded areas. Maintaining the access to the natural areas for such passive activities as hiking or biking along trails, observing wildlife on the banks of Starkweather Creek, and exploring the natural area provides an outdoor experience in an urban setting that is highly valued by area residents.

- ✓ *Preserve the wetland and open space lands at the northeastern and southeastern corner of the intersection of North Stoughton Road and Commercial Avenue by sensitively planning the Parkside Drive extension.*

At the intersection of North Stoughton Road and Commercial Avenue are three undeveloped parcels of lands. Three parcels are owned by Madison Gas & Electric (18.4 acres) and two parcels are owned by the State of Wisconsin Department of Transportation (5.4 acres). Out of the total 23.8 acres, approximately 6.8 acres are zoned wetlands.

Neighborhood residents use this unofficial natural area for passive recreation. In an effort to preserve the natural area, neighborhood residents would like to have no or limited future development in the area, with the exception of the Parkside Drive extension. Future development of the Canadian Pacific Railroad tracks into a bicycle trail would also enhance the recreational value of the area.

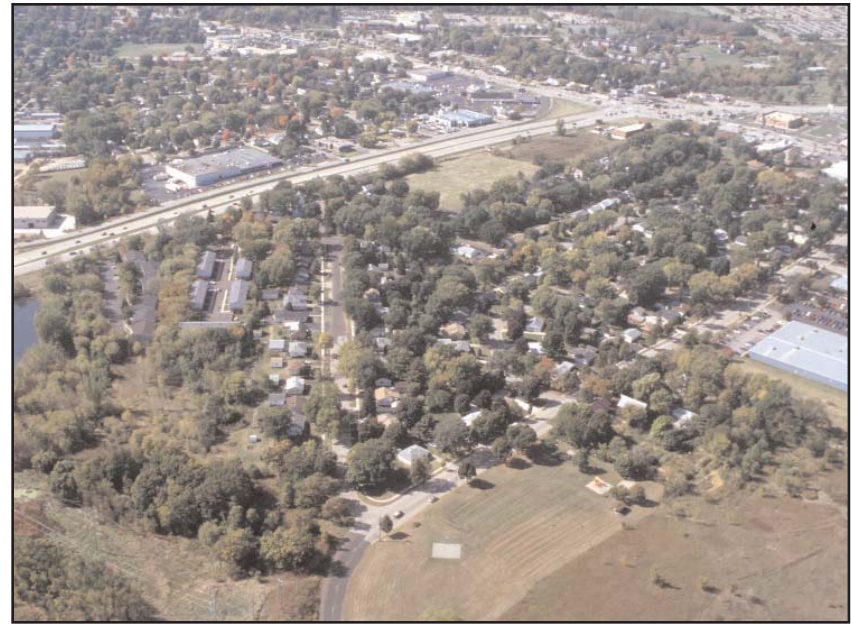
- ✓ *Enhance recreational activities for Carpenter-Hawthorne-Ridgeway-Sycamore-Truax residents by improving Brigham and Mayfair Parks and providing other outdoor recreational opportunities.*

Brigham Park

Brigham Park is nestled on the eastern edge of the neighborhood, surrounded on the north by commercial businesses, south by the Lexington Avenue industrial area, and east by North Stoughton Road. A basketball court, playground equipment, small play field, and mature wooded area are the main features of this 2.8-acre park. Although this neighborhood park is quaint, it is located on the far edges of the Hawthorne Neighborhood. Landscaping at the entrance of the park, planting of trees and shrubs on the southern edge of the park to screen the heavy industrial uses, and installing an accessible path to the playground equipment would improve the parkland.

Mayfair Park

Mayfair Park (3.8 acres) is located at the far eastern edge of the Sycamore Neighborhood, adjacent to the Sycamore Industrial area. Nearby residents must cross Mendota Street, daily traffic count of 6,300 vehicles, to access the parkland. Truck traffic is



Mayfair Park (located at lower right) is the neighborhood park for the Sycamore-MacArthur Neighborhood.

frequently observed on Mendota Street due to its proximity to the Sycamore Industrial area. Neighbors regularly complain that access to the park is unsafe for children due to the speed of the traffic as it approaches the wide-angle turn between Mendota Street and Sycamore Avenue.

With the potential of extending Parkside Drive south to Sycamore Avenue, the neighborhood would like to have the street designed in a manner that helps preserve the neighborhood integrity, enhance pedestrian safety, and increase Mayfair Park acreage. The proposed extension of Parkside Drive would align roughly with the western property line of Janesville Sand and Gravel southerly to Sycamore Avenue and then extend to North Stoughton Road (see Map 16). A portion of Mendota Street would be vacated, eliminating the access to

Sycamore Avenue. The only access to Parkside Drive from Mendota Street would be from a new street provided along the southern property line of Goodwill Industries. This new design would facilitate the development of:

- Expansion of Mayfair Park to the south that is partially created by vacating Mendota Street at Sycamore Avenue. A new master plan for the parkland would include relocation of the shelter to the center of the park (at Mendota and Sycamore intersection) to take advantage of the views; construction of baseball and basketball courts on the eastern edge of the park; and improved landscaping, including fencing along the eastern edge of the park.
- Construction of a new single-family and multi-family residential development located to the northeast of Mayfair Park. Higher density housing would abut the parkland. Access to the residential parcels would be from Juniper Avenue extended and from the proposed connector street south of Goodwill Industries.

✓ *Acquire the Voit Property, south of Highway 30, for future active and passive recreational lands.*

Just south of Highway 30 lies a 63-acre undeveloped parcel of land located in the Town of Blooming Grove. Although the Voit property is not located within the neighborhood planning boundaries its eventual acquisition and future development into parkland would benefit the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood. Part of the parcel is officially mapped as wetlands, including several ponds. The east branch of Starkweather Creek runs through the

northwestern part of the property. The acquisition of this property, and its eventual development into park and open space, would provide active and passive recreational opportunities. Most likely, the northern half of the site would be retained in its natural state, preserving the wetland habitat. The southern portion of the site would be used for active recreational activities, such as athletic fields. To gain access south of Highway 30, the City of Madison is scheduled to construct a pedestrian underpass at Mayfair Avenue in 2002 that will connect with the existing Marsh View Bicycle Path. The construction of the underpass will help facilitate the safe movement of pedestrians and bicyclists under Highway 30 and eventually to the potential new park area.

Lastly, the neighborhood encourages the development of community gardens and off-leash dog areas within the neighborhood. Whenever the opportunity arises, the community should have open discussion on the appropriateness of the uses to be placed in existing or newly developed park areas.

EAST WASHINGTON CORRIDOR: COMMERCIAL AND RESIDENTIAL REDEVELOPMENT SITES

East Washington Avenue is the prominent transportation corridor leading to and through the neighborhood. Neighborhood residents, and those that pass through the neighborhood, assess the attractiveness of the area based on the appearance of the buildings, the type of neighborhood-oriented establishments, and the extent of the streetscape amenities. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood realizes that improving East Washington Avenue's appearance, function, and how it relates to the neighborhood would work towards making the corridor an asset for its residents.

East Washington Avenue, from Highway 30 to North Stoughton Road, is primarily commercial use on the south side and a mixture of single-family residential and commercial uses on the north side. The major characteristics of the street include:

- ✓ East Washington Avenue has six lanes of traffic and has between 39,000 and 54,000 cars travelling on it daily. Signal lights are located at Wright Street-North Fair Oaks and North Stoughton Road intersections.
- ✓ A medical clinic, a pharmacy, and other neighborhood-oriented businesses are located in the neighborhood, but are not concentrated in a compact, commercial node.
- ✓ Seventeen single-family homes and three two-units line the north side of the 3200-3400 block of East Washington Avenue. Eighty-two percent of the single-family dwellings are owner occupied.



View of East Washington Avenue looking towards the Capitol starting at the Stoughton Road/East Washington Avenue intersection

- ✓ Parking lots in front of major businesses dominate the bird's-eye view along East Washington Avenue. None or limited landscaping in front of the businesses or at sidewalk edge is common.
- ✓ A master plan for East Washington Avenue, the *East Washington Avenue Transportation Corridor Study*, has been adopted for the portion of the corridor from Blair Street to Lien Road. The Master Plan focuses on the reconstruction of roadway and installation of streetscape amenities that will enhance the visual appearance of East Washington Avenue. The five-year reconstruction project is scheduled to begin in 2002.

Commercial and Residential Redevelopment Goals

- ✓ Encourage redevelopment of underutilized sites to improve the overall function and appearance of the neighborhood with special attention to East Washington Avenue as the gateway corridor to Madison.
- ✓ Encourage the development of neighborhood-oriented shopping nodes that host pedestrian-friendly businesses and that also serve the wider community.
- ✓ Encourage the construction of additional residential units in the neighborhood, to provide both diverse housing choices for residents and to improve the overall appearance, by promoting mixed-use developments or residential developments along East Washington Avenue.
- ✓ Retain the employment base within the neighborhood by encouraging new and existing businesses to explore options for growth that enhance the appearance, accessibility, and function of the neighborhood.
- ✓ Establish a Business Association to communicate, advocate, and promote neighborhood commercial areas.

East Washington Design Goals

- ✓ Enhance the aesthetics of East Washington Avenue by installing streetscape amenities, approving high design standards for public infrastructure improvements, and encouraging private enterprises to upgrade their properties to showcase this major gateway into Madison.
- ✓ Wherever possible, promote residential or mixed-use development in strategic locations to increase the available housing stock and to improve the overall appearance of East Washington Avenue.

- ✓ Increase commercial intensity at critical nodes to develop neighborhood-oriented businesses and to enhance the quality, character, and walkability of the neighborhood.
- ✓ Reconfigure existing or construct new road connections to improve vehicular and pedestrian circulation in a way that will maintain neighborhood integrity.

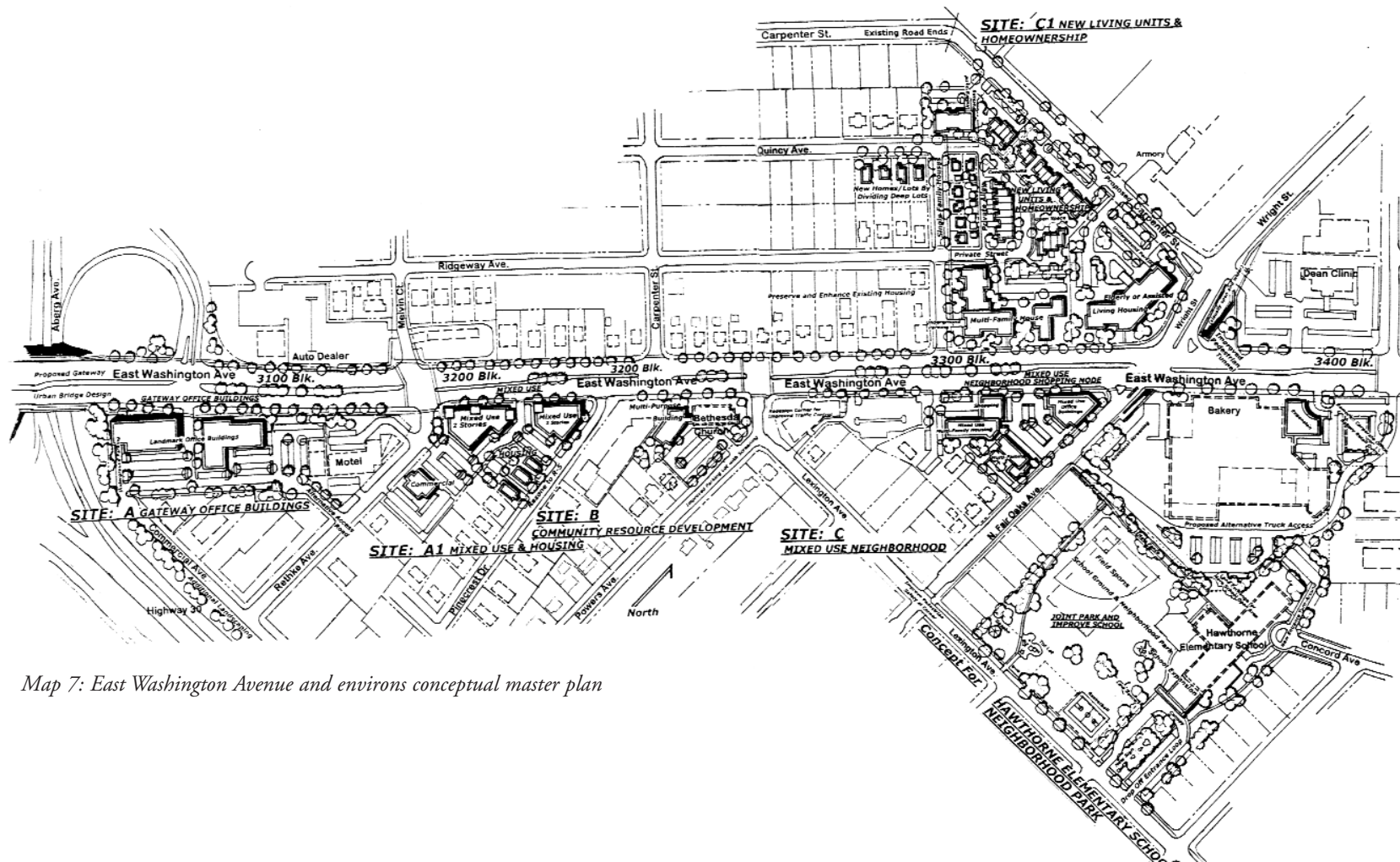
Potential Redevelopment Sites

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood concentrated their efforts in identifying properties, primarily along East Washington Avenue, that highly contribute to the livability of the neighborhood. The major objectives of the neighborhood are to promote the following with any new renovation or proposed development:

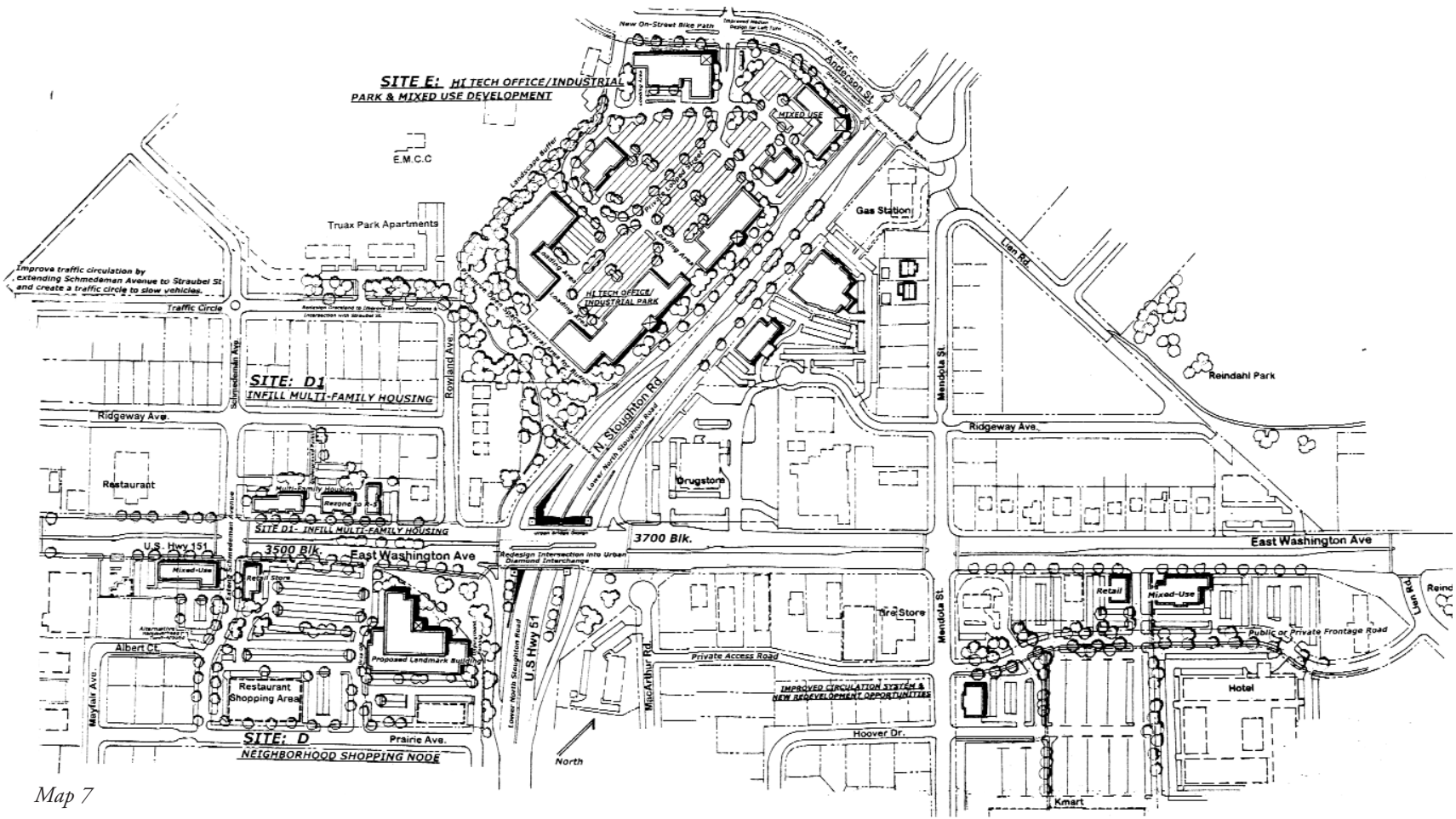
- ✓ Encourage construction of higher density residential or mixed-use developments on smaller, commercial parcels, especially those that are in close proximity to MATC. Small lots make it difficult for aesthetically pleasing commercial redevelopment to occur because of the limited lot size to meet zoning requirements, such as available parking.
- ✓ Direct new commercial development into compact, commercial nodes in several strategic locations along East Washington Avenue. Movement of pedestrians to the commercial area and circulation through the development should be well thought out.
- ✓ Encourage neighborhood-oriented businesses to locate in the commercial nodes along East Washington Avenue. Neighborhood-oriented businesses would include such enterprises as a coffee shop, bookstore, and non-chain restaurants.

- ✓ In an effort to spruce up the aesthetics of East Washington Avenue, emphasize landscaping of the building and parking lot. Encourage owners to incorporate artwork or other creative features that would improve the overall appearance of the property.

Neighborhood residents identified potential redevelopment sites within the neighborhood. Following are descriptions of the key sites (see Map 7):



Map 7: East Washington Avenue and environs conceptual master plan

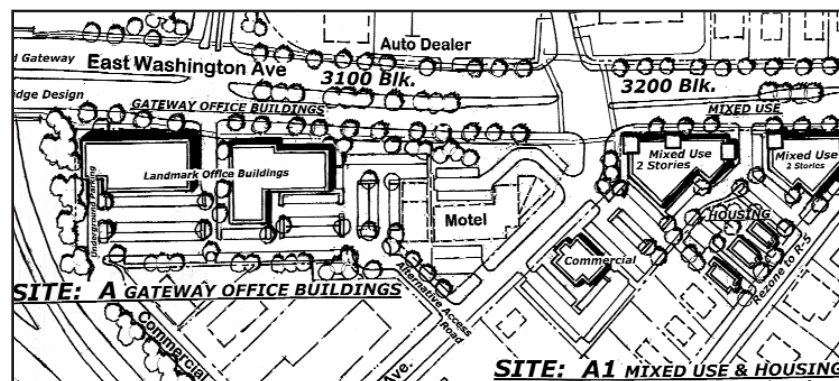


Map 7



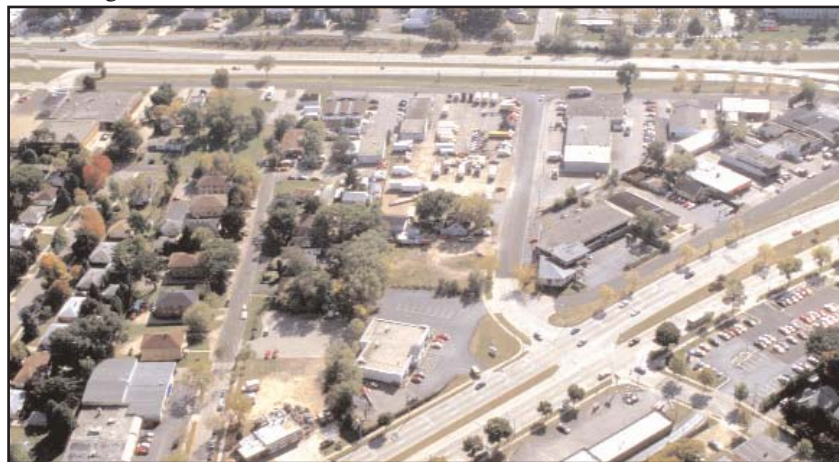
Site A: Frontage Road running parallel to East Washington Avenue east of Highway 30

Site A: 3100 block of East Washington Avenue. On the south side of the 3100 block of East Washington Avenue lie ten storefronts that customers access by a frontage road that parallels East Washington Avenue. The businesses are situated on small parcels with parking lots located in the front and the rear of the properties. The buildings are one to two stories in height, a mix of architectural styles, with no curb, gutter, or sidewalks. The tenant mix includes hair styling, health services, day care center, leather works, tattoo parlor, auto supplies, building improvement services, and a hotel. As part of the reconstruction of East Washington Avenue, the Highway 30 interchange is proposed to be reconfigured into an expanded partial cloverleaf design. Northbound traffic on Highway 30 will exit to the off ramp to East Washington Avenue. The economic potential and visual appearance of the 3100 block of East Washington Avenue is more significant with the reconfigured interchange design since motorists will be directly viewing the commercial area from the controlled intersection. Assemblage of properties for one or more larger developments would make this commercial area more architecturally and aesthetically pleasing by constructing buildings closer to the street edge and relocating the frontage road to the rear of the properties.



Map 8: Concept plan for Site A & A1

Site A1: 3200 block of East Washington Avenue. Two commercial businesses, a chiropractic office, and auto repair shop lie on the south side of the 3200 block of East Washington Avenue. This particular site has the potential for expansion to the south since vacant sites lie directly behind the commercial sites. A multi-family or mixed-use development is proposed at the corner of East Washington Avenue and Pincrest Drive at the site of the auto



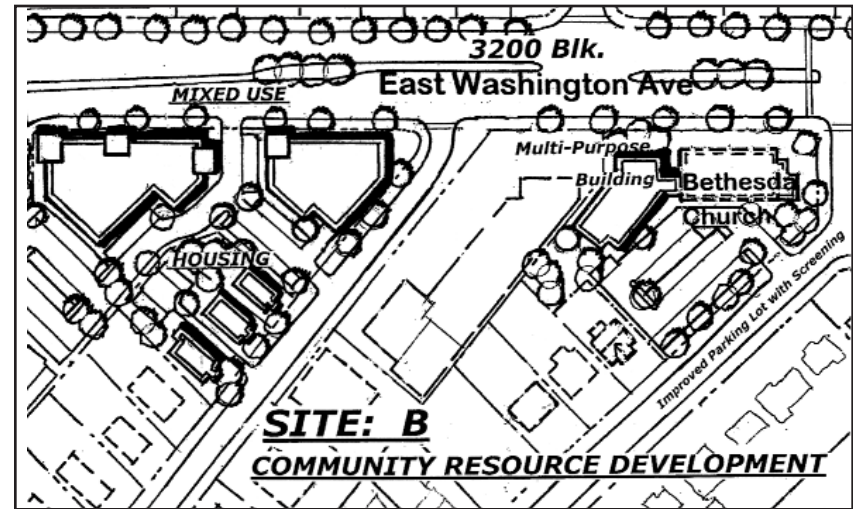
Site A & A1: Looking southwest with Highway 30 at the top and East Washington Avenue on lower right corner of photograph



Site A-1: Looking at the south side of the 3200 block of East Washington Avenue

repair shop. At this time, it is unknown if the site will need to undergo underground storage tank remediation since its prior use was that of a gas station. Construction of medium-density residential units (four units) on the west side of Pinecrest Drive would complement the multi-family nature of the street. Commercial uses on Rethke Avenue would complement the uses along this street.

Site B: 3200 block of East Washington Avenue (Bethesda Christian Fellowship Church). The Bethesda Christian Fellowship Church has been located in the neighborhood for over 50 years. The center of worship provides religious services, a child care center (5 infants, 60 full time, and 18 part time), and youth (50 neighborhood teens) and adult programs. The center of worship is planning to expand at its present location or relocate to a site that would fit their long-term facility expansion plans. Neighborhood residents would like to have the center of worship expand its facilities in a sensitive manner on its current site. Construction of a

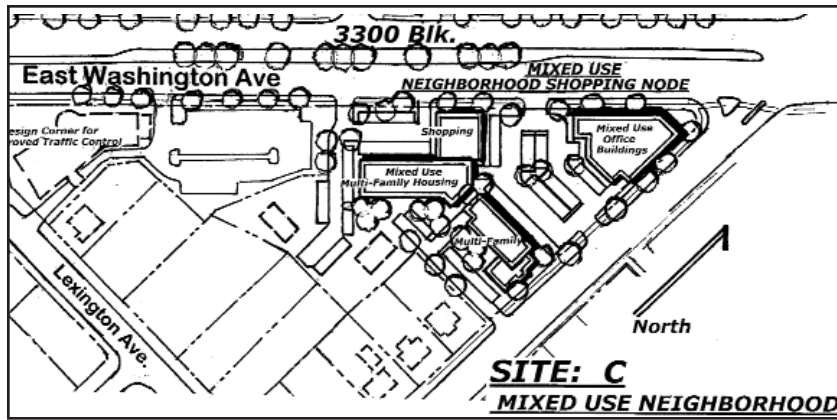


Map 9: Site B concept plan

multipurpose building to the west of the church and adequate parking to the south of the site would accommodate the future expansion plans. The demolition or relocation of its child care facility at 824 Powers Avenue would provide adequate space for expansion of the parking lot.



Site C: Looking east on the south side of the 3300 block of East Washington Avenue



Map 10: Site C concept plan

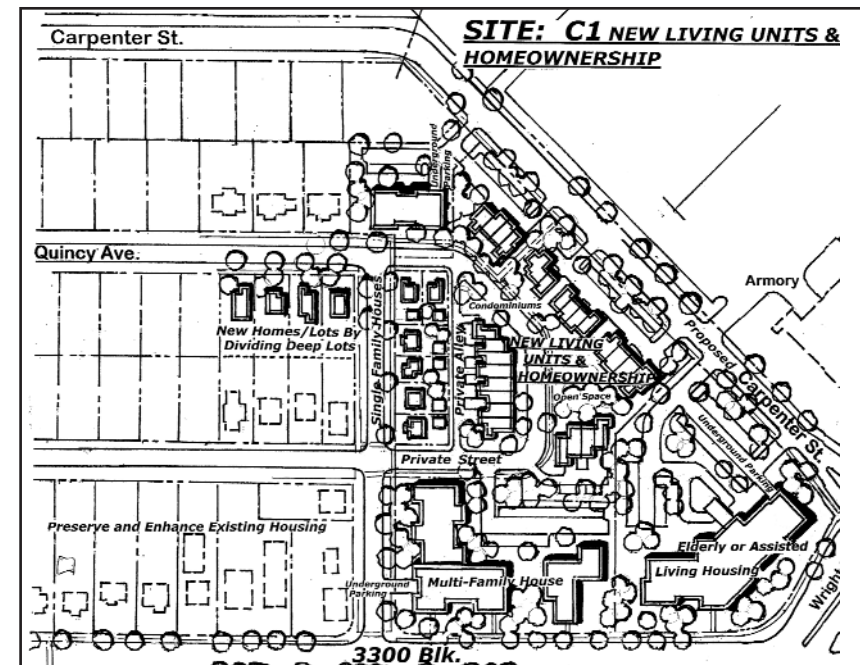
Site C: 3300 block of East Washington Avenue (south side). The existing structures on the south side of the 3300 block of East Washington Avenue, at the corner of North Fair Oaks, are leftover 1950s one-story, strip-type commercial buildings with uninterrupted pavement from the structure up to the sidewalk. The potential redevelopment of these parcels is likely because they are consolidated under single ownership. The particular location is



Site C-1: Looking east on the north side of the 3300 block of East Washington Avenue

of high importance to the neighborhood since it is situated in the heart of the area. An architecturally unified, mixed-use commercial/residential node that is pedestrian friendly would help solidify the sense of place for this neighborhood.

Site C1: 3360-3390 block of East Washington Avenue (north side). East of Grover Street from East Washington Avenue to Quincy Avenue is the site of the former Brigham farm site. Seven residential units and a financial institution are situated in this area. There is an opportunity for construction of new housing units, possibly multi-family housing along East Washington Avenue, condominiums along Ridgeway and Quincy Avenue extended, and affordable housing on the corner of East Washington Avenue and Wright Street.

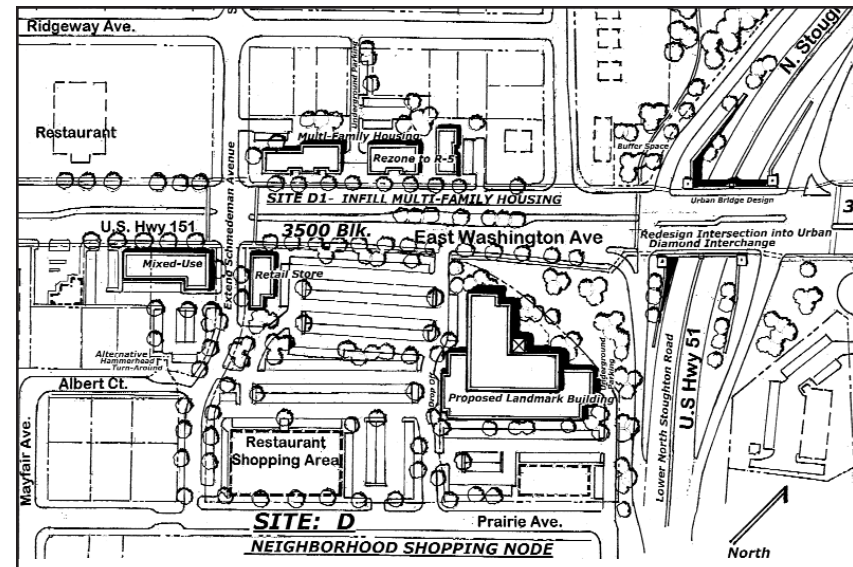


Map 11: Concept plan for Site C1



Site D: Looking south at the corner of East Washington Avenue and Stoughton Road

Site D: 3500 block of East Washington Avenue (south side). The reconfiguration of the shopping site would improve the function, accessibility, and viability of this commercial area. The construction of a landmark building at the corner of East Washington Avenue and Stoughton Road would bring distinction to the shopping center. The extension of Schmedeman Avenue into the shopping center would improve access and internal circulation. The construction of a street through the shopping center would also provide the opportunity for new development, improved pedestrian circulation, and parking lot design. The former JoAnn Fabric store would be demolished with the construction of two new commercial buildings flanking the entrance.



Map 12: Site D-D1 concept plan

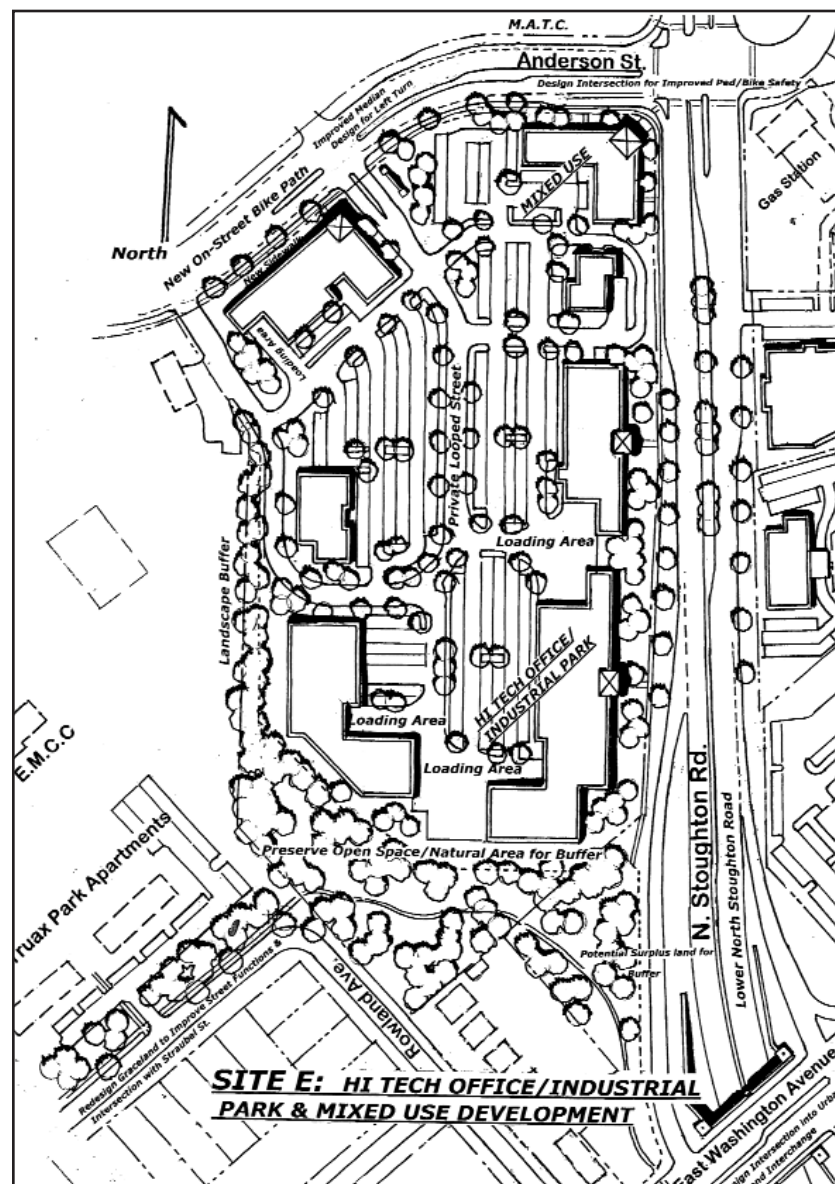
Site D1: 3500 block of East Washington Avenue (north side). The north side of the 3500 block of East Washington Avenue consists of an adult entertainment establishment, automobile sales, automobile garage, radiator service, and a single-family and two-unit structures. The lot size range is relatively small, ranging from 4,000-8,000 square feet, with East Washington Avenue frontage an average of 50 feet. The depth of the parcels range from 103 to 150 feet (except one narrow lot that extends to Ridgeway Avenue). The size, depth, and potential configuration of buildings on the 3500 block of East Washington Avenue lend itself to future multi-family residential development rather than commercial uses, especially considering the difficulty to accommodate parking to the side or rear of businesses. The topography of the site would accommodate underground parking due to the slope of the site. At this location, a two to three story building with front yard setbacks of 15-25 feet



D1: North side of 3500 block of East Washington Avenue

and appropriate landscaping would improve the aesthetics of East Washington Avenue. Residential use would also complement the predominately single-family uses along the 3500 block of Ridgeway Avenue.

Site E: 3551 Anderson Street. Dane County Regional Airport, the owner of this 15-acre parcel, is actively marketing this site for commercial development. Small-scaled commercial offices and retail outlets on the northern portion of the site that are oriented toward Stoughton Road and Anderson Street would be an asset to this neighborhood. Parking lots oriented toward the interior of the site with attractive building and parking lot landscaping will enhance the appearance of the development site. A buffer strip along the western property line and preservation of the natural area on the southern portion of the site would serve as a buffer between the residential and the proposed commercial uses in the neighborhood. Improved pedestrian crossing at Anderson Street and Stoughton Road and installation of sidewalks and on-street bike lanes on Anderson Street would improve pedestrian movement of MATC students and neighbors.



Map 13: Site E

TRANSPORTATION CORRIDORS: IMPROVEMENTS TO EAST WASHINGTON AVENUE AND VEHICULAR AND PEDESTRIAN MOVEMENT IMPROVEMENTS

EAST WASHINGTON AVENUE

East Washington Avenue is one of the most prominent entrances into the City of Madison. One of the most spectacular views from the neighborhood is that of the State Capitol. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood recognizes the reconstruction of East Washington Avenue as a significant opportunity to improve the image of the neighborhood as well as the City of Madison.

East Washington Avenue serves many purposes beyond its obvious transportation functions. The street is important to the neighborhood because it serves as the spine uniting the areas' neighborhood associations and provides local gathering and shopping areas for its residents. Public and private investment in the East Washington Avenue corridor, especially those that improve the movement of pedestrians, will enhance the livability of the neighborhood.

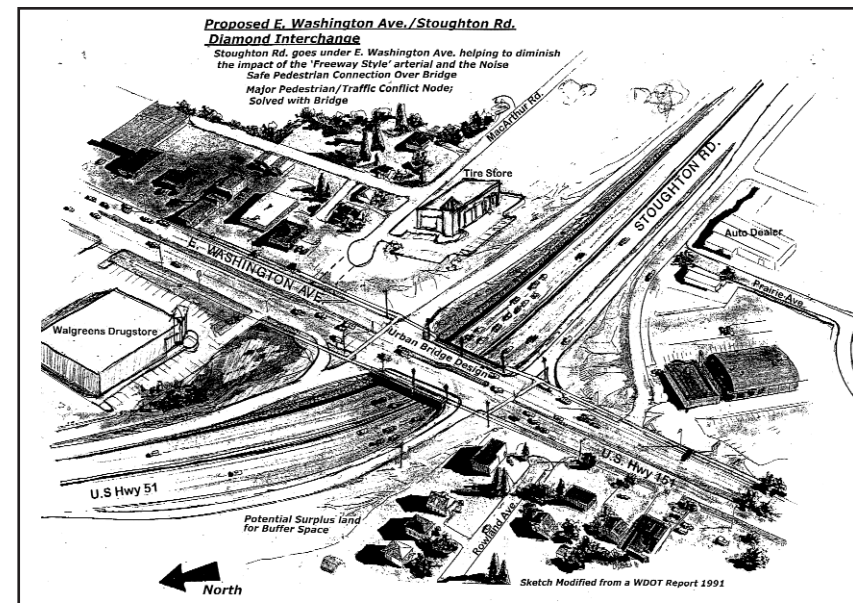
Neighborhood Goals

- ✓ Enhance the aesthetics of East Washington Avenue by installing streetscape amenities, approving high design standards for public infrastructure improvements, and encouraging private enterprises to upgrade their properties to showcase this major gateway into Madison.

- ✓ Enhance pedestrian and bicycle networks that improve the safety and connections to frequently traveled locations.

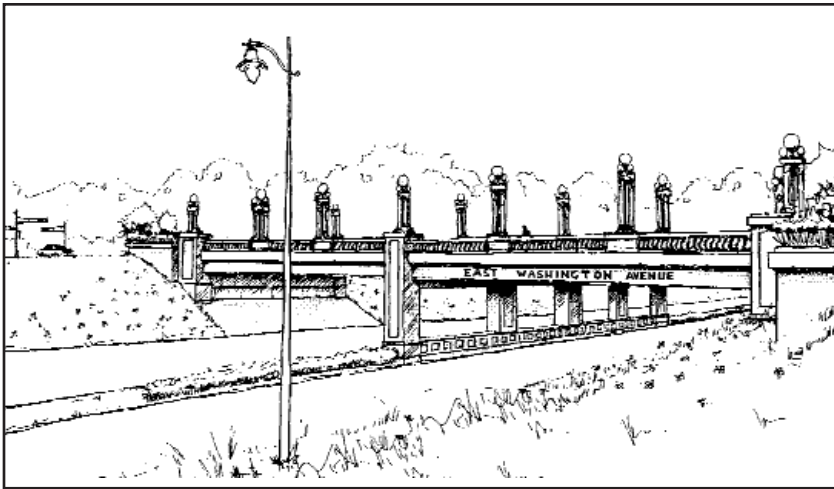
Neighborhood Objectives, Issues, and Strategies

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood has identified three major public improvements that would enhance the stretch of East Washington Avenue from Highway 30 to North Stoughton Road:



Map 14: Proposed East Washington-North Stoughton Road diamond interchange

- ✓ Continue to explore the likelihood of a North Stoughton Road underpass at the intersection of East Washington Avenue and North Stoughton Road. Construction of an underpass would facilitate safe pedestrian crossing at the intersection as well as improve the overall appearance of this six-lane intersection (see Map 14).



Map 15: Proposed Highway 30 bridge design

- ✓ One of the particular recommendations of the *East Washington Avenue Transportation Corridor Study* is the design of the Highway 30/East Washington Avenue Bridge and environs. The design of the bridge is important since it is a statement of civic pride for the area, and thus should be of an architectural design that makes a strong aesthetic statement. The planned approach of the bridge should also emphasize the urban setting with incorporation of features that minimize the appearance of a super highway. Sidewalks and controlled signal lights in the vicinity are highly valued to improve pedestrian movement through the neighborhood (see Map 15).
- ✓ Implement the East Washington Avenue Transportation Corridor Study recommendations pertaining to improved streetscape improvements, improved safe and efficient multi-modal transportation, and enhanced pedestrian, bicycle, and transit travel with particular attention to pedestrian crossings along the corridor.

In addition, the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax

Neighborhood would like the East Washington Avenue Urban Design District 5 Guidelines to be revised with emphasis on reinforcing the quality of development along the corridor, including landscaping requirements.

In summary, the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood has raised key issues on pedestrian safety, traffic speeding, congestion, and East Washington Avenue's image. Neighborhood residents feel strongly that investing the appropriate amount of monies to do the reconstruction project will provide long-term benefits to the City in terms of improving the function and image of this very important transportation corridor.

VEHICULAR AND PEDESTRIAN MOVEMENT IMPROVEMENTS

Neighborhood residents highlighted the importance of public infrastructure improvements that would enable motorists, pedestrians, and bicyclist to better access the residential, commercial, or recreational lands within the neighborhood.

Neighborhood Goals

- ✓ Improve vehicular and pedestrian access to businesses, primarily along East Washington Avenue.
- ✓ Improve pedestrian safety by installing sidewalks in heavily traveled locations throughout the neighborhood.
- ✓ Enhance bicycle networks that improve the safety and connections to frequently traveled locations.

Neighborhood Objectives, Issues, and Strategies

- ✓ *Develop new public or private road systems to better access commercial enterprises.*



Map 16: Proposed Parkside Drive street extension concept plan

Neighborhood residents identified three locations where new road systems would improve the circulation within the neighborhood. The three locations are:

- Extension of Schmedeman Avenue. The commercial shopping area at the southwest corner of East Washington Avenue and Highway 51 has a potential to become a more neighborhood-oriented shopping node. The extension of Schmedeman Avenue into the commercial area would help improve pedestrian movement (See Redevelopment Opportunities for more information).
- Extension of MacArthur Drive. To reduce the vehicular traffic in the MacArthur-Sycamore Neighborhood, the neighborhood would like to explore the extension of MacArthur Road to Lien Road that would run behind the existing East Washington Avenue businesses (See Redevelopment Opportunities for more information).
- Extension of Parkside Drive. The planned extension of Parkside Drive could enhance the MacArthur-Sycamore Neighborhood by extending the roadway in such a manner to expand Mayfair Park (See Parks and Open Space for more information). A proposed extension of Parkside Drive is illustrated on Map 16.

✓ *Improve pedestrian access and safety by installing sidewalks in heavily traveled locations (see Map 17).*

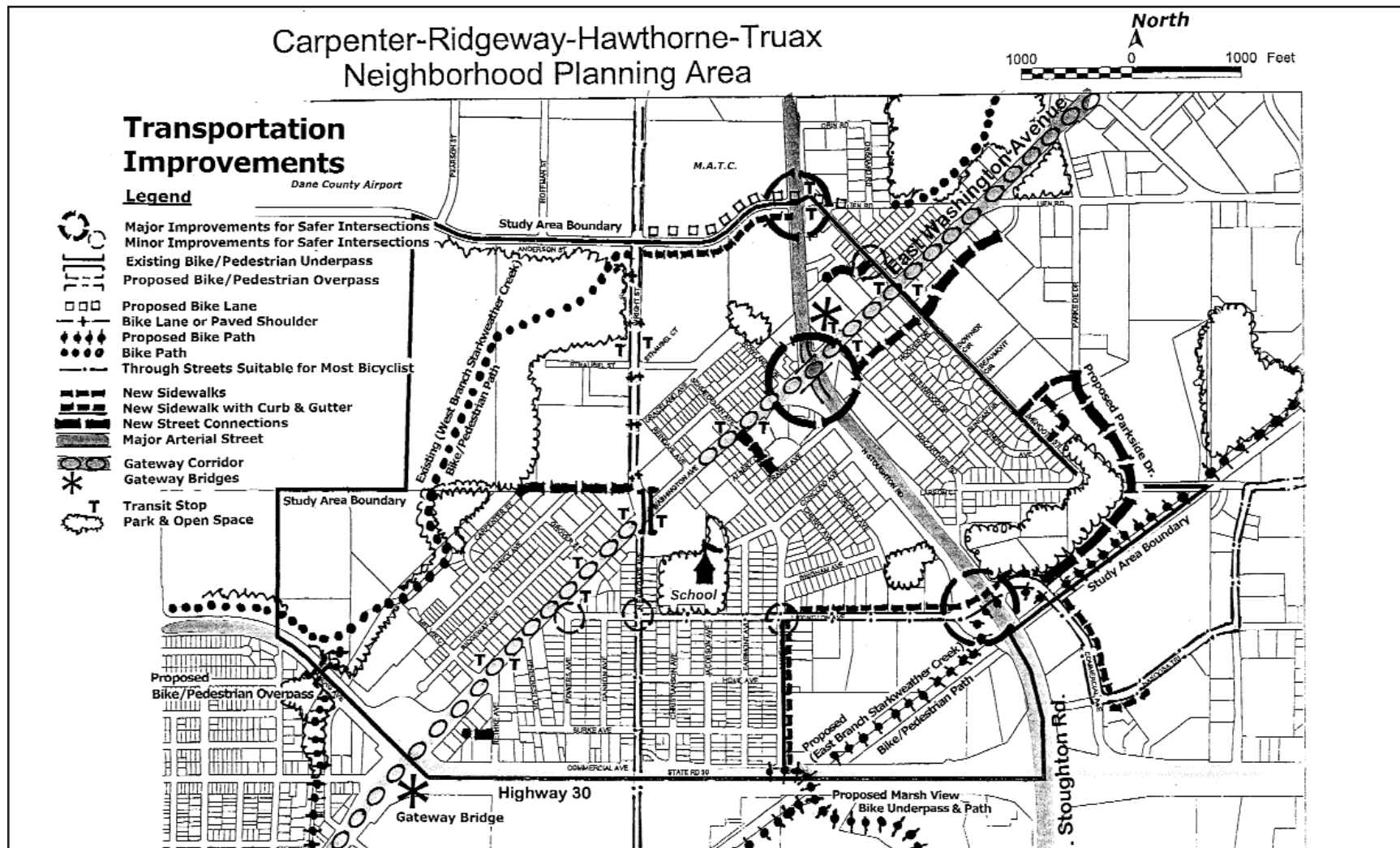
- 3500-3800 blocks of Lexington Avenue: Extension of sidewalk from North Stoughton Road to Mayfair Avenue.



No sidewalks exist in the 3500-3800 blocks of Lexington Avenue

Neighborhood residents would like to have a sidewalk installed along this heavily used truck corridor. More and more residents are walking from the heart of the

neighborhood to commercial establishments on the east side of North Stoughton Road (i.e., Cub Foods). In addition, it is expected more bicyclists will be using



Map 17: Proposed pedestrian and transportation improvements

Lexington Avenue after the completion of the Marsh View Bicycle Path.

- 600-800 blocks of Mayfair Avenue: Proposed



No sidewalk, curb and gutter, or street trees are located on the 600-800 blocks of Mayfair Avenue

Marsh View Bicycle Path. The Marsh View Bicycle Path is planned for construction in the near future. The new bicycle path will provide immediate access to the Corporate Park, Main Post Office, Metro's East Transfer Point, and businesses along Milwaukee Street. Future plans are to extend a bicycle path along the rail corridor leading north towards East Towne. Installation of a sidewalk along Mayfair Avenue will improve pedestrian access along this two-block segment.

- 900-1000 blocks of Carpenter Street: Improve safety along Carpenter Street hill. Many neighborhood residents, especially children, walk or bike along Carpenter Street to go to Hawthorne Elementary School, play at Carpenter-Ridgeway Park, or to connect to the Starkweather Creek (West Branch) Bicycle Path. Neighborhood residents view the steep grade of Carpenter Street as extremely dangerous, especially in inclement weather.

✓ *Improve pedestrian and bicyclist access and safety by constructing new bicycle paths (see Map 17).*

- Marsh View Bicycle Path. The Marsh View Bicycle Path will connect the Hawthorne Neighborhood with neighborhoods south of Highway 30 and the railroad

tracks. Specifically, direct access will be possible to the Corporate Park, Post Office, Metro's East Transfer Point, businesses along Milwaukee Street and neighborhoods south of Milwaukee Street and east of Highway 51. Long term it is hoped that this path will also provide the Hawthorne Neighborhood with access to a bike path along or adjacent to the rail corridor leading north towards East Towne and Sun Prairie and south to the existing Isthmus Bike Path and Downtown.



Stoughton & Lexington Looking North Towards East Washington

- East Branch of Starkweather Creek. The East Branch of Starkweather Creek path would utilize the proposed Marsh View Path underpass beneath Highway 30, which extends south from Highway 30 to Milwaukee Street and the Eastmorland Bicycle Path. The construction of a bicycle path along the East Branch of Starkweather Creek, starting at Olbrich Park & Botanical Gardens, continuing to the East Towne area and under I-90 to the new far east neighborhoods would provide an important bicycle path connection along Starkweather Creek as well as provide

access from East Towne to Downtown. Much of the East Branch of Starkweather Creek Corridor is in public ownership and could be developed into a Bike/Pedestrian Path. This would help overcome the obstacle that the major arterial highways create and help provide a safer connection to other parts of the City.

- 3500 block of Anderson Street. By widening Anderson Street between Wright Street and Highway 51 to accommodate eastbound and westbound bicycle lanes, a safe and clear connection will be completed to link the Reindahl Park Bicycle Path with the (west branch) Starkweather Creek Bicycle Path. Completion of the Anderson Street portion of the bicycle path would result in successful bicycle path penetration into the northeast part of the City. This bike path network would include a pedestrian overpass connecting it to the existing Starkweather Creek Bike Path at Aberg Avenue and Starkweather Creek. Completion of this leg of the bicycle path would facilitate connection between the Isthmus Bicycle Path and the northeast section of the City.

TRAFFIC MANAGEMENT AND PEDESTRIAN SAFETY

East Washington Avenue, North Stoughton Road, Lexington Avenue, North Fair Oaks Avenue, Wright Street, MacArthur Road, Mendota Street, and several other residential streets are difficult for pedestrians to cross safely. Neighborhood residents are willing to explore techniques that would help slow down traffic. Traffic management is an approach to slowing or redirecting vehicular traffic on local streets within a neighborhood. Traffic management approaches include such devices as median barriers, traffic circles, parking modifications, speed humps, one-way streets, curb extensions, and dead ends to help achieve slower or reduced traffic, thus making neighborhoods more pedestrian friendly.

Neighborhood Goals

- ✓ Improve pedestrian safety at strategic intersections within the neighborhood.
- ✓ Reduce traffic volumes and speeding on East Washington Avenue and residential streets to enhance pedestrian safety.

Neighborhood Objectives, Issues, and Strategies

- ✓ Investigate traffic management approaches along Lexington Avenue to help reduce vehicular speeds in close proximity to Hawthorne Elementary School. In particular, the intersections of: Powers-East Washington-Lexington Avenues, North Fair Oaks and Lexington Avenues, and Mayfair and Lexington Avenues.
- ✓ Investigate improved pedestrian crossings at North Stoughton Road and Anderson Street; North Stoughton Road and East Washington Avenue; and North Stoughton Road and Lexington Avenue.

- ✓ Develop strategies to reduce vehicular speed on East Washington Avenue, Wright Street (from East Washington Avenue to Anderson Street), North Fair Oaks Avenue, Lexington Avenue, MacArthur Road, and Mendota Street.
- ✓ Enforce traffic regulations throughout the neighborhood, particularly red signal violations at North Fair Oaks Avenue - Wright Street intersection.

NEIGHBORHOOD PLAN RECOMMENDATIONS

HAWTHORNE ELEMENTARY SCHOOL PLAN RECOMMENDATIONS

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Improve access to the school building during off-hours for neighborhood residents of all ages. Explore offering MATC evening classes and MSCR recreational activities during the evenings and weekends at Hawthorne Elementary School.	Neighborhood residents view the school building and grounds as an asset to the community. Offering activities during non-school hours would help strengthen the tie to the school and building stronger ties amongst neighbors. Continue to provide input on the expansion of the school building to accommodate school-neighborhood partnership.	Hawthorne Elementary School Principal, in conjunction with Community Learning Center Coordinator. Major Stakeholders: PTO	<ol style="list-style-type: none"> 1. Develop priority list of educational, social, and recreational activities. 2. Setup meeting with Community Learning Coordinator to review priority list. 3. Assist Community Learning Coordinator in the recruitment of volunteers, solicitation of funding and other necessary steps. 	1
Determine if Hawthorne Elementary School Grounds could be transferred to the City for development of a City Park. To increase the amount of open space in a park-deficient area of the neighborhood, acquire and relocate one or more of the single-family homes on the 3400 block of Lexington Avenue in the event that they become available. Relocate the dwelling unit(s) to an appropriate residential lot within the neighborhood.	<p>Transfer of ownership from Madison Metropolitan School District to the City of Madison, Parks Division, would provide the opportunity to develop the existing open space into a recreational venue for school and community use. Playground equipment, pedestrian dark-sky lighting, tree and shrub landscaping, and a gazebo are a few amenities to consider for the site.</p> <p>The relocation of the single-family home(s) would provide the opportunity to increase the amount of open space in the park deficient area of the neighborhood. The land resulting from relocation would create an opportunity for the development of a larger City park, as well as improved access to it along Lexington Avenue.</p>	<p>Parks Division, in conjunction with Madison Metropolitan School District.</p> <p>Major Stakeholders:</p>	<ol style="list-style-type: none"> 1. Setup a meeting between MMSD, City of Madison Parks Division, Earthgrains Bakery, and neighborhood leaders. 2. Discuss long-term plans with property owners and other affected parties. 3. If deemed feasible, request MMSD and City of Madison Parks Division to sign long-term agreement. 4. Develop master plan for school grounds and other open space. 5. Determine funding sources to implement the approved master plan. 	2
Develop a master plan for Hawthorne Elementary School and grounds.	A master plan for the building and grounds would provide the blueprint for future funding requests to enhance the aesthetics of the building and its grounds. The community and other stakeholders will undertake a fund raising effort for the purchase of trees, shrubs, flower, signage and public art pieces that would emphasize the importance of the school to the community.	<p>MMSD, in conjunction with City of Madison Parks Division and Department of Planning & Development</p> <p>Major Stakeholders:</p>	<ol style="list-style-type: none"> 1. Setup meeting with MMSD to determine steps to develop a master plan for school ground, including the future plans for the development of city-owned park. 2. Employee architecture to work with community in developing a master plan for the building and school grounds. 	3

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Renovate the Hawthorne Elementary School parking lot on Lexington Avenue to create a U-shaped bus drop-off driveway.	School buses drop-off students on the curb of Lexington Avenue since the parking lot driveway does not accommodate a turnaround lane. By redesigning the parking lot, a U-shaped driveway will allow for vehicle and bus turnaround radius. This new design will allow for safer drop-off of children on school property.	Madison Metropolitan School District Major Stakeholders:	1. Setup a meeting with MMSD Facilities Director to discuss design proposals. 2. Advocate for parking lot improvements as part of school expansion project.	4
Explore a land trade between Hawthorne Elementary School and Earthgrains (formerly Gardner) Bakery along the northern property lot line (see Map 5).	A land transfer would provide: 1) additional usable open space for the school; 2) a buffer strip with better landscaping separating the school and commercial use; 3) more efficient use of northern school parking lot; and 4) possibility a new egress route for Earthgrains distribution trucks onto East Washington Avenue.	Madison Metropolitan School District. Major Stakeholders:	1. Setup a meeting between MMSD, Earthgrains Bakery, and appropriate city agencies to discuss long-term plans for both properties.	5
Redesign the Hawthorne Elementary School main entrance on Concord Avenue by constructing a circular driveway. As part of the reconfiguration, improve the appearance of the main entrance to the school by improved landscaping and signage.	A circular driveway design would allow safer pick-up and drop-offs at this entrance. The major advantage of this design would be the elimination of vehicles dropping off children and then backing up to exit the driveway.	Madison Metropolitan School District Major Stakeholders:	1. Setup a meeting with MMSD Facilities Director to discuss design proposals. 2. Advocate for driveway and landscaping improvements as part of school expansion project.	6

PARKS AND OPEN SPACE PLAN RECOMMENDATIONS

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Preserve the natural area in the southern portion of the Dane County Regional Airport owned site for the enjoyment of the residents and as a buffer to potential new development.	An undeveloped parcel of approximately 15.0 acres owned by the Dane County Regional Airport is located on the southwest corner of Highway 51 and Anderson Street. The neighborhood has become accustomed to the open space this area provides to its nearby neighbors. With the potential of development of the property to commercial uses, it is important to residents to preserve the southern portion of the property in its natural state.	Dane County Regional Airport	1. Setup meeting with Planning Unit to discuss the importance of the buffer strip to nearby residents.2. Setup meeting with Dane County Regional Airport, Manager to discuss the importance of the buffer strip to nearby residents.	1
Acquire the Voit Property, south of Highway 30, for future active and passive recreational lands.	Just south of Highway 30 lies a 63-acre undeveloped parcel of land located in the town of Blooming Grove. Although the Voit property is not located within the neighborhood planning boundaries its eventual acquisition and future development into parkland would benefit the Carpenter-Ridgeway-Hawthorne-Sycamore-Truax Neighborhood.	Property owners	1. Setup meeting with property owners to discuss future plans for their property.2. Investigate potential parties that would acquire the parcel in the event it is for sale.	2
Redesign Hawthorne Elementary School grounds to function as a town square, drawing neighborhood residents together for neighborhood cultural and recreational activities.	Hawthorne Elementary School is centrally located within the neighborhood. The neighborhood views the school and school grounds as a potential focal point for the community. Improving accessibility to the school building and physical improvements to the school grounds would make the physical infrastructure more appealing for all neighbors.	Madison Metropolitan School District, in conjunction with the Parks Division	1. Setup a meeting with MMSD Superintendent and Facilities Manager. 2. Brainstorm strategies on how to develop and fund a master plan for the school grounds. 3. Setup meeting with MMSD Superintendent and Parks Division Director to pursue development of a city-owned park on the school grounds.	3

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Continue to preserve the MATC natural area for the enjoyment of MATC students, neighborhood residents, and others that appreciate its value.	Madison Area Technical College has a long-term lease with the Dane County Regional Airport for the use of the athletic fields, tennis courts, basketball courts, and natural areas that are located to the south of Anderson Street. The 14.6 acres of grassland, wetland, and wooded areas are highly valued by area residents.	Neighborhood Association	1. Acknowledge Dane County Regional Airport and MATC efforts in preserving the natural area.	4
Enhance recreational activities for Carpenter-Hawthorne-Ridgeway-Sycamore-Truax residents by improving Brigham and Mayfair Parks and providing other outdoor recreational opportunities.	Neighbors regularly complain that access to the park is unsafe for children due to the speed of the traffic as it approaches the wide-angle turn between Mendota Street and Sycamore Avenue. With the potential of extending Parkside Drive south to Sycamore Avenue, the neighborhood would like to have the street designed in a manner that helps preserve the neighborhood integrity, enhance pedestrian safety, and increase Mayfair Park acreage.	Parks Division	1. Submit capital budget requests for park improvements to the Madison Park Commission.	5
Preserve the wetland and open space lands at the northeastern and southeastern corner of the intersection of North Stoughton Road and Commercial Avenue by sensitively planning the Parkside Drive extension.	Neighborhood residents use this unofficial natural area for passive recreation. In an effort to preserve the natural area, neighborhood residents would like to have no or limited future development in area, with exception of the Parkside Drive extension.	Property Owners	1. Contact property owners (State of Wisconsin Department of Transportation and Madison Gas & Electric) and encourage them to preserve the wetland and open space areas.	6
Encourage the development of community gardens and off leash dog areas within the neighborhood.	Whenever the opportunity arises, the community should have open discussion on the appropriateness of the uses to be placed in existing or newly developed park areas.	Neighborhood Association, in conjunction with Parks Division	1. Establish a neighborhood association subcommittee with the role of identifying potential locations for such activities.	7

EAST WASHINGTON CORRIDOR PLAN RECOMMENDATIONS

Site	Existing/Proposed Land Use Map Designation	Existing Land Uses	Existing Zoning/Proposed Zoning	Concept Development	Proposed Recommendations	Planned Public-Private Investment 2000-2005
Site A: 3100 block of East Washington Avenue (see Map 8)	Existing: Cc Proposed: Cc	Hair styling, health services, day care center, leather works, tattoo parlor, auto supplies, building improvement services, and a hotel	Existing: C3 Proposed: C3	Assemble properties to facilitate a large redevelopment project. Construct new building(s) closer to the street edge by relocating the frontage road to the rear of the existing properties.	<p>Assemblage of properties and construction of architecturally significant building(s) to the street edge of East Washington Avenue.</p> <p>Relocate frontage road to the rear of new building(s) with access to Rethke or Commercial Avenues.</p> <p>Improve landscaping along the east side of Highway 30 between East Washington Avenue and North Fair Oaks Avenue.</p>	<p>Realignment of Highway 30 interchange to an expanded partial cloverleaf design.</p> <p>Reconstruction of Highway 30 bridge to accommodate pedestrian/bicyclist movement (2005).</p>
Site A1: 3200 block of East Washington Avenue and adjacent properties (see Map 8)	Existing: Cc/RLM-S Proposed: Cc-x/RLM	Chiropractic office, auto repair shop, vacant lot, single family house	Existing: C2 Proposed: C2 and R4 or PUD	Promote mixed-use development at the corner of East Washington and Pinecrest Avenues. Additional rental housing on this site and along Pinecrest Avenue would provide rental-housing opportunities.	<p>Construct mixed-use or multi-family building of similar architecture style on the corner of East Washington and Pinecrest Avenues. Orientation of mixed-use building should be fronting East Washington Avenue.</p> <p>Construction of multifamily units (4 units) on the rear portion of 3213 East Washington Avenue and 722 Pinecrest Avenue.</p> <p>Development of commercial uses on the underutilized parcels of 707-711 Rethke Avenue.</p>	<p>Reconstruction of East Washington Avenue (2005).</p>
Site B: 3200 block of East Washington Avenue (see Map 9)	Existing: Cc Proposed: SI	Center of Worship, child care center	Existing: R2 Proposed: R2	Retention of a center of worship and community based service within the neighborhood.	<p>Construction of multipurpose building for Bethesda Christian Fellowship Church youth and adult programs on the western property line.</p> <p>Demolition or relocation of Bethesda Christian Fellowship Church child care center to accommodate parking expansion.</p> <p>Improve landscaping along the 820-826 Powers Avenue to screen parking lot and improve aesthetics.</p> <p>Improve intersection of Powers-Lexington Avenue to reduce speeding.</p>	<p>Reconstruction of East Washington Avenue (2005).</p> <p>Construction of multipurpose building (gym) in 200_.</p>

Site	Existing/Proposed Land Use Map Designation	Existing Land Uses	Existing Zoning/Proposed Zoning	Concept Development	Proposed Recommendations	Planned Public-Private Investment 2000-2005
Site C: 3300 block of East Washington Avenue (south side) (see Map 10)	Existing: Cc Proposed: CN	Muffler shop, convenience store.	Existing: C2 Proposed: PUD	Development of a neighborhood-oriented shopping node.	Construction of an architecturally unified, mixed-use commercial/residential development.	Reconstruction of East Washington Avenue (2005). Private developer interested in redeveloping site within the next five years.
Site C1: 3300 block of East Washington Avenue (north side) (see Map 11)	Existing: RLM-x Proposed: RM/RLM	Financial institution, single family homes, vacant property	Existing: R2, R4, C1 Proposed: R4	Provide variety of new housing options.	Construction of multi-family housing along East Washington, condominiums along Ridgeway and Quincy Avenue extended, and affordable housing on the corner of East Washington Avenue and Wright Street.	Extension of Carpenter Street to Wright Street (2001). Private developer interested in redeveloping site within the next ten years.
Site D: 3500 block of East Washington Avenue (south side) (see Map 12)	Existing: Cc, RLM-S Proposed: Cc	Restaurant, offices, bowling alley, motel, former fabric shop.	Existing: C2 Proposed: C2	Development of a prestigious, landmark entrance to the neighborhood. Variety of community- and neighborhood-oriented businesses. Easy access for pedestrians from nearby neighborhoods.	Construction of new landmark office building at the corner of East Washington Avenue and Highway 51. Extension of Schmedeman Avenue into the shopping center. Reconfiguration of parking lot design with improved landscaping. Creation of two or more outlots for future commercial buildings.	Reconstruction of East Washington Avenue (2005).

Site	Existing/Proposed Land Use Map Designation	Existing Land Uses	Existing Zoning/Proposed Zoning	Concept Development	Proposed Recommendations	Planned Public-Private Investment 2000-2005
Site D1: 3500 block of East Washington Avenue (north side) (see Map 12)	Existing: RLM- Proposed:RMH	Adult entertainment club, automobile sales, automobile garage, radiator service single family and two unit structures	Existing: C3/R4 Proposed: R4		Construction of 2-3-story multi-family housing with setback of 15-25 ft. Topography of site makes underground parking feasible. Rezoning of 3354-3386 East Washington Avenue from C3 to R5 to allow for multi-family development.	Reconstruction of East Washington Avenue (2005).
Site E: 3551 Anderson Street (see Map 13)	Existing: Cc Proposed: Cc	Vacant	Existing: C2 Proposed: C2	Development of a small-scale office/retail park that has strong ties with MATC. Since this particular parcel is on a major gateway to Madison, the landscaping along North Stoughton Road should be extremely attractive. A natural, green space should be preserved/developed on the southern portion of the site to buffer the commercial from the residential neighborhood.	Construction of small-scale office/retail buildings oriented toward Anderson Street and Stoughton Road. Parking lots oriented toward the interior of the site with attractive building and parking lot landscaping will enhance the appearance of the development site. Attractive, abundant landscaping along North Stoughton Road. Creation of buffer strip along the western property line and preservation of the natural area on the southern portion of the site would serve as a buffer between the residential and the proposed commercial uses in the neighborhood. Improved pedestrian crossing at Anderson Street and Stoughton Road and installation of sidewalks and on-street bike lanes on Anderson Street would improve pedestrian movement of MATC students and neighbors.	

TRANSPORTATION CORRIDORS: PLAN RECOMMENDATIONS

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Construct Highway 51 underpass at East Washington Avenue and North Stoughton Road intersection.	The East Washington Avenue-North Stoughton Road intersection is the fifth dangerous intersection in Madison (1999). There are nine lanes of traffic that a pedestrian would need to cross at this location. An underpass would help facilitate safe pedestrian crossing and divert traffic northbound/southbound off of East Washington intersection.	State of Wisconsin Department of Transportation	<ol style="list-style-type: none"> 1. Setup a meeting with District Alderperson, East Isthmus Neighborhoods Planning Council, and respective neighborhood associations to strategize the steps to implement recommendation. 2. Setup a meeting with Director of Public Works to discuss steps to implement recommendation. 	1
Design the East Washington Avenue bridge over Highway 30 interchange to complement the urban setting.	The architectural design of the bridge is important for the overall appearance of East Washington Avenue and adjacent neighborhoods. The bridge design should reflect an urban environment that has prominent architectural features, such as pillars and pedestrian lighting, similar to the newly reconstructed bridge over the Yahara River.	Department of Transportation and Public Works	<ol style="list-style-type: none"> 1. Prepare advocacy letter to Director of Public Works. 2. Request neighborhood input and review of bridge design as part of the East Washington Avenue Design phase. 	2
Enhance the appearance of public and private properties by improving the streetscape, landscaping, and building facades along East Washington Avenue.	The reconstruction of East Washington Avenue is an opportunity to improve the appearance of public and private properties. Planting of trees, shrubs and flower islands and installation of trash cans and benches would improve the appearance of the street right-of-way. Improvements to building facades, parking lots, and the interface between the sidewalk and parking lots would enhance the overall appearance of the East Washington Avenue corridor.	Department of Transportation and Public Works	<ol style="list-style-type: none"> 1. Prepare advocacy letter to Wisconsin Department of Transportation and City of Madison Director of Public Works. 2. Request neighborhood input and review in the design phase of the East Washington Avenue reconstruction project. 	3
Extend MacArthur Road to Lien Road (running parallel to East Washington Avenue directly behind existing businesses) to improve vehicular circulation and pedestrian movement.	The extension of a public or private street would reduce vehicular traffic in the Sycamore-MacArthur Neighborhood.	Department of Transportation and Public Works	<ol style="list-style-type: none"> 1. Setup meeting with affected properties owners to further discuss a street extension. 	4

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Construct East Branch of Starkweather Creek Bicycle Path.	The construction of a bicycle path along the East Branch of Starkweather Creek, starting at Olbrich Park & Botanical Gardens, continuing to the East Towne area and under I-90 to the far east neighborhoods would better connect the neighborhood to the east side of Madison.	Traffic Engineering Division	1. Setup meeting with City of Madison Pedestrian and Bicycle Coordinator to discuss possible strategies.	5
Extension of Parkside Drive southerly in a manner that expands Mayfair Park.	The planned extension of Parkside Drive could enhance the Sycamore-MacArthur Neighborhood by extending the roadway in such a manner to expand Mayfair Park.	Department of Transportation and Public Works, in conjunction with Parks Division	1. Setup meeting with District Alderperson, Public Works Director, and Parks Supervisor to discuss planned extension.	6
Construct West Branch of Starkweather Creek Bicycle Path.	The extension of the West Branch Starkweather Creek Bicycle Path to the south across Aberg Avenue would better connect the neighborhood to the near east side of Madison.	Traffic Engineering Division	1. Setup meeting with District Alderperson, Public Works Director, and Parks Supervisor to discuss planned extension.	7
Reconstruct Anderson Street, between Wright Street and North Stoughton Road, to accommodate sidewalks and bicycle lanes.	High pedestrian traffic, primarily MATC students, uses this street segment. A bicycle lane from Wright Street to Reindahl Park (approximately 2 blocks) would complete a connection of the West Branch Starkweather Creek Bicycle Path.	Public Works Department	1. Setup meeting with District Alderperson, Public Works Director, and Traffic Engineering Staff.	8
Install sidewalks on the 3500-3800 blocks of Lexington Avenue, 900-1000 blocks of Carpenter Street, and 600-800 blocks of Mayfair Avenue.	Installation of sidewalks would improve pedestrian safety in this highly traveled locations.	Engineering	1. Meet with affected properties owners to discuss their willingness to pay for sidewalk installation.	9

TRAFFIC MANAGEMENT AND PEDESTRIAN SAFETY: PLAN RECOMMENDATIONS

Recommendation	Rationale	Lead Implementation	Initial Neighborhood Implementation Steps	Priority
Investigate improved pedestrian crossings at the intersection of North Stoughton Road and East Washington Avenue, Lexington Avenue, and Anderson Street.	There are three major intersections within the neighborhood that pedestrians and bicyclists have difficulty crossing. Improvements, such as walk signals, sidewalks, and other safety devices would improve the situation.	Traffic Engineering Division	1. Setup meeting with staff from Department of Transportation and Public Works.	1
Investigate traffic management approaches along Lexington Avenue to help reduce vehicular speeds in close proximity to Hawthorne Elementary School. In particular, the intersections of Powers-East Washington-Lexington Avenues, North Fair Oaks and Lexington Avenues, and Mayfair and Lexington Avenues.	Many children walk along Lexington Avenue on their way to or from Hawthorne Elementary School. Motor vehicles and trucks travel at speeds higher than the posted speed limit.	Traffic Engineering Division	1. Setup meeting with affected properties owners. 2. Invite Traffic Engineering Staff to meeting to discuss traffic management strategies.	2
Develop strategies to reduce vehicular speed on East Washington Avenue, Wright Street (from East Washington Avenue to Anderson Street), North Fair Oaks Avenue, Lexington Avenue, MacArthur Road, and Mendota Street.	Many motorists travel at speeds higher than the posted speed limits. To improve pedestrian safety within the neighborhood, current and new strategies need to be implemented to reduce speeds.	Traffic Engineering Division	1. Setup meeting with staff from Police Department and Traffic Engineering Division. 2. Identify neighborhood-based projects to help reduce vehicular speed. If appropriate, submit proposal to Safe Communities Coalition for safety and prevention projects.	3
Enforce traffic regulations throughout the neighborhood, particularly red signal violations at North Fair Oaks Avenue -Wright Street intersection.	Children from the Truax Apartments walk to school along Wright Street and cross at the East Washington-North Fair Oaks intersection.	Police Department, in conjunction with Traffic Engineering Division	1. Setup meeting with staff from Police Department and Traffic Engineering Division	4

IMPLEMENTATION OF THE CARPENTER-HAWTHORNE- RIDGEWAY-SYCAMORE-TRUAX PLAN RECOMMENDATIONS

The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Steering Committee has solicited support for the plan recommendations through a variety of methods, such as a neighborhood inventory, newsletter articles, face-to-face interviews, and general public meetings. The major role that the neighborhood will play is the implementation of the plan recommendations. There are three major steps for plan implementation:

- ✓ Adoption of the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Plan by the Madison Common Council. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Plan was introduced April 3, 2001, to the Common Council for adoption. During the adoption process, nine City Boards and Commissions reviewed the plan recommendations for approval. Attached to this neighborhood plan is a Common Council resolution that designates the lead City agencies and departments to implement the plan recommendations (see page ____). Inclusion of neighborhood improvement projects in the capital or operating budgets, work plans, or other sources of funding from State or Federal governments are possible ways to implement plan recommendations.
- ✓ Monitoring of plan recommendations by alderpersons and neighborhood associations. As part of the adoption process, the Department of Planning and Development (Planning Unit) will submit status reports to the Common Council on plan recommendation implementation. It will be important for the neighborhood to strategically campaign for plan

implementation. It is crucial that neighborhood associations develop a strategy for plan implementation. Governmental officials, City departments, and non-profit organizations must be strategically approached for funding during their annual budget cycles.

- ✓ As part of the planning process, the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax neighborhood will receive approximately \$167,000 in Community Development Block Grant (CDBG) funding over the next two years to implement eligible neighborhood improvement projects. The Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Steering Committee will work with various community-based organizations to carry out the neighborhood's top recommendations.

TOP PLAN RECOMMENDATIONS

Steering Committee members identified the top recommendations that would make the overall difference in the quality of their neighborhood. Below is a summary of the top six recommendations (no priority order).

1. Increase community use of Hawthorne Elementary School during weekday evenings and weekends.
2. Upgrade Hawthorne Elementary School grounds to visually improve the appearance of the school, redesign the ingress and egress points, and improve the recreational attractiveness (for school aged children and the community) of the school grounds.
3. Construct Highway 51 underpass at North Stoughton Road and East Washington Avenue.

4. Improve the pedestrian-bicycle crossing at North Stoughton Road and Lexington Avenue.
5. Encourage the redevelopment of the 3500 block of East Washington Avenue to a neighborhood-oriented shopping area.
6. Acquire the Voit Property, south of Highway 30, for future active and passive recreational lands.

CDBG FUNDING RECOMMENDATIONS

The top recommendations for CDBG funding include:

1. As part of the expansion project of Hawthorne Elementary School, construct a Community Room that would serve the uses of neighborhood-based groups within the neighborhood.
2. As an effort to improve the appearance of East Washington Avenue, install streetscape amenities on private and public property such as facade improvements, parking lot upgrades, and plantings in the street right-of-way.
3. Improve the usability of Hawthorne Elementary School grounds by installing walking paths, benches and picnic tables, and possibly a gazebo for community use.
4. Construct an outdoor storage facility for East Madison Community Center.
5. Design and install Neighborhood Signs at strategic locations throughout the neighborhood.

AGENDA # _____

Copy Mailed to Alderperson _____

City of Madison, Wisconsin

**A SUBSTITUTE
RESOLUTION**

Adopting the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Plan and recommendations contained in the Plan.

PRESENTED April 3, 2001
REFERRED Plan Commission;
Board of Public Works; CDA; CDBG Commission;
Parks Commission; Pedestrian, Bicycle and Motor
Vehicle Commission; Public Safety Review Board;
Urban Design Commission
REREFERRED _____

Drafted By: Jule Stroick, Department of Planning
and Development

Date: March 28, 2001

Fiscal Note: CDBG Commission has allocated
\$167,000 to implement eligible
projects recommended within the
Plan. Final authorization for CDBG
eligible projects and other future
projects must be approved by the
Common Council.

REPORTED BACK June 5, 2001

ADOPTED X POF _____
RULES SUSPENDED _____
PUBLIC HEARING _____

APPROVAL OF FISCAL NOTE IS NEEDED
BY THE COMPTROLLER'S OFFICE
Approved By _____

Comptroller's Office

Sponsors: Mayor Susan J.M. Bauman
Ald. Santiago Rosas, District 17

RESOLUTION NUMBER 58413
ID NUMBER 29304

WHEREAS the adopted Land Use Plan for the City of Madison recommends the development of neighborhood plans for older, built-up residential neighborhoods located in the City; and

WHEREAS the Community Development Block Grant (CDBG) Commission has designated the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood (Census Tract 25.98 and 26.01) as a CDBG Concentration Neighborhood for the purposes of providing planning assistance and funding for neighborhood improvements; and

WHEREAS the Steering Committee will present to the Common Council at a later date a set of higher priority projects to be assisted with the CDBG project funds; and

WHEREAS the Plan was prepared through the cooperative efforts of neighborhood residents with planning assistance provided through the Department of Planning and Development funded by the CDBG Commission; and

WHEREAS the Plan recommendations have been approved by the appropriate City boards and commissions and have received acceptance by the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax community; and

WHEREAS this is a mid-range plan where City Departments/Agencies are expected to work with property owners and the neighborhood to assist in the implementation of Plan recommendations over a ten-year time frame.

NOW, THEREFORE, BE IT RESOLVED that the Common Council does hereby adopt the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Plan as a supplement to the City's Land Use Plan and a part of the Master Plan for the City of Madison.

BE IT FURTHER RESOLVED that the following specific recommendations have been listed in priority order and organized according to the agency responsible to take the lead for implementation.

BE IT FURTHER RESOLVED that prior to the commencement of the annual budget process, the Department of Planning and Development will prepare a status report on the implementation of neighborhood plan recommendations and forward said status report to City agencies for consideration in establishing future agency work plans and budget submissions.

BE IT FURTHER RESOLVED that for those plan recommendations with capital budget implications, the Department will forward this information to the Capital Improvement Review Committee for their consideration as part of annual capital budget review process.

BE IT FINALLY RESOLVED that the appropriate City agencies be requested to consider assigning priority in future work plans to proceed with the implementation of the highest priority projects and activities in the Plan.

Community and Economic Development Unit

- Request Community and Economic Development Unit, in conjunction with area property owners, to explore the possibility of establishing a Tax Incremental Financing District along the 3300-3600 block of East Washington Avenue.
- Request Community & Economic Development Unit, in conjunction with Building Inspection, promote rehabilitation loan programs for exterior and interior improvements of residential structures in the neighborhood.

Community Development Block Grant

- Request Community Development Block Grant, in conjunction with Community Development Authority, to work with non-profit organizations to construct affordable housing within the neighborhood.

Engineering Division

- In an effort to improve pedestrian access across East Washington Avenue and Highway 51, request Engineering Division, in conjunction with Traffic Engineering Division, to discuss the short-term and long-term feasibility of a Highway 51 underpass for north-south bound traffic with Wisconsin Department of Transportation. Neighborhood support was extremely strong for an underpass to improve pedestrian access and safety across the East Washington Avenue-Highway 51 intersection. In an effort to facilitate the construction of the proposed Highway 51 underpass, request Engineering Division to explore relocating the ingress/egress access points for Walgreen's Drug Store on Highway 51 and the construction of a new connector street to Mendota Street (north of a potential off-ramp).

- As part of the East Washington Reconstruction Project, request the Engineering Division to implement the streetscape amenities recommended in the East Washington Transportation Corridor Study. In particular, neighborhood residents desire the Highway 30 bridge design to reflect an urban environment that has prominent architectural features.
- Request that Engineering Division, in conjunction with Traffic Engineering, consider construction of a new private or public east-west street running approximately midway between East Washington Avenue and Hoover Drive from MacArthur Road to Lien Road. The new east-west connector street would help serve the commercial enterprises, reduce vehicular traffic on East Washington Avenue, and provide sidewalks for pedestrians.
- Request that the Planning & Development Department, in conjunction with Engineering Division, discuss with property owners the possible extension of Schmiedeman Avenue into the shopping area located on the south side of the 3500-3600 blocks of East Washington Avenue.
- As part of East Washington Reconstruction project, request that the Engineering Division, in conjunction with Wisconsin Department of Transportation, explore providing additional landscaping along Highway 30 from North Fair Oaks Avenue to East Washington Avenue. Landscaping improvements will enhance the aesthetics of this gateway into Madison.
- Request Engineering Division, in conjunction with Traffic Engineering Division, to extend Parkside Drive in a configuration that would expand Mayfair Park. As part of the new configuration, construct a connector street from Mendota Street to Parkside Drive south of Goodwill Industries.
- Request Engineering Division to work with property owners to install sidewalks on the 900-1000 blocks of Carpenter Street, north side of the 3500-3800 blocks of Lexington Avenue, and eastside of the 600-800 blocks of Mayfair Avenue.
- Request that City Engineering, in conjunction with Traffic Engineering, explore the feasibility of a pedestrian/bike bridge at the intersection of East Washington Avenue and Highway 51.

Parks Division

- Request the Madison Metropolitan School District, in conjunction with Parks Division, to develop, a master plan for Hawthorne Elementary School playground, explore easement or acquisition agreements with Madison Metropolitan School District to insure that the Hawthorne Elementary School grounds will always be available for parkland; and consider acquiring the three single-family homes along the 3400 block of Lexington Avenue should they become available. Playground equipment, pedestrian dark-sky lighting, tree and shrub landscaping, and a gazebo are a few amenities that would enhance the school grounds for community use.
- In the event that the Voit property (north of Milwaukee Street between Soo Line Railroad and Corporate Drive) is purchased for future recreational purposes, request the Parks Division and/or Madison Metropolitan School District to explore the potential for joint acquisition and development of the property for environmental corridor, school district athletic fields, and other passive or active recreational activities for east side residents.
- In the event Mayfair Park is expanded with the proposed Parkside Drive extension, request that the Parks Division develop a master plan for Mayfair Park. As part of the master plan, explore the connection with the city-owned conservancy land to the east and privately owned wetlands to the south at the intersection of Highway 51 and Lexington Avenue extended.

- Request that the neighborhood association, in conjunction with Parks Division, to identify potential community garden sites and off-leash dog areas.

Planning Unit

- In an effort to increase multifamily housing options, request that the neighborhood association work with the Planning Unit to explore rezoning the north side of the 3500 block of East Washington Avenue from C2 (General Commercial) to R5 (Multifamily).
- In the event that the south side of the 3100 block of East Washington Avenue is redeveloped, request that the Planning Unit, in conjunction with Engineering Division, consider construction of new building closer to the street by eliminating the frontage road and providing alternative access to the site.
- In an effort to increase multifamily housing options, request that the neighborhood association work with the Planning Unit to explore rezoning the parcels on the corner of Pinecrest Drive from C2 (General Commercial) to R5 (Multifamily).
- In an effort to increase multifamily housing options, request that the neighborhood association work with the Planning Unit to explore rezoning the properties north of Mayfair Park to R2S (Single-Family), R4 (Up to 8 Residential Units), and R5 (Multifamily).
- Request that the Planning Unit prepare for Plan Commission consideration, an amendment to the City of Madison Land Use Plan Map that would reflect the land uses recommended for the key East Washington Corridor commercial and residential redevelopment sites identified in the neighborhood plan.

Police Department

- Request that the Madison Police Department to enforce traffic regulations throughout the neighborhood, particularly red signal violations at North Fair Oaks Avenue –Wright Street-East Washington Avenue intersection.
- Request that the Madison Police Department, in conjunction with Traffic Engineering and with the active involvement of neighborhood associations and interested citizens, to develop strategies to reduce vehicular speed on East Washington Avenue, Wright Street (from East Washington Avenue to Anderson Street), North Fair Oaks Avenue, Lexington Avenue, MacArthur Road, and Mendota Street.

Traffic Engineering

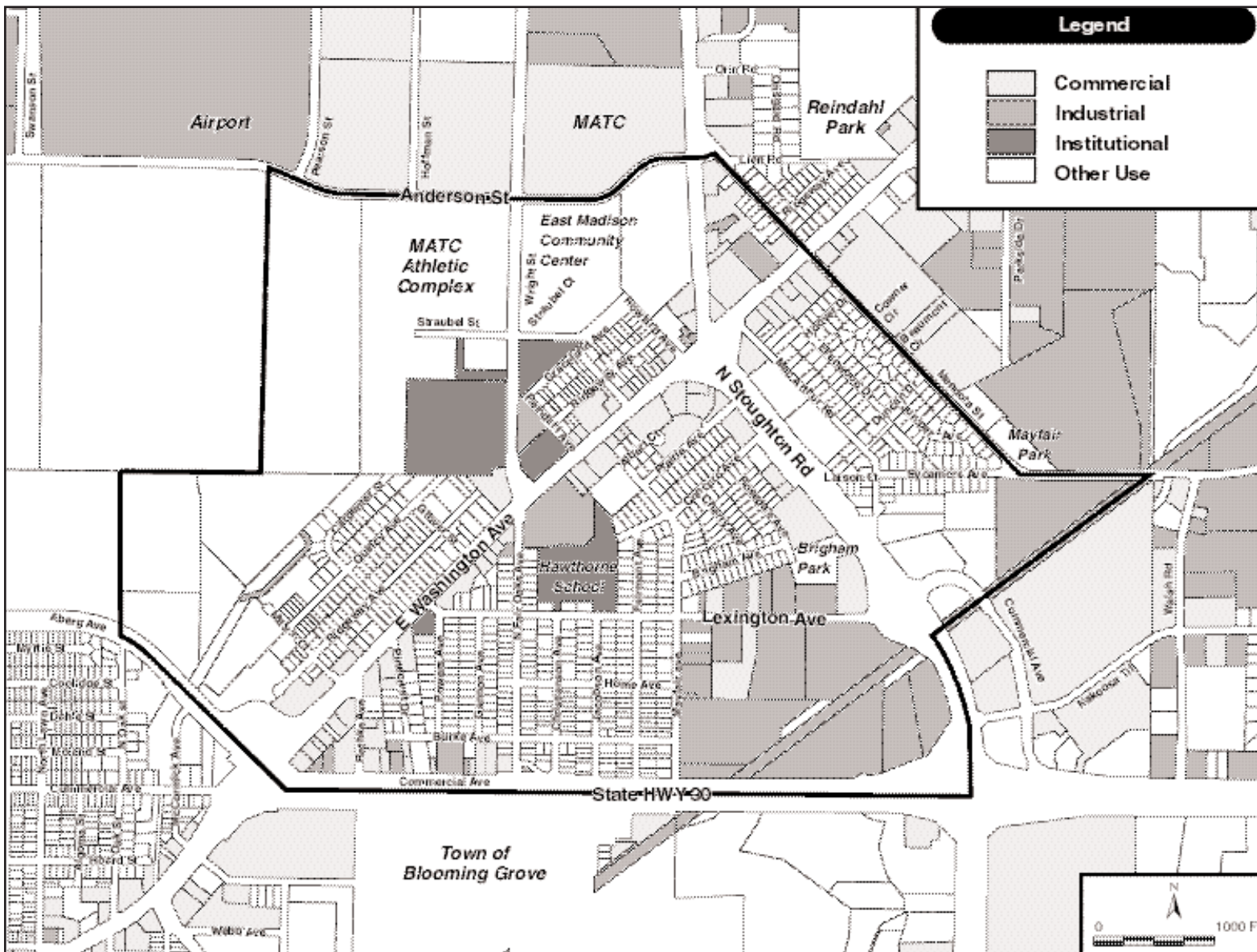
- Request Traffic Engineering Division, in conjunction with Engineering Division and Wisconsin Department of Transportation, to redesign the Highway 51-Anderson Street and Highway 51-Lexington Avenue intersection to improve pedestrian and bicycle safety.
- Request Traffic Engineering Division, in conjunction with the Parks Division, to explore development of a bicycle path along the east branch of Starkweather Creek (from Olbrich Gardens to East Towne area), west branch of Starkweather Creek (between Aberg Avenue and South Fair Oaks Avenue), and on-street bicycle path along Anderson Street (between Wright Street and Highway 51). Request Traffic Engineering Division, in conjunction with neighborhood residents, to develop traffic management plans for the intersection of East Washington Avenue-Powers Avenue-Lexington Avenue, N. Fair Oaks-Lexington Avenue, and Mayfair-Lexington Avenue.
- Request Traffic Engineering Division, in conjunction with the Wisconsin Department of Transportation, to explore reinstalling “no turn on red” sign for southbound traffic on Stoutson Road at the intersection of East Washington-Highway 51.

- Request Traffic Engineering Division to replace the existing school zone sign with a strong yellow green sign on Lexington Avenue to alert motorists to slow vehicular speed in the Hawthorne Elementary School area.

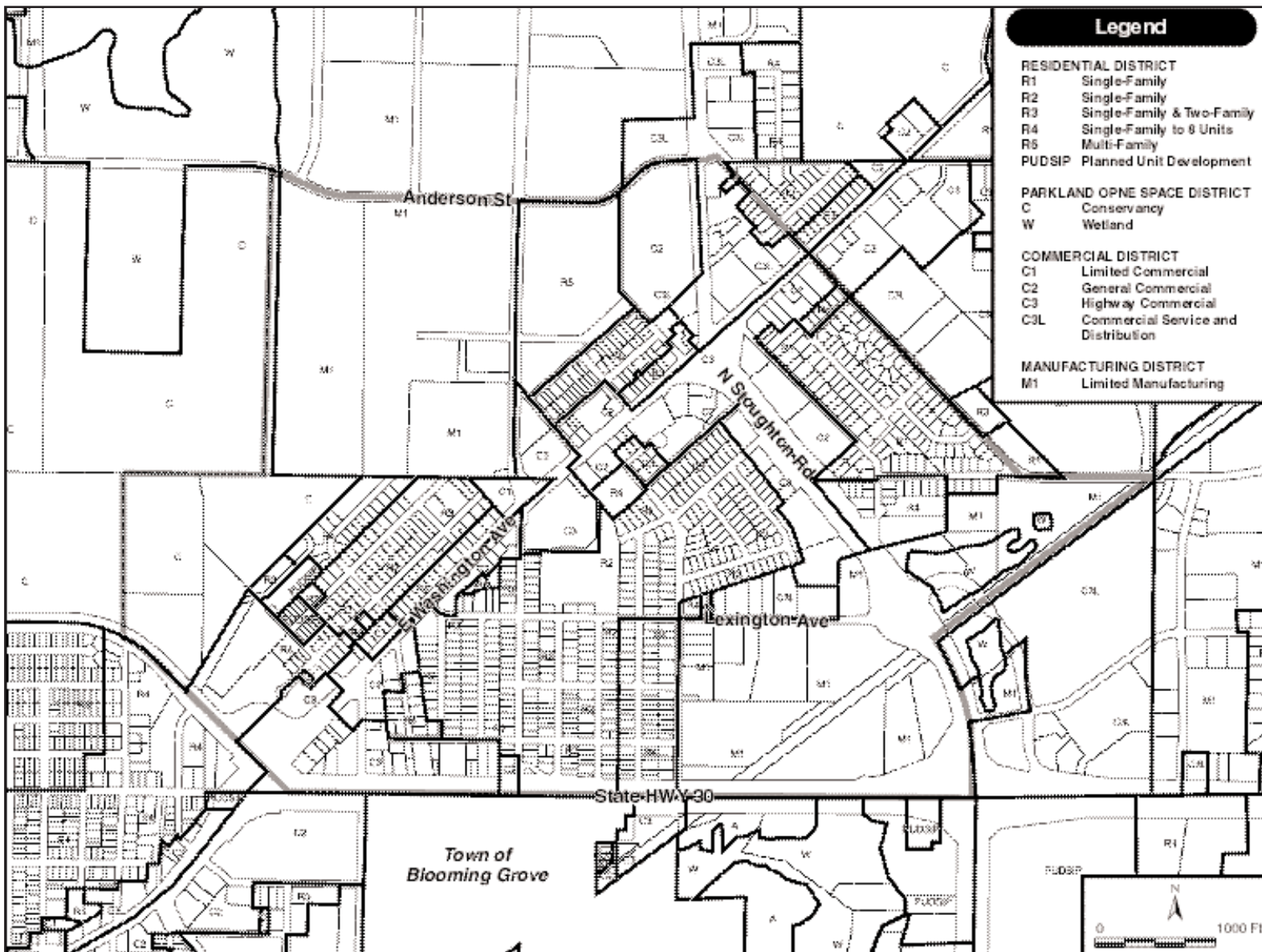
Urban Design Commission

- Request the Urban Design Commission to consider revising Urban Design Districts 4 and 5 (along East Washington Avenue) to include design criteria for commercial parcels that will enhance the gateway aesthetics of the corridor by: 1) supporting buildings of at least two stories in height, 2) encouraging new or remodeled buildings to have residential units or offices above first floor, 3) requiring a percentage of any new building to be built-up to the sidewalk edge, and 4) locating all new parking lots on the side or rear of buildings.

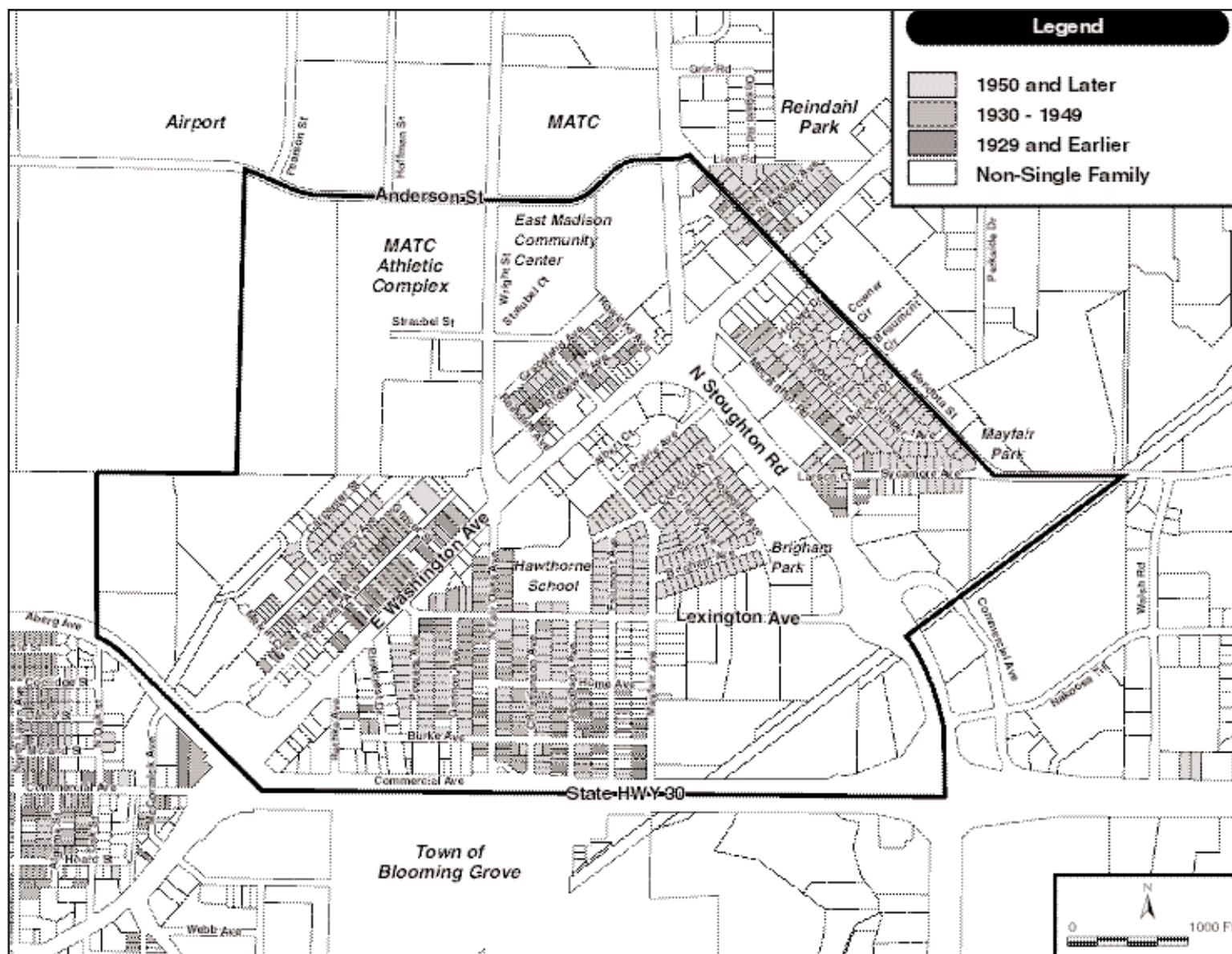
APPENDIX A



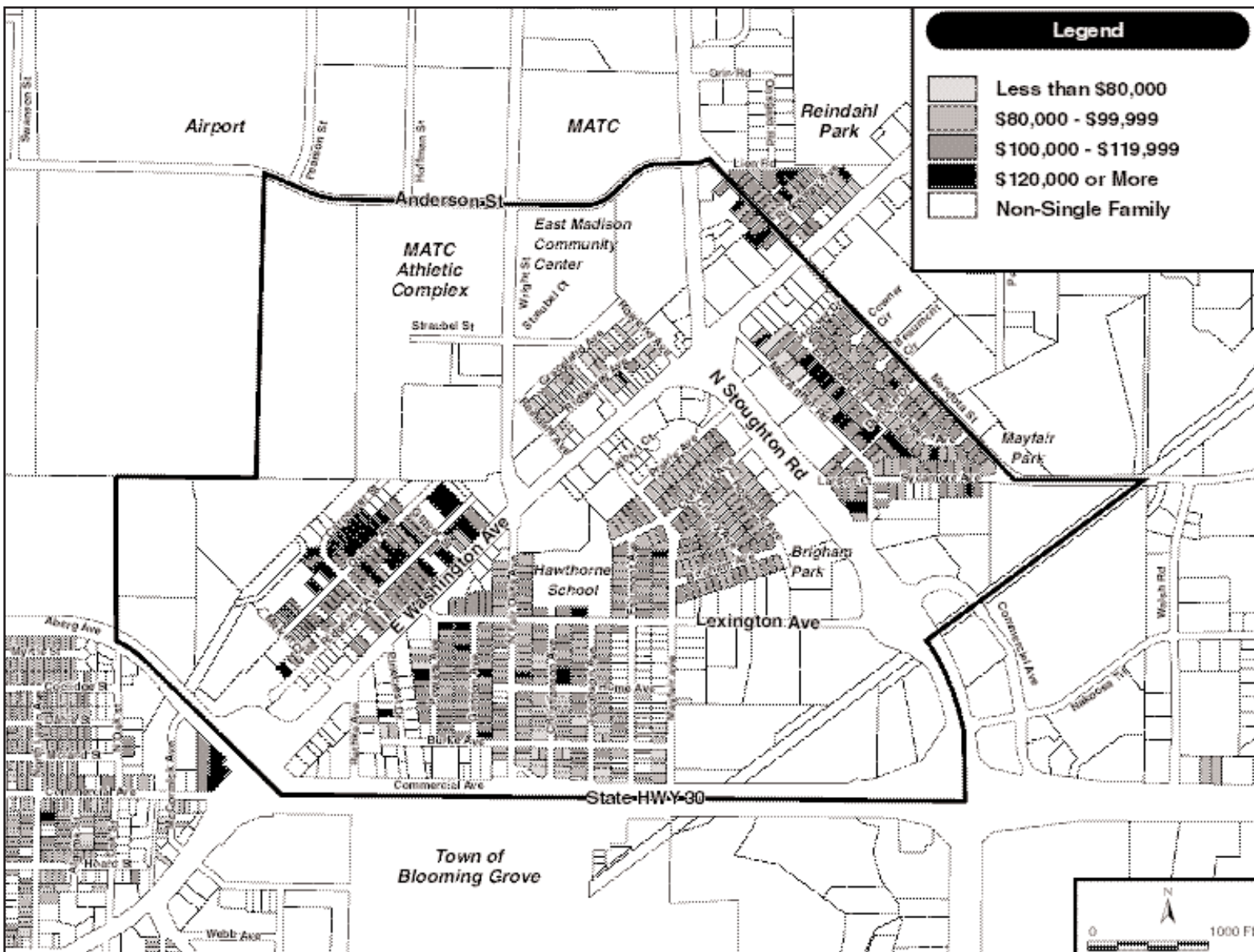
Map 18: Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Existing Land Use



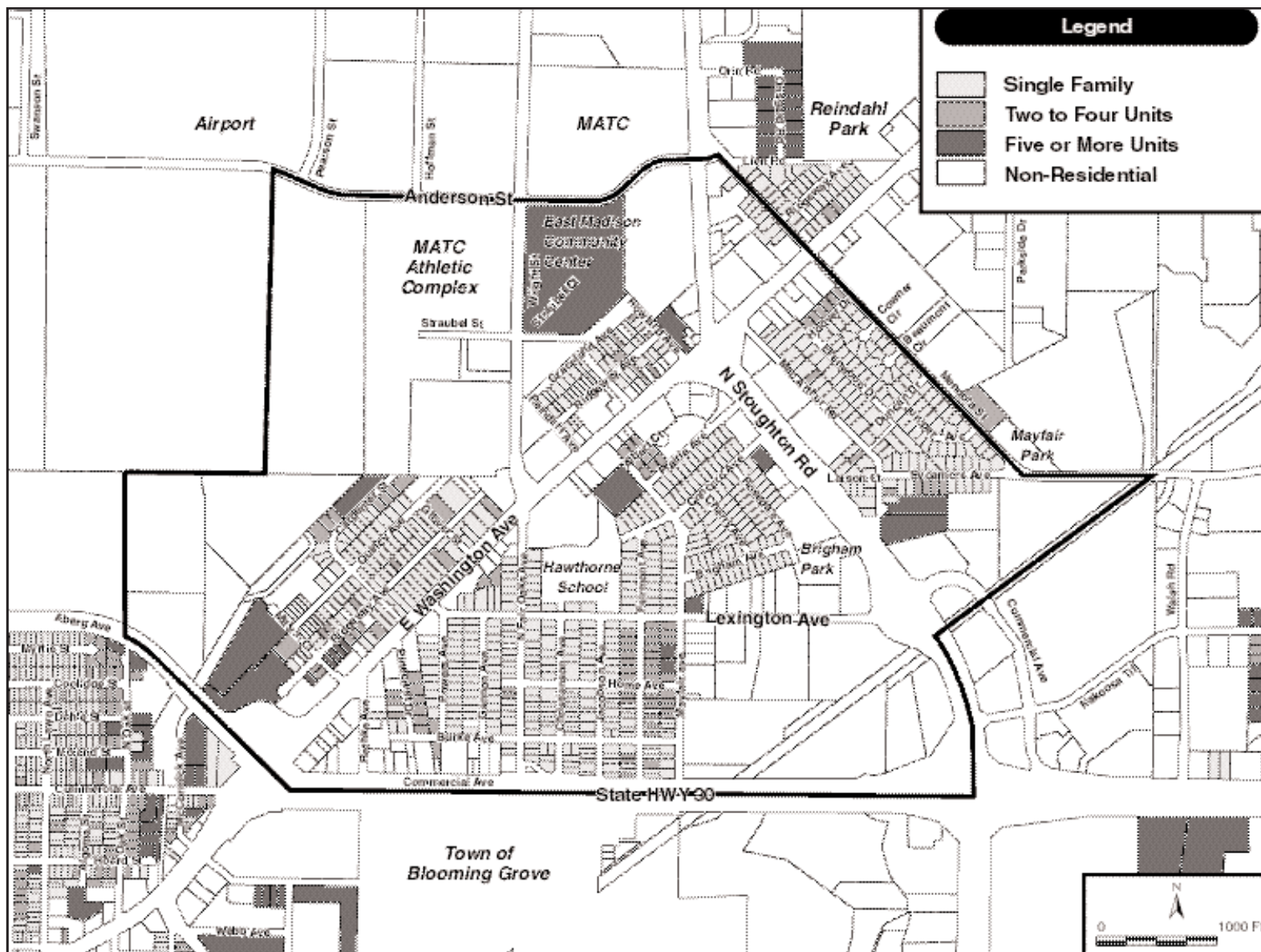
Map 19: Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Existing Zoning



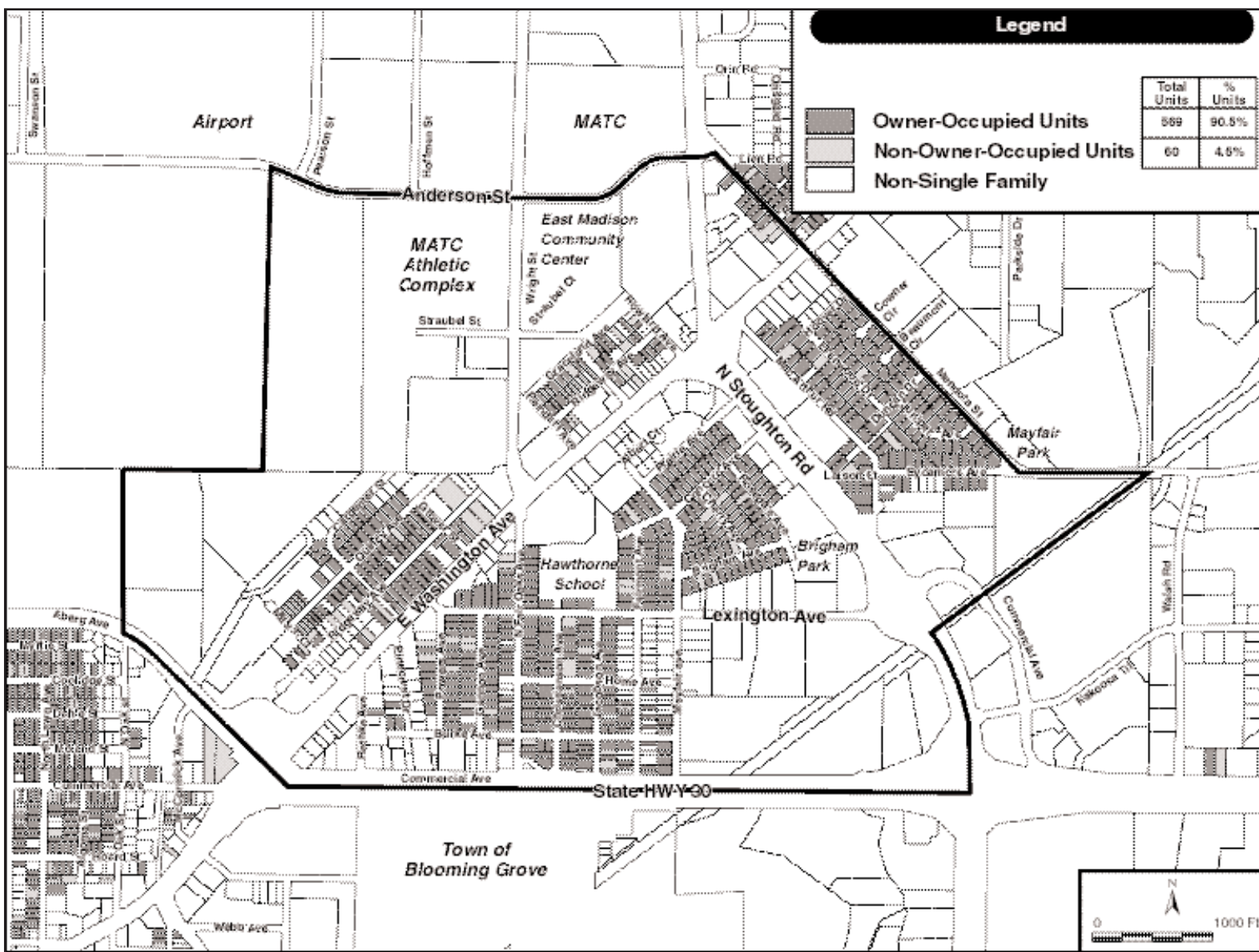
Map 20: Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Age of Housing Stock



Map 21: Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Single-Family Assessed Value



Map 22: Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Type of Structure



Map 23: Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Owner-Rental Occupied Housing Units



This project was supported by the City of Madison –
Department of Planning and Development, Planning Unit
and Community Development Block Grant funds from the
U.S. Department of Housing and Urban Development.

