



FIRST SETTLEMENT NEIGHBORHOOD

Madison's Oldest Residential and Commercial District

MASTER PLAN RECOMMENDATIONS AND IMPLEMENTATION STRATEGY

Prepared By
SCHREIBER/ANDERSON ASSOCIATES

Prepared For
THE FIRST SETTLEMENT NEIGHBORHOOD
AND
THE CITY OF MADISON

July 1995

Photo Credit: Main Street after Harry Truman Motorcade, Harold P. Harloff, November 1947

July 1995

Dear Reader:

Welcome to our neighborhood and yours - the First Settlement Neighborhood in Downtown Madison. Perhaps more than any other neighborhood, First Settlement represents what Madison was, what Madison is today, and what Madison can be tomorrow. It is indeed our city's first residential and commercial neighborhood. As such, it is imbued with a strong sense of history that must meld with the modern urban environment and accommodate the changes that are surely approaching.

It is pride in our neighborhood and a strong sense of community that motivate us to preserve that which is beautiful here, and to carefully plan for the future. Hopefully, it is your pride in our city and your genuine interest in preserving and nurturing an historic residential enclave that brings you to our neighborhood master plan. We are pleased to share it with you, and encourage your participation in translating words to deeds.

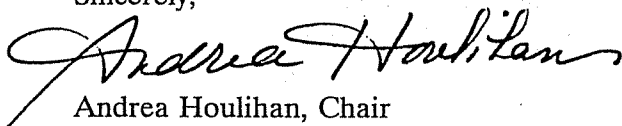
This plan represents a partnership between the residents of the First Settlement Neighborhood and the City of Madison which has developed over a decade. It also represents a commitment by a broad spectrum of citizens which grows a little more every day. It is a culmination and a beginning, and a challenge.

The First Settlement Neighborhood Planning Task Force began its work in February 1994. We are proud of the plan that has resulted, content in the knowledge that we have memorialized the will of the neighborhood in a dynamic document, and eager to begin the implementation phase with our friends and partners. We welcome your input and your energy in helping us to make the First Settlement Neighborhood all we know it can be for those of us who live here, work here, recreate here or simply pass through.

If you would like to make a financial contribution to our planning efforts or if you would like to assist us in implementing our plan, please contact me at (608)251-9540. If you would like a copy of the First Settlement Neighborhood Master Plan, please send your request along with a \$5.00 check payable to First Settlement Neighborhood Planning Task Force, c/o Andrea Houlihan, 112 S. Franklin St., Madison, WI 53703.

Thank you for your interest in our plan.

Sincerely,

A handwritten signature in black ink, reading "Andrea Houlihan". The signature is fluid and cursive, with the first name "Andrea" written in a larger, more prominent script than the last name "Houlihan".

Andrea Houlihan, Chair
First Settlement Neighborhood Planning Task Force

ACKNOWLEDGEMENTS

In August 1994, Schreiber/Anderson Associates, a local landscape architecture and planning firm, was hired by the First Settlement Neighborhood to prepare the First Settlement Neighborhood Master Plan. While Schreiber/Anderson Associates provided the professional expertise for this plan, we wish to acknowledge the other many supporters of the First Settlement Neighborhood whose commitment of time, energy, talent and money made this plan possible.

First of all, we wish to acknowledge the important partnership between the City of Madison and the First Settlement Neighborhood. The City of Madison Department of Planning and Development contributed \$6,250.00 to prepare this master plan, provided staff assistance to support the preparation of the master plan and provided valuable input throughout the planning process. Special thanks to Mayor Paul Soglin, George Austin, Director of Planning and Development and Brad Murphy, Director of the Planning Unit for their commitment to our neighborhood. Thanks also to Archie Nicolette, Planning Staff, for his participation and hard work on our planning task force.

Secondly, we wish to acknowledge the many individuals and groups from the neighborhood who made financial contributions to prepare this plan. Their contributions, ranging from \$25.00 to \$1,000.00 and totalling \$6,250.00, matched the city funding and demonstrated a major commitment by the neighborhood to the plan. Contributors included:

Canal Place Homeowner's Association
Capitol Neighborhoods
David Carman
Carol Crossan
Deborah Dantine
John Ehmann & Janet Piraino
Kathleen Falk
Don & Sandy Griffin
Andrea & Bill Houlihan
Mary Ellen Knutson
Jeffery Kuesel
Frederic Mohs
E. Edward Linville
Jerry Pasdo

Todd McGrath
Tom & Zoe Miron
Jayne Neuendorf
Dan O'Brien
Dennis Reynolds
St. Patrick's Congregation
Ruth & Bela Sandor
Nora Cate Schaeffer
Bert & Linda Stitt
Zane & Mary Williams
Wisconsin Manufacturer's & Commerce
Robert Worm
Marty Rifkin
Gary Tipler

Thirdly, we wish to acknowledge all those individuals who accepted our invitation to two public vision workshops. Their commitment of time and their valuable input insured that this plan reflects the needs and desires of the neighborhood. We wish to also thank Madison Gas and Electric for generously allowing us to hold our vision workshops at their offices and to Jim Montgomery, MG&E Facilities Manager, for making sure that our needs were anticipated and met. Thanks also to Cafe Europa and Ancora Coffee for providing soul warming coffee and delicious pastries which kept our creative juices flowing during these workshops.

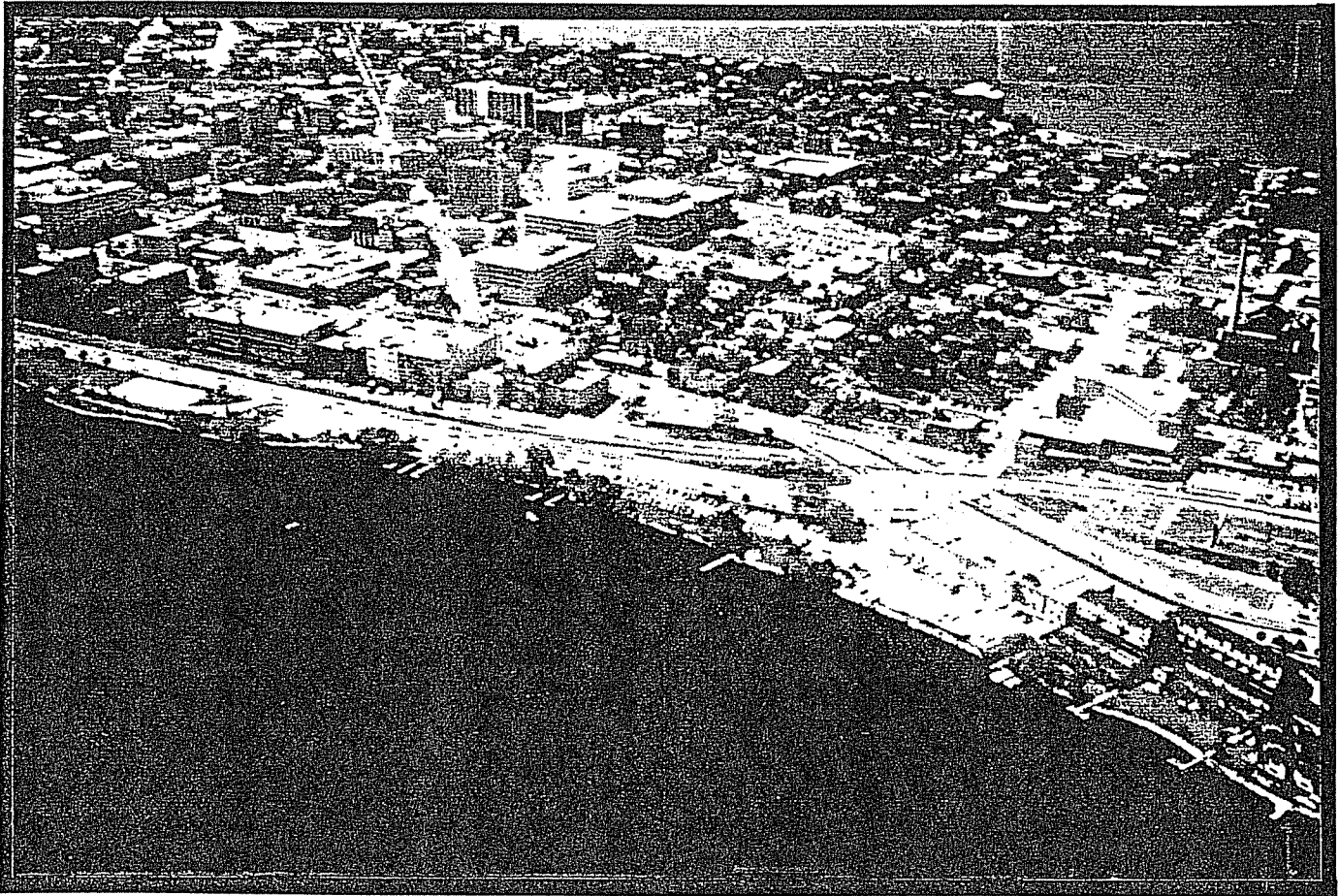
Finally, we wish to acknowledge the dedicated members of the First Settlement Neighborhood Planning Task Force who volunteered their time for over a year to insure successful completion of this master plan. Task Force members include Andrea Houlihan, Chair, Todd McGrath, Tom Miron, Bert Stitt, Nat Sample, Judith Guyot, Gary Tipler, Ed Linville, Carol Crossan, Archie Nicolette (City of Madison planning staff), and Tim Anderson (master planning consultant).

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Introduction



View of the First Settlement Neighborhood and Isthmus area. Lake Monona and Law Park are at the bottom of the photo. Lake Mendota and James Madison Park are at the top of photo. Photo credit: Archie Nicolette, 1989.

INTRODUCTION

This document provides a comprehensive master plan and implementation strategy for the physical redevelopment of the First Settlement Neighborhood. The master plan provides a short-term and long-term vision for the neighborhood. We have identified a 25-year planning horizon to coordinate with the Dane County Vision 2020 plan and the City of Madison's Isthmus 2020 plan. The First Settlement Neighborhood Planning Task Force has identified the area bordered by E. Washington Avenue on the north, Blount Street on the east, Lake Monona on the south and Pinckney Street on the west as the primary study area for the master plan (**Exhibit 1**).

Description of the Neighborhood

The First Settlement Neighborhood, geographically located in the southeast quadrant on the Capitol Square, is characterized by rising topography from Lake Monona to E. Washington Avenue and from Blair Street to the State Capitol with views to the State Capitol, Lake Monona and Lake Mendota. The area is defined by a variety of residential, commercial, institutional, industrial, recreational and transportation land uses. The neighborhood is Madison's oldest commercial and residential district with three designated historic districts: the Simeon Mills National Register Historic District, the E. Wilson Street National Register Historic District, and the locally designated Third Lake Ridge Historic District.

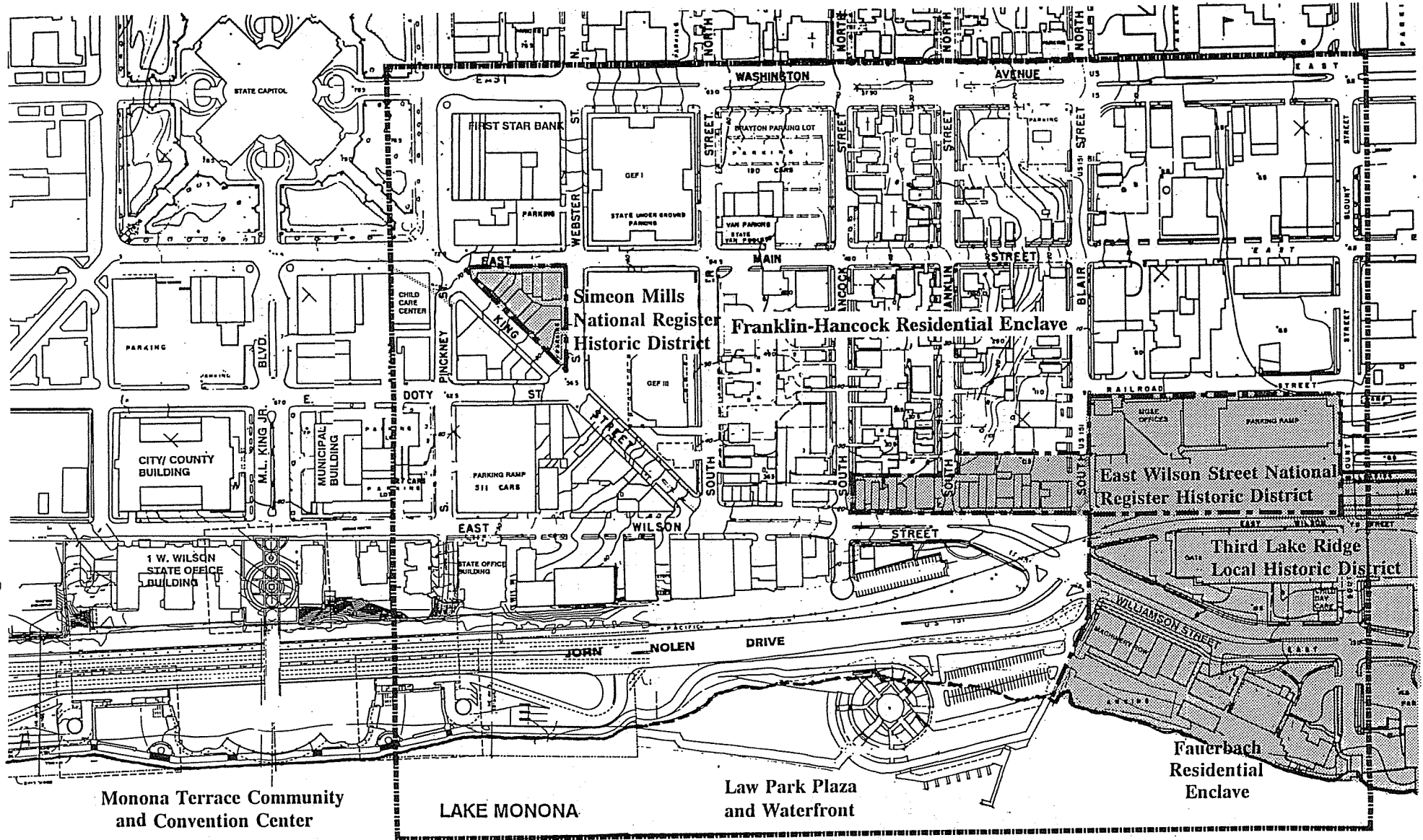
Two residential enclaves exist within the neighborhood. The Franklin-Hancock residential enclave bordered by Butler Street, Blair Street, E. Wilson Street, and E. Washington Avenue includes many historic homes that were part of Madison's earliest residential development. The Fauerbach Condominiums is a newer residential enclave located east of Blair Street on Lake Monona. The First Settlement residential district includes a combination of rental and owner occupied housing, single family and multi-family housing and a diversity of population and income levels.

The neighborhood is characterized by a mix of building scales and lot coverages. Larger development patterns include the state office building complex (GEF 1, GEF II and GEF III) on the west and the Madison Gas and Electric facility on the east. East Washington Avenue and the Lake Monona frontage of E. Wilson Street include larger scale commercial office and retail buildings such as Wisconsin Manufacturers and Commerce, Lake Terrace and Rubins. The Gateway Mall and Machinery Row, two mixed-use developments located near Blair Street, are key commercial land uses. Smaller scale commercial developments include the two to three story older buildings along E. Wilson Street, King Street, Main Street and Pinckney Street which are occupied by a variety of retail, entertainment and office uses. St. Patrick's Church is a key landmark that is located in the heart of the neighborhood. The neighborhood is also part of a regional and statewide visitor center which includes the State Capitol, the Monona Terrace Community and Convention Center and the proposed Law Park Plaza and waterfront.

The neighborhood, one of the major entrances to the downtown and the State Capitol, is bisected by a transportation network that includes a regional highway system, a regional bikeway system, transit corridors, key pedestrian routes and a proposed corridor for future light rail.

The neighborhood is located near the center of the downtown employment base and within the primary downtown development zone where growth is occurring at a more rapid pace than in other quadrants of the Capitol Square. The area is also likely to experience increased development stimulated by the construction of the Monona Terrace Community and Convention Center and the growth of Dane County that is projected at 100,000 new residents by the year 2020.

Old Market Place Neighborhood



Primary Study Area First Settlement Neighborhood Master Plan



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LANDMARK ARCHITECTS
LANDMARK ARCHITECTS

Marquette Neighborhood

Exhibit 1

Need For A Master Plan

The First Settlement Neighborhood, part of the Capitol Neighborhoods, was established at a workshop of residents, developers, property owners and city officials held on March 22, 1986 at Madison Gas and Electric. Over the past ten years, many positive changes have occurred to make the First Settlement Neighborhood a healthy and stable residential enclave in the heart of downtown Madison. Residential ownership opportunities have increased through the initiative of individuals who have renovated several properties into private residences and enlightened developers who have constructed high quality residential infill projects such as Canal Place and Hancock Court. Rehabilitation of multi-family residences has increased the availability of quality rental housing for the neighborhood. Rehabilitation and development of commercial properties has created new economic opportunities for the neighborhood and the downtown. Finally, a strong organization of neighborhood residents has insured that the First Settlement Neighborhood is a safe and attractive place to live and to conduct business.

Although much has been achieved over the past ten years, First Settlement residents recognize that the area is still fragile and vulnerable to outside influences. Residents understand that their neighborhood is affected by public and private development that is continuously occurring in the southeast quadrant of the Capitol square; that the Monona Terrace Community and Convention Center will stimulate increased development interest within the neighborhood; that the projected growth of Dane County may significantly increase the population of the Isthmus; that transportation and parking pressures will continue to increase within the neighborhood; and that current plans being developed by several public and private groups for the downtown will have a direct impact upon the First Settlement Neighborhood.

The First Settlement Neighborhood welcomes new residents to create the market for important retail services such as a grocery store, hardware store and pharmacy. They believe that higher density development should occur in the downtown to control peripheral growth and preserve the central city infrastructure and support services that are already available downtown. Finally, the First Settlement Neighborhood understands that the downtown is the heart of for the city and the region, and needs a strong and stable residential base to make it a 24 hour live-work activity center.

The First Settlement Neighborhood Task Force has developed this master plan to establish a comprehensive framework that considers all of these influences and needs. The purpose of this master plan is to guide public agencies, developers, businesses, property owners and others whose plans include the First Settlement Neighborhood.

Coordination With Other Plans

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

Public Involvement

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

Vision Workshop No. 1 (September 1994): Participants identified and prioritized neighborhood improvements in a four hour Saturday morning workshop held at Madison Gas and Electric offices. Input from this workshop was recorded and incorporated into the draft master plan.

Developer Focus Group (September 1994): A group of developers and development professionals familiar with the First Settlement Neighborhood offered their comments on the market potential, feasibility and implementation priorities for residential and commercial development in the neighborhood.

City Planning Staff Focus Group (November 1994): The preliminary master plan recommendations were presented and discussed with the City of Madison Department of Planning and Development staff.

Vision Workshop (December 1994): The First Settlement Neighborhood preliminary master plan recommendations and implementation strategies were presented and discussed at a second neighborhood vision workshop held at the MG&E offices. Input from this workshop was incorporated into the final master plan document.

Downtown Madison, Inc. Board of Directors Presentation (December 1994):

The First Settlement Neighborhood preliminary master plan recommendations were presented to the Downtown Madison, Inc. Board of Directors to receive their input. Establishing a strong partnership with the downtown business community will be critical to implementing the master plan and insuring the livability and economic vitality of the neighborhood.

City Transportation, Engineering and Parks Staff Focus Group (March 1995): The First Settlement Neighborhood preliminary master plan recommendations were presented and discussed with the City of Madison Department of Engineering, Transportation and Parks staff.

Neighborhood Presentations (February 1995 and March 1995): The First Settlement Neighborhood preliminary master plan recommendations were printed and distributed to key interest groups for review. Individual meetings with home owners, property owners, developers and St. Patrick's Church were held to receive specific comments on the plan. Additional meetings with the State of Wisconsin, Madison Gas and Electric, Old Market Place Neighborhood and other key interest groups are also planned.

Planning Task Force Meetings (August 1994 through May 1995): The First Settlement Neighborhood Planning Task Force has met regularly over the past year to review the planning process, discuss and resolve issues raised during the 18 month public review process, and to evaluate and approve master plan recommendations. An expanded task force group has now been formed and is meeting on a regular basis to implement master plan recommendations.

Master Plan Organization

This First Settlement Neighborhood master plan report is divided into the following sections:

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

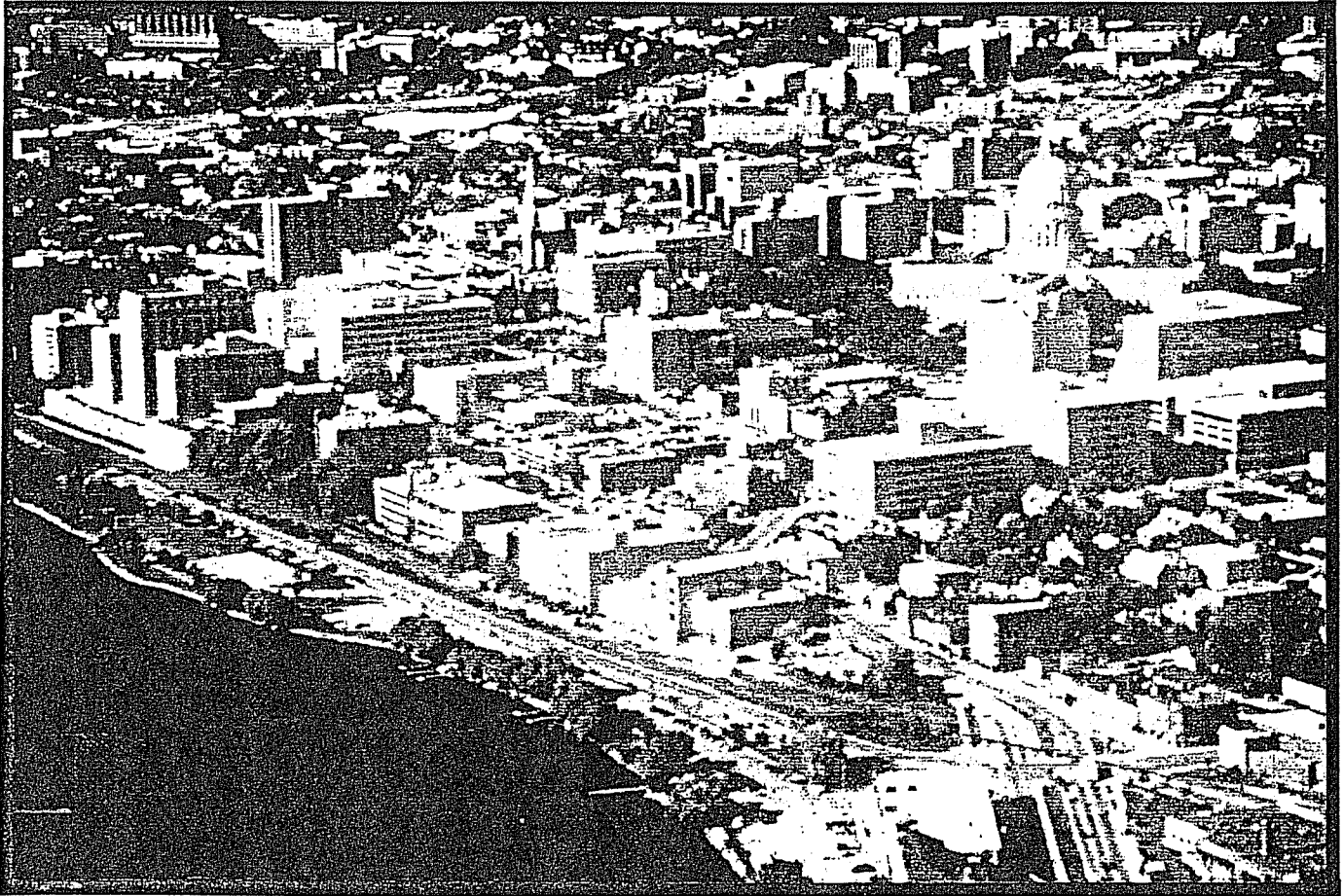
Copies of the First Settlement Neighborhood Master Plan are available for \$5.00 each. Please send your request for copies of the plan along with your check payable to First Settlement Neighborhood Planning Task Force, c/o Andrea Houlihan, 112 S. Franklin St., Madison, WI 53703.

An Appendix to the First Settlement Neighborhood Master Plan, containing summaries of public meetings and city review comments, is available for review at the City of Madison Department of Planning and Development. The Appendix includes the following documents:

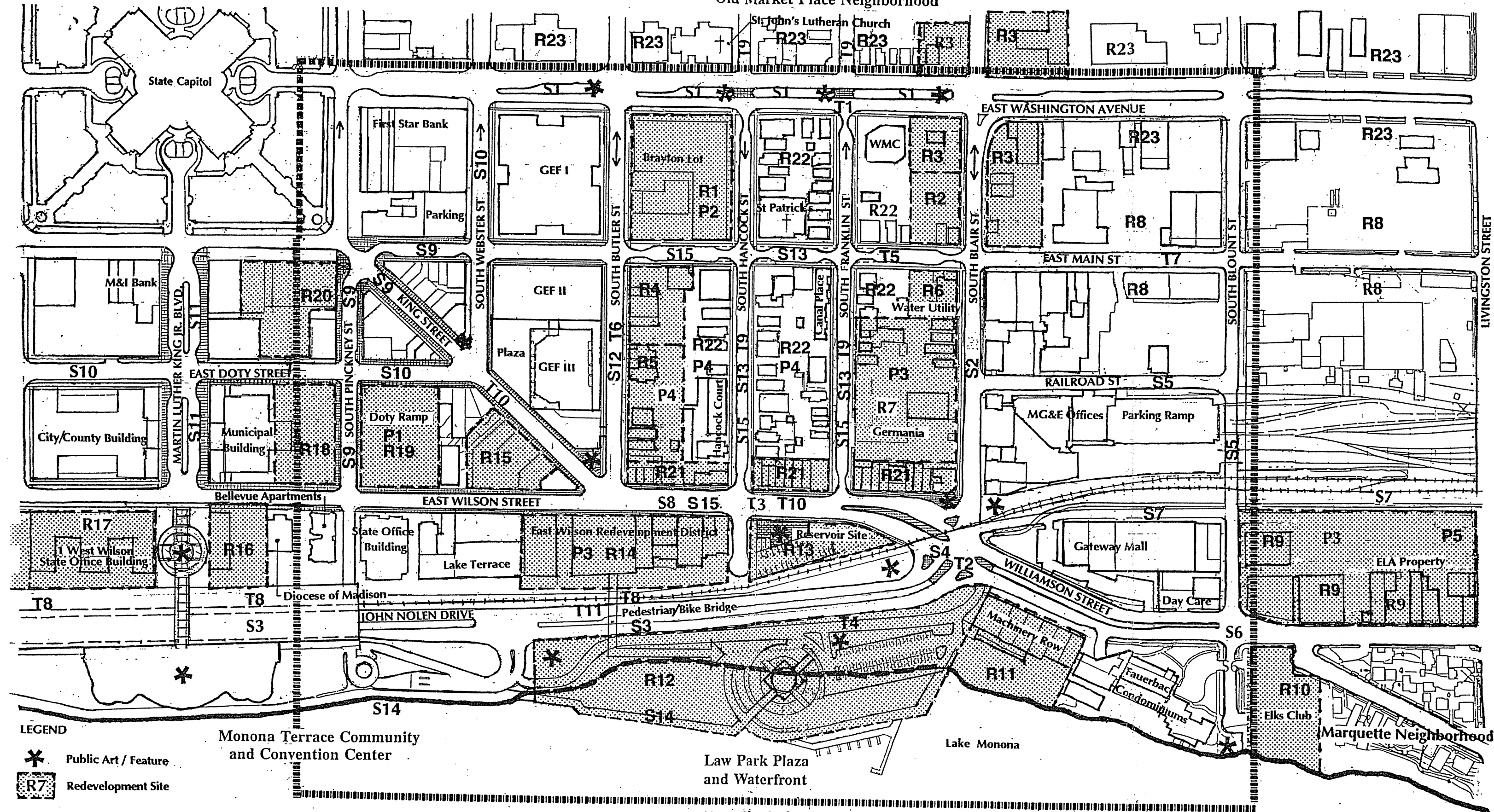
1. Summary of Vision Workshop No. 1.
2. Summary of Developer's Focus Group.
3. Summary of Vision Workshop No. 2.
4. Summary of Focus Group with City Planning staff.
5. Review comments from City Planning staff.
6. Summary of Focus Group with City Transportation, Engineering and Parks staff.
7. Review comments from City Transportation, Engineering and Parks staff.
8. Review comments from Katherine Rankin, City of Madison Preservation Planner.
9. Summary of Neighborhood Focus Groups (St. Patricks Church, property owners and developers, residents of 500 block to E. Main Street).
10. Summary of information resources used to prepare the First Settlement Neighborhood Master Plan.

Please contact Archie Nicolette at (608)267-4635.

Master Plan Goals



View of the First Settlement Neighborhood looking west toward the State Capitol. John Nolen Drive and the Blair Street intersection are at the bottom of the photo. The Monona Terrace Community and Convention Center will be located on the left side of the photo. The Franklin-Hancock residential enclave is on the right side of the photo. Photo credit: Archie Nicolette, 1989.



LEGEND

✱ Public Art / Feature

R7 Redevelopment Site

Monona Terrace Community and Convention Center

Law Park Plaza and Waterfront

Master Plan Study Area

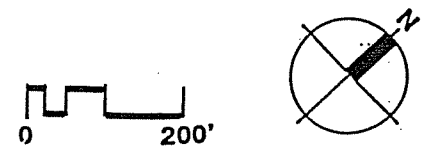
Lake Monona

Marquette Neighborhood

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LANDSCAPE ARCHITECTS
URBAN DESIGNERS/LAND PLANNERS

MASTER PLAN RECOMMENDATIONS First Settlement Neighborhood Master Plan



MASTER PLAN GOALS

The goals for the First Settlement Neighborhood Master Plan are focused on preserving and enhancing the neighborhood as a downtown residential enclave. These planning goals also recognize that the neighborhood serves as a downtown commercial, institutional and industrial center and a major downtown entrance. The First Settlement Neighborhood Master Plan goals include:

- Maintain and enhance the diversity of housing options in the First Settlement Neighborhood. Promote high quality development for all housing options.
- Expand the neighborhood's residential population with new infill development that sensitively increases the density of the neighborhood.
- Provide support land uses to strengthen the First Settlement Neighborhood as a residential district.
- Identify strategic redevelopment sites that will maximize opportunities for residential and commercial growth, parking improvements, visual character improvements and downtown economic value.
- Provide streetscape improvements that promotes a strong residential and pedestrian character for the neighborhood.
- Preserve the historic character of the First Settlement Neighborhood as the oldest commercial and residential district in Madison.
- Maintain the diversity of land uses including residential, commercial, industrial and institutional uses.
- Encourage physical and visual linkages between the First Settlement Neighborhood and the downtown.
- Improve and enhance transportation facilities to provide access to the downtown for all modes of travel (cars, rail, transit, bicycle, pedestrian) and compliment the residential, commercial and historic character of the neighborhood.
- Enhance the visual character of the First Settlement Neighborhood as a major entrance to the downtown, State Capitol and the Monona Terrace Community and Convention Center.
- Coordinate the First Settlement Neighborhood master plan with other downtown planning efforts that include Downtown 2000, the Monona Terrace Community and Convention Center, Isthmus 2020, Friends of Greater Williamson Area Business Association (GWABA), State Capitol Gateway Enhancement Group, Bassett Neighborhood Plan, Marquette/Schenk/Atwood Neighborhood Plan and the Tenney Lapham Neighborhood Plan.

Opportunity Analysis



View of the Franklin-Hancock residential enclave looking northwest. The State Office Building complex is on the left side of the photo. East Washington Avenue and the Old Market Place Neighborhood are at the top of the photo. Photo credit: Archie Nicolette, 1989.

OPPORTUNITY ANALYSIS

An overview of planning opportunities was prepared for the study area to define a conceptual planning framework for the neighborhood and solicit initial neighborhood input about planning directions. This opportunity analysis considered issues of land use pattern, linkages between the neighborhood and the downtown, redevelopment potential, transportation and parking, and visual character.

Land Use and Linkage

- The Franklin/Hancock and Fauerbach residential enclaves should be clearly defined and protected within the neighborhood's land use mix.
- Commercial encroachment into residential areas should be discouraged.
- Main Street should be a residential street within the Franklin/Hancock residential enclave.
- New land uses should be identified to encourage residential development and promote a stronger traditional neighborhood. The neighborhood is well connected to transportation, schools, churches, daycare, cultural and entertainment activities, restaurants, specialty retail and the work place. Neighborhood recreational facilities and basic neighborhood services such as a grocery, pharmacy and hardware are missing.
- The Lake Monona waterfront should be better utilized for neighborhood and downtown recreation. A safe pedestrian connection between the neighborhood and Law Park should be provided. A lakefront promenade should be planned to connect Law Park with Olin-Turville Park.
- King Street, E. Wilson Street and Williamson Street should be developed as a mixed-use commercial and entertainment land use district between the Capitol Square and Blount Street.
- The urban industrial park east of Blair Street serves an important role in the downtown's land use mix and should be maintained.
- The east rail corridor should be developed for commercial, residential and parking uses and linked to the downtown by a pedestrian and bicycle corridor.
- Franklin Street and Hancock Street should serve as pedestrian corridors linking the Old Market Place Neighborhood and the First Settlement Neighborhood.
- Due to the lack of open space in the CBD, stronger linkages should be provided between Lake Mendota/James Madison Park and Lake Monona/Law Park. Franklin Street and Hancock Street should serve as pedestrian and bicycle corridors connecting the lakes.
- The deck of the reservoir building on E. Wilson Street should be improved as a public open space.

Redevelopment Potential

- New residential opportunities should be planned to improve the vitality of the neighborhood and downtown. Increase residential population to create a market for neighborhood retail.
- Higher density residential development should be planned for arterial streets, institutional edges such as Butler Street and the Lake Monona frontage. Lower density residential development should be planned for residential streets such as Franklin Street, Hancock Street and Main Street.
- Sensitive residential infill should be planned for the Franklin/Hancock area to achieve higher densities with parking and lake views in scale with the neighborhood. Hancock Court is a good example.
- The Lake Monona waterfront is the downtown's most valuable real estate and should be carefully planned for the highest and best use.
- A higher density, mixed-use redevelopment between Lake Terrace and Hancock Street should be planned to capture one of the downtown's premier lakefront sites. Redevelopment should include residential development with ground floor neighborhood retail, high density parking, a light rail transit stop along the rail corridor, and a pedestrian promenade along the rear of the E. Wilson Street development area overlooking the lake.
- Architectural facade improvements should be encouraged for buildings along the north side of E. Wilson Street to improve the historic character of the neighborhood.
- The Brayton Lot should be developed in a manner that complements the scale and character of the Franklin/Hancock residential enclave.
- Options for State office building expansion in the downtown should be identified that minimize encroachment into residential areas. Expansion of the existing 1 W. Wilson State office building should be considered.
- Martin Luther King, Jr., Boulevard should be the site of higher density civic uses - city, county and state government, State Capitol and the Monona Terrace Community and Convention Center.

Transportation and Parking

- Vehicular traffic should be minimized in residential areas. Traffic on Main Street should be discouraged.
- A coordinated transportation framework should be developed for the First Settlement Neighborhood that includes the STH 151 regional highway system (John Nolen Drive, Blair Street, E. Washington Avenue; arterial streets (Williamson Street, E. Wilson Street, Capitol Loop); local commercial streets (Pinckney Street, Main Street, King Street); residential streets (Franklin Street, Hancock Street, Main Street, Butler Street); and industrial streets (Blount Street, Railroad Street, Main Street).

- E. Wilson Street and Williamson Street should be improved as a primary pedestrian and bicycle corridor linking the eastside neighborhoods with the State Capitol.
- A future downtown light rail corridor and transit station should be identified.
- The proposed Law Park Plaza and waterfront should provide recreational boating access to Lake Monona and a potential water shuttle to serve the Monona Terrace Community and Convention Center and the downtown.
- The availability of on-street parking for neighborhood residents should be increased. At present, residential parking on neighborhood streets is difficult because of the high use by downtown employees.
- Private backyard parking compromises the residential character of the area and should be controlled.
- Existing rear yard parking lots should be consolidated to increase available parking supply and maximize open space.
- Higher density public parking solutions should be provided near the Capitol Square to support the downtown employee base.
- Strategic parking sites should be identified to support future redevelopment of the neighborhood. Topography in the neighborhood should be utilized to conceal parking.
- Long-term parking for downtown employees should be provided on the edge of downtown and linked to the downtown with safe pedestrian routes.
- Better vehicular and parking access for Machinery Row should be provided to achieve its highest and best use.

Visual Character

- The streetscape appearance of John Nolen Drive and Blair Street should be improved as the major regional travel corridor and entrance to the downtown.
- Signage and landscape improvements for the Blair Street intersection should be provided to create an entrance feature for the downtown.
- The streetscape appearance of E. Wilson Street, King Street and Williamson Street should be improved as a primary entrance to the State Capitol and the Monona Terrace Community and Convention Center and a primary pedestrian route to the downtown.
- The Capitol Loop streetscape should be improved as the major travel corridor around the State Capitol. The Webster Street streetscape around GEF I should be improved.

- Streetscape and boulevard improvements should be provided on East Washington Avenue between the Capitol Square and Blair Street to enhance this important entrance to the State Capitol.
- Buildings along E. Wilson Street and King Street should include storefront improvements to improve the pedestrian character of the street.
- Streetscape improvements should be provided in the Main Street/King Street historic commercial district to enhance this area as a special retail and entertainment district off the Capitol Square.
- Streetscape improvements should be provided for the Franklin/Hancock residential enclave that include the following:

Clearly defined residential boundaries at East Washington Avenue, Butler Street, E. Wilson Street and Blair Street.

Bulbed, streetend treatments with signage and landscaping at all entrances to the residential district including Main Street.

A stronger pedestrian environment for Main Street.

Removal of overhead lines on Franklin Street, Hancock Street and E. Wilson Street.

Landscaping of front yards and street terraces.

New residential infill developments similar to Hancock Court and Canal Place with courtyard entrances and rear yard housing.

Neighborhood identity and signage.

Pedestrian scale ornamental lighting throughout the neighborhood.

Landscaped rear yard parking areas.

Facade improvements for apartment blocks such as the recent improvements to Alamo Court.

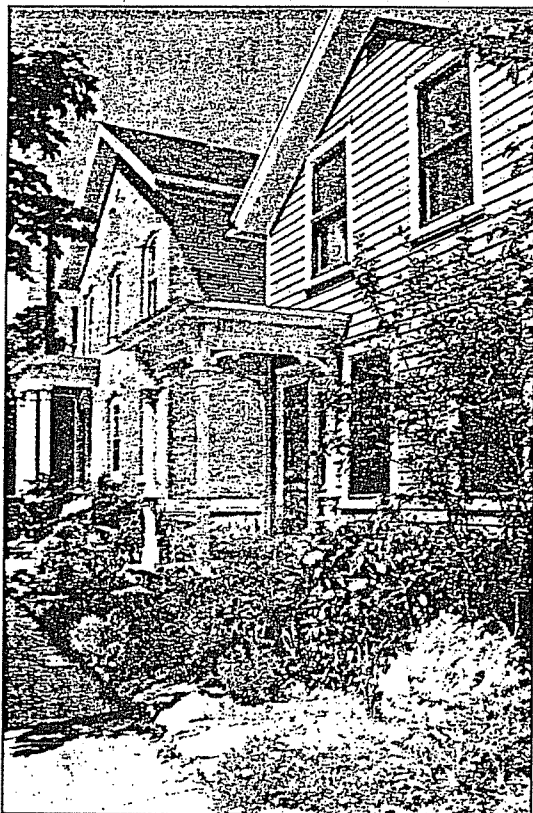
- Interpretive signage should be located within the neighborhood to educate residents and visitors about its historic significance.
- An industrial streetscape along Railroad Street and Blount Street should be provided to make this area a more visually attractive part of the First Settlement Neighborhood and the Third Lake Ridge Historic District.
- Small open spaces within the neighborhood should be identified for public art and seating areas. Potential spaces include the reservoir site and the corners of King Street near GEF III.

Urban dwellers' success proves gardening isn't just for country folks

Urban gardeners deal with pests and drought just like their suburban counterparts do. But they also cope with much more: small spaces, ugly views of parking lots or neglected areas, and shade from towering neighborhood buildings. Still, some talented gardeners in Downtown Madison have succeeded in creating lush, serene areas.

Here's your chance to explore

The 1995 Canal Garden Tour will allow visitors, on foot or in a horsedrawn carriage, to wander through some of the best of these urban oases. The tour, sponsored by the Capitol Neighborhoods (First Settlement Area) and Old Market Place Neighborhood Associations, will be June 17 from 10 a.m. to 2 p.m. Tickets and maps will be available the day of the tour at the corner of E. Main St. and S. Hancock, at the historic Wood-Curtis house. Fee for the tour is \$5 (\$3 for seniors and children 12 and under). Public parking is available at the Brayton lot on S. Hancock St. between E. Washington Ave. and E. Main St. If the event is rained out, makeup information will be available on June 17 or 18 by calling 255-1921.



State Journal photos/JOSEPH W. JACKSON III

Above: Carol Crossan's colorful front yard, 512 E. Main, is one of the most picturesque in Downtown Madison. Even more surprising is her backyard, which she transformed from a huge concrete parking lot. After three 20-yard dumpsters of concrete were hauled off, she turned the land into a shady green oasis.



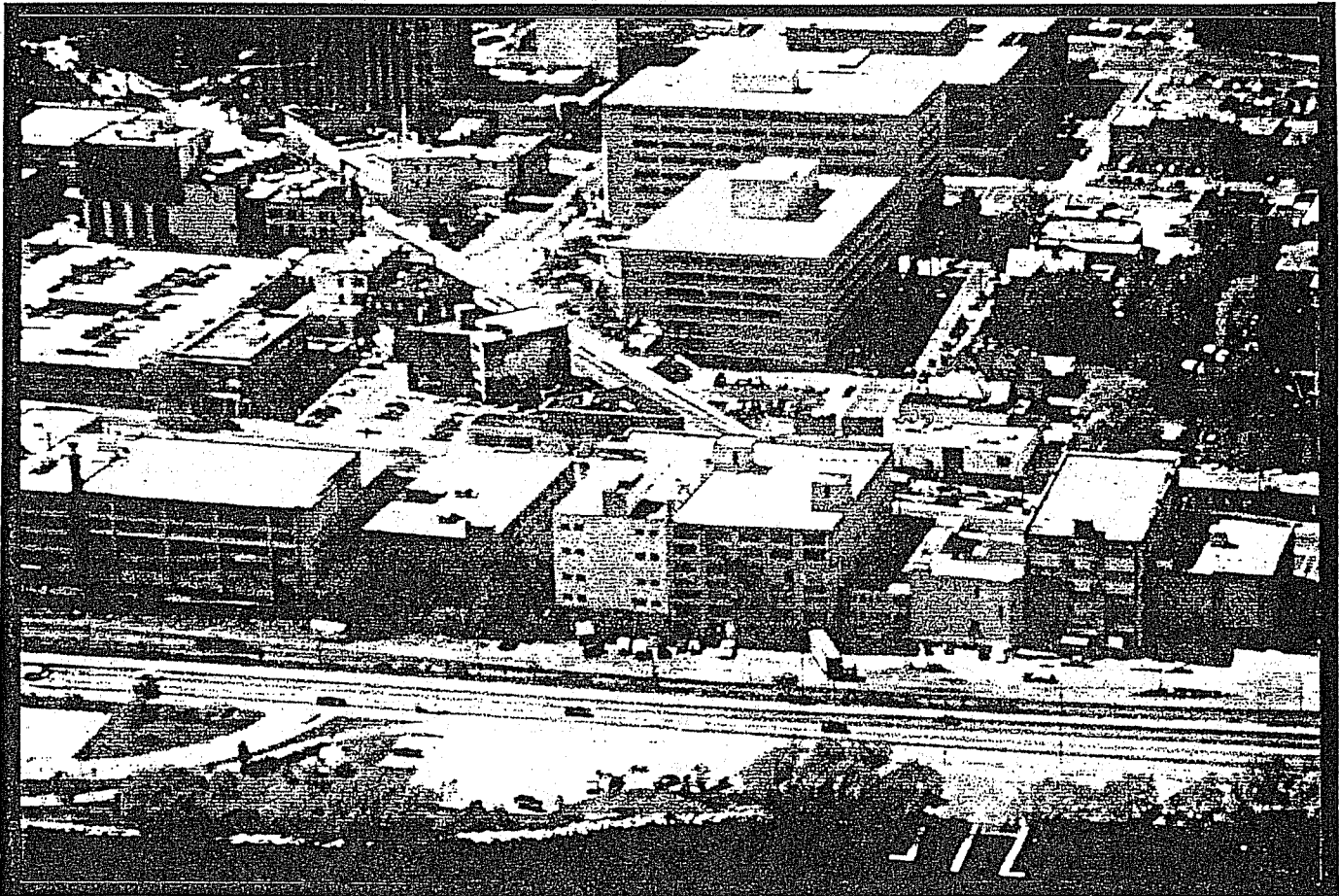
Left: UW-Madison German professor Jim Steakley sprinkles information about German gardens into his lectures — and German species into the densely planted yard behind his circa-1850 brick house, 111 N. Franklin. He also has 12 types of peonies, a dozen clematis varieties, 30 kinds of lilies and woodland and Louisiana swamp plants. "I always try to have at least 20 different plants in bloom at the same time," said Steakley, shown here among his lilies.

Below: Gary Tipler created a beautiful year-round view from his historic house, 511 E. Main, with extensive use of evergreens. He drew from both Western and Oriental garden traditions in creating a garden with cast-iron furnishings, sculpture and a goldfish pond. Over 60 varieties of hosta, unusual trees and ground covers are also seen.



The First Settlement Neighborhood is noted for its private residential gardens that are part of the conversion of historic residences to single family homes. (Wisconsin State Journal, Sunday, June 11, 1995).

Master Plan Recommendations



View of the East Wilson Street Redevelopment District. The Main Street/King Street Historic District is at the upper left of the photo. The proposed Law Park Plaza and Waterfront will be located at the bottom of the photo. Photo credit: Archie Nicolette, 1989.

MASTER PLAN RECOMMENDATIONS

The following master plan recommendations identify physical improvements for the First Settlement Neighborhood. These recommendations are primarily focused on improvements within the First Settlement Neighborhood study area but also include improvements directly adjoining the neighborhood.

Master plan recommendations are divided into four categories that include Redevelopment (R), Traffic Circulation (T), Parking (P), and Streetscape (S). Master plan recommendations identified in these categories are numbered and keyed to the First Settlement Neighborhood Master Plan graphic (Exhibit 2).

It is the intent of this master plan that the recommendations in each of these categories be coordinated to ensure comprehensive results. For example, street reconstruction for traffic circulation improvements should be coordinated with streetscape improvements.

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

REDEVELOPMENT RECOMMENDATIONS

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

Two important considerations for redevelopment within the First Settlement Neighborhood include the location of strategic redevelopment sites that will have the most comprehensive impact on the neighborhood and the location of sites for higher density commercial and residential development.

Several sites within the First Settlement Neighborhood including R1, R7, R9 and R14 have strategic importance. These sites are large mixed-use redevelopment sites that can determine the future character of the neighborhood and the downtown. The highest and best use of these sites for parking, redevelopment, streetscape and visual character will not be achieved unless they are planned comprehensively.

Several sites have a potential for higher density and higher rise development. These sites are appropriate for higher density development because they adjoin and are linked to major transportation corridors, they adjoin existing higher density developments such as the state office building complex on Butler Street and/or they are valuable lakefront sites such as the E. Wilson Street frontage.

guidelines to achieve sensitive higher density development within the First Settlement neighborhood include:

- compatibility with the scale and character of adjoining buildings.
- loading and parking access from transportation arterials to minimize traffic on residential streets.
- architectural form and character to break up the building mass.
- community spaces that provide opportunities for social interaction, views and passive recreation for building residents.
- building setbacks and retail uses at the ground level to enhance the pedestrian scale and character of the street.
- building massing to minimize shadow and viewshed impacts on adjoining buildings.
- Building height below the State Capitol height limits.
- Use of topography to conceal parking.

Brayton Lot

Strategic mixed-use redevelopment site for the neighborhood and downtown. Low to moderate density residential development on Hancock Street and Main Street with landscape setbacks and rear yard open space. Higher density residential and commercial development along E. Washington Avenue and Butler Street with the potential for building to the State Capitol height limits. High profile commercial frontage on E. Washington Avenue. Design to maximize views to both lakes and the State Capitol. High density, structured public parking on the west side of the block with access from Butler Street and E. Washington Avenue. Potential parking to support St. Patrick's Church. Potential neighborhood retail related to Main Street.

R2. Main Street Infill Residential

Infill residential development on Main Street and at the rear of existing Main Street properties similar to Hancock Court. Architectural design controls to ensure compatibility with Main Street historic character. Potential structured parking with access from Blair Street to serve residential uses and St. Patrick's Church.

R3. East Washington Avenue Intersection Redevelopment

Long-term redevelopment of an important downtown gateway intersection near the State Capitol. Potential for greater utilization and higher density mixed-use development.

R4. Butler Street/Main Street Redevelopment

Higher density residential development with landscape setbacks, outdoor use areas, structured parking and vehicular access from Butler Street with the potential for building to the State Capitol height limits. Design to maximize views of Lake Monona and the State Capitol and compliment historic neighborhood character. Potential for ground floor neighborhood retail.

R5. Butler Street Infill

Building rehabilitation and selective infill with better utilization of rear parking areas to increase parking quantity, rear yard open space and landscaping.

R6. Water Utility Redevelopment

Lower density residential development with rear yards, rear parking and parking access from Main Street. Architectural design controls to ensure compatibility with Main Street historic character.

R7. Germania Development

Strategic mixed-use redevelopment site for the neighborhood and downtown. Higher density residential development along Blair Street with landscape setbacks. Structured parking with the potential to provide both public and private parking. Potential to integrate proposed Alamo Court development and water utility site into larger redevelopment project. Potential neighborhood retail related to E. Wilson Street frontage. Coordinated urban design and open space framework to establish a unified development. Design to complement historic character of the neighborhood and maximize views to Lake Monona and the State Capitol.

R8. Urban Industrial Park

Continued use of lands between E. Washington Avenue and the rail corridor for light industrial, commercial and storage uses to support downtown.

R9. Reynolds Building, Olds Building and Ela Property

Strategic mixed-use redevelopment site for the neighborhood and downtown. Coordinated redevelopment between Blount Street and Livingston Street including adaptive reuse of Reynolds and Ela buildings, commercial and residential infill and potential structured parking. Potential for neighborhood retail uses along Williamson Street. Design to complement Third Lake Ridge Historic District and strengthen the Williamson Street design character.

R10. Elks Club

Higher density residential redevelopment of Elks Club site with a mix of housing types similar to the Fauerbach Condominiums. Streetend and streetscape development for S. Blount Street to create an entrance to this new residential enclave. Enhance streetend park.

R11. Machinery Row

Adaptive reuse of the historic Machinery Row property for specialty retail, office and residential use. Split-level grade relationship allows for redevelopment of the basement floor into specialty retail uses. Limited on-site parking to maintain lakefront character and pedestrian access. Additional parking needs should be coordinated with Germania, Ela and E. Wilson Street developments. Improved vehicular access to be coordinated with the development of Law Park Plaza project.

R12. Law Park Plaza and Waterfront

Development of Law Park near Blair Street including a lakefront promenade system linked to the Monona Terrace Community and Convention Center, a lakefront open space for special events and neighborhood use, the proposed Frank Lloyd Wright Boathouse and transient boater access to the downtown.

R13. Reservoir Site

Improvements to the roof deck of the reservoir building as a neighborhood open space. Provide a neighborhood entrance sign and historic walking tour directory at this location. Potential to create an entrance and focal point for the neighborhood (**Exhibit 3**).

R14. E. Wilson Street Redevelopment District

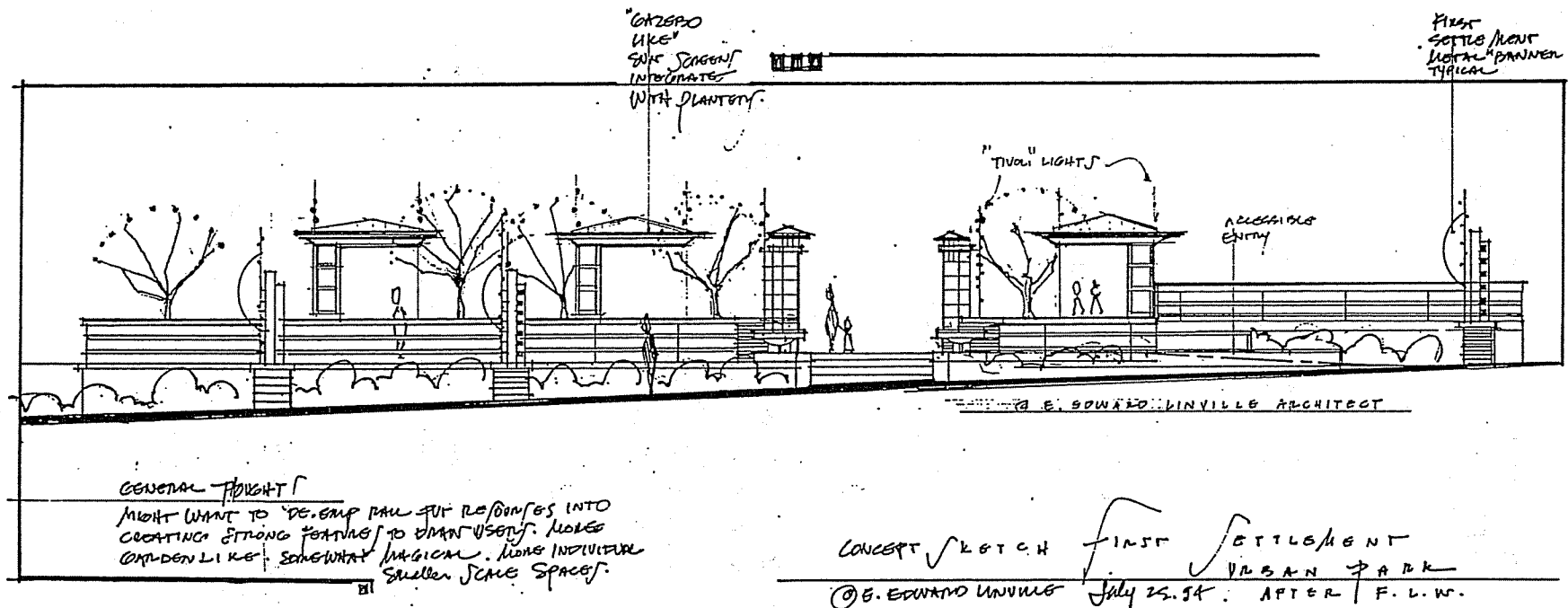
Mixed-use redevelopment of a premier lakefront site with strategic importance for the neighborhood and the downtown. High density residential and commercial uses along the E. Wilson Street corridor between Lake Terrace and S. Hancock Street with the potential for building to the State Capitol height limits. Structured parking opportunity with access at Lake Terrace and S. Hancock Street. Lakeside promenade and open space to take advantage of lake views. Ground-level neighborhood retail and building setbacks to strengthen the pedestrian character of E. Wilson Street. Potential light rail transit station. Architectural design controls to ensure compatibility with the E. Wilson Street historic character. Potential pedestrian bridge crossing to Law Park to provide safe access for neighborhood residents to the lakefront.

R15. Frautschi Building

Mixed-use residential and commercial development with structured parking and ground-level retail along E. Wilson Street and King Street.

R16. Monona Terrace Hotel

Potential site for a future Monona Terrace hotel. Other possible sites include the Municipal Building site (R18) and a Capitol Square site (R20).



Concept Sketch for Reservoir Site (R13)
(prepared by E. Edward Linville, Linville Designs)

R17. 1 W. Wilson State Office Building

Potential to infill voids between the towers of the 1 West Wilson State Office Building to provide space for future state office expansion as an alternative to the Brayton Lot. Structured parking development at the end of Carroll Street. Potential for light rail transit station.

R18. Municipal Building Redevelopment

Development of the land behind the Municipal Building for mixed-use municipal office expansion, private commercial development or future Monona Terrace hotel. Potential for retail frontage along Pinckney Street.

R19. Doty Ramp Expansion

Doty ramp redevelopment for expanded public parking with facade improvements to better complement the downtown historic character. Potential for retail frontage along Pinckney Street.

R20. Capitol Square Redevelopment

Mixed-use commercial redevelopment with structured parking access from E. Doty Street. Potential site for future Monona Terrace hotel.

R21. E. Wilson Street Commercial District

Potential for a unique commercial district with neighborhood retail, specialty retail and entertainment uses. Emphasis on historic preservation and storefront improvements to establish a stronger pedestrian character for E. Wilson Street. Establish design guidelines for building rehabilitation and facade improvements in historic commercial districts (**Exhibit 4**). Commercial development should be planned to minimize impact on the adjoining residential area such as noise, parking, traffic, security, etc.

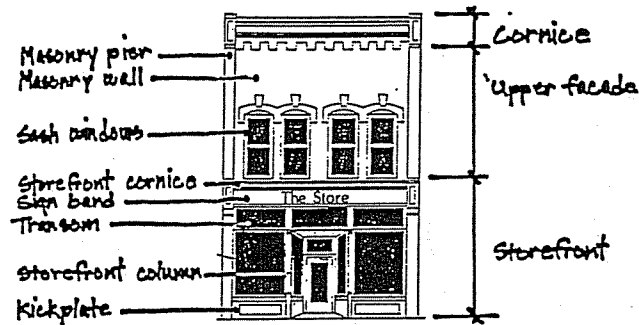
R22. Franklin-Hancock Neighborhood Rehabilitation

General facade improvements and building rehabilitation for the residential neighborhood to complement the historic character of the neighborhood. Implement building improvements according to the "Residential Architectural Design Guidelines for the Capitol and Old Market Place Neighborhoods" (HNTB, 1985).

R23. East Washington Avenue Building Rehabilitation

General facade improvements, building rehabilitation, infill development and private terrace beautification along E. Washington Avenue to complement this major entrance to the State Capitol. Future development of high profile office sites along E. Washington Avenue. Implement building improvements and new construction according to the "Urban Design Guidelines for Downtown Madison" (Urban Design Commission). Commercial development should be planned to minimize impact on adjoining residential areas (noise, parking, traffic, security, etc.).

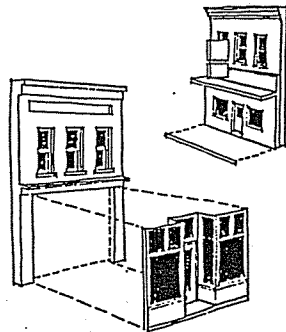
■ FACADE PARTS :



■ DESIGN PRINCIPLES:

Storefronts

- Work within the storefront opening.

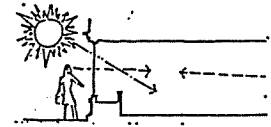


- Strive for visual unity in the design.
- Consider scale, proportion and rhythm.



Windows/Doors

- Keep windows transparent to allow customer contact and interior light.
- Maximize window space for display.
- Recess doors for accent.
- Consider awnings for climate control, color and accent.



Signage

- Define signable area, express a simple message.
- Choose simple, complimentary colors.
- Emphasize quality design to create an expressive image.



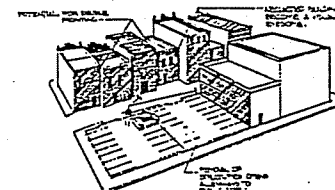
Color

- Use color to compliment the natural building material.
- Consider adjoining buildings
- Select a simple base color; contrasting color for major trim and an accent color for minor trim.
- Only paint brick when necessary.



Rear Facade

- Create inviting entrances on rear facades.
- Screen utility and trash areas.



TRAFFIC CIRCULATION RECOMMENDATIONS

The following recommendations identify traffic circulation improvements in the First Settlement Neighborhood for vehicular traffic, future light rail, express bus, and pedestrian/bicycle circulation. These recommendations recognize that downtown arterial streets are nearing capacity and that future transportation linkages such as improved pedestrian, bicycle, transit and light rail access will be necessary. These recommendations support improved pedestrian transportation to enhance opportunities for new residential development and 24 hour live-work environment for the downtown. These recommendations also support a coordinated transportation framework for the neighborhood that enhances access to the downtown and the State Capitol while discouraging traffic on residential streets. A comprehensive transportation analysis should be completed for the neighborhood to evaluate traffic circulation recommendations and identify options for improvements.

Vehicular Traffic

T1. East Washington Avenue

Selective removal of on-street parking (Webster Street to Blair Street) and restricted left hand turns (Franklin Street and Hancock Street) to expand boulevards and terraces for this important approach corridor to the State Capitol. Emergency vehicle access to be maintained through all intersections. Continued left hand turn at Butler Street to accommodate commercial and institutional traffic. Pedestrian crossings at Franklin Street and Hancock Street to link the First Settlement Neighborhood with the Old Market Place Neighborhood.

T2. Blair Street Intersection

Intersection improvements at the Wilson Hotel to accommodate easy right hand turn for visitors to the downtown and the Monona Terrace Community and Convention Center from the north. Signal timing improvements to increase pedestrian and bicycle crossing time.

T3. E. Wilson Street

Removal of the median at E. Wilson Street between Butler Street and Franklin Street to expand terraces to 12' for pedestrian improvements.

T4. Machinery Row Access Improvements

Frontage road access to the Law Park Plaza and Machinery Row.

T5. Main Street (west of Blair Street)

Discourage through traffic on Main Street west of Blair Street. Potential for bulbed streetends for Main Street intersections at Butler Street, Franklin Street, Hancock Street and Blair Street. Potential for four-way stops at the Franklin/Main and Hancock/Main intersections.

T6. Butler Street

Encourage the use of Butler Street rather than Franklin Street and Hancock Street for downtown commercial and institutional traffic.

T7. Main Street (east of Blair Street)

Maintain Main Street east of Blair Street as a commercial and industrial traffic corridor.

Future Light Rail or Express Bus Transit

T8. Downtown Transit Station

Potential downtown transit stations at 1 W. Wilson State Office Building, the Monona Terrace Community and Convention Center or the E. Wilson Street Redevelopment District.

Bicycle/Pedestrian Circulation

T9. Franklin Street and Hancock Street

Cross Isthmus bicycle and pedestrian corridors on Franklin Street and Hancock Street to link James Madison Park and Law Park and the First Settlement and Old Market Place neighborhoods.

T10. E. Wilson Street/King Street

Improve safe bicycle/pedestrian access to the downtown on E. Wilson Street and King Street.

T11. Bicycle/Pedestrian Bridge

Construct a bicycle/pedestrian bridge between E. Wilson Street and Law Park. A potential location at the E. Wilson Street Redevelopment District will allow required clearance over the rail corridor (23') and sufficient distance to provide barrier free ramp to Law Park.

PARKING RECOMMENDATIONS

The following recommendations identify comprehensive parking improvements for the First Settlement Neighborhood. An important consideration for these parking recommendations is the identification of strategic parking sites that can serve both public parking needs for the downtown and private redevelopment needs for the neighborhood. Existing and future parking needs should be quantified with the parking demand analysis prior to the construction of new parking. A comprehensive parking plan should also be prepared that coordinates parking needs for the downtown and the First Settlement Neighborhood.

P1. Doty Ramp

Potential expansion to Doty Ramp to provide future public parking for the SE quadrant of the Capitol Square. Main entrance and exit on E. Wilson Street.

P2. Brayton Lot

High density public parking on the western half of the Brayton Lot coordinated with mixed use commercial, residential and institutional development. Main entrance and exit on Butler Street.

P3. Strategic Public/Private High Density Parking Opportunities

Coordinate private redevelopment plans with parking needs for the downtown and neighborhood. Potential to incorporate public parking in Germania development (R7), E. Wilson Street Redevelopment District (R14) and Ela development (R9). Potential for private condominium parking to support new residential development throughout the neighborhood. New public parking will ease backyard parking, open on-street parking for customers and residents and provide parking for other developments such as Machinery Row that have limited on-site parking opportunities.

P4. Rear Yard Parking

Consolidate rear yard parking lots in selected areas such as S. Butler Street to increase parking, open space and landscaping. Implement community parking agreements such as master lease agreements or condominium plats.

A master lease parking agreement is a mechanism whereby consolidated parking areas are brought under common control. Property owners with existing parking would retain parking according to their need while property owners without parking or insufficient parking would lease surplus stalls created by consolidating existing parking areas.

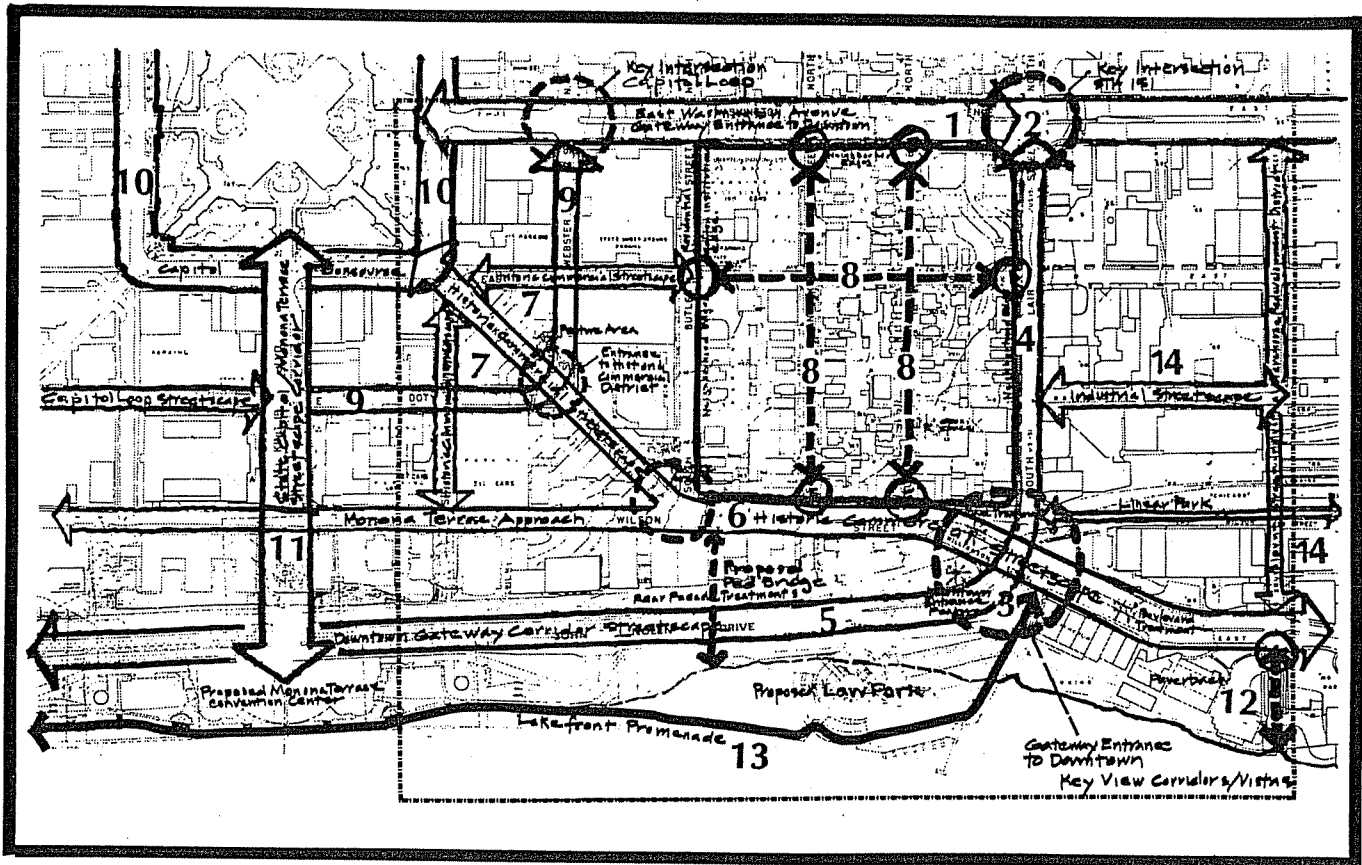
Condominium parking could work in a similar way except that surplus stalls created in new redevelopment projects or by consolidating existing parking lots could be sold to residential property owners.

P5. Park and Walk

Create park and walk lots in the east rail corridor for long-term employee parking.

STREETSCAPE RECOMMENDATIONS

The following recommendations identify comprehensive streetscape improvements for the First Settlement Neighborhood. Two important considerations for streetscape improvements include enhancing the pedestrian character of the downtown and enhancing the major entrances and approach corridors to the downtown. **Exhibit 5** schematically diagrams the key streetscape zones for the First Settlement Neighborhood. Options and costs for various streetscape features that may be considered for the First Settlement Neighborhood are included at the end of this section.



STREETSCAPE ZONES

1. E. Washington Avenue - State Capitol Approach
2. E. Washington Avenue - Downtown Gateway Intersection
3. Blair Street - Downtown Gateway Intersection
4. Blair Street - Downtown Gateway Corridor
5. John Nolen Drive - Downtown Gateway Corridor
6. E. Wilson Street - Downtown/Monona Terrace Entrance Corridor
7. King Street, Main Street, Pickney Street - Historic Commercial District Streetscape
8. Franklin-Hancock Residential Enclave Streetscape
9. Capitol Loop Streetscape
10. Capitol Concourse
11. Martin Luther King Jr. Boulevard - State Capitol/Monona Terrace Streetscape
12. Fauerbach Residential Enclave Streetscape
13. Lakefront Promenade
14. Industrial Streetscape

S1. East Washington Avenue - State Capitol Approach (Exhibit 6)

Redevelopment of the Blair Street intersection with intensive landscaping and downtown entrance feature. Expand existing boulevards between Webster Street and Blair Street as a setting for formal landscaping, sculptural features and ornamental lighting and banners complementing the State Capitol. Enhance street terraces with specialty lighting, banners and canopy trees. Potential removal of on-street parking between Webster Street and Blair Street and restriction of turning movements at Franklin Street and Hancock Street to allow for expanded boulevards and street terraces. General streetscape improvements include parking lot screening; painting utility poles, hydrants, and other features black to neutralize visual clutter; and facade improvements for buildings adjoining E. Washington Avenue.

S2. Downtown Gateway Corridor - Blair Street (Exhibit 7)

A mix of concourse style roadway lighting and historic pedestrian scale lighting, banners and more intensive street tree plantings. Landscape setbacks for new developments along Blair Street to create a strong neighborhood edge. Paint utility poles, hydrants and other features black to neutralize visual clutter.

S3. Downtown Gateway Corridor - John Nolen Drive

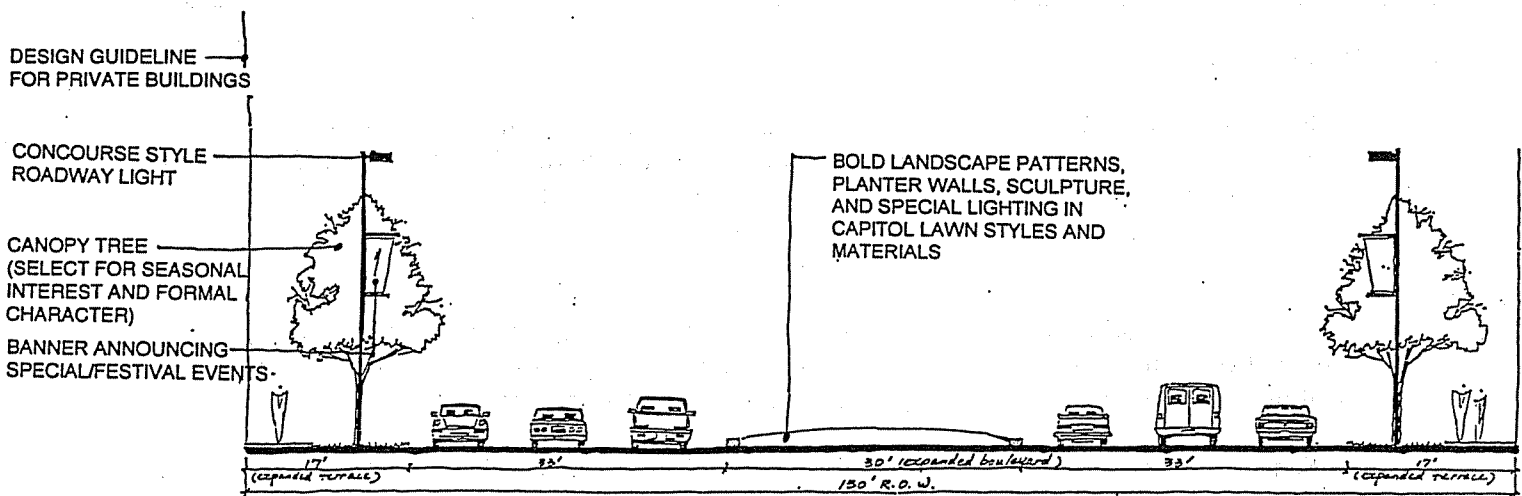
Streetscape improvements to establish a major entrance to Downtown Madison and a dramatic setting for the Monona Terrace Community and Convention Center and the lakefront between Broom Street and Blair Street. Proposed amenities include specialty lighting, banners, intensive landscaping for medians and terraces and special treatment for the two block tunnel under the Monona Terrace Community and Convention Center.

S4. Blair Street Intersection Improvements

Reconfiguration of the Blair Street intersection to allow easy right hand turning movements from Blair Street and John Nolen Drive to E. Wilson Street to facilitate the Monona Terrace Community and Convention Center and downtown traffic movement. Potential downtown entrance feature at the SW corner of the intersection. Special paving in traffic islands to provide pedestrian interest where landscaping is not possible. Intensive landscaping, banner poles (similar to Regent Street at City Station), and special paving for the boulevards at E. Wilson Street and Williamson Street to reinforce this intersection as an important downtown entrance.

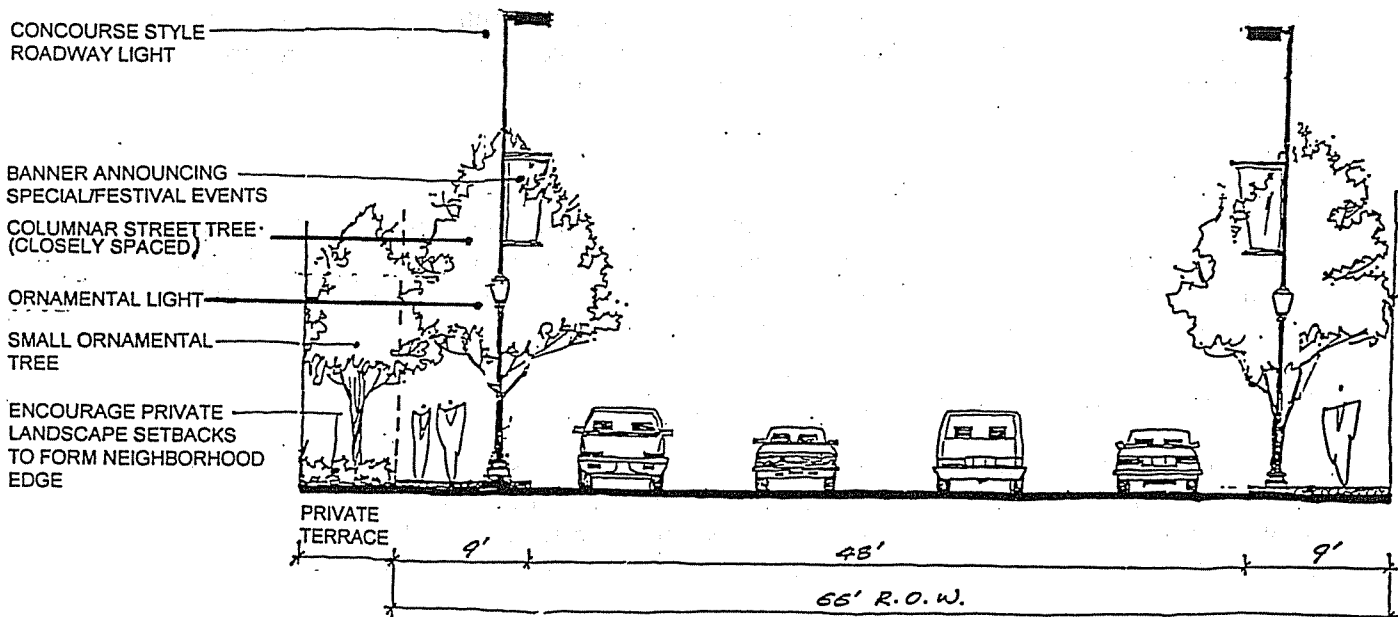
S5. Industrial Streetscape - Railroad Street and Blount Street

Redevelopment of Railroad Street with ornamental lighting, signage and special paving to establish an attractive entrance to the MG&E historic industrial district. Street trees, ornamental lighting and interpretive signage depicting industrial history along Railroad Street and Blount Street.



S1 E. Washington Ave. - Webster to Blair
(potential expansion of terrace and boulevard by removing on street parking and turn lanes at Franklin and Hancock)

Exhibit 6



S2 Blair Street - E. Washington to E. Wilson

Exhibit 7

S6. S. Blount Street

Bulbed streetend treatment similar to Franklin Street, Hancock Street and Main Street to identify an entrance to a special residential enclave that includes the Fauerbach Condominiums and the future residential development of the Elks Club site. Enhance street end park.

S7. Linear Park

Street trees and other landscape treatments to soften railroad frontage and create a linear park between the downtown and eastside neighborhoods. Lighting for safety, bicycle parking facilities, interpretive signage, and seating areas along bicycle corridor.

S8. E. Wilson Street - Downtown and Monona Terrace Entrance Corridor (Exhibit 8)

Potential removal of boulevard between Butler Street and Franklin Street to expand walkways to 12' similar to the King Street terrace. Special paving, pedestrian scale ornamental lighting, canopy street trees and opportunities for benches and outdoor tables to establish a strong pedestrian environment. Concourse style roadway lighting to supplement ornamental lighting. Capture of small open spaces along E. Wilson Street (e.g. Wilson Hotel, GEF III at Butler Street) for public art, historic interpretive signage and seating areas. First Settlement Neighborhood entrance sign and historic walking tour directory at the Reservoir site. Removal of overhead utilities. Paint utility poles, hydrants, and other features black to neutralize visual clutter. Facade improvements for buildings adjoining E. Wilson Street.

S9. King Street, Main Street and Pinckney Street (Exhibit 9)

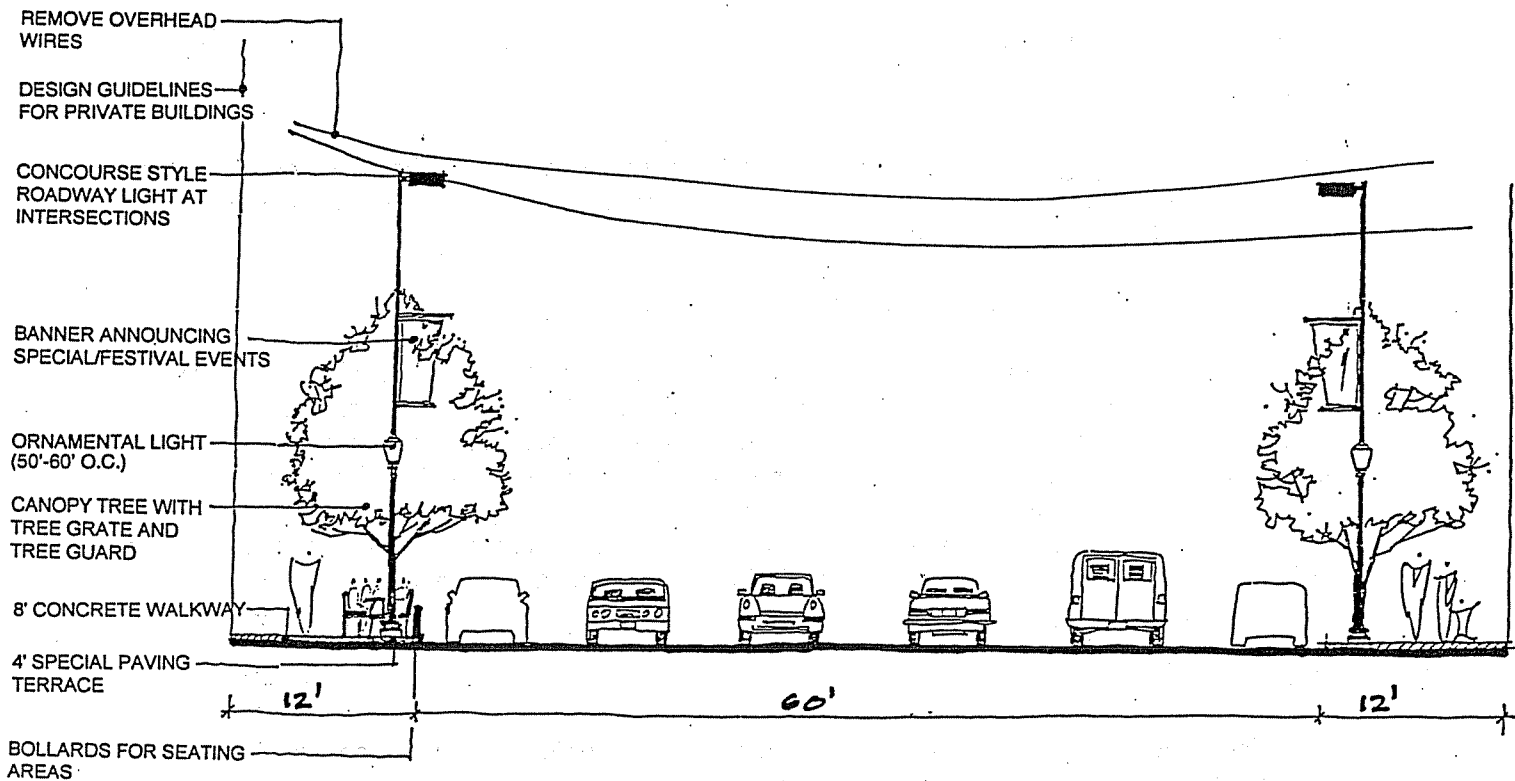
Special paving, pedestrian scale ornamental lighting and canopy street trees to strengthen pedestrian character. Capture of small open spaces (e.g. King Street/Webster Street and Pinckney Street/Doty Street) for public art, historic interpretive signage, landscaping and outdoor seating areas. Streetscape improvements for GEF I.

S10. Capitol Loop - Doty Street and Webster Street

A mix of concourse style roadway lighting and historic pedestrian scale lighting, banners and more intensive street tree plantings. General streetscape improvements include parking lot screening; painting utility poles, hydrants, and other features black to neutralize visual clutter; and facade improvements for buildings adjoining the Capitol Loop.

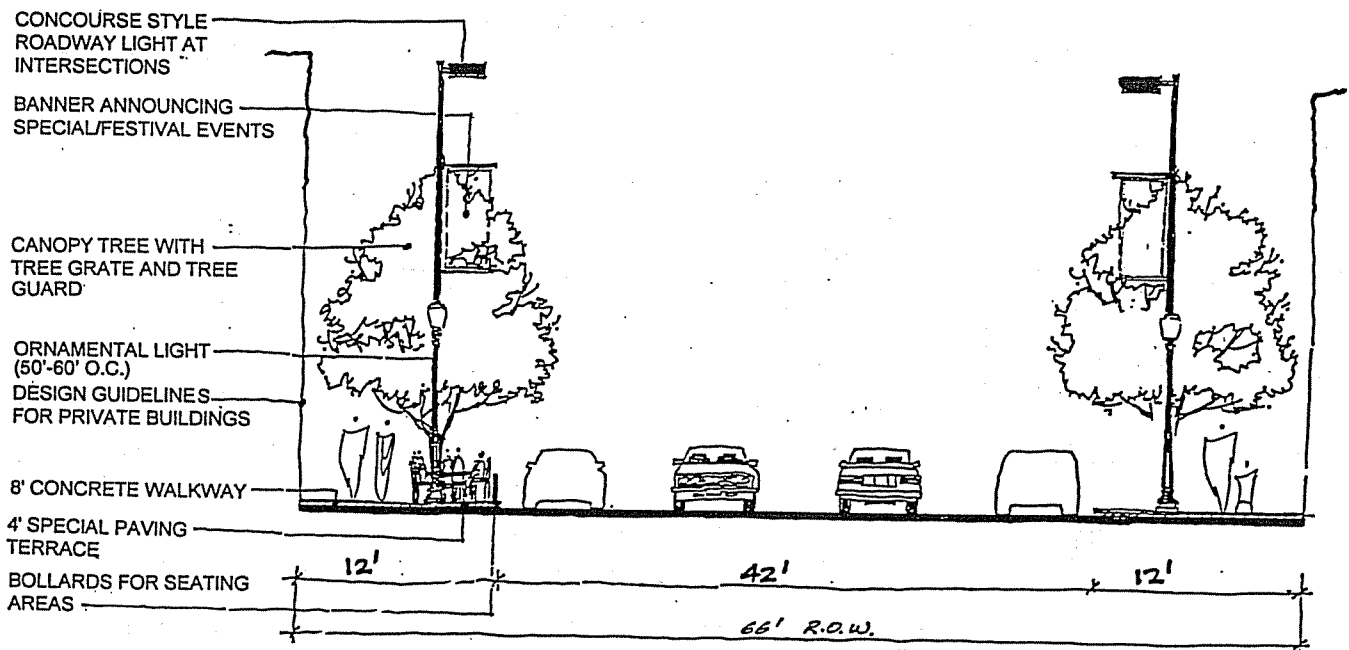
S11. Martin Luther King, Jr. Boulevard

Boulevard treatments, bulbed intersections and intensive landscaping for the City/County block similar to M&I block. Pedestrian scale ornamental lighting that complements the State Capitol between Main Street and Olin Terrace. Broad plaza terraces with special paving, planters and coordinated furnishings at City/County building and Municipal Building.



S8 E. Wilson Street - Butler to Blair
(remove median to widen terraces)

Exhibit 8



S9 King Street Typical Section
(Pinckney Street and Main Street Similar)

Exhibit 9

S12. Butler Street

Ornamental lighting, grass terraces and intensive street tree pattern on the east side of Butler Street to create a strong neighborhood edge. Landscape setbacks for new developments on Butler Street. Streetscape improvements for GEF 1.

S13. Franklin-Hancock Residential Enclave (Exhibits 10, 11, 12)

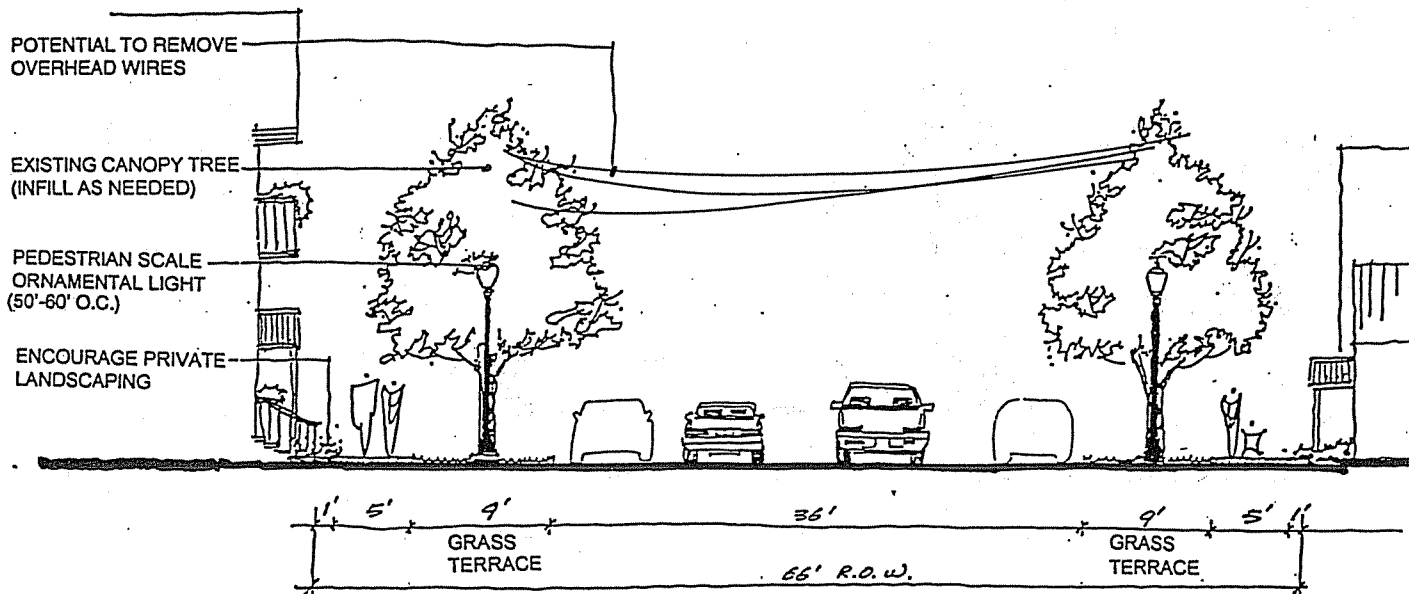
Bulbed street ends at Main Street/Butler Street and Main Street/Blair Street similar to street ends at Franklin Street and Hancock Street. Floral displays, ornamental trees, neighborhood signage to establish neighborhood identity at street ends. Pedestrian scale ornamental lighting and street trees on Main Street, Franklin Street and Hancock Street. More intensive streetscape on Main Street to enhance pedestrian character and discourage through traffic. Encourage landscape improvements in private front yards and rear yards. Potential removal of overhead lines. All bulbed street ends should have in-ground sprinklers for ease of maintenance.

S14. Lakefront Promenade

Lake edge pedestrian walkway system with canopy trees, overlooks, benches and specialty lighting between the Broom Street and Blair Street.

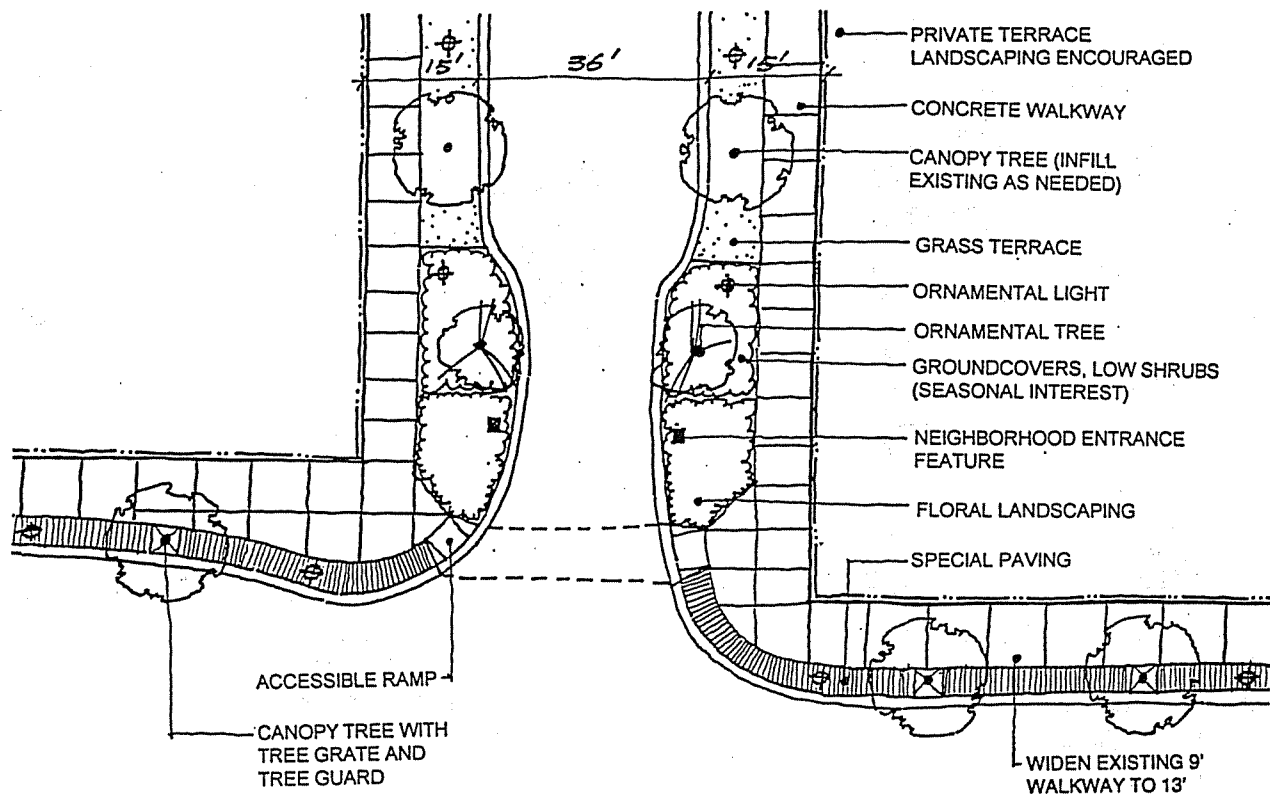
S15. General Improvements for Neighborhood Identity (Exhibit 13)

Street signs throughout the First Settlement Neighborhood with First Settlement logo. Capture of underutilized open spaces for public art, historic interpretative signage, seating and landscaping. Coordinated facade and building improvements to complement the historic character of the neighborhood. Selection of street trees for visual interest and seasonal character. Paint utility poles, hydrants, and other features black to neutralize visual clutter.



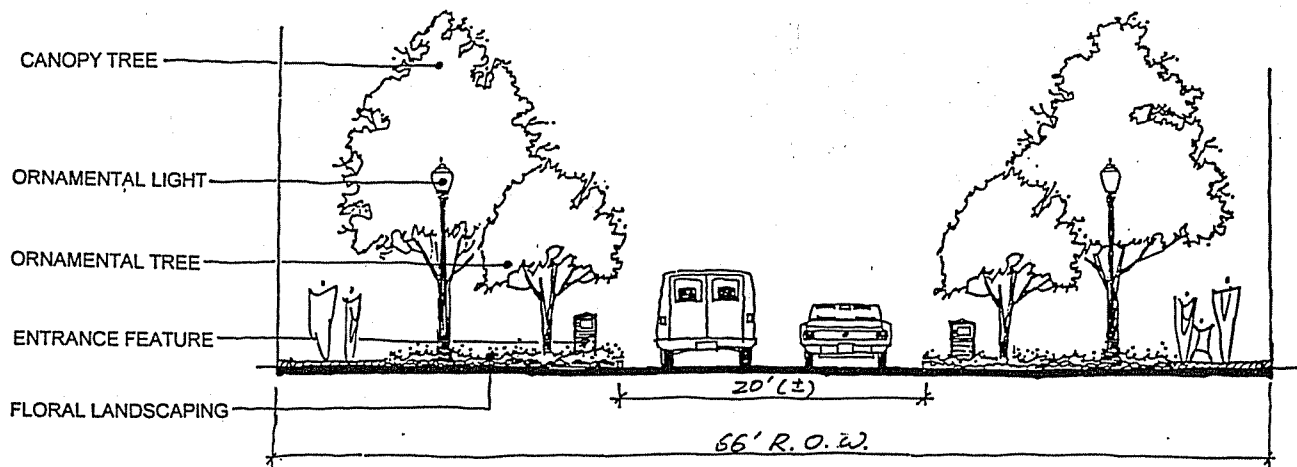
S13 Residential Street Typical Section
(Main, Franklin, Hancock)

Exhibit 10



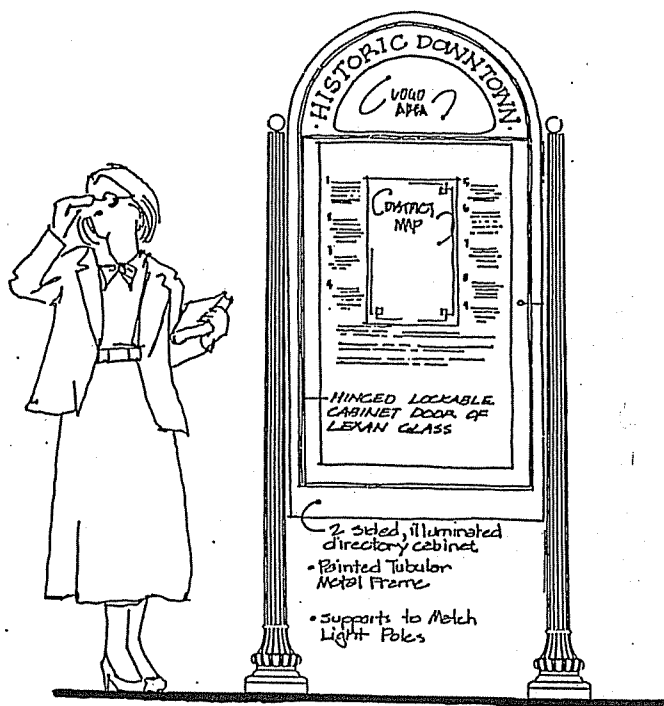
S13 Residential Street Entrance
(Main, Franklin, Hancock)

Exhibit 11

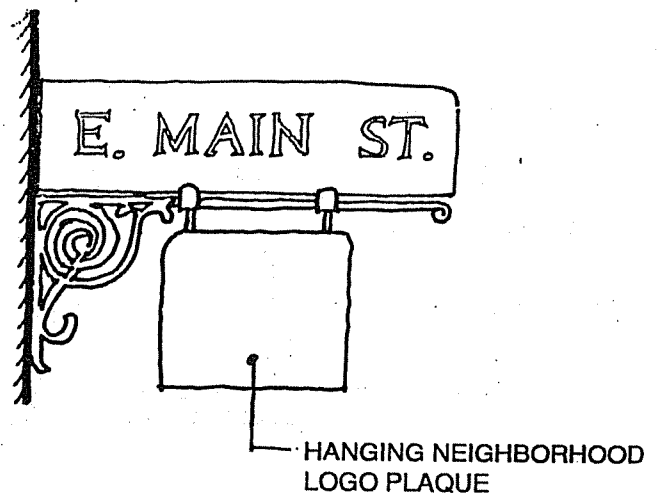
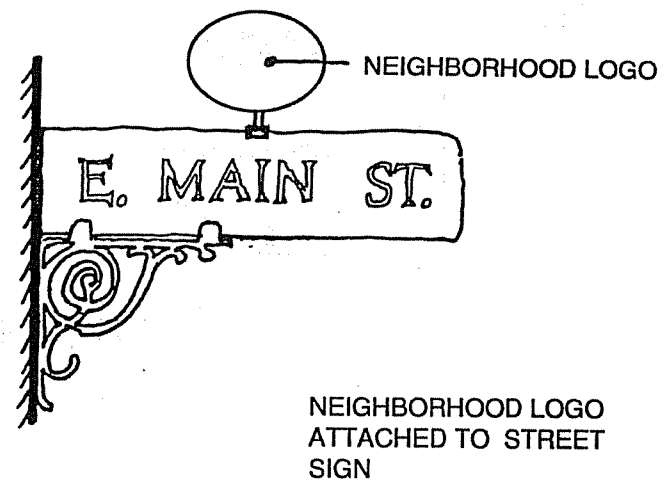
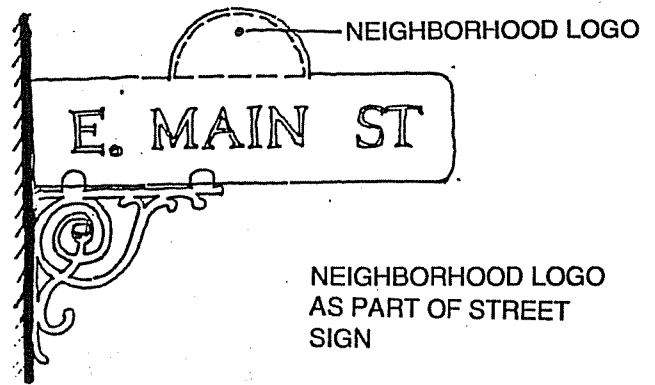
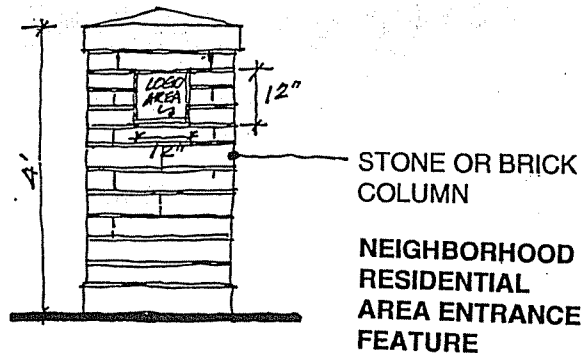


S13 Residential Area Entrance
(Main, Franklin, Hancock)

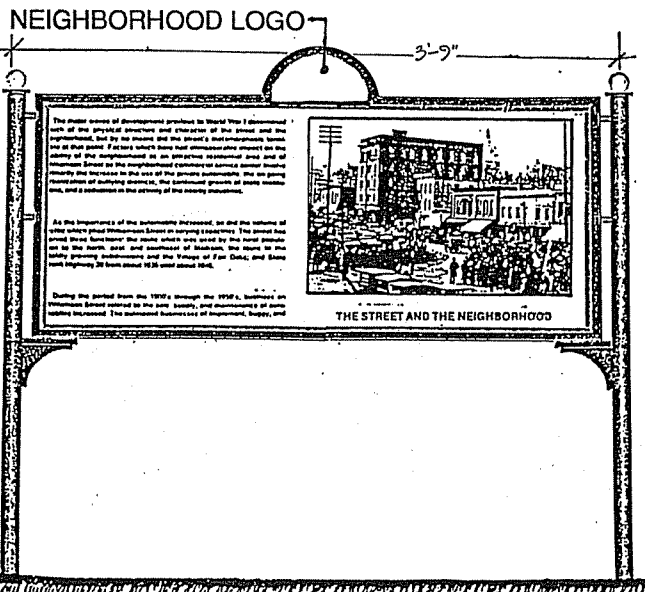
Exhibit 12



NEIGHBORHOOD DIRECTORY



STREET SIGN OPTIONS



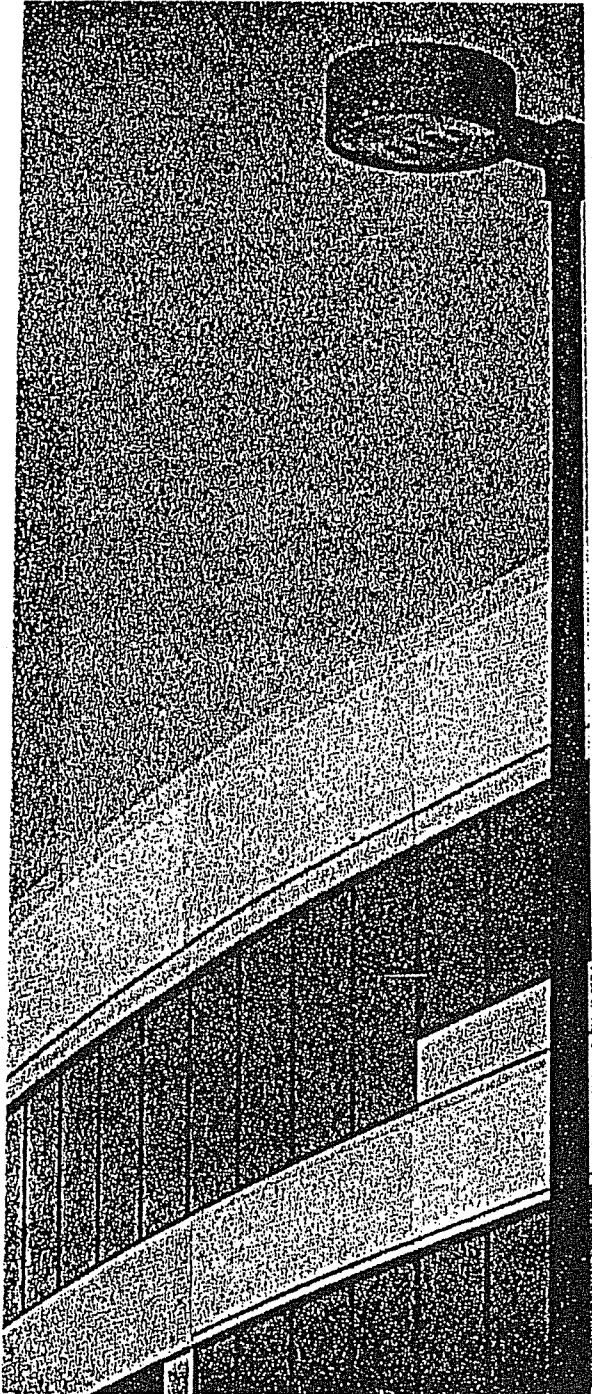
PROPOSED HISTORIC PLAQUE BY TIPLER, SCHUSTER IN ORNAMENTAL FRAME

Streetscape Features

The following examples illustrate potential streetscape features for the First Settlement Neighborhood. The proposed features have been selected to match existing features and complement the historic character of the neighborhood and downtown. General costs included with these features are installed prices.

Lighting Options

Concourse style
roadway light



approx. cost \$2,000. ea.

Potential Cluster-head
ornamental light for
feature areas to match
ornamental street light



approx. cost. \$4,200 ea.



approx.
cost:
\$3,000
ea.



approx.
cost:
\$2,500
ea.

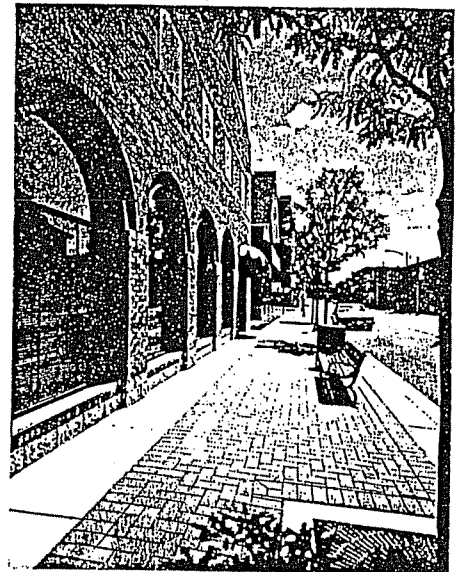
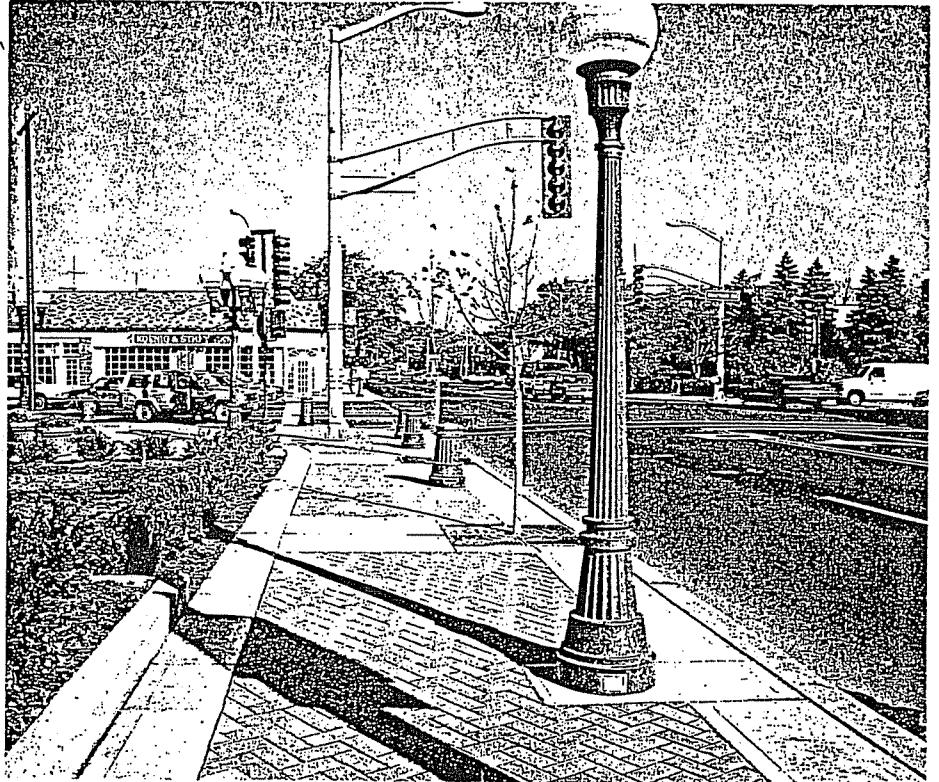
Pavers

- Concrete Unit Pavers

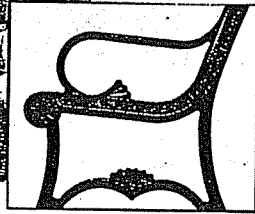
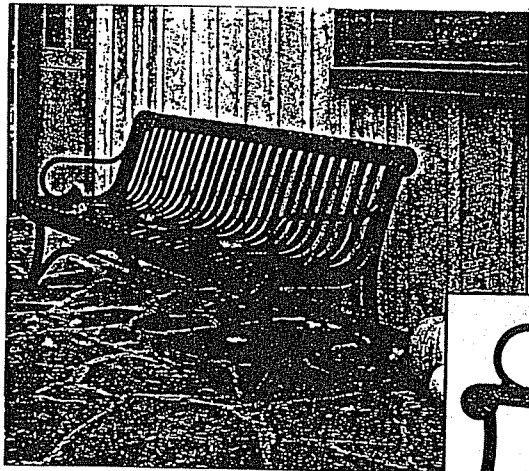
- Dry Laid

- Cost: approx. \$6. per square foot

- Many colors and patterns available.



Benches



STEEL BENCH

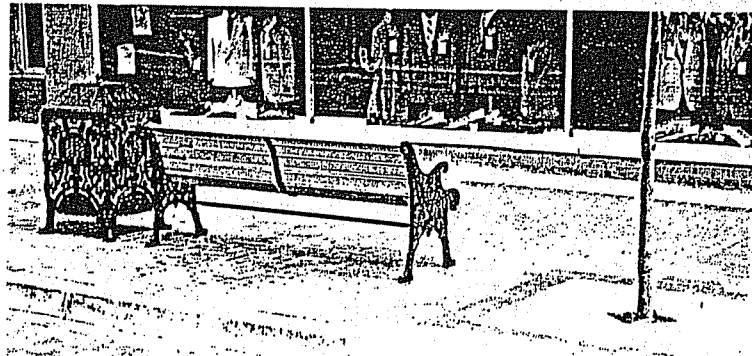
*approx cost for 6' long
\$1100. ea.*

*Stanton can be personal-
ized with City name.*



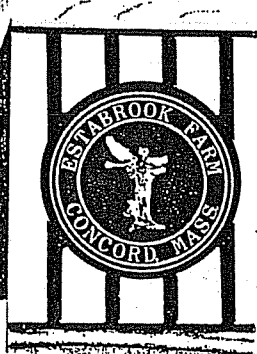
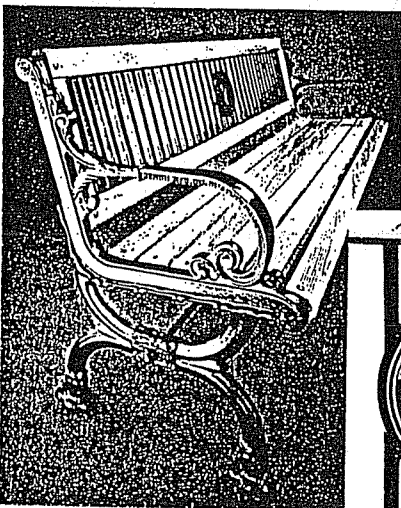
WOOD CONTOUR BENCH

*approx. cost for 6' long
\$1000. ea.*



WOOD BENCH

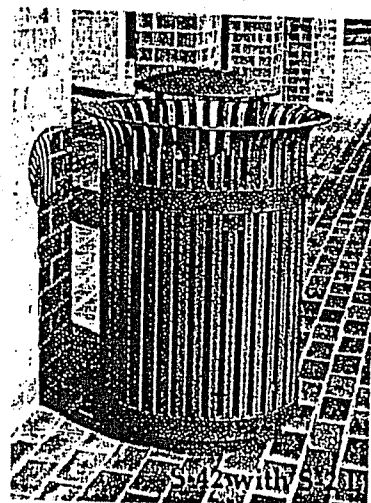
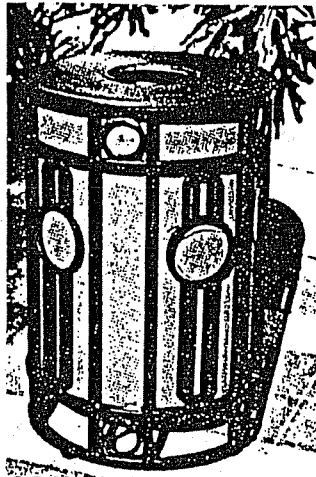
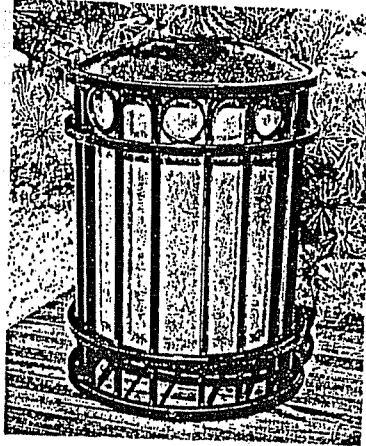
*approx. cost for 6' long
\$1000. ea.*



Personalized Medallion

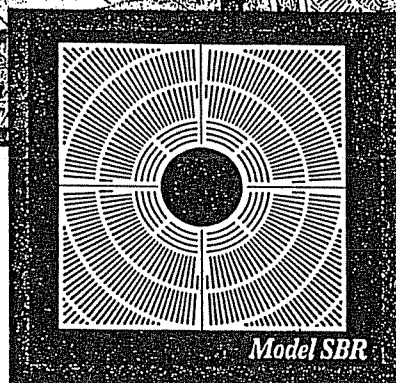
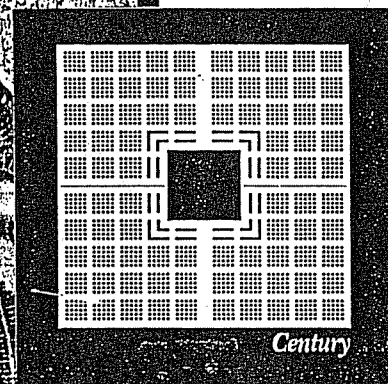
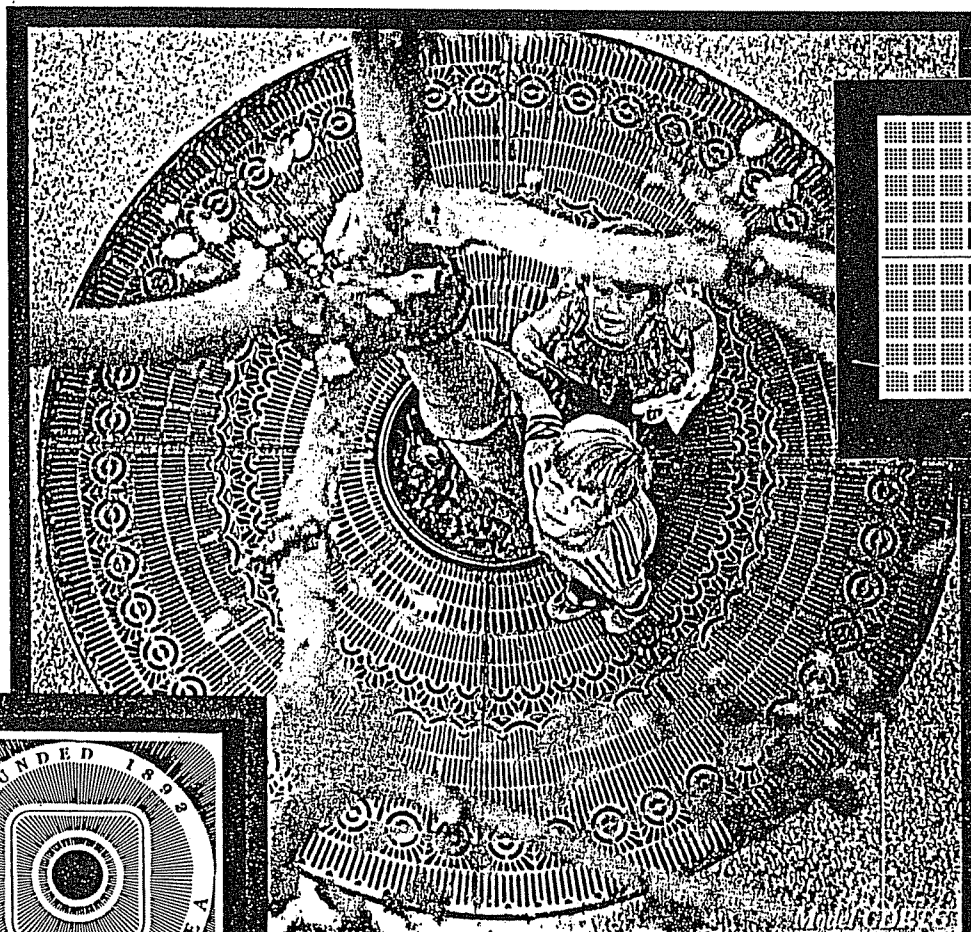
Trash Receptacles

STEEL TRASH RECEPTACLES



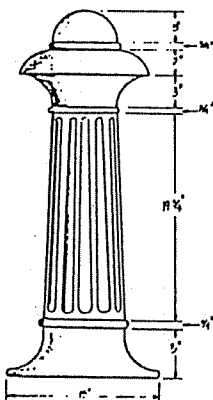
approx. cost: \$1000. ea.

Tree Grates

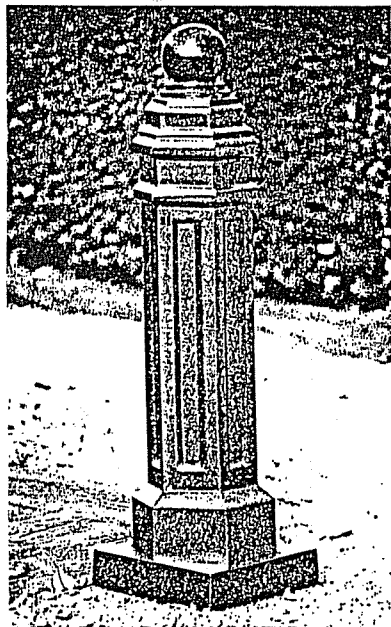
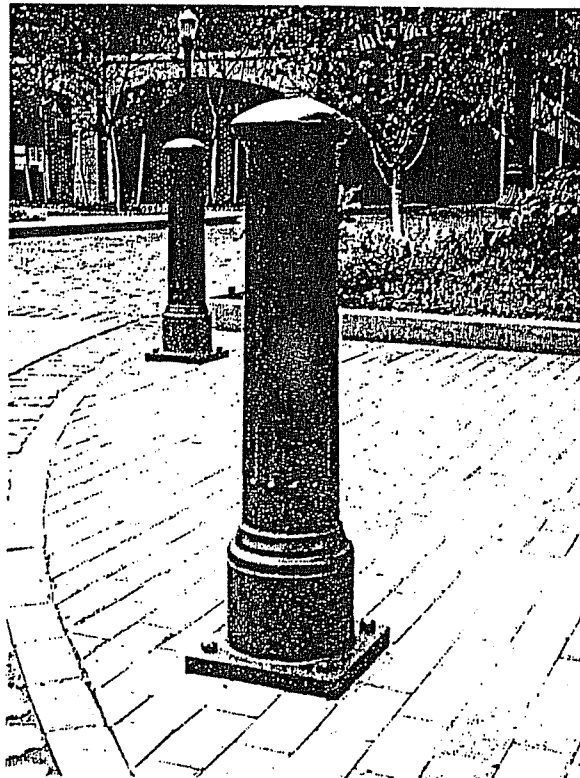


approx. cost: \$800. ea.

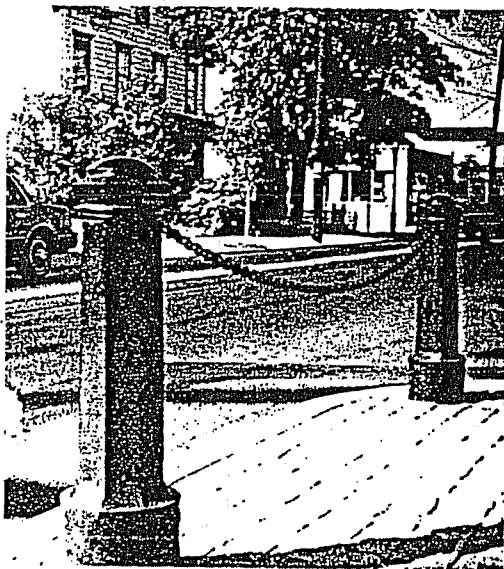
Bollards



ORNAMENTAL FLUTED BOLLARDS

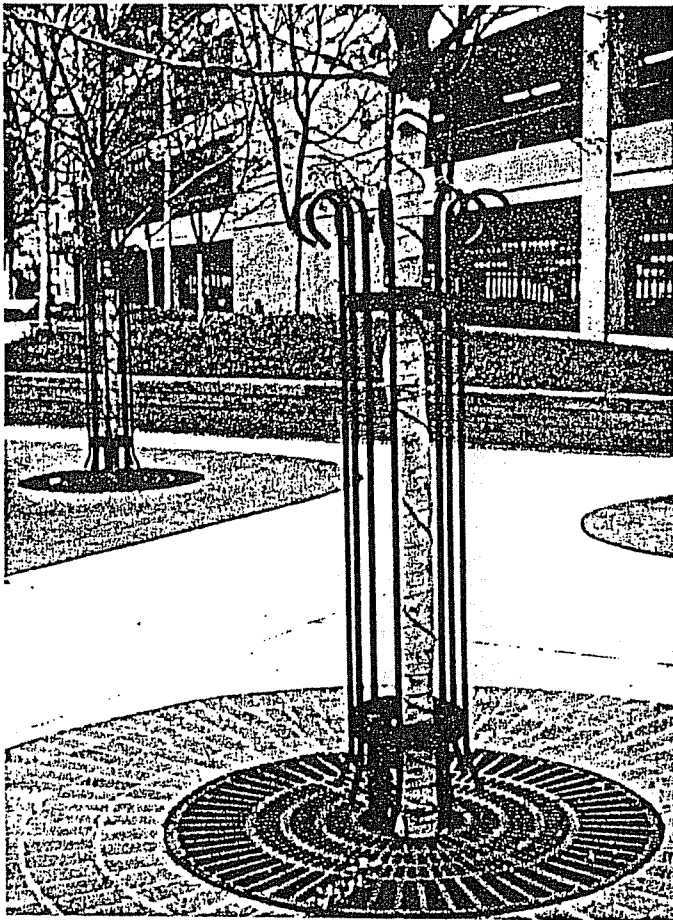


CONCRETE BOLLARDS



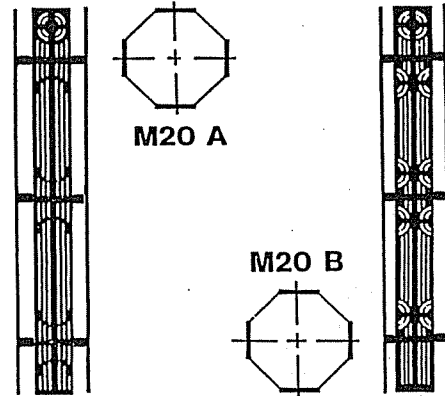
approx. cost: \$ 400. - 500. ea.

Tree Guards

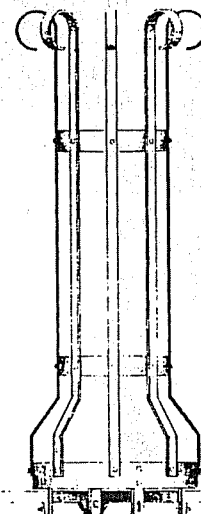


Wrought Iron

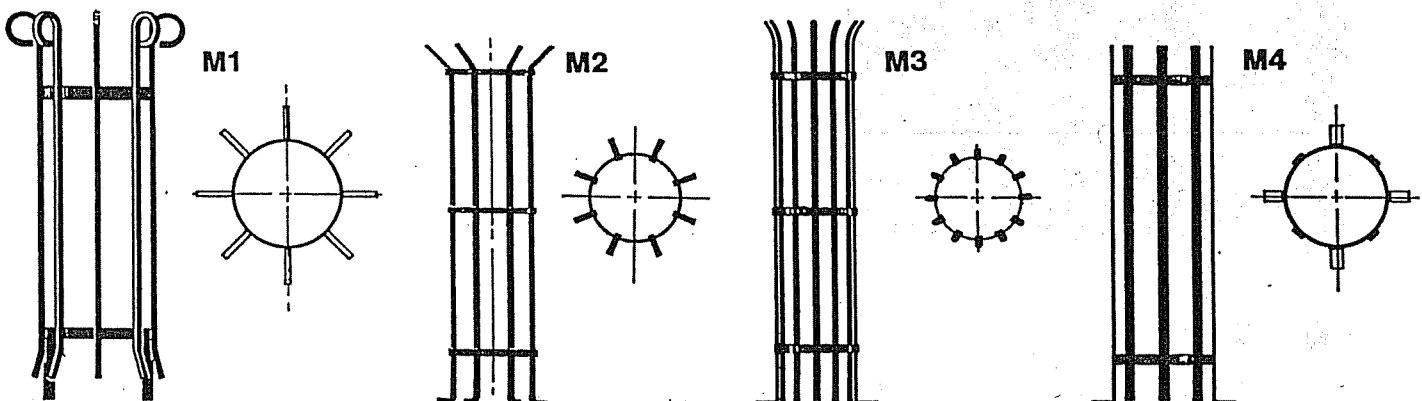
approx. cost: \$ 500. ea.



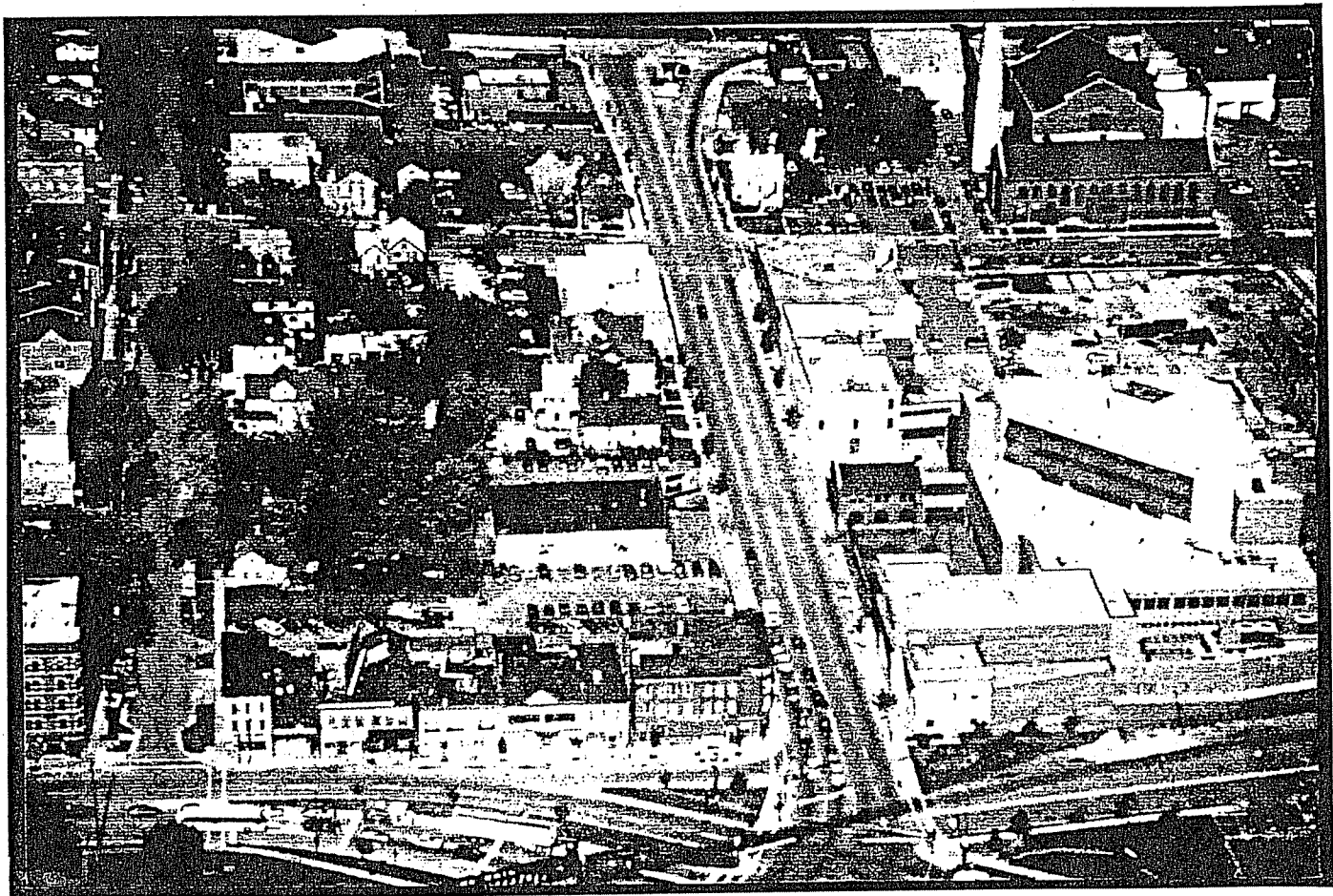
decorative panels



1/4" steel bar

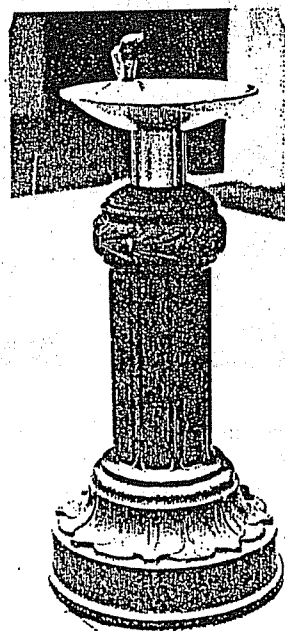
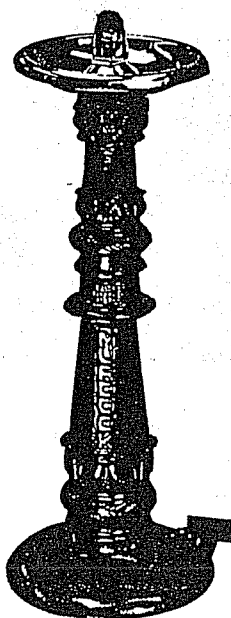
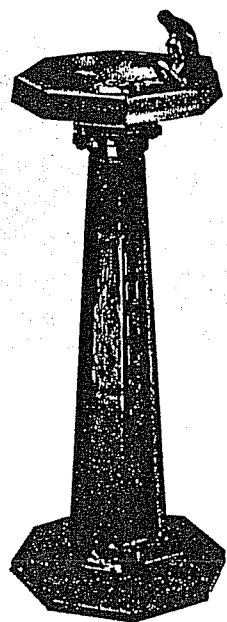
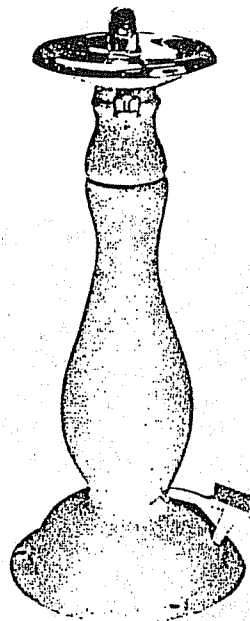
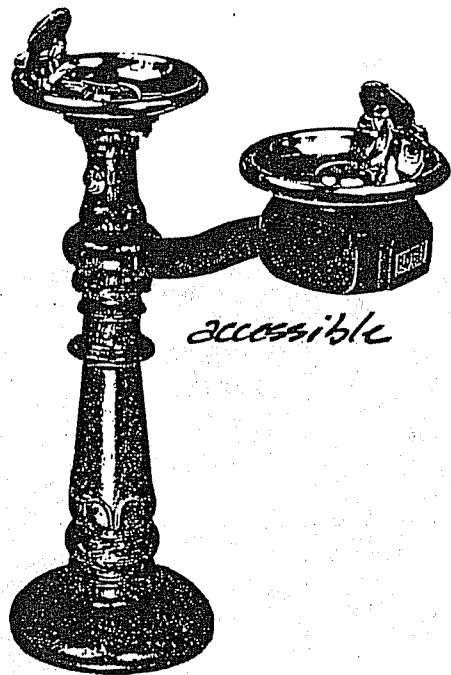


Implementation Strategy



View of the eastern half of the First Settlement Neighborhood. The proposed Germania project is on the left side of the photo. Madison Gas and Electric Corporate Headquarters is on the right side of the photo. Photo credit: Archie Nicolette, 1989.

Drinking Fountains



*Base can be
fabricated to
match light
bases.*

approx. cost : \$1500 - 2000. ea.

IMPLEMENTATION STRATEGY

The next section of this report discusses the implementation of the First Settlement Neighborhood Master Plan Recommendations. It is important to note that the implementation process has already begun. Important partnerships with the city, neighborhood residents, neighborhood property owners and developers have been developed over the past year. The First Settlement Neighborhood Master Plan has also influenced the city's new TIF No. 25 which now includes much of the First Settlement Neighborhood. TIF District No. 25 will be the primary short-term financing tool for implementing master plan recommendations. Finally, the First Settlement Neighborhood Planning Task Force has been meeting on a regular basis to discuss its priorities for phase one improvements and how these projects can be implemented.

A coordinated implementation process will be necessary in order for the implementation of the master plan to proceed effectively. The following discussion describes an implementation process that includes a definition of specific short-term priorities, general implementation activities to be accomplished by the First Settlement Neighborhood, implementation recommendations for the downtown which will benefit the First Settlement Neighborhood and a listing of potential funding sources to implement First Settlement Neighborhood improvements.

Phase One Implementation Priorities

The First Settlement Neighborhood Planning Task Force has identified the following Phase One implementation priorities.

1. Acceptance of the Master Plan.

Present the First Settlement Neighborhood Master Plan to the City Council for acceptance. Phase one priorities should be presented to City Staff and the City Council to initiate city involvement in priority activities.

2. Presentation of the Master Plan to Neighborhood Stakeholders.

Continue to present the First Settlement Neighborhood Master Plan to key stakeholder groups whose cooperation and commitment will be instrumental in implementing master plan recommendations. Groups to be contacted include the State of Wisconsin, Madison Gas & Electric, Old Market Place Neighborhood and Rubin's Furniture.

3. Phase One Neighborhood Improvement Projects

Implementation of neighborhood signage improvements (S15), neighborhood streetscape improvements (S13) and Reservoir site improvements (R13). Recruit neighborhood design professionals to assist in planning for neighborhood improvement projects.

4. Neighborhood Implementation Steering Committee

Identify and recruit neighborhood stakeholders to form a steering committee that will coordinate implementation of master plan recommendations. Responsibilities of the steering committee are identified in the First Settlement Neighborhood Implementation Recommendations, no. 2, page 23.

5. Business Improvement District (BID)

Work with the Greater Williamson Area Business Association (GWABA) to create a Business Improvement District for the commercial district within the First Settlement Neighborhood.

6. Neighborhood Improvement District

Evaluate and promote the opportunity to create a neighborhood improvement district for residential areas within the First Settlement Neighborhood. Such a district could be combined with a Business Improvement District but is not currently permitted under state statute.

7. Master Lease Parking Program.

Evaluate the opportunity to create a master lease parking program for residential areas in the First Settlement Neighborhood. See Rear Yard Parking Recommendations (P4).

8. Traffic Control on Main Street

Request that the City of Madison conduct a traffic study of the Main Street area to identify and recommend improvements for discouraging commercial and non-destination traffic on Main Street. Consideration should be given to improvements such as signage, bulbed streetends at Butler Street and Blair Street, bulbed intersections at Franklin Street and Hancock Street, four-way stops at the Franklin Street and Hancock Street intersections and redirection of commercial traffic to Butler Street, Blair Street and E. Wilson Street. See Main Street Traffic Circulation Recommendations (T5).

9. Brayton Lot

Prepare a design plan for the Brayton Lot that illustrates how the site could be developed for new residential, commercial and public parking uses to meet neighborhood, city and state goals. Present and discuss the plan with the City and State.

10. TIF District No. 25

Coordinate with the City of Madison to identify the boundaries and project plan for the new TIF District No. 25 to include the First Settlement Neighborhood. TIF District No. 25 will be the primary financing mechanism for implementing First Settlement Neighborhood Master Plan Recommendations.

11. Urban Forestry Zone

Establish the First Settlement Neighborhood as an Urban Forestry Zone, whereby property owners would be permitted to plant street terraces with a variety of trees and shrubs that meet the City Forestry Division's performance criteria. In this zone, trees may be considered that are not presently on the Forestry Division's list of permitted trees. Also, trees could be planted more closely together depending on sizes, planting requirements and growing conditions.

First Settlement Neighborhood General Implementation Recommendations

1. Present the First Settlement Neighborhood Master Plan to the Capitol Neighborhood Association, City Plan Commission and City Council for acceptance.
2. Establish a neighborhood steering committee to oversee the implementation of the master plan recommendations. The steering committee should represent both residential and business interests. Potential responsibilities include:
 - Liaison with DMI and other neighborhoods.
 - Education (master plan presentations, coordination with State, design workshops, etc).
 - Neighborhood design review.
 - Marketing (walking tours, awards, newsletters, etc.).
 - Maintenance (gardens, street ends, sidewalk cleanup, etc.).
 - Private fundraising (signage, street ends, lighting, etc.).
3. Establish a partnership between the First Settlement Neighborhood and Downtown Madison, Inc. DMI is envisioned as a private sector implementation partner with the City. Potential DMI responsibilities include:
 - Downtown Vision Plan.
 - Redevelopment partner with City.
 - Liaison with State, business organizations and downtown neighborhoods.
 - Marketing plan for downtown.
 - Downtown parking and transportation policies.
 - Private investment in redevelopment projects.
 - Establish Lender Commitment Program for commercial and residential rehabilitation.
 - Business Improvement District (BID) creation.
 - Development and business incentives.
 - Developer recruitment.
 - Fundraising.
4. Conduct a focus group workshop between the City, DMI, and the neighborhood to identify the process, organization, schedule and responsibilities for implementing the First Settlement Neighborhood Master Plan.
5. Prepare a housing market study for the First Settlement Neighborhood to address the following:
 - Profiles of potential buyers for First Settlement housing.
 - Number of new housing units that can be absorbed in the First Settlement area by the year 2020.
 - Viable housing types (mid-rise apartments, studio condominiums, starter homes, second homes, affordable housing, mixed-use developments, single resident occupancy's, etc.).
 - Key housing sites.

- Infrastructure improvements needed to encourage interest in First Settlement Neighborhood housing.
 - Financial tools to encourage residential development.
 - Viability for neighborhood retail services including grocery, hardware, pharmacy, etc.
 - Strategy to market First Settlement Neighborhood housing.
6. Identify funding sources to implement improvements recommended in the First Settlement Neighborhood Master Plan. Establish a TIF District for the First Settlement Neighborhood as the primary financing tool for new infrastructure improvements and redevelopment opportunities.
7. Establish a Business Improvement District (BID) for the First Settlement Neighborhood that includes both business and residential areas. The legalities of including residential areas in such a district need to be reviewed. Potential responsibilities include:
- Identification of optimum business and residential mix.
 - Business recruitment.
 - Cost sharing for streetscape improvements.
 - Marketing.
 - Maintenance fund.
 - Neighborhood parking plan.
 - Design guidelines for private redevelopment.
 - Management of district.
8. Prepare detailed implementation strategies for strategic redevelopment sites in the First Settlement Neighborhood (E. Wilson Street Redevelopment District, Brayton Lot, Germania, and Ela property). Implementation strategies should include:
- Market analysis.
 - Design guidelines.
 - Design review.
 - Land assembly.
 - Financing.
 - Phasing.
 - Developer recruitment.
 - Project management.
9. Implement zoning changes for the First Settlement Neighborhood.
- Review commercial zoning for the neighborhood. Identify areas where zoning changes need to occur to limit non-residential encroachment into defined residential areas.
 - Expand C-4 zoning along E. Wilson Street and Blair Street to provide a design review process for projects proposed on these important downtown entrance corridors.
 - Change zoning to encourage higher density mixed-use developments in strategic locations.

10. Designate the First Settlement Neighborhood as a local historic district to preserve historic resources, encourage sensitive infill construction, and establish a broader design review process.
11. Prepare a parking strategy for the First Settlement Neighborhood that includes:
 - Parking inventory and demand.
 - Key parking sites.
 - Master lease parking program.
 - Implementation of a backyard parking ordinance.
 - On-street parking enforcement.
 - Parking management.
 - Financing.
12. Establish a building improvement program focused on commercial and residential rehabilitation, historic preservation, storefront and facade improvements and landscape improvements. Program components include:
 - Residential and commercial design guidelines.
 - Neighborhood design review.
 - Financing tools.
13. Identify a public works improvement schedule to coordinate the design and implementation of streetscape improvements for the First Settlement Neighborhood with scheduled public works projects. Downtown gateway corridor improvements (E. Wilson Street, E. Washington Ave., Blair Street, Williamson Street to Blount Street and John Nolen Drive) should receive priority.

Implementation Recommendations for Downtown Madison that will benefit the First Settlement Neighborhood.

1. Prepare a comprehensive planning strategy for downtown Madison that identifies:
 - Strategic redevelopment areas.
 - Traffic and parking improvements to support redevelopment and protect neighborhoods.
 - Location of future state office building sites.
 - Public use and recreation sites.
2. Prepare a Transportation Demand Management Plan (TDM) for the downtown that promotes pedestrian, bicycle, transit and light rail access as alternatives to highway construction. TDM should also recognize the value of living and working in the downtown.
3. Establish a formal public/private partnership between the City and a private sector organization such as Downtown Madison, Inc. (DMI) to plan, promote and implement strategic redevelopment projects for the downtown. Potential responsibilities for this group include:
 - Strategic planning.
 - Marketing.
 - Financial strategies.

- Redevelopment coordination.
 - Developer recruitment.
 - Infrastructure improvements.
 - Land use and transportation policies.
 - Downtown management.
 - Public approval process.
4. Establish an Isthmus neighborhood coalition to support broader planning initiatives common to all downtown neighborhoods (transportation, redevelopment, housing alternatives, recreation, safety, etc.).
 5. Prepare a comprehensive market analysis and marketing strategy for the downtown that includes the First Settlement Neighborhood.

Potential Public and Private Funding Sources

Public Funding Sources

1. Tax Incremental Financing (TIF).
2. Capital Revolving Loan Fund.
3. Community Development Block Grant (CDBG).
4. Revenue Bonds.
5. Increase Tax Credit for Historic Rehabilitation.
6. Low-Income Housing Tax Credits.
7. Land assembly and land banking for comprehensive redevelopment projects.
8. Special Assessments.
9. Business Improvement District (BID) and Neighborhood Improvement District (pending legislation).
10. Affordable Housing programs.
11. City of Madison Parking Utility
12. Capitol Improvement Program.
13. State and County highway funding.
14. Wisconsin Department of Transportation ISTEPA Enhancement Program.
15. Wisconsin Department of Natural Resources Stewardship Program.
16. Wisconsin Waterways Commission.

Private Funding Sources

17. MGE (burial of overhead utilities).
18. Lender Commitment Program (residential and commercial building rehabilitation).
19. Reduced interest mortgages to encourage home ownership (e.g. "Walk to Work" home ownership program).
20. Private fundraising.
21. Private investment in redevelopment projects.
22. Master lease parking program.

The following list summarizes the general project categories for the First Settlement Neighborhood and potential funding sources keyed to the list above.

- Strategic redevelopment projects (1, 2, 4, 5, 6, 7, 21).
- Commercial and residential infill (1, 2, 3, 5, 6, 10, 19, 21).
- Building rehabilitation and facade improvements (1, 5, 9, 18).
- Public streetscape improvements (1, 3, 8, 9, 12).
- Public parking in mixed-use redevelopment projects (1, 2, 4, 11).
- Neighborhood parking improvements (1, 2, 9, 21, 22).
- Transportation and infrastructure improvements (1, 12, 13, 14, 17).
- Park and recreation improvements (3, 12, 15, 16).

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