



Marquette-Schenk-Atwood Neighborhood Plan

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Supplemental Information

Supplemental information on the neighborhood is available from the Department of Planning & Development, Planning Unit, 215 Martin Luther King, Jr. Blvd., Room G-100, Madison, Wisconsin 53701-2985.

- ✓ Marquette-Schenk-Atwood Neighborhood Issues, Marquette-Schenk-Atwood Youth Committee, February 1993.
- ✓ Marquette-Schenk-Atwood Neighborhood Resource Directory, Department of Planning & Development, December 1993.
- ✓ Strategic Planning Analysis for Marquette-Schenk-Atwood: Final Report to the Marquette-Schenk-Atwood Neighborhood Steering Committee, Department of Urban & Regional Planning, UW-Madison, Madison, Wisconsin, June 1992.

Introduction

The attractiveness of the Marquette-Schenk-Atwood Neighborhood is its small town atmosphere. Residents can work, shop, and play all within a short walk from any place in this central city neighborhood. It is a neighborhood that strives to maintain a diverse population, a variety of housing opportunities, and a high quality of living for all of its residents.

The neighborhood has a long history of planning for its future. 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 city, county, not-for-profits, schools, developers and the business community that will lead to the implementation of the plan's recommendations.

Neighborhood Planning Process

The neighborhood planning process involves the preparation of a three to five year plan to address the physical, social, economic, housing, parks and open space, and transportation issues of the neighborhood. The planning process is steered by a committee of neighborhood residents and business representatives. The involvement of this steering committee is designed to bring the planning process to the community level and deal with neighborhood threats and opportunities.

In the Spring of 1993 the Marquette-Schenk-Atwood area (Census Tract 19) was designated by the Community Development Block Grant (CDBG) Commission, under the direction of Mayor Soglin, to receive one year of planning

services and two years of CDBG funding. This neighborhood area was selected based on the percentage of low and moderate income population residing in the area, the willingness on the part of residents to update their neighborhood plan, and the past successes of neighborhood-based organizations in implementing neighborhood projects.

The Marquette-Schenk-Atwood Neighborhood Steering Committee, a cross section of residents from varying income, age, race, and tenure backgrounds, was appointed by the Mayor to guide the preparation of the plan. The Marquette-Schenk-Atwood Steering Committee set the framework for the planning process by identifying the major issues facing the neighborhood in the next three to five years. To gain a broader perspective from elementary and middle school youth, a committee of fifth, sixth, seventh, and eighth graders was formed to provide insights on the neighborhood through the eyes of this generation.

To gain greater participation from neighborhood residents and the business community, four subcommittees were established with the goal of formulating preliminary strategies on the top neighborhood issues. Over 40 neighborhood residents volunteered to work on analyzing the critical issues of housing, economic development, parks and open space, and delivery of community services over a three month time period.

The outcome of this planning process is a set of plan recommendations to enhance the quality of life and environment within the neighborhood. It is understood that the implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other community planning initiatives.

However, we expect that the city, county, school district and community-based organizations consider funding

our neighborhood's recommendations in upcoming budget cycles. We are pleased that the Marquette-Schenk-Atwood Neighborhood will be receiving approximately \$200,000 over the next two years in Community Development Block Grant funding from the city to assist in implementing eligible neighborhood improvement projects.

Summary of Neighborhood Issues

The Marquette-Schenk-Atwood Neighborhood is a central city neighborhood that has an array of features that makes it a sought after place to live, work, and do business. Below is a summary of major issues identified by the neighborhood during the planning process, with an emphasis on capitalizing on its assets and positioning itself for the future.

1. ***Building a Stronger Neighborhood.*** The neighborhood has always strived to involve neighborhood residents in the short and long term planning of its area. Common Wealth Development, Inc., Greater Williamson Area Business Association, Atwood Community and Wil-Mar Neighborhood Centers, and of course, the Marquette Neighborhood Association and Schenk-Atwood Revitalization Association are some of the neighborhood-based organizations that provide the opportunity for the community to work together on common goals. The neighborhood would like to improve communications among the organizations to ensure that future planning activities are consistent and complementary as well as to facilitate working together on joint projects.

It is imperative that the organizations continue to bring newcomers into their active membership. A neighborhood goal is to strengthen the connection among

geographic areas of the neighborhood - Williamson Street area, Dewey Court area, and the Schenk-Atwood area - to have a cross section of residents working to improve and enhance the neighborhood.

2. ***Enhancing the Yahara River Corridor as a place to live and play.*** The Yahara River connects Lake Monona and Lake Mendota. The future vision of the river corridor (the lands lying immediately to the east and west of the river banks) is to develop a pedestrian pathway that will provide a safe, aesthetic passageway along the corridor. Improvement of pedestrian travel across bridges and busy intersections, a more convenient connection to Burr Jones Field and Tenney Park, and the enhancement of the shoreline to accommodate more greenspace will provide greater recreational opportunities to residents in this park-deficient central city neighborhood. Redevelopment of existing industrial lands lying to the west of Thornton Avenue would provide the opportunity to construct higher density residential buildings that would have the nearby amenities of the Yahara River and proposed East Rail Corridor bike path.
3. ***Improving community facilities.*** The neighborhood acknowledges the importance of its community facilities: Atwood Community Center, Wil-Mar Neighborhood Center, Madison Community Health Center, and Marquette-O'Keeffe Schools. Each of these facilities requires exterior and interior improvements to provide an adequate, accessible, and safe space for neighborhood children, residents and users of the facilities.
4. ***Strengthening the residential and commercial nodes of Williamson Street.*** One important neighborhood shopping district is the locally-owned stores radiating around the Baldwin and Williamson Street intersection.

To strengthen the vitality of this neighborhood commercial district, it is important to concentrate business activity around this well-defined, compact core along with the possibility of building a municipal parking lot for the convenience of customers. Residential rehabilitation or redevelopment should be directed to occur in the predominantly residential areas lying to the east and west of the neighborhood shopping core. A planned separation of the predominant uses will create a strong commercial core for convenient shopping and create a livable, lively neighborhood along Williamson Street with a sense of community for residents living in this area.

5. *Supporting the Revitalization of Schenk-Atwood Commercial Area.* The long term involvement of the Schenk-Atwood Revitalization Association can be credited with the positive growth that has occurred in the Schenk-Atwood-Winnebago commercial area. The eclectic mix of businesses – from banking, medicine, chiropractic, and law, to dry cleaners, convenience stores, restaurants, artisans, and entertainment centers, to light manufacturers, such as bakers and tee-shirt makers – provide for an attractive mix of businesses for nearby residents and Madison area shoppers. It is important for the area to continue to support a strong residential base by providing housing opportunities such as apartment units on the second floor or above retail shops. Close attention to the renovation of existing buildings and design of new construction so that they blend into the historic character of the area would continue to add to the charm of the area.

6. *Improving Bus Service for the Youth Population.* A viable means of transportation for youth is the bus system. The promotion of use of the bus system at young ages will help encourage the life-long usage of the system.

Neighborhood youth have identified three deterrents to their usage of the bus system: 1) the cost of bus fares for youth (85 cents for cash fare and 55 cents for ticket per ride), 2) length of time it takes to reach highly frequented destinations such as East Towne Mall, and 3) the absence of service to Eastgate Theater and Lapham Elementary School.

7. *Ensuring Affordable, Quality Housing Opportunities to Continue Throughout the Neighborhood.* It is the goal of the neighborhood to continue to provide a range of housing choices. The rise of property values within the city and our neighborhood affects the availability of a wide range of affordable housing opportunities for renters, owners, and seniors. We want to continue to support organizations that provide housing options within our neighborhood for individuals and families of low and moderate income and promote housing ownership programs and renter programs for such individuals and families. We also support scattered-site low and moderate income housing throughout the neighborhood and want to encourage new multi-unit development units.

8. *Improving the Visual and Environmental Quality of the East Rail Corridor Area.* The passageway to the neighborhood from Livingston, Blount, Paterson, Brearly, Ingersoll, Baldwin, Dickinson, and Thornton takes one through an area of storage yards, storage tanks, smoke stacks, and surface parking lots. The overall visual quality of the area could be enhanced by improving these gateways through landscaping the exterior of buildings and parking lots and by installing street lighting along the more traveled gateways.

Future redevelopment of the rail corridor is contingent upon the thorough investigation of contamination, clean-

up remedial plans, and a comprehensive land use plan for the planned development of the corridor.

9. *Encouraging the Redevelopment of the East Rail Corridor Area.* Unlike many older, built-up neighborhoods, we have an industrial corridor that offers the potential to support residential, industrial, recreational, and/or transportation land uses. The competition for future land uses in the corridor, and the delicate balance of land uses to enhance the city and neighborhood, will have to be carefully planned by the neighborhood and city. The neighborhood would like to actively participate in developing a comprehensive land use plan for the area between East Washington and Williamson Street with the City of Madison Department of Planning & Development. We would like to have the part of this area north of Wilson Street and west of Dickinson Street developed into a pleasant “Urban Industrial Park” combining workplaces with adequate greenspace.

10. *Linking New and Existing Parks to the Neighborhood.* Due to the limited opportunities for acquisition of park and open space areas, it is imperative for the city and neighborhood to identify future parkland areas for acquisition, improve existing parkland, and improve the linkage of existing parkland to other city parks that are within or outside the neighborhood. Capitalizing on the Yahara River corridor by acquiring and developing land along the river, linking the corridor to the proposed bike path, and improving the pedestrian accessibility to Burr Jones Field and Tenney Park would help diversify the parkland opportunities within the neighborhood.

Near-term completion of the East Rail bicycle path is a top priority for the neighborhood.

11. *Involving Madison’s Youth Population in the Future Planning of Our Community.* The ideas of our youth population are invaluable for the community and city to hear in the planning for changes within our community. We suggest an ongoing youth committee be established by the Mayor and Common Council to advise decision makers on planning issues.

Neighborhood Planning Boundaries

The Marquette-Schenk-Atwood Neighborhood planning boundaries include the Marquette Neighborhood and the western portion of Schenk’s-Atwood Neighborhood (See Map 1). The study area is bounded by East Washington Avenue on the north, Division Street and Schurz Avenue on the east, Lake Monona on the south, and South Blair Street on the west. Although this plan encompasses the planning area that is contiguous with Census Tract 19, it is hopeful that future planning activities in Census Tract 20 (the major portion of Schenk-Atwood Area) will be consistent and complimentary to this plan.

Community Networks

Community associations, organizations, and institutions provide a structure for a neighborhood to organize, network, and possibly implement the needs and wants of its residents. Within the neighborhood planning boundaries are:

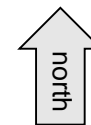
- ✓ Neighborhood Associations
 - Marquette Neighborhood Association
 - Schenk-Atwood Revitalization Association
 - Greater Williamson Area Business Association

Map 1

NEIGHBORHOOD PLANNING AREA BOUNDARY



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993



- Parent Teacher Groups (PTG) of Lapham and Marquette Elementary, O’Keeffe Middle, & East High School

✓ Neighborhood-Based Organizations

- Atwood Community Center
- Wil-Mar Neighborhood Center
- Common Wealth Development, Inc.

✓ Neighborhood Schools

- Marquette Elementary
- O’Keeffe Middle

✓ Neighborhood Communications

- Gazette Newsletter
- East Side News
- Lapham, Marquette, Lowell, and O’Keeffe School Newsletters

✓ Centers of Worship

- Bethany Evangelical
- Immanuel Lutheran
- New Fellowship Church
- Plymouth Congregational
- St. Bernard Catholic
- Trinity Lutheran
- Zion Lutheran

✓ Major Service-Organizations Operating in the Neighborhood

- Over thirty service organizations are operating in some capacity within the boundaries of the neighborhood. Atwood Community Center, Big Oak Child Care, CC Riders, Children’s House, Chrysalis, Inc., Common Wealth Development, Inc., Dane County Head Start,

Eagles Club, Elizabeth Seton House, Elks Club, Eastside Coalition of Older Adults, Luke House, MATC, Madison Community Health Center, Madison School Community Recreation, Madison Literacy Council, Madison Urban League, Omega School, Operation Fresh Start, Port St. Vincent, Project Home, Red Caboose Day Care, Riverview Group, St. Vincent De Paul, Welfare Rights Alliance, Wil-Mar Neighborhood Center and Women in Support and Healing are only a few.

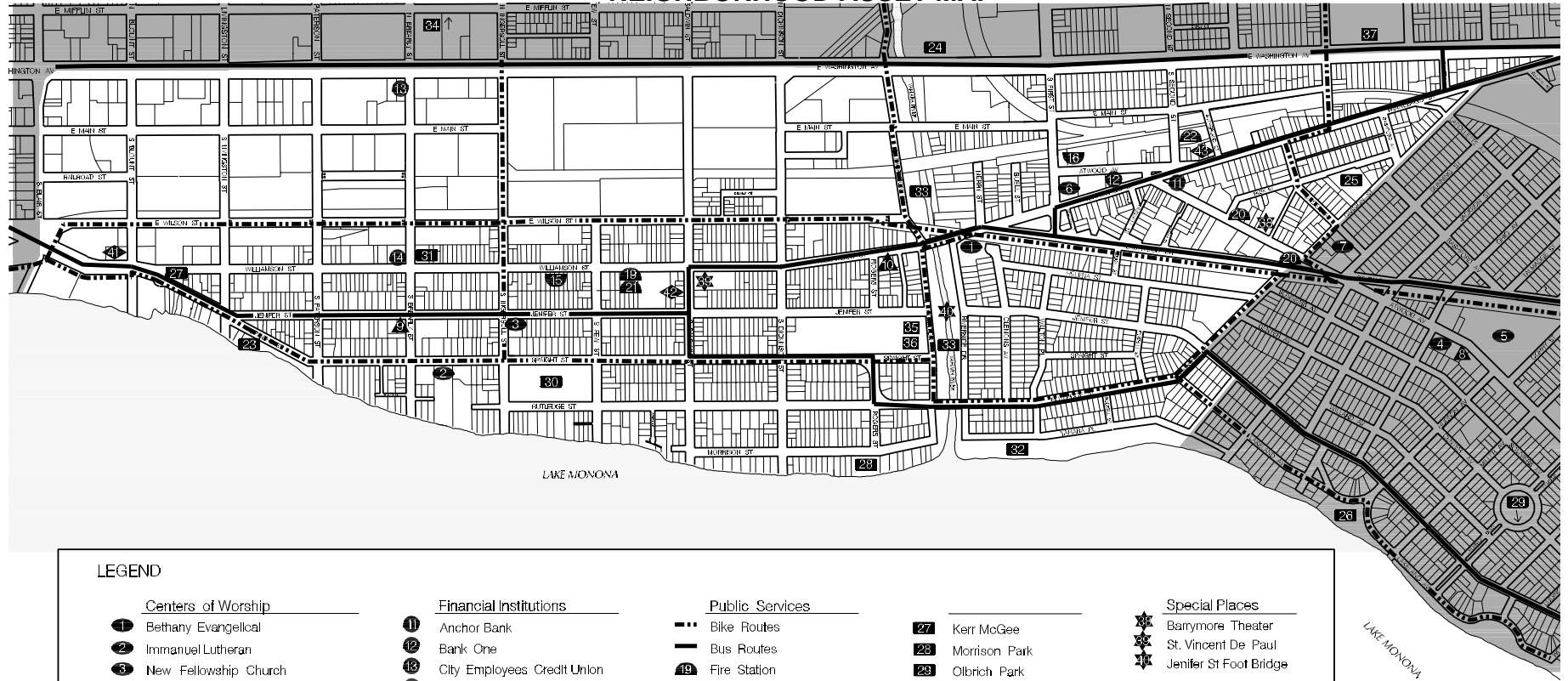
Neighborhood Assets

Marquette-Schenk-Atwood Neighborhood has many features that set it apart from other Madison neighborhoods (See Map 2):

- the proximity of the neighborhood to local job markets on Williamson and Schenk-Atwood commercial districts and to the downtown employment centers. Marquip, MG&E, Madison-Kipp, Ray-O-Vac, Schoeps, St. Vincent De Paul, and numerous start-up businesses in the neighborhood are anchors to a *“walk to work and live nearby”* philosophy.
- the high marks in education of Lapham, Marquette, Lowell, and O’Keeffe Schools and the strong connection to Marquette Neighborhood and Schenk-Atwood Revitalization Association, Atwood Community and Wil-Mar Neighborhood Centers, and Common Wealth Development, Inc. exemplify a community that cares for its youth.
- a prime entertainment center of Madison’s east side flourishes in this area. Catching a theater production at Broom Street or Apple Island, live entertainment at the

Map 2

NEIGHBORHOOD ASSET MAP



LEGEND

Centers of Worship

- 1 Bethany Evangelical
- 2 Immanuel Lutheran
- 3 New Fellowship Church
- 4 Plymouth
- 5 Saint Bernard
- 6 Trinity Lutheran
- 7 Zion Lutheran

Community Centers & Services

- 8 Atwood Community Center
- 9 Wil-Mar Neighborhood Center
- 10 Common Wealth Development

Financial Institutions

- 11 Anchor Bank
- 12 Bank One
- 13 City Employees Credit Union
- 14 Telco Community Credit Union
- Medical
- 15 Madison Community Health
- 16 Dean Medical Center

Public Services

- 17 Bike Routes
- 18 Bus Routes
- 19 Fire Station
- 20 Municipal Parking Lots
- 21 Police Office
- 22 Post Office

Parks & Open Space

- 23 B.B. Clarke Beach
- 24 Burr Jones Field
- 25 Hawthorne Park
- 26 Hudson Beach

- 27 Kerr McGee
- 28 Morrison Park
- 29 Olbrich Park
- 30 Orton Park
- 31 Willy Street Park
- 32 Yahara Place Park
- 33 Yahara Riverway

Schools

- 34 Lapham Elementary
- 35 Marquette Elementary
- 36 O'Keeffe Middle
- 37 East High

Special Places

- 38 Barrymore Theater
- 39 St. Vincent De Paul
- 40 Jenifer St Foot Bridge

Child Care Centers

- 41 Red Caboose
- 42 Children's House
- 43 Blg Oak

City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

Barrymore Theater, Harmony Bar, or Crystal Corners, or coffee house type performances at the Atwood Community Center, Coffee Lab, or Wil-Mar Neighborhood Center are places to socialize with neighbors and friends.

- a restaurant and entertainment district along Schenk's Corners is developing into a strong, trendy spot to catch entertainment at the Barrymore and Brave Heart Theater and a bite to eat at the variety of restaurants that line the street.
- a neighborhood shopping district – where people can grocery shop, pick up a prescription, and find a part at the hardware store – is a reality on Williamson Street. This small town atmosphere draws people to get to know their neighbors on the way up and down the “*Main Street*” of the neighborhood.
- accessibility to Lake Monona and Yahara River for water activities and the linkage to the bike system to the downtown and to east and west lying neighborhoods provides a wide range of recreational and transportation opportunities to neighborhood residents. Plus the neighborhood hosts a variety of summer festivals such as the Atwood & Willy Street Fair and Orton Park and Water Festival.
- the resource rich community of service organizations cares about people from all walks of life. Atwood Community Center, Common Wealth Development, Inc., Madison Community Health Center, St. Vincent De Paul, United Way of Dane County, and Wil-Mar Neighborhood Center are only a few of the service organizations with headquarters in the neighborhood.

- a wide range of housing options to fit the need of individuals and families – single family homes with lake frontage, to smaller, moderately priced homes, co-op living, and one to three bedroom apartments – are dispersed in different areas of the neighborhood.

Relationship to the Isthmus Neighborhoods

The Marquette-Schenk-Atwood Neighborhood is a centrally located neighborhood lying to the east of the State Capitol. Along with Old Market Place, Tenney-Lapham, Schenk-Atwood and Emerson East neighborhoods it shares common features: older housing stock, a mix of housing types and ownership patterns on smaller lots, and major arterial gateways leading to the downtown. It is helpful to examine the Isthmus neighborhoods, and their relation to the community as a whole, to better assess the similarities and differences between the geographic areas and the impact, if any, of the proposed plan recommendations (See Map 3 for census tract boundaries).

Census Tract 17 – Old Market Place Census Tract 18 – Tenney Lapham Census Tract 19 – Marquette-Schenk Census Tract 20 – Schenk's-Atwood
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Census Tract	Pop.	Median Age	Residence in Same Housing Unit in 1985 (%)	% Enrolled in College
17	5,976	24.7	16.2	44.2
18	5,785	27.2	22.9	31.9
19	5,906	29.3	33.4	20.1
20	5,613	30.2	43.8	9.3
City	191,262	27.7	38.3	24.2

	% Single-Family Structures	% Multi-Family Structures	% Built 1939 or Earlier	% Owner-Occupied Housing Units
17	3.5	87.4	48.7	3.6
18	20.8	61.8	52.3	19.4
19	32.4	38.9	77.3	36.3
20	55.1	19.9	61.3	53.2
City	48.1	43.3	21.3	45.8

	% Family Households	% Female HHSD with Children	% Bus, Bike or Walked to Work
17	8.0	51.6	65.9
18	28.8	36.1	37.4
19	36.0	35.5	40.7
20	50.8	32.6	21.5
City	52.4	21.5	23.4

Source: 1990 Bureau of the Census

Profile of the Marquette-Schenk-Atwood Neighborhood

Although it is important to examine the Marquette-Schenk-Atwood Neighborhood in its community setting, it is also helpful to examine detailed demographic, housing, income, employment and educational attainment statistics for the planning area. Two other supplement documents, *Strategic Planning Analysis for Marquette-Schenk-Atwood (June 1992)* and *Marquette-Schenk-Atwood Resource Directory (December 1993)* also provide statistical information for the planning area.

General Demographic Information

	Census Tract 19 Number
Population	5,906
Household	2,868
Families	1,030

Age Group	Census Tract 19 Number	Percent	City of Madison Percent
0 - 4	324	5.5	6.2
5 - 11	364	6.2	7.3
12 - 13	76	1.3	1.7
14 - 17	144	2.4	3.4
18 - 24	737	12.5	22.0
25 - 34	1,917	32.5	20.4
35 - 44	1,302	22.0	15.4
45 - 54	362	6.1	8.1
55 - 59	91	1.5	3.1
60 - 69	222	3.8	6.0
70 - 79	124	3.8	2.4
80 and over	143	2.4	2.4
Median Age	29.3		29.2

Race	Census Tract 19 Number	Percent	City of Madison Percent
White	5,433	92.0	90.7
African American	320	5.4	4.2
Native American	50	0.8	0.4
Asian & Pacific Islander	72	1.2	3.9
Other	31	0.5	0.7
Hispanic Origin	99	1.7	2.0

**Race of Householder with Children by Household Type
(Census Tract 19)**

	White	Black	Asian	Native Amer.
Married-Couple w/children	259	11	1	2
Male Householder w/children	40	9	1	0
Fem. Householder w/children	146	25	4	2

Income Information

Median Annual Income	Census Tract 19	City of Madison
Households	\$23,893	\$29,420
Families	\$30,818	\$40,799
Non-Family	\$20,239	\$19,474

**Mean Family Income by Families with Own Children
(Census Tract 19)**

Married-Couple	\$46,896
Male Householder	\$30,023
Female Householder	\$15,108

Mean Household Income by Race (Census Tract 19)

	Mean Income	Households
White	\$30,451	2,775
African American	\$28,168	68
Native American	\$24,750	5
Asian & Pacific Islander	\$7,638	14
Hispanic Origin	\$25,359	24
Other	\$30,252	6

Income Source (Census Tract 19)

	Mean Income	Households
With wage or salary income	\$28,254	2,388
With self-employment	\$11,505	465
With interest, dividend, or rental income	\$4,161	1,683
With social security	\$7,640	482
With public assistance	\$3,906	169
With retirement income	\$5,736	245
With other type of income	\$3,865	326

Poverty Status

Persons, Households, & Families Below Poverty Status

	Census Tract 19 Number	Percent	City of Madison Percent
Persons	919	15.6	15.0
Households	391	13.6	14.7
Families	97	9.4	6.6
- Married		(15)	
- Male Householder		(0)	
- Female Householder		(73)	

Employment Status

Employment Status by Sex by Work Disability (under 65 years)

	<u>Employed</u>	<u>Unemployed</u>	<u>Not in Labor Force</u>
With Work Disability			
- Male	112	0	107
- Female	86	19	48
With No Work Disability			
- Male	1,783	81	183
- Female	<u>1,910</u>	<u>19</u>	<u>207</u>
Total	3,891	119	700

Education Information

Education Attainment (25 years or older)

	<u>Census Tract 19 Number</u>	<u>Percent</u>	<u>City of Madison Percent</u>
Less than 9th grade	131	3.1	3.7
9 - 12 grade (no diploma)	259	6.1	5.3

Presence and Age of Children by Employment Status of Single Parent Households (Census Tract 19)

	<u>Living with father only</u>	<u>Living with mother only</u>
Under 6 years		
- In labor force	18	65
- Not in labor force	0	72
6 - 17 years		
- In labor force	47	151
- Not in labor force	0	45

Housing Information

Occupied

<u>Housing Units</u>	<u>Housing Units</u>	<u>Persons</u>	<u>Persons Per Unit</u>
Owner	1,061	2,442	2.30
Renter	1,819	3,384	1.86

Value of Specified Owner-Occupied Single-Family Houses

<u>Census Tract 19</u>	<u>City of Madison</u>
\$66,100	\$75,200

Median Monthly Contract Rent

<u>Census Tract 19</u>	<u>City of Madison</u>
\$396	\$430

No Telephone in Housing Unit (Census Tract 19)

Owner	12
Renter	87

Households with Annual Incomes of \$19,999 or Less Paying 30% or More Toward Housing Costs

	<u>Census Tract 19 Number</u>	<u>Percent</u>	<u>City of Madison Percent</u>
Owner	132	15.7	7.2
Renter	704	38.7	38.8

Neighborhood Plan Framework

One of the important components of neighborhood planning is that neighborhood residents identify and formulate strategies to improve and enhance their neighborhood area. Over a twelve month time period, the Marquette-Schenk-Atwood Neighborhood Steering Committee orchestrated the framework for the selection and analysis of key issues of the neighborhood, encouraged participation from residents, businesses, and neighborhood-based organizations, and solicited feedback from the larger community.

Neighborhood Steering Committee

The Marquette-Schenk-Atwood (MSA) Neighborhood Steering Committee, a cross section of residents from varying income, age, race, and tenure backgrounds, was appointed by the Mayor and Common Council to guide the preparation of the plan. To ensure the involvement of the community in the planning process, the MSA Steering Committee:

- established a **Youth Committee**, consisting of fifth through eighth graders, to develop plan recommendations from the perspective of the youth in the neighborhood.
- established **Land Use & Economic Development, Housing, Community Services and Facilities, and Parks and Open Space Subcommittee** as a vehicle for interested neighborhood residents to become actively involved in formulating strategies on key issues.
- invited **Marquette-Schenk-Atwood neighborhood-based organizations** to participate in a one-half day session to identify issues of the neighborhood. The outcome of this session was the set-up of quarterly meetings for

neighborhood-based service organizations to discuss potential collaboration activities.

The Marquette-Schenk-Atwood Neighborhood Steering Committee has developed the recommendations in this plan with the involvement of neighborhood residents, the business community, and neighborhood-based organizations. Prior to the introduction of the plan for adoption by the Madison Common Council, the Marquette-Schenk-Atwood Steering Committee also:

- presented the draft neighborhood plan and recommendations at a **public meeting** and to **Atwood Community Center Board, Common Wealth Development Board, Greater Williamson Area Business Association, Marquette Neighborhood Association, Schenk-Atwood Revitalization Association, and Wil-Mar Neighborhood Center Board** to solicit comments from the community.
- reviewed plan recommendations with Alderperson Zipperer (District 6) and City of Madison staff representing a variety of departments to solicit feedback on the plan recommendations.

Neighborhood Strategies and Plan Recommendations

The outcome of this planning process is a set of plan recommendations to enhance the quality of life and environment within the neighborhood. The plan recommendations are divided into five sections:

Issue Area 1: Land Use & Economic Development
Recommendations

Issue Area 2: Housing Recommendations

- Issue Area 3: Community Services and Facilities Recommendations
- Issue Area 4: Community Safety Recommendations
- Issue Area 5: Parks and Open Space Recommendations
- Issue Area 6: Youth Committee Recommendations

Issue Area 1 Land Use and Economic Development Recommendations

Neighborhood Design Concept

The vision for the Marquette-Schenk-Atwood Neighborhood is to treat its environs as a “*town*.” The definition of a *town* is a place for its residents to carry out shopping, working, living, and recreating, all within a definable area. Some characteristics of a *town* are a main street, gateways (entry point in and out of neighborhood), community meeting facilities, mix of housing types, places to work (office, light industry, retail, etc.), and places for fun, recreation, and entertainment. In addition, social characteristics, like the sense of civic pride and place, and a functioning local democracy all help create the feeling of community.

Creating a vision for the neighborhood helps to strategically design a balance between places for living, shopping, working, and recreating. The focus on balance is important because in order for each area to be successful, compromise will be needed to complete the comprehensive planning picture. Hopefully, the vision will help create a philosophic foundation for the neighborhood to base their decisions on and help in the challenging decision-making process.

Four areas of the neighborhood were identified as key elements in the future vitality of the neighborhood.

- Land Use Area A: Williamson Street Corridor
- Land Use Area B: Schenk-Atwood Business District
- Land Use Area C: Yahara River Corridor
- Land Use Area D: East Rail Corridor Area

We have developed a vision for the neighborhood that evolves around the concept of Marquette-Schenk-Atwood Neighborhood as a *town*, that the East Rail Corridor will be the center of new economic activity, and that Yahara River Corridor is an opportunity for future residential growth and parkland opportunities (See Maps 4-8).

Land Use Area A **Williamson Street Corridor**

Schematic Plan for Williamson Street

Williamson Street has two main land use components – a residential area and a commercial core. There is a strong sentiment to evaluate the existing land uses and zoning classifications to 1) preserve the existing residential uses in blocks that are predominantly housing and 2) encourage new commercial developments to locate in existing commercial cores. For this purpose of the vision, Williamson Street has been divided into the following districts (See Map 9):

District General Location

- | | |
|---|--|
| A | <u>Neighborhood Commercial Core:</u> Neighborhood retail and service businesses located between Few Street and Dickinson Street. |
|---|--|

- B Downtown Commercial District: Downtown retail and service businesses located between S. Blair Street and Brearly Street.
- C Predominantly residential area located on the north and south side of the 1400 and 1500 blocks of Williamson Street.
- D Predominantly residential area located on the north side of the 1000 block and south side of the 900-1100 blocks of Williamson Street.

General Recommendations for Williamson Street

1. Encourage the continued separation of the predominantly commercial cores and predominantly residential areas to maintain a well-defined, compact neighborhood shopping district rather than a commercial strip.
2. Strategically locate small and well-designed parking lots to serve customers and businesses in the area (parking is presently tight at Madison Community Health Center, St. Vincent De Paul, Williamson Street Co-op, and retail space of the former Williamson Street Bicycle Works).
3. Encourage the continuing development of businesses that would be compatible to the area, particularly those businesses that serve neighborhood residents.
4. Review the Third Lake Ridge Historic District Ordinance (roughly S. Blair Street to the Yahara River and from Williamson Street to Lake Monona) to determine if the existing criteria needs to be updated. It has been 15 years since the criteria for exterior alterations and new constructions were developed by the Madison Landmarks Commission and neighborhood property owners.
5. Bury overhead utility wires along the entire length of Williamson Street.

Williamson Street Neighborhood Commercial Core A Recommendations (Few and Dickinson Street Area)

The concept of a “*main street*” where residents shop and converse with each other is important in defining and maintaining a healthy and compact neighborhood. Marquette Neighborhood exhibits the charm of a neighborhood shopping district, particularly in the 1100, 1200, and 1300 blocks of Williamson Street. To strengthen the vitality of this district, the committee recommends:

1. The first priority is to recruit those businesses that serve the neighborhood consumer. Several commercial uses highlighted include a book and a magazine store, a video shop, and a Tyme machine.
2. The historic character of Williamson Street should be accentuated by: 1) installing historic style street lighting (similar to Jenifer Street pedestrian bridge) along this three block commercial area and 2) requiring new construction to reflect the historic-style streetscape such as requiring new buildings to be built-up to the sidewalk edge (or the street right of way), to use compatible materials, colors, and similar sized window openings, and to reflect similar scale to other surrounding buildings.
3. Explore the possibility of constructing municipal parking areas (such as Monroe Street and Schenk’s Corners municipal parking lots) as a means to 1) serve the parking demand of businesses and customers in the neighborhood, 2) minimize the need for greater parking square footage by individual businesses, and 3) provide a close-by, well-lit parking lot on a well-traveled street for customers to use rather than the various side streets in the vicinity. The removal or demolition of substandard buildings to create small parking lots is a recognized trade-off to strengthen the vitality of the commercial

district. The small parking lot(s) should be designed to minimize the impact on the street frontage and be appropriately landscaped.

4. Encourage the construction of quality, residential dwelling units on any floor above the ground floor or in the rear of commercial buildings to increase the overall number of residential units in the neighborhood.

Williamson Street Downtown Commercial District B Recommendations (Blair to Brearly Street Area)

The north side of 600-900 block and south side of 600 and 800 blocks of Williamson Street are designated as the *downtown commercial district*. The close proximity of the Capitol and central business area strongly influences this gateway to the neighborhood. The character and personality of this downtown commercial area is different than that of the *neighborhood shopping core* in that it is less intimate and more public, thus serving downtown workers first and neighborhood consumers second.

1. The first priority is to recruit those businesses that serve the downtown worker, outside patrons, and commuters, but also contribute to the vitality of the neighborhood.
2. Encourage the construction of residential dwelling units or office space on any floor above the ground floor.
3. Require new and rehabilitated buildings to reflect the character, aesthetics and scale of the surrounding historic buildings.
4. Parking lots should be permitted only for parking of private automobiles for employees and customers of associated businesses. No parking garages or facilities should be allowed to serve public or private enterprises.

5. Machinery Row building, located at the intersection of S. Blair and Williamson, should be historically rehabilitated into neighborhood retail commercial space.

Williamson Street Residential Areas C and D Recommendations

Lying between the commercial districts are predominantly single-family, two-family and three-family residential structures, with an occasional commercial use operating next door. The planned separation of commercial and residential areas will aid in the healthiness of both districts by fostering a well-defined, compact commercial district (that can grow from its edges) and cultivate a livable residential district that gives owners and renters a stake in the area.

The threat to Williamson Street is that the current commercial zoning classification would theoretically allow the conversion or demolition of existing residential structures to non-residential uses. To preserve the predominantly residential areas, a thorough examination of appropriate implementation tools needed to accomplish protecting the predominantly residential areas while allowing existing neighborhood businesses to continue operations legally and providing for the well-defined growth on the edges of the commercial districts will need to be done.

The need to provide quality, affordable housing in the predominantly residential areas may lead to the demolition of substandard structures. Construction of new residential structures should be: 1) medium-high density (similar to the Falconer Co-op at 1001 Williamson Street), 2) include units of 3 bedrooms or more for families, and 3) include an income mix of units, with the mix dispersed throughout the development. Concentration of large, low-moderate income housing complexes is not recommended.

1. Preserve the residential use on Williamson Street. In some cases, substandard housing could be replaced with aesthetically pleasing developments and higher quality, energy efficient units that would keep or lower the housing costs.
2. A part of each new housing development should have an affordable housing component integrated into the plan and include a commitment to create economic, social, and ethnic diversity. There is need to create a balance of locations for affordable housing both on Williamson Street and throughout the neighborhood.
3. New construction and exterior remodeling on Williamson Street should reflect the aesthetic, overall character, and scale of existing buildings.
4. Parking may be integral to the success of some housing developments. Associated parking should be placed in the rear or underground (out of street view).

Land Use Area B **Schenk-Atwood Business District**

The long term involvement of the Schenk-Atwood Revitalization Association can be credited with the positive growth that has occurred in the Schenk-Atwood-Winnebago commercial area. The eclectic mix of businesses – banking, medicine, chiropractic, and law, to dry cleaners, convenience stores, restaurants, artisans, and entertainment centers, to light manufacturers, such as bakers and tee-shirt makers – provide for an attractive mix of businesses for nearby residents and Madison area shoppers. It is important for the area to continue to support a strong residential base by

providing housing opportunities such as apartment units on the second floor or above retail shops. Close care to the renovation of existing buildings and architectural design of new construction so that it blends into the historic character of the area would continue to add to the charm of the area.

1. Continue to support the continuing development of businesses that would be compatible to neighborhood residents and the Madison shopping community. Although the neighborhood encourages new business development, it discourages the further growth in number or size of bars and taverns in the area.
2. An especially valuable aspect of the neighborhood is the presence of many establishments devoted to theater, music, and the arts. The neighborhood supports such establishments that are already in the neighborhood and encourages other such establishments to locate to the area.
3. The Atwood Avenue-Winnebago Street commercial corridor includes a healthy mix of residences and businesses. To increase the housing opportunities in the neighborhood, the neighborhood encourages the construction of quality, residential dwelling units on any floor above the ground floor or in the rear of commercial buildings to increase the overall number of residential units in the neighborhood.
4. The Barrymore Theater is an historically significant and culturally important asset of the neighborhood, City and State. The City must insure that, whatever the commercial prospects of the Theater may be, the Theater is maintained as an educational and cultural asset for the community.

5. The Jenifer Street Market, like the Williamson Street Co-op, is a critically important asset of the neighborhood. As with the cooperative, all possible measures must be taken to insure the continued vitality of the market.
6. To the extent opportunities may arise to change the use of the land now occupied by Schoeps Ice Cream and Capital Water Softening (at the southwest corner of Eastwood Drive and Division Street), a significant portion of the land should be designed for parkland, residential, or mix use projects (including small retail shops).
7. Parking is usually not a problem at present for businesses in the Schenk-Atwood portion of the neighborhood, particularly with the imminent parking area around the Barrymore Theater. However, it is important to the continuing vitality of the Atwood Avenue-Winnebago Street commercial corridor that providing for adequate parking be part of new residential and business developments in the area.
8. The historic character of Schenk-Atwood Business District should be accentuated by: 1) installing historic style street lighting along the 2000 block of Atwood Avenue and 1900-2000 blocks of Winnebago Street and 2) new construction should reflect the historic-style streetscape such as encouraging new buildings to be built-up to the sidewalk edge (or the street right of way), to use compatible materials, colors, and similar sized window openings, and to reflect similar scale to other surrounding buildings.
9. Bury overhead utility wires along Atwood Avenue and Winnebago Street.
10. To improve the safe movement of pedestrians in the neighborhood, the neighborhood should request that

Traffic Engineering Division 1) install a *No Turn on Red* sign at the Eastwood Avenue-Division Street intersection (for automobiles heading south) and Division Street-Eastwood Avenue intersection (for automobiles heading east) to help facilitate pedestrian crossing, especially children going to and leaving from Marquette-O'Keeffe School and 2) to continue to work with neighborhood residents (including school-aged youth) to investigate the best measures to facilitate the crossing at the Williamson-Few Street, East Washington-Fourth Street, and Winnebago-First Street intersections.

Land Use Area C **Yahara River Corridor**

The Yahara River Corridor Recommendations

The Yahara River is one of the neighborhood treasures. The future vision of the river corridor (the lands lying to the east and west of the river banks) is to develop a pedestrian pathway that will provide a safe, accessible, and recreational passageway along the corridor. Improvement of pedestrian travel across (or under) bridges and busy intersections, a connection to Burr Jones Field and Tenney Park, and the enhancement of the shoreline to accommodate more greenspace and recreational lands will provide greater recreational opportunities to residents in this park deficient central city neighborhood.

Redevelopment of existing industrial lands lying to the west of Thornton Avenue (between East Main Street and Williamson Street) would provide the opportunity to construct higher density residential buildings with the amenities of the river and proposed East Rail Corridor bike path.

1. Construct new medium-high density housing to the west of Thornton Avenue on existing industrial lands. Residential development should capitalize on the amenities of the river front, but not preclude public access along the river corridor. The development should include an income mix of units (dispersed throughout the development) and construction of dwelling units with 3 or more bedrooms.
2. Promote the construction of a Recreational Activity Center (similar to Wingra Boat House at Knickerbocker Park off of Monroe Street) at the juncture of Williamson and the East Rail bike path. This would be an ideal place for a cup of coffee, ice cream, or to rent non-motorized boats.
3. Develop a pedestrian passageway along the entire river corridor from Lake Mendota to Lake Monona. Improvement of pedestrian travel across East Johnson, East Washington, and Williamson Street intersections and/or bridges, linking Burr Jones Field and Tenney Park, improvement of Burr Jones Field for expanded recreational activities, the connection to the proposed East Rail Corridor bike path, and the enhancement of the shoreline to accommodate more greenspace and recreational lands will provide greater recreational opportunities to residents in this park deficient central city neighborhood. The East Washington Avenue bridge (scheduled for improvement in 1995) could be the first step in incorporating a pedestrian underpass into the design. The solid walls of the bridge should be changed to a spindle design so pedestrians and drivers can view the river.
4. Expand the recreational use of the river corridor by: vacating Thornton Avenue (between Williamson and Main

Street) to increase open space acreage, purchasing or securing easements of two parcels lying on the eastern bank of the river by City of Madison Parks Department, improving the accessibility and use of the river to non-motorized boats by broadening the river, developing playground areas in appropriate, safe places, and constructing a swimming pool.

Land Use Area D **East Rail Corridor Area**

The East Rail Corridor Recommendation

Unlike many older, built-up neighborhoods, the Marquette Neighborhood has an industrial corridor that offers the redevelopment potential to support residential, commercial, industrial, recreational, and/or transportation land uses. The East Rail Corridor is bounded by East Washington on the north, Yahara River on the east, Blair Street on the west, and Wilson Street on the south (See Map 10). The competition for future land uses in the corridor, and the delicate balance of land uses to enhance the city and neighborhood, will have to be carefully planned by the neighborhood and city.

The main focuses for this area are to increase business development, job opportunities for neighborhood residents, and the environmental quality of the area. Introducing a new concept of an *Urban Industrial Park*, which means the better utilization of limited manufacturing space by utilizing the entire building square footage and constructing buildings with two or more floors; improving building maintenance, sign designs, color of structures, and landscaping around the buildings and adjoining lands, would beautify the gateways leading into the neighborhood from the north.

The other focus for this area is to strengthen the tie of the East Rail Corridor in retaining and recruiting business development and job employment. Securing long-term buildings for incubator businesses (additional to the Madison Enterprise Center, 100 South Baldwin Street) and improving communication between Williamson Street, East Washington Avenue, and East Rail Corridor businesses will improve the economic stability and vitality of the area.

1. Secure the Greyhound Building (900 block East Main Street), Ela Buildings (700 block Williamson Street) or any other strategically located building within the neighborhood to provide adequate space for neighborhood incubator businesses at the time their three year leases are up at Common Wealth Development's Madison Enterprise Center. Over 15 businesses have graduated from the Madison Enterprise Center with a majority being unable to locate adequate new space within the neighborhood.
2. Explore the concept of an *Urban Industrial Park*. The definition of an urban industrial park is to encourage the development of structures with more vertical density (buildings with two or more floors) on underutilized lands to create more advantageous use of limited industrial land. Attention should also be given to the landscaping of property and creating an outdoor greenspace for employees' use.
3. The neighborhood would like to actively participate in developing a comprehensive land use plan for the area bounded by East Washington on the north, Yahara River on the east, South Blair Street on the west, and East Wilson Street on the south. The neighborhood discourages the use of the East Rail Corridor land for storage of materials, especially outside storage; promotes

higher density, mixed use housing (residential dwelling units on any floor above the commercial ground floor) along East Washington Avenue; and promotes light commercial or higher density residential on the 1100 block of Wilson Street.

4. Future redevelopment of the rail corridor is contingent upon the thorough investigation of the extent of contamination, preparation of clean-up remedial plans, and a comprehensive land use plan for the planned development of the corridor. Part of this study should include MG&E's environmental impacts (smoke & fumes, storage tanks, and hot water discharge pipes into lake).
5. Designate East Main Street and its possible re-establishment as the primary traffic corridor for trucking and delivery needs between East Washington Avenue and the industrial businesses.
6. The overall visual quality of the area could be enhanced by improving some of the gateways leading into the neighborhood (especially Baldwin Street), exterior building and parking lot landscaping, relocating or screening propane tanks, screening manufacturing areas with decorative walls, and installing street lighting along the more traveled gateways.
7. Improve the aesthetics of East Washington Avenue Corridor.

Issue Area 2

Housing Recommendations

The vision of the neighborhood is to continue to maintain a neighborhood with a diverse population. To attract a diverse population, a variety of housing options for the would-be buyer and renter must be available. Price, quality, style, and location are some housing factors that attract, as well as retain, a population to live and to continue to live in a neighborhood.

The major housing objectives are:

1. **Ensuring Affordable, Quality Housing Opportunities to Continue Throughout the Neighborhood.** It is the goal of the neighborhood to continue to provide a balance of housing choices. Single-family homes, two-three flats, apartment complexes, and cooperative housing provide a variety of housing types for the owner or renter. The rise of property values within the city and the neighborhood impacts on the affordability of housing opportunities for renters, owners, and seniors on fixed or tight incomes.

Affordability of housing is a growing issue for the neighborhood. The neighborhood has taken pride in supporting city, county and not-for-profit organizations that sustain affordable, quality living arrangements. Within the neighborhood, Community Development Authority manages 9 units (3 buildings), Common Wealth Development, Inc. manages 20 units (7 buildings), Madison Mutual Housing Association manages 37 units (15 buildings), and City of Madison Housing Operations provides 58 certificates, vouchers, or moderate rehabilitated units for individuals and families to rent in

any inspected, quality apartment in the neighborhood. There are also other Madison-based organizations that provide temporary, transitional housing for individuals or families such as St. Vincent De Paul, Transitional Housing, Inc., and Tellurian, UCAN. In all, only 7.5% of the neighborhood's housing stock is targeted toward persons and families with low-to-moderate income status.

We want to continue to support organizations that provide affordable housing options to individuals within the neighborhood, promote housing ownership programs and renter programs for individuals and families, support scattered site housing throughout the neighborhood, and require new developments to have an income mix of apartments (with low and moderate income units dispersed throughout the building).

2. **Preserving, Maintaining and Renovating Existing Residential Housing Stock.** Out of all the neighborhoods in Madison, the Marquette-Schenk-Atwood Neighborhood has the greatest number of housing units (2,299) built prior to 1940. With 77.3% of the neighborhood housing stock over fifty years old and with 62.3% (1,853) of the dwelling units in rental occupancy, the probability of exterior or interior deterioration of the property is more likely (See Maps 11 and 12). Preservation of the neighborhood's historic structures, continued maintenance of existing housing stock, and quality renovations of existing structures will ensure the long-term attractiveness of this neighborhood.
3. **Architectural Design of New or Rehabilitated Residential Units.** The redevelopment of underutilized properties is an opportunity for the neighborhood to increase the housing stock in the neighborhood. The neighborhood realizes opportunities lie along Williamson

Street, Yahara River Corridor, East Washington Avenue, the East Rail Corridor, and Schenk's Corners. For redevelopment to occur, the neighborhood and city need to identify potential sites and work with potential developers to provide both residential and neighborhood commercial development (See Land Use Recommendations).

4. **Accessibility to Information on Housing Programs, Resources, and Rental Availability.** Information on housing programs, resources and availability of dwelling units is sometimes inaccessible to low and moderate income families due to travel costs, access to telephones, or the knowledge of the organizations that would provide assistance in locating affordable, quality housing. Low and moderate income persons and families would tremendously benefit with the consolidation of information within the neighborhood.

The top five housing recommendations are highlighted in bold.

1. **Madison Mutual Housing Association (MMHA), a not-for-profit organization that provides affordable housing to low and moderate income populations, has recently suggested that its organization may divest its holdings in the Marquette-Schenk-Atwood Neighborhood. MMHA owns 2 single-family homes, 9 two-units, 1 three-unit, 2 four-units, and 1 six-unit building. It is imperative that prior to MMHA selling the units to low or moderate income owner occupants that the organization inspects the housing units to ensure that they meet Madison Minimum Housing code standards.**
2. **Continue to promote scattered-site, low-to-moderate income housing throughout the neighborhood. The**

neighborhood goal is to have a geographic balance of quality, affordable housing without creating a high concentration of low and moderate income housing in a particular development or area (such as Williamson Street).

3. **Require new residential developments to provide an income mix of units (with units dispersed throughout the development) by targeting at least 25% of the units to low and moderate income elderly, families, or individuals. To meet the special needs of the diverse low and moderate population, apartment units with three or more bedrooms for larger families and barrier free design for elderly and/or handicapped population should be part of the development.**
4. **Continue to support neighborhood-based organizations (Common Wealth Development, Inc.) and citywide housing organizations (Madison Mutual Housing Association, Project Home, Operation Fresh Start, Madison Area Community Land Trust, and others) who provide programs and services to secure quality, affordable housing for the buyer or renter.**
5. **New construction should be compatible with the surrounding environment in terms of bulk, scale, and style of nearby buildings to ensure that the architectural and historical character of the neighborhood is retained.**

The following housing recommendations are in no priority order:

6. **Increase efforts to educate rental property owners on Section 8 Housing Programs, Moderate Rehab Programs, and other programs designed to provide decent, safe and sanitary housing for the low and moderate income**

populations. In the last five years, the City of Madison has received 276 new certificates, vouchers, and mod rehab unit allocations from the federal government. Over this same time period, the neighborhood has received only 4 new units (47 to 51 units).

7. Request that housing organizations provide information on home ownership, rehabilitation, lease purchase, and reverse mortgage programs through a neighborhood-wide awareness campaign.
8. Request that the City of Madison Building Inspection Unit regularly inspect residential and commercial properties to ensure compliance with the city's minimum housing and property maintenance codes, request City Public Health Department to educate households regarding lead paint hazards, and request the City Water Department educate households regarding high lead content drinking water and existence of lead water service pipes.
9. Request that the City of Madison Building Inspection, in conjunction with community-based housing organizations, develop an informational brochure that would contain a checklist that tenants and property owners could use to evaluate if rental dwelling unit conforms to the Madison Minimum Housing and Property Maintenance Codes.
10. Request that the Planning Unit work with the neighborhood to review and update the historic preservation guidelines for the Third Lake Ridge Historic District to ensure the preservation of historic residential and commercial properties.
11. Encourage public and private developers to explore new design concepts, such as row houses, and to provide quality, affordable housing opportunities in an aesthetically pleasing manner.
12. Encourage the construction of quality, residential dwelling units on any floor above the commercial ground floor to increase the overall number of residential units in the neighborhood.
13. Establish a neighborhood-based clearinghouse of vacant, rental properties and housing programs to assist low and moderate income families in their search for quality housing within the neighborhood. The vision of the neighborhood is to continue to maintain a neighborhood with a diverse population. To attract a diverse population, a variety of housing options for the would-be buyer and renter must be available. Price, quality, style, and location are some housing factors that attract, as well as retain, a population to live and to continue to live in a neighborhood.
14. Continue to determine the appropriate land use and density for residential areas in the neighborhood and petition to change the Madison Land Use Plan and zoning classifications to reflect the agreed upon comprehensive land use pattern of the neighborhood. Although the neighborhood began to review the existing residential land uses and tried to determine what would be the most appropriate mixture of housing stock in different geographic areas, it was recognized that greater time and effort would be needed.
15. Request that the Department of Planning & Development, Planning Unit, develop amendments to the existing zoning ordinance that would allow single-family, two-family and three-family dwelling units to co-exist in the

same area (on lots less than 6000 sq.ft.). The Marquette-Schenk-Atwood Neighborhood has a variety of housing structures, 964 (32.4%) single-family, 823 (27.7%) two unit, 753 (25.3) three-unit, and 436 (14.6%) units in buildings with four or more units.

16. Ensure that the overall increase of housing units does not negatively impact the existing systems of the neighborhood (i.e., the impact of increased population densities on parkland and open space areas and schools).

Issue Area 3

Community Services and Facilities Recommendations

The neighborhood has always strived to involve neighborhood residents in the short and long term planning within its boundaries. Common Wealth Development, Inc., Greater Williamson Area Business Association, Wil-Mar and Atwood Community Centers, and of course, the Marquette Neighborhood and Schenk-Atwood Revitalization Association, are some of the neighborhood-based organizations that provide the opportunity for the community to work together on common goals. The major community services and facilities objectives are:

1. **Building a stronger neighborhood through improved communications, involvement and interactions.** The neighborhood would like to create a more open communications among neighborhood residents and neighborhood-based organizations to identify high priority neighborhood projects and to work jointly on implementing agreed upon projects. Also, the

neighborhood would like to strengthen the connection between three geographic areas of the neighborhood (Williamson Street, Dewey Court area, and the Schenk-Atwood area) to have a cross section of residents working to improve and enhance the neighborhood.

2. **Improving neighborhood facilities to provide a safe, secure and barrier free environment.** The neighborhood acknowledges the importance of community facilities in this neighborhood: Atwood Community and Wil-Mar Neighborhood Centers, Madison Community Health Center, Marquette, Lowell, and O’Keeffe Schools, and many other facilities that serve neighborhood residents. The long term operation, continued maintenance, and upgrading of the facilities will continue to strengthen the community fabric.
3. **Working collaboratively with the city, county, schools, and not-for-profit organizations to provide improved access to Marquette-O’Keeffe facilities for neighborhood services, programs and activities.**
4. **Gaining knowledge of services and programs for youth, adults and senior citizens within the neighborhood.** The neighborhood has over 30 organizations that provide services and programs within this area. During the planning process, the community organizations met to share information about their organizations and voice their willingness to work together on issues.

The top four community services and facilities recommendations are highlighted in bold:

1. **Support the rehabilitation (and expansion) of Atwood Community and Wil-Mar Neighborhood Centers or the**

construction of two new centers in strategic locations that will continue to serve the eastern and western parts of the neighborhood. It is important for the operation of Atwood Community and Wil-Mar Neighborhood Centers to remain in local control.

2. **Request that Marquette Neighborhood and Schenk-Atwood Revitalization Associations work jointly with the neighborhood's major rental property owners, businesses, realtors, schools, city and service providers to develop a guide highlighting the neighborhood assets, services, and other important facts to be distributed annually via the Gazette and Eastside News.**
3. **Request that Madison School Community Recreation (MSCR) and Marquette-O'Keeffe school staff work with neighborhood-based organizations to secure priority status of school facilities for neighborhood-based programs and services.** Strategies include: encourage Marquette Neighborhood and Schenk-Atwood Revitalization Associations and Lapham, Marquette, Lowell, O'Keeffe PTG (Parent Teachers Group) to work with school administrators (building supervisors) to develop well-defined scheduling procedures, improve timely and frequent distribution of information on how to secure school facility for use by neighborhood and service organizations, centrally locate information, publish announcements in neighborhood newsletters and city newspapers, contact service organizations directly, and explore partnerships between the neighborhood and MSCR in planning and overseeing programs at neighborhood schools.
4. **Encourage neighborhood residents, business community, and neighborhood-based organizations**

to develop a program that would provide paying jobs to youth 12 years and older, teach employment procedures, and job skills.

The following recommendations are in no priority order:

5. Request that the neighborhood associations and neighborhood-based organizations seek more funding, and associated staffing, to produce the Gazette and Eastside News monthly.
6. Encourage city, county, school and neighborhood-based organizations to meet regularly to share information about the neighborhood and to work collaboratively on neighborhood projects.
7. Provide neighborhood awards to residents, businesses, and not-for-profit organizations as a recognition of appreciation for their role in improving the neighborhood.
8. Support the rehabilitation (and expansion) of Madison Community Health Center facility.
9. Improve Marquette-O'Keeffe School facility by installing barrier free elevators and ramps and installing security gates in strategic locations to secure the building for after hour use by community residents.
10. Request that the neighborhood annually update the *Marquette-Schenk-Atwood Resource Directory (1993)* that identifies the facilities, programs, and other resources available to neighborhood residents.
11. Request that the neighborhood-based organizations work with MSCR to improve access to extra-curricular activities (especially those with high fees) to low income students

by improving advertising and recruiting approaches. Plus, seek alternative funding and initiate new fund-raising strategies to help raise scholarship monies to help defer the cost of higher cost programs and activities (such as skiing and horseback riding) for low income students.

12. Explore school-city collaboration and funding for parks (such as soccer goal posts), recreation activities, and after-school library use.
13. Coordinate a discussion between Lapham, Marquette and Lowell Elementary School, O’Keeffe Middle School, and neighborhood-based organizations on programs and services available to area children.
14. Investigate the potential negative impact of East High using Marquette-O’Keeffe playground in the event Demetral Field becomes inadequate as a practice field for high school athletic programs due to landfill remediation plans at Demetral Field.

Issue Area 4

Community Safety Recommendations

1. Request that the Madison Police Department provide more neighborhood police patrol throughout the neighborhood.
2. Request that the Madison Police Department continue to assist neighborhood residents in their efforts to establish a *Neighborhood Watch Program* within the neighborhood. Work with Lapham, Marquette, Lowell, O’Keeffe and East High Schools to solicit interested youth in the

neighborhood to join the neighborhood watch effort and to distribute materials through the schools to parents. As part of the program, request that the Madison Police Department compile and share crime statistics on a periodic basis with neighborhood residents and neighborhood-based groups and to increase awareness of the types of crime and their incidence.

3. Request that the Marquette-O’Keeffe and Lowell School PTG develop a *Helping Hand Program* within the neighborhood by working with neighborhood residents, business persons, service providers and police officers to identify people and businesses that children can go to for help and by providing training for those who participate in the program.
4. Request that the Madison Police Department present their *Safety Awareness Program* at Marquette, Lowell and O’Keeffe Schools. The content of the program should include general safety but also be expanded to include neighborhood-related issues.
5. Request that the neighborhood-based organizations initiate a survey of neighborhood youth to better understand “why” and “when” neighborhood youth are afraid of their surroundings.

Issue Area 5

Parks and Open Space Recommendations

A major component of attracting and retaining residents in the central area is the availability of park and open space (See Map 13). The Marquette-Schenk-Atwood Neighborhood, not unlike other Isthmus neighborhoods, is

deficient in parkland. The city-owned parkland in the neighborhood totals 12.1 acres, falling short of the 38.3 acres park standard for its population. Even with the addition of O’Keeffe playground (3.2 acres) and Yahara River Corridor (6.8 acres) the total parkland still falls short of the standard.

Being a central city neighborhood, with competition for use for its developed and undeveloped properties, poses a complex dilemma for acquiring parkland that would be reasonably accessible to the neighborhood. The neighborhood is looking for innovative ways to provide a wider range of recreational opportunities for its residents.

The top five park and open space recommendations are highlighted in bold:

1. **Request that the City of Madison Transportation Division, in conjunction with Madison Parks Division, construct the proposed bicycle path in the East Rail Corridor. Outdoor features of benches, picnic tables, and lighting are important components in making it safe, usable, and attractive.**
2. **Aggressively pursue parkland development at the juncture of the Yahara River and the East Rail Corridor (west of Thornton Avenue between Williamson and Main Street), Yahara River Corridor (from Lake Mendota to Lake Monona), and any other park opportunities along the East Rail Corridor.**
3. **Support Immanuel Lutheran Church in their efforts to develop a mix-use park on the existing parking lot to the east of Wil-Mar Neighborhood Center. The mix-use park, equipped with basketball courts, will provide recreational opportunities for Wil-Mar**

Neighborhood Center at times when the overflow church parking lot is not being used.

4. **Aggressively pursue any parkland acquisition and development in the Schenk’s Corners and East Washington Avenue area.**
5. **Increase the number of basketball courts in the neighborhood by constructing new courts at Burr-Jones Field; renovating public and private parking lots to double as basketball facilities in off hours; and constructing signs at existing basketball courts posting priority hours for children and indicating other court locations for adults.**

The following recommendations are in no priority order:

6. Improve Marquette-O’Keeffe playground by installing soccer posts and providing year round supervision of playgrounds.
7. Improve non-motorized boat access to Lake Monona and Yahara River waterways by constructing non-motorized boat access at B.B. Clarke Beach and street end parks and marking canoe access points along the banks of Yahara River.
8. Request that the Transportation Division, in conjunction with the Parks Department, investigate ways to improve pedestrian access to Burr-Jones Field, improve the maintenance and outdoor facilities at Burr-Jones Field, and improve Burr-Jones Field’s athletic fields for East High School use (rather than Marquette-O’Keeffe) in the event Demetral Athletic Fields are closed.

9. Improve existing park facilities by installing a water fountain at Kerr-McGee Park; installing additional playground equipment at the east end of Yahara Place Park; installing a volleyball court at the east end of B.B. Clarke Beach; and lengthening hours of non-beach facilities at B.B. Clarke Beach.
10. Initiate entertainment programs at Orton Park to encourage cross-generational gatherings.

Issue Area 6 Youth Committee Recommendations

As part of the Marquette-Schenk-Atwood Neighborhood Planning process, the MSA Steering Committee established a Youth Committee. The Youth Committee consisted of fifth through eighth graders from the neighborhood. In all, sixteen youth volunteered their time to develop a neighborhood plan and strategies for the neighborhood.

In early stages of their planning process, the committee members identified four top issue areas. Following are recommendations for each of those top areas:

Neighborhood Issue 1: Safe Pedestrian Crossing

The safe movement of elementary, middle and high school youth walking or riding their bicycles to and from places within the neighborhood is an important issue among the youth population. Committee members pointed out **five** street intersections that neighborhood youth have a difficult time crossing:

1. Williamson - Few Street intersection (Williamson Street Co-op corner);

2. East Washington - Fourth Street intersection (crossing to East High School);
3. Winnebago - First Street intersection (Trinity Lutheran Church corner);
4. Division - Dunning intersection (Monty Blue Plate Restaurant corner); and
5. Winnebago - Eastwood Drive intersection (triangle area with Schenk's-Atwood Neighborhood Sign).

Top Strategies (Ranked Order)

1. Encourage Madison Transportation to lengthen the signal timing for the walk sign at the intersections of Winnebago - First Street and East Washington and Fourth Street.
2. Encourage Madison Transportation to continue to inform drivers of pedestrian rights. One suggestion is to install signs at specific intersections that inform drivers *"to yield to pedestrians."*
3. Encourage Madison Transportation to design ways to improve crossing at the intersections of: Williamson - Few Street (Williamson Street Co-op corner); East Washington - Fourth Street (crossing to East High School); Winnebago - First Street (Trinity Lutheran Church corner); Division - Dunning (Monty Blue Plate Restaurant corner); and Winnebago - Eastwood Drive (triangle park area with Schenk's-Atwood Neighborhood Sign).

Other Strategy:

- Encourage Madison Transportation to investigate the feasibility of constructing an under/over pass at the intersection of East Washington - Fourth Street (East High School).

Neighborhood Issue 2: Madison Metro Bus Service

Neighborhood youth use the bus system to go places within the city. The youth fare for riding the bus is too expensive, costing \$0.85 for a cash ride and \$0.55 for advance ticket purchase per ride. Plus, Madison Metro does not go or it is difficult to get to some highly designated places.

Top Strategies (Ranked Order)

1. Encourage Madison Metro to have a “Free Bus Day” once a month to get people to use the bus system. Plus, Madison Metro could also promote the use of buses by raffling off free bus passes at Madison Metropolitan schools several times a year.
2. Encourage Madison Metro to lower the price for youth fares.
3. Encourage Madison Metro to evaluate the likelihood of extending bus service to Eastgate Cinema (3764 Burke Road), Lapham School (1045 E. Dayton Street), and to reduce the time to get to East Towne Mall.

Other Strategies:

- Encourage Madison Metro to evaluate the feasibility of developing monthly unlimited youth bus passes (similar to the monthly unlimited adult passes).
- Encourage Madison Metro to evaluate the likelihood of having increased bus service on Saturday and Sunday (such as 15 minute intervals) because this is when the youth population uses the bus system the most.

- Encourage Madison Metro to establish more convenient ticket outlet places for youth to purchase bus passes and to better advertise where youth can purchase bus passes (such as tickets can be purchased at schools).

Neighborhood Issue 3: Parks and Open Space

The Parks and Open Space issues are divided into three areas: Enhancement of Existing Parks and Open Spaces, Development of New Parks and Open Space Areas, and Clean-up of Lake Monona and Yahara River Shoreline.

Enhancement of Existing Parks and Open Spaces:

Top Strategies (Ranked Order)

1. Encourage the Madison Parks Department to purchase wooden playground equipment rather than plastic playground equipment. The new plastic playground equipment does not blend in with the environment. If plastic playground equipment is to be purchased, recommend that the Parks Department reconsider the choice of colors to darker, earthy tones such as forest green, dark blues and plum purple.
2. Encourage the Madison Parks Department to repair existing wooden structures rather than replacing the structures with plastic structures.
3. Encourage the Madison Parks Department to use recycled wood products for structures.

Other Strategies:

- Encourage Madison Parks Department to install new playground structures that are appropriate for middle

school-aged children at Hawthorne, Orton, and Yahara Place Parks.

- Encourage Marquette-O’Keeffe School administrators to re-establish the soccer goal posts in the Marquette-O’Keeffe playground.
- Encourage Madison Parks Department to acquire and/or redesign existing parks areas to include field space to play soccer or fly kites.
- Encourage Madison Parks Department to install port-a-potties at Orton Park for year round use.
- Encourage Madison Parks Department to improve the maintenance of some existing parks, such as the ice rink at Hawthorne Park.

Development of New Parks and Open Space Areas:

One of the major recreational activities among youth is soccer. The neighborhood does not have a soccer field for youth to practice or play games. The closest field is Olbrich Park, and this field is highly used by league play. Although an on-street bike route is established from the Marquette Neighborhood to Olbrich Park, it is quite a distance for youth to ride unsupervised.

- Encourage the Madison Parks Department to acquire and develop additional parkland within the neighborhood. New parkland should be designed to include more open space areas for field sports such as soccer and flying kites. Bathroom facilities and wooden playground equipment, such as swings and seesaws, and a mini zip-line, are desired.

Cleaning Up Lake Monona and Yahara River Shoreline:

Top Strategies (Ranked Order)

1. Encourage Madison Streets Department to distribute additional garbage cans and recycling bins along the shoreline parks within the neighborhood. Neighborhood youth would like to design and paint the garbage cans to create a more colorful image to the neighborhood.
2. Encourage Madison Parks Department to increase the frequency of harvesting and cutting seaweed from the lakeshore and clean-up of other debris such as dead fish.

Neighborhood Issue 4: Image and Safety

Top Strategies (Ranked Order)

1. Encourage neighborhood residents to establish a *Neighborhood Watch Program* within the area. Neighborhood youth would also like to become involved in the program.
2. Create ways to beautify the neighborhood. Encourage the Madison Streets Department to distribute additional garbage cans and recycling bins within the neighborhood. Neighborhood youth would like to design and paint the garbage cans to create a more colorful image to the neighborhood. Other ideas are to paint murals on buildings, paint sidewalks, and provide for more public art.
3. Encourage Madison Transportation Department to install additional street lighting on Wilson Street and to install lighting on other dark residential streets, existing park areas (Orton Park), and the proposed East Rail Corridor Bike Path.

Other Strategies:

- Work with Marquette Neighborhood Association, Williamson Street and Schenk-Atwood Business Associations, Atwood and Wil-Mar Community Centers, and Marquette-O'Keeffe Schools to develop a Neighborhood Clean-Up Day.
- Encourage the Madison Police Department to increase the patrolling of police within the neighborhood.

Neighborhood Plan Implementation

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

In the plan implementation stage, the neighborhood should consider a wide variety of possible funding sources for plan recommendations. The availability of City funding from Community Development Block Grant Commission, Community Service Commission, Parks Commission, or through the capital and operating budgets should be fully explored. Funding may also come from private organizations, such as community-based service providers, corporations, business associations, and philanthropic organizations. The neighborhood may also wish to engage in fund-raising activities, such as neighborhood festivals or events, as a means to supplement its pool of resources.

It is hoped that the city, county, and community-based organizations consider the neighborhood's recommendations in upcoming budget cycles. The Marquette-Schenk-Atwood Neighborhood will be receiving approximately \$200,000 over the next two years in Community

Development Block Grant funding from the city to assist in implementing eligible neighborhood improvement projects.

CDBG Recommendations

In Spring, 1993, the City of Madison Community Development Block Grant Commission selected the Marquette-Schenk-Atwood Neighborhood as a concentration area. This neighborhood was selected based on the level of need, the willingness on the part of residents to develop a neighborhood plan, and the previous success of neighborhood-based organizations to implement neighborhood improvement projects.

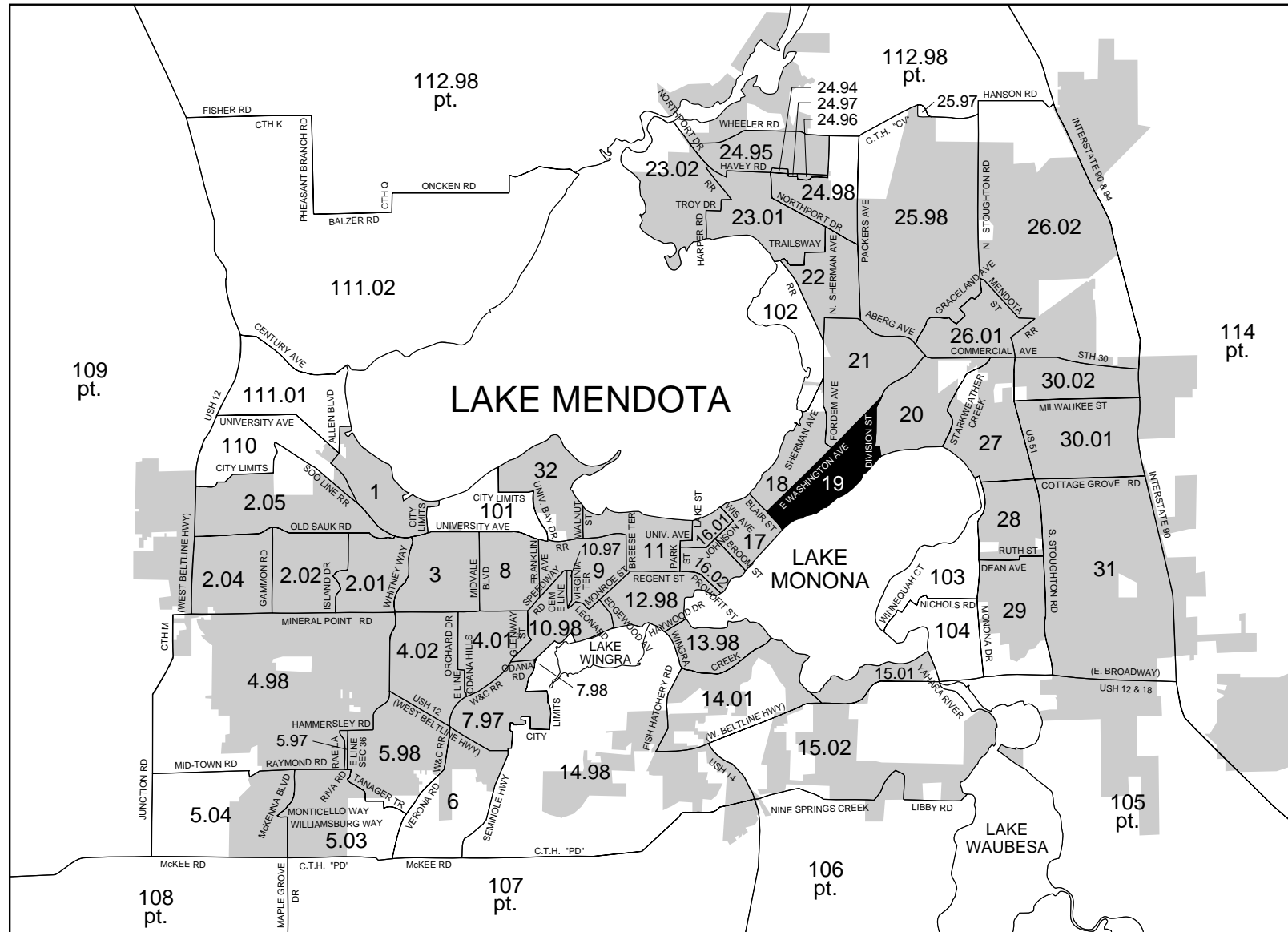
The Marquette-Schenk-Atwood Neighborhood is eligible for CDBG funding for 1994 and 1995. The MSA Neighborhood Steering Committee has prioritized their top three projects for CDBG Commission approval:

1. Expand/Rehab/Relocate Atwood Community Center, Wil-Mar Neighborhood Center, and/or Madison Community Health Center.
2. Acquire/build scattered site affordable housing units within the neighborhood.
3. Assist/recruit businesses that would create full-time jobs for low-to-moderate income person(s).

Common Council Resolution

The Marquette-Schenk-Atwood Neighborhood Steering Committee and Youth Committee presented their plan recommendations to various City boards and commissions and the Common Council. On April 5, 1994, the Madison Common Council adopted the plan (see Resolution).

Map 3



TITLE:
1990 CENSUS TRACTS

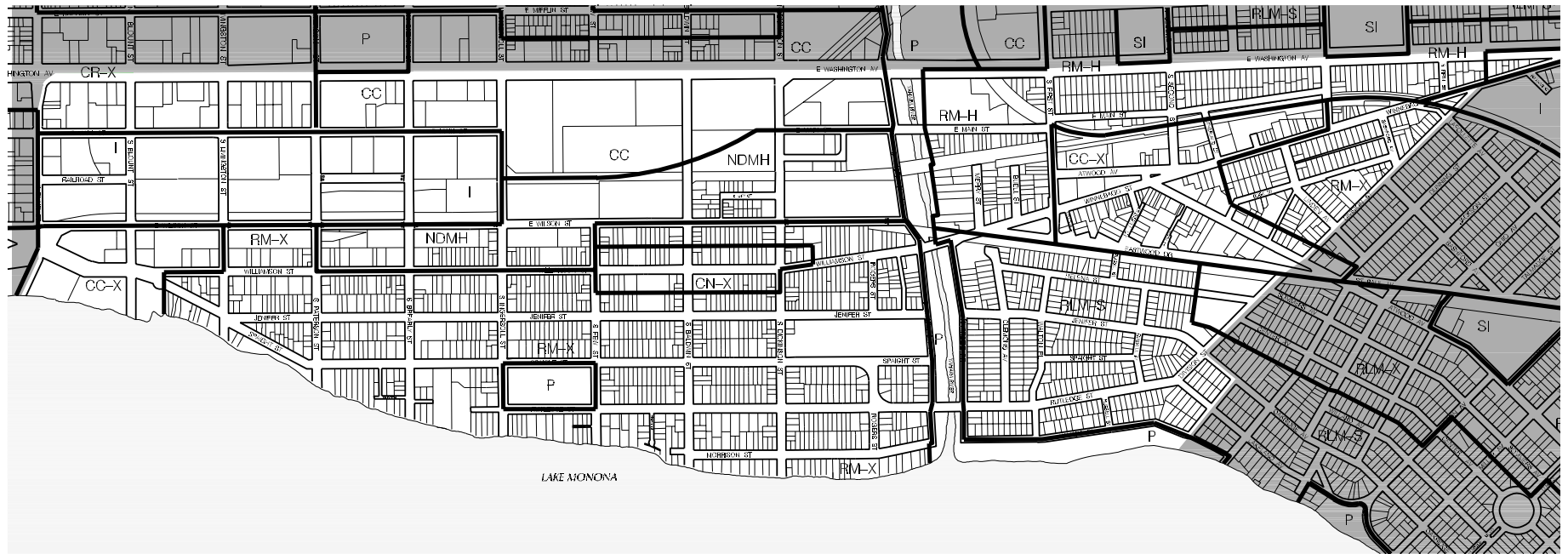
LEGEND:
— 1990 CENSUS TRACT BOUNDARIES
■ CITY OF MADISON 1990

PREPARED BY:
DEPARTMENT OF PLANNING AND DEVELOPMENT,
PLANNING UNIT
W. LANIER 1/15/93



Map 4

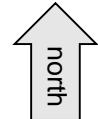
LAND USE PLAN DESIGNATIONS (1988)



LEGEND

RLM-S Single Residential Unit District
RLM-X Low-Med Density Residential District
RM-X Medium Density Residential District
RM-H Med-High Density Residential District
NDMH Neighborhood Design District (Med-High)
P Park & Open Space

CN-X Neighborhood Commercial District
CC Community Commercial District
CR-X Regional Commercial District
CC-X Commercial / Residential District
I Industrial District
SI Special Institutional District



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993.

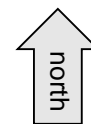
Map 5

EXISTING ZONING



LEGEND

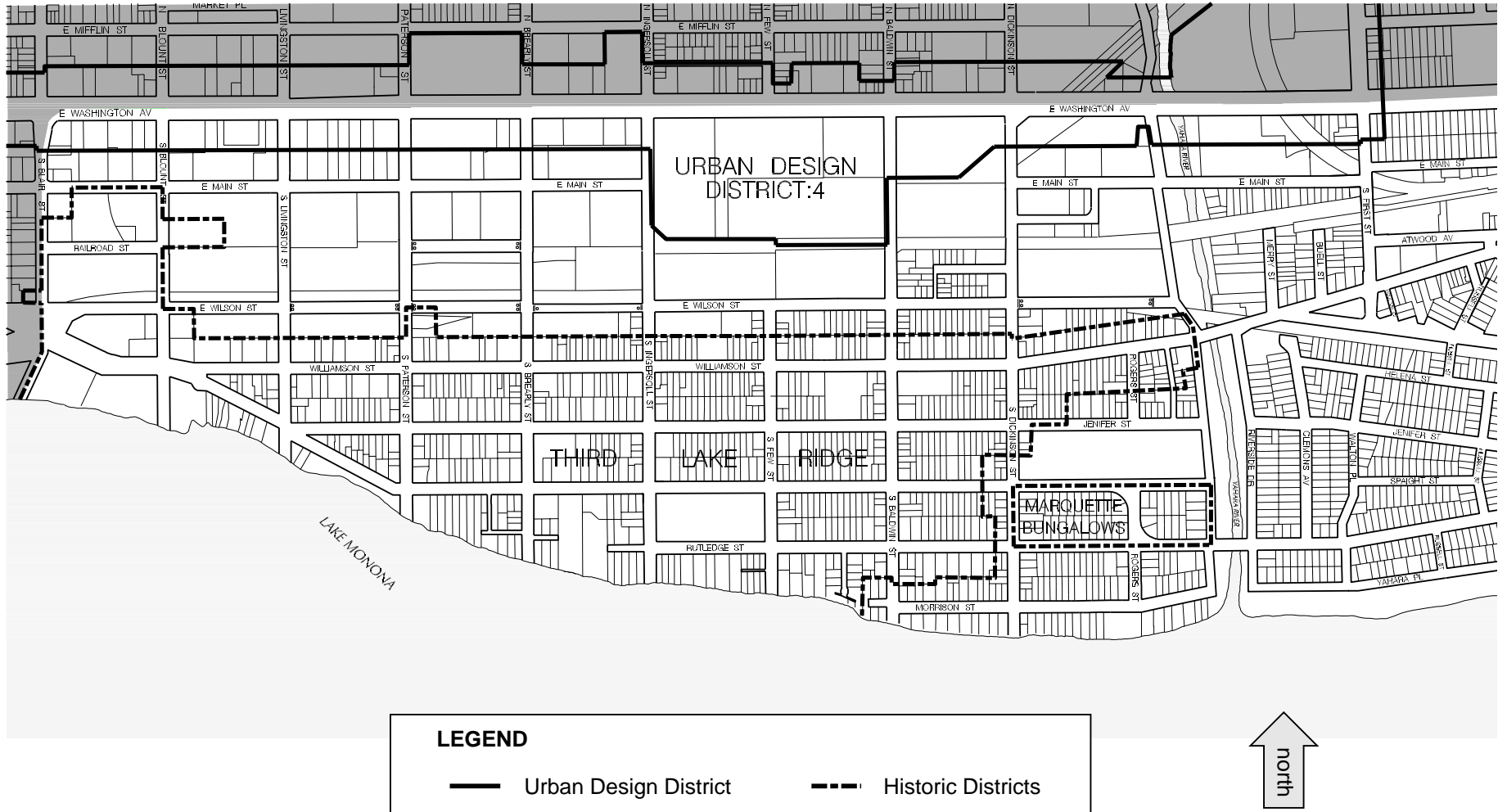
R2	Single Family Residence	C1	Limited Commercial
R4	General Residential	C2	General Commercial
R4A	Limited General Residential	C3	Highway Commercial
R4L	Limited General Residential	C3L	Commercial Service / Distribution
R5	General Residence	M1	Limited Manufacturing
R6	General Residence	PUD	Plan Unit Development
C	Conservancy		(SIP Special Implementaton Plan)



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993.

Map 6

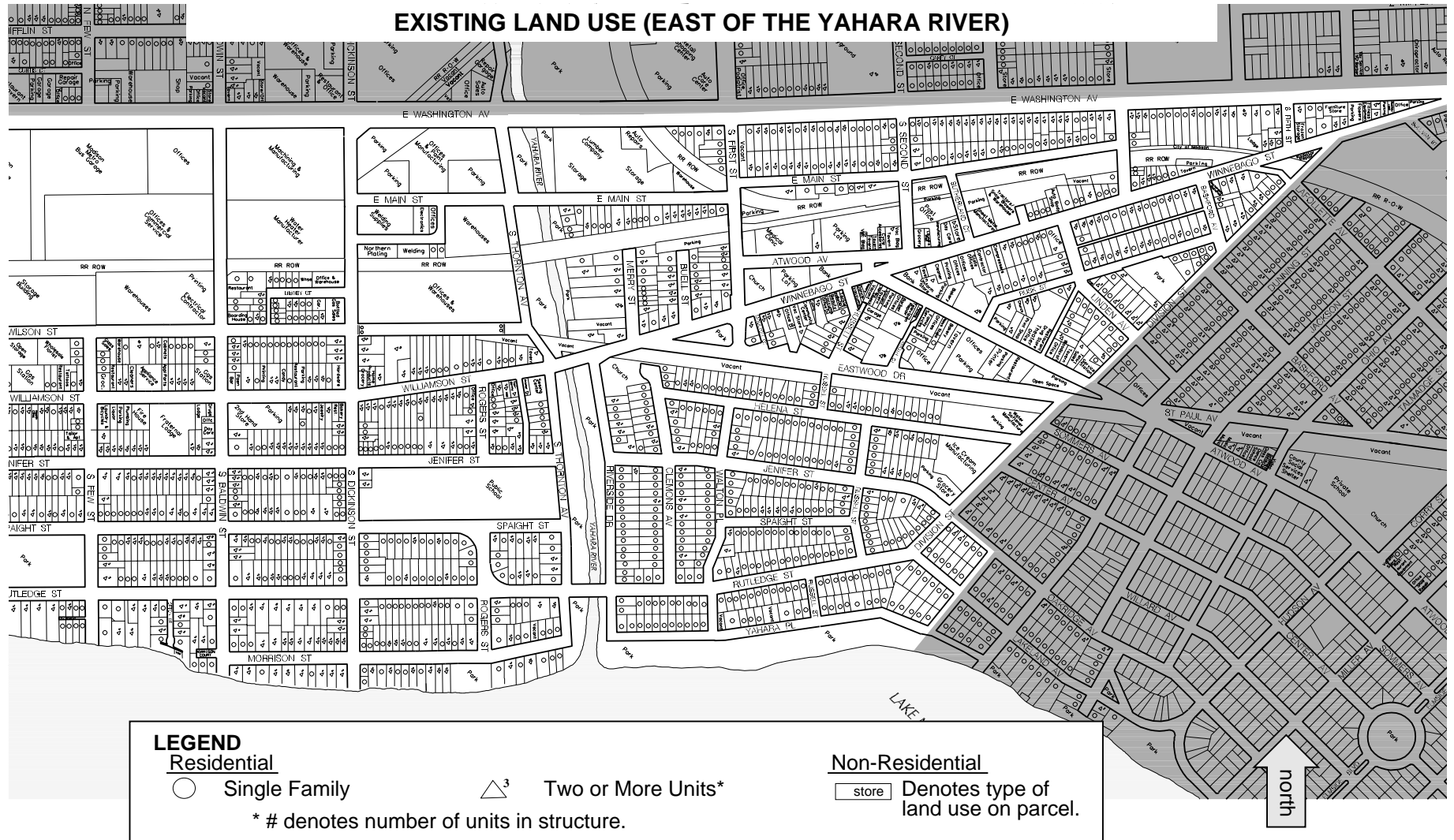
URBAN DESIGN & HISTORIC DISTRICT BOUNDARIES



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

Map 7

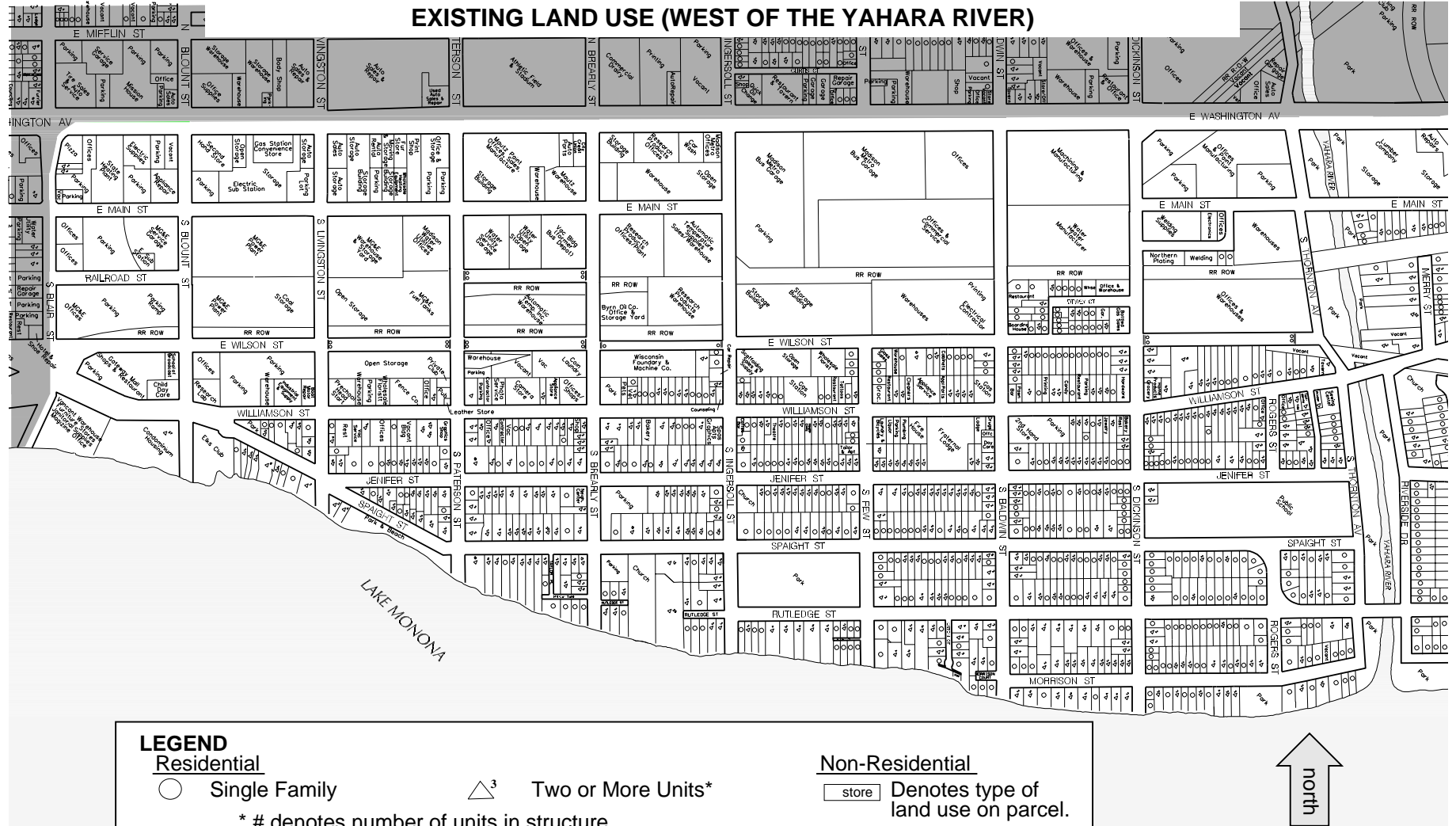
EXISTING LAND USE (EAST OF THE YAHARA RIVER)



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993.

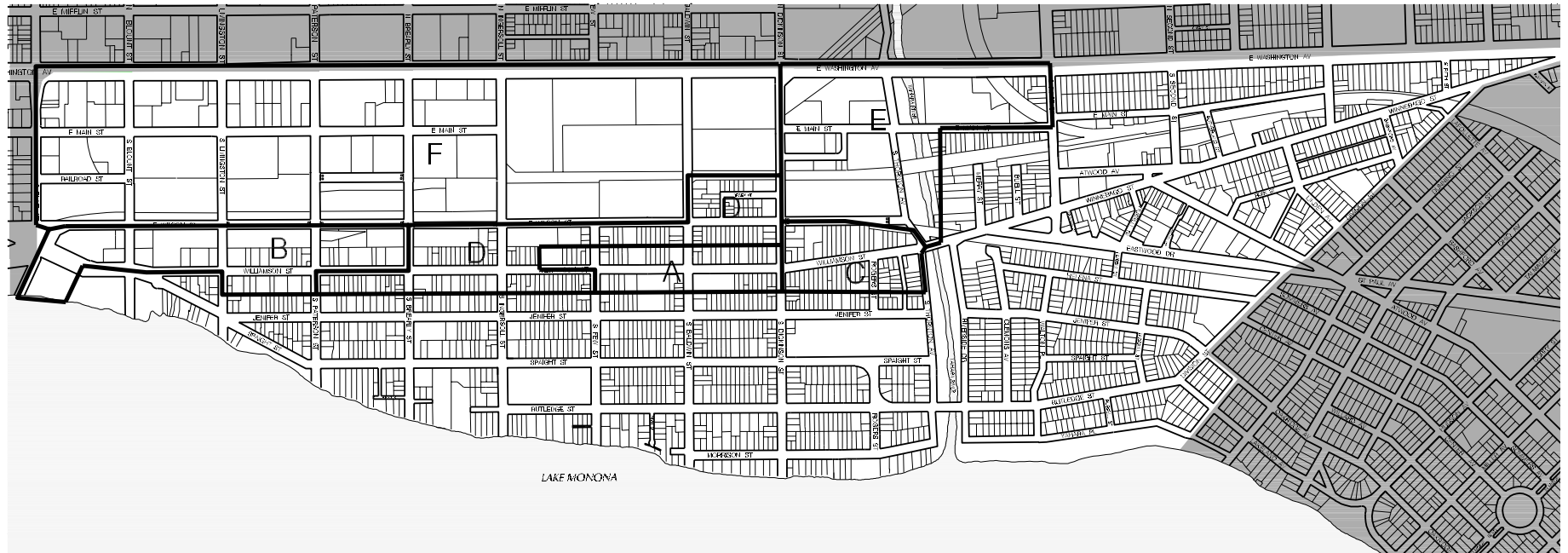
Map 8

EXISTING LAND USE (WEST OF THE YAHARA RIVER)

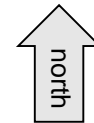


City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

TARGET STUDY AREAS

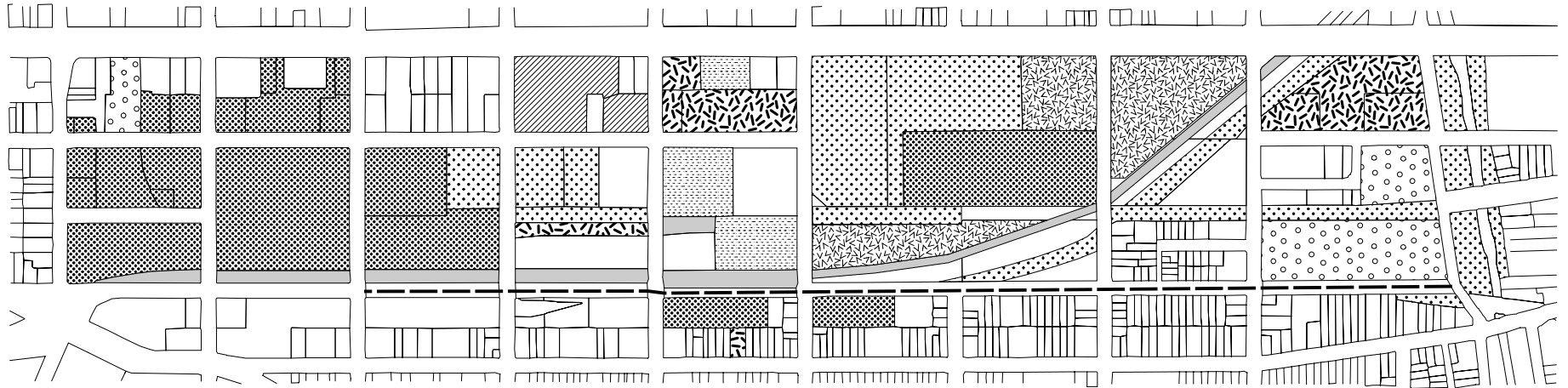


City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993












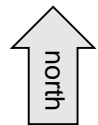
Map 10

RAILROAD AREA BOUNDARY AND MAJOR LANDOWNERS



LEGEND:

	Madison Gas & Electric		Soo Line Railroad (Abandoned)
	City of Madison		Research Products Corporation
	Chicago & Northwestern Railroads		Jerome Mullins (Yahara Square Assoc.)
	Marquip, Inc.		State of Wisconsin
	Mautz Paint Company		



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

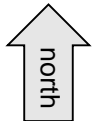
Map 11

RESIDENTIAL HOUSING UNITS



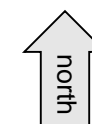
LEGEND

Single Family
 Two Family
 Three or More Family Dwelling
 Non-residential



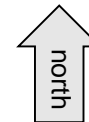
City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

OWNER - RENTER OCCUPIED HOUSING UNITS



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

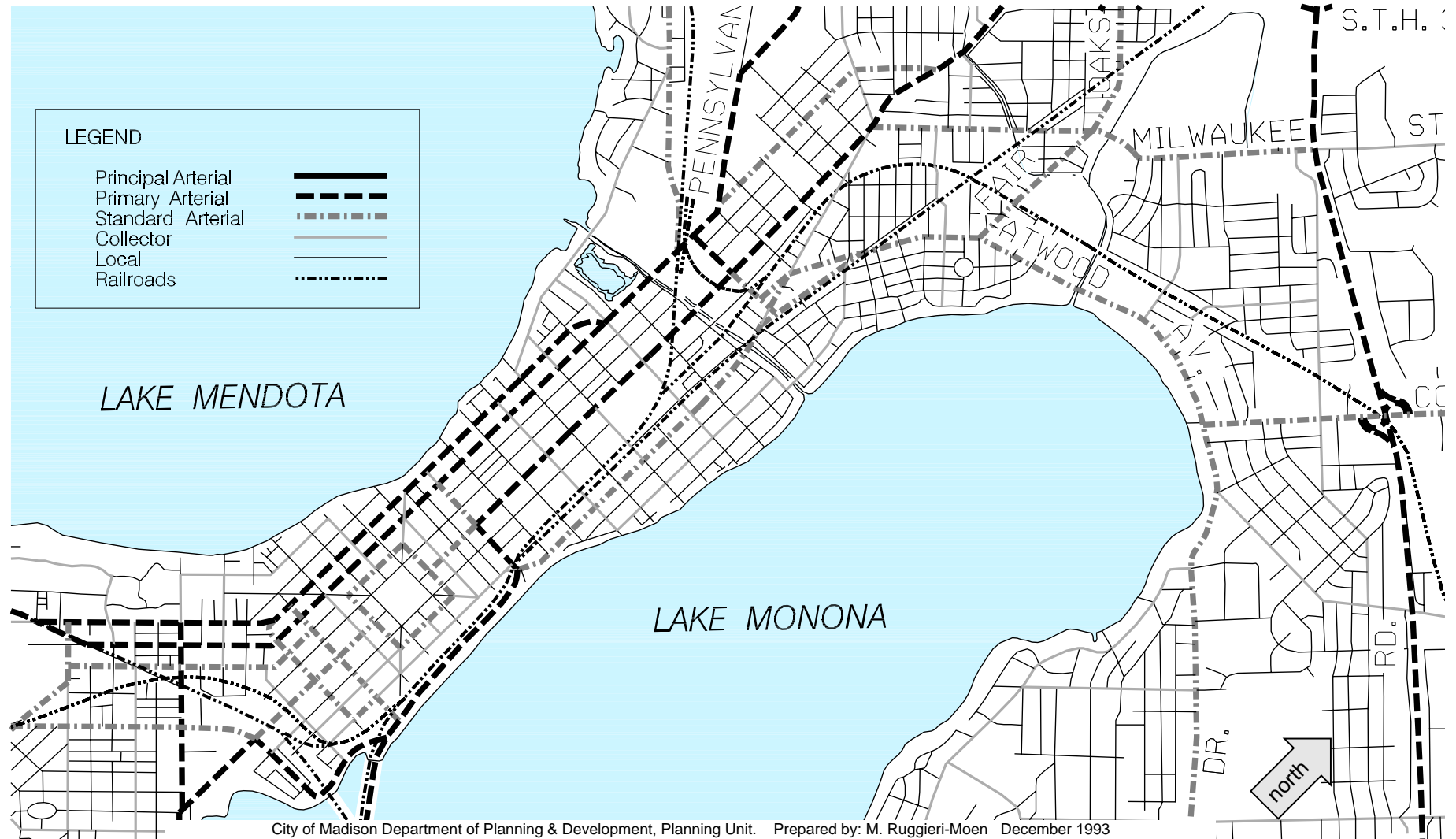
PARK & OPEN SPACE AREAS



City of Madison Department of Planning & Development, Planning Unit. Prepared by: M. Ruggieri-Moen December 1993

Map 14

TRAFFIC PATTERNS INTO & AROUND NEIGHBORHOOD



AGENDA ITEM # _____

Copy Mailed
to Alderperson _____

City of Madison, Wisconsin

A RESOLUTION _____

Adopting the Marquette-Schenk-Atwood Neighborhood Plan
and recommendations contained in the plan.

Presented April 5, 1994
Referred *Plan Commission, Parks
Commission, CDA, CDBG Commission,
Public Safety Review Board, Board of
Estimates, Transportation Commission, Board
of Public Works

Drafted by: Jule A. Stroick, Department of Planning and
Development, Planning Unit

Rereferred _____

Date: March 31, 1994

Reported Back _____

Fiscal Note: This is a three to five-year (mid-range) plan.
Each City department/agency will review plan
recommendations annually to determine
priority. No cost estimates have been
calculated for the recommendations. Common
Council has approved 1994 funding request
of \$75,000 (CDBG Commission
recommendation)

Adopted _____ POF _____
Rules Susp. _____ Tabled _____
Public Hearing _____

Sponsors: Mayor Paul R. Soglin
Ald. Bert Zipperer (District 6)

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

ID NUMBER _____
RESOLUTION NUMBER _____

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

WHEREAS, the Community Development Block Grant (CDBG) Commission has designated the Marquette-Schenk-Atwood Area (CT 19), a CDBG Concentration Neighborhood for the purposes of providing planning assistance and funding for neighborhood improvements; and

WHEREAS, the Plan was prepared through the cooperative efforts of neighborhood residents (including neighborhood youth) and neighborhood-based organizations with planning assistance provided through the Department of Planning and Development funded by the CDBG Commission;

WHEREAS, the Plan recommendations have been approved by the appropriate City boards and commissions and have received acceptance by the Marquette-Schenk-Atwood community;

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

IT FURTHER RESOLVED that appropriate City staff be requested to assign priority to the following projects and activities necessary for the implementation of plan recommendations. (The following recommendations are in no ranked order):

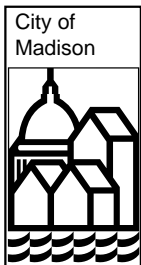
1. Request that the Planning Unit work with the Marquette Neighborhood Association, Greater Williamson Area Business Association, and property owners to assess the guidelines for alterations and new construction in the Third Lake Ridge Historic District to determine if ordinance revisions are needed to preserve the historic character of the district.
2. Request that the Planning Unit work with the Marquette Neighborhood Association, Greater Williamson Area Business Association, and property owners to develop a comprehensive land use plan for the area bounded by East Washington Avenue on the north, Thornton Avenue on the east, Blair Street on the west, and Wilson Street on the south.
3. As part of the updating of City of Madison Land Use Plan, the Planning Unit should consider designating the area lying west of Thornton Avenue to Dickinson Street for medium-high density housing with provision of parkland space.
4. As part of the updating of City of Madison Land Use Plan, the Planning Unit should consider designating the area lying south of Eastwood Drive and west of Division Street (Capital Water and Schoep's Ice Cream) for future mixed use area incorporating neighborhood commercial, residential and park and open space.
5. As part of the updating of City of Madison Land Use Plan, the Planning Unit should work with Marquette Neighborhood, Greater Williamson Area Business Association, and property owners to identify recommended commercial, residential and mix-use cores along Williamson Street.
6. "Request that the City of Madison Planning Unit to consider revisions to the City's zoning code which would allow one-family, two-family, and three-family dwelling units to co-exist within portions of the Marquette Neighborhood, while restricting redevelopment to higher densities in certain areas."
7. Request that as part of the City's effort to promote affordable housing, the Community Development Authority, Community Development Block Grant, and Community and Economic Development Unit continue to support the production of affordable, quality housing units for low-and-moderate income persons within the neighborhood. The neighborhood's emphasis is twofold: 1) continue to develop scattered-site housing; and 2) encourage new residential construction to provide an income mix of units by targeting at least 25% of new units to low-and-moderate-income persons. Encouraging new developments to produce apartment units with 3 or more bedrooms for families and units with barrier-free design is a high priority.
8. Request that as part of the City's effort to promote affordable housing for low and moderate income persons, the Community Development Authority, Community Development Block Grant, and Community and Economic Development Unit should continue to support organizations that are providing affordable, scattered site housing units within the neighborhood.
9. Request that as part of the City's effort to promote economic development, the Community Development Authority, Community Development Block Grant, and Community and Economic Development Unit should continue to support neighborhood revitalization opportunities. The neighborhood's goals are to assist/recruit new businesses, provide commercial/manufacturing space within the neighborhood by utilizing existing facilities, and creating FTE jobs for low and moderate income persons.
10. Request that the Community Development Block Grant Office continue to support the rehabilitation/expansion of neighborhood facilities, such as Atwood Community Center, Wil-Mar Neighborhood Center, and Madison Health Center.
11. Request that Housing Operations develop an informational brochure that would contain information for landlords on how to participate in the Section 8 Housing Programs and to increase efforts in educating landlords on the programs in the effort to increase the number of decent, safe and sanitary housing units for low-and-moderate income populations.

12. Request that the Building Inspection Unit regularly inspects and monitors rental and commercial properties in the neighborhood to ensure compliance with Madison Minimum Housing and Property Maintenance codes.
13. Request that the Building Inspection Unit develop an informational brochure that would contain a checklist that tenants and landlords could use to evaluate if a rental dwelling unit conforms to the Madison Minimum Housing and Property Maintenance codes.
14. Request as part of the Parks and Open Space Plan, the Parks Division pursue parkland acquisition and development along the Yahara River, in the East Rail corridor, and in the Schenk-Atwood area.
15. Request that the Parks Division improve and enhance the existing park and open space by: constructing new basketball courts in Burr Jones Field; constructing non-motorized boat access points in B. B. Clarke Beach, Yahara River, Yahara Place Park, and street-end parks; installing a water fountain at Kerr-McGee Park; and installing playground equipment at Yahara Place Park.
16. Request that the Parks Division initiate discussions with the Madison Metropolitan School District to develop a contractual agreement for the acquisition of Marquette-O'Keeffe playground area.
17. Encourage the Parks Division to work with neighborhood groups in selecting playground equipment. The Youth Committee favors use of wood or recycled materials in darker, earthy tones such as forest green, dark blues and plum purple.
18. Request that as part of the Parks and Open Space Plan, the Parks Division designate the Yahara River Corridor for future park and open space development and enhancement by: securing easement or lands along the east or west shoreline to facilitate the construction of a pedestrian/bike path linking Lake Mendota and Lake Monona; improve the accessibility of the river by rebuilding the non-motorized boat landings along the river banks south of E. Washington Avenue; and adding benches, picnic tables, and other park facilities along the river to facilitate use of the corridor.
19. Request that as part of the planning for the proposed reconstruction of the bridges along the Yahara River, the Engineering Division, in conjunction with Parks Division, explore the feasibility of improving the access to Burr Jones Field and facilitating pedestrian and bicycle movement along the river corridor from Lake Monona to Lake Mendota.
20. Request that the Engineering Division evaluate the feasibility of burying utility wires on Williamson Street, Atwood Avenue, and Winnebago Street at the time the streets are scheduled for major reconstruction.
21. Request that as part of the planning for a potential bus route restructuring, Madison Metro should explore route and schedule modifications that would improve access from the Marquette-Schenk-Atwood Neighborhood to peripheral locations in the East Towne area.
22. Request that as part of the planning for a potential bus route restructuring, Madison Metro should explore the feasibility of cross-Isthmus routing.
23. Request that Madison Metro enhance outreach programs to Madison public schools which may include establishing more convenient ticket outlet locations and promotion of reduced fare options for students (e.g., youth monthly passes).
24. Request that the Public Health Department prepare educational materials describing the precautions to use for lead paint removal.
25. Request that the Parking Utility evaluate the feasibility of developing strategically located, small and well-designed municipal parking lot(s) on Williamson Street, especially between Few and Dickinson Streets.
26. Request that the Traffic Engineering replace existing street lighting with historic pedestrian lighting on the 1000-1300 blocks of Williamson Street, 2000 block of Atwood Avenue, and 1900-2000 block of Winnebago Street to accentuate the historic character of the street and neighborhood.

27. Request that Traffic Engineering Division install a *No Turn on Red* sign at the Eastwood Avenue-Division Street intersection (for automobiles heading south) and Division Street-Eastwood Avenue intersection (for automobiles heading east) to help facilitate pedestrian crossing, especially of children going to and leaving from Marquette-O'Keeffe School.
28. Request that Traffic Engineering Division continue to work with neighborhood residents (including school-aged youth) to investigate the best measures to facilitate the crossing at the Williamson-Few Street, East Washington Avenue-Fourth Street, and Winnebago-First Street intersections.
29. Request that the Madison Police Department continue to station a neighborhood foot patrol officer in the Williamson area, increase the patrolling of neighborhood streets, and continue to assist Marquette and Schenk-Atwood Neighborhood residents and business groups in their efforts to establish *Neighborhood Watch Programs*.

BE IT FURTHER RESOLVED that future City budget processes consider programming funds to implement projects.

BE IT FURTHER RESOLVED, that 12 months after adoption of this resolution staff for the Department of Planning and Development, prepare an annual report for the Common Council, summarizing the results and/or status of the recommendations approved in this report.



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.

