

# Schenk-Atwood-Starkweather- Worthington Park Neighborhood Plan

March 2000

**Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan**  
**Adopted by Common Council**  
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**Special thanks to those who attended neighborhood planning meetings.**

The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee unanimously approved the document on December 16, 1999.

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# Introduction

The attractiveness of the Schenk-Atwood-Starkweather-Worthington Park Neighborhood is its small town atmosphere. Residents can work, shop, and play all within a short walk from any home in this near east side 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 its residents.

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

## Neighborhood Planning Study Boundaries

The planning boundaries include the Dixon-Marquette Street, Schenk-Atwood, Starkweather, and Worthington Park Neighborhoods (see Map 1). The study area is bounded by Commercial Avenue on the north; Starkweather Creek on the east; East Washington Avenue, First Street, and Schurz Street on the west; and

Lake Monona on the south.

## Selection to Receive Planning Services

In the Spring of 1997, the Madison Community Development Block Grant (CDBG) Commission designated the Schenk-Atwood-Starkweather-Worthington Park Neighborhood (coterminous to census tract 20) to receive one year of planning services and two subsequent years of CDBG funding. The criteria used to select this neighborhood area were based on the percentage of low- and moderate-income population residing in the area, the willingness on the part of residents to develop a neighborhood plan, and the past successes of neighborhood-based organizations in executing neighborhood projects.

## Neighborhood Plan Development

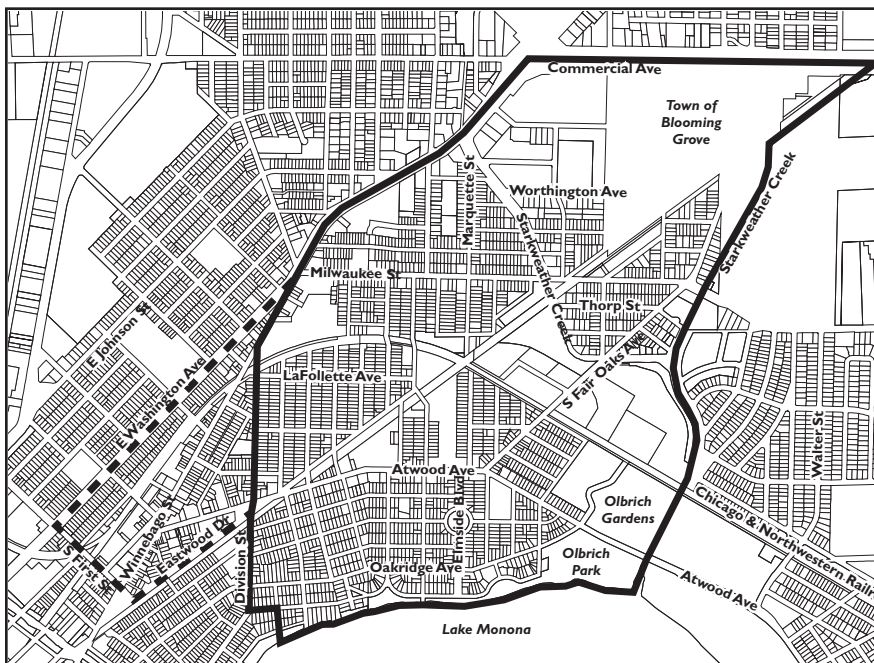
A cross section of residents from varying income, age, race, and tenure backgrounds were appointed by the Mayor and confirmed by the Common Council to guide the preparation of the plan. The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering

Committee set the framework for the planning process by identifying the major issues facing the neighborhood in the next ten years.

## Planning Process Outcome

The outcome of this planning process is a set of plan recommendations that will enhance the quality of life and environment within the neighborhood. The implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other community planning initiatives. However, the Schenk-Atwood-Starkweather-Worthington Park Neighborhood strongly urges city, county, school, community-based organizations, and the business community to consider funding the neighborhood's recommendations in upcoming budget cycles.

**Map 1**  
**Schenk-Atwood-Starkweather-Worthington Park**  
**Neighborhood Planning Area**





## Neighborhood Plan Implementation

Since November 1997, the Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee has informed neighborhood members and solicited support for the plan recommendations through a variety of methods, such as a neighborhood inventory, newsletter articles, face-to-face interviews, and general public meetings. The Committee has invited over 30 individuals, businesses, and organizations to review the preliminary plan.

There are two major steps for plan implementation:

1. *Adoption of the Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan by the Madison Common Council.* The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan was introduced January 18, 2000, to the Common Council for adoption. During the adoption process, twelve City Boards and Commissions reviewed the plan recommendations for approval.

Attached to this neighborhood plan is a Common Council resolution that designates the lead City agencies and departments to implement the plan recommendations (see page 56). Inclusion of neighborhood improvement projects in the capital or operating budget, work plans, or other sources of funding from state or federal governments are possible ways to implement plan recommendations.

2. *Monitoring of plan recommendations by alderpersons and neighborhood associations.* As part of the adoption process, the Department of Planning and Development (Planning Unit) will submit status reports to the Common Council on plan recommendation implementation.

## Possible Funding Sources for Implementation of Recommendations

One of the roles of the Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee is to search for possible funding to carry out the plan's recommendations. Possible sources include: City of Madison Capital and Operating Budgets; Community Development Block Grant funding; non-profit organizations; private sector; and neighborhood and business associations.

## Community Development Block Grant Funding

As a part of the planning process, the Schenk-Atwood-Starkweather-Worthington Park Neighborhood will receive approximately \$182,000 in Community Development Block Grant funding over the next two years to implement eligible neighborhood improvement projects. The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee will work with various community-based organizations to carry out the neighborhood's top recommendations.

## Neighborhood Role in Implementation of Recommendations

Although the implementation of recommendations is not guaranteed, there are three strategic steps that may help implement the plan's recommendations.

1. *Neighborhood and business community involvement.* One of the most critical factors in determining the success of the neighborhood plan is the involvement of citizens, neighborhood associations, non-profits, and the business community in the planning process.
2. *Public and quasi-public involvement.* The building of good working relations by neighborhood residents and associations with the Alderpersons, City staff, Dane County Supervisors, school board representatives (to name only a few) is imperative. Government officials and staff are essential to chaperone recommendations through the necessary channels.
3. *Strategically campaign for plan implementation.* It is crucial that neighborhood associations develop a strategy for plan implementation. Governmental officials, City departments, and non-profit organizations must be strategically approached for funding during their annual budget cycles.

## Neighborhood Plan Update

The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee strongly recommends that this plan be viewed as a dynamic document that neighborhood residents revisit annually. The neighborhood should annually review goals and objectives with appropriate modification to better reflect the changing needs and desires of the neighborhood.

# Neighborhood Assets

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## Community Networks in the Neighborhood

Community associations, organizations, and institutions provide a structure for a neighborhood to organize, network, and possibly implement the needs and wants of its residents and business community. Community networks within or adjacent to the planning area include (see Map 2):

### Neighborhood & Business Associations

East Isthmus Neighborhood Planning Council  
Schenk-Atwood-Starkweather-Yahara River  
Neighborhood Association  
Schenk-Atwood Revitalization Association  
Worthington Park Neighborhood Association

### Neighborhood Communications

Eastside News Newspaper  
Rising Star Newsletter  
Starkweather Creek News

### Arts

Barrymore Theatre  
Kings Foot Gallery  
Studio Paran  
Tap It Studio

### Centers of Worship

Holy Cross Lutheran Church  
Mad City Church  
Plymouth Congregational United Church of Christ  
Salvation Army Corps Services  
St. Bernard's Catholic Church  
Trinity Lutheran ELCA Church  
Zion Evangelical Lutheran Church

### Community Centers

Atwood Community Center  
Salvation Army Corps Community Center

### Day Care Centers

After School, Inc.  
Atwood Community Preschool  
Big Oak Child Care Center, Inc.  
Holy Cross Lutheran Church  
St. Bernard's Catholic Church

### Financial Institutions

Anchor Bank  
Bank One

### Other Major Service Organizations Operating in the Neighborhood

Access to Independence  
Big Brothers and Big Sisters of Dane County  
Community Adolescent Programs  
Madison Area Literacy Council  
On Belay  
PICADA – Women of Worthington  
St. Mary's Adult Day Care Center  
United Way of Dane County

### Public Services

Hawthorne Branch Library  
Joining Forces for Families  
Madison Public Health Department – East Side Office  
State Department of Corrections (Probation & Parole)  
Truax-Worthington Park Neighborhood Resource Team  
U.S. Postal Service Branch  
Worthington Park Neighborhood Police Officer

### Public Schools and PTO/PTA Organizations

Lapham Elementary  
Lowell Elementary  
Marquette Elementary  
O'Keeffe Middle  
East High

### Private Schools

Holy Cross Lutheran



*Barrymore Theater provides a diverse entertainment venue*

## Map 2 Neighborhood Assets



### LEGEND

#### Centers of Worship

- 1 Holy Cross Lutheran Church
- 2 Plymouth Congregational Church
- 3 Mad City Church
- 4 St. Bernard's Catholic Church
- 5 Trinity Lutheran ELCA Church
- 6 Zion Evangelical Lutheran Church

#### Community Centers

- 7 Atwood Community Center
- 8 Salvation Army Community Center

#### Financial Institutions

- 9 Anchor Bank
- 10 Bank One

#### Government Services

- 11 Hawthorne Branch Library
- 12 Madison Public Health Office
- 13 U.S. Post Office Branch

#### Parks & Open Spaces

- 14 Dixon Greenway
- 15 Elmside Circle Park
- 16 Hudson Park & Beach
- 17 Hawthorne Park
- 18 Lowell School Playground
- 19 O.B. Sherry Park
- 20 Olbrich Gardens & Botanical Center
- 21 Olbrich Park & Beach
- 22 Olbrich Playfield
- 23 Reger Park
- 24 Starkweather Greenway

- 25 Wirth Court Park

- 26 Worthington Park

#### Public Schools

- 27 East High
- 28 Lowell Elementary
- 29 Marquette Elementary
- 30 O'Keeffe Middle

#### Shopping Areas

- 31 Atwood Avenue
- 32 East Madison Shopping Center

#### Points of Interest

- 33 Barrymore Theatre
- 34 Effigy Mounds



# Neighborhood Issues

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The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee identified 11 major issues that would enhance this near east side neighborhood. The common threads that emerged from the planning process include:

1. *Increase pedestrian and bicycle safety with traffic calming measures, traffic enforcement, and physical improvements.* East Washington Avenue, Atwood Avenue, Eastwood Drive, Fair Oaks Avenue, and Milwaukee Street are a few of the major thoroughfares within the neighborhood. Neighborhood residents will develop traffic management plans to help slow traffic on the major thoroughfares and residential streets. Efforts such as neighborhood involvement in the Neighborhood Traffic Management Program, Speed Watch Program, increased traffic enforcement, and restructuring troublesome intersections at East Washington/Winnebago and Marquette/Clyde Gallagher/Darbo Drive will also help in making the neighborhood streets safe for pedestrians and bicyclists.
2. *Increase affordable non-school activities for high school aged youth.* Neighborhood residents are well aware of the burgeoning population of high school aged youth and the limited free programming for youth after middle school age. Both for the well-being of the neighborhood youth and of the neighborhood itself, neighborhood residents want to establish evening, weekend, and summer educational, recreational, and employment opportunities for high school aged youth.
3. *Upgrade neighborhood parks.* The neighborhood is in an older, built-up section of the City with limited space for expansion of the existing park system. Additional plantings, better signage, upgraded lighting, and overall maintenance to the existing neighborhood parks will provide recreational enjoyment for neighborhood residents.
4. *Make physical improvements along East Washington Avenue and Atwood Avenue.* Beautification of the neighborhood's major gateways through entrance signage, landscaping of buildings and parking lots, and private and public property maintenance will improve the overall appearance of the edges of this older, near east side neighborhood. Reconstruction of East Washington Avenue will be an opportunity to provide new investment in public infrastructure along the entire corridor from East Towne to the Capitol Square.
5. *Redevelop underutilized properties for residential and commercial uses.* The former Bowl-A-Vard on East Washington Avenue, the former Clark Gas Station on East Washington Avenue, and the 2500 block of East Washington Avenue are a few sites that have potential for redevelopment. Residential and/or mixed-use developments (with residential on the upper floors) are highly encouraged on the sites to promote commercial vitality in the area and to provide additional housing opportunities within the neighborhood. A physical development plan for these sites will help guide the redevelopment.
6. *Create a pedestrian-friendly, walkable business district.* Madison East Shopping Center and Atwood Avenue are the major commercial focal points of the neighborhood. Many patrons arrive by foot or bicycle to the commercial areas. Design aspects such as sidewalks leading to the storefronts, well-defined pedestrian walkways through parking lots, and attractive storefronts built to the sidewalk edge will help build upon the pedestrian-friendly business areas that are in the neighborhood. Review existing neighborhood commercial parking requirements for older neighborhoods with the intent to reduce parking ratios.
7. *Enhance Starkweather Creek as a recreational asset.* The east and west branches of Starkweather Creek flow southerly through the neighborhood. The east and west branches, which merge south of Milwaukee Street near O.B. Sherry Park, enter Lake Monona at Olbrich Park. Land acquisition, natural landscaping, non-motorized boat launches, and pedestrian and other trail development along the shores would provide greater recreational opportunities for neighborhood residents.
8. *Develop a master plan for Olbrich Gardens expansion and environs.* Olbrich Botanical Gardens has acquired 20 acres north of its existing property for future expansion. Garden areas, playground areas, trail development, and other amenities will provide greater recreational and educational opportunities for neighborhood residents.

9. *Build capacity among the Schenk-Atwood, Starkweather, and Worthington Park residents.* Neighborhood leaders recognize the value of neighbors working together to accomplish shared goals. The Schenk-Atwood Revitalization Association, Worthington Park Neighborhood Association, Atwood Community Center, Friends of Elmside Circle Park, and the newly formed Schenk-Atwood-Starkweather-Yahara River Neighborhood Association are only a few organizations that are working toward making this Near East side neighborhood better. The East Isthmus Neighborhood Council is another organization that will help identify shared goals and forge the working relationships that are necessary to make things happen.
10. *Expand Hawthorne Branch Library at or near its present location.* The Hawthorne Branch Library is located in the Madison East Shopping Center. The neighborhood encourages expansion at the former Aldi Grocery Store site. Renovation of the site should provide additional space but also include architectural features that would enhance the appearance of the storefront such as attractive windows and greenspace.
11. *Promote homeownership, rehabilitation programs, and housing counseling through existing organizations.* Neighborhood residents wish to increase the percentage of homeowners, increase owner-occupancy of two- and three-unit dwellings in the area, and maintain the quality of existing housing.
12. *Increase affordable childcare and after-school care.* Quality childcare (especially infant) and after-school care that is readily accessible by the Madison Metro bus system is important to residents living in the Starkweather and Worthington Park Neighborhoods. As of January 2000, there were no City-accredited childcare providers operating in the area and existing pre-school and after-school programs were at full capacity. With the thrush of back-to-work initiatives, it is important for family households to have quality childcare options that are accessible by mass transit.

## Neighborhood Vision Statement

The Schenk-Atwood-Starkweather-Worthington Park Neighborhood envisions diverse, community-oriented places, activities, and people. Achieving this vision will require community, citizen, public, and business interests to continually work together. This will be a

neighborhood where vibrant residential areas, community activities, and business corridors continually build upon each other's strengths.

The neighborhood must continually face challenges, including ex-urban commuter traffic, rising housing costs, and stressed community services. This neighborhood plan contains detailed proposals to address these challenges and to move toward the vision of a neighborhood in which:

- traffic is calmed for a safe and pleasant walking, bicycling, and transit environment;
- mixed-use, urban in-fill, and owner-occupied housing are developed so the elderly will be able to stay in their homes and all people will be able to flourish throughout the neighborhood;
- social services/community facilities serve all residents;
- schools are maintained to the highest standards;
- all residents feel safe and secure;
- each neighborhood is represented and supported;
- strong, community-supported businesses preserve the human-scaled neighborhood character;
- neighborhood parks, waterways, and rail-trails are linked by park-like neighborhood streets;
- East Washington Avenue is an attractive, safe corridor; and
- District Alderpersons work with neighborhood associations to develop and utilize a mechanism to keep track of public improvement projects funded by the City, County, or State so that the neighborhood has input into the planning process.

In short, neighbors want to improve on the many great qualities in their neighborhood and keep an eye to its long-term sustainability.



*Neighbors are looking forward to the expansion of Hawthorne Branch Library. It is a true asset of the neighborhood!*

# Neighborhood Plan Recommendations

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The Schenk-Atwood-Starkweather-Worthington Park Neighborhood Steering Committee has generated various recommendations that would improve the quality of life in their neighborhoods. In the proceeding pages, plan recommendations are listed by subject manner (see index below). For each of the 14 subject areas, the plan recommendation has been prioritized (1 indicates the highest ranking by the neighborhood). In addition, the neighborhood steering committee has recommended a time frame for plan recommendation completion: immediate (less than one year from adoption of plan); short (one to three years); or long (four or more years).

Implementation of plan recommendations by the City is not guaranteed. Plan implementation is contingent upon many factors such as: 1) the priority of the recommendation compared with other City-wide initiatives; 2) available funding sources; and 3) timing and feasibility of plan recommendations.

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# Community Building and Services

## Vision Statement

The Schenk-Atwood-Starkweather-Worthington Park Neighborhood is a rich and diverse community that provides a comfortable home for persons of varied economic class, race, sexual orientation, etc. The neighborhood meets the needs of youth through senior citizens and offers a range of facilities and services.

## Neighborhood Goals

1. Increase/expand social services in the neighborhood.
2. Improve social service facilities in the neighborhood.
3. Improve transportation access to community services.
4. Increase awareness of available services in the neighborhood.

*Technical Note: Social Services and Public Service Facilities recommendations were prioritized together, thus resulting in the priority ratings which follow.*

## Community Building and Service Recommendations

### Social Services

A number of services already exist in the neighborhood: programs for younger children and seniors operated from Atwood Community Center (2425 Atwood Avenue), Salvation Army Community Center (3030 Darbo Drive), Joining Forces for Families (3030 Darbo Drive), Operation Fresh Start (1925 Winnebago Street), On Belay (2041 Atwood Avenue), Madison Area Literacy Council (2007 Atwood Avenue), and Big Brothers and Big Sisters of Dane County (2059 Atwood Avenue). However, some services need expansion to assure all neighborhood residents are able to partake in neighborhood services and activities. The lack of transportation limits youth from outside of the service providers' immediate neighborhoods from full participation in the existing services. Existing services primarily focus on younger children. Services that focus on middle and high school aged youth are limited.

Recommendation	Priority	Range
1. Request the Office of Community Services to work with service providers to determine the feasibility of increasing affordable after school, weekend, and summer recreational, educational, and employment activities for high school aged youth. As of 1998, 242 high school students lived within the neighborhood. Atwood Community Center has numerous activities for middle school youth. The only activities for high school youth are bible study for Salvation Army Church members and those offered at East High School. East High offers cross-country running, golf, soccer, swimming, tennis, volleyball, basketball, track and field, debate, arts magazine, Future Farmers of America, forensics, HERO (Home Ec related occupations), HOSA (health occupations), math team, stage crew, drama group, school yearbook and newspaper, and tutoring. Activities for girls include gymnastics and softball, as well as some girl participants on the football, wrestling, and hockey teams.	1	Immediate



**Social Services (continued)**

Recommendation	Priority	Range
<p>2. <i>Request the Office of Community Services to work with service providers to determine the feasibility of increasing affordable child care (especially infant care) and after school care that is accessible by the Madison Metro bus system in the Starkweather and Worthington Park areas.</i> The Safe Haven Program, the Atwood After School Program, and the Atwood Community Preschool Program, all operated by the Atwood Community Center, are all at capacity (60, 40, and 25 respectively). Lack of transportation to child care and after-school care is an issue in the Starkweather and Worthington Park areas.</p>	3	Short
<p>3. <i>Neighborhood associations will request local service providers to increase physical and mental health services and transportation services for seniors.</i> Physical and mental health services for seniors have long waiting lists. The Community Options Program, which allows frail elderly and disabled persons to stay in their own homes, has a 4-year waiting list; St. Mary's Adult Day Care Center has a waiting list over 170% of its current capacity; the Mobile Outreach to Seniors Team of the Dane County Mental Health Center has a waiting list of 1-3 months, although critical needs are served first. Many recreational and nutrition programs for the elderly are not fully utilized. The North-Eastside Senior Coalition cites transportation as the service most needed by seniors in the neighborhood.</p>	7	Long
<p>4. <i>Neighborhood associations will request Atwood Community Center, Salvation Army Community Center, and local centers of worship to recruit additional volunteers to increase the hours of operation of the food pantry programs within the neighborhood.</i> According to Community Action Coalition (CAC), Madison has 23 food pantries. Although Madison has a sufficient number of food pantries, the number of volunteers to operate them is insufficient. The Atwood Community Center pantry is only open 1.5 hours per week or by appointment; the East Madison Community Center pantry is open 5.0 hours per month; and the Bashford Church pantry (available only by referral from First Call for Help) is open 7.5 hours per week. These three pantries are open only to families in the 53704 and 53714 zip codes. The Salvation Army pantry is open 6.0 hours per week to anyone in Dane County. Each of these pantries can only be used by a family once every 30 days. Each pantry, however, offers recovered food (fresh fruit and vegetables, day-old bread, and bakery) on a daily basis without limit.</p>	8	Immediate
<p>5. <i>Request the Office of Community Services to work with service providers to increase the awareness of programs for seniors such as field trips, low cost meals, social events, information, and referrals.</i> Service providers indicate capacity exists in current programming.</p>	10	Short

## Public and Service Facilities

Atwood Community Center, Hawthorne Branch Library, Madison Health Department Clinic, Lowell Elementary, East High, and the Salvation Army Community Center are a few of the public or quasi-public facilities that are located in the neighborhood. Continued reinvestment in the maintenance, upgrade, or expansion of these structures will help preserve the quality of life in the neighborhood.

Recommendation	Priority	Range
1. <i>Request Madison Public Library to expand the Hawthorne Branch Library at or near its present location, provide accessible access, and incorporate attractive exterior building features and landscaping to the renovated building.</i> The existing library has limited space for computers, tutoring, neighborhood meetings, or other activities neighborhood residents would like in their local library. The City's 1999 Capital Budget includes \$490,000 in the Library's budget to remodel and furnish rental space in the Madison East Shopping Center for a branch library and \$847,395 in the Health Department budget to remodel space for the east side health clinic in a joint location with the Hawthorne Branch Library.	2	Immediate
2. <i>Neighborhood associations will request Salvation Army Community Center, East High School, Lowell Elementary School, and local centers of worship to continue to provide space without cost for neighborhood associations and neighborhood-based activities.</i>	4	Immediate
3. <i>Neighborhood associations will request Community Action Coalition and other garden groups to work with neighborhood residents and property owners to identify and develop additional community garden sites.</i> The community gardens in the neighborhood are located on St. Paul Avenue between Jackson and Corry Streets and on St. Paul Avenue north of Milwaukee Street. Since existing garden spaces have waiting lists, developing new garden spaces would enable more neighborhood residents to grow produce. Potential locations for community gardens include: 1) underutilized portions of the Salvation Army property (3030 Darbo Drive), 2) designated location within the newly-expanded Olbrich Park and Gardens, 3) the Dixon Greenway (2949 St. Paul Avenue), and 4) the surplus land between Corry and Waubesa Streets along the Isthmus Bike Path. Raised-bed gardens for those using wheelchairs should be considered where feasible.	5	Short
4. <i>Request Madison Metropolitan School District to make accessibility and other physical improvements to Lowell Elementary School.</i> Such improvements would benefit students, teachers, and the public and enable Lowell Elementary School to be used as a community resource.	6	Short
5. <i>As part of the effort to upgrade community facilities, request the neighborhood associations and City to support expansion of the kitchen and upgrade of food storage facilities at Atwood Community Center.</i>	9	Short

# East Washington Avenue Corridor Appearance

## Vision Statement

East Washington Avenue is a major gateway into both the City and the neighborhood. Physical improvements to existing properties and the streetscape improve the overall appearance of the area and reflect the partnership between the neighborhood associations, property owners, and the City. New construction includes high quality materials with well-maintained landscaping; the shopping areas have attractive, well-maintained facades with well-landscaped parking lots and terraces; and new construction reflects to the fullest extent possible a traditional neighborhood character. Mixed-use buildings of at least two stories with commercial uses on the street level and residential units or offices above the first floor enhance the gateway aesthetic of the corridor.

## Neighborhood Goals

1. Maintain and improve the aesthetics of the major gateway and transportation corridor to the neighborhood.

## East Washington Avenue Corridor Appearance Recommendations

### East Washington Avenue Gateway

East Washington Avenue is one of the major gateways into the City. The 5-year reconstruction of East Washington Avenue, anticipated to start in the year 2001, offers an excellent opportunity to review the entire corridor appearance. In addition, Dane County has awarded a BUILD (Better Urban Infill Development) grant to explore design issues along the segment of East Washington Avenue from Milwaukee Street to Highway 30. The Schenk-Atwood-Starkweather-Worthington Park Neighborhood wants to encourage the upgrade of properties and parking lots of the commercial buildings as well as the streetscape.

Recommendation	Priority	Range
1. <i>Request the Urban Design Commission to work with the neighborhood associations to consider revising Urban Design Districts 4 &amp; 5 (along East Washington Avenue from First Street to Aberg Avenue) to include design criteria for commercial parcels that will enhance the gateway aesthetic of the corridor.</i> The neighborhood recommends: 1) supporting buildings of at least two stories and no more than five stories in height; 2) encouraging new or remodeled buildings to include affordable residential units or offices above the first floor; 3) requiring a percentage of any new building to be built up to the sidewalk edge; 4) locating all new parking lots on the side or behind buildings; 5) considering, as projects come before the UDC for approval, that the removal of large billboards along the corridor be given priority; and 6) encouraging uniform architectural character in new construction in areas that have a mass of similarly styled buildings, such as the north side of the 2500 block of East Washington Avenue (see Map 3).	1	Short

## East Washington Avenue Gateway (continued)

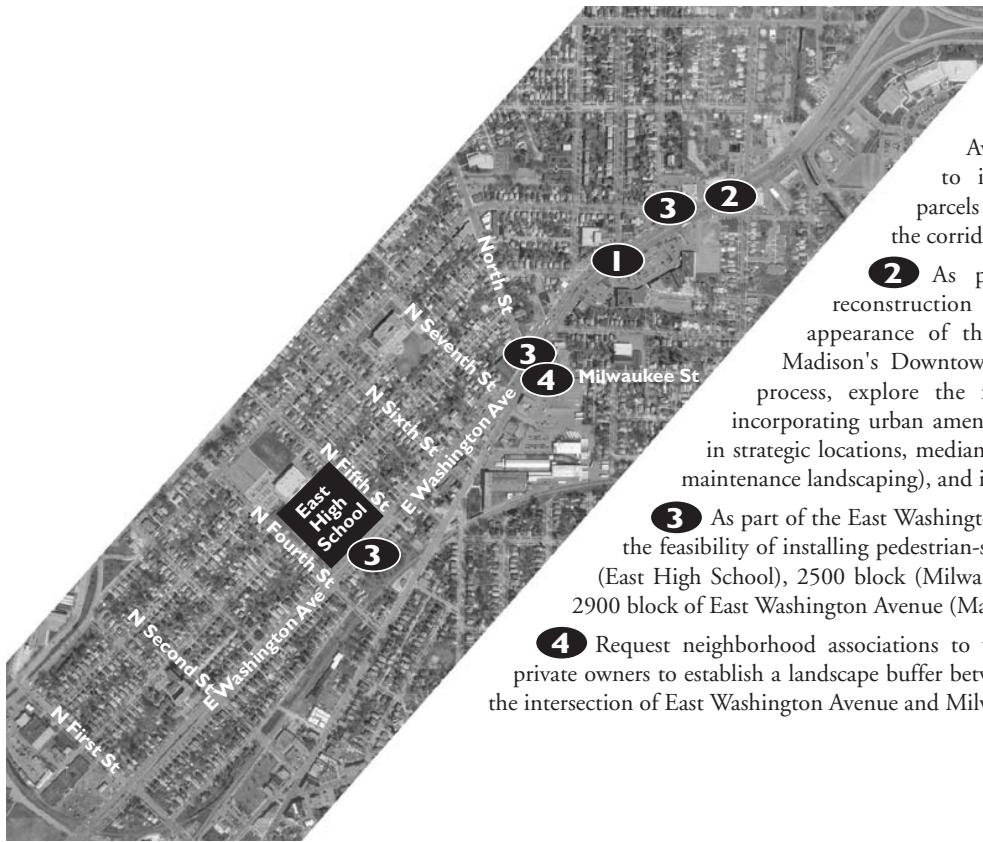
Recommendation	Priority	Range
2. <i>As part of the East Washington Avenue reconstruction project, request the Engineering Division, in conjunction with an interagency staff team and the neighborhood associations, to explore a plan to enhance the appearance of the East Washington Avenue gateway to Madison's downtown and Capitol. As part of the planning process, explore the feasibility of burying utility lines and incorporating urban amenities such as trees, special lighting fixtures in strategic locations, median and terrace landscaping (particularly low-maintenance landscaping), and irrigation system. The first priority area includes the blocks surrounding the East Washington-Milwaukee-Winnebago-North Street intersection. The neighborhood associations will help survey property owners to ascertain whether property owners would be willing to assume the cost of underground wiring into their buildings (see Map 3).</i>	2	Short
3. <i>As part of the East Washington Avenue reconstruction project, request Traffic Engineering Division to consider the feasibility of installing pedestrian-scale, decorative lighting at: 2200 block (East High School), 2500 block (Milwaukee-North Street intersection) and 2800-2900 block of East Washington Avenue (Madison East Shopping Center). Such additional and different light standards could highlight the retail districts and create a more pedestrian-friendly street. Eventually expand such lighting throughout the entire area. The neighborhood associations will work with property owners since 100% of the assessment for such lighting is the financial responsibility of the property owner (see Map 3).</i>	3	Short
4. <i>As part of an effort to revitalize East Washington Avenue, neighborhood associations will meet with property owners to promote a mix of businesses that neighborhood residents will patronize (such as restaurants, coffee shops, dry cleaners) and will encourage and support the formation of a business association for East Washington Avenue.</i>	4	Short
5. <i>Request neighborhood associations to work with Kohl's Food Store and other private owners to establish a landscape buffer between their parking lots and the sidewalk at the intersection of East Washington Avenue and Milwaukee Street. Landscaping would help screen and soften the view of parked vehicles (see Map 3).</i>	5	Short
6. <i>Request Building Inspection Unit to work with the neighborhood to inspect and monitor private properties in the East Washington Avenue Corridor to ensure compliance with minimum property maintenance codes. The neighborhood associations will work with property owners to encourage building improvements through enhanced maintenance, better signage and sign designs, and remodeling of building facades either through code enforcement or working with private owners.</i>	6	Short



*A landscape buffer between parking lots and the sidewalks would improve the appearance of East Washington Avenue.*



## Map 3 East Washington Avenue Corridor Appearance Recommendations



**1** Consider revising Urban Design Districts 4 and 5 (along East Washington Avenue from First Street to Aberg Avenue) to include design criteria for commercial parcels that will enhance the gateway aesthetic of the corridor.

**2** As part of the East Washington Avenue reconstruction project, explore a plan to enhance the appearance of the East Washington Avenue gateway to Madison's Downtown and Capitol. As part of the planning process, explore the feasibility of burying utility lines and incorporating urban amenities such as trees, special lighting fixtures in strategic locations, median and terrace landscaping (particularly low-maintenance landscaping), and irrigation system.

**3** As part of the East Washington Avenue reconstruction project, consider the feasibility of installing pedestrian-scale, decorative lighting at the 2200 block (East High School), 2500 block (Milwaukee-North Street intersection) and 2800-2900 block of East Washington Avenue (Madison East Shopping Center).

**4** Request neighborhood associations to work with Kohl's Food Store and other private owners to establish a landscape buffer between their parking lots and the sidewalk at the intersection of East Washington Avenue and Milwaukee Street.

# East Washington Avenue Corridor Redevelopment Sites

## Vision Statement

The economic vitality of the east side continues with the development, retention, and attraction of neighborhood-oriented businesses. Many of the patrons of these shops have walked or biked to their destination. Few, if any, vacant commercial properties are present. Aggressive attempts to lease and/or dispose of vacant properties have fostered neighborhood vitality, and the mix of highly-used neighborhood businesses is a reflection of the partnership between the neighborhood associations and the property owners.

## Neighborhood Goals

1. Encourage new construction and/or rehabilitation of underutilized buildings and sites within the neighborhood.

## East Washington Avenue Corridor Redevelopment Sites Recommendations

### Former Bowl-A-Vard Site at the Madison East Shopping Center

The Madison East Shopping Center is located on the 2700-2800 block of East Washington Avenue. One of the first shopping centers in Madison, constructed in the early 1950s, Madison East is facing retail competition from the new commercial developments on the far east side. Business mix in the shopping center includes: Cellcessories; Four Lakes Towing; Mad City Church; All-Pro; Paddy's Pub; Madison Public Health Office; Western Union Check Express; Blockbuster Video; Consumers Insurance Service, Inc.; Wisconsin Wholesale Beer Distributor Association; Renters Choice, Inc.; Hawthorne Branch Library; and Walgreen's Drug Store. To the east end of the shopping center is a buildable 67,000 square foot lot, the site of the former Bowl-A-Vard Bowling Alley, which was destroyed by fire. Neighborhood residents perceive the shopping center is vulnerable, especially with the potential relocation of the shopping center's anchor stores. An influx of new investment at the site and rehabilitation of the Madison East Shopping Center could improve the economic viability of this commercial area. Neighborhood residents encourage a financial institution to locate in the area.

Recommendation	Priority	Range
1. <i>At the site of the former Bowl-A-Vard (2909 East Washington Avenue), encourage the construction of a mixed-use development with commercial on the first floor and affordable medium-density residential or office space above.</i> Explore enlarging the buildable site by demolishing the building lying directly to the northeast of the site. Commercial entrance and parking should be on the north side and affordable residential on the south side of the site. A new building should take advantage of the style and brick color of the Madison East Shopping Center. Investigate the purchase of adjacent businesses on Oak Street to include in the redevelopment site. The site design should concentrate on pedestrian and Madison Metro rider movement to the shopping center (see Map 4).	1	Short

### Former Satern Car Wash Site

To the west of the Mobil gas station at East Washington Avenue and North Marquette Street is the site of the former Satern Car Wash (3015 East Washington Avenue), which occupies 41,763 sq. ft. Neighborhood residents would welcome a business on the East Washington Avenue frontage with low- to medium-density, affordable housing on the southern portion of the site.

Recommendation	Priority	Range
1. <i>At the site of the former Satern Car Wash encourage the construction of a mixed-use commercial site on the north side of the parcel and low- to medium-density, affordable housing on the south side of the parcel.</i> Residential development (senior or assisted housing) should be oriented toward Hauk Street (see Map 4).	2	Short

### 2500 Block of East Washington Avenue

East Washington Avenue is the major gateway into the neighborhood. One of the most visible intersections is at the corner of East Washington Avenue-North Street-Milwaukee Street. The streetscape view of the neighborhood features the Greek Orthodox Church, Bill's Key Shop, Gyros II, former Broken Spoke Saloon, and Red Letter News on the north side. Kohl's Food Store, Muscles & Fitness, and Home Realty are located on the south side of East Washington Avenue. Facade improvements and landscaping improvements of the street terrace and parking lots would improve the overall appearance. Additional neighborhood-oriented retailers would help serve the local market. The streetscape on the north side of the 2500 block could benefit from a redesign to bring some cohesiveness to the existing buildings.

Recommendation	Priority	Range
1. <i>Explore redesigning the property at East Washington Avenue and North Seventh Street to enhance and visually connect the Greek Orthodox Church to East Washington Avenue.</i> Remodeling the existing buildings on the north side of the 2500 block of East Washington Avenue would add to the business node and perhaps also provide parking to support potential new businesses (see Map 4).	3	Short
2. <i>Neighborhood associations continue to support the presence of a neighborhood grocery store at the corner of East Washington Avenue and Milwaukee Street.</i> In the event that the property becomes vacant, encourage the opening of another medium-size grocery store. Otherwise, encourage the construction of medium-density, affordable housing on the northern portion of the site and retail or mixed use development at the corner of East Washington Avenue and Milwaukee Street with a grocery store as an anchor (see Map 4).	6	Short

### Madison East Shopping Center Off-Site Parking Lot Site

South of the Madison East Shopping Center at 2729 Hermina Street is an accessory parking lot for the shopping center. This parcel should be used for infill development of low- or medium-density, affordable residential housing. Such development would provide both additional affordable housing opportunities in this built-up neighborhood and additional potential customers for the businesses on East Washington Avenue.

Recommendation	Priority	Range
1. <i>At the site of the accessory off-site parking lot for Madison East Shopping Center (2729 Hermina Street), encourage the construction of no more than a 2-story, affordable housing development.</i> This parcel is adjacent to single-family homes and can serve as a transition between the residential and the commercial properties (see Map 4).	4	Short

### Former Hammer It Inn and Former Pizza Hut Site

The building at 3077 East Washington Avenue was previously a bar. It has been unused for several years. The Pizza Hut at 3059 East Washington Avenue was closed in March of 1999 and was recently reopened as a finance agency. Both are adjacent to the former American Family headquarters site at 3099 East Washington Avenue. These sites should be put to use to benefit both the property owners and the neighborhood.

Recommendation	Priority	Range
1. <i>At the site of the former Hammer It Inn (3077 East Washington Avenue) and the former Pizza Hut (adjacent property at 3059 East Washington Avenue) encourage the development of commercial office space/retail/mixed use/restaurant</i> (see Map 4).	5	Short

### Former Clark Gas Station Site

Sites of former gas stations can remain out of the reach of developers that are not in a financial position to proceed with remediation at the site. The former Clark Gas Station at 2910 East Washington Avenue closed several years ago. A closed business, with a deteriorating building and minimal landscaping, is an eyesore within the neighborhood. Neighborhood residents encourage the property owner to investigate measures that would assist in the remediation of the site to make it a buildable site.

Recommendation	Priority	Range
1. <i>At the site of the former Clark Gas Station (2910 East Washington Avenue), encourage the construction of a new building with a minimum height of two stories with parking restricted to the side and/or back of the building.</i> First floor retail and affordable residential units above the first floor are desirable. Encourage owner to remediate the site to allow development sooner. Request property owner to provide temporary landscaping to improve appearance of lot (see Map 4).	7	Long



### Former American Family Site

This former American Family campus at 3099 East Washington Avenue is on an irregular-shaped 601,579 square foot lot at the intersection of East Washington Avenue and Highway 30. This property is for sale since the opening of the new American Family campus east of I90-94.

Recommendation	Priority	Range
1. <i>At the site of the former American Family Insurance complex, encourage office or institutional use</i> (see Map 4).	8	Short

### 2400 Block Winnebago Street

The three buildings on the south side of the 2400 block of Winnebago have the potential to be redeveloped to a higher use. Redeveloping the 2400 block, between Sullivan Street and Florence Street, would help upgrade the appearance and utility of the area. A redesign of Winnebago Street might facilitate appropriate development and traffic safety.

Recommendation	Priority	Range
1. <i>On the south side of the 2400 block of Winnebago Street, encourage the construction of mixed-use commercial development on the first floor with affordable residential on the second floor or above</i> (see Map 4).	9	Long

## Map 4 East Washington Avenue Corridor Redevelopment Sites



- 1** At the site of the former Bowl-A-Vard (2909 East Washington Avenue), encourage the construction of a mixed-use development with commercial on the first floor and affordable medium-density residential or office space above.
- 2** At the site of the former Saturn Car Wash (3015 East Washington Avenue), encourage the construction of a mixed-use commercial site on the north side of the parcel and low- to medium-density affordable housing on the south side of the parcel.
- 3** Explore redesigning the property at East Washington Avenue and North Seventh Street to enhance and visually connect the Greek Orthodox Church to East Washington Avenue.
- 4** Neighborhood Associations continue to support the presence of a neighborhood grocery store at the corner of East Washington Avenue and Milwaukee Street.
- 5** At the site of the accessory off-street parking lot for Madison East Shopping Center (2729 Hermina Street), encourage the construction of no more than two-story, affordable housing.
- 6** At the site of the former Hammer-It-Inn (3077 East Washington Avenue) and the former Pizza Hut (3059 East Washington Avenue), encourage the development of commercial office space/retail/mixed use/restaurant.
- 7** At the site of the former Clark Gas Station (2910 East Washington Avenue), encourage the construction of a new building with a minimum height of two stories with parking restricted to the side and/or back of the building.
- 8** At the site of the former American Family Insurance complex (3099 East Washington Avenue), encourage office or institutional use.
- 9** On the south side of the 2400 block of Winnebago Street, encourage the construction of mixed-use commercial development on the first floor with affordable residential on second floor or above.

# Housing

## Vision Statement

Schenk-Atwood-Starkweather-Worthington Park Neighborhood is an attractive area with a variety of affordable housing choices for single persons, families, and seniors throughout the neighborhood. Construction of new, high quality, affordable housing, especially in mixed-use commercial developments, provides additional housing opportunities along major transportation corridors. New homeowners in single and multi-family units and reinvestment in existing properties (92.9% of the housing in this neighborhood is over 40 years old) continues to make this neighborhood a desirable place for a diverse variety of residents.

## Neighborhood Goals

1. Retain and maintain existing single and two-family housing, while encouraging mixed-use projects along major transportation corridors. Promote owner-occupancy within single family, duplex, and three to four-unit structures.
2. Encourage minor and major upgrading of electrical, plumbing, weatherization, and energy efficiency in owner- and renter-occupied housing.
3. Ensure the availability of quality, affordable, owner- and renter-occupied housing for low-moderate income households, seniors, and people with disabilities that is scattered throughout the neighborhood.

## Housing Recommendations

### Neighborhood Housing Stock

According to the 1990 Census, 54.6% of the neighborhood's occupied housing units were owner-occupied compared to 47.0% for the City as a whole. Out of the 2,636 housing units in the neighborhood, 55.1% (1,452) were single-family, 24.6% (649) were two-units, 12.1% (318) were 3-4 units, and 7.8% (207) were in structures of 5-19 units. The neighborhood has older housing stock than the City as a whole: 61.3% of neighborhood structures were built in or before 1939 compared to 21.3% Citywide. According to the City of Madison's Community & Economic Development Unit, 8% of the loans (122 of the 1,528 loans), representing 13% of the City's rehabilitation funds (\$1,809,425 of \$13,861,138) in the past 25 years, have been used in this neighborhood. Neighborhood residents prefer owner-occupancy, especially in the one to four unit structures. In addition, residents want persons age 60 or over (13.6% compared to 12.4% for the City) to remain in the neighborhood.

Recommendation	Priority	Range
1. <i>Request the Community Development Authority, Community &amp; Economic Development Unit, Community Development Block Grant, and other housing lending institutions to work with the neighborhood associations, non-profits, community-based organizations, and residents to provide and promote homeownership, owner and rental rehabilitation programs, and housing counseling programs.</i> Promote existing programs that are available to homeowners for purchase; explore location efficient and/or energy efficient mortgage programs; and promote retention programs for seniors (i.e., reverse mortgage program). Neighborhood residents will assist in promoting the programs through newsletters.	1	Short

### Neighborhood Housing Stock (continued)

Recommendation	Priority	Range
<p>2. <i>To increase owner-occupancy of two- and three-units, request the neighborhood associations to work with Community Development Authority, Community and Economic Development, Community Development Block Grant, and other housing and lending institutions to promote homeownership and rehabilitation grants/loans to eligible buyers.</i> Out of the 2,636 housing units in the neighborhood, 1,452 (55.1%) are single-family, 649 (24.6%) are 2 units, and 318 (12.1%) are 3-4 units. 87.6% of single-family homes are owner-occupied, 10.8% of 2 units are owner-occupied, and 1.4% of 3-4 units are owner-occupied.</p>	2	Short
<p>3. <i>Request the neighborhood associations and other community-based organizations to work with the North-Eastside Senior Coalition and other senior-related organizations to increase awareness of the City's Modified Reverse Mortgage Program and other programs to help retain seniors in their homes.</i> According to the 1990 Census, 443 neighborhood residents 65 years or over were living in their homes. Since many seniors have fixed incomes, neighborhood residents will help promote the City's Modified Reverse Mortgage program to help retain seniors in their homes. The Modified Reverse Mortgage Program provides elderly homeowners with funds to pay all or a portion of the property tax on their principal residence in exchange for a mortgage repaid in full when the property is sold or conveyed to another owner.</p>	3	Short

# Land Use and Zoning

## Vision Statement

A complementary pattern of residential, commercial and industrial uses minimizes conflict between land uses. For numerous residential and commercial properties, the zoning classification does not accurately reflect existing land use. Neighborhood residents will work with property owners to rezone a number of properties to help preserve the existing character of the neighborhood.

## Neighborhood Goals

1. Preserve the existing land use pattern in the neighborhood.
2. Develop more flexible off-street parking requirements.

## Land Use and Zoning Recommendations

Communities shape land use patterns through adopted land use plans and implement them through a variety of tools including zoning codes. The Schenk-Atwood-Starkweather-Worthington Park Neighborhood desires to preserve the existing character of the neighborhood. However, existing zoning classification allows for, in many cases, the conversion of single family homes to two or more units and the conversion of existing park areas to residential use. In addition, neighbors have commented the current zoning codes allow and encourage large suburban-type parking lots.

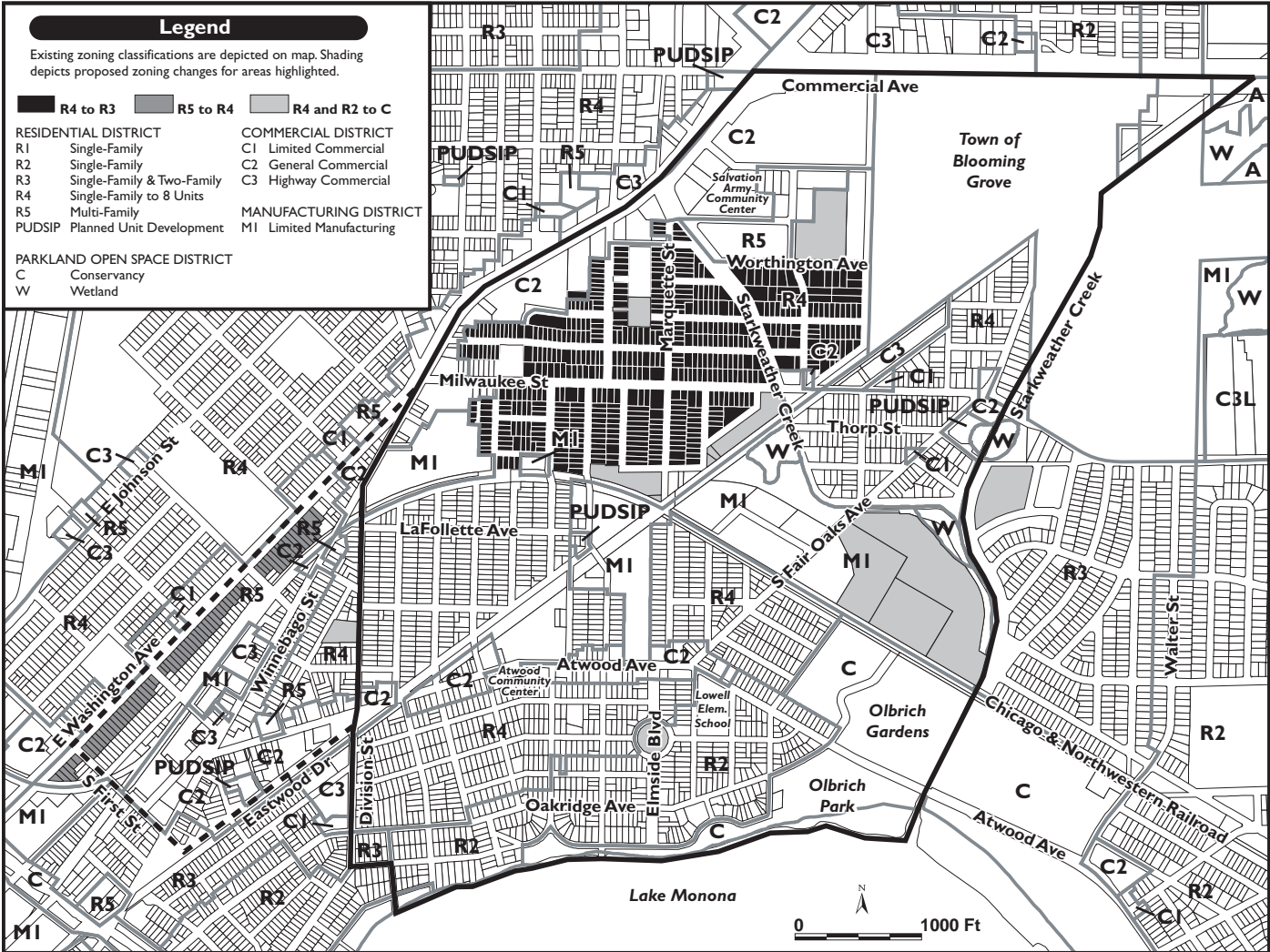
Recommendation	Priority	Range
1. <i>Request the Planning Unit to review the existing C2 Commercial District parking requirements for the neighborhood.</i> There is a desire to allow older neighborhoods greater leeway from the current City-wide parking requirements. Neighborhood residents have commented too much parking is required for this older section of the City, built in a time when the automobile was not the primary means of transportation. Neighborhood residents believe current parking requirements better fit the outlying parts of the City where automobiles are more necessary and more numerous.	1	Short
2. <i>Request the Planning Unit and Zoning Section to review the definition of family in the Zoning Code to allow more than two unrelated persons to live in rental property in the R3 District, with attention given to an unmarried couple sharing living space with a roommate.</i>	2	Short
3. <i>Request the Planning Unit, in conjunction with County/State, to consider developing a rail transit station at Second and Winnebago Streets and a transit-oriented development in proximity to the rail station as part of the upcoming Alternatives Analysis Study (see Map 10).</i>	3	Long



## Land Use and Zoning (continued)

Recommendation	Priority	Range
<p>4. <i>As part of an effort to preserve the neighborhood residential character, request the Planning Unit and the neighborhood associations to work with property owners, neighborhood residents, and business owners to explore rezoning R4 properties to R3, and R5 properties to R4 at the following locations:</i></p> <ul style="list-style-type: none"> <li>a. The R4 zoned area south of East Washington Avenue, south of Worthington Avenue, north of the Canadian Pacific and the Union Pacific Railroad tracks, and west of the Town of Blooming Grove municipal boundaries.</li> <li>b. The R4 zoned area south of Milwaukee Street, Bryan Street, and Wells Avenue; west of Fair Oaks Avenue; and east of the west branch of Starkweather Creek.</li> <li>c. The R5 zoned area bounded on the south side of East Washington Avenue between First and Fifth Streets and the south side of Winnebago Street (see Map 5).</li> </ul> <p>The R4 zoning district allows multi-family structures of up to 8 units with only 2,000 square feet of lot area per dwelling unit plus up to 5 unrelated persons in renter-occupied dwelling units. The R3 zoning district permits no more than 2 units on a lot and requires 4,000 square feet of lot size per unit and only 2 unrelated persons are permitted in renter-occupied dwelling units.</p>	4	Short
<p>5. <i>Request neighborhood residents to discuss with Salvation Army a plan to reduce the size of the parking lot and increase greenspace or create some neighborhood-centered amenity.</i> According to City Zoning staff, the Salvation Army is required to provide 25 parking spaces for its facility. The current lot contains 140 spaces. Conversion of the unneeded parking space to community gardens or additional community service space would yield 32,670 square feet.</p>	5	Short
<p>6. <i>Request the Planning Unit and neighborhood associations to work with the Parks Division to rezone neighborhood parks and greenways from R2, R3, or R4 (Residential) to C (Conservancy).</i> This includes Worthington Park, Reger Park, Dixon Greenway, Hawthorne Park, Elmside Circle Park, Wirth Court Park and O.B. Sherry Park (see Map 5).</p>	6	Short
<p>7. <i>Request Planning Unit to work with neighborhood associations to develop a detailed master plan and strategy for the Schenk-Atwood area, using the adopted neighborhood plan as guidance.</i></p>	7	Short

# Map 5 Proposed Zoning Changes



# Parks and Open Space

## Vision Statement

Schenk-Atwood-Starkweather-Worthington Park parks and open spaces are a source of pride for neighborhood residents. Neighborhood residents, in conjunction with the Parks Division, will work toward making parks accessible to all in the community, providing a wide range of recreational opportunities and serving as focal points for neighborhood activities for residents of all ages.

## Neighborhood Goals

1. Improve existing neighborhood recreation and open space facilities including the accessibility to parks, activity areas, and park facilities.
2. Enhance Olbrich Botanical Gardens and Starkweather Creek as a neighborhood and community asset.

## Parks and Open Space Recommendations

### Olbrich Park and Botanical Gardens

Olbrich Park occupies 67.7 acres along the shores of Lake Monona. Recreational facilities within Olbrich Park include: Olbrich Botanical Gardens, softball diamonds, volleyball, basketball and tennis courts, soccer field, beach, hockey and ice skating rinks, picnic area, play area, sledding hill, and parking lots. Recent acquisition of approximately 23.8 acres to the north of the park includes the former Garver Feed Mill. This acquisition presents an opportunity for planning the future for Olbrich Park and Gardens. Combined with the adjacent City-owned greenway, the expansion area totals 27.2 acres. The neighborhood is eager to be a part of the planning process and to assure the expansion includes neighborhood activities and accessibility as well as unfenced areas for free use of the park as at present. At present, a consultant is reviewing the viability of retaining the Garver Feed Mill building and is preparing plans for review at upcoming public meetings.

Recommendation	Priority	Range
1. <i>Request the Parks Division to develop a master plan for Olbrich Park and Gardens expansion with input from the neighborhood.</i> The neighborhood recommends such items as: a dog-walking area, a neighborhood park, community gardens, and maintaining the greenspace rather than increasing surface parking lots. Neighborhood residents encourage integrating O.B. Sherry Park into the master plan (see Map 6).	1	Short
2. <i>Request the Parks Division to retain play area for children at the west end of Olbrich Park between Garrison Street and Sugar Avenue.</i> The 8,000-10,000 square foot play area includes 12 swings and a play structure designed to accommodate 20-25 children (see Map 6).	6	Immediate

### Lake Monona Shoreline at Hudson Beach

At 0.7 acres, Hudson Beach is the smallest park in the neighborhood. From Schiller Court to Welch Avenue it follows the shoreline of Lake Monona. The banks of Lake Monona are eroding, particularly east and west sides of Maple Avenue. Reinforcement of the lake banks with vegetation and minimal cutting of existing vegetation would protect the banks and lake quality.

Recommendation	Priority	Range
1. <i>Request Parks Division to manage the shrub understory and ground cover vegetation to minimize erosion on the steep banks of Lake Monona, particularly east and west sides of Maple Avenue, and request Parks Division and Police Department to educate the neighbors on the project and enforce relevant ordinances.</i> Neighborhood residents believe the erosion is caused by lack of root systems to hold the banks in place, partly caused by the destruction of shrubs by nearby neighbors seeking to retain their lake views. Additional plantings and education of adjacent property owners regarding the need to have strong root systems as well as increased enforcement of City Ordinances 23.21, 23.24(1) and 23.24(2) regarding damaging trees or shrubs on public land are all requested by the neighborhood (see Map 7).	2	Short
2. <i>Request Engineering Division to rebuild the eroding Lake Monona shoreline from Hudson Beach to Miller Avenue.</i>	15	Long

### Dixon Greenway

The 3.0-acre Dixon Greenway is described as "an undeveloped greenspace adjacent to Starkweather Creek." It is located in the center of the neighborhood and is bounded on the north by St. Paul Avenue and Milwaukee Street, on the east by Starkweather Creek, on the south by the Canadian Pacific Railroad tracks, and on the west by Dixon Street. While it is mowed several times each year, the greenway is unmarked and many in the neighborhood are unaware that it is public space.

Recommendation	Priority	Range
1. <i>Request the Parks Division, in conjunction with Engineering Division, to develop a plan for the Dixon Greenway.</i> The Engineering Division is planning to transfer Dixon Greenway to the Parks Division. The plan should include: a park entrance sign at the Milwaukee Street entrance to define it as public space, a bike path along the north side of the greenway with access to Milwaukee Street to connect the Isthmus and Aberg/MATC bike paths, and community garden plots. Neighborhood residents also request a launch site for non-motorized small boats on the west bank of the Starkweather Creek. City Engineering will pursue a canoe launch at the location with 1999 funds from the shoreline budget (see Map 6).	3	Short
2. <i>Request the Engineering Division, in conjunction with Traffic Engineering and Parks Divisions, to develop a bike path along the west branch of Starkweather Creek.</i> The extension of a bike path along Starkweather Creek could provide a connection to the Isthmus bike path and the bike path along Aberg Avenue between Shopko Drive and Starkweather Creek (see Map 6).	7	Long

### Lowell School Playground

Lowell Elementary School, at 401 Maple Avenue, has approximately 475 school-aged children enrolled (1998). The Lowell School playground, with its colorful play equipment, also functions as a neighborhood play area. The play equipment needs to be upgraded and additional maintenance performed to make the playground more conducive to play both during school and non-school periods.

Recommendation	Priority	Range
1. <i>Request Madison Metropolitan School District to include some child-accessible greenspace in the Lowell School playground area to the south of the school.</i> The entire area south of the school to Center Avenue is paved, except the area with the play equipment, which has pea gravel. The neighborhood recommends the entire play area except the basketball court be converted to greenspace (see Map 7).	4	Long

### Worthington Park

At 5.14 acres, Worthington Park is the largest neighborhood park in the area. It is bounded on the north and east by the 36-unit public housing complex, on the south by Worthington Avenue and on the west by Rosemary Avenue. More than 500 children live in the townhouses immediately adjacent to the park, or in the apartment complex across the street.

Recommendation	Priority	Range
1. <i>Request Parks Division to increase the lighting level along the path and in the shelter at Worthington Park and install electrical outlets in the shelter.</i> Park users are cautious to enter the park or the shelter because of the dim lighting and prefer the increased sense of safety additional lighting will afford. In addition, the neighborhood would like to have electrical outlets installed in the shelter to be used by the neighborhood associations or local community center for their organized activities (see Map 9).	5	Short

### Starkweather Creek and Greenway

The east branch and the main branch of the Starkweather Creek depict the eastern boundary of the neighborhood. The creek is a valuable neighborhood asset and provides the opportunity to canoe or kayak to Lake Monona. The adjacent greenway provides a place to walk or play. Launching spots for access to the creek for watercraft and removing obstacles that impede watercraft would enhance this water resource.

Recommendation	Priority	Range
1. <i>Request the Engineering Division and Dane County to implement the stream improvements listed in the Regional Plan Commission's March 1987 Starkweather Action Program.</i> The report cites measures to control sources of pollution, measures to protect the stream corridor and in-stream water quality improvement and management measures (see Map 6).	8	Long
2. <i>Request Parks Division to install signs to the non-motorized small boat launch areas and add a public canoe storage rack along Starkweather Creek.</i> Boat launch areas are located at: 1) the east side of the west branch at the East Washington Avenue frontage road and East Washington Avenue; 2) the west side of the west branch at Sachs Street; 3) the east side of the west branch north of Milwaukee Street; 4) the east side of the west branch north of James Street; and 5) the east side of the east branch in O.B. Sherry Park. A sixth launch site is planned at the Dixon Greenway location. A public canoe storage rack will increase public accessibility to Lake Monona. (see Map 6).	11	Long



## General Park Administration

Recommendation	Priority	Range
1. <i>Request the neighborhood associations to invite Parks Division staff to meet with the neighborhood after the annual budget is approved to explain what is planned for the neighborhood and to share potential park improvement requests.</i> Formal meeting with the Parks Division will allow neighborhood residents to offer ongoing improvement ideas.	9	Short

## Sid Boyum Sculptures Along the Isthmus Bike Path

The Isthmus Bicycle Path is a four-mile paved route from South Blair Street to Dempsey Road. For most of that distance, it follows the bed of the former Canadian Pacific and Union Pacific Railroad tracks. A mile and a half of the Isthmus Bike Path is in the Schenk-Atwood-Starkweather-Worthington Park neighborhood. It is used by bicycle commuters, recreational and neighborhood bicyclists, walkers, skaters, joggers, and dog walkers.

Recommendation	Priority	Range
1. <i>Request the neighborhood, in conjunction with the Parks and Traffic Engineering Divisions, to identify locations along the Isthmus Bike Path for the Sid Boyum sculptures.</i> Sid Boyum was a neighborhood resident. After his death, his family donated his whimsical concrete sculptures for neighborhood installation.	10	Short

## Elmside Circle Park

Elmside Circle Park is a 1.1 acre neighborhood park at the intersection of Elmside Boulevard and Center Avenue. It is a focal point for the Schenk-Atwood neighborhood, with benches, a drinking fountain, a picnic area and neighborhood play facilities. A master plan was submitted to the Parks Division by the neighborhood in 1997 to upgrade the park.

Recommendation	Priority	Range
1. <i>Request Parks Division, in conjunction with fundraising by Friends of Circle Park, to complete implementation of the master plan for Elmside Circle Park by concentrating the children's play equipment to the north of the sidewalk bisecting the park and installing a patio sitting area to the south.</i> As with Phase I of the Elmside Circle Park Master Plan, Phase II is dependent upon fundraising by the Friends of Elmside Circle. After the funds are raised by the neighborhood, the implementation plan will be placed before the Parks Commission for approval. Matching funds through the People for Parks Program are potentially available (see Map 7).	12	Short



Sid Boyum Sculpture,  
"The Bear"

### Reger Park

At 1.4 acres, Reger Park is one of the City's smallest neighborhood parks. It is hidden in the interior of a block, surrounded by homes on all four sides. Park users access the park by a path between two houses. The east entrance from Marquette Street is on an undeveloped street-end owned by the City. Neighborhood residents feel they are crossing private property to enter the park. Improvements to the park entrances would clarify the nature of the public space and publicize the existence of this small park. Due to a request to improve the accessibility of the path, in 1998 the Parks Division rebuilt the existing path through the park.

Recommendation	Priority	Range
1. <i>Request Parks Division to improve entries to Reger Park from Oak and Marquette Street with signage to make it more identifiable to park users.</i> The Parks Division paved the entrance to the park in the Summer of 1998 to make it more accessible. Adjacent property owners are planning to plant flowers and shrubs at the street entrance and around the park entrance sign at Marquette Street (see Map 8).	13	Immediate

### Wirth Court Park

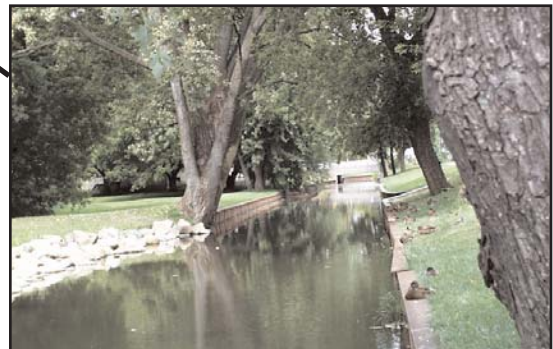
Wirth Court Park covers two acres. It is located between Waubesa and South Marquette Streets, south of St. Paul Avenue and north of the Union Pacific Railroad tracks. A basketball court, a picnic area, a softball area, and play equipment for toddlers is located in Wirth Court Park.

Recommendation	Priority	Range
1. <i>Request the Parks Division to supplement the existing playground equipment to provide for a range of ages at Wirth Court Park.</i> The neighborhood will raise matching funds (see Map 8).	14	Short

## Map 6 Dixon Greenway, Starkweather Creek and Olbrich Garden Recommendations



- 1** Develop a master plan for the Dixon Greenway to include a park entrance sign at the Milwaukee Street entrance, a bike path along the north side of the greenway with access to Milwaukee Street to connect the Isthmus and Aberg/MATC bike paths, community garden plots, and a launch site for non-motorized small boats on the west bank of the Starkweather Creek.
- 2** Develop a bike path along the west branch of Starkweather Creek.
- 3** Develop a master plan for Olbrich Park and Gardens expansion with input from the neighborhood.
- 4** Retain play area for children at the west end of Olbrich Park between Garrison Street and Sugar Avenue.
- 5** Implement the stream improvements listed in the Regional Plan Commission's 1987 Starkweather Action Program.
- 6** Install signs to the non-motorized small boat launch areas and add a public canoe rack along Starkweather Creek.
- 7** Explore constructing a footbridge across Starkweather Creek at the end of Hawk Street to improve pedestrian safety and access.





## Map 7

### Elmside Circle and Lowell Elementary School Improvements



- 1** Complete implementation of the master plan for Elmside Circle Park by concentrating the children's play equipment to the north of the sidewalk bisecting the park and installing a patio sitting area to the south.
- 2** Manage the shrub understory and ground cover vegetation to minimize erosion on the steep banks of Lake Monona, particularly east and west sides of Maple Avenue.
- 3** Rebuild the eroding Lake Monona shoreline from Hudson Beach to Miller Avenue.
- 4** Request Madison Metropolitan School District to include some child-accessible greenspace in the Lowell School playground area to the south of the school.

## Map 8 Reger and Wirth Court Parks Improvements



**1** Improve entries to Reger Park from Oak and Marquette Streets with signage to make it more identifiable to park users.

**2** Supplement the existing playground equipment to provide for a range of ages at Wirth Court Park.

## Map 9 Worthington Park Improvements



Worthington Park Shelter

**1** Increase the lighting level along the path and in the shelter at Worthington Park.

**2** Install electric outlets in the Worthington Park shelter.



# Public Safety

## Vision Statement

The Schenk-Atwood-Starkweather-Worthington Park Neighborhood is a safe and comfortable place to live and visit, where residents and police work together in both prevention and enforcement. It is well-served by the Madison Police Department, which has a good relationship and partnership with neighborhood residents.

## Neighborhood Goals

1. Emphasize activities for youth, including high school age youth.
2. Enhance the Police Department capacity to serve the neighborhood.
3. Enhance the partnership with the Madison Police Department to encourage community policing opportunities.
4. Increase traffic enforcement in the neighborhood.

## Public Safety Recommendations

Develop Partnership between Police and Neighborhood		
Residents are eager to develop a good working relationship with the Police Department and to take a part in activities to maintain the neighborhood as a safe and pleasant place to live.		
Recommendation	Priority	Range
1. <i>Request Madison Police Department to increase enforcement of traffic regulations throughout the neighborhood, particularly at crossings for Lowell Elementary School.</i> Neighborhood concerns include speeding, failure to yield to pedestrians or bicycles, and speeding through yellow lights.	1	Immediate
2. <i>Request the Madison Police Department to retain the Worthington Park Neighborhood police officer position.</i> The neighborhood officer contributes to neighborhood stability by working closely with the largest rental property owners (Community Development Authority, Meridian, Transitional Housing, Inc.), Neighborhood Resource Teams, Joining Forces for Families, and the neighborhood associations. The neighborhood encourages the officer to continue to develop relationships with residents and children in the area.	2	Immediate
3. <i>Request Madison Police Department, in conjunction with neighborhood associations and neighborhood residents, to cooperatively work toward improving safety on the 2500 block of East Washington Avenue.</i> Neighborhood concerns include prostitution and traffic circulation.	3	Immediate

### Develop Partnership between Police and Neighborhood (continued)

Recommendation	Priority	Range
<p>4. <i>Neighborhood associations will request the Madison Police Department to determine the possibility of requesting non-uniformed officers to interact with youth at neighborhood-sponsored events and consider establishing a program for youth mentoring so that youth see off-duty officers in a social setting.</i> Residents are interested in having neighborhood children recognize police officers in a role other than enforcement and develop positive relationships with the police. The neighborhood includes 767 children between ages 5-17.</p>	4	Short
<p>5. <i>Request the Madison Police Department to construct an East District Police Station.</i> Residents believe a district station on the east side will deepen police knowledge of and attachment to the neighborhood and provide additional opportunities for reporting and other positive interaction with the police. At present, priority of building an East District Station is behind establishing a West District Station and expanding the South District Station. Thus, it is estimated that construction of an East District Station will not be budgeted until 2003.</p>	5	Long

# Schenk-Atwood Area Business Development

## Vision Statement

Schenk-Atwood-Starkweather-Worthington Park residents recognize the importance of a strong commercial base in their neighborhoods. Attracting neighborhood-oriented businesses to the area, maintaining an attractive historic appearance, and promoting the business district as a shopping destination will enhance both the appearance and the economic viability of the area.

## Neighborhood Goals

1. Increase cooperation for planning within the neighborhood.
2. Make physical improvements to assure an attractive business district.
3. Attract neighborhood-oriented businesses and customers to the business district.

## Schenk-Atwood Area Business Development Recommendations

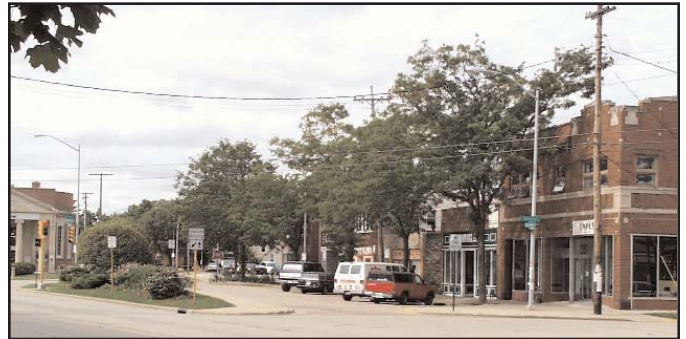
Schenk's Corners Business Development		
"Schenk's Corners," as the Winnebago-Atwood intersection area is known, is a major business hub in the neighborhood. Neighborhood residents want to maintain it as an attractive, bustling, easily accessible neighborhood business and entertainment district.		
Recommendation	Priority	Range
1. <i>Encourage Schenk-Atwood Revitalization Association (SARA) to explore strategies for increasing business activity and business mix within the Schenk-Atwood-Winnebago business area by: undertaking a market study; business recruitment; parking needs assessment; promotional activities such as "Buy Atwood" cooperative advertising; and other joint marketing strategies.</i> The marketing plan should emphasize the linkage of neighborhood anchors (i.e., Olbrich Gardens) to area businesses and emphasize the importance of local patronage.	1	Short
2. <i>Encourage the neighborhood and business community, in conjunction with the Planning Unit, to develop a Neighborhood Conservation or Historic District in the Schenk-Atwood business area to encourage the adaptive reuse and historic preservation of buildings; maintain and develop historic-looking building facades (brick and/or stucco); upgrade storefronts; and to develop design standards to encourage new commercial development and rehabilitation of existing commercial structures to stay in character with such standards.</i>	2	Short
3. <i>As part of the Schenk-Atwood Neighborhood efforts to establish a neighborhood association, ask SARA, Atwood Community Center, and other groups functioning within the area to clearly define their roles.</i> Explore the opportunity for new institutions to fill in gaps identified. The Atwood Community Center Board adopted a mission statement, goals, and a long-range plan during the preparation of this Plan.	3	Short

## Schenk's Corners Business Development (continued)

Recommendation	Priority	Range
4. <i>Encourage the business community and neighborhood to develop an image of the Schenk-Atwood corridor that will attract old and new customers to the area to dine and shop. Outdoor cafes, farmers market, and entertainment venues are possible attractions for area businesses to pursue.</i>	4	Short
5. <i>Encourage cooperation among business, industry, and the neighborhoods to improve communications, to support established industries (i.e., Kipp, Ray-O-Vac), and to work cooperatively on neighborhood issues such as noise and pollution.</i>	5	Short



*Facade improvements that blend into the historic character of the district bring cohesiveness to the area*



*Neighborhood business districts bring vitality to nearby residential areas*

# Schenk-Atwood Business District Area

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## Vision Statement

Traffic is a basic need for a successful commercial district and the Schenk-Atwood traffic includes cars, bicycles, mass transportation, and pedestrians. Shoppers and consumers using each mode of transportation find the business district pleasant to traverse and easy to use.

## Neighborhood Goals

1. Increase the ease of walking and bicycling along Atwood Avenue.
2. Facilitate the use of mass transit in the neighborhood.
3. Reduce and slow the automobile traffic on Atwood Avenue.

## Schenk-Atwood Area Business District Traffic Recommendations

### Atwood Avenue Traffic

Traffic along Atwood Avenue varies between 11,450 vehicles per day at First Street to 24,300 vehicles per day at Fair Oaks Avenue. Neighborhood residents are eager to maintain a pedestrian and bicycle-friendly and accessible business and entertainment area.

Recommendation	Priority	Range
1. <i>Request the Madison Metro Division to develop mixed transportation access to the business district.</i> Examples include installation of bike racks on buses, possible future bike accommodations on trains, and linking bus and rail schedules.	1	Short
2. <i>Request the Traffic Engineering Division to consider eliminating the "No Parking" policy during rush hours to reduce traffic speed on Atwood Avenue.</i> Neighborhood residents believe allowing parked cars along Atwood Avenue during rush hour will serve to reduce traffic speeds (see Map 10).	2	Short



## Map 10 Schenk-Atwood Area Business District Traffic Improvements



- 1** Consider developing a transit station at Second and Winnebago Streets and a transit-oriented development in proximity to the rail station.
- 2** Consider eliminating the "No Parking" policy during rush hours to reduce traffic speed on Atwood Avenue.
- 3** Consider permitting directional/informational signs along the bike path to direct users to the Schenk-Atwood Business area.
- 4** Encourage the neighborhood and business community, in conjunction with the Planning Unit, to develop a Neighborhood Conservation or Historic District in the Schenk-Atwood business area.

# Transportation and Safety

## Vision Statement

Walking and biking are safe and popular, and automobile traffic is slower and safer, thus increasing the quality of life in the neighborhood. Attractive traffic calming devices installed on a neighborhood-wide basis enhance the park-like character of the neighborhood. Mass transportation such as rail transit, bus service, and other non-automobile alternatives contributes to the safe and efficient flow of persons through and within the neighborhood.

## Neighborhood Goals

1. Encourage motorists to travel at the posted speed limit and observe other traffic regulations.
2. Increase safety for bicyclists, particularly along arterial streets.
3. Increase pedestrian safety in the neighborhood.
4. Support mass transit, including the development of rail transit.

## Transportation and Safety Recommendations

### Traffic Calming

Traffic calming is an approach to slowing or redirecting vehicular traffic on local streets within a neighborhood. Traffic calming devices such as median barriers, traffic circles, parking modifications, speed humps, one-way streets, curb extensions, and dead ends help achieve slower or reduced traffic, thus making neighborhoods more pedestrian friendly. Stop signs and the realignment of intersections are other possible methods that may be employed. At identified problem intersections that have traffic lights, all-red phases should be considered. The neighborhood is willing and eager to serve as a pilot area for a reduction of the residential speed limit from 25 to 20 mph.

Recommendation	Priority	Range
1. <i>Request Traffic Engineering Division work with the neighborhood associations, the Police Department, Lowell School PTO, and the Madison Metropolitan School District to improve safety at the Lowell Elementary School crossings at Atwood, Fair Oaks, and Maple Avenues.</i> This intersection is a difficult crossing for the elementary school-aged children attending Lowell Elementary School because of traffic speeding along Atwood Avenue and turning from Atwood or Fair Oaks without yielding right-of-way to pedestrians in the crosswalk. Approximately 435 children attend Lowell. As an outgrowth of this planning process, the Police Department has mailed warnings and issued tickets to drivers along Atwood Avenue near Lowell School. The Traffic Enforcement Safety Team (TEST) Program started in Summer 1999 also targeted this area (see Map 11).	1	Immediate
2. <i>Request the neighborhood associations, with assistance from Traffic Engineering Division and the Police Department, to develop a Neighborhood Transportation Management Program proposal to reduce traffic speeds on: Waubesa and Milwaukee Streets and Atwood, Lakeland, Oakridge, LaFollette, and Sommers Avenues (see Map 11).</i>	2	Short

### Traffic Calming (continued)

Recommendation	Priority	Range
<p>3. <i>Request the neighborhood associations, with assistance from Traffic Engineering Division and the Police Department, to develop a Neighborhood Transportation Management Program proposal to reduce traffic speeds on the St. Paul Avenue corridor.</i> There are a number of unmarked intersections and arterial streets where neighborhood residents are concerned that speeding vehicles endanger bicyclists and pedestrians. This is particularly true in the St. Paul Avenue corridor. Although the daily traffic count of 1,000 vehicles is not high, neighborhood residents are concerned that the wide angle at which most streets intersect with St. Paul Avenue enables motorists to maintain high speeds while cornering. In addition, Waubesa Street between Atwood Avenue and Milwaukee Street is a collector-connector, carrying 2,000-3,000 vehicles per day. It serves Madison Kipp and is one of the few streets connecting Milwaukee Street and Atwood Avenue. The 3-way intersection at St. Paul Avenue and Waubesa Street is a blind corner, and the neighborhood requests some measure to make it a safer intersection. At the St. Paul Avenue intersections with Talmadge and Bashford Streets, Jackson Street, Ohio Avenue, and Corry Street, traffic calming devices should also be investigated (see Map 11).</p>	3	Short
<p>4. <i>Request the neighborhood associations, with assistance from Traffic Engineering Division to develop a Neighborhood Transportation Management Program proposal to increase safety at the intersection of Dunning Street and Sommers Avenue.</i> Neighbors feel this is a dangerous intersection as northbound Dunning Street traffic generally sees the stop light at Atwood Avenue, but not the stop sign at Sommers Avenue (see Map 11).</p>	4	Short
<p>5. <i>Request the neighborhood associations, with assistance from Traffic Engineering Division, to develop a Neighborhood Transportation Management Program proposal that would reduce traffic using Waubesa and Oak Streets.</i> Oak Street is a residential street used as a shortcut between Milwaukee Street and East Washington Avenue by motorists avoiding the Milwaukee Street/East Washington Avenue intersection. Waubesa Street is used as a neighborhood collector between Milwaukee Street and Atwood Avenue by motorists avoiding either the busy East Washington Avenue or the Fair Oaks Avenue intersections (see Map 11).</p>	5	Short
<p>6. <i>Request Traffic Engineering Division to work with the neighborhood associations to develop strategies to clarify to motorists on Milwaukee Street that they cannot access Atwood Avenue from Wirth Court, Marquette Street, or Dixon Street.</i> Between East Washington Avenue and Fair Oaks Avenue on Milwaukee Street, only Waubesa and Corry Streets cross the Union Pacific Railroad tracks. Motorists are trying to access Atwood Avenue from Milwaukee Street by using Wirth Court, Marquette Street, and Dixon Street. These streets are not through streets (see Map 11).</p>	6	Immediate

## Traffic Calming (continued)

Recommendation	Priority	Range
<p>7. <i>Request neighborhood residents, with assistance from Traffic Engineering Division and the Police Department, to conduct a Speed Watch Program along Milwaukee Street, Fair Oaks Avenue, Atwood Avenue, Waubesa Street, St. Paul Avenue, Marquette Street, Lakeland Avenue, Oakridge Avenue, Sommers Avenue, and LaFollette Avenue. A neighborhood-initiated Speed Watch Program would educate motorists using those streets, as well as provide data to strengthen further requests regarding neighborhood traffic enforcement. The neighborhood has already started by conducting a speed watch on St. Paul Avenue and LaFollette Avenue (see Map 11).</i></p>	7	Short
<p>8. <i>Request the neighborhood associations, with assistance from Traffic Engineering Division and the Police Department, to develop a Neighborhood Transportation Management Program proposal to reduce speed and volume of traffic on South Bryan Street. Motorists use this residential street as a shortcut between the arterials of South Fair Oaks Avenue and Milwaukee Street (see Map 11).</i></p>	8	Long



*Improving safety at the Lowell Elementary School crossing at Atwood Avenue is a top priority of the neighborhood.*



## Map 11 Traffic Calming Improvements



- 1** Improve safety at the Lowell Elementary School crossings at Atwood, Fair Oaks, and Maple Avenues.
- 2** Develop a Neighborhood Transportation Management Program proposal to reduce traffic speeds on Waubesa and Milwaukee Streets and Atwood, Lakeland, Oakridge, LaFollette, and Sommers Avenues.
- 3** Develop a Neighborhood Traffic Management Program proposal to reduce traffic speeds on the St. Paul Avenue corridor. At the St. Paul Avenue intersections with Talmadge Street, Bashford Street, Jackson Street, Ohio Avenue, and Corry Street, traffic calming devices should also be investigated.
- 4** Develop a Neighborhood Traffic Management Program proposal to increase safety at the intersection of Dunning Street and Sommers Avenue.
- 5** Develop a Neighborhood Traffic Management Program proposal that would reduce traffic using Waubesa and Oak Streets.
- 6** Develop strategies to clarify to motorists on Milwaukee Street that they cannot access Atwood Avenue from Wirth Court, Marquette Street, or Dixon Street.
- 7** Conduct a speed watch program along Milwaukee Street, Fair Oaks Avenue, Atwood Avenue, Waubesa Street, St. Paul Avenue, Marquette Street, Lakeland Avenue, Oakridge Avenue, Sommers Avenue, and LaFollette Avenue.
- 8** Develop a Neighborhood Traffic Management Program proposal to reduce speed and volume of traffic on S. Bryan Street.



## Bicycle Infrastructure and Safety

Many neighborhood residents strongly support alternate transportation modes in this older central city neighborhood. According to the City's Traffic Engineering Division, the Isthmus Bicycle Path carried an average daily count of 946 bicycles in July of 1998 and 258 daily in December of 1998. Although Madison has a system of bike paths, additional signs, lighting, bike right-of-way, pavement markings, and other features would ease the safe use of bicycles as a transportation alternative and for recreational use.

Recommendation	Priority	Range
1. <i>Request Traffic Engineering Division to consider installing signage at Russell Street and Division Street for traffic on Eastwood Drive to inform motorists of the potential bicycle cross-traffic on the bike path.</i> North/south signs might state "Two-way Bike Path Crosses Here" and east/west signs might state "Turns Yield to Bike Path." Many motorists are unaware of the bicycle path, and thus are unaware of potential bicycle cross-traffic. Signs would increase safety for the bicyclists (see Map 12).	1	Short
2. <i>Request Traffic Engineering Division to consider installing bike lanes on Milwaukee Street, Atwood Avenue, and East Washington Avenue (see Map 12).</i>	2	Long
3. <i>Request Engineering Division to consider widening the bridge over Starkweather Creek at Milwaukee Street, or any other permanent or temporary measure as part of any future Milwaukee Street reconstruction project to facilitate bicycle traffic.</i> Bicyclists and pedestrians on the bridge must be cautious to avoid being hit by protruding truck mirrors. Milwaukee Street is 38 feet wide at this point, while the bridge is only 28 feet wide. This location is a potential bike path crossing (see Map 12).	3	Long
4. <i>Request Traffic Engineering Division, in conjunction with the neighborhood and the Police Department, to consider implementing the bicycle boulevard concept (giving the Isthmus bikeway clear right-of-way over most cross streets).</i> Priority intersections include: Jackson Street, Waubesa Street, Ohio Avenue, and Corry Street (see Map 12).	4	Short
5. <i>Request Traffic Engineering Division, in conjunction with Parks Division, to consider installing bike wayfinding, measurement of distance signs, and information kiosks to such places as East Towne, Olbrich Gardens, and Lake Monona.</i> Priority locations include: 1) eastbound at Atwood Avenue (north side) and Dunning Street, Waubesa Street and bike path or bike path intersections of Marquette Street spur and Olbrich bike path, Fair Oaks Avenue and bike path, Wirth Court bike path and Waubesa Street, St. Paul and Milwaukee Streets; 2) westbound at Fair Oaks Avenue and bike path, west of Division Street and Eastwood Drive. Signs would facilitate wayfinding for bicyclists (see Map 12).	5	Long
6. <i>Request the neighborhood work with property owners to provide bicycle racks and covered bicycle parking along Atwood Avenue between Schenk's Corners and Division Street, Madison East Shopping Center, East Washington Avenue, and Salvation Army Community Center. United Way of Dane County, Trinity Church, Dean Clinic, Bank One, Ideal Bar, Madison-Kipp Corporation, Olbrich Gardens, and Atwood-Rusk parking lot are specific locations to approach property owners to install bicycle parking (see Map 12).</i>	6	Long

## Bicycle Infrastructure and Safety (continued)

Recommendation	Priority	Range
7. <i>Request Traffic Engineering Division to review the Isthmus Bike Path lighting design and, consistent with the desires of the immediate neighborhood, consider installing overhead lighting at intersections between the bicycle path and streets.</i> In priority order, this would include intersections with Waubesa Street, Jackson Street, Ohio Avenue, Corry Street, and Fair Oaks Avenue. Increased lighting would reduce the chances of collisions at night (see Map 12).	7	Short
8. <i>Request Parks Division to clear all bike path entrances, particularly at Ryan, Dixon, and Marquette Streets, in a timely manner after each snowstorm, and request Streets Division to take care of access points.</i> According to the 1990 Census, approximately 10% of neighborhood residents walk or bicycle to work. Snow should not be piled at the access points at the above streets when the streets are plowed (see Map 12).	8	Immediate
9. <i>Request Traffic Engineering Division to consider marking existing vehicle detectors to enable bicycles to trigger stop light changes from side streets and to clearly mark those subsequently installed.</i> Priority intersections include: Dunning Street/Atwood Avenue by the bike path and East Washington Avenue/Fourth Street near East High School intersection. The devices are installed at these intersections but need to be marked and may need minor adjustments (see Map 12).	9	Immediate
10. <i>Request the neighborhood associations, with assistance from Traffic Engineering Division, to develop a Neighborhood Transportation Management Program proposal to increase safety on the bike path at Ohio Avenue between Atwood and St. Paul Avenues</i> (see Map 12).	10	Short



*Improving the bicycle infrastructure and safety for bicyclists will make this neighborhood more pedestrian-friendly.*

## East Washington Avenue Traffic Circulation

The businesses along East Washington Avenue are not only patronized by those driving through the neighborhood on this major arterial street, but also by area residents who may walk or bike to shopping or recreation. Increased safety and increased access are both important to the neighborhood. The reconstruction of East Washington Avenue, to begin in 2001 and estimated to take five years, presents a great opportunity to improve the traffic circulation and flow as well as the appearance and character of this major gateway to the City for the next 50 years. The Master Plan will be completed in 1999 with extensive public input. In addition, the BUILD (Better Urban Infill Land Development) grant from Dane County will provide a comprehensive plan for the business district along East Washington Avenue from Seventh Street to Highway 30, including both design services and a study of its economic viability.

Recommendation	Priority	Range
1. <i>As part of East Washington Avenue reconstruction project, request the Engineering Division to consider installation of a bike lane both eastbound and westbound.</i> This is consistent with the City's adopted policy "to include appropriate provisions for bicycles when planning all roadway improvements, giving consideration to safety intersection design, roadway surfaces, and roadway width in order to develop bicycle compatible roadways." The alternative bicycle route traveling east through the neighborhood includes the Isthmus bike path to Fair Oaks Avenue to Lexington Avenue, neither of which has a wide curb lane or bike lane. If a bike lane is not feasible, residents recommend provision for a bike route parallel to and within two blocks of East Washington Avenue (see Map 13).	1	Long
2. <i>As part of the East Washington Avenue reconstruction project, request the Engineering Division, in conjunction with the Traffic Engineering Division, to explore realigning the circulation system in the area of Clyde Gallagher Avenue, Marquette Street, Darbo Drive and the service road south of East Washington Avenue.</i> Vehicles accustomed to highway speeds turning off East Washington Avenue to the McDonald's Restaurant seldom slow to neighborhood speeds, creating an unsafe situation. The reconstruction of East Washington Avenue offers an opportunity to improve the safety of this intersection (see Map 13).	2	Short
3. <i>If a demonstration rail line program is to be developed for Madison and Dane County, request the City, County, and State to consider using the existing rail corridor to provide a demonstration rail line and other alternative transportation for potential commuters affected by the projected five-year East Washington Avenue reconstruction project.</i> Neighborhood residents are concerned about the additional traffic which will result from the growth on Madison's east side, particularly in view of the lane closures anticipated in reconstructing East Washington Avenue (see Map 12).	3	Long
4. <i>Request the Traffic Engineering Division maintain the existing on-street parking along East Washington Avenue and add on-street parking wherever feasible as far east as Highway 30.</i> On-street parking should facilitate better access to merchants and residents living there and help reduce speeds along East Washington Avenue.	4	Short
5. <i>As part of the East Washington Avenue reconstruction project, request the Engineering Division consider modifying the on- and off-ramps between East Washington Avenue and Highway 30 to enhance pedestrian access and movement through the East Washington Avenue/Highway 30 interchange.</i> Neighbors want to improve pedestrian safety from Marquette Street to Lexington Avenue over Highway 30 along both sides of East Washington Avenue (see Map 12).	5	Short
6. <i>As part of the East Washington Avenue reconstruction project, request the Traffic Engineering Division, in conjunction with the Engineering Division, to investigate measures to improve the traffic flow and safety at Winnebago Street where it enters the east bound lane of East Washington Avenue.</i> The heavy traffic at this 5-point intersection, the short walk lights for pedestrians crossing East Washington Avenue, and the prohibited left turns from East Washington Avenue to Milwaukee Street for incoming traffic combine to make this a difficult intersection for pedestrians. Traffic at this intersection includes 38,800 vehicles per day on East Washington Avenue, 11,750 per day on Milwaukee Street, and 8,450 vehicles per day on North Street (see Map 13).	6	Short



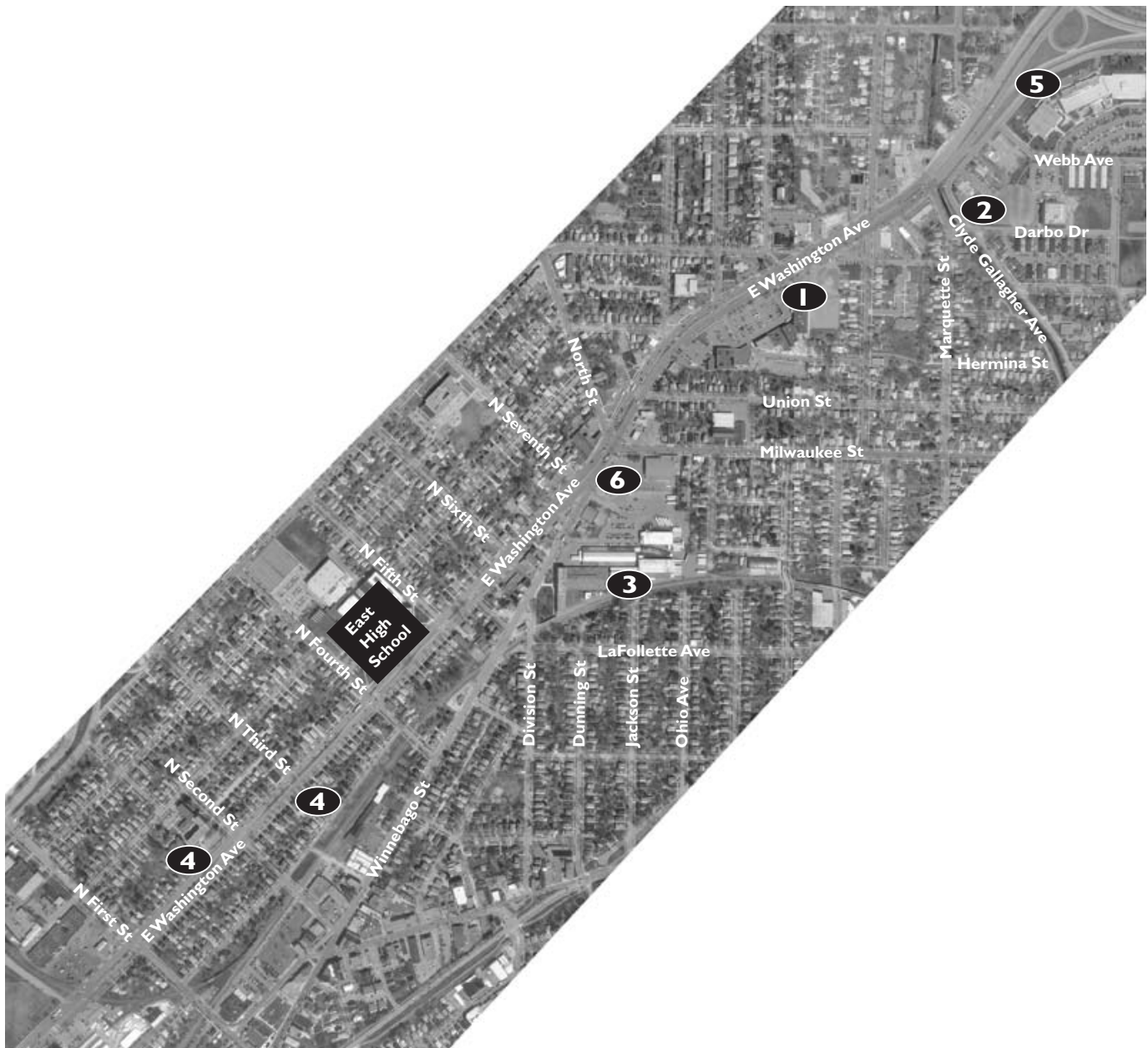
## Map 12 Bicycle Infrastructure and Safety Improvements



- 1** Consider installing signage at Russell Street and Division Street for traffic on Eastwood Drive to inform motorists of the potential bicycle cross traffic on the bike path.
- 2** Consider installing bike lanes on Milwaukee Street, Atwood Avenue, and East Washington Avenue.
- 3** Consider widening the bridge over Starkweather Creek at Milwaukee Street, or any other permanent or temporary measure as part of any future Milwaukee Street reconstruction project, to facilitate bicycle traffic.
- 4** Consider implementing the bicycle boulevard concept (giving the Isthmus bikeway clear right-of-way over most cross streets). Priority intersections include: Jackson Street, Waubesa Street, Ohio Avenue, and Corry Street.
- 5** Consider installing bike wayfinding, measurement of distance signs, and information kiosks to such places as East Towne, Olbrich Gardens, and Lake Monona.
- 6** Provide bicycle racks and covered bicycle parking along Atwood Avenue between Schenk's Corners and Division Street, Madison East Shopping Center, East Washington Avenue, and Salvation Army Community Center. United Way of Dane County, Trinity Church, Dean Clinic, Bank One, Ideal Bar, Madison Kipp Corporation, Olbrich Gardens, and Atwood-Rusk parking lot are specific locations to approach property owners to install bicycle parking.
- 7** Consider reviewing the Isthmus Bicycle Path lighting design and consider installing overhead lighting at intersections between the bicycle path and streets. In priority order, this would include intersections with Waubesa Street, Jackson Street, Ohio Avenue, Corry Street, and Fair Oaks Avenue.
- 8** Clear all bike path entrances and access points, particularly at Ryan, Dixon, and Marquette Streets, in a timely manner after each snowstorm.
- 9** Consider marking existing vehicle detectors to enable bicycles to trigger stop light changes from side streets and clearly mark those subsequently installed.
- 10** Develop a Neighborhood Transportation Management Program proposal to increase safety on the bike path at Ohio Avenue between Atwood and St. Paul Avenues.

## Map 13

### East Washington Avenue Traffic Circulation



- 1** As part of the East Washington Avenue reconstruction project, consider installation of a bike lane both eastbound and westbound.
- 2** As part of the East Washington Avenue reconstruction project, explore realigning the circulation system in the area of Clyde Gallagher Avenue, Marquette Street, Darbo Drive, and the service road south of East Washington Avenue.
- 3** If a demonstration rail line program is to be developed for Madison and Dane County, consider using the existing rail corridor to provide a demonstration rail line and other alternative transportation for potential commuters affected by the projected five-year East Washington Avenue reconstruction project.
- 4** Maintain the existing on-street parking along East Washington Avenue and add on-street parking wherever feasible as far east as Highway 30.
- 5** As part of the East Washington Avenue reconstruction project, consider modifying the on and off-ramps between East Washington Avenue and Highway 30 to enhance pedestrian access and movement through the East Washington Avenue/Highway 30 interchange.
- 6** As part of the East Washington Avenue reconstruction project, investigate measures to improve the traffic flow and safety at Winnebago Street where it enters the east bound lane of East Washington Avenue.



## Pedestrian Safety

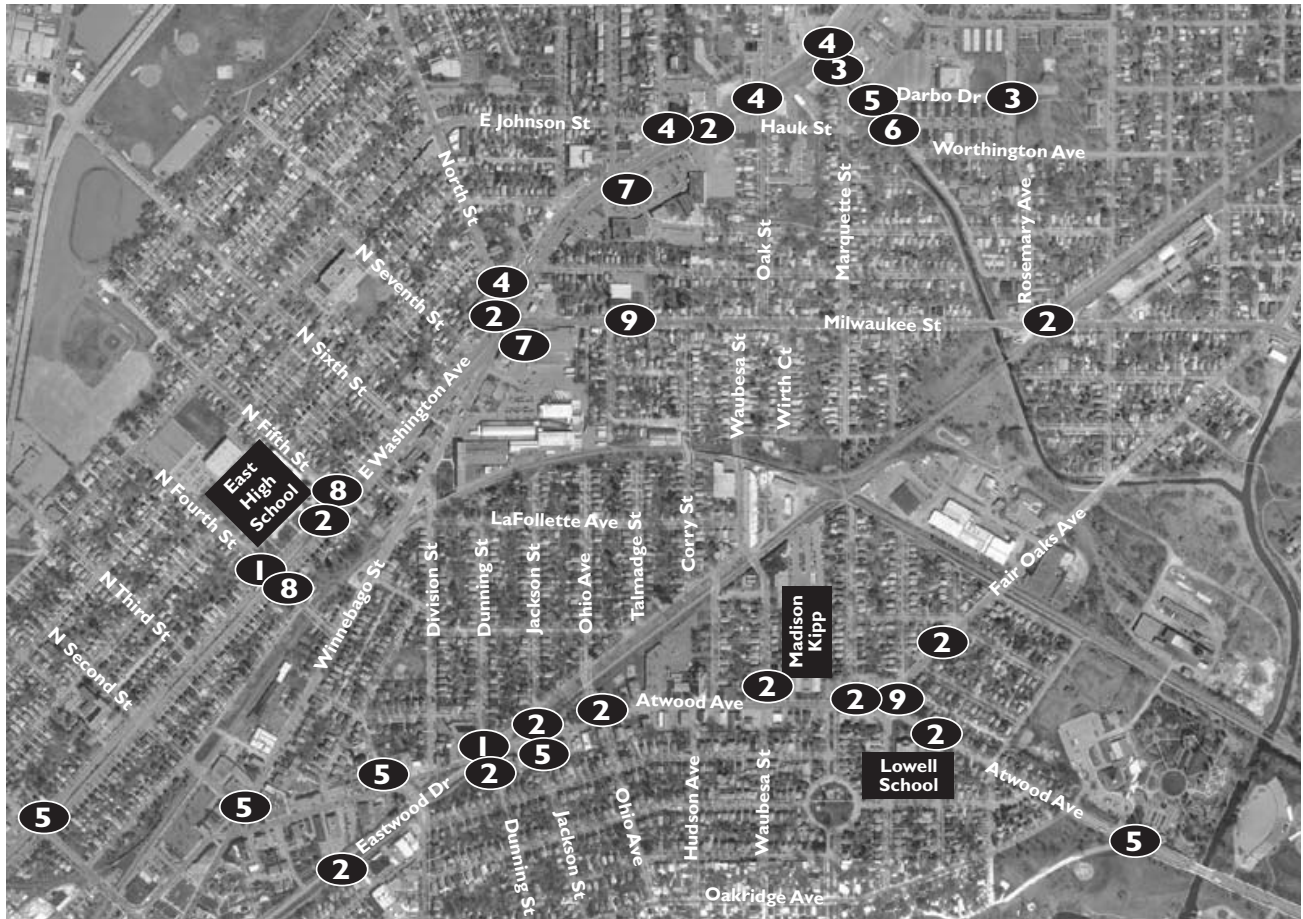
Safety for pedestrians is an important issue in this central city neighborhood. Busy streets such as Atwood Avenue carry an average of 13,000 vehicles daily and Milwaukee Street an average of approximately 12,000 vehicles daily. Of the workers in the neighborhood, 5.3% walk to work and 13.2% ride the bus compared to 12.7% and 7.4% in the City as a whole (1990 Census). A few pedestrian-friendly features would encourage greater safety and more walking.

Recommendation	Priority	Range
<p>1. <i>Request Traffic Engineering Division, in conjunction with the neighborhood associations, to consider reconfiguring all stop lights in the neighborhood to automatically give pedestrians a walk light with each green light, and have all lights cycle to walk even if not triggered by a car or pedestrian button.</i> Priority lights include: Atwood Avenue/Dunning Street and East Washington Avenue/Fourth Street. Currently, pedestrians feel they are required to wait an extended light cycle in order to cross. Automatic walk signals would reduce the wait, encourage pedestrians to cross in a law-abiding manner, and enhance the effectiveness of walking as a mode of transportation. Additionally, the "walk" light at Milwaukee Street is not long enough to cross East Washington Avenue, there is no pedestrian button on the northeast corner of Marquette and East Washington, and signal lights are needed at Oak Street and East Washington Avenue. Crosswalk markings are needed at Bryan and Milwaukee Street (see Map 14).</p>	1	Long
<p>2. <i>Request Madison Police Department to consider increasing speed and traffic enforcement at Eastwood Drive, Fair Oaks Avenue, Milwaukee Street, Atwood Avenue (especially near Lowell School and Atwood Community Center), the bike path crossing at Dunning Street, the 2500-2600 blocks of East Washington Avenue, and East Washington Avenue at East High School.</i> Also request Police Department to cite drivers for failure to yield to pedestrians along Atwood Avenue between Dunning Street and South Fair Oaks Avenue and along East Washington Avenue (see Map 14).</p>	2	Immediate
<p>3. <i>As part of the East Washington Avenue reconstruction project, request the Engineering Division, in conjunction with the Traffic Engineering Division, to increase safety for pedestrians at the Marquette Street/Darbo Drive intersection with East Washington Avenue service road, and add sidewalks to the intersection and at the unconstructed intersection of Rosemary Avenue and Darbo Drive.</i> With East Pointe and Worthington Square Apartments, there are 114 dwellings around Worthington Park which house over 300 children. Few of those families own cars, and a large number of pedestrians confront vehicles accustomed to highway speeds that turn off East Washington Avenue to the McDonald's Restaurant. The reconstruction of East Washington Avenue offers an opportunity to improve the safety of this intersection for neighborhood pedestrians (see Map 14).</p>	3	Short
<p>4. <i>Request Traffic Engineering Division to work with neighborhood associations to investigate ways to create a safe and convenient pedestrian/bike crossing at North Street, East Johnson Street and Marquette or Oak Street locations along East Washington Avenue to help facilitate the stronger connection between the north and south sides of East Washington Avenue.</i> This would help reduce speed and increase safety for pedestrians, bicyclists, and other non-motorists (see Maps 12 and 14).</p>	4	Short

**Pedestrian Safety (continued)**

<b>Recommendation</b>	<b>Priority</b>	<b>Range</b>
5. <i>Request Traffic Engineering Division to consider placing "Yield to Pedestrian" signs in the middle of arterials at major pedestrian crossings: Second and Winnebago Streets, Atwood Avenue and Corscot Court, Jenifer and Division Streets, 2400 block of Atwood Avenue, and Marquette Street/Darbo Drive (see Map 14).</i>	5	Short
6. <i>Request Engineering Division to work with the neighborhood associations and the Madison Police Department to explore constructing a footbridge across Starkweather Creek at the end of Hawk Street to improve pedestrian safety and access. A pedestrian footbridge would allow pedestrians living near Worthington Park access to the shops on East Washington Avenue without the challenge of crossing the East Washington Service Road/Darbo Drive/Marquette Street intersection (see Map 14).</i>	6	Long
7. <i>Request Traffic Engineering Division to consider lengthening the signal timing for the walk sign on East Washington Avenue at Kohl's Food Store (2525 East Washington Avenue) and at the Madison East Shopping Center (2829 East Washington Avenue), or as part of the East Washington Avenue reconstruction, consider physical options that would make pedestrian crossing safer. Shoppers attempting to cross at these busy intersections (46,000 vehicles daily at Kohl's Food Store and 51,950 vehicles daily at Madison East Shopping Center) find insufficient time to cross within the current walk signal (see Map 14).</i>	7	Long
8. <i>As part of the East Washington Avenue reconstruction project, request Traffic Engineering Division to work with the neighborhood associations and the Madison Police Department to consider improving pedestrian safety at the intersection of East Washington Avenue at North Fourth Street and North Fifth Street (East High School). Installing a pedestrian median landing and eliminating or limiting left turns from North Fourth Street during school hours and times when the school is used for community activities may help improve pedestrian crossing at this intersection. As part of the potential redesign, incorporate landscaping to enhance the appearance of this intersection (see Map 14).</i>	8	Short
9. <i>Request Traffic Engineering Division to consider installing School Zone signs or flashing lights in the 2600 and 2700 blocks of Milwaukee Street. At the beginning and end of the school day and in walking to and from Wirth Court Park for school activities, the 158 children attending the Holy Cross Lutheran School are at risk from the speeding traffic on Milwaukee Street (see Map 14).</i>	9	Short

## Map 14 Pedestrian Safety Improvements



- 1** Consider reconfiguring all stop lights in the neighborhood to automatically give pedestrians a walk light with each green light, and have all lights cycle to green even if not triggered by a car or pedestrian button. Priority lights include Atwood Avenue/Dunning Street and East Washington Avenue/Fourth Street.
- 2** Consider increasing speed and traffic enforcement at Eastwood Drive, Fair Oaks Avenue, Milwaukee Street, Atwood Avenue (especially near Lowell School and Atwood Community Center), the bike path crossing at Dunning Street, the 2500-2600 blocks of East Washington Avenue, and East Washington Avenue at East High School. Failure to yield to pedestrians is worse along Atwood Avenue between Dunning Street and South Fair Oaks Avenue and along East Washington Avenue.
- 3** Increase safety for pedestrians at the Marquette Street/Darbo Drive intersection with the East Washington Avenue/Service Road and add sidewalks to the intersection and at the unconstructed intersection of Rosemary Avenue and Darbo Drive.
- 4** Investigate ways to create a safe and convenient pedestrian/bike crossing at North Street, East Johnson Street, and Marquette or Oak Street locations along East Washington Avenue to help facilitate the stronger connection between the north and south sides of East Washington Avenue.
- 5** Consider placing "Yield to Pedestrian" signs in the middle of arterials at major pedestrian crossings such as Second and Winnebago Streets, Atwood Avenue and Corscot Court, Jenifer and Division Streets, 2400 block of Atwood Avenue and the Marquette Street/Darbo Drive intersection.
- 6** Explore constructing foot bridge across Starkweather Creek at the end of Hauk Street to improve pedestrian safety and access.
- 7** Consider lengthening the signal timing for the walk sign on East Washington Avenue at Kohl's Food Store (2525 East Washington Avenue) and at Madison East Shopping Center (2829 East Washington Avenue), or as part of the East Washington Avenue reconstruction, consider physical options that would make pedestrian crossing safer.
- 8** As part of the East Washington Avenue reconstruction project, consider improving pedestrian safety at the intersections of East Washington Avenue at Fourth and Fifth Streets.
- 9** Consider installing School Zone signs or flashing lights at Holy Cross School (2600-2700 blocks of Milwaukee Street).

General Administration		
Recommendation	Priority	Range
1. <i>Request Madison Metro to install covered bus shelters with enclosed bus schedule and route schedule information at the following intersections: Milwaukee Street and Fair Oaks Avenue, Atwood Avenue and Division Street, East Washington Avenue and North Fourth Street, and East Washington Avenue and Oak Street.</i>	1	Long
2. <i>Request the neighborhood associations to invite District Alderperson to meet with the neighborhood to explain what is planned for the neighborhood in the adopted City budget and to share potential public infrastructure requests. A formal meeting will allow neighborhood residents to offer ongoing improvement requests.</i>	2	Short

### Traffic and Safety

The Schenk-Atwood-Starkweather-Worthington Park Neighborhood is bounded by the major transportation corridors of East Washington Avenue and Highway 30 (Commercial Avenue). The neighborhood is traversed by such heavily-used streets as Milwaukee Street, Atwood Avenue, and Fair Oaks Avenue. The table below indicates the number of vehicles carried daily on major corridors:

Street Portion of Street	# of Vehicles Per Day	Street Portion of Street	# of Vehicles Per Day
East Washington Avenue		Atwood Avenue	
First Street to Fifth Street	46,950	At First Street	11,450
Sixth Street to North Street	38,800	At Eastwood Drive	14,250
North Street to E. Johnson Street	46,000	At Fair Oaks Avenue	24,300
E. Johnson Street to Aberg Avenue	53,125	Between Oakridge Avenue and Walter	19,000
Commercial Avenue		Milwaukee Street	
East Washington Avenue to Fair Oaks	28,550	At East Washington Avenue	11,750
Fair Oaks		At Fair Oaks Avenue	12,250
At Commercial Avenue	14,700	Division Street	
At Atwood Avenue	8,500	Oakridge Avenue to Eastwood Drive	2,600

Source: City of Madison, Dept. of Transportation, Traffic Engineering Division, 1997 East Madison Traffic Flow Map



# Plan Implementation

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## Community Development Block Grant Recommendations

As a part of the planning process, the Schenk-Atwood-Starkweather-Worthington Park Neighborhoods will receive approximately \$182,000 over the next two years to implement eligible neighborhood improvement projects. One of the roles of the neighborhood is to work with various community organizations to match the funding with the most appropriate organization to carry out the neighborhood's top recommendations. CDBG recommendations include (in priority order):

1. Increase the lighting level along the path and in the shelter at Worthington Park and add electrical outlets in the shelter.
2. Expand the kitchen and upgrade the food storage facilities at Atwood Community Center.
3. Identify and develop additional community garden sites, considering wheelchair-accessible raised-bed sites where feasible.
4. Purchase and install bike wayfinding and informational kiosks along the Isthmus Bike Path.
5. Encase bus schedule and route information in existing bus shelters.
6. In conjunction with Emerson East-Eken Park neighborhoods, conduct a market analysis to determine the feasibility of attracting commercial or residential uses into vacant and/or underutilized properties in the 2500-2600 blocks of East Washington Avenue and other nearby sites.
7. Conduct a market analysis to determine the feasibility of attracting commercial or mixed-use development in the 1900 block of Winnebago or 2000-2400 blocks of Atwood Avenue.
8. Support the development and/or redevelopment of a commercial or mixed-use site within the Atwood corridor. Property acquisition, building rehabilitation, and/or related development costs for new development with the guarantee of job creation are possible funding options.

9. Implement traffic calming devices to reduce the speed and volume of vehicular traffic on residential streets.
10. Purchase age-appropriate playground equipment for Reger and Wirth Court Parks.

## Neighborhood-Initiated Recommendations

As a part of the planning process, neighborhood residents recognized that their role is not just to advocate for other organizations to implement specific recommendations, but to be a partner with or to undertake the implementation of the recommendations themselves. The Schenk-Atwood-Starkweather-Worthington Park Neighborhoods will recruit residents and the business community to help with follow-through on the neighborhood-based initiatives. Below is a list of the neighborhood-based recommendations that are within the neighborhood's domain (in priority order):

1. *As part of the effort to upgrade community facilities, request the neighborhood associations and City to support expansion of the kitchen and upgrade of food storage facilities at Atwood Community Center.*
2. *Request the neighborhood associations, with assistance from Traffic Engineering Division and the Police Department, to develop a Neighborhood Transportation Management Program proposal to reduce traffic speeds on the St. Paul Avenue corridor.* There are a number of unmarked intersections and arterial streets where neighborhood residents are concerned that speeding vehicles endanger bicyclists and pedestrians. This is particularly true in the St. Paul Avenue corridor. Although the daily traffic count of 1,000 vehicles is not high, neighborhood residents are concerned that the wide angle at which most streets intersect with St. Paul enables motorists to maintain high speeds while cornering. In addition, Waubesa Street between Atwood Avenue and Milwaukee Street is a collector-connector, carrying 2,000-3,000 vehicles per day. It serves Madison-Kipp and is one of the few streets connecting Milwaukee Street and Atwood Avenue. The 3-way intersection at St. Paul Avenue and Waubesa Street is a blind corner, and the



neighborhood requests some measure to make it a safer intersection. At the St. Paul Avenue intersections with Talmadge and Bashford Streets, with Jackson Street with Ohio Avenue, and with Corry Street, traffic calming devices should also be investigated.

3. *Neighborhood associations will request Madison Metropolitan School District to make accessibility and other physical improvements to Lowell Elementary School.* Such improvements would benefit students, teachers, and the public and enable Lowell Elementary School to be used as a community resource.
4. *Request the City of Madison Department of Planning and Development and SARA to encourage the Schenk-Atwood business community to explore strategies for increasing business activity and business mix within the Schenk-Atwood-Winnebago business area by undertaking a market study, business recruitment, parking needs assessment, promotional activities such as "Buy Atwood" cooperative advertising, and other joint marketing strategies.* The marketing plan should emphasize the linkage of neighborhood anchors (i.e., Olbrich Gardens) to area businesses and emphasize the importance of local patronage.
5. *Request the neighborhood associations, with assistance from Traffic Engineering Division and the Police Department, to develop a Neighborhood Transportation Management Program proposal to reduce traffic speeds on Waubesa and Milwaukee Streets and Atwood, Lakeland, Oakridge, LaFollette, and Sommers Avenues.*
6. *Request the neighborhood associations and other community-based organizations to work with the North-Eastside Senior Coalition and other senior-related organizations to increase awareness of the City's Modified Reverse Mortgage Program and other programs to help retain seniors in their homes.* According to the 1990 Census, 443 neighborhood persons 65 years or over were living in their homes. Since many seniors have fixed incomes, neighborhood residents would like to help promote the City's Modified Reverse Mortgage program to help retain seniors in their homes. The Modified Reverse Mortgage Program provides elderly homeowners with funds to pay all or a portion of the property tax on their principal residence in exchange for a mortgage repaid in full when the property is sold or conveyed to another owner.
7. *Neighborhood associations will request Salvation Army Community Center, East High School, Lowell Elementary School, and local centers of worship to continue to provide space without cost for neighborhood associations and neighborhood-based activities.*
8. *At the site of the former Bowl-A-Vard (2909 East Washington Avenue) encourage the construction of a mixed-use development with commercial on the first floor and affordable medium-density residential or office space above.* Explore enlarging the buildable site by demolishing the building lying directly to the east of the site. Commercial entrance and parking should be on the north side and affordable residential on the south side of the site. A new building should take advantage of the style and brick color of the Madison East Shopping Center. Investigate the purchase of adjacent businesses on Oak Street to include in the redevelopment site. The site design should concentrate on pedestrian and Madison Metro riders movement to the shopping center.
9. *At the site of the former Hammer It Inn (3077 East Washington Avenue) and the former Pizza Hut (adjacent property at 3059 East Washington Avenue), encourage the development of commercial office space/retail/mixed use/restaurant.*
10. *Request the neighborhood associations, with assistance from Traffic Engineering Division, to develop a Neighborhood Transportation Management Program proposal that would reduce traffic using Waubesa and Oak Streets.* Oak Street is a residential street used as a shortcut between Milwaukee Street and East Washington Avenue by motorists avoiding the Milwaukee Street/East Washington Avenue intersection. Waubesa Street is used as a neighborhood collector between Milwaukee Street and Atwood Avenue by motorists avoiding either the busy East Washington Avenue or the Fair Oaks Avenue intersections.
11. *Request neighborhood residents to discuss with Salvation Army a plan to reduce the size of the parking lot and increase greenspace or other neighborhood-centered amenity.* According to City Zoning staff, the Salvation Army is required to provide 25 parking spaces for its facility. The current lot contains 140 spaces. Conversion of the unneeded parking space to community gardens or additional community service space would yield 32,670 square feet.

12. *Neighborhood associations will request Community Action Coalition and other garden groups to work with neighborhood residents and property owners to identify and develop additional community garden sites.* The community gardens in the neighborhood are located on St. Paul Avenue between Jackson and Corry Streets and on St. Paul Avenue north of Milwaukee Street. Since existing garden spaces have waiting lists, developing new garden spaces would enable more neighborhood residents to grow produce. Potential locations for community gardens include: 1) unutilized portions of the Salvation Army property (3030 Darbo Drive), 2) designated location within the newly-expanded Olbrich Park and Gardens, (3) the Dixon Greenway (2949 St. Paul Avenue), and 4) the surplus land between Corry and Waubesa Streets along the Isthmus Bike Path. Raised-bed gardens for those using wheelchairs should be considered where feasible.
13. *At the site of the accessory off-site parking lot for Madison East Shopping Center (2729 Hermina Street), encourage the construction of no more than a 2-story, affordable housing development.* This parcel is adjacent to single-family homes and can serve as a transition between the residential and the commercial properties.
14. *Neighborhood associations will request Atwood Community Center, Salvation Army Community Center, and local centers of worship to recruit additional volunteers to operate the food pantry programs for more hours within the neighborhood.* According to Community Action Coalition (CAC), Madison has 23 food pantries. Although Madison has a sufficient number of food pantries, the number of volunteers to operate them is insufficient. The Atwood Community Center pantry is only open 1.5 hours per week or by appointment, the East Madison Community Center pantry is open 5.0 hours per month, and the Bashford pantry (available only by referral from First Call for Help) is open 7.5 hours per week. These three pantries are open only to families in the 53704 and 53714 zip codes. The Salvation Army pantry is open 6.0 hours per week to anyone in Dane County. Each pantry has a limit ranging from 14 days to 60 days on how often a family can utilize it.
15. *As part of the Schenk-Atwood Neighborhood efforts to establish a neighborhood association, ask SARA, Atwood Community Center, and other groups functioning within the area to clearly define their roles.* Explore the opportunity for new institutions to fill in gaps identified. The Atwood Community Center Board adopted a mission statement, goals, and a long-range plan during the preparation of this Plan.
16. *Encourage the neighborhood and business community, in conjunction with the Planning Unit, to develop a Neighborhood Conservation or Historic District in the Schenk-Atwood business area to encourage the adaptive reuse and historic preservation of buildings; maintain and develop historic-looking building facades (brick and/or stucco); upgrade storefronts; and develop design standards to encourage new commercial development and rehabilitation of existing commercial structures to stay in character with such standards.*
17. *Request the neighborhood work with property owners to provide bicycle racks and covered bicycle parking along Atwood Avenue between Schenk's Corners and Division Street, Madison East Shopping Center, East Washington Avenue, and Salvation Army Community Center. United Way of Dane County, Trinity Church, Dean Clinic, Bank One, Ideal Bar, Madison Kipp Corporation, Olbrich Gardens, and Atwood-Rusk parking lot are specific locations to approach property owners to install bicycle parking.*
18. *Request the neighborhood associations, with assistance from Traffic Engineering Division, to develop a Neighborhood Transportation Management Program proposal to increase safety on the bike path at Ohio Avenue between Atwood and St. Paul Avenues.*
19. *Request the neighborhood associations, with assistance from Traffic Engineering Division and the Police Department, to develop a Neighborhood Transportation Management Program proposal to reduce speed and volume of traffic on South Bryan Street. Motorists use this residential street as a shortcut between the arterials of South Fair Oaks Avenue and Milwaukee Street.*
20. *At the site of the former Satern Car Wash encourage the construction of a mixed-use commercial site on the north side of the parcel and low to medium-density, affordable housing on the south side of the parcel. Residential development (senior or assisted housing) should be oriented toward Hauk Street.*

21. *Request neighborhood residents, with assistance from Traffic Engineering Division and Police Department, to conduct a Speed Watch Program along Milwaukee Street, Fair Oaks Avenue, Atwood Avenue, Waubesa Street, St. Paul Avenue, Marquette Street, Lakeland Avenue, Oakridge Avenue, Sommers Avenue, and LaFollette Avenue.* A neighborhood initiated Speed Watch Program would educate motorists using those streets, as well as provide data to strengthen further requests regarding neighborhood traffic enforcement. The neighborhood has already started by conducting a speed watch on St. Paul Avenue and LaFollette Avenue.
22. *At the site of the former Clark Gas Station (2910 East Washington Avenue), encourage the construction of a new building with a minimum height of two stories with parking restricted to the side and/or back of the building.* First floor retail and affordable residential units above the first floor are desirable. Encourage owner to remediate the site to allow development sooner. Request property owner to provide temporary landscaping to improve appearance of lot.
23. *Explore redesigning property at East Washington Avenue and North Seventh Street to enhance and visually connect the Greek Orthodox Church to East Washington Avenue.* Remodeling the existing buildings on the north side of the 2500 block of East Washington Avenue would add to the business node and perhaps also provide parking to support potential new businesses.
24. *Neighborhood associations will request local service providers to increase physical and mental health services and transportation services for seniors.* Physical and mental health services for seniors have long waiting lists. The Community Options Program, which allows frail elderly and disabled persons to stay in their own homes, has a 2.5 year waiting list. St. Mary's Adult Day Care Center has a waiting list over 150% of its current capacity. The Mobile Outreach to Seniors Team of the Dane County Mental Health Center has a waiting list of 1-3 months. Many recreational and nutrition programs for the elderly are not fully utilized. The North-Eastside Senior Coalition cites transportation as the service most needed by seniors in the neighborhood.
25. *Request the neighborhood associations to invite the District Alderperson to meet with the neighborhood to explain what is planned for the neighborhood in the adopted City budget and to share potential public infrastructure requests.* A formal meeting will allow neighborhood residents to offer ongoing improvement requests.
26. *Request Madison Metropolitan School District to include some child-accessible greenspace in the Lowell School playground area to the south of the school.* The entire area south of the school to Center Avenue is paved, except the area with the play equipment, which has pea gravel. The neighborhood recommends the entire play area except the basketball court be converted to greenspace.
27. *Encourage the business community and neighborhood to develop an image of the Schenk-Atwood corridor that will attract old and new customers to the area to dine and shop.* Outdoor cafes, farmers market, and entertainment venues are possible attractions for area businesses to pursue.
28. *As part of an effort to revitalize East Washington Avenue, neighborhood associations will meet with property owners to promote a mix of businesses that neighborhood residents will patronize (such as restaurants, coffee shops, dry cleaners) and will encourage and support the formation of a business association for East Washington Avenue.*
29. *On the south side of the 2400 block of Winnebago Street, encourage the construction of mixed-use commercial development on the first floor with affordable residential on the second floor or above.*
30. *Request neighborhood associations to work with Kohl's Food Store and other private owners to establish a landscape buffer between their parking lots and the sidewalk at the intersection of East Washington Avenue and Milwaukee Street.* Landscaping would help screen and soften the view of parked vehicles.
31. *Request the neighborhood associations to invite Parks Division staff to meet with the neighborhood after the annual budget is approved to explain what is planned for the neighborhood and to share potential park improvement requests.* A formal meeting with the Parks Division will allow neighborhood residents to offer ongoing improvement ideas.
32. *At the site of the former American Family Insurance complex, encourage office or institutional use.*

33. *Neighborhood associations will request the Madison Police Department to determine the possibility of requesting non-uniformed officers to interact with youth at neighborhood-sponsored events and consider establishing a program for youth mentoring so that youth see off-duty officers in a social setting.* Residents are interested in having neighborhood children recognize police officers in a role other than enforcement and develop positive relationships with the police. The neighborhood includes 767 children between ages 5-17.
34. *Neighborhood associations continue to support the presence of a neighborhood grocery store at the corner of East Washington Avenue and Milwaukee Street.* In the event that the property becomes vacant, encourage the opening of another medium-size grocery store. Otherwise, encourage the construction of medium-density, affordable housing on the northern portion of the site and retail or mixed-use development at the corner of East Washington Avenue and Milwaukee Street with a grocery store as an anchor.
35. *Request the neighborhood associations, with assistance from Traffic Engineering Division, to develop a Neighborhood Transportation Management Program proposal to increase safety at the intersection of Dunning Street and Sommers Avenue.* Neighbors feel this is a dangerous intersection as northbound Dunning Street traffic generally sees the stop light at Atwood Avenue, but not the stop sign at Sommers Avenue.
36. *Request the neighborhood, in conjunction with the Parks and Traffic Engineering Divisions, to identify locations along the Isthmus Bike Path for the Sid Boyum sculptures.* Sid Boyum was a neighborhood resident. After his death, his family donated his whimsical concrete sculptures for neighborhood installation.
37. *Encourage cooperation among business, industry and the neighborhoods to improve communications; to support established industries (i.e., Kipp, Ray-O-Vac); and to work cooperatively on neighborhood issues such as noise and pollution.*



# Common Council Resolution

AGENDA # \_\_\_\_\_  
Copy Mailed to Alderperson \_\_\_\_\_

City of Madison, Wisconsin

A RESOLUTION \_\_\_\_\_

Adopting the Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan and recommendations contained in the Plan.

Drafted By: Jule Stroick, Department of Planning and Development

Date: January 7, 2000

Fiscal Note: The 1998 and 1999 CDBG Operating Budgets included \$182,000 for the top priority projects recommended in this Plan. This amount will be carried forward to the 2000 CDBG budget by separate resolution. Final authorization for CDBG eligible projects and other future projects must be approved by the Common Council.

Sponsors: Mayor Susan J.M. Bauman  
Ald. Judy Olson, District 6  
Ald. Kent Palmer, District 15

Presented January 18, 2000

Referred Plan Commission; Board of Estimates; Board of Public Works; CDA; CDBG Commission; Community Services Commission, Parks Commission; Pedestrian, Bicycle, & Motor Vehicle Commission; Transit & Parking Commission; Public Safety Review Board; Urban Design Commission; Day Care Advisory Board; and Senior Citizens Advisory Committee  
Rereferred \_\_\_\_\_

Reported Back \_\_\_\_\_

Adopted \_\_\_\_\_ POF \_\_\_\_\_  
Rules Suspended \_\_\_\_\_  
Public Hearing \_\_\_\_\_

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

Approved By

\_\_\_\_\_  
Comptroller's Office

RESOLUTION NUMBER \_\_\_\_\_  
ID NUMBER \_\_\_\_\_

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

WHEREAS the Community Development Block Grant (CDBG) Commission has designated the Schenk-Atwood-Starkweather-Worthington Park Neighborhood (Census Tract 20) as 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 with planning assistance provided through the Department of Planning and Development funded by the CDBG Commission; and

WHEREAS the B.U.I.L.D. Plan for East Washington Avenue provides greater detail for a portion of the neighborhood along East Washington Avenue to supplement the Schenk-Atwood-Starkweather-Worthington Park Plan recommendations; and

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



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

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

**BE IT FURTHER RESOLVED** that the following specific recommendations have been listed in priority order and organized according to the agency responsible to take the lead for implementation and that appropriate City agencies be requested to consider assigning priority in the 2000 work plans and budgets to proceed with the implementation of the highest priority projects and activities in the Plan.

#### **Building Inspection Unit**

1. *Request Building Inspection Unit to work with the neighborhood to inspect and monitor private properties in the East Washington Avenue Corridor to ensure compliance with minimum property maintenance codes.* The neighborhood associations will work with property owners to encourage building improvements through enhanced maintenance, better signage and sign designs, and remodeling of building facades either through code enforcement or working with individual property owners.

#### **Community Development Authority**

2. *To increase owner-occupancy of two- and three-units, request the neighborhood associations work with Community Development Authority, Community and Economic Development, Community Development Block Grant and other housing and lending institutions to promote home buying and rehabilitation grants/loans to eligible buyers.* Out of the 2,636 housing units in the neighborhood, 1,452 (55.1%) are single-family, 649 (24.6%) are 2 units, and 318 (12.1%) are 3-4 units.
3. *Request the Community Development Authority, Community & Economic Development Unit, and Community Development Block Grant and other housing lending institutions to work with the neighborhood associations, non-profits, community-based organizations, and residents to provide and promote homeownership, owner and rehabilitation programs, and housing counseling available through existing organizations.* Neighborhood residents will assist in promoting the programs through newsletters.

#### **Engineering Division**

4. *Request Engineering Division to rebuild the eroding Lake Monona shoreline from Hudson Beach to Miller Avenue.* A part of the shoreline erosion is caused by a broken storm box designed to carry stormwater from Lakeland Avenue at Miller Avenue to the lake. The resulting "hole" will be repaired in 1999 as part of contracted repairs.
5. *Request Engineering Division, in conjunction with Traffic Engineering and Parks Divisions, to develop a bike path along the west branch of Starkweather Creek.* The extension of a bike path along Starkweather Creek could provide a connection to the Isthmus bike path and the bike path along Aberg Avenue between Shopko Drive and Starkweather Creek.
6. *As part of East Washington Avenue reconstruction, request Engineering Division to consider installation of a bike lane both eastbound and westbound.* This is consistent with the City's adopted policy "to include appropriate provisions for bicycles when planning all roadway improvements, giving consideration to safety intersection design, roadway surfaces, and roadway width in order to develop bicycle compatible roadways." The alternative bicycle route traveling east through the neighborhood includes the Isthmus bike path to Fair Oaks Avenue to Lexington Avenue, neither of which has a wide curb lane or bike lane.
7. *As part of the East Washington reconstruction project, request the Engineering Division, in conjunction with the Traffic Engineering Division, to explore realigning the circulation system in the area of Clyde Gallagher Avenue, Marquette Street, Darbo Drive and the service road south of East Washington Avenue.* Vehicles accustomed to highway speeds

turning off East Washington Avenue to the McDonald's Restaurant seldom slow to neighborhood speeds, creating an unsafe situation. The reconstruction of East Washington Avenue offers an opportunity to improve the safety of this intersection.

8. *As part of the East Washington Avenue reconstruction, request the Engineering Division to consider modifying the on and off-ramps between East Washington Avenue and Highway 30 to enhance pedestrian access and movement through the East Washington Avenue/Highway 30 interchange.* Neighbors want to improve pedestrian safety from Marquette Street to Lexington Avenue over Highway 30 along both sides of East Washington Avenue.
9. *As part of the East Washington reconstruction project, request the Engineering Division, in conjunction with an Interagency Staff Team and the neighborhood associations, to develop a plan to enhance the appearance of the East Washington Avenue gateway to Madison's Downtown and Capitol.* As part of the planning process, explore the feasibility of incorporating urban amenities: trees, special lighting fixtures in strategic locations, median and terrace landscaping, and burying of utility wires. The neighborhood associations will help survey property owners to ascertain whether property owners would be willing to assume the cost of underground wiring into their buildings.
10. *Request Engineering Division to work with neighborhood associations and the Madison Police Department to explore constructing a footbridge across Starkweather Creek at the end of Hawk Street to improve pedestrian safety and access.* A pedestrian footbridge would allow pedestrians living near Worthington park access to the shops on East Washington Avenue without the challenge of crossing the East Washington Frontage Road/ Darbo/Marquette Street intersection.
11. *Request City Engineering Division and Dane County to implement the stream improvements listed in the Regional Plan Commission's March 1987 Starkweather Action Program.*
12. *Request Engineering Division to consider widening the bridge over the west branch of the Starkweather Creek at Milwaukee Street or other alternatives, including temporary alternatives, as part of any future Milwaukee Street reconstruction project.* Bicyclists and pedestrians on the bridge must be cautious to avoid being hit by protruding truck mirrors. Milwaukee Street is 38 feet wide at this point, while the bridge is only 28 feet wide.

#### **Madison Metro**

13. *Request the Madison Metro Division to develop mixed transportation access to the business district.* Examples include installation of bike racks on buses and possible future bike cars on trains, and linking bus and rail schedules.
14. *Request Madison Metro to install covered bus shelters with encased bus schedule and route schedule information at Milwaukee Street/Fair Oaks Avenue, Atwood Avenue/Division Street, East Washington/Fourth Street, and East Washington Avenue/Oak Street. Post permanent bus schedules in all existing shelters.*
15. *Request the City, County, and State to consider using the existing rail corridor to provide a demonstration rail line and other alternative transportation for potential commuters affected by the projected five-year East Washington Avenue reconstruction project.* Neighborhood residents are concerned about the additional traffic which will result from the growth on Madison's east side, particularly in views of the lane closures anticipated in reconstructing East Washington Avenue.

#### **Madison Police Department**

16. *Request Madison Police Department to enforce traffic regulations throughout the neighborhood, particularly at crossings for Lowell Elementary School.* Neighborhood concerns include speeding, failure to yield to pedestrians or bicycles, and speeding through yellow or red lights.
17. *Request the Madison Police Department to retain the Worthington Park Neighborhood police officer position.* The neighborhood officer contributes to neighborhood stability by working closely with the largest rental property owners (Community Development Authority, Meridian, Transitional Housing, Inc.), Neighborhood Resource Teams,

Joining Forces for Families, and the neighborhood associations. The neighborhood would like to see the officer continue to develop relationships with residents and children in the area. The 1999 Operating Budget allocates funding for the position. The neighborhood is aware of the large number of pending police officer retirements, and views the retention of a neighborhood officer position as a very high priority.

18. *Request Madison Police Department to increase speed enforcement at: Eastwood Drive, Fair Oaks Avenue, Milwaukee Street, Atwood Avenue (especially near Lowell School and Atwood Community Center), the bike path crossing at Dunning Street, the 2500-2600 blocks of East Washington Avenue at East High School and enforce failure to yield to pedestrians at the intersections of: Atwood Avenue and Fair Oaks Avenue/Maple Street; Atwood Avenue and Waubesa Street/Miller Avenue; Atwood Avenue, and Jackson/Evergreen Streets; Atwood and Ohio Avenues; and along East Washington Avenue.*
19. *Request Madison Police Department, in conjunction with neighborhood associations, to cooperatively work toward improving safety on the 2500 Block of East Washington Avenue.* Neighborhood concerns include prostitution and traffic circulation.
20. *Request the Madison Police Department, in conjunction with neighborhood associations, to determine the possibility of requesting non-uniformed officers to interact with youth at neighborhood-sponsored events and consider establishing a program for youth mentoring so that youth see off-duty officers in a social setting.* Residents are interested in having neighborhood children recognize police officers in a role other than enforcement and develop positive relationships with the police. The neighborhood includes 767 children between age 5 and age 17.
21. *Request the Madison Police Department to construct an East District Police Station.* Residents believe a district station on the east side will deepen police knowledge of and attachment to the neighborhood and provide additional opportunities for reporting and other positive interaction with the police. At present, priority of building an East District Station is behind establishing a West District Station and expanding the South District Station. Thus, it is estimated that construction of an East District Station will not be budgeted until 2003.

#### **Madison Public Library**

22. *Request Madison Public Library to expand the Hawthorne Branch Library, at or near its present location, provide wheelchair access and incorporate attractive exterior building features and landscaping to the renovated building.* The existing library branch is cramped and does not meet accessibility standards. The existing library space has no extra space for computers, tutoring, neighborhood meetings, or other activities neighborhood residents would like in their local library. The City's 1999 Capital Budget includes: \$490,000 in the Library's budget to remodel and furnish rental space in the Madison East Shopping Center for a branch library, and \$847,395 in the Health Department budget to remodel space for the east side health clinic in a joint location with the Hawthorne Branch Library.

#### **Office of Community Services**

23. *Request the Office of Community Services to work with service providers to determine the feasibility of increasing affordable after school, weekend, and summer recreational, educational, and employment activities for high school age youth.* As of 1998, 242 high school students lived within the neighborhood. Atwood Community Center has numerous activities for middle school youth, but the only activity for high school youth is Bible study for Salvation Army Church members. East High School activities include: cross-country running, golf, soccer, swimming, tennis, volleyball, basketball, track and field, debate, arts magazine, Future Farmers of America, forensics, HERO (Home Ec related occupations), HOSA (health occupations), math team, stage crew, drama group, school yearbook and newspaper, tutoring. Activities for girls include gymnastics and softball, as well as some girl participants in the football, wrestling, and hockey teams.
24. *Request the Office of Community Services to work with service providers to determine the feasibility of increasing affordable child care, especially infant care, and after school care, all accessible by Madison Metro bus system, in the Worthington Park and Starkweather area.* The Safe Haven Program, the Atwood After School Program, and the Atwood Community Preschool Program, all operated by the Atwood Community Center, are all at capacity; at 60, 40, and 25 respectively. Lack of transportation to child care and after-school care is an issue in the Starkweather and Worthington Park areas.

25. *Request the Office of Community Services to work with service providers to increase the awareness of programs for seniors such as field trips, low cost meals, social events, information, and referrals.* Service providers report additional capacity exists in current programming.

#### **Parks Division**

26. *Request the Parks Division to increase the lighting level along the path and in the shelter at Worthington Park.* Park users are cautious to enter the park or the shelter because of the dim lighting and would like the increased sense of safety additional lighting will afford.
27. *Request the Parks Division to manage the shrub understory and groundcover vegetation to minimize erosion on the steep banks of Lake Monona from Schiller Court to Olbrich Park.*
28. *Request Parks Division to develop a master plan for Olbrich Park and Gardens expansion with input from the neighborhood.* The neighborhood would like to include such items as: a dog-walking area, a neighborhood park, and maintaining the greenspace rather than increasing surface lots. Neighborhood residents would like to integrate O.B. Sherry Park into the master plan.
29. *Request Parks Division to retain play area for children at the west end of Olbrich Park between Garrison Street and Sugar Avenue.* The 8,000-10,000 square foot play area includes 12 swings and a play structure designed to accommodate 20-25 children.
30. *Request Parks Division, in conjunction with Engineering Division, develop a plan for the Dixon Greenway.* The Engineering Division is planning to transfer Dixon Greenway to the Parks Division. The neighborhood would like the plan to include: a park entrance sign at the Milwaukee Street entrance to define it as public space, a bike path installed along the north side of the greenway with access to Milwaukee Street, and community garden plots. Neighborhood residents would also like to establish a launch site for non-motorized small boats on the west bank of the Starkweather Creek and public canoe storage racks at this location or at a nearby creekside or lakeside location to increase public accessibility to Lake Monona. City Engineering will pursue a canoe launch at the location with 1999 funds from the shoreline budget.
31. *Request Parks Division, to install signs to the non-motorized small craft boat launch areas along Starkweather Creek and a public canoe storage rack along the Creek.* Boat launch areas are located at: 1) the east side of the west branch at the East Washington Avenue frontage road and East Washington Avenue, 2) the west side of the west branch at Sachs Street, 3) the east side of the west branch just north of Milwaukee Street, 4) the east side of the west branch just north of James Street, and 5) the east side of the east branch in O.B. Sherry Park.
32. *Request Parks Division to supplement the existing playground equipment at Wirth Court Park to provide for a range of ages.* The neighborhood will raise matching funds.
33. *Request the neighborhood, in conjunction with the Parks and Traffic Engineering Divisions, to identify locations along the Isthmus Bike Path for the Sid Boyum sculptures.*
34. *Request Parks Division to clear all bike path entrances, particularly at Ryan, Dixon, and Marquette Streets in a timely manner after each snowstorm.* According to the 1990 Census, approximately 10% of neighborhood residents walk or bicycle to work. Snow should not be piled at the access points at the above streets when the streets are plowed.
35. *Request Parks Division to improve entries to Reger Park from Oak and Marquette Street, both with signage to make it more identifiable to park users.* The Parks Division paved the entrance to the Park in the Summer of 1998 to make it more accessible. Adjacent property owners are planning to plant flowers and shrubs at the street entrance.
36. *Request Parks Division, in conjunction with fundraising by Friends of Circle Park, to complete implementation of the master plan for Elmside Circle Park, including concentrating the children's play equipment to the north of the sidewalk*



*bisecting the park and installing a patio sitting area to the south.* As with Phase I of the Elmside Circle Park Master Plan, Phase II is dependent upon fundraising by the Friends of Elmside Circle. After the funds are raised by the neighborhood, the implementation plan will be placed before the Parks Commission for approval. Matching funds through the People for Parks Program are potentially available.

### **Planning Department**

37. *Request the Planning Unit to review the existing C2 Neighborhood Commercial District parking requirements for our neighborhood.* Neighborhood residents are concerned that the current standards require more parking than is needed in an older neighborhood. A reduction in required parking is sought as a way to make the neighborhood more pedestrian - and bicycle - friendly and to ease the starting of new businesses in this built-out neighborhood. Residents request a pilot project in which this older neighborhood is allowed greater leeway from the parking requirements, for example: allowing public parking spaces to be considered for shared parking.
38. *Request Planning Unit and Zoning Section to review the definition of family in the Zoning Code to allow more than two unrelated persons to live in rental property in the R3 District, with attention given to an unmarried couple sharing living space with a roommate.* Perhaps couples registering as domestic partners with the City could be included in the definition of family.
39. *Request Planning Department, in conjunction with County and State to consider developing a rail transit station at Second and Winnebago Streets and a transit-oriented development in proximity to the rail station as part of the upcoming Transportation Alternatives Study.*
40. *Request the Planning Unit and neighborhood associations to work with the Parks Division to rezone neighborhood parks and greenways from R2, R3, or R4 (Residential) to C (Conservancy).* This includes Worthington Park, Reger Park, Dixon Greenway, Hawthorne Park, Elmside Circle Park, and O.B. Sherry Park.
41. *Request Planning Unit to work with neighborhood associations to develop a detailed master plan and strategy for the Schenk-Atwood area, using the neighborhood plan as guidance.*
42. *To preserve the neighborhood residential character, request the Planning Unit and neighborhood associations to work with residents, property owners, and business owners to explore rezoning R4 properties to R3 and R5 properties to R4 in the areas designated in the Plan.*

### **Traffic Engineering Division**

43. *Request the neighborhood association to work with Traffic Engineering Division in the preparation of Traffic Management Plan proposals for the following areas:* reduce traffic speeds and/or volume on Atwood Avenue, St. Paul Avenue corridor, LaFollette Avenue, Lakeland Avenue, Milwaukee Street, Oak Street, Oakridge Avenue, Sommers Avenue, South Bryan Street, and Waubesa Street; and improve safety at the bike path crossing at Ohio Avenue and the intersection of Dunning Street and Sommers Avenue.
44. *Request Traffic Engineering Division work with the neighborhood associations, the Police Department, Lowell School PTO, and the Madison Metropolitan School District to improve safety at the Lowell Elementary School crossings at Atwood, Fair Oaks, and Maple Avenues.* The Police Department crossing guard and the neighborhood agree, this intersection is a difficult crossing for the elementary school-aged children attending Lowell Elementary School because of traffic speeding along Atwood Avenue and turning from Atwood or Fair Oaks without yielding right-of-way to pedestrians in the crosswalk. Approximately 435 children attend Lowell. As an outgrowth of this planning process, the Police Department has mailed warnings and issued tickets to drivers along Atwood Avenue near Lowell School. The Traffic Enforcement Safety Team (TEST) Program to start in Summer 1999 will also target this area.
45. *Request Traffic Engineering, in conjunction with the Police Department, to consider reconfiguring all stop lights in the neighborhood to automatically give pedestrians a walk light with each green light, and have all lights cycle to walk even if*



*not triggered by a car or pedestrian button.* Priority areas include: Atwood Avenue/Dunning Street and East Washington Avenue/ Fourth Street. Currently, pedestrians are required to wait through up to two light cycles in order to cross. Automatic walk signals would reduce the wait, encourage pedestrians to cross in a law-abiding manner, and enhance the effectiveness of walking as a mode of transportation.

46. *As part of the East Washington reconstruction project, request the Traffic Engineering Division to consider improving pedestrian safety at the intersection of East Washington Avenue at North Fourth Street and East Washington Avenue at North Fifth Street (East High School).* Installing a pedestrian median landing and eliminating or limiting left turns from North Fourth Street during school hours would help improve pedestrian crossing at this intersection.
47. *Request Traffic Engineering Division to add signage for Russell Street and northbound Division Street traffic at Eastwood Drive saying "Two-way Bike Path Crosses Here" and "Turns Yield to Bike Path."* Many motorists are unaware of the bicycle path, and thus are unaware of potential bicycle cross-traffic.
48. *Request the Traffic Engineering Division maintain the existing on-street parking along East Washington Avenue and add on-street parking wherever feasible as far east as Highway 30.* On-street parking should facilitate better access to merchants and residents living there, and to help reduce speeds along East Washington Avenue.
49. *Request Traffic Engineering Division to consider strategies to clarify to motorists on Milwaukee Street that they cannot access Atwood Avenue from Wirth Court, Marquette Street, or Dixon Street.* Between East Washington Avenue and Fair Oaks Street on Milwaukee Street, only Waubesa Street crosses the Union Pacific Railroad tracks. Motorists trying to access Atwood Avenue from Milwaukee Street are frustrated trying to find a through street on Wirth Court, Marquette Street, and Dixon Street.
50. *Request the Traffic Engineering Division to lengthen the signal timing for the walk sign on East Washington at Kohl's Food Store and East Washington at the Madison East Shopping Center as part of the East Washington Avenue reconstruction consider physical options that would make pedestrian crossing more convenient.* Shoppers attempting to cross at these busy intersections (46,000 vehicles daily at Kohl's Food Store and 51,950 vehicles daily at Madison East Shopping Center) find insufficient time to cross within the current walk signal.
51. *Request Traffic Engineering to consider placing "Yield to Pedestrian" signs in the middle of arterials at major pedestrian crossings: Second and Winnebago Street, Atwood Avenue and Corscot Court, Jenifer and Division Streets, 2400 block Atwood Avenue, and the Marquette/Darbo Drive intersections.*
52. *Request Traffic Engineering Division to consider installation of bike lanes on Atwood Avenue, Milwaukee Street, and East Washington Avenue.* Installation of bike lanes would help provide a safer bike route to East Towne.
53. *Request Traffic Engineering to consider creating a safe and convenient pedestrian/bike crossing at North Street, East Johnson Street and Marquette or Oak Street locations along East Washington Avenue to help facilitate the stronger connection between the north and south sides of the Street.* This would help reduce speed and increase safety for pedestrians, bicyclists, and other non-motorists.
54. *Request Traffic Engineering Division, in conjunction with the neighborhood and the Police Department, to consider implementing the bicycle boulevard concept (giving the bikeway clear right-of-way over most cross streets).* Priority intersections are: Jackson Street, Ohio Avenue, Corry Street, Waubesa Street, and Fair Oaks Avenue.
55. *Request Traffic Engineering Division to consider installation of School Zone signs or flashing lights in the 2600 and 2700 blocks of Milwaukee Street.* At the beginning and end of the school day and in walking to and from Wirth Court Park for school activities, the 158 children attending the Holy Cross Lutheran School are at risk from the speeding traffic on Milwaukee Street.

56. *Request Traffic Engineering Division to consider marking existing vehicle detectors to enable bicycles to trigger stop light changes from side streets and to clearly mark those subsequently installed.* Priority intersections include: Dunning Street/Atwood Avenue and East Washington Avenue/Fourth Street intersection. The devices are installed at these intersections, but need to be marked and may need minor adjustments.
57. *As part of the East Washington Avenue reconstruction, request the Traffic Engineering Division, in conjunction with the Engineering Division, to investigate measures to improve safety at Winnebago Street where it enters the east bound lane of East Washington Avenue.* As part of the potential redesign, incorporate landscaping to enhance the appearance of this intersection and explore making a cul-de-sac of Winnebago Street to eliminate this dangerous traffic area. The heavy traffic at this 5-point intersection 35,000 vehicles per day on this segment of East Washington, 11,750 per day on Milwaukee Street, and 6,650 on North Street, the short walk lights for pedestrians crossing East Washington Avenue and the prohibited left turns from East Washington Avenue to Milwaukee Street for incoming traffic combine to make this a difficult intersection for pedestrians.
58. *Request the Traffic Engineering Division to consider eliminating the "No Parking" policy during rush hours to reduce traffic speed on Atwood Avenue.* Neighborhood residents believe allowing parked cars along Atwood Avenue during rush hour will serve to reduce traffic speeds.
59. *As part of the East Washington reconstruction, request Traffic Engineering to consider the feasibility of installing pedestrian-scale, decorative lighting at: 2500 Block of East Washington Avenue, 2200 Block (East High School), and 2800-2900 (Madison East Shopping Center).* Such additional and different light standards could highlight the retail district and create a more pedestrian-friendly street. Eventually expand such lighting throughout the entire area. The neighborhood associations will work with property owners, since 100% of the assessment for such lighting is made to the property owners.
60. *Request Traffic Engineering Division, in conjunction with Parks Division, to consider installing bike wayfinding and measurement of distance signs and kiosks to such places as East Towne, Olbrich Gardens, and Lake Monona.* Priority locations include: eastbound at: north side of Atwood Avenue and Dunning Street, Waubesa Street and bike path or bike path intersections of Marquette Street spur and Olbrich bike path, Fair Oaks Avenue and bike path, Wirth Court bike path and Waubesa, St. Paul and Milwaukee Streets; westbound-Fair Oaks Avenue and bike path, west of Division Street and Eastwood Drive. Signs would facilitate wayfinding for cyclists.
61. *Request Traffic Engineering Division to review the lighting design of the Isthmus Bike Path, and consistent with the desires of the immediate neighborhood, consider installing overhead lighting at intersections between bicycle paths and streets.* In priority order, this would include intersections with Waubesa Street, Jackson Street, Ohio Avenue, Corry Street, and Fair Oaks Avenue. Increased lighting would reduce the chances of collisions at night.

#### **Urban Design Commission**

62. *Request the Urban Design Commission to consider revising Urban Design Districts 4 & 5 (along East Washington Avenue from First Street to Aberg Avenue) to include design criteria for commercial parcels that will enhance the gateway aesthetic of the corridor.* The neighborhood recommends: 1) supporting buildings of at least two stories in height; 2) encouraging new or remodeled buildings to have residential units or offices above first floor; 3) requiring a percentage of any new building to be built up to the sidewalk edge; 4) locating all new parking lots on the side or behind buildings; 5) considering, as projects come before the UDC for approval, that the removal of large billboards along the corridor be given priority; and 6) encouraging uniform character of nearby buildings in new construction in areas that have a mass of similarly styled buildings, such as the north side of the 2500 block of East Washington Avenue.

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# Appendix A

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## **Schenk-Atwood-Starkweather-Worthington Park Census Profile**

### **Population**

According to the 1990 census, the Schenk-Atwood-Starkweather-Worthington Park Neighborhood was comprised of 5,613 persons, representing 2.9% of the City of Madison's population.

### **Families**

Out of the 2,553 households, 1,296 (50.8%) were family households compared to 52.4% City-wide and 1,257 (49.2%) were non-family households compared to 47.6% City-wide.

### **Income**

The median household income was \$26,725 as compared to the City median of \$29,420 and the median family income was \$31,554 compared to \$40,799. Families below poverty level comprise 13.6% of the neighborhood and 6.6 % of the City.

### **Age**

The neighborhood has a slightly larger concentration of minors than the City as a whole with 21.4% of the neighborhood population age 17 or under versus 18.6% of the City as a whole. The neighborhood has a smaller concentration of college-age persons age 18-24, 9.0% versus 22% for the City. The neighborhood has slightly more persons age 25-34 years with 24.2% compared to 20.4% and a much larger concentration of persons age 35-44 years with 22.2% compared to 15.4%. Middle-aged persons age 45-59 comprise 9.6% of the neighborhood and 11.2% of the neighborhood while persons age 60 and over comprise 13.2% of the neighborhood and 12.4% of the City.

### **Race and Ethnicity**

The neighborhood is similar to the City in terms of race: 91.8% white versus 90.7% for the City as a whole, 5.3% black versus 4.2% for the City, 0.4% Native Americans for the neighborhood and the City, 1.5% Asian versus 3.9% for the City, and 0.9% versus 0.7% other races. Persons of Hispanic origin represent 2.0% for the neighborhood and the City.

### **Education**

High school graduates represent 82.9% of persons age 25 years and over in the neighborhood compared to 90.6% in the City as a whole.

### **Land Use and Zoning**

According to the City of Madison Planning Unit, the neighborhood is primarily residential with 53.3% of the acreage (90.0% of the parcels) used for residential purposes, 16.9% of the acreage (1.6% of the parcels) used for industrial purposes, 15.1% of the acreage (6.3% of the parcels) used for commercial purposes, 9.7% of the acreage (0.7% of the parcels) used for parks and open space, 3.0% of the acreage (1.0% of the parcels) are undeveloped land, and 2.0% of the acreage (0.3% of the parcels) used for institutional purposes.

Of the 2,368 parcels in the neighborhood 2,132 parcels (90.0%) are used for residential purposes. Of those, 1,566 parcels (73.4%) are zoned R4 Residential. The R4 Residential District zoning permits the construction of structures of up to 8 units and requires at least 2,000 square feet of land per dwelling unit. The large number of R4 parcels raises the possibility of a change in the character of the neighborhoods if apartment buildings of up to 8 units are constructed where they are currently permitted. The potential for an additional 1,084 units exists either through construction on currently vacant R4 parcels of sufficient size or by assembling several adjacent R4 parcels under the same ownership (City Planning Unit, 1999). The character of the neighborhood currently is low-density residential, with almost three quarters of the dwellings in single-family homes or duplexes: 55.1% (1,452 parcels) are single-family units, 24.6% (649) are two-unit structures, 12.1% (318) are 3-4 unit structures, and 5.2% (138) are 5-9 unit structures. Only 2.62% (69) structures in the neighborhood contain over 10 units.

Out of 150 commercially zoned parcels, General Commercial C2 zoning covers 123 (82.0%) parcels. C2 is designed as a shopping district with relative proximity to residential areas and major thoroughfares. Uses include retailing of convenience goods and certain personal services, furnishing of other types of services, and office use.

## Neighborhood Statistical Profile

	General Characteristics	Census Tract 20		City of Madison	
		Number	Percent	Number	Percent
	Total Population	5,613	100.0	191,262	100.0
	Total Households	2,553	100.0	77,361	100.0
Sex	Male	2,669	47.6	93,179	48.7
	Female	2,944	52.4	98,083	51.3
Race and Ethnic Origin	White	5,155	91.8	173,504	90.7
	Black	300	5.3	8,109	4.2
	Native American	24	0.4	752	0.4
	Asian or Pacific Islander	82	1.5	7,471	3.9
	Other	52	0.9	1,426	0.7
	Hispanic	115	2.0	3,877	2.0
Age	0-4	433	7.7	11,863	6.2
	5-11	464	8.3	13,980	7.3
	12-13	94	1.7	3,343	1.7
	14-17	209	3.7	6,469	3.4
	18-24	507	9.0	42,089	22.0
	25-34	1,361	24.2	38,997	20.4
	35-44	1,246	22.2	29,381	15.4
	45-54	415	7.4	15,469	8.1
	55-59	122	2.2	5,917	3.1
	60+	762	13.6	23,754	12.4
	Median Age	30.2	—	29.2	—
Population by Household Type	Persons in Family Households	3,896	69.4	121,357	63.5
	Total Families w/Own Children Under 18 Years	656		19,534	
	Male Householder w/Children	46	7.0	895	4.6
	Female Householder w/Children	214	32.6	4,024	21.5
	Married Couple w/Children	396	60.4	14,435	73.9



	Social Characteristics	Census Tract 20		City of Madison	
		Number	Percent	Number	Percent
	Total Persons Age 25 and Over	3,901	100.0	113,472	100.0
Education (25 years and over)	Less than 9th Grade	239	6.1	4,357	3.8
	9th - 12th Grade (no high school diploma)	427	10.9	6,284	5.5
	High School Diploma	1,008	25.8	25,014	22.0
	Some College (no degree)	667	17.1	20,553	18.1
	Associate Degree	252	6.5	9,623	8.5
	Bachelor's Degree	845	21.7	26,665	23.5
	Graduate or Professional Degree	463	11.9	20,976	18.5
School Enrollment	Total Persons 3 Years Old and Over Enrolled in School	1,271	100.0	69,411	100.0
	Pre-primary	152	12.0	3,744	5.4
	Elementary, Middle and High School	618	48.6	21,066	30.3
	College	501	39.4	44,601	64.3
Occupation	Total Employed Persons Age 16 Years and Over	3,164	100.0	108,284	100.0
	Executive, Administrative, and Managerial	246	7.8	14,365	13.3
	Professional Specialty	686	21.7	23,872	22.0
	Technicians and Related Support	195	6.2	7,544	7.0
	Sales	313	9.9	11,910	11.0
	Administrative Support	511	16.2	19,294	17.8
	Private Household	5	0.2	297	0.3
	Protective Service	63	2.0	1,243	1.1
	Other Service	524	16.6	14,287	13.2
	Farming, Forestry, and Fishing	36	1.1	966	0.9
	Precision Production, Craft and Repair	252	8.0	5,976	5.5
	Machine Operators, Assemblers, and Inspection	210	6.6	3,723	3.4
	Transportation and Material Movers	48	1.5	2,479	2.3
	Equipment Handlers, Cleaners, and Laborers	75	2.4	2,328	2.1
Transportation to Work	Total Workers (Age 16 Years and Over)	3,124	100.0	105,887	100.0
	Car, Truck or Van	2,346	75.1	77,062	72.8
	Bus, Taxicab (Public Transportation)	412	13.2	8,088	7.6
	Walked, Biked, Motorcycled, or Other	279	8.9	17,850	16.9
	Worked at Home	82	2.6	2,844	2.7
Class of Worker	For Profit Wage	1,837	58.1	59,847	55.3
	Not For Profit Wage	251	7.9	9,531	8.8
	Local Government	299	9.5	6,770	6.3
	State Government	576	18.2	24,930	23.0
	Federal Government	90	2.8	2,263	2.1
	Self Employed	103	3.3	4,779	4.4
	Unpaid Family Worker	8	0.3	164	0.2

	Income Characteristics	Census Tract 20		City of Madison	
		Number	Dollars	Number	Dollars
Median Income	All Households	2,578	\$26,725	76,673	\$29,420
	Family Households	1,319	\$31,554	40,247	\$40,799
Mean Family Income	Married Couple with Own Children Under 18	390	\$37,991	14,220	\$53,475
	Female Householder w/Own Children Under 18	192	\$14,717	3,970	\$18,787
		Number	Percent	Number	Percent
Household Income Distribution	Total Households	2,578	100.0	76,673	100.0
	Income Less Than \$5,000	78	3.0	4,458	5.8
	\$5,000 to \$9,999	270	10.5	7,063	9.2
	\$10,000 to \$14,999	357	13.8	6,964	9.1
	\$15,000 to \$24,999	535	20.8	13,793	18.0
	\$25,000 to \$34,999	455	17.6	12,684	16.5
	\$35,000 to \$49,999	553	21.5	13,904	18.1
	\$50,000 to \$74,999	290	11.2	11,259	14.7
	\$75,000 to \$99,999	21	0.8	3,715	4.8
	\$100,000 or more	19	0.7	2,833	3.7
Households paying 35%+ income on housing	Owner-Occupied Households	1,282	100.0	32,231	100.0
	35%+ of Income for Housing	172	13.4	3,457	10.7
	Renter-Occupied Households	1,158	100.0	41,014	100.0
	35%+ of Income for Housing	393	33.9	15,037	36.7

	Poverty Characteristics	Census Tract 20		City of Madison	
		Number	Percent	Number	Percent
Families Below Poverty Status	Total Families	1,319	100.0	40,247	100.0
	Families	180	13.6	2,673	6.6
	With Related Children Under 18	172	13.0	2,184	5.4
	Married-Couple Families	114	8.6	1,508	3.8
	With Related Children Under 18	114	8.6	1,431	3.6
	Female Householder	53	4.0	995	2.5
	With Related Children Under 18	51	3.9	679	1.7
Persons Below Poverty Status	Persons	898	16.2	28,640	16.1
	Persons 17 Years or Under	379	42.2	4,601	16.1
	Persons 65 Years or Over	51	5.7	799	2.8

	Housing Characteristics	Census Tract 20		City of Madison	
		Number	Percent	Number	Percent
	Total Housing Units	2,636	100.0	80,047	100.0
Housing Tenure	Occupied Housing Units	2,553	100.0	77,361	100.0
	Owner-Occupied	1,395	54.6	36,332	47.0
	Renter-Occupied	1,158	45.4	41,029	53.0
Units in Structure	1 Unit	1,452	55.1	38,492	48.1
	2 Units	649	24.6	5,565	7.0
	3-4 Units	318	12.2	7,059	8.8
	5-9 Units	138	5.2	8,049	10.1
	10-19 Units	69	2.6	6,645	8.3
	20-49 Units	0	0	7,524	9.4
	50 or More Units	0	0	5,355	6.7
	Mobile Homes	0	0	785	1.0
	Other	10	0.4	573	0.7
Year Structure Built	1939 or Earlier	1,615	61.3	17,028	21.3
	1940-1949	518	19.7	6,758	8.4
	1950-1959	313	11.9	13,078	16.3
	1960 or Later	190	7.2	43,183	53.9
		Dollars		Dollars	
Median Housing Costs	Median Value of Owner-Occupied Unit	\$54,800		\$75,200	
	Median Contract Rent of Renter-Occupied Unit	\$369		\$430	
Place Residence in 1985	Persons Age 5 Years and Over	5,171	100.0	179,431	100.0
	Residence in Same Housing Unit	2,264	43.8	68,661	38.3
	City of Madison	1,830	35.4	44,019	24.5
	Balance of Dane County	314	6.1	9,655	5.4
	Outside Dane County	709	13.7	51,453	28.7
	Abroad	54	1.0	5,643	3.1

# Appendix B

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## Status – 1985 Schenk-Atwood Neighborhood Plan

### Improving Schenk-Atwood

Shortly after the neighborhood was designated a CDBG "concentration" area in October 1983, a planning committee representing the neighborhood was organized. This committee met approximately every two weeks for more than a year to address important neighborhood issues. Out of this work, two goals emerged: (1) Promote retail growth in the commercial district; and (2) Preserve and enhance a stable residential environment. This brochure outlines specific proposals for use of CDBG "concentration" funds in 1986-87, recommends mid- and long-range solutions to neighborhood problems, and identifies improvements that may be funded by private sources, as well as CDBG and other public funds. Following are the most important issues identified by the Committee.

*Business Revitalization:* Since the late 1950s, business and shopping activities in the Schenk-Atwood commercial district have gradually declined, as have the general quality and overall appearance of commercial properties. The development of competing shopping centers means the business district must find a new commercial identity for itself. While most of the area's older commercial structures are well-maintained, some have deteriorated.

The part of the commercial district between Division Street and Fair Oaks Avenue has potential for successful specialty and service-retail businesses. The commercial area to the west of Division Street could best accommodate neighborhood-serving retail businesses and offices.

*Housing:* There is an increasing demand for cooperative or multiple-unit housing which would allow elderly residents to remain in the neighborhood when they are no longer able to maintain their own homes. Most of the houses are in good condition, although some appear run down.

*Public Improvements:* Neighborhood streets are generally in good condition. The City has recently repaired black-top residential streets and replaced severely cracked curbs.

However, some streets still have cracked, uneven surfaces and deteriorated curb. Residents believe that improved street lighting would make the neighborhood more safe.

*Parks and Open Space:* The neighborhood has an adequate number of parks, playgrounds, and open space areas. However, improvements are needed at the Lowell School play yard, Elmside Circle Park, and the Olbrich play lot. Concern has been expressed about the future need for landscaping at Yahara Place and improved bank stabilization at Lake Monona along Lakeland Avenue.

*Community Facilities and Services:* Residents wish to expand and improve community-based services and facilities in the area as well as increase community spirit and interaction among residents, particularly between new, younger families and more established residents.

### Specific Proposals

#### Business Revitalization

- The most important single activity identified by the Neighborhood Planning Committee is the redevelopment of vacant and underutilized commercial sites along Atwood Avenue. A feasibility study should be undertaken to determine the potential for building reuse and site development in this area. Potential uses for such sites include artisan/manufacturing, retail, offices, or residential construction. Of particular interest is development of a multi-unit elderly housing complex in the Atwood Avenue area.

Complete. Madison Mutual Housing (MHA) constructed senior housing on site with assistance from CDBG funding.

- Neighborhood residents and business people strongly favor the creation of a community development corporation. To date, neighborhood involvement in community development has been coordinated by volunteer groups with limited resources. However, coordination of development and articulation of neighborhood and business concerns exceeds the capabilities of local residents and business people. A small, professionally staffed Community Development Corporation could further

neighborhood and business revitalization far more efficiently than is currently the case.

- Incomplete.

- A concerted effort should be made to improve Atwood Avenue by adding trees, decorative trash barrels, benches, kiosks, traffic safety devices, and other amenities. Provisions for developing new parking areas, where necessary, and for improving the visual appearance and accessibility of existing parking lots, should be included.

- Somewhat complete. Fifty-two trees were planted along Atwood Avenue with CDBG funding.

- Commercial properties and building facades should be upgraded. Design standards should be established for both commercial rehabilitation and new development.

- Somewhat complete. Private property owners have upgraded properties (ie., Monty's Blue Plate).

- Major efforts should be directed toward business recruitment, promotional activities, cooperative advertising, and other marketing strategies.

- Complete. Schenk-Atwood Revitalization Association (SARA) provides business focus.

- The neighborhood associations and SARA should reassess whether circumstances or changing conditions warrant setting up a crime and/or business watch program.

- Complete. SARA, in conjunction with other community groups, evaluates crime and safety issues along Atwood Avenue.

## Housing

- Residential structures in some areas need to be rehabilitated. The neighborhood should publicize and encourage maximum use of government-sponsored rental rehabilitation and home improvement programs.

- Complete.

- The City's housing rehabilitation loan programs have been available to eligible owner-occupants, of up to four-unit properties, in the targeted neighborhood for many years. Eligible owners must have incomes at

median or below to receive up to \$16,000 in second mortgage money to rehabilitate their properties. These loans currently are paid over a 20 amortization period and are at 6% interest. This program is expected to continue for many years.

- Owners of single-family properties, whose incomes are less than 80% of median income, may qualify for Deferred Payment Loans. These loans are paid when the property is sold, transferred, or vacated by the owner. This program is expected to continue for many years.

- During 1998, the City will make available in the targeted neighborhood, as well as other targeted neighborhoods, loans at 6% interest, payable over 15 years to non-owner occupants of up to four-unit properties. This program is a pilot and its success will determine whether additional funds are available beyond 1998.

- The neighborhood associations should start a recognition/awards program for landscaping and beautification of individual homes and businesses in the area.

- Incomplete.

- All residential and commercial buildings should be systematically inspected by the City to ensure compliance with the minimum housing and property maintenance code.

- Complete. Building Inspection provided systematic inspection in 1995 and Building Inspection tours Webb, Darbo, and Worthington areas once or twice a month (Neighborhood Resource Team) and provides services per complaint basis.

## Public Improvements

- Public improvements, including street resurfacing, replacement of deteriorated curb and gutter, and providing additional street lighting should be undertaken in appropriate locations.

- Unclear.

- The banks of Lake Monona along Lakeland Avenue should be stabilized.

- Incomplete.



## **Parks and Open Spaces**

- The play equipment at Lowell School, Elmside Circle Park, and the Olbrich play lot should be improved or expanded as needed. Neighborhood parent committees should be set up to work with City Parks and Design Coalition in the design and development of these play areas.

### Lowell School

Playground Improvement with 1985 CDBG funding.

### Elmside Circle

Drinking fountain rebuilt in 1995.

Playground equipment renovated in 1997. Quantity of equipment now exceeds neighborhood park standards.

Some tree planting done with donated funds.

### Olbrich Gardens/Lakeland Area

Installed new Donors Arbor, Sunken Garden, Perennial Garden and Orchid Aerie.

Playground equipment at Gardens renovated in 1997 with completion in 1998; playground equipment at the Lakeland area of Olbrich Park (south of Atwood Avenue and west of Starkweather Creek) was renovated in 1993. Both sites will exceed neighborhood park standards when completed.

Purchased Garver property to the north; approved purchase of two other properties, Madison Farm Structures and Frito Lay, for future expansion purposes.

Built a new restroom building for the Starkweather Creek boat launch and Olbrich Playfield Softball complex.

Added a lakeshore asphalt path that connects the Lakeland Playground and restrooms to the breakwater.

Drinking fountain rebuilt in 1995.

### Yahara Place Park

Additional plantings should be made in the rock areas at Yahara Place.

Volleyball court was installed in 1991/1992.

A scattering of trees has been planted in the last few years with donated monies.

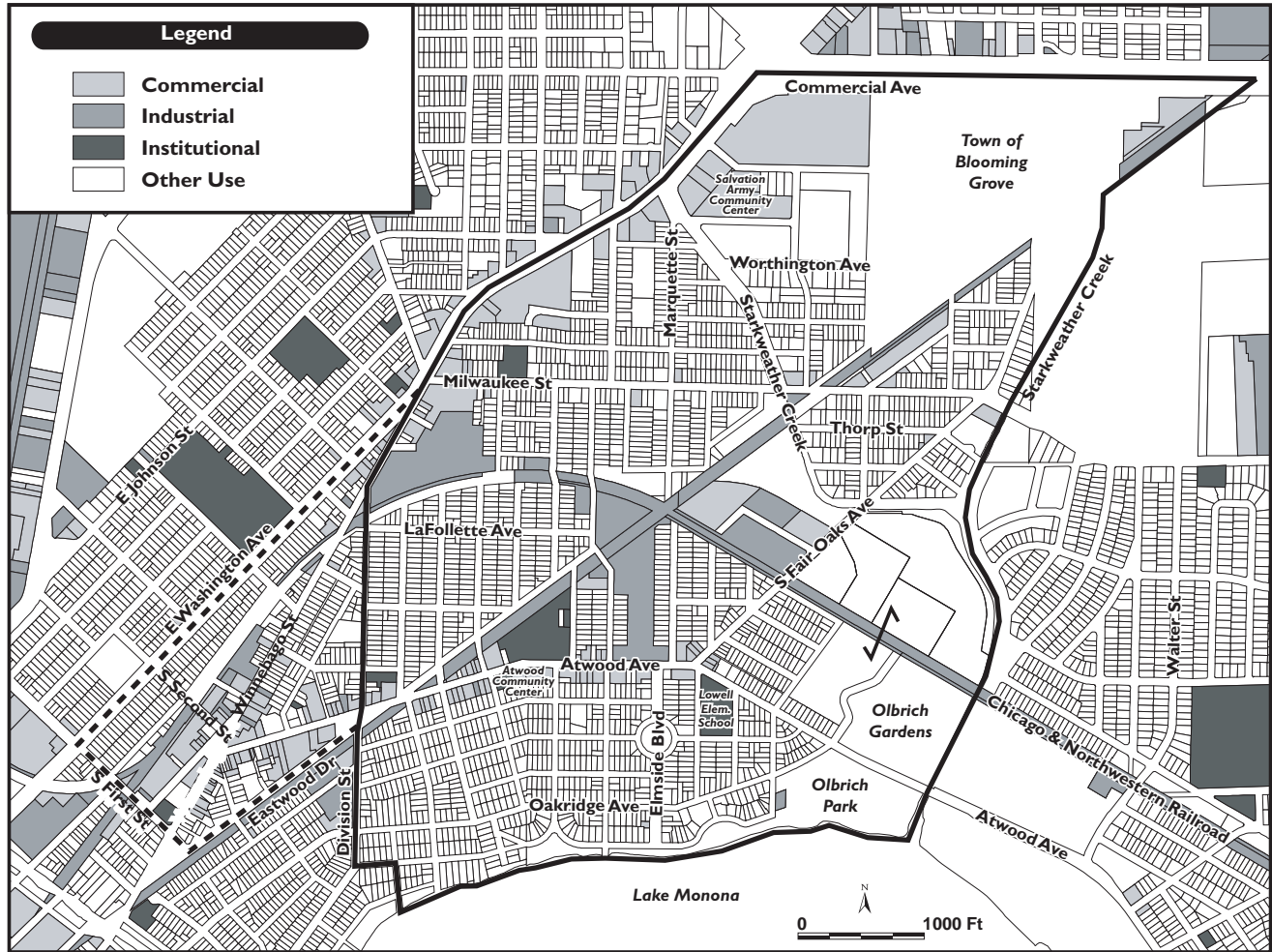
Play equipment was renovated in 1997. Quantity of playground equipment now exceeds neighborhood park standards.

Drinking fountain rebuilt in 1995.

# Appendix C

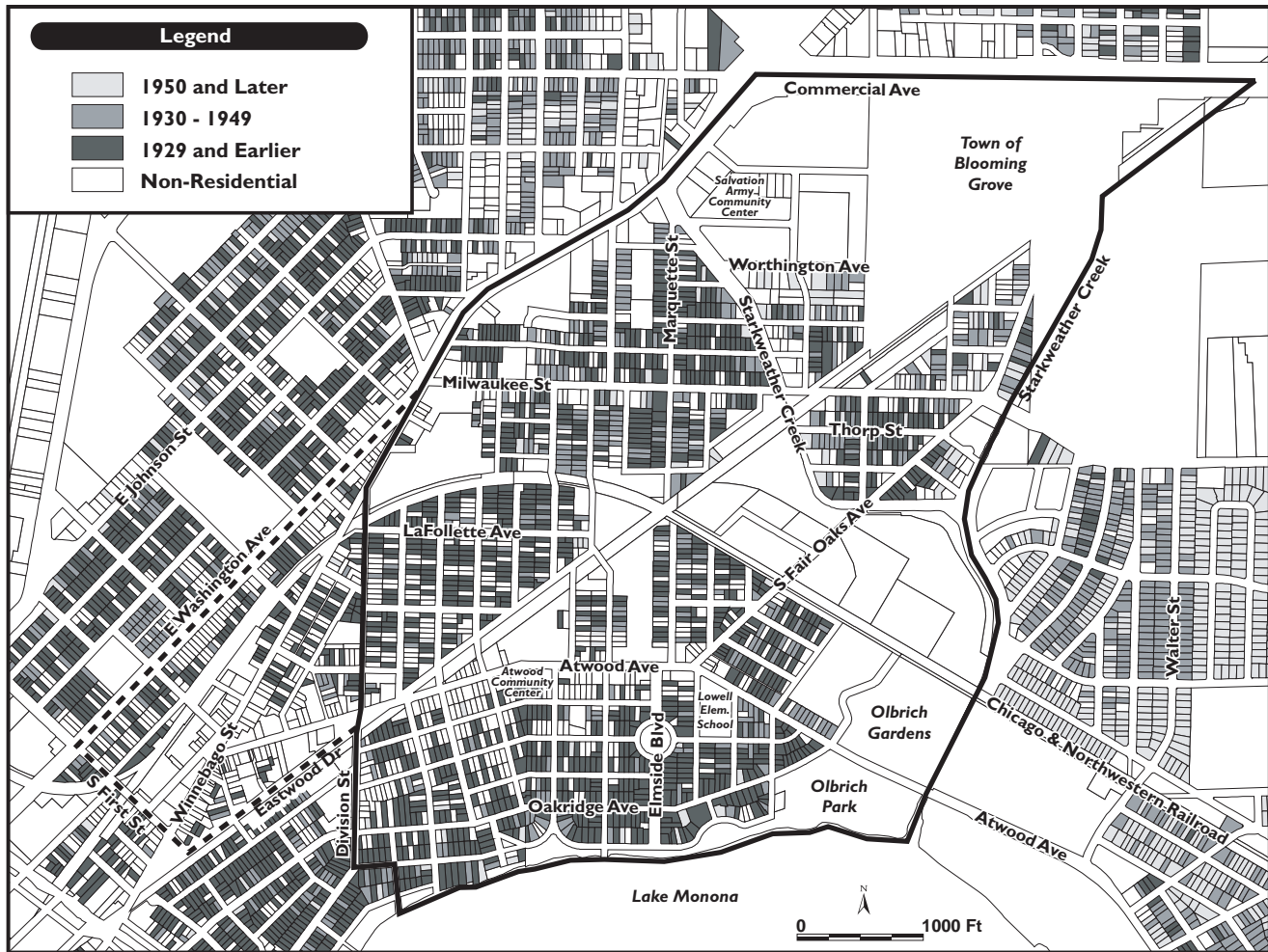
## General Background Maps

Map 15  
Land Use



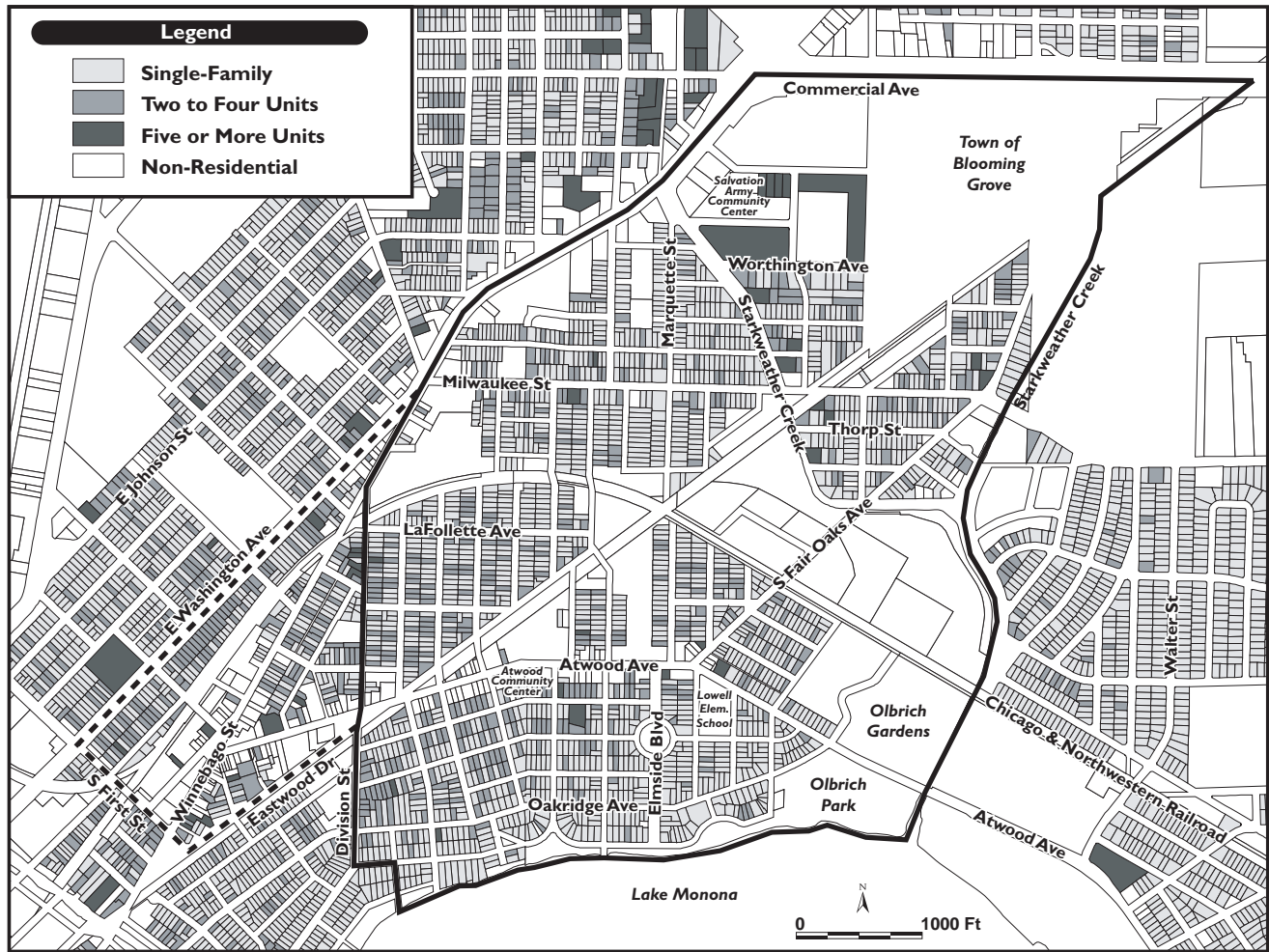
Prepared by City of Madison Department of Planning and Development, Planning Unit Jan. 1998

## Map 16 Age of Housing Stock



Prepared by City of Madison Department of Planning and Development, Planning Unit Jan. 1998

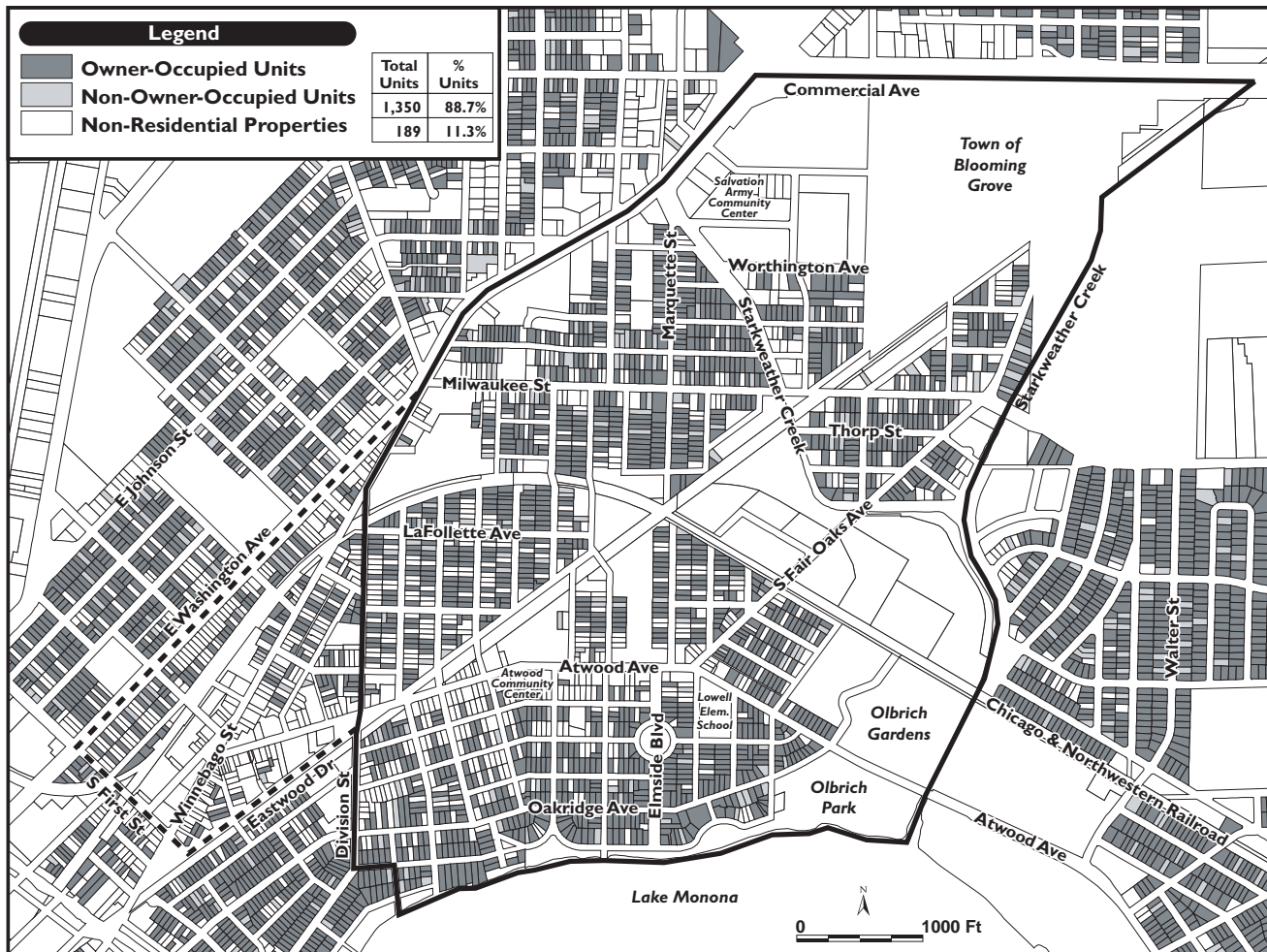
## Map 17 Type of Structure



Prepared by City of Madison Department of Planning and Development, Planning Unit Jan. 1998



# Map 18 Owner and Renter-Occupied Housing Units

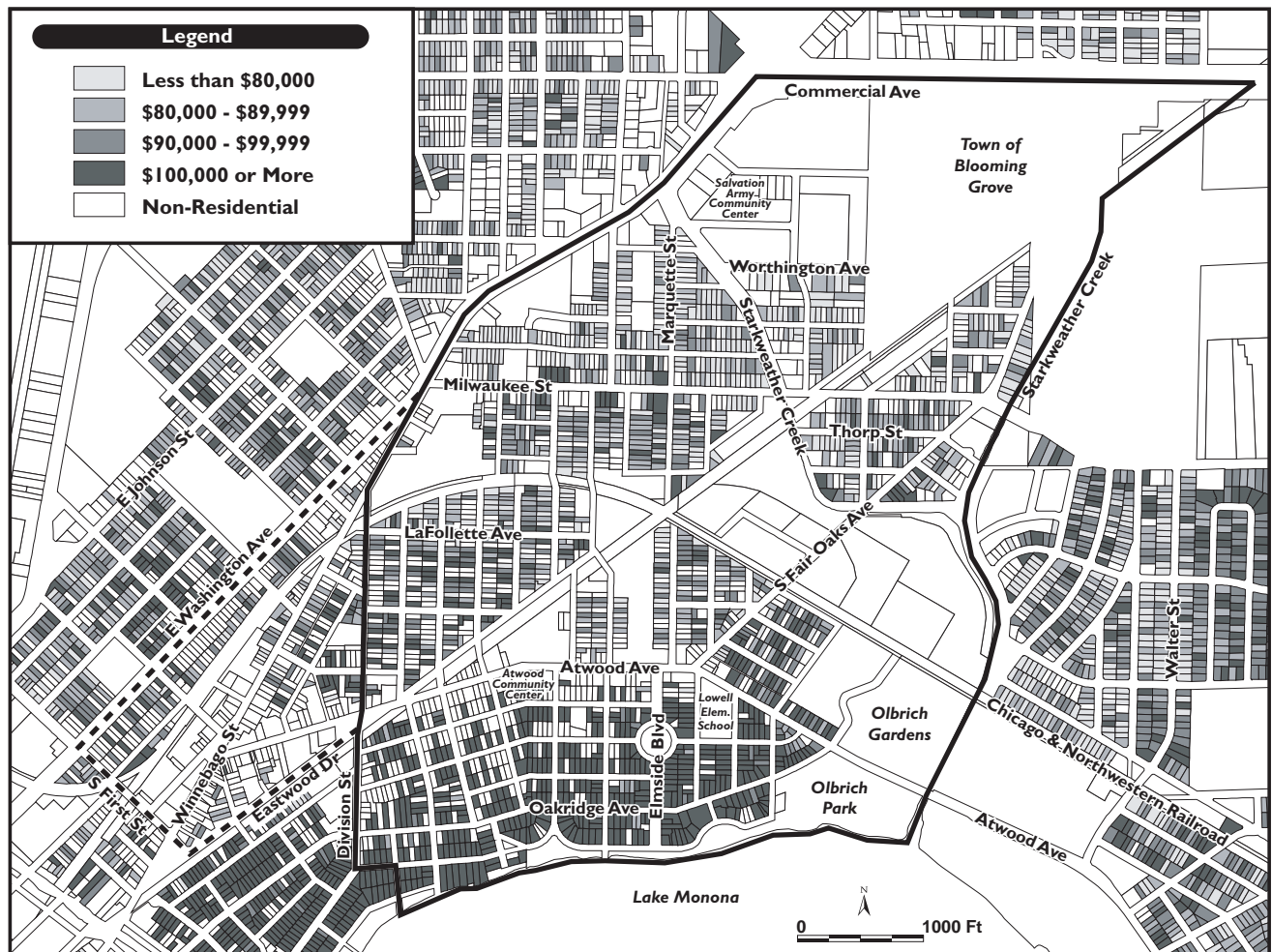


Prepared by City of Madison Department of Planning and Development, Planning Unit Jan. 1998



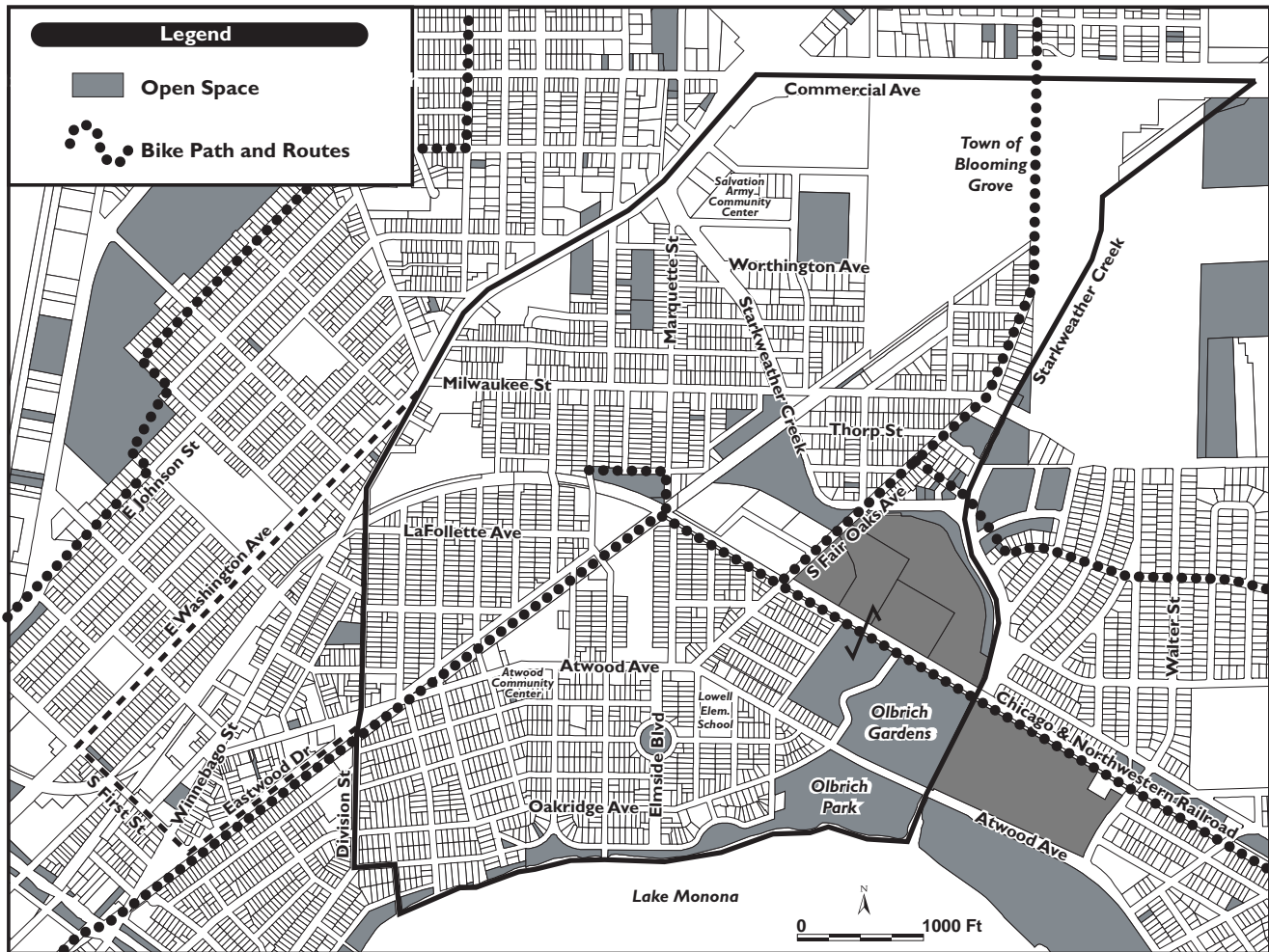
# Map 19

## Single-Family Assessed Value



Prepared by City of Madison Department of Planning and Development, Planning Unit Jan. 1998

## Map 20 Open Space and Bike Path



Prepared by City of Madison Department of Planning and Development, Planning Unit Jan. 1998

schenk-atwood-starkweather-yahara neighborhood  
worthington park neighborhood schenk-atwood  
revitalization east isthmus neighborhood planning  
council eastside news rising star newsletter  
starkweather creek news barrymore theatre atwood  
community center salvation army corps community  
center hawthorne branch library lowell elementary  
o'keeffe middle east high dixon greenway elmside  
circle park hudson beach hawthorne park o.b. sherry  
park olbrich gardens reger park wirth court park  
worthington park starkweather greenway worthington  
park neighborhood schenk-atwood-starkweather-  
yahara neighborhood eastside news schenk-atwood  
revitalization east isthmus neighborhood planning  
council rising star newsletter starkweather creek news  
barrymore theatre atwood community center salvation  
army corps community center hawthorne branch  
library lowell elementary o'keeffe middle east high  
dixon greenway elmside circle park hudson beach  
hawthorne park o.b. sherry park olbrich gardens



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