

Prepared by South Madison Neighborhood Steering Committee and  
Department of Planning and Development

# South Madison Neighborhood Plan



Adopted January 2005

**South Madison Neighborhood Plan  
Adopted by Common Council  
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*Special thanks to those who attended neighborhood and business planning meetings. We also extend our thanks to Mark J. Brinkmoeller, Catholic Multicultural Center, Beth Lehman, Lincoln Elementary School, and Pastor Mary Pharmer for her initial work on the neighborhood plan.*

*Cover Photo Credits: Sarah King and Archie Nicolette*

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# Introduction

South Madison is a vibrant component of the greater Madison community. During the past three years, an array of planning projects have been undertaken or planned on the south side: *Park Street Revitalization: Opportunities to Reality Report*, *Park Street Urban Design Guidelines*, *Badger-Ann-Park Redevelopment District Plan*, *Penn Park Master Plan*, *Wingra Creek BUILD Grant*, and *Wingra Creek Parkway Master Plan*, to name just a few. Many of these planning initiatives have focused on the future growth of the Park Street corridor: an arterial roadway that bisects the planning area into east-west quadrants. Serving as the southern gateway into the heart of Downtown Madison, its very location channels people the length of Park Street as well as through its adjacent neighborhoods to work, play, or visit Downtown Madison, UW-Madison, St. Marys and Meriter Hospitals and other local destinations. (See Map 1.)

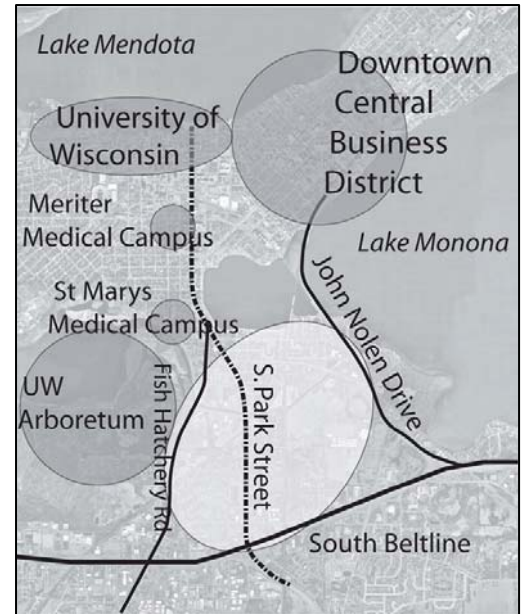
## Planning Area Study Boundaries

The South Madison Neighborhood Planning Study Area, which is bounded by Monona Bay-Haywood Drive on the north, Lake Monona on the east, Fish Hatchery Road on the west, and the West Beltline Highway on the south, is an urban, older, built-up neighborhood. (See Map 2.) The neighborhood planning area lies within two municipal jurisdictions: the City of Madison and the Town of Madison. For the sake of this report, the vision, goals, and strategies focus on lands lying within the City unless otherwise noted. The planning area includes parts of Aldermanic District 13 and parts of Aldermanic District 14.

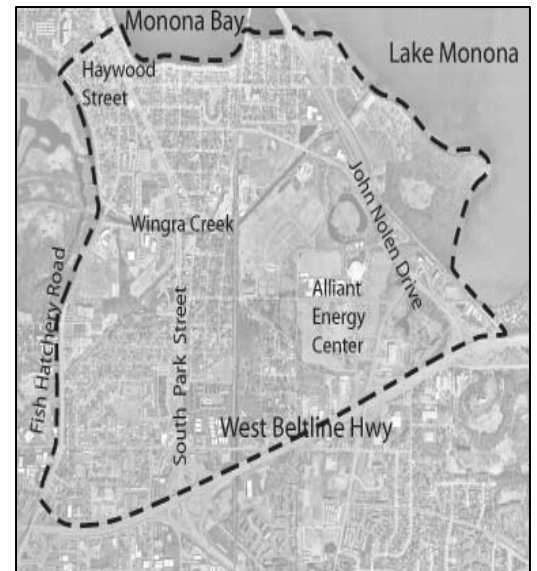
## Plan Focus:

There is strong support by South Madison residents to instigate change within their neighborhoods. However, any efforts to bring about change must not be executed at the expense of long-time residents and businesses. The challenge of the community is to identify what changes are necessary to enhance the community, to develop a strategic plan to bring about such changes, while at the same time remaining cautious of the breadth and scope of such changes may have on the community as a whole. Furthermore, there is an additional challenge for South Madison: to remain a place of affordability for all residents and businesses. The focus of this plan is fivefold:

1. Develop a vision, goals, and objectives for the residential and business areas lying to the east and west of South Park Street corridor from West Badger Road to Haywood Drive.



Map 1: South Madison Study Area in proximity to major destination points.



Map 2: South Madison Planning Study Area

2. Formulate strategies and plan recommendations for key issues identified by neighborhood residents in areas of: economic development, housing, land use, parks and open space, and transportation related issues.
3. Reconfirm the key strategic goals for the backbone of the neighborhood: the Park Street corridor from the West Beltline Highway to Lake Mendota that were cited in the *Park Street Revitalization: Possibilities to Reality Report* (2001).
4. Identify short- and long-term action strategies for high priority recommendations for governmental officials, City staff, as well as the South side organizations to foster, initiate, monitor, and implement.
5. Provide a framework for the numerous stakeholders operating on the South side to help them better understand the dynamics of the area, the role that that they could play in transforming the area, and to identify opportunities in timing, funding, and public-private collaboration to achieve desired outcomes.



*South Park Street is the spine of the area. Residential neighborhoods of Bay Creek, Bram's Addition, Burr Oaks, and Capital View Heights lie along the major transportation corridor.*



*Madison's Downtown, UW-Madison, and St. Marys and Meriter Hospitals lie directly to the north of the study area. Capturing new business development to serve these key generators and providing a range of housing opportunities for people to walk to work are key for future growth of the area.*

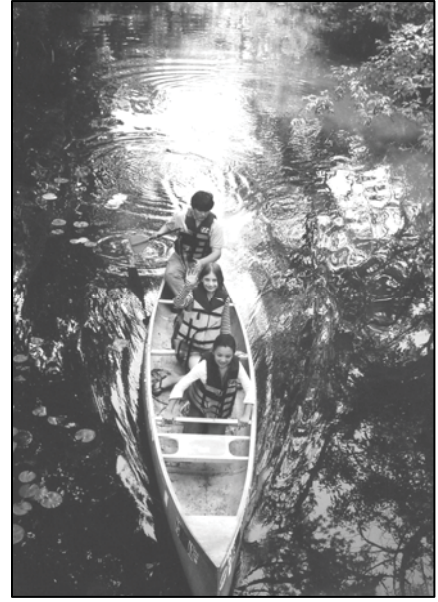


While it is inevitable that South Madison will change, the depth and diversity of the input of the district alderpersons, neighborhood planning council, neighborhood associations, and business community will ultimately shape how such change is carried out. The South Madison Neighborhood Plan is just one of the many steps that will enable South side residents and business community members to be proactive. Above all, this mid-range plan (5 to 10 years) articulates a vision, goals, and a set of improvement projects that will transform the neighborhood into a more livable community to live, work, and to play.

### ***Strategic Positioning for the Future***

South Madison is ripe for redevelopment. Its strategic location to the employment generators of the UW-Madison, St. Marys and Meriter Hospitals, and the heart of Madison’s Downtown as well as its accessibility to the West Beltline Highway makes it attractive for businesses. The South Park Street corridor has a range of small- to large-scale sites that will eventually change uses. It is critical to have a clear vision of the future, capturing the potential of economic growth, retention of key businesses, and tapping into specific market niches.

Residents that have chosen South Madison to live recognize its many assets and its strategic location provides easy access to much of Madison. Improving the pedestrian movement in the neighborhood can only enhance the walk to work and/or live-work environment that is already conducive to the area. In the future, it is envisioned that Park Street can function as a multi-modal corridor (i.e., streetcar or trolley) linking with the University, hospitals and health care facilities, and Downtown Madison. Development of a possible commuter line on the Union Pacific rail corridor will make it a more accessible to residents and attractive for the business community.



*South Madison has a wealth of assets that make it an ideal place to live. (Photo courtesy of Sarah King)*



*Gathering places, such as the parks and open spaces, brings youth and adults together.*



# Chapter 1: Planning Process, Outcome, and Timeline

The South Madison neighborhood associations want to remain proactive in shaping the direction of their neighborhoods. To help them accomplish this, the Madison Community Development Block Grant (CDBG) Commission designated South Madison (Census Tract 13 and part of Census Tract 14.01) to receive one year of planning services and two subsequent years of CDBG funding. The criteria used to select this neighborhood area was 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.

In September of 2001, the Madison Common Council confirmed the appointment of a neighborhood-based steering committee to guide the planning process in South Madison. The South Madison Neighborhood Steering Committee (SMNSC) then set forth the framework for the planning process by:

- 1) Identifying the major issues facing the neighborhood;
- 2) Formulating strategies to achieve desired outcomes; and
- 3) Setting the foundation for collaborative efforts between public and private sectors to help implement plan recommendations.

## ***Purpose of the Plan***

The purpose of the South Madison Neighborhood Plan is to provide general and specific recommendations that will enhance the quality of life for individuals who live and work within the planning area. The South Madison plan recommendations focus on preserving and improving residential areas, encouraging revitalization of commercial-industrial areas, enhancing park and open space areas, and improving safe pedestrian and vehicle movement across major corridors and to key destination points.

The plan will function as the primary reference for neighborhood improvements, development, and revitalization efforts within the South Madison Planning Area. It is expected that detailed plans will be prepared to further the recommendations contained in this document.

## ***Neighborhood Plan Development***

The South Madison Neighborhood Plan was developed using a neighborhood-based planning process. A cross-section of residents, business representatives, and area stakeholders from

### ***Planning Milestones***

September '01: South Madison Neighborhood Steering Committee (SMNSC) appointed by then Mayor Bauman and confirmed by Madison Common Council.

January '02: Public Forum to solicit input on priority issues for the South Madison neighborhoods.

Spring '02: Wright Middle School classes survey South side residents for neighborhood plan.

June '02: Award of Dane County BUILD (Better Urban Infill Development) Grant – Phase I of \$25,000 to conduct market and feasibility studies for the Wingra Creek Redevelopment area.

June '02: Town of Madison Annexation discussions commenced at the State of Wisconsin level.

July '02: SMNSC discontinues meeting until annexation issues are finalized.

November '02: City of Madison, City of Fitchburg, and Town of Madison agree on cooperative plan to submit to State of Wisconsin DOA.

June '03: Award of Dane County BUILD Grant – Phase II grant of \$25,000 to continue redevelopment feasibility studies of Wingra Creek Redevelopment area.

December '03: The State of Wisconsin DOA approves cooperative agreement between City of Madison, City of Fitchburg, and Town of Madison.

December '03: SMNSC resumes meetings to finalize South Madison Neighborhood Plan.

February '04: Community open house to comment and discuss the South Madison Neighborhoods' DRAFT Plan. Over 100 individuals attend this meeting.



varying income, age, race, and housing tenure backgrounds was appointed by the Mayor and confirmed by the Common Council. This group, which was assembled to ensure that the plan would reflect the needs and aspirations of the community, provided significant input throughout the planning process.

SMNSC's major responsibility was to guide the preparation of the neighborhood plan. Besides identifying the major issues facing the neighborhood over the next 5-10 years, the neighborhood-based steering committee also identified the assets of the neighborhood, communicated with major stakeholders, and conducted community-wide meetings to solicit input on their preliminary and final recommendations.

The planning process was conducted in five phases:

*Phase One: Determining Objectives*

*Phase Two: Data Collection & Analysis*

*Phase Three: Issue Identification & Goal Formation*

*Phase Four: Plan Development*

*Phase Five: Review and Adoption*

The South Madison Neighborhood Planning Process was a longer planning process than originally anticipated. A historical event occurred nine months into the process: negotiations commenced between the City of Madison, City of Fitchburg, and Town of Madison that would result in the dissolution of the Town of Madison over the next twenty years. It was determined that the planning process should resume after the final agreement was approved by the State of Wisconsin. SMNSC resumed its planning process in late December 2003 after a hiatus that lasted from July 2002 to December 2003.

## **South Madison Planning Initiatives**

Early in the planning process, it was recognized that several other planning and/or project activities were underway or planned for in the greater South Madison area. The South Madison Plan provides the comprehensive framework for major improvements in the residential, commercial, and industrial areas. Many of the other plans will provide detailed strategy on how to accomplish the objectives highlighted in this document. Chapter 3 describes other planning initiatives that have been undertaken or underway on the South side.

## **Planning Process Outcome**

The South Madison Neighborhood Plan will serve as the comprehensive framework for future improvements on the South side. Neighborhood residents have identified the major issues facing the neighborhood, formulated strategies to achieve desired

### ***Planning Milestones (continued)***

March-April '04: Special planning sessions conducted with Capital View Heights Neighborhood Association to determine short- and long-term plan recommendations.

April '04: Community-wide meetings and public forums are held to get essential feedback on priority plan recommendations from the larger community. Conducted special sessions with private property owners in the Bay Creek and Bram's Addition neighborhoods to discuss proposed property rezoning.

April '04: Badger-Ann-Park Committee begins to develop strategy for Villager Mall, Comstock site, and Lincoln Elementary School area. The committee allocates \$1.3 million of City funding to help spur revitalization efforts in this area.

May-June '04: Interviewed Gilson Street business owners to determine short- and long-term business plans.

June-July '04: Final Plan is developed and presented at a community open house.

August '04: Wingra Creek BUILD Redevelopment Project Phase I and II market and feasibility studies begins.

January '05: Adoption of South Madison Neighborhood Plan by the Madison Common Council.

March '06: Adoption of Wingra BUILD Plan as supplement of South Madison Neighborhood Plan.

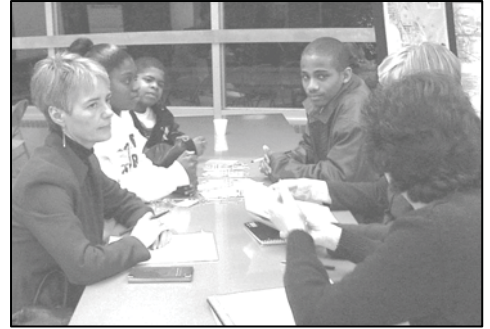


*Neighborhood residents identified major assets and opportunities for the South side.*

outcomes, and have set the foundation for collaborative efforts between the public and private sectors to assist in implementing the plan recommendations. The implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other citywide planning initiatives.

## ***Neighborhood Plan Approval***

The South Madison Neighborhood Plan was introduced to the Madison Common Council on August 3, 2004. After City of Madison Board and Commission review, it was adopted as part of the City of Madison's Master Plan on January 18, 2005.



*The voices of South side youth was important in determining neighborhood improvements and enhancements.*



*Public forums generated input on the top priorities for neighborhood sub-areas.*



*Future directions were debated on their merits for residents of today and the future.*



# Chapter 2: Neighborhood History, and Sub-Area Profiles

## History

The South Madison neighborhood is one of the oldest areas of the City. South Madison began as one of the City's first platted suburbs. It was described in a 1902 article in the *Wisconsin State Journal* as a "suburban addition to the Capital City, beautifully located on the south shore of Monona Bay. It has a population of about 400, cosmopolitan in character." The area became home to working and middle class families whose members walked to work on the isthmus by way of the Chicago & North Western Railroad tracks.

As do so many urban neighborhoods, South Madison has evolved. Some landmarks from the early years remain. The former dairy at Fish Hatchery and Park Streets, started by the Bancroft family in the 1920s, was one of many that delivered bottled milk daily to Madison homes and shops before sunrise. Neighborhood resident Mary Ann Opelt's fondest memories are of the dairy. The ice cream parlor and soda fountain, closed in 1967, "was a very popular place for high school kids, and families," she reminisces. Ice cream was sold at the dairy until 1969.

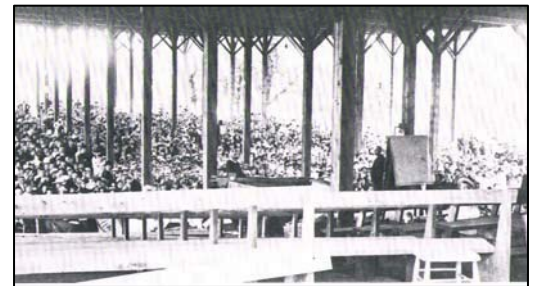
Around 1950 the South Madison Neighborhood Center on Taft Street was established (on the site of what now is the Boys and Girls Club), as South Madison and its residents developed a sense of identity. The University of Wisconsin Arboretum, Olin-Turville Park, and Wingra Creek, with its turtles and herons, all remain to provide tranquility in the center of a busy city.

Many places and landmarks in South Madison are gone. A sand ridge, Dead Man's Hill, rose south of today's Haywood Drive and held Indian mounds and the remains of some early settlers. It was leveled at the turn of the century to be used as fill for low-lying areas, as was Richmond Hill, where Romnes Apartments for the elderly now stands. A sanitarium converted to the Lakeside House hotel in what is now Olin Park drew tourists from as far away as St. Louis, but burned to the ground in 1897. The Monona Lake Assembly, in tents in Olin Park, had a national reputation in the early 1900s and drew 15,000 people each summer to swim, play, listen to live musical performances, and hear inspirational, intellectual, and political lectures.

More recently, the A&P grocery store on South Park Street became the Post Office; the K-Mart on Ann Street is now a



*The Bancroft Dairy bar (Morningstar Dairy site) was a popular place until it closed in the late 1960s. (Photo courtesy of Wisconsin Historical Society)*



*Tourists came by car and train from all over the country in the 1880s to participate in educational "Chautauqs" (now Olin-Turville Park).*



*St. Martins House has been serving neighborhood residents for decades. (Photo courtesy of Catholic Multicultural Center)*

building materials supplier; the Bob White Candy Company on East Olin Avenue is gone, but the nearby Eddie's Wonder Bar, a favorite of gangsters on their way from Chicago to the north woods in the 1930s, remains as a tavern. Additional recent changes include:

- Construction of the Dane County Forum in 1963 (rebuilt as the Exhibition Hall in 1995)
- Construction of the Dane County Coliseum in 1967 (subsequently renamed the Alliant Energy Center)
- Construction of Madison Fire Department Station #6 on West Badger Road in 1987 (replacing the old station at South Park Street and Fish Hatchery Road)
- Construction of the South District Police Station on West Badger Road in 1987 (now occupied by Centro Hispano, an agency providing services to South Madison's burgeoning Hispanic community)
- Remodeling of Burr Oaks Bowl to Harambee Health and Family Center at Villager Mall in 1995
- Construction of James Coleman Wright Middle School on Fish Hatchery Road in 1997
- Construction of the Boys and Girls Club teen addition (former South Madison Neighborhood Center) on Taft Street in 2001
- Construction of the Catholic Multicultural Center on Beld Street in 2002 (replacing St. Martin House)
- Construction of the new South District Police Station on Hughes Place in 2002
- Demolition of the Olin Avenue Bridge to create a street level crossing on West Olin Avenue in 2003
- Construction of a new and larger Mt. Zion Church on Baird Street in 2004

Some landmarks of the past are gone, but remain clear in the memories of South Madison residents and neighborhood activists. Many local residents have memories of the area dating back over half a century. Longtime activist Richard Harris, PhD remembers the 1930s and 1940s when parts of South Madison were still a swamp, while resident Jewell Freeman remembers the late 1940s and early 1950s when a trailer camp was located at the corner of South Park Street and West Badger Road. It was a mixture of "dogs, mud, weeds and everything else," she remembers. Ben Parks came to Madison in 1953. He remembers the outhouses in the neighborhood because people did not yet have indoor plumbing. Melba McShan remembers neighbors raising chickens and pigs in South Madison back when Bram's Addition was an outlying area commonly known as 'Hell's Half-Acre.'



While the settlement of South Madison began late in the 19<sup>th</sup> century, it was hastened by the destruction of the Greenbush neighborhood (“the Bush”) bulldozed in the late 1950s as Urban Renewal came to Madison. Just north of South Madison, the Bush was an ethnic enclave where immigrants black, white, and Jewish from Eastern and Western Europe settled, in part because they were not welcome in other parts of Madison. The old ethnic neighborhood was replaced by spot clearance and redevelopment of land into a range of uses. Streets were paved; including curb, gutter, sidewalk and streetlight installation; storm and sanitary sewers were built, trees were planted, Penn Park was completely redeveloped, a tot-lot was built on Fisher Street, and a number of apartment complexes were built, many for those who had been displaced. The relocation of Greenbush community members caused a rapid increase in South Madison population. The construction of John Nolen Drive causeway in 1966 increased the linkage of South Madison to downtown, further contributing to an increase in population and construction.



*Late 1960s view of Penn Park looking west to the UW Arboretum. Local contractor Clifford Penn built a private baseball park and special event site which drew spectators from all Madison for semi-pro and professional games. He sold the buildings to the City in 1953 and donated the land for use as ball fields.*

During the 1960s, the growing population created a demand for community facilities. Mt. Zion Baptist Church and St. Paul United Holiness Church were established in Bram’s Addition. Lincoln Middle (now Elementary) School, originally planned as Burr Oaks Junior High School, was built in the Burr Oaks neighborhood. St. Martin House, operated by the Catholic church for social service and religious purposes, was relocated to the South side from the northern end of Park Street. As mothers joined the workforce, childcare became an issue and Madison Day Care, now Child Development, Inc., was created by the community.



*Rev. Joe E. Dawson built Mt. Zion Baptist Church in 1959. Mt. Zion outgrew its home of 40 years and built a new church in 2004 at the same location. (Photo courtesy of Mt. Zion Baptist Church)*

The ethnic diversity of South Madison continues to this day. The area continues to welcome the newest immigrants to Madison. Between 1980 and 2000, the Hispanic population in South Madison increased by 660%, from 114 persons to 869 persons (U.S. Census). During the same period, the Asian population increased by 1,271%, from 65 persons to 891 persons. Strolling past businesses on South Park Street, one can observe the ethnic restaurants that have opened over the past few years: Mexican, Japanese, Chinese, Lao. Many new businesses have replaced some of the gas stations that bus driver Noel Johnson remembers seeing as he drove a Madison bus down South Park Street. There are now five Asian food stores on the street and Hispanic grocery stores are beginning to appear.



*Villager Mall was a vibrant shopping center in the 1970s. Major department stores and retail shops occupied the entire shopping mall.*

Resident Peaches Lacy remembers when the Park Plaza Shopping Center (now the Villager Mall) replaced a golf course in the 1970s. “It was a really nice shopping center,

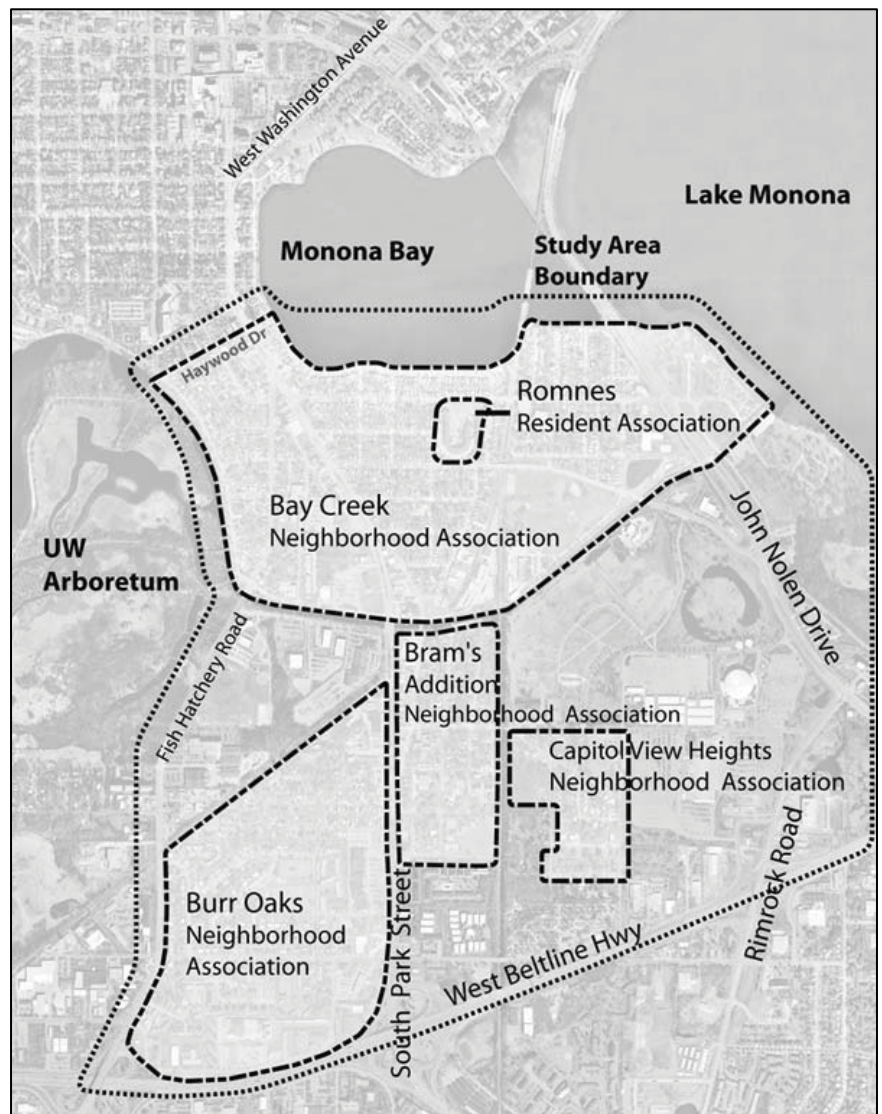
with Borman’s Clothing store, a Rennebohm’s, Burr Oaks Bowl, a grocery store and other stores. You could get anything you needed there.” Today the shopping center remains, but its focus has shifted from primarily retail to human services with a smaller retail component, including the Dane County Department of Human Services, the Harambee Health and Family Center, the South Madison Branch of the Madison Public Library, and facilities operated by UW-Madison, Edgewood College, and Madison Area Technical College.

The historic richness of the diversity of South Madison residents is shared with the city as a whole, whether through restaurants, grocery stores, ethnic festivals, or simply the opportunity to meet and work with people with a variety of life experiences.

### Sub-Area Profiles

The planning area contains multiple neighborhoods that vary in age, character, and composition. Four neighborhood associations lie within the planning boundaries: Bay Creek, Bram’s Addition, Burr Oaks, and Capital View Heights. One resident association, Romnes Apartment Association, also provides resident-based representation from the diverse population living in a public housing complex. Map 3 depicts neighborhood association boundaries. The South Metropolitan Planning Council, a coalition of neighborhood associations, is the umbrella organization that coalesces broader neighborhood issues in the area (but their boundaries are larger than the planning area). Moreover, the South Metropolitan Business Association and Park Street Partners are also major stakeholders in the revitalization of South Park Street business corridor.

A brief profile of the residential and commercial-industrial areas follows. Appendix A and B contains statistical data and thematic maps of the planning area.



Map 3: South Madison Neighborhood and Resident Associations



## General Description of Residential Areas

### Bay Creek

**Description of Area:**

Predominantly single-family residential. Small neighborhood commercial district on Lakeside Street. Industrial area on Gilson Street south of West Olin Avenue.

**Major Features:**

Franklin Elementary School, Bernie's Beach

**Neighborhood Association:** Bay Creek.

**Neighborhood Facts:**

Acres: 372  
Estimated Population (2000): 2,572 persons  
Jurisdiction: City of Madison

**Housing Facts:**

827 total residential structures:  
673 single-family units  
85 two-unit structures  
69 three or more unit structures

**Housing Tenure:**

77% owner-occupied  
23% renter-occupied

**Median Value of Single-Family Unit (2003):**

\$130,900



### Burr Oaks

**Description of Area:**

Single-family homes located primarily north of Magnolia Lane. Multi-family residential clustered directly north and south of Badger Road. Villager Mall and smaller commercial enterprises abut South Park Street. Industrial and commercial uses located along Ann Street area.

**Major Features:**

Lincoln Elementary School, South District Police Headquarters, Fire Station #6, South Madison Health & Family Center, South Madison Branch Library

**Neighborhood Association:** Burr Oaks.

**Neighborhood Facts:**

Acres: 225  
Estimated Population: 2,173 persons  
Jurisdiction: City of Madison and Town of Madison

**Housing Facts:**

184 total housing structures:  
91 single-family unit structures  
0 two-unit structures  
93 three or more unit structures

**Housing Tenure:**

53% owner-occupied  
47% renter-occupied

**Median Value of Single-Family (2003):**

\$111,800



## ***Bram's Addition***

### **Description of Area:**

Predominantly single-family residential. Several public housing complexes within the neighborhood. Major service providers located in the area.

**Major Features:** Boys & Girls Club, Catholic Multicultural Center, Penn Park, Mt. Zion Church

**Neighborhood Association:** Bram's Addition

### **Neighborhood Facts:**

Acres: 79  
Estimated Population (2000): 964 persons  
Jurisdiction: City of Madison

### **Housing Facts:**

174 total housing units:  
138 single-family units  
24 two-unit structures  
12 three or more unit structures

### **Housing Tenure:**

59% owner-occupied  
41% renter-occupied

### **Median Value of Single-Family (2003):**

\$90,400



## ***Capital View Heights***

### **Description of Area:**

Predominantly single-family area with multi-family housing located on Sunny Meade Lane and North Rusk Avenue. No commercial uses are sited in the neighborhood, however, Alliant Energy Center and West Beltline business abut the area. Quann Park is located directly to the northeast of the area.

**Major Features:** Lyckberg Park, Quann Park

**Neighborhood Association:** Capitol View Heights

### **Neighborhood Facts:**

Acres: 41  
Estimated Population: 568 persons  
Jurisdiction: City of Madison and Town of Madison

### **Housing Facts:**

81 total housing structures:  
70 single-family unit structures  
1 two-unit structure  
10 three or more unit structures

### **Housing Tenure:**

83% owner-occupied  
17% renter-occupied

### **Median Value of Single-Family (2003):**

\$92,800



## General Description of Commercial and Industrial Areas

### Badger-Ann Commercial Area

#### Description of Area:

Ann Street is a frontage road north of the West Beltline Highway, containing a mix of commercial and industrial uses, with a large apartment complex in the center.

#### Access Points:

Fish Hatchery Road, South Park Street

#### Traffic Counts: (vehicles per day)

3,300 - Ann Street

10,500 - West Badger Road

#### Business Facts:

Acres: 22

No. of Businesses: 18

Jurisdiction: City of Madison

**List of Businesses:** Genetel, Neoclone Biotechnologies International, Hoffman Chemical & Supply Company, ABC Supply Company, Wisconsin Deferred Compensation, LTCI Partners, Murphy Michael, Southview Apartments, Expo Inn, DNS Janitorial Services, United Rentals, Metabolic Analysis Labs Inc., Steamfitters Local Union, Custom Synthesis Services, Kendrick Laboratories, Inc. Public Retirement, Allergen Reduction Inc., and Newcomer Supply

**SIC Classification:** 11.1% manufacturing, 5.6% wholesale trade, 5.6% retail trade, 22.2% finance/insurance/real estate, 38.9% service industries, 5.6% public administration, and 11.1% not classified.



### Fish Hatchery Road Corridor

#### Description of Area:

Fish Hatchery Road is a 1-½ mile arterial street. Uses range from single-family and multi-family residential on the northern and southern ends of the corridor. Public uses (UW-Arboretum and Wright Middle School), medical facilities, and commercial-industrial uses are located on the transportation corridor.

**Access Points:** South Park Street, West Wingra Drive, West Badger Road and the West Beltline Highway

#### Traffic Counts: (vehicles per day)

31,350 - north of Wingra Drive

29,400 - south of Wingra Drive

33,900 - between Carter and Martin Streets

42,950 - south of West Badger Road

#### Business Facts:

Acres: 131

No. of Businesses: 37

Jurisdiction: City of Madison

**List of Businesses:** Sweeney Construction Corporation, Dane County Highway Department, Agri-View, Capital Newspapers, Madison.com, Nursing Matters, Aljan Company, Madison Recycling Center, PDQ Food Stores (2), Yang's Oriental Market, Kam Imports, UB Motors, Sergenian's Floor Coverings, Jonny Thumb's Sub Station, Parkway Family Restaurant, Pizza Pit, Little Big Load, Ad World, Wheels For You, Professional Pest Control, U-Haul Company, U Save Auto Rental, Toby's Shop, Ace Wrenching, J & R Auto Service, Turn Two Auto Repair, Jiffy Lube, Dean Medical Center, St. Marys Care Center, James C. Wright Middle School, Carpenters Apprenticeship, Northern Wisconsin Regional, Evjue Foundation Inc., MNI Direct Marketing Services, Madison Town Hall Office, and Rockford Technical Systems Inc.

**SIC Classification:** 5.4% construction industries, 13.5% manufacturing, 2.7% wholesale trade, 24.3% retail trade, 48.6% service industries, 2.7% public administration, and 2.7% not classified.



## ***Park Street Corridor (North of Wingra Creek)***

### **Description of Area:**

Close proximity to Downtown. Mix of retail including bars, restaurants, and gas stations as well as beauty salons and barbershops. Meriter Hospital and related medical buildings are located at the intersection of Park and Regent Streets. Major bus route with stops at the hospital and other major destinations.

### **Access Points:**

Regent Street, West Washington Avenue, Fish Hatchery Road, West Olin Avenue, West Wingra Drive

### **Traffic Counts:**

34,550 vehicles per day south of Regent Street; 49,000 vehicles per day between West Washington Avenue and Drake Street; 48,100 between Haywood Drive and Fish Hatchery Road; 28,100 vehicles per day between Fish Hatchery Road and West Olin Avenue; 25,650 vehicles per day between West Olin Avenue and Beld Street; 24,750 vehicles per day between Beld Street and Wingra Creek.

### **Business Facts:**

Acres: 77  
No. of Businesses: 96  
Jurisdiction: City of Madison

### **SIC Classification:**

1% construction, 4.2% manufacturing, 1% transportation/communication/utilities, 4.2% wholesale trade, 41.7% retail trade, 6.3% finance/insurance/real estate, and 41.7% service industries.



### **List of Businesses:**

Jacobs Electric Inc., Morningstar Foods (now vacant), Union Labor News, Insty-Prints, Mayland Printing Company, Ryan Brothers Ambulance Service, Lifeline-Meriter Hospital, Walgreens Health Initiatives, J & K Communications, Johnson Brothers Coffee Corporation, Quality Ace Hardware, Asian Midway Foods, Oriental Food Mart, Kohl's Food Store, Lane's Bakery & Gift Shop, Oriental Shop, Acme Car, Dee's Amoco, Park Street Mini Mart, Clark Retail, Movin' Shoes, University Audio Repair, DNA Star Inc., Typetronics, La Hacienda Restaurant, Oriental Wak, Curve, I'm Here, Famous Dave's Bar-B-Que, Josie's Spaghetti House, American Lunch Inc., Jade Garden, Vientiane Inn, Taj House, Arby's, Bennett's On the Park, Rustic Tavern, Klinik, Dudley's Madison Labor Temple Lounge, Atomic Interiors, Madison Church Supply, Para-Bills Inc., George's Flowers Inc., Grant Electronics Inc., Madison Typewriter & Business Machines, Morfey's Limbs & Braces Inc., Andrew Balkin Editions, Beltone Hearing Aid Center, Bob's Ball Park, Park Bank, Money Mart, Western Union, Discount Commodity Inc., State Farm Insurance, Gorman & Company, Herbert Yee's Laundry, 12 Roses Hair Design, En-Vogue Hair Design, Head Quarters, Rick Roffler's Family Hair Salon, Wayne's Barber Shop, Arlan's Hair Designs, Park Street Shoe Repair, H & Block Inc., Kneaded Relief Therapeutic Day, Northern Building Maintenance, Landman Interactive, All Secure, Sarko Building Inspection Inc., Enterprise Rent A Car, Ideal Body Shop, Renew Auto Body, Midas Auto Systems Experts, Hansen's Auto Service Center, Judd's Radiator Service, Octopus Car Washes, Valvoline Instant Oil Change, Jacobs Light House Inc., Grant Communications, J & K Lock and Security Pros, Madison Medical Center, First Choice Dental Group, UW Health Physicians Plus, Meriter Hospital US Army Reserve Hospital, Williams Dental Lab Inc., Unemployment Compensation, Space Place, Energy Assistance-Dane County, Women's Transit Authority, Ginger Ail, South Central Federation-Labor, and Project Bootstrap



## Park Street Corridor (South of Wingra Creek)

### Description of Area:

Mainly retail and service businesses. Several ethnic restaurants and groceries. Villager Mall anchors the southern end. Public services are prevalent: Madison South Police District, Madison Fire Station #6, South Madison Branch Library, South Madison Health & Family Center, Dane County Human Services, and others. This area also includes the South Transfer Point, where a number of Madison metro buses stop and passengers transfer from one line to another.

### Access Points:

Wingra Drive, Beld Street, West Badger Road, West Beltline Highway

### Traffic Counts:

30,550 vehicles between Wingra Drive and Beld Street; 35,350 vehicles per day north of West Badger Road; 33,600 vehicles per day between West Badger Road and West Beltline Highway

### Business Facts:

Acres: 71  
No. of Businesses: 65  
Jurisdiction: City of Madison and Town of Madison



### List of Businesses:

Mountain Landscape Design, ABC Seamless Siding, First General Services of Madison, Mobile Pallet, Accurate Heating & Cooling, McGinn Bindery, QED International Corporation, Harris Travel Agency, All Metal Recycling, Home Specialists, Mobile Mulches, Open Pantry Food Mart, Yue-Wah Oriental Foods, Thorstad Chevrolet Inc., Thorstad Chevrolet Geo Used, GTC Auto Parts, Comstock Firestone, Eldorado Tire of Wisconsin, Francois Oil Company/Citgo Quik, Park Street Mobil, Villagers Sports Town, Taco Bell, El Pastor, McDonald's, Burger King, Walgreens Drug Store, Community Thrift Store Inc., St. Vincent De Paul Store, Mister Money USA, Madison Telecom Inc., National Pedorthic Services, K Beauty Supply, Park Bank, Madison's Cash Express, Equity Property Management, Wisconsin Management Company, Wayne Joseph Corporation, Robert Cox Realty, Condo Shoppe, VIP Nails, Motown Beauty Supply, Jackson Hewitt Tax Services, Clean Power, Color Tyme Inc., Thorstad Leasing Inc., Capital Studios, Dashed Recordings & Production, Park Street Garage, Bernie Wedig's Auto Service, Box Office Video, E & N Training, Madison Community Health Center, Work & Learning Center, South Madison Library, Planned Parenthood, Thomas & Associates, ACS Clinic, Attic Correctional Services Inc., Family Enhancement, Madison Inncity Council, Winsrs for Christ Inc., South Madison Health & Family, CESA, and Dane County Human Services Department

### SIC Classification:

7.7% construction industries, 4.6% manufacturing, 1.5% transportation/communication/utilities, 1.5% wholesale trade, 35.4% retail trade, 10.8% finance/insurance/real estate, 33.8% service industries, and 4.6% public administration.

## ***Culmen Industrial Area***

### **Description of Area:**

A one-block long street which dead ends at railroad tracks.

### **Major Features:**

Directly off of Fish Hatchery Road. Rail access

### **Business Facts:**

Acres: 21  
Number of Businesses: 8  
Jurisdiction: City of Madison and Town of Madison

### **List of Businesses:**

Stephenson Tree Care Inc., Oberg Mechanical Inc., P J Schleicher Excavating, Oakwood Services Limited, Evergreen Transportation Corporation, Tubes'n Hoses of Madison, Stefan Mittler Monuments Inc., and Abjalene Auto Repair

### **SIC Classification:**

12.5% agricultural services, 25% construction industries, 12.5% manufacturing, 12.5% transportation/communication/utilities, 12.5% wholesale trade, 12.5% retail trade, and 12.5% service industries.



## ***Gilson Industrial Area***

### **Description of Area:**

Predominantly one-story buildings built in the 1950s. Surrounded by residential uses on north, south, and west and public park on east.

### **Major Features:**

Access to two rail lines

### **Business Facts:**

Acres: 13  
Number of Businesses: 18  
Jurisdiction: City of Madison

### **List of Businesses:**

Busker Construction Company, Morgan Plumbing Company, Not Just Kitchens, Tilsen Roofing Company, Durfee Roofing Company, Madison Taxi, ACS-Madison Taxi, Ellis Wholesale Inc., AKO Custom Carpet Design, R E Golden Produce, Kendrick Group, Miller's Eats & Treats, Tropical Fish World, Miller's Ice Service, Style & Grace Salon, Badger Contractors Rental, Exogenic Systems, and Abode

### **SIC Classification:**

27.8% construction industries, 11.1% transportation/communication/utilities, 16.7% wholesale trade, 22.2% retail trade, 16.7% service industries, and 5.6% not classified.





# Chapter 3: Recent Planning Activities and Investments

## South Madison Planning Activities

It is important in any planning process to identify other planning processes and/or project initiatives within the planning area. The Greater South Madison area has had several planning initiatives undertaken over the last three years. Since the geographic area is split between two jurisdictions, City of Madison and Town of Madison, short-range and long-range plans have been prepared to address the economic development, housing, land use, parks and open space, and transportation issues by the respective jurisdictions. In an historic event, the City of Madison, City of Fitchburg, and Town of Madison have signed a cooperative boundary agreement that would dissolve the Town of Madison over the next twenty years. A summary of planning activities that have been undertaken in the last three years in the South Madison area is found below. (See Map 4.)

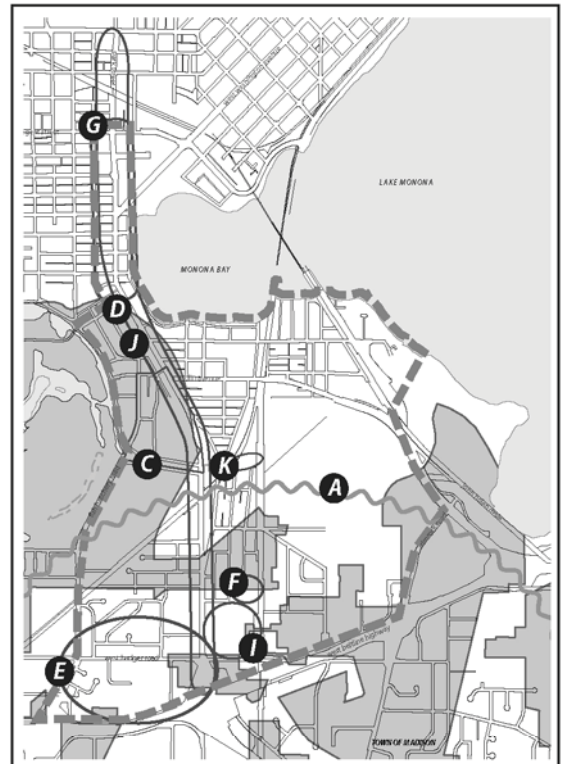
**Town of Madison Neighborhood Revitalization Strategy Area Plan (2001).** A portion of this plan assesses redevelopment potential, infrastructure improvements, and streetscape improvements at the northeast corner of South Park Street and West Badger Road intersection, Madison Mobile Home Park area, and Nygaard Street area. Contact: Town of Madison. Telephone: (608) 210-7260.

**Park Street Revitalization: Possibilities to Reality Report (2001).** A report that supports a vision for South Park Street. The report divides the Park Street corridor into four revitalization nodes (from Lake Mendota to West Beltline) and identifies public-private investment opportunities within the districts. Contact: South Metropolitan Planning Council. Telephone: (608) 260-8078. Email: [smpc@terracon.net](mailto:smpc@terracon.net)

**Penn Park Master Plan (2002).** The master plan identifies near-term and long-term park improvements for Penn Park. The City of Madison Parks Division budget and a \$35,000 grant provided initial funds to improve priority projects. Contact: Madison Parks Division. Telephone: (608) 266-4711. Email: [parks@cityofmadison.com](mailto:parks@cityofmadison.com)

**Town of Madison Site Redevelopment Strategy and Concept Plan (2002).** The plan identifies potential redevelopment sites and proposed land uses along the South Park Street corridor. Contact: Town of Madison. Telephone: (608) 210-7260.

**City of Madison, City of Fitchburg and Town of Madison Cooperative Plan (2003).** The plan establishes a new permanent boundary between Fitchburg and Madison and will result in the eventual dissolution of the Town of Madison at the end of the protected period (up to 20 years). Contact: City of Madison Attorney's Office. Telephone: (608) 266-4511. Email: [attorney@cityofmadison.com](mailto:attorney@cityofmadison.com)



### SOUTH MADISON PLANNING ACTIVITIES

- A** City of Madison - Town of Madison Cooperative Agreement
- B** South Madison Neighborhood Plan
- C** Wingra Creek BUILD
- D** Urban Design Guidelines for Park Street Corridor
- E** Redevelopment District Plan: Ann Street-Badger Road-Park Street Area
- F** Penn Park Master Plan
- G** Park Street Capital Improvement Work Group
- I** Town of Madison Neighborhood Revitalization Strategy Area Plan
- J** Park Street Revitalization: Possibilities to Reality Report
- K** Wingra Creek Stabilization Project

***Wingra Creek Parkway Master Plan (2004).*** The Wingra Creek Parkway Master Plan addresses environmental concerns and recreational opportunities for Wingra Creek from Fish Hatchery Road to Olin-Turville Park. The Master Plan identifies improvements to be undertaken from 2004 to 2008. Contact: City of Madison, Engineering Division. Telephone: (608) 266-4059. Email: [engineering@cityofmadison.com](mailto:engineering@cityofmadison.com)

***Urban Design Guidelines for Park Street Corridor (2004).*** A set of design guidelines for private properties and public streetscapes from Lake Mendota to West Beltline Highway. Contact: City of Madison, Department of Planning & Development. Telephone: (608) 266-4635. Email: [planning@cityofmadison.com](mailto:planning@cityofmadison.com)

***Tax Incremental Finance (TIF) District 26.*** An amendment to the original TIF district will allow capital improvements along South Park Street (from West Johnson Street to Haywood Drive) that lie within TIF (Tax Incremental Financing) District 26. Streetscape amenities are planned. TIF district expires in September 2006. Contact: City of Madison, Community & Economic Development Unit. Telephone: (608) 266-4222. Email: [commdev@cityofmadison.com](mailto:commdev@cityofmadison.com)

***Badger-Ann-Park Street Redevelopment Report (2004).*** Redevelopment and revitalization strategies for the properties lying along Ann Street-Badger Road-Park Street area. \$2.5 million was allocated in the 2004 City of Madison budget to initiate redevelopment strategies for two South side areas. Contact: City of Madison, Community Block Grant Office. Telephone: (608) 267-0740. Email: [cdbg@cityofmadison.com](mailto:cdbg@cityofmadison.com)

***South Madison Neighborhood Plan (2004).*** Mid-range plan that identifies public and private improvements in the areas of Bay Creek, Bram's Addition, Burr Oaks, and Capitol View Heights neighborhoods. Contact: City of Madison, Department of Planning & Development. Telephone: (608) 266-4635. Email: [planning@cityofmadison.com](mailto:planning@cityofmadison.com)

***Wingra Creek BUILD I and II (Better Urban Infill Development) Report (2004).*** Conceptual designs, market feasibility study, and redevelopment assessment strategies of the properties bounded by South Park Street on the east, West Wingra Drive on the south, and Fish Hatchery Road on the west and north. Contact: City of Madison, Department of Planning & Development. Telephone: (608) 266-4635. Email: [planning@cityofmadison.com](mailto:planning@cityofmadison.com)

***Ad Hoc Swimming Pool Committee (2005).*** The Ad Hoc Swimming Pool Committee, under the direction of Parks Division, determined the locations and features for the first public swimming pool. Franklin Field, due to its central location and proximity to the West Beltline, was the first choice for this pool. The appointed committee, and the subsequent site selection of Franklin Field, was started after the completion of the South Madison Neighborhood Plan.



## ***South side Institutional Investments***

South Madison has experienced recent investments by South side institutions in the last few years.

1. **Mt. Zion Baptist Church.** Mt. Zion Baptist church was relocated to Fisher Street during the 1960s as its membership grew and moved from “the Bush” to South Madison. On August 29, 2004, a \$3 million building totaling 35,000 square feet was opened. Phase I includes a new narthex, sanctuary and balcony, with a seating capacity of 500 people, and lower level classrooms, administrative offices, a library/computer lab and support spaces. The facility will serve as a place of worship and social gathering place. It will also be used to operate health, bereavement and other ministries, faith-based programs, and other programs such as tutoring, mentoring, adult education, and alcohol and drug treatment. Phase II will also cost \$3 million and will include a family life center, a fellowship hall, and offices that will house numerous ministries serving the community.
2. **Catholic Multicultural Center.** In 1946, St. Martin House was established by the Catholic Church for outreach to Madison’s African-American community. In 1970, the Catholic Diocese established a special office, Centro Guadalupe Pastoral Center, to serve Hispanic population in Madison. On the 25th anniversary of the founding of the Guadalupe Pastoral Center, a building was planned to replace the existing outgrown, outdated facility. The Catholic Multicultural Center was rebuilt in 2002 at a cost of \$3.2 million. The Center offers evening meals three times a week. In addition, it provides the following community services: pastoral services, a community nurse, children’s programs, job placement and legal services, computers, classes in English, and Spanish, a food pantry, and clothing for job interviews. The facility also offers meeting spaces for neighborhood or community activities at no fee. The Catholic Multicultural Center is also planning to begin outreach to the Southeast Asian community living on the South side.
3. **South Police District.** The South side was the first geographic area of Madison to have its own district police station. Initially, it was housed in a building rented from a private developer. However, the needs outstripped the size of that facility and in 2002, a new facility was completed at 825 Hughes Place at a cost of \$1.5 million. The station contains offices and support spaces for detective and patrol divisions, supervisory personnel, and administrative staff. The building also contains a large meeting room for community use.



*Mt. Zion Baptist Church recently completed its \$3 million building. Church leaders reaffirmed their commitment to the South side by staying in the neighborhood.*



*The Catholic Multicultural Center provides a host of neighborhood services: evening meals, food pantry, job placement, and computer classes. Outreach to the Southeast Asian population is one of their new focal areas.*



*The community room at South Police District Station is used frequently by neighborhood-based organizations.*

4. **Boys and Girls Club.** In 2001, the Boys and Girls Club of Dane County invested \$500,000 to expand their facility by 7,000-8,000 square feet. New space was targeted toward educational purposes: classrooms for tutoring and studying, a teen hall for activities and recreation, and a library. In 2002, the Boys & Girls Club spent \$125,000 to remodel its kitchen. The Club serves 150-200 meals daily and its kitchen is also used for cultural and community events such as health fairs, energy fairs, and banquets held not only by the club itself, but also by community groups including Mt. Zion Baptist Church and Centro Hispano. In 2003, the Boys and Girls Club spent \$30,000 to upgrade its playground that is used by the Boys and Girls Club, Child Development Inc. Daycare, and neighborhood children.



*The Boys & Girls Club of Dane County is a focal place for youth activity.*

5. **South Transfer Station.** In 1998, the South Transfer Station was completed at a cost of over \$900,000. It was the most costly of the four transfer points, due to its unique design. Located on the northwest corner of West Badger Road and South Park Street, its design and clock tower were created to emphasize its gateway location to the City. The transfer point and restructuring of bus routing resulted in better bus service. The landscaped greenspace has also become a gathering spot, with Madison Metro staff reporting picnicking on the grounds.



*Quality design and materials are essential to the image of the South side.*

6. **Lincoln Elementary School.** Several recent reinvestments have been made to Lincoln Elementary School. In 2001, a six-classroom addition was constructed at a cost of \$675,000 to accommodate the growing number of students in the Lincoln-Midvale campus. In 2004, a parking lot drop-off loop was built at a cost of \$124,000 to increase safety for children when boarding school buses. Also, playground equipment was relocated to allow for a proposed splash park and the asphalt playground was enlarged to accommodate Madison Municipal School District's Peaceful Playground program.



*Lincoln Elementary School improvements, such as the new playground area, has provided an enriching place for children.*

7. **Fire Station #6.** In 1987 the old Fire Station #6 at the intersection of South Park Street and Fish Hatchery Road closed and a brand new Fire Station #6 opened at 825 West Badger Road. The new station cost \$818,938 to build. It is centrally located on the South side, and has easy access to the West Beltline Highway. This 9,900 square foot brick building houses the City's core HazMat (hazardous materials) team and includes a large community room used for both in-house and community training. The community room is available by reservation to nonprofit organizations when not in use by the Fire Department.



*Fire Station #6 was relocated to its new Badger Road location to provide better service, particularly to the densely populated Badger Road corridor.*



# Chapter 4: Opportunity Analysis

## ***South Madison Opportunities Analysis***

Neighborhoods are dynamic, complex systems that are in the process of change, some gradually and others rapidly, depending upon a variety of factors. At the present, there is tremendous momentum occurring in South Madison to revitalize the South Park Street corridor and to enhance and upgrade the various residential neighborhoods, parks and open spaces, shopping areas, and anchor institutions. South Madison neighborhoods are undoubtedly vibrant culturally, economically, and as well as recreationally. To build upon these rich attributes - the people, natural resources, and location amenities - underscores the potential to improve the sense of identity of the South Madison neighborhoods. However, for such change to occur, public and private support will be required to alter the character of the South side. To better understand the intricacies of the South side neighborhoods, it is important to visually map the physical and other significant features that influence the past and present workings of the South side neighborhoods.



*Strengthening the market for ethnically, diverse stores would create a unique market niche.*

## ***South Madison: A Locational Overview***

South Park Street is the central gateway to the South side neighborhoods. It is the major entrance to Downtown Madison, UW-Madison campus, St. Marys and Meriter Hospitals, and other local medical facilities. The South Park Street-West Badger Road intersection is a prominent, visual location for those entering Madison from the south.



*South Park Street is a prominent connection from the West Beltline to the Downtown, UW-Madison, local hospitals, and among residential neighborhoods.*

The South Madison study area is divided north-south by Wingra Creek. Two residential nodes/neighborhood are located to the north and south side of the creek. These two distinctly different areas have their own character and personality. South of the creek, the neighborhoods are more racially diverse, though the neighborhoods have a strong sense of character. North of the creek, the area is strongly influenced by the health care facilities in addition to the University campus.

South Madison is split between two municipal jurisdiction: City of Madison and Town of Madison. Two separate municipal governments regulated the build-up of the area over time. Different development land use patterns as well as infrastructure network (i.e., sidewalks) are apparent depending on the jurisdiction.



## OPPORTUNITIES ANALYSIS LEGEND

-  GATEWAY FEATURE
-  FOCAL POINT
-  MAJOR ARTERIAL - S PARK STREET
-  COLLECTOR ROAD
-  NEIGHBORHOOD BOUNDARY
-  VIEW
-  MINOR EDGE
-  MAJOR EDGE
-  TARGET REDEVELOPMENT AREA
-  PARKS AND OPEN SPACE

Map 5: South Madison Opportunities Analysis

## Major Barriers

### Physical Barriers

Natural and physical barriers have greatly influenced the various linkages that interconnect the four neighborhood areas. (See Map 5.)

- The South Madison study area has strong, well-defined edges. The West Beltline Highway on the south, Fish Hatchery Road on the west, and John Nolen Drive on the east create explicit, impenetrable barriers, especially to pedestrian movement.
- While the majority of the neighborhoods have good north-south transportation connections, the east-west connections are inadequate. These physical barriers, in connection with the other major arterial street systems, create an environment where neighborhoods are not connected with one another, creating the potential for isolation.
- The Union Pacific Railroad line, running north-south in the eastern section of the neighborhoods, is another strong edge due to its elevated grade, which, transverses the



*South Park Street is an arterial street that carries 40,000-50,000 vehicles daily. Safe crossings at key intersections is critical in promoting pedestrian-oriented shopping areas.*



neighborhood from West Badger Road to West Olin Avenue. Within this 1.1 mile distance, there are only two points for pedestrians to cross and only one point for vehicles to cross in the east-west direction.

- Wingra Creek, a navigable waterway, runs east west, parallel to West Wingra Drive. Since pedestrians transverse South Park Street to access the abundance of goods and services available to them, an ongoing conflict remains between vehicular traffic and pedestrian traffic throughout the length of the South Park Street corridor.



*The Union Pacific Railroad track is one of the barriers for east-west connections between South side neighborhoods.*

## Political - Social Barriers

South Madison is located within two distinct jurisdictions: City of Madison and Town of Madison. For the most part, neighborhood residents, the local business community, and the Madison and Dane County region are oblivious to the differences in past and current governmental policies, services, and priorities that have influenced the growth on the south side. However:

- The difference in multiple jurisdictions, between the City of Madison and Town of Madison, have created difference in the land use planning, capital improvements, and delivery of services.
- Perceptions of the South side of Madison - that of being higher crime, lower income households, risky business ventures - has hampered the reinvestment in a vibrant community.
- Fast growth of racial and ethnic groups -Southeast Asian and Hispanic - has created language barriers for individuals in the areas of business development, education, services, and housing.



*Several streets do not have sidewalks, leaving pedestrians without a safe place to walk.*

## Major Opportunities

- South Park Street is the southern entrance to major employment centers of Madison: University of Wisconsin-Madison, St. Marys Hospital, Meriter Hospital, and Downtown Madison.
- The characteristics of the South Park Street corridor vary considerably from the southern to the northern end; suggesting that the revitalization of the corridor be examined by nodes. In an earlier study, *Park Street Revitalization: Possibilities To Reality Report*, four districts were identified based on the differing character of South Park Street: 1) Community Entrance Gateway; 2) Wingra Creek; 3) Little Isthmus; and 4) Downtown/UW Gateway. Because all four neighborhoods abut South Park Street, the main thoroughfare through the study area, the attention given



*St. Marys is a major institution located just to the north of the planning area. It is one of the major employers and its employees purchase goods and services in the area.*



South Park Street will be the key element in uniting, blending and connecting these neighborhoods together.

- St. Marys Hospital, Meriter Hospital and Dean Clinic are stable institutions that have historically invested in the future of their properties. Moreover, they represent a vital lifeline of the neighborhoods by providing a strong job market, purchase of neighborhood goods and services, and providing funding for neighborhood-based projects.
- Celebration of the different cultures is a strong influence on the vibrancy of the neighborhoods: public art, restaurants, retail stores, centers of worship, and gathering places are rich in the African-American, Hispanic, and Southeast Asian cultures.
- The South Madison neighborhoods have several places where the cultural, educational and social activities of the community have traditionally been situated or are growing to preserve cohesive neighborhoods. The anchoring institutions include, but not limited to: Lincoln Elementary School, Wright Middle School, Franklin Elementary School, Boys and Girls Club of Dane County, South Madison Branch Library, South District Police District, Mt. Zion Baptist Church, St. Marks Lutheran Church, Catholic Multicultural Center.
- The neighborhoods hold the public schools in high esteem as a place of learning, as well as a place of gathering for both children and neighborhood residents. There are three schools in this neighborhood: Franklin Elementary, Lincoln Elementary, and Wright Middle School. The stability of the educational centers is a priority for the future growth of the area.
- South Madison has a wealth of natural resources within its localize boundaries as well as in close proximity. Major community assets such as Turville-Olin Park, Quann Park, Vilas Park, Vilas Zoo, Wingra Creek, and the UW Arboretum-many with lake access or views of the water. The principal disadvantages of the underutilized nature of South Madison's open spaces include the lack of knowledge of the resources available and secondly, the lack of accessibility due to the numerous physical barriers. As a result of these barriers, these open spaces have limited value for local residents, as they are unable to tap into these resources.



*The vacant gas station and tire store site at South Park Street and West Badger Street redevelopment project.*



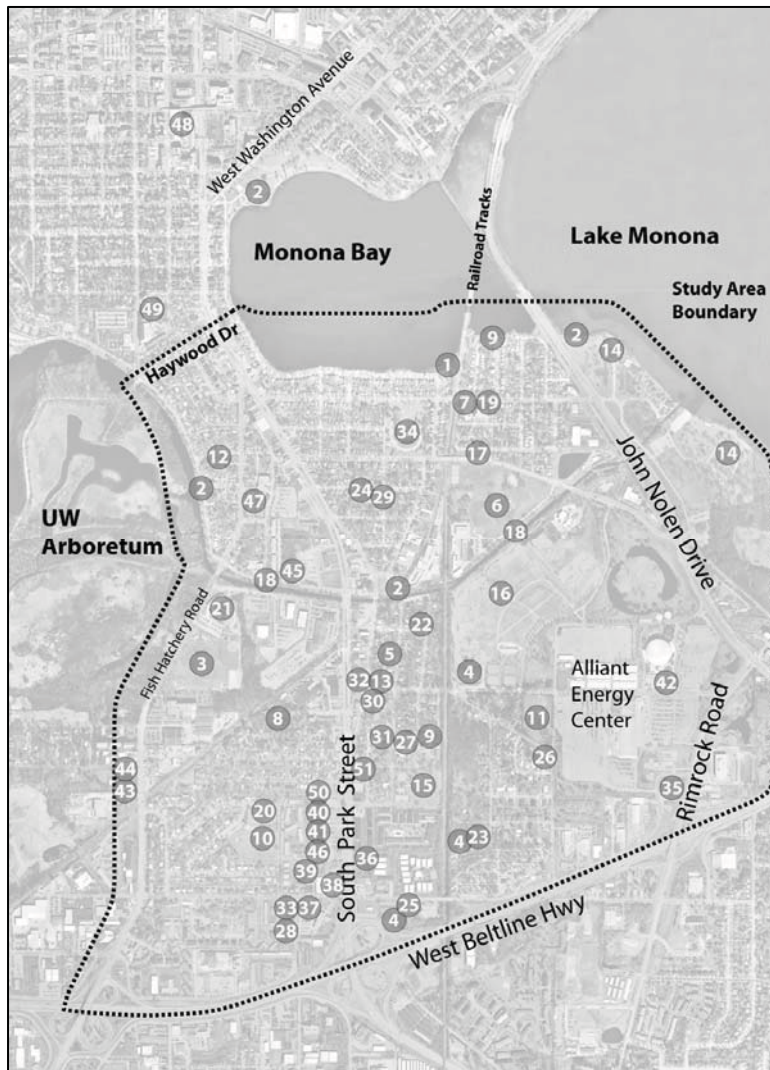
*Franklin Elementary School is a pair-school with Randall School. Franklin has kindergarten thru second grade and is an asset to young families in the neighborhood.*



*South Madison is close to many regional attractions such as Vilas Park, Beach, and Zoo.*

## Major Assets

South Madison is abundant in resources. Map 6 shows some of the assets on the South side.



Map 6: South Madison Asset Map

### Asset Map for South Madison

#### Parks & Open Space

1. Bernie's Beach and South Shore Drive Open Space
2. Bicycle Paths
3. Bowman Field
4. Quann Community Gardens
5. Fisher St. Playground
6. Franklin Playfield (Site for Goodman Pool)
7. Franklin School Playground
8. Heifetz Park
9. Street End Open Spaces
10. Lincoln School Playground
11. Lyckberg Park
12. Midland Park
13. Neville Park
14. Olin-Turville Park
15. Penn Park
16. Quann Park and Dog Park
17. Van Deusen St. Right of Way
18. Wingra Creek Parkway

#### Public Schools

19. Franklin Elementary School
20. Abraham Lincoln Elementary School
21. James E. Wright Middle School

#### Centers of Worship

22. The Alternative
23. Apostolic Assembly Church (Temple Emmanuel)
24. Faith Community Christian Church
25. Fountain of Life
26. Mt. Olive Church
27. Mt. Zion Baptist Church
28. Prayer Center
29. St. Mark's Lutheran Church
30. St. Paul's United Holy Church

#### Community Centers and Service Centers

31. Boys & Girls Club of Dane County
32. Catholic Multicultural Center
33. Centro Hispano
34. South Madison Coalition of the Elderly

#### Financial Institutions

35. Dane County Credit Union
36. Park Bank

#### Government Services

37. City of Madison Fire Dept. Station 6
38. City of Madison--Madison Metro South Transfer Point
39. City of Madison Police Dept. South District
40. City of Madison South Branch Public Library
41. Dane County Department of Human Services
42. Dane County Coliseum & Alliant Energy Center
43. Town of Madison Police & Fire
44. Town of Madison Town Hall
45. U.S. Post Office South side Station

#### Adult and Continuing Education

46. Madison Area Technical College

#### Hospitals & Medical Health Clinics

47. Dean Clinic
48. Meriter Hospital
49. St. Marys Hospital Medical Center
50. South Madison Health & Family Center
51. Wingra Family Medical Center



# Chapter 5: Vision, Goals, and Objectives

South Madison is a vibrant place to live, shop, and to experience the cultural and ethnic diversity that it offers. Both neighborhood residents and the business community support many of the changes that are occurring on the South side. Developing a neighborhood plan is just one way that residents can become involved in the decision-making process, which ultimately shapes the outcome of their community. To be proactive, to anticipate change and to continually build upon existing resources, will lead to a deliberate dialogue in the direction, support, and advocacy that is required to initiate the positive changes that South side residents are striving for.

## Vision Statement

The South Madison Neighborhood Steering Committee (SMNSC) developed a vision statement that captures the essence for the future of the South side (see sidebar). With their strong acknowledgement that the Park Street corridor is the backbone of the neighborhood, they also reaffirmed the vision statement generated from the *Park Street Revitalization: Possibilities to Reality Report* (2001). It is crucial for the visions to work together – to complement each other – to ensure the South side becomes the place both residents and businesses will cherish.

## Neighborhood Goals and Objectives

The SMNSC identified nine major goals. The goals and associated objectives are intended to guide future policy decisions regarding South Madison.



*South side Farmers Market is an example of the community working together to provide a local shopping experience. (Photo courtesy of Sarah King)*

### South Madison Neighborhood Plan Vision Statement

South Madison will be a safe, attractive and healthy community to live, work, learn and play -- a place where:

- Cultural diversity thrives;
- Children are cherished;
- Deep community and social connections prevail;
- Pedestrians, bicyclists and motorists can safely and easily transit;
- Affordable housing is abundant;
- Compatible businesses locate and prosper;
- Parks are inviting to residents and visitors; and
- Green space is treasured.

### Park Street Revitalization: Possibilities to Reality Report

The South Madison Neighborhood Plan builds upon the *Park Street Revitalization: Possibilities to Reality Report*. Within this plan, the vision statement for Park Street was confirmed by the steering committee. It is:

Park Street will be a visually appealing and socially stimulating corridor by increasing economic multimodal travel, and capitalizing on the rich ethnic diversity of the surrounding neighborhood through partnerships with the surrounding neighborhoods and the University, the city at large, and the Downtown.



It is important to understand the character of a neighborhood when determining what to preserve, enhance, and change to make the neighborhood livable today and for future generations. The history of the neighborhood, the values of its residents, and the physical, social, and economic components that contribute to the well-being of the neighborhood are all important factors to review in planning for the future. Preservation of residential areas, reinvestment in business districts, and the well-planned redevelopment of underutilized properties are just some of the land use decisions that will ultimately influence the long-term stability of a neighborhood.

## **Goal 1: Neighborhood Character**

**Goal 1** – Respect and celebrate the cultural diversity of the residents and business community.

**Objective 1.1** – Support neighborhood cultural programs, services, and businesses that reflect the values and cultures of the south side.

**Objective 1.2** – Support expression of cultural diversity through physical design.

## **Goal 2: Neighborhood Land Use**

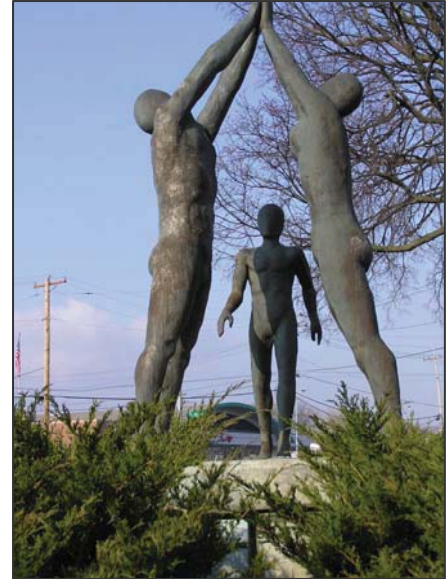
**Goal 2** – Promote sound and orderly development that will enhance the greater South Madison Neighborhoods.

**Objective 2.1** – Preserve single-family and two-family residential areas in the predominantly residential areas within the neighborhoods, while encouraging multi-family and mixed-use projects along major transportation corridors.

**Objective 2.2** – Provide adequate buffers between the residential and commercial, office and industrial uses. Encourage the gradual transition of industrial and heavy commercial uses directly adjacent to residential areas to more compatible uses. Relocate intense commercial and manufacturing uses to more appropriate sites within the neighborhood.

**Objective 2.3** Ensure that new infill single-family, multi-family, and mixed-use development within the interior of the neighborhood remains comparable with, and sensitive to, the existing form of the neighborhood, with particular attention to nearby structures.

**Objective 2.4** – Ensure that new infill multi-family, mixed-use, and commercial developments along and/or adjacent to the major transportation corridors incorporate traditional neighborhood design principles, especially regarding pedestrian-oriented features. Locate neighborhood commercial areas in close



*The Gateway Project is a landmark on Beld Street. Public art pieces celebrating the South side should be considered in new public or private developments.*



*Preserving single-family residential character is important, especially in the Bram's Addition Neighborhood that is threatened by speculative buying.*



*The corner of Park Street and West Wingra Drive is a key location that is presently underdeveloped and has tremendous potential to add new retail activity, economic development, and housing opportunities on site.*

proximity, or construct pedestrian/bike paths to commercial areas; enabling residents to walk or bike to shopping areas.

### **Goal 3: Neighborhood Redevelopment**

**Goal 3** – Promote and assist in the redevelopment of sites that will revitalize South Park Street Corridor into a place to live, work, and enjoy cultural experiences.

**Objective 3.1** – Support the redevelopment of underutilized sites to improve the economic vitality and appearance of South Park Street as the gateway corridor into Madison. Prepare redevelopment concepts for identified commercial nodes. New internal circulation (i.e., streets and sidewalks systems) should connect to existing street network, where possible.

**Objective 3.2** – Promote commercial, residential and/or mixed-use developments along South Park Street. Encourage a broad range of new housing, including market-rate and affordable housing, which gives a greater variety of people the opportunity to live and work in South Madison.

**Objective 3.3** – Aggressively secure public and private funds and/or develop new programs to accent private property owners to redevelop strategic sites.

**Objective 3.4** – Encourage the City of Madison to explore the acquisition of properties or other cooperative agreements to assist in the redevelopment of key properties. Identify projects that have the best potential to leverage public funds with private investment in redevelopment.

### **Goal 4: Business and Commerce**

Residents of South Madison are interested in the continued economic vitality of their neighborhood and its connection with the larger regional market. The area welcomes the continuation of businesses, expansion of businesses, and new business start-ups. A glimpse of South Park Street Corridor reveals a resurgence of new businesses. It is desirable to foster this new entrepreneurship, provide adequate space for businesses, and to attract other prominent businesses that would employ persons living within the neighborhood.

**Goal 4** – Promote the continuation of businesses, expansion of businesses, and new start-ups that fit the overall makeup the area.



*The Villager Mall a key redevelopment site. Its revitalization could spur additional economic vitality on the South side.*



*The Labor Temple has been a prominent neighborhood institution in the Park Street corridor since the early '50s. Retention of existing businesses is important. However, better utilization of the site could provide opportunities to improve economic conditions.*



*Cargo Coffee is one of the successful, neighborhood-oriented businesses to open recently on South Park Street.*



**Objective 4.1** – Develop strategies to attract growing businesses, such as those in the biomedical and high technology sectors that would be complementary to the strong economic base that the hospitals and University of Wisconsin-Madison currently provide.

**Objective 4.2** – Develop business strategies to attract and retain small- to medium-scale retailers, whose products are unique to the regional market, to create a vibrant mix of uses. South Park Street hosts international retailers and restaurants that are an important asset to continue to nurture.

**Objective 4.3** – Develop a marketing plan for South Park Street Corridor. Explore the creation of a BID (Business Improvement District) to implement coordinated marketing plans.

**Objective 4.4** – Improve the internal circulation in the areas zoned for commercial and manufacturing uses off of Fish Hatchery Road and South Park Street. Attract employers to the available commercial and industrial zoned properties.



*La Movida, a Spanish radio station, has recently opened its doors on South Park Street.*

## **Goal 5: Housing**

The spatial relationship of housing to other land uses, the level of potential home ownership and renter opportunities, and the connection of housing to the other important features of the neighborhood: is important in the appeal of the neighborhood for residents wanting to stay and invest in the long-term health of their neighborhood.

**Goal 5** – Promote an array of housing opportunities that will attract owner-occupied and long-term renter-occupied households in the neighborhood and support investment in their properties.

**Objective 5.1** – Preserve the predominantly single- and two-family housing stock, with the exception of redevelopment sites located along and/or adjacent to the major transportation corridors.

**Objective 5.2** – Promote homeownership opportunities throughout the neighborhood, especially in existing single-family to four-unit dwelling units.

**Objective 5.3** – Encourage a broad range of new housing, including market-rate and affordable housing, which gives a greater variety of people the opportunity to live and work in South Madison.

**Objective 5.4** – Ensure the availability of quality, affordable, owner- and renter-occupied housing for low and moderate-income households that are dispersed throughout the



*Preserving single-family homes will help strengthen and retain residential areas.*



*South Madison has limited affordable home ownership opportunities. Conversion of renter-occupied, multi-family units to owner-occupied units is one strategy to increase the pool of owner-occupied housing.*



neighborhood. Explore alternative and non-traditional housing solutions such as co-housing that will provide greater choice in affordable dwelling units.

**Objective 5.5** – Encourage the rehabilitation of both single-family and multi-family dwellings to provide safe, decent, quality housing. Minor and major updating of electrical, plumbing, weatherization, and energy efficiency systems will help improve housing conditions and provide more affordable housing expenses.

**Objective 5.6** – Ensure the availability of quality, senior housing within or adjacent to the neighborhood.

## Goal 6: Parks and Open Space

The location of neighborhood parks and open space areas, the type of active and passive recreational opportunities at the parks, and the ease of access by individuals of all ages are important contributing factors to the attractiveness of a neighborhood.

**Goal 6** – Create a balanced system of neighborhood parks and accessibility to the natural resources in the Greater South Madison area.

**Objective 6.1** – Improve existing recreational and open space facilities including the accessibility to parks, park facilities, and community gardening areas.

**Objective 6.2** – Develop an interconnected system of parks, greenways, and trails to take advantage of the close proximity to the natural resources within the neighborhood, such as the UW-Arboretum and Dane County Parks system to the south of West Beltline Highway.

**Objective 6.3** – Work with the Madison Metropolitan School District and Parks Division to ensure that school sites and parks planning are coordinated with each other. Develop parks adjacent to public schools and open space corridors to capitalize on the benefits provided by combining the public lands.

## Goal 7: Transportation

Safe pedestrian and vehicular movement is a key to accessing community facilities, opening up recreational lands, purchasing goods and services in the business districts, and strengthening the connection between neighborhoods.

**Goal 7** – Provide a balanced, efficient, and safe transportation system for pedestrians, bicycles, mass transit, and automobiles.



*Franklin Field serves the region and South side neighborhoods.*



*Community gardens at Quann Park have been a chance for neighbors to get to know one another. (Photo courtesy of Sarah King)*



*Pedestrian crossings, such as traffic islands, on interior residential streets make the neighborhood a more attractive place to live.*

**Objective 7.1** – Develop strategies to improve pedestrian crossings at key arterial intersections while implementing traffic calming devices to address safety issues on local streets.

**Objective 7.2** – Develop strategies that improve the east-west street connectivity, in addition to other multimodal connections, across South Park Street to enhance movement of people among South side neighborhoods.

**Objective 7.3** – Improve and/or complete links to the existing system of bicycle paths, bicycle lanes, and sidewalks that provide access to schools and other important public areas.

**Objective 7.4** – Develop alternative transportation options, such as a trolley system, to improve multimodal transportation services on the South side.



*Safe pedestrian movement at Bram and Koster Streets is a high priority.*

## Goal 8: Urban Design

Urban design represents the component of neighborhood planning that addresses the livability, identity, and physical quality of the community. Planned investment of public amenities, landscaping, and overall marketing of the area is imperative to the overall identity of residential and commercial districts.

**Goal 8** – Enhance the appearance of South Madison’s principal gateways, arterials, and commercial business districts by improving the visual quality and functionality of both public and private lands.

**Objective 8.1** – Improve the aesthetics of the major gateways and transportation corridors leading into and through the neighborhood by securing public-private funding from the City, State of Wisconsin DOT, and/or Federal government at the time of major street reconstruction.

**Objective 8.2** – Develop design standards for private properties along the South Park Street Corridor to ensure that high quality design is incorporated into any major rehabilitation of existing structures and/or new multi-family residential, commercial, and mixed-use developments.

**Objective 8.3** – Enhance the aesthetics of commercial districts and centers by encouraging existing businesses to upgrade building façades, improve landscaping of the site (including parking lots), and install unique design features, such as public art, wayfinding signage, street furniture, or other compatible features that help improve the overall appearance of South Madison.



*Placement of new buildings closer to the sidewalk will improve the pedestrian-orientation of the street.*



*Bike racks are an example of streetscape amenities that could improve the aesthetic appeal of South Park Street and promote biking and walking to neighboring destinations.*

**Objective 8.4** – Improve the streetscape and pedestrian environment within existing commercial areas with trees, landscaping, screened service areas, attractive signage, continuous pedestrian walkways, pedestrian-scale lighting and other amenities.

## **Goal 9: Public Infrastructure Investment**

Continued maintenance and upgrading of the public infrastructure is important if there is to be continued private reinvestment in the area. One measure of the overall well-being of a neighborhood is the capital investment in the public infrastructure i.e., such as streets, sidewalks, and curb and gutter.

**Goal 9** – Promote continued investment in the public facilities and public infrastructure.

**Objective 9.1** – Maintain, upgrade, and/or expand major neighborhood institutions such as community centers, centers of worship, public libraries, and schools.

**Objective 9.2** – Improve the public infrastructure, such as curb, gutter, and sidewalk on arterial, collector and other well-traveled streets. Install urban amenities such as light fixtures, wayfinding, benches, bus passenger shelters and landscaping at the time of major public improvement projects.

**Objective 9.3** – Integrate public art into public and private spaces.



*Promote the use of City of Madison Facade Improvement Program to assist property-owners/tenants in upgrading the appearance of their buildings.*



*Mt. Zion recently dedicated a new addition to the church that shows a strong commitment to the neighborhood. Churches are very important community building institutions.*





# Chapter 6: Neighborhood Issues

The SMNSC identified eight issues to address in the neighborhood plan. Members of the Steering Committee, as well as residents and members from the business community that attended community forums contributed many other pertinent issues about the area. Due to time limitations, eight issues were considered feasible to develop specific recommendations within the timeframe of the planning process. It is hoped that other community-based organizations will address the issues not contained here to improve the quality of life in the neighborhood.

The eight issues that will be detailed in this plan include:

## 1. Land Use, Zoning and Redevelopment Opportunities.

Existing land uses as well as proposed land uses within the neighborhood are important to both South side residents and for the business community. The revitalization of the South Park Street Corridor will be the catalyst to help recreate the vitality of South Park Street and stabilize its adjacent neighborhoods. To ensure that new redevelopment projects are compatible with the residential neighborhoods, SMNSC proposed land use and zoning changes in the heart of some residential areas to preserve their traditional neighborhood character. In addition, development principles and conceptual designs for strategic redevelopment sites reflect future scenarios at key sites along the South Park Street Corridor.

- 2. Economic and Employment Growth.** The South side community wants to continue to promote economic growth. The South Park Street Corridor could host new and/or expansion of existing businesses, especially attracting ethnic businesses that would complement the food-related businesses (i.e., restaurants, groceries) resulting in a cluster of international cuisine. New start-up businesses that are complementary to the biomedical or other associated businesses in the area, can create well-paying jobs. The retention of neighbor-oriented businesses and services is critical to the neighborhood.

- 3. Housing Choices.** The South Madison neighborhood is an attractive place to live because of the array of housing choices. Residents would like to preserve the existing housing stock, promote owner-occupancy in existing single-family structures to four-unit structures, and encourage the upgrading of existing single- and multi-family dwellings. In addition, neighborhood residents support constructing new, high-quality, residential housing on appropriate sites, primarily along the South Park Street Corridor. The



*Preserving the residential character of the South side neighborhoods is extremely important. Maintaining a balance of single-family to three-unit apartments at levels of today is a benchmark. However, conversions of single-family homes into non-owner-occupied units is contrary to the neighborhoods' goal of promoting affordable, owner-occupied housing within the neighborhoods.*



*Mexican, Chinese, Japanese, Middle Eastern, Korean, and Vietnamese restaurants and/or grocery stores are clustered along the Park Street Corridor. American, Southern, and other cuisines make South Park Street a destination place to eat and shop!*

community would like new developments in commercial areas to provide housing units in the upper stories, whenever feasible. One of the major objectives of the neighborhood is to continue to provide quality, affordable owner-occupied and renter-occupied housing choices distributed throughout the neighborhood.

- 4. Park and Open Space Opportunities.** South Madison has a wealth of natural resources within or adjacent to its boundaries. Lake Monona, Monona Bay, and Wingra Creek provide water recreation. Active and passive recreation activities are enjoyed at Olin-Turville Park, Franklin Field, Penn Park, and Quann Park. Small pocket parks, such as the Franklin and Lincoln Elementary School playground, are also scattered throughout the neighborhoods. The SMNSC recognizes this great opportunity to improve the existing park system: improving its accessibility; creating more recreational opportunities and usable space in existing open spaces; and linking the existing park system to the larger recreational lands offered by the Madison Metropolitan School District, UW-Arboretum, and Dane County Parks.

- 5. Safe Pedestrian & Vehicle Movement – Park Street Corridor and Residential Streets.** The Park Street Corridor is an arterial street that transcends the neighborhood. Businesses located along the corridor are fortunate to have excellent access to a local and regional transportation system that makes South Madison a relatively easy place to access. While neighborhood residents recognize South Park Street’s arterial status, and the function it provides for both local and regional growth, it is the desire of many South side residents to make South Park Street safer and more pleasant for pedestrians, bicyclists, transit riders, and local traffic. Safe pedestrian and vehicular movement is key to transforming Park Street into a more walkable area. Redeveloped public space, such as public markets and public gathering places, is just one method that will encourage greater pedestrian activity.

- 6. Interconnectedness of Neighborhoods.** The historic event of the planned annexation of the Town of Madison reemphasizes the importance of improving the interconnectedness of the east-west roadway system that has proven to be a barrier in the past. The extension of existing streets traversing South Park Street will improve the movement of people throughout the neighborhood. Safe pedestrian and efficient vehicular movement are keys to opening up the use of recreational lands, allowing easy access to goods and services throughout the neighborhoods, and strengthening the connection between resident-based organizations to the east and west of South Park Street. A street car trolley system moving up and down South Park



*Providing affordable, owner-occupied housing opportunities, such as the conversion of multi-family apartments to condominiums, will open the housing market up to individuals who want to place their roots on the South side.*



*Cooling off on a Summer day at a splash park! Burr Oaks residents are embracing the idea of a collaborative agreement between the City and School District to create a neighborhood park. and school.*



*Crossing South Part Street is paramount to residents. Safe crossing at key intersections for residents to access community centers, public library, social services, and shops is a “must” in future designs of public and private redevelopment on the South side.*



Street is one possible transportation initiative that could link major destination points, major employment centers and the South side.

- 7. Urban Design and Streetscape Improvements.** South Park Street is a major gateway into Downtown Madison. The momentum to revitalize South Park Street Corridor is growing considerably as the competitiveness with other communities throughout the greater Madison area is growing. Since the draw of clients and customers often depends on the perception of the area, it is important that the appearance of the South Park Street Corridor be enhanced, including the exterior of buildings and parking lots. Improvements to other key gateways leading into the South side neighborhoods will also help improve the overall image and perception of the area.

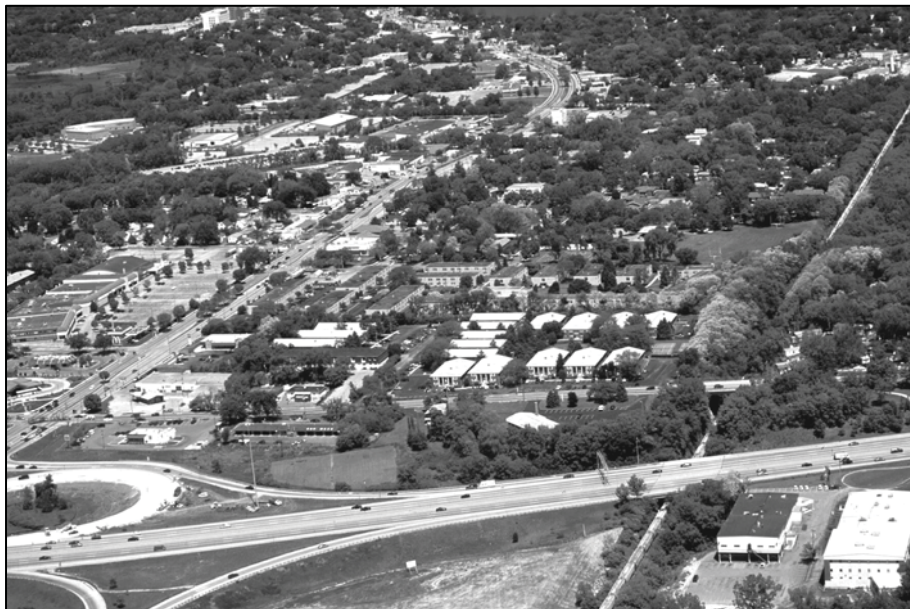


*An example of a street car used in Portland, Oregon's downtown and central city neighborhoods.*

- 8. Investment in Public Buildings and Infrastructure.** The South Madison neighborhoods take great pride in the quality of life on the South side. Continued reinvestment in the appearance of public rights-of-way, the maintenance of public infrastructure (such as sidewalks, streets, and lighting), and the enhancement of private properties will continue to increase the attractiveness and economic value of South side neighborhoods.



*Private and public investments, such as the South Police District Station, continue to stabilize the area.*



*Enhancing the gateway of the South side at South Park Street and West Badger Road is important to set the tone for the Park Street Corridor.*



# Chapter 7: Overview of South Madison Major Neighborhood Plan Recommendations

The SMNSC, by working with neighborhood residents, neighborhood-based organizations, and other major stakeholders, has formulated plan recommendations for the South Madison neighborhoods. The uniform theme that is evident throughout all of the recommendations is to create an environment that allows for human interaction between its residents. In building any community, the intent is to always to embrace its many existing assets and to maximize their value. This philosophy also holds true for the South Madison neighborhoods, as it is thought that, through private and public collaboration, new levels of creativity, opportunity, and quality of life can be achieved. Map 7 summarizes the major plan recommendations for South Madison. Details of the specific recommendations are located in the following chapters.

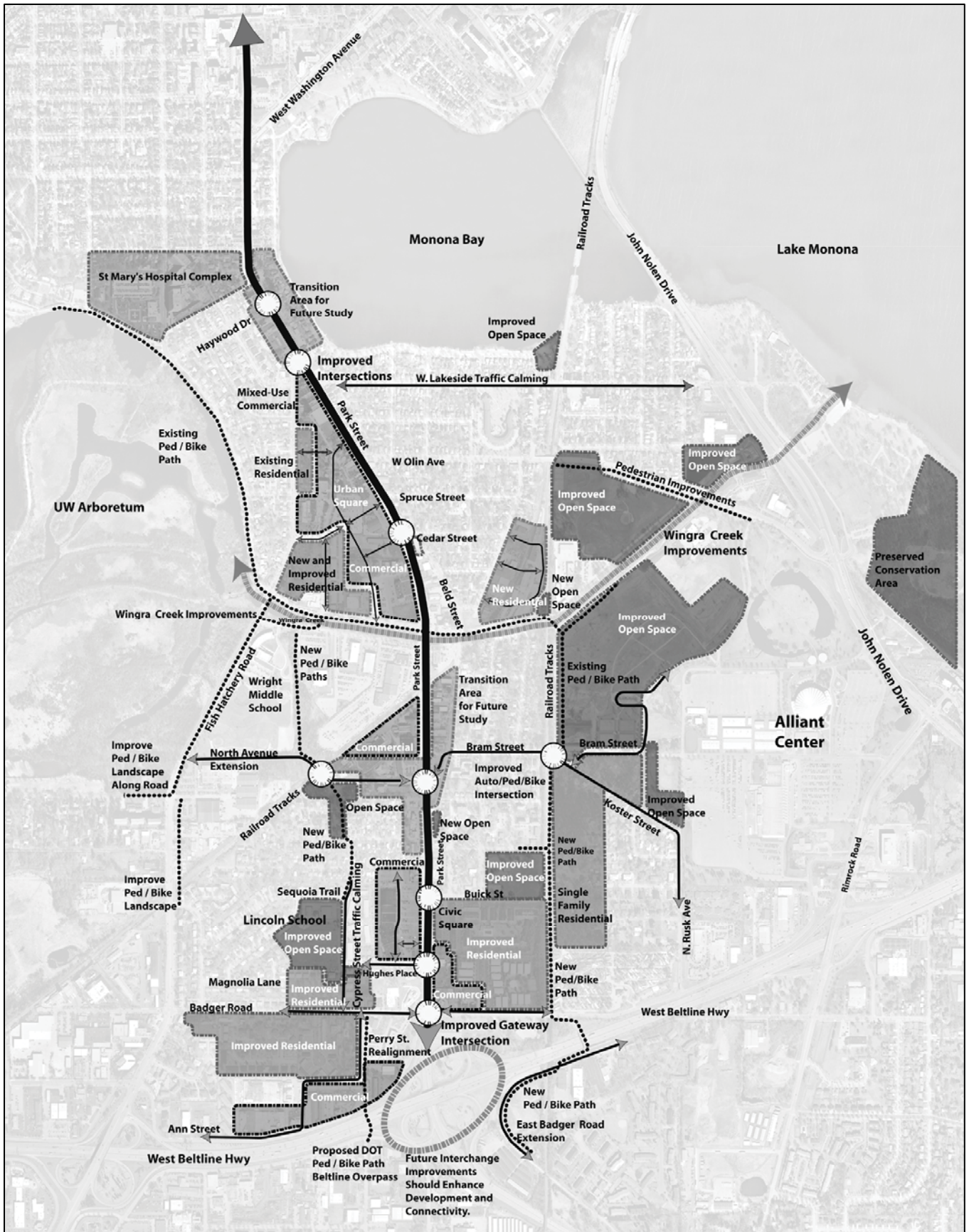
## ***Specific Plan Recommendations***

The South Madison Neighborhood Plan provides specific plan recommendations in the following areas:

- Chapter 8: Land Use
- Chapter 9: Zoning
- Chapter 10: Redevelopment
- Chapter 11: Business Climate
- Chapter 12: Housing
- Chapter 13: Parks and Open Space
- Chapter 14: New Street Network, Bicycle Paths, and Pedestrian Movement
- Chapter 15: Urban Design and Streetscape Improvements

The following chapters will provide detailed description of plan recommendations that have been generated from the South side community during the planning process. Many issues were raised by residents during the input phases, however, the SMNSC task was to narrow the extensive list to those plan recommendations that were deemed most valued for the long-term health of the South side community.





Map 7: South Madison Major Plan Recommendations



# Chapter 8: Land Use Plan Recommendations

## General Land Use

In 1983, the City of Madison adopted a Comprehensive Master Plan that provided a general land use guide for policy makers regarding changes to the City's physical environment. For the last two decades, the City's Comprehensive Master Plan has been periodically amended to reflect changes within the community. The City is currently updating and creating a new Comprehensive Plan to provide a broad planning framework for the future of the City. In addition, neighborhood plans, such as the South Madison Neighborhood Plan, have been adopted as part of the Master Plan to provide policy-makers with neighborhood specific information regarding future land use changes.

Since existing as well as proposed land uses within the neighborhood are important to South side residents and the local business community, it is important to capitalize on the opportunity to bring forth important land use issues that are facing the South side of Madison. The SMNSC examined the existing land uses and proposed long-term changes in specific areas of the neighborhood. The City's Comprehensive Plan will examine the proposed land uses within the South Madison Neighborhood Plan.

## Land Use Plan Recommendations

The SMNSC highlighted the importance of preserving the existing housing stock in the predominantly residential areas to ensure the continuance of the single-family, owner-occupancy nature that is common in a large portion of the planning area. Twelve geographic areas have been identified for proposed amendments to the existing land use map. (See Table 1 and Map 8). The SMNSC emphasized the desire to preserve the residential character in the interior of the neighborhoods; promote residential, mixed-use, or commercial along the major transportation corridors, and to retain commercial and manufacturing areas with the exception of one manufacturing area adjacent to a predominantly residential area on Gilson Street. Further details of specific areas are located in the Zoning and/or Redevelopment Section of this document.



*Redevelopment areas, such as the potential of the VFW Clubhouse site on West Lakeside Street, could possibly be a higher density, compact development. Views of Lake Monona from a 3-5 story building would be ideal for this site.*



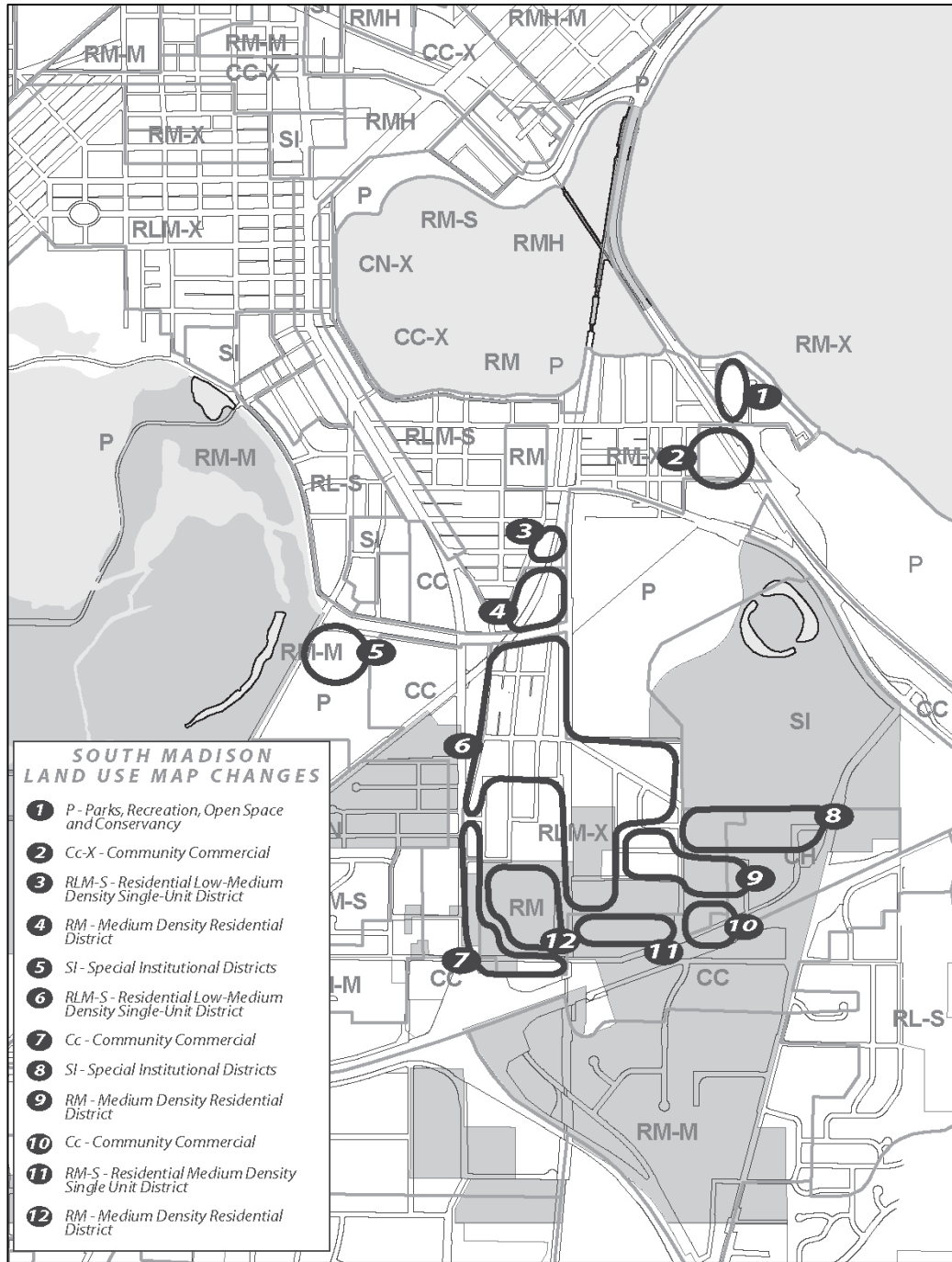
*Speculative acquisition of properties in the Bram's Addition neighborhood could possibly change the predominantly single-family nature of this area. Stabilizing the four-block area by downzoning could help retain its current character.*



*Transition of the Gilson Street industrial area to single-family and multi-family area (over the next 20 years or more) would provide additional housing opportunities in the neighborhood. The key for this potential land use change is the acquisition and relocation of existing business to other appropriate sites on the South side.*

## Recommendations

1. As part of the City of Madison Comprehensive Master Plan Update, request that the Department of Planning & Development incorporate the proposed land use changes within the adopted comprehensive plan.



Map 8: Proposed Land Use Map Changes



**Table 1: Existing and Proposed Land Use Changes**

<b>Map Code</b>	<b>Existing Land Use Classification</b>	<b>Proposed Land Use Classification</b>	<b>Proposed Land Use Change Comments</b>
1	RM-X (Residential Medium Density-Mixed Housing)	P (Parks, Recreation, Open Space, and Conservancy)	Reflects existing park and open space use.
2	RM-X (Residential Medium Density-Mixed Housing District)	Cc-X (Community Commercial-Mixed Use District)	Well-designed, high quality professional office or mixed-use building(s).
3	Cc (Community Commercial)	RLM-S (Residential Low-Medium Density-Single Unit Housing District)	Single-family, two-story housing on smaller lots to provide affordable owner-occupied housing
4	Cc (Community Commercial)	RM (Residential Medium Density)	Well-designed, high quality townhouses and multi-family buildings that reflect scale of nearby residential area
5	Cc (Community Commercial)	SI (Special Institution District)	Reflect existing public school use
6	RLM-X (Residential Low-Medium Density-Mixed Housing District)	RLM-S (Residential Low-Medium Density-Single Unit Housing District)	Preserve single-family housing units
7	RLM-X (Residential Low-Medium Density-Mixed Housing District)	Cc (Community Commercial)	Well-designed, pedestrian-oriented groupings of building of two or more stories of similar design. Neighborhood commercial businesses such as financial institution, restaurants, or other retail.
8	RLM-X (Residential Low-Medium Density-Mixed Housing District) and CH (Highway Commercial)	SI (Special Institution District)	Reflects Alliant Energy Center uses
9	RLM-X (Residential Low-Medium Density-Mixed Housing District)	RM (Residential Medium Density)	Reflects existing multi-family uses
10	RLM-X (Residential Low-Medium Density-Mixed Housing District)	Cc (Community Commercial)	Reflects existing commercial uses
11	RLM-X (Residential Low-Medium Density-Mixed Housing District)	RM-S (Residential Medium Density Single Unit District)	Reflects existing uses of mobile home park. Compliance w/State of WI DNR rules for environmental quality controls is necessary to create livable area
12	RLM-X (Residential Low-Medium Density-Mixed Housing District)	RM (Residential Medium Density District)	Reflects existing multi-family uses



# Chapter 9: Zoning District Plan Recommendations

As part of the preparation for the neighborhood plan, the SMNSC reviewed the City of Madison Existing Zoning District Map to determine if the policy documents reflected the existing land uses as well as future directions desired by neighborhood residents. As part of this analysis, the SMNSC identified six geographic areas that were inconsistent with their determination for future land use decisions within the neighborhoods. Map 9 depicts proposed zoning changes within the neighborhood.

## Madison Zoning Ordinance

The City of Madison Zoning Ordinance is the regulatory tool that determines if a land use is permitted or conditionally permitted within a zoning district (See Glossary sidebar). The underlying basis for determining the zoning district classification in residential areas is lot size. In residential areas with smaller lot sizes, such as older, built-up areas reflective of the South Madison neighborhoods, R3 (single-family to two-units) and R4 (single-family to eight-units) zoning classifications are typical.

Predominantly single-family and/or single-family to three-unit residential areas exist within the South Madison neighborhoods today. One of the neighborhoods' land use priorities is to preserve the existing character of these geographic areas. The South side neighborhoods' preference is to have a mixture of single-family to three-units co-exist within the zoning district at current levels. It is undesirable to have assemblage of properties to construct larger multi-family complexes that would be incompatible with the existing character of the residential area.

### Glossary

*Existing Zoning Map:* A map showing zoning district boundary lines as they apply to individual and collective properties.

*Zoning Classifications:* Adopted by ordinance of the governing municipality, zoning classifications describe distinct land uses categorized as appropriate within a specific or certain zoning district. The regulations governing the use of land and the use, density, bulk, height and placement of buildings and other structures are uniform within each classification. See Appendix C for detailed zoning classification definitions.

*Permitted Uses:* Each Zoning Classification contains a listing of permitted uses. As long as other applicable code requirements are satisfied, such as bulk requirements, yard, setback and other related requirements, these uses are allowed as a right within the districts for which the Zoning Classification is effective.

*Conditional Uses:* Each Zoning Classification contains a listing of conditional uses. These uses are not allowed as a right, but can be allowed if a conditional use permit is issued by the municipality stating that the conditional use complies with the conditions and standards set forth and authorized by the municipality. Conditional use permits allow flexibility to enable the municipality to assign dimensions to a proposed use or conditions surrounding it after consideration of adjacent uses and their functions and the special problems, which the proposed use presents.

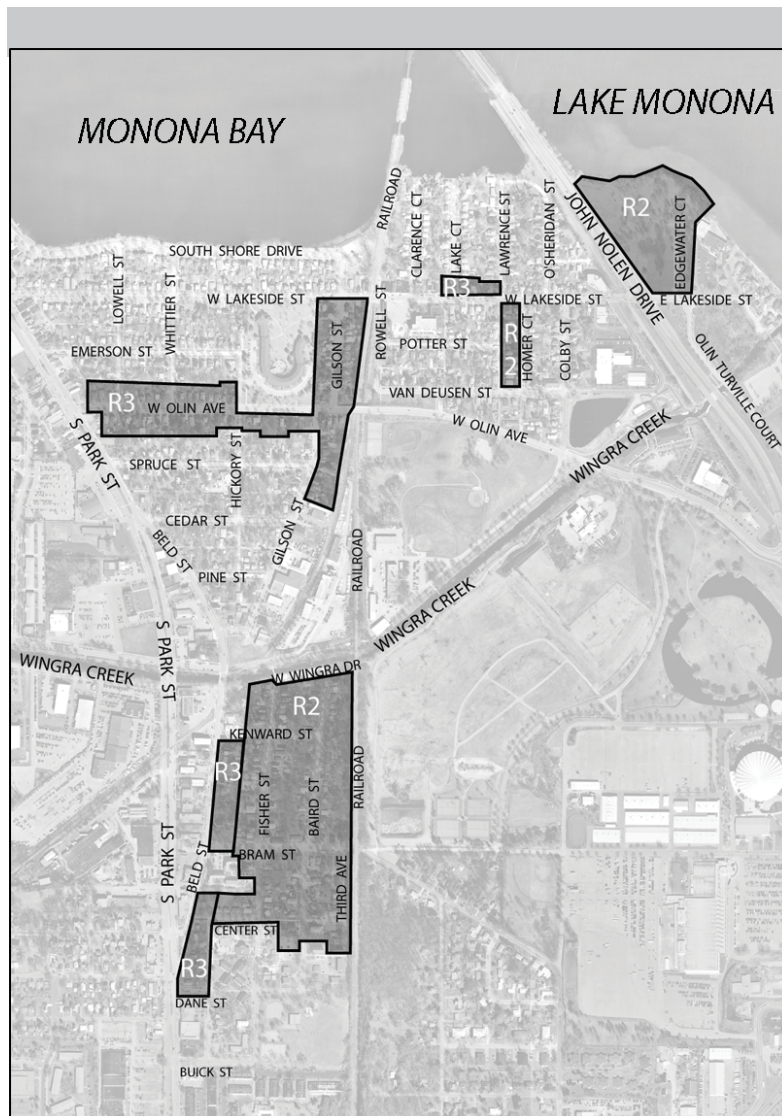
*Bulk Requirements:* Are controls that establish the maximum size, height, and setback of a building on its lot and the buildable area within which the building can be located. They may also include impervious surface ratio, floor area ratio and yard requirements.



## Proposed Zoning District Changes

Six specific geographic areas are proposed to be rezoned. (See Map 9.) Neighborhood meetings were conducted in the Bay Creek and Bram's Addition neighborhoods. Property owners were notified of the meetings and the district alderperson and City staff provided technical information at the informational meetings.

Upon request of the District Alderperson, the Planning Unit will prepare zoning map amendment(s) to rezone six geographic areas within the Bay Creek and Bram's Addition Neighborhood. Planning Unit staff should also consider land use options that call for increased density on any arterial corridor that may be considered for possible streetcar implementation.



Map 9: Proposed Madison Zoning District Changes

### Chapter 28: Brief Summary of Specific Zoning Districts in Madison Zoning Ordinance.

#### Residence Districts

**R1** Single-family residence district, requiring 8,000 sq. ft. of lot area, and minimum lot width of 65'.

**R2** Single-family residence district, requiring 6,000 sq. ft. of lot area, and minimum lot width of 50'.

**R3** Single-family and two-family district, requiring 4,000 sq. ft. of lot area per dwelling unit, and minimum lot width of 50'.

**R4** Light density multi-family allows apartments up to eight units and requires 2,000 sq. ft. of land per two bedroom dwelling unit with a minimum lot size of 6,000 sq. ft. and minimum lot width of 50'.

**R5** General residence district, allows apartments with a lot area requirement of 1,000 sq. ft. of lot area per one-bedroom dwelling unit, minimum lot size of 6,000 sq. ft. and minimum lot width of 50'.

**R6** General residence district, high-density multi-family requiring 450 sq. ft. of lot area per one-bedroom dwelling unit minimum lot size of 6,000 sq. ft. and minimum lot width of 50'.

#### Commercial Districts

**C1** Limited commercial districts (Light neighborhood shopping facilities).

**C2** General Commercial District (Retail and Office Use).

**C3** Highway Commercial District (Heavy Commercial allowing the more intense uses, such as auto body shops, repair garages, wholesaling and warehousing).

#### Manufacturing Districts

**M1** Limited manufacturing District (Limited to less intense manufacturing uses).

#### Special Districts

**PUD** Planned Unit Development District, a special district where there are no predetermined land uses. The basic intent is to promote improved environmental and aesthetic design of the site that is more flexible than in existing zoning requirements.

## West Olin Avenue and Gilson Street

The predominant land uses along West Olin Avenue and Gilson Street are single-family and two-family dwelling units, with less than 10 % of the housing units three-unit dwellings. Although West Olin Avenue is classified as an arterial street, and theoretically could support higher density of housing, preserving the existing character of single-family to three-units is a high priority by neighborhood residents. Appendix C provides a summary the existing land uses within the West Olin Avenue and Gilson Street Zoning District. The existing zoning classification, R4 Residential, would allow up to eight units if proposed development meet lot requirements (i.e., 2000 square feet per unit) and other bulk lot requirements (i.e., open space requirements). Neighborhood residents desire the retention of the existing residential architectural design and scale.

Within this zoning district, two parcels are zoned commercial: 506 West Olin Avenue is zoned C1 (existing single-family dwelling unit) and 505 West Olin Avenue is zoned C2 (one-story, mason block storage facility). The C1 zoning district should be rezoned to reflect the existing single-family use. In the long-term, the C2 zoning district should be converted into a comparable residential use.

## Recommendations

1. Upon the request of the District Alderperson, request that the Planning Unit propose a zoning amendment to rezone the predominantly single-family and two-family area from R4 to R3 (or equivalent zoning designation to reflect existing conditions) to preserve existing housing characteristics. Disallow the assemblage of properties for larger multi-family residential housing complexes that would not reflect the mass and scale of existing residential structures. Planning Unit staff should also consider land use options that call for increased density on any arterial corridor that may be considered for possible streetcar implementation.

### District Profile West Olin Avenue and Gilson Street North

#### Land Use Plan Designation

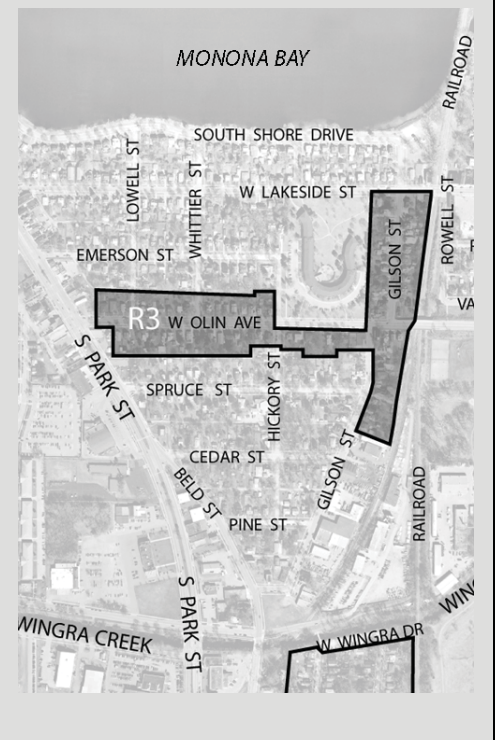
- Existing: RLM-S (Low-Medium Density Single-Unit District)
- Proposed: Same

#### Zoning

- Existing Zoning: R4/C1/C2
- Proposed Zoning: R3 or equivalent zoning district to reflect existing residential conditions

*Zoning Analysis:* Preliminary analysis shows that: 83 existing single-family homes could possibly be converted to additional residential units; 27 existing two-units to additional residential units; and 5 three-units to additional residential units. With existing zoning codes, a change from R4/C1/C2 zoning to R3 zoning would result in five non-conforming uses.

#### Proposed Zoning Area:





## West Lakeside Street – Lake Court – Lawrence Street

The Lakeside Street Commercial District is a neighborhood-friendly, pedestrian-oriented commercial node that is, and potentially can improve upon, serving the neighborhood with neighborhood-oriented business and/or service enterprises. The neighborhood would like to support the continuation of the neighborhood-oriented commercial node. Adaptive reuse, rehabilitation, and/or minimal expansion of the existing buildings are supported. New mixed-use development on the north side of the 300 block of W. Lakeside that reflects the scale and character of the existing business district would be supported. Enhancement of the district's identity, such as: wayfinding signs (i.e., banners), façade improvements, and streetscape amenities (benches, bicycle racks, planters) to beautify the business district is encouraged.

Directly to the east of the business district, at 962 Lake Court and along the 200 block of West Lakeside Street, is an R4 (single-family to eight-unit) zoning district. Four two-unit dwellings are located in this zoning district. The zoning districts directly to the north, south, and east are R2-Single Family Districts. Neighborhood residents would like to preserve the single-family to two-family characteristics of West Lakeside Street that is predominant along the street from John Nolen Drive to South Park Street. Reflection of the existing conditions on the City of Madison zoning map, from a R4 to a R3 District, would provide a clear indication of the future land use characteristics of this area.

Currently, the south side of the 100 block of West Lakeside Street and the 1000-1100 blocks of Lawrence Street are zoned R3 – Single-Family and Two-Family District. This enclave of single-family homes is surrounded by R2 – Single-Family District. The downzoning on the area would reflect the type of land use on the existing parcels, however, would limit future additions on the existing structures.

## Recommendations

1. Upon the request of the District Alderperson, request that the Planning Unit propose a zoning amendment to rezone the West Lakeside-Lake Court area from R4 to R3 and West Lakeside-Lawrence Street area from R3 to R2 to preserve existing housing characteristics. Disallow the assemblage of properties for larger multi-family residential housing complexes that would not reflect the mass and scale of existing residential structures.

### 962 Lake Court and 200 Block of Lakeside Street

#### Land Use Plan Designation

- Existing: RLM-S (Residential Low-Medium Density Single-Family District)
- Proposed: Same

#### Zoning

- Existing Zoning: R4
- Proposed Zoning: R3

**Zoning Analysis:** Under existing zoning ordinance, it might be feasible to convert four existing two-units to produce four additional housing units. Rezoning of the area from R4 to R3 would reflect existing land use conditions. One non-conforming use, the bookstore, would result with the rezoning.

### 125-129 West Lakeside Street and 1000-1100 Blocks of Lawrence Court

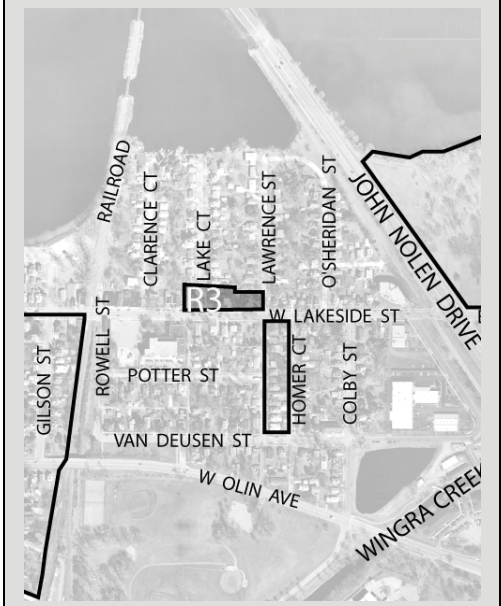
#### Land Use Plan Designation

- Existing: RLM-S (Residential Low-Medium Density Single-Family District)
- Proposed: Same

#### Zoning

- Existing Zoning: R3
- Proposed Zoning: R2

**Zoning Analysis:** Under the existing zoning ordinance, it would not be feasible to convert any existing housing units to produce additional housing units. Rezoning of the area from R3 to R2 would reflect existing land use conditions. If downzoning, none of the existing housing units would be nonconforming as to use, while 9 of the 11 would become nonconforming as to bulk (size of parcel).





## Beld Street East

Beld Street, from Dane Street to the Union Pacific Railroad tracks, has predominantly single-family to three-units on the eastern side of the street. Out of the total 24 residential structures, 18 are single-family, 4 are two-units, and 2 are three-units. A larger multi-family complex, 24-units, is located on the southeast corner of Beld and Bram Streets. The rear lots of commercial uses fronting along South Park Street are located on the western side of Beld Street.

Homeownership is relatively stable: 9 (50.0%) of the single-family dwellings and 3 (75.0%) of the two-unit dwellings are owner-occupied. Neighborhood residents believe that in order to retain the stability of the interior of the neighborhood, Beld Street housing stock should be anchored through appropriate zoning. Current zoning in the highlighted area encompasses: C1 (Neighborhood Commercial), R4 (Single-Family to eight units), and R5 (Single-family to larger, multi-family complexes). See

At the northeast and southwest corner of Beld and Kenward Streets are commercial uses. In the long-term, the transition of the commercial uses to residential uses would help stabilize the residential area.

## Recommendations

1. Upon the request of the District Alderperson, request that the Planning Unit propose a zoning amendment to rezone the predominantly single-family and two-family area from R4 and R5 to R3 to preserve existing housing characteristics. Disallow the assemblage of properties for larger multi-family residential housing complexes that would not reflect the mass and scale of existing residential structures.
2. Encourage South Park Street commercial property owners to screen the rear yards of their businesses that abut Beld Street residential area. Landscaping of the rear yards of their properties would provide improved screening to the inhabitants of the residential structures along Beld Street.

### District Profile Beld Street East

#### Land Use Plan Designation

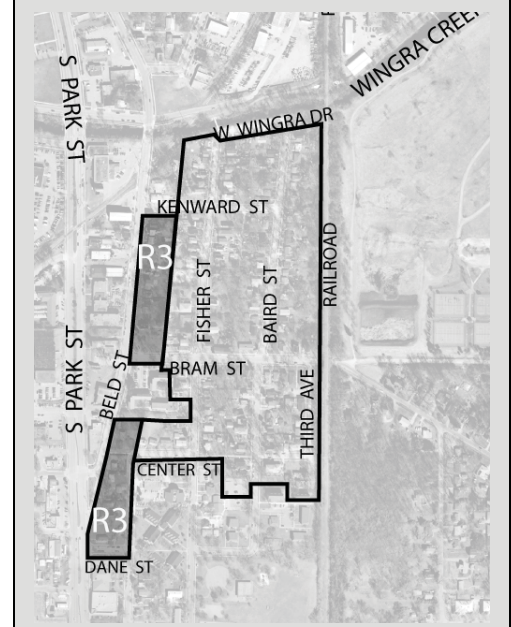
- Existing: RLM-X (Low-Medium Density Mix-Unit District)
- Proposed: Existing: RLM-S (Residential Low-Medium Density Single-Family District)

#### Zoning

- Existing Zoning: C1/R4/R5
- Proposed Zoning: R3 or equivalent zoning district to reflect existing conditions.

**Zoning Analysis:** Under existing zoning ordinance, it might be feasible to create a total of 48 new housing units under the existing zoning districts: 34 new housing units in existing single-family dwellings; 5 new housing units in existing two units; 5 new housing units in existing three-units; and 4 in existing vacant parcels. It is estimated that five non-conforming uses would result due to the rezoning.

#### Proposed Zoning Area:



## Fisher and Baird Streets

Single-family and two-family units are the predominant housing structures in the Fisher and Baird Street area. Neighborhood residents want to stabilize the housing stock. Single-family, owner-occupied units should be encouraged, and conversion to two-unit, renter-occupied structures or more should be discouraged. Rezoning of the Fisher and Baird Street area from R3 (single-family and two-unit district) to R2 (single-family district) would ensure that the predominantly single-family area would remain intact.

At present, the Fisher and Baird Street area contains 121 single-family units, 21 two-unit, and 1 three-unit, and 14 four or more unit structures. With the existing R4 zoning district, 26 single-family lots could be converted to two-units structures. Single-family home ownership is relatively high, with 85 structures (70.2 percent) in owner-occupancy.

## Recommendations

1. Upon the request of Bram's Addition Neighborhood, request that the Planning Unit submit a zoning amendment to rezone predominantly single-family and two-family area from R3 to R2 or R2A to preserve existing housing characteristics. Disallow the assemblage of properties for larger multi-family residential housing complexes that would not reflect the mass and scale of existing residential structures.

### District Profile Fisher and Baird Streets

#### Land Use Plan Designation

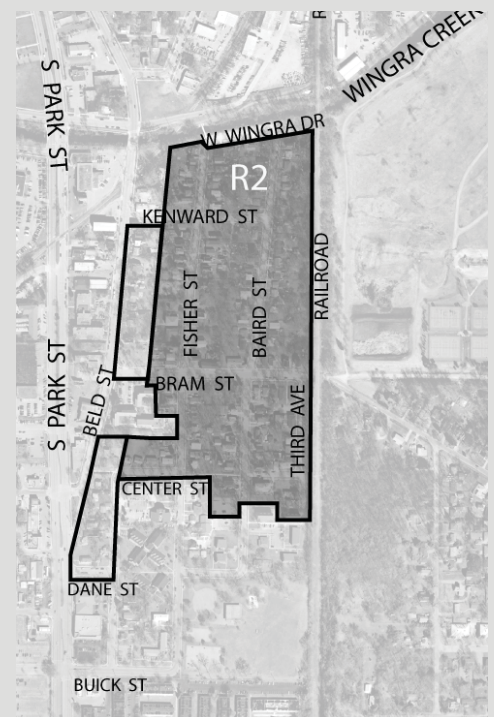
- Existing: RLM-X (Low-Medium Density Mix-Unit District)
- Proposed: Existing: RLM-S (Residential Low-Medium Density Single-Family District)

#### Zoning

- Existing Zoning: R3/R4/R5
- Proposed Zoning: R2 or equivalent zoning district to reflect existing conditions.

*Zoning Analysis:* Under the existing zoning ordinance, it might be feasible to create a total of 50 new housing units under the existing zoning district: 28 new housing units in existing single-family dwellings; 1 new housing unit in existing two-unit; 16 new housing units in 4 or more units. It is estimated that 29 non-conforming uses would result due to the rezoning.

#### Proposed Zoning Area:





# Chapter 10: Redevelopment Recommendations

SMNSC identified five potential redevelopment sites that would help revitalize specific residential and commercial areas in greater South Madison. Although the community does not have site control, it is hopeful that existing property owners or future site developers will use the guidelines embedded in the conceptual redevelopment designs for these key strategic sites. Map 10 depicts future proposed redevelopment areas.



Map 10: Proposed Redevelopment Areas in South Madison



## Area 1: South Park and Badger Road East (Comstock Area)

### Villager Mall and Surrounding Area

Park Street is the major gateway into South Madison, Downtown Madison, University of Wisconsin, and the major health facilities in central Madison. The highly visible properties located in close proximity to the West Beltline and Badger Road intersections have the potential to transform the economic vitality of the area. Capitalizing on the economic potential of the properties lying in the area is the key to bringing new jobs, new investment, and new opportunities to South Madison.

The SMNSC has designated the Villager Mall and Comstock site as one of two priority sites to pursue redevelopment actions. The Villager Mall, located in the 2300 block of South Park Street, is characterized as a one-story building built in the 1960s. In its heyday, the Villager Mall housed a department store and other shopping venues. In time, construction of East Towne, West Towne and South Towne Malls created competition for many freestanding, strip shopping centers. The existing shopping center hosts various commercial enterprises, including but not limited to Yue-Wah Oriental Foods, Mexico Express, and Mister Money. There are also governmental and social service agencies in the shopping center that include Dane County Human Services Department, South Madison Health and Family Center, the South Madison Branch of the Public Library.

Neighborhood residents would like to see the Villager Mall transformed into a retail, office and service center. In the long term, the demolition of the entire center would facilitate the overall redesign of the site. A new design that incorporates a main street atmosphere would strengthen the overall vitality of this site by improving its internal circulation system, creating new buildable out lots, and improving the type of business mix that would attract customers from a larger trade area. An emphasis on an international mix of businesses, cultural facilities, and public gathering spaces should be encouraged as part of the makeover of this strategic redevelopment site.

The South Park Street and West Badger Road intersection is a predominant location due to its high visibility and access from the West Beltline Highway. The entrance to Park Street commands a dynamic, showcase building that sets the standard for a high quality, pedestrian-oriented design to be replicated along the South Park Street Corridor. The existing uses on the northeast and southeast quadrants of the intersection have land uses that reflect the current automobile-related business corridor.

#### Villager Mall Site

*Existing Land Uses:* Retail, office, and government services.

*Site Attributes:* Accessibility to West Beltline Highway, gateway site into Downtown Madison and University of Wisconsin-Madison.

*Land Use Map Designation:* Community Commercial (CC)

*Existing Zoning:* C2

*Proposed Land Use:* Retail, Office, Research and Development, and Service Center.

#### Comstock Site

*Existing Land Uses:* Financial institution, auto supply building, liquor store, and vacant building.

*Site Attributes:* Accessibility to West Beltline Highway, gateway site into Downtown Madison and University of Wisconsin-Madison.

*Land Use Map Designation*

*Existing:* CC (Community Commercial) and RLM-X (Residential Low-Medium Mixed Housing Type District)

*Existing Zoning:* C2

*Proposed Land Uses:* Office and commercial.



*South Madison Health and Family Center is one of the cornerstones for community health services.*

The South Madison neighborhoods view this quadrant of South Park Street as one of the premier showcase sites that will help change the character of South Madison. As the gateway into South Madison, the six parcels that comprise the northwest and southeast quadrants of South Park Street should be redeveloped into uses that support the neighborhood and the community-at-large. Development that includes financial institutions, office buildings, and restaurants would be supportive neighborhood businesses.

Map 11 illustrates two conceptual designs for the area. (Note: These are schematic designs that are intended to convey important design principles and are two of many potential design solutions.)

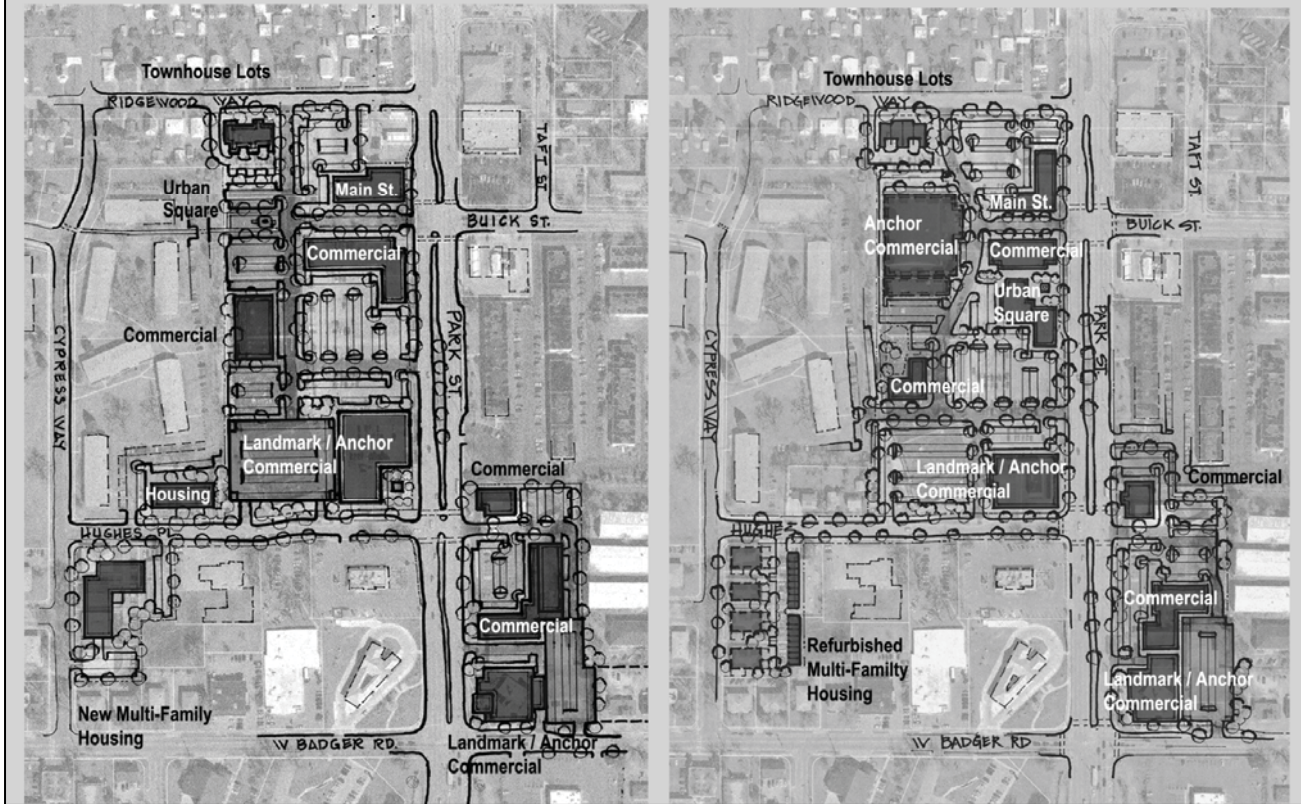


*Looking north on South Park Street with the Comstock Tire site (on the right) and the Villager Mall (on the left). These sites are underutilized and have outdated, inefficient layouts. Proper redevelopment could transform the function and appearance of this area.*



Concept A : Villager Mall Area Redevelopment

Concept B : Villager Mall Area Redevelopment



Map 11: Conceptual Designs of Villager Mall and Comstock Site. These are schematic designs that are intended to convey important design principles and are two of many potential design solutions.

**Design Principles: Villager Mall/Comstock Tire Site**

These two concept plans illustrate a series of ideas and design principles for the redevelopment of the Villager Mall and Comstock Tire properties. Concept A is ambitious; it removes most of the buildings on the site, with the exception of the gas station at the corner of Ridgewood Way and South Park Street. Concept B is a more pragmatic solution that confronts economic concerns and achieves change with the least disruption. Concept B could also be viewed as first phase of a more extensive redevelopment as discussed in Concept A. Both of these concepts share major planning and design goals:

1. **Framing the Park Street Corridor:** Redevelopment should showcase a new neighborhood employment center and the Park Street Corridor by framing the entrance with well-designed multiple story signature office buildings at the two southern intersections of South Park Street at West Badger Road and Hughes Place.
2. **Street-Oriented Commercial Development:** Commercial buildings should be located close to the sidewalk and enhance street intersections with quality architecture and design. An extension of Buick Street into the Villager Mall Site should terminate on a building or a prominent feature. A traditional “Main Street” retail design would promote and enhance a sense of place for the neighborhood. Complementary development should occur across the street at the Comstock Tire Site.

3. **Community Interaction:** It is important to encourage a community focus by maintaining and improving the South Madison Library and South Madison Health & Family Center (Harambee). A redesigned center will create additional opportunities for civic interaction.
4. **Urban Design:** Encourage quality design with an emphasis on an urban form. Upgrade the appearance of existing buildings and enhance parking lots with landscaping. Potential site design should create urban squares and other outdoor community gathering spaces.
5. **Street Circulation and Parking:** A new street network would divide existing large parking areas into smaller separate and shared parking areas. This would reduce the visual effect and promote better urban design. Structured parking ramp and/or underground parking may be useful to efficiently design large office buildings. Additional open space created by a compact parking scheme may be development for community use.
6. **Pedestrian Circulation & Safe Street Crossings:** Improved pedestrian crosswalks, wider street medians, pedestrian refuge islands and street oriented buildings will improve pedestrian safety, calm traffic and create convenience for shoppers. A well-defined system of sidewalks and pedestrian paths promote pedestrian safety and enhance community interaction between commercial uses, housing, schools, nearby parks and open space.



## Recommendations-Villager Mall Site

1. In the long term, redevelop the Villager Mall site to incorporate two-to-five story commercial buildings for retail, office, research, or other higher-wage paying jobs to provide employment opportunities in the greater South Madison area. The new redevelopment concept should incorporate a main street design concept. New building construction on out lots should be close to the sidewalk with parking at the side or rear of the property. New construction should be of high quality design and building materials. Emphasis on an international mix of businesses, cultural facilities, and public gathering spaces should be considered as part of the makeover of this strategic redevelopment site.
2. As one of the first steps toward redevelopment of the Villager Mall, reconfigure the internal circulation system (including sidewalks) in such a way that would not preclude the future redevelopment of the site, but possibly support the short-term redevelopment opportunities of one or two outlots. At the time the Villager Mall is redeveloped, explore the possibility of improving the pedestrian and vehicular connection from Villager Mall to the apartment complex located directly to the west on Cypress Way.
3. At such time as the Villager Mall is redeveloped, request that 10 feet of property be dedicated/purchased for the widening of South Park Street to increase the width of the median to improve pedestrian safety. Traffic refuge islands at Buick Street and Hughes Place should be installed. Landscape improvements in the median should be explored upon the widening of the median.
4. At such time as the Villager Mall is redeveloped, explore the possibility of constructing new single-family townhouses along the northern property line that are compatible with existing residential structures along Ridgewood Way. Adjacent property owners on Ridgewood Way should be included in up front discussions to determine the most appropriate land use for the part of the site.
5. Widen roadway and improve sidewalk system (i.e., curb, gutter, sidewalk) along Hughes Place and Ridgewood Way from South Park Street to Cypress Way. Allow parking along portions of street upon the widening of the roadway.
6. Explore the construction of a parking ramp to support park and ride initiatives to reduce the congestion from South Park Street as well as to support new businesses at Villager Mall by negotiating shared parking at off-peak times.

## Recommendations-Comstock Site

1. The most predominant site, 2421 South Park Street (the northeast corner of South Park Street and West Badger Road), commands at least a two-to-three-story office building to anchor the South Park Street gateway intersection. High quality building materials, placement of building to the sidewalk, and incorporation of pedestrian-oriented features is highly recommended. Due to the sloping topography of the site, placement of a two-story parking structure at the rear of the building (eastern side) with ingress and egress from West Badger Road is suggested.
2. New construction should be predominantly two-story buildings along South Park Street and West Badger Road with neighborhood or community commercial businesses on the first floor. High quality building materials, placement of building to the sidewalk, placement of parking at the side or rear of building(s), and incorporation of pedestrian-oriented features are highly recommended.
3. At the time new construction occurs at 2401 South Park Street, the current site of Park Bank, ingress and egress from the site should line directly with Hughes Place to improve the connection with the Villager Mall site.



*The view looking southwest helps illustrate how Buick Street extended to the Harambee Center can become a main street if redeveloped with that concept.*

## Area 2: South Park Street Wingra Creek Redevelopment Area

The SMNSC has designated the area between the Madison Labor Temple and the Morningstar Dairy site as one of the two priority sites to pursue redevelopment strategies. The project site, bounded by Fish Hatchery Road on the north and west, South Park Street on the east, and West Wingra Drive on the south, is located on South Park Street midway between University of Wisconsin-Madison campus and the West Beltline Highway. The 45 parcels that comprise the area have varying uses, from single-family residential units to large commercial and institutional sites. The larger sites in the planning area are owned/occupied by: Madison Labor Temple, US Post Office, St. Marys Care Center (now vacant), Dean Medical Center, US Army Reserve, Copp's grocery store, and Morningstar Dairy (now vacant). The total land area is approximately 65.0 acres.

Many amenities of the site would be appealing for future residential, commercial uses, and/or mixed-use developments:

- Adjacent to Wingra Creek and in close proximity to Franklin Field, Bowman Field, UW-Arboretum, and Quann Park.
- Close proximity to employment centers (i.e., Downtown Madison, UW-Madison, Dean Medical Clinic, and St. Marys and Meriter Hospitals).
- Located on a major arterial highway, bus route, bicycle path, and proposed fixed guide way line (i.e., streetcar or trolley).

Due primarily to the larger scale of many of the uses and the inefficient use of land, the site lacks the cohesiveness and continuity between structures and the streetscape amenities that are typically found in thriving mixed-use environments. However, there are opportunities to address these issues through higher density infill development. The *Park Street Revitalization: Possibilities to Reality* report recommends redeveloping the Labor Temple, Army Reserve and Post Office sites for new mixed-income, mixed-density residential uses and new two-story retail buildings with second floor residential/office uses fronting on South Park Street. The report recommends integrating the existing Copp's grocery store and incorporating a walk-in Post Office on South Park Street. This sentiment has been reaffirmed during the development of the *South Madison Neighborhood Plan*, where the neighborhood identified this area as one of the top redevelopment priorities. Map 12 illustrates two conceptual designs for the area. (Note: These are schematic designs that are intended to convey important design principles and are two of many potential design solutions.)

During the South Madison Neighborhood Planning Process, the City of Madison was awarded two BUILD (Better Urban Infill

### Area Profile

*Existing Land Uses:* 45 parcels with uses ranging from single-family residential units to large commercial and institutional sites. Larger commercial enterprises occupying the site include: Morningstar Dairy, Dean Medical Center, Copp's grocery store, Madison Labor Temple, US Post Office, St. Marys Care Center, and US Army Reserve.

*Site Attributes:* Easy access to West Beltline Highway abuts South Park Street and Fish Hatchery Road, adjacent to Wingra Creek.

*Existing Land Use Plan Designation:* CC (Community Commercial), SI (Special Institutional), RM-M (Residential Medium Density Multi-family District).

*Existing Zoning:* R4/C2

*Proposed Land Use:* Retail, Office, and Mixed-income, mixed-density residential uses. Investigate senior housing for this area and/or live-work



Development) Grants from Dane County. The BUILD Grant: Phase I and II provides financial support to conduct a site analysis, market feasibility study, prepare conceptual designs for the 65-acre site (such as a mix of land uses, location for new streets, the type and style of buildings), and implementation strategy and phasing. More specific recommendations for this area will come from that effort, which is expected to be completed in early 2006.



*South Park Street looking southerly. Morningstar Dairy (vacant) is a prominent site for new commercial and/or mixed-use development.*



*Madison Labor Temple, US Post Office, and parking areas could be reconfigured to provide additional redevelopment opportunities.*



Concept A : Wingra Creek Area Redevelopment

Concept B : Wingra Creek Area Redevelopment



Map 12: Conceptual Designs for the Wingra Creek Area Redevelopment. These are schematic designs that are intended to convey important design principles and are two of many potential design solutions.

### Design Principles: Wingra Redevelopment Area

The South side neighborhoods are supportive of a concept that develops a traditional “Main Street” theme with a retail core that retains existing businesses. Concept A relocates the health center along Park Street and creates a health center campus on the northern end of the development. This concept emphasizes more housing locations and options. Concept B proposes a new street network, including an innovative roundabout intersection that sets the stage for a new commercial “Main Street.” Both of these concepts share major planning and design goals:

1. **Business Retention and Expansion:** The redevelopment concept plan emphasizes retention of existing businesses and institutions to stay in the neighborhood and improve their facilities. The grocery store, health clinic and Labor Temple are examples of the important institutions that add to the quality of life in the neighborhood. An emphasis on new biotech research and office space, integrated with the two nearby hospitals and the University, would enhance the development of the site and promote a wealth of opportunity for existing and new businesses.
2. **New Street Connections:** A new street system within the site will increase connections between Fish Hatchery Road, Wingra Drive and South Park Street for both vehicles and

pedestrians. A new street network would facilitate an urban development pattern appropriate to this area. New buildings should be of high quality design and be located close to the street to promote a sense of place.

3. **Community Interaction – Labor Temple:** This institution will serve as a defining element of the redevelopment. A new and improved building could house the Labor Temple. A first floor restaurant just off South Park Street may be complemented with training space and offices on the upper floors. Other potential shared uses, including training space for the Army Reserve Unit or other technical professions would enhance the stature and importance of this institution to the neighborhood.
4. **Urban Design & Street-Oriented Development:** New street connections provide an opportunity for a traditional “Main Street” retail development. Encourage quality design with an emphasis on urban form. Upgrade the appearance of existing buildings and enhance the sites parking lots and landscaping. Potential site configurations should plan to create urban squares and other community gathering spaces.

## Design Principles: Wingra Redevelopment Area (continued)

5. **New Housing Options:** Provide new housing options that take advantage of Wingra Creek Parkway and its strategic location. Elderly housing may be an ideal fit with shops, health services, City parks, and bus stops located close to proposed housing sites. Housing should be linked to the Downtown, nearby open spaces, Vilas Zoo and other amenities by new and improved pedestrian and bicycle pathways.
6. **Stormwater Management:** Due to existing drainage issues and problems, redevelopment plans should dedicate space for stormwater detention/retention basins to manage run off within the site as needed.
7. **Parking:** Relocate the existing large fields of parking into smaller separate and shared parking areas, behind and at the sides of buildings, to reduce the visual impact and promote land use efficiency. Dense development proposals should consider the use of underground parking or structured ramps to provide the necessary number of parking stalls.
8. **Circulation and Safe Street Crossings:** To improve safety and circulation, Beld Street may have a cul-de-sac to allow more community open space. The intersection of Cedar and Park Street will be redesigned for safer vehicle movements and pedestrian crossings. Other changes may include changing Metro bus routes to go only one way in on Beld Street.

### Land Use for the Morningstar Dairy Site

The Morningstar Dairy site has recently closed. SMNSC has differed major land use and site design principles to the advisory committee overseeing the Wingra Creek BUILD Project. General principles to consider include::

1. **Prominent Location:** This site occupies a prominent location at the corner of South Park Street and Fish Hatchery. Any redevelopment should emphasize high quality architectural and urban design.
2. **Building Massing and Scale:** Redevelopment proposals should emphasize multi-storied, mixed-use building design sited close to the property lines. Development proposals should respect the surrounding land uses and relate scale and massing to the existing housing along Fish Hatchery Road. Parking should be located at the side or rear of the property.

## Recommendations

1. Create an overall concept of a “Main Street” design in the South Park Street Wingra Creek Redevelopment Area. As part of the concept, develop a town center focus: a place where the diverse community of South Madison can shop, play and live. Develop an internal circulation system of new streets that support the residential and commercial uses.
2. Develop concept plans that incorporate mixed-income, residential, mixed-use developments; neighborhood-oriented and commercial-community businesses; and transit-oriented options.
3. Within any new development, recognize that the Wingra Creek area is a visually prominent location and merits pedestrian, civic and public art improvements.
4. Build on the international character of South Madison neighborhood and business community.



*This view highlights two important institutions to the neighborhood: a grocery store and health clinic. The retention and integration of these two uses will be important in a redevelopment plan.*



*There is an opportunity with the vacant dairy site to develop a mixed-use project that can add to the street life and improve the visual appearance of the South Park Street and Fish Hatchery Road Intersection*



## Area 3: Gilson Street South and West Wingra Drive Extended

Although this neighborhood wants to retain and encourage economic growth, the neighborhood believes that the commercial-industrial uses along Gilson Street and Wingra Drive extended should be transitioned over the next 10 to 20 years to uses more compatible with the neighborhood character on the whole. Single-family to three-family dwellings characterize the 1200-1300 blocks (eastern side) and single-family dwellings characterize the 1200 to 1500 blocks (western side) of Gilson Street. Commercial and industrial uses are located on the easterly southern two-thirds of the street. The properties lying to the west of the railroad tracks are also industrial in nature. This small pocket, 10.3 acres, of industrial uses is landlocked by uses that are attractive to existing and future residential type uses, with its proximity to Wingra Creek waterway and bike path, Franklin Field and Quann Park, and Franklin Elementary School.

The transition of this commercial-industrial area into a residential area of single-family to multi-family dwelling units is desired. Map 13 illustrates conceptual designs for the area. Cascading of homeownership from owner-occupied, single-family homes on the 1200 block and townhouses on the 1300 block to non-owner-occupied multi-family dwellings on the 1400 to 1600 blocks would provide additional housing units in the neighborhood. The extension of Spruce, Cedar and Pine Streets to the east would provide access to the new dwelling units. New dwelling units should be oriented toward Gilson Street, when feasible.



*This warehouse/manufacturing area is leftover from the days when rail lines were the major way to move goods.*

### District Profile

*Existing Land Uses:* Commercial and manufacturing businesses.

*Site Attributes:* Two freight trains a week use the existing Union Pacific railroad tracks. No current businesses use the rail line.

*Existing Land Use Plan Designation:* CC (Community Commercial)

*Existing Zoning:* M1

*Proposed Land Use:* Transition area from manufacturing uses to single-family housing and multi-family housing uses over the next 20 years.

### Gilson Street South Businesses:

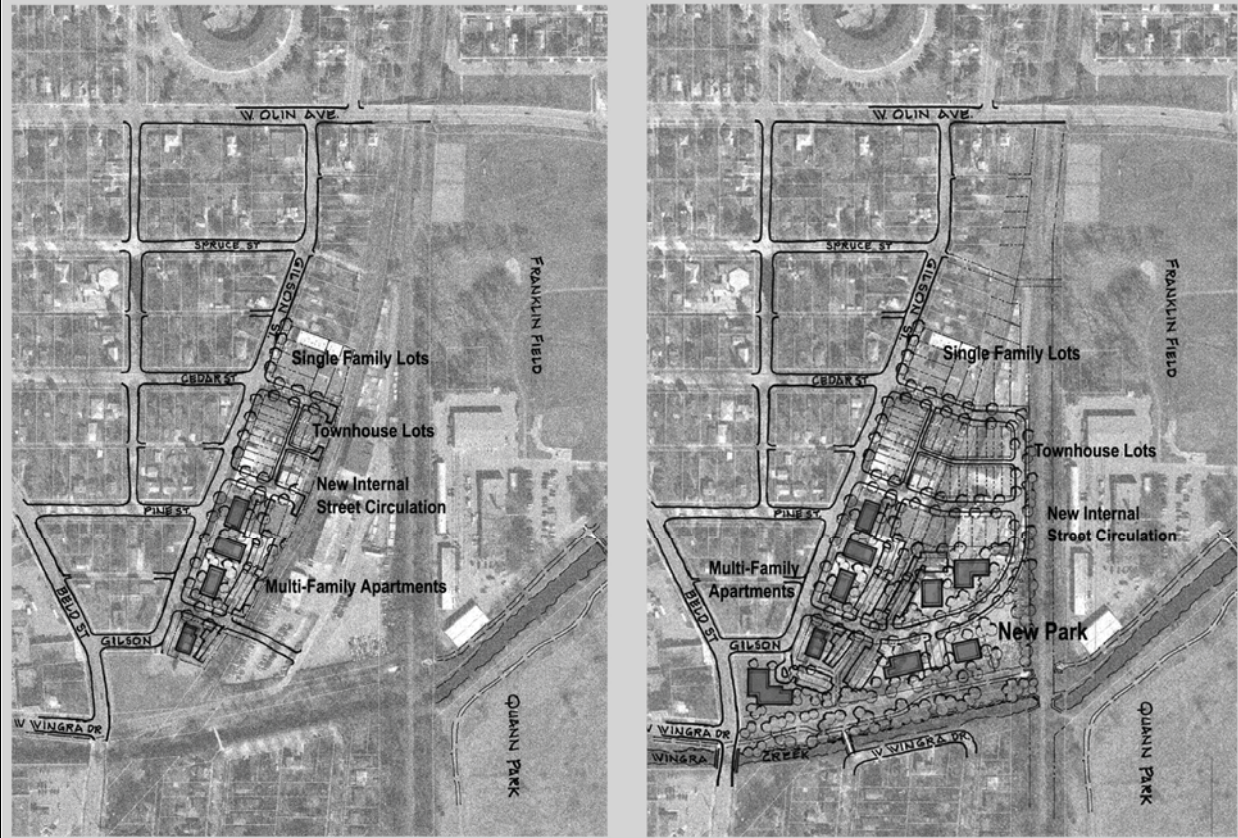
Abode Busker Construction Company, Miller's Ice Service, Golden Produce, Madison Taxi, Tilsen Roofing Company, Ellis Wholesale, Badger Contractors Rental & Supply, Durfee Roofing Company, Morgan Plumbing, Tropical Fish World, Style & Grace, and South Central Library System

### West Wingra Drive Extended Businesses:

Schmidt's Auto Inc., Standex, Capital City Culvert

(Source: Polk Directory (2002))





Map 13: Conceptual Designs for Gilson Street Redevelopment. These are schematic designs that are intended to convey important design principles and are two of many potential design solutions.

### Design Principles: Gilson Street Area

Gilson Street provides an opportunity to redevelop an industrial area that is situated next to a residential area. This 10.3-acre area is becoming increasingly more valuable for housing due to adjacent amenities and a desirable location. Several key themes illustrate the potential of this site.

1. Gilson Street would be better served with housing on both sides of the street.
2. Warehouse and manufacturing uses are less compatible with the adjacent housing.

**Phase I:** The concept plan illustrates a diversity of housing in type, density and scale. Phase-I improvements include:

1. Housing development would transition from single-family owner-occupied on the north to townhouse owner-occupied, multi-family market-rate housing on the south.
2. Single-family houses and townhouses should face the street and complement existing setbacks.
3. A new street network within the redevelopment site would provide access for new housing, and be expanded in Phase II. Alleys may be used with townhouse development for land use efficiency.
4. During Phase I, a new street should be constructed across the existing railroad lines to access the two existing manufacturing sites. This street would be converted into the larger street network in Phase-II

5. The private road along Wingra Creek should be eliminated to expand the parkway along Wingra Creek.
6. The railroad right-of-way may be reduced to 50-feet to provide additional land for parks, roads and housing options.

**Phase II:** This phase of redevelopment, as illustrated above, is based on the potential abandonment of the railroad right-of-way dividing the site. Surplus land is then reclaimed for additional housing opportunities. Future redevelopment of the site is contingent upon railroad line acquisition.

1. The new street network should be expanded to allow traffic circulation and access for additional housing.
2. The abandoned railroad tracks on the north side of the site can be converted into single-family lots.
3. Several new multi-family units, on the southern side of the site could be added to Phase-I development.
4. New housing should be buffered from the City's Franklin Field Parks Division shop and existing office.
5. Upon completion of Phase II, a small neighborhood park with a tot lot and other amenities may be located abutting the Wingra Parkway.

## **Recommendations**

1. As part of the City of Madison's Master Plan update, request that the Planning Unit reexamine the land use classification of the Gilson Street South and West Wingra Drive extended area. During a 20-year transition period, consider changing land uses from industrial-commercial to residential. Continue to encourage businesses to locate in existing buildings that generate low vehicular traffic, noise, and pollution that would not be disruptive to adjacent residential areas during the transition period.
2. At the time of potential upgrade of commercial or industrial properties and/or expansion of existing uses, encourage existing businesses to relocate to other sites in the Greater South Madison area. An inventory of potential commercial and industrial sites to accommodate existing businesses needs to be produced to support this initiative.
3. At the time the existing businesses relocate, encourage new residential developments along Gilson Street and Wingra Drive extended. New residential construction should blend into the character of the neighborhood. Orientation of new construction toward Gilson Street would strengthen the connection with residential dwellings on the west side of the street. Future design of housing and site layout adjacent to the railroad tracks should be sensitive to the Parks Division facility (i.e., noise generation) located to the east of the railroad tracks.
4. New residential construction should incorporate a mix of housing types and ownership. Owner-occupied, single-family and townhouses as well as multi-family buildings should be part of the mix. A portion of the owner- and rental-occupied dwelling units should be affordable.



*Gilson Street industrial area is becoming valuable for housing redevelopment.*

## Area 4: Sayle Street

The Veteran of Foreign Wars (VFW) and City of Madison Department of Transportation (DOT) operations and storage area are located on Sayle Street, comprising approximately 4.6 commercially-zoned acres. The VFW parcel is zoned C1 (Neighborhood Commercial) and the Madison DOT parcel is zoned C3 (Highway Commercial).

These two parcels are premier sites. Visibility and access from John Nolen Drive, West Beltline Highway, and proximity to Downtown Madison are important site attributes. Olin-Turville Park, Franklin Field, and Wingra Creek waterway and bike path are adjacent and/or in close proximity to the sites.

Although the VFW site is valued by the neighborhood, it is speculated that this use will change in the future. Professional office and/or mixed-use development would be desired future uses for this site. Quality design and materials that are compatible with the neighborhood should be incorporated into any new building. The height of the building should take advantage of the lake views, but should not exceed four stories unless other site amenities are agreed upon by the neighborhood. Since this is an important gateway site leading into the neighborhood, creating a public art space should be considered as part of any new development.

The City of Madison DOT operations site is a strategic, centrally located site for delivery of citywide municipal services. As part of the planning process, inquiries were made to the possible relocation of the operations to Quann Park and/or Franklin Field operations. Relocation of the operations is deemed infeasible due to space limitations at those respective sites. In the short-term, improved screening of the storage facilities on Van Deusen Street and a shifting of the storage materials adjacent to Wingra Creek away from the creek should be pursued. Shifting storage materials away from the Creek creates a passive recreation spot, which could accommodate park benches and picnic tables, and would enhance the space located adjacent to the bike path for neighborhood residents and trail users.

## Recommendations

1. At the time of the relocation of existing uses, attract new professional office and/or mixed-use development. Quality design and materials should be incorporated into this important gateway site. The height of the building should take advantage of the lake views, however, should not exceed four stories unless other site amenities are agreed upon by the neighborhood. Since this is an important

<p style="text-align: center;"><b>Area Profile</b> <b>VFW (133 E. Lakeside Street)</b></p> <p><i>Existing Land Use:</i> VFW Club House. (Provides food, beverage, and meeting space). Lot Size: 58,750 square feet.</p> <p><i>Existing Land Use Plan Designation:</i> RM-X (Residential Medium Density Mixed Housing Types)</p> <p><i>Existing Zoning:</i> C1</p> <p style="text-align: center;"><b>Madison DOT</b> <b>(1120 Sayle Street)</b></p> <p><i>Existing Land Use:</i> Madison Traffic Engineering operations and storage. Lot Size: 141,823 square feet.</p> <p><i>Existing Land Use Plan Designation:</i> RM-X (Residential Medium Density Mixed Housing Types)</p> <p><i>Existing Zoning:</i> C3</p> <p><i>Site Attributes:</i> Olin-Turville Park, Franklin Field, and Wingra Creek waterway and bike path are adjacent and/or in close proximity to the sites.</p> <p style="text-align: center;"><b>Future Land Uses</b></p> <p><i>Proposed Land Use:</i> Office and/or Mixed-Use Development in the event of change of current use on properties.</p> <p><i>Recent Developments:</i> Commercial office building at 120 E. Lakeside Street (directly to the north of sites) that houses Vandewalle &amp; Associates, Kelly Financial, and other office users.</p>
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gateway site leading into the neighborhood, creating a public art space should be considered as part of any new development.

2. In the short-term, improve screening of the City of Madison DOT operations and storage areas along Van Deusen Street.
3. Create a passive recreation gathering spot, which could accommodate benches and picnic tables, adjacent to the Wingra Creek bike path (south of Sayle Street) for neighborhood residents and trail users.

### **Area 5: Ann-Badger Street**

Along the north side of the West Beltline Highway, between the South Park Street and Fish Hatchery Road exists, lie various commercial businesses that predominantly front on the Ann Street frontage road: trade union, janitorial service, biological research, medical testing laboratories, insurance agents, equipment rental, supply companies, and apartment buildings, to name a few. Economic growth in this commercial core would help support the goal of creating more employment opportunities in South Madison. Greater connectivity to existing neighborhoods would improve the way workers can get to this commercial node.

Ann Street is a frontage road paralleling the West Beltline Highway. Access to Ann Street is directly off of Fish Hatchery Road on the western edge and Badger Road via Perry Street on the northeastern edge. Realignment of Perry Street would improve access and visibility of this commercial area. New light industrial and/or commercial development along Ann Street and improved housing opportunities along Perry Street would provide additional new investment in this geographic area of the neighborhood.



*The VFW club is located at a key corner and provides vital functions for veterans. This premier site has the potential to be redeveloped at a higher density than today.*



*The City's DOT has a storage building next to the Wingra Creek Bike Path. The goal is to improve and expand the parkway area by shifting the storage areas elsewhere.*

### **Recommendations**

1. Realign Perry Street to improve accessibility to existing businesses and foster new business development.
2. Encourage new light industrial and/or commercial development along Ann Street.
3. Improve housing opportunities along Perry Street.

# Chapter 11: Business Climate: Potential for New Growth

Modest signs of new vitality are appearing along the South Park Street Corridor: coffee shops, dry cleaners, and restaurants are just a few. The potential branding of South Park Street and Fish Hatchery Road as a biomedical corridor could spur new businesses to locate on the South side. It is important to South side residents to encourage the growth of the business community, especially businesses that provide well paying jobs. Although a market feasibility study has not been completed for South Madison, it is imperative that new growth in the region build upon the strengths it has to offer:

- The University of Wisconsin-Madison campus is located directly to the north on South Park Street. The South side should work to capture the spin-offs of educational and/or business ventures from the campus. It could be an appealing area to new businesses due to its close proximity to the campus.
- Meriter Hospital, St. Marys Hospital, Dean Clinic and other industry cluster businesses along South Park Street offer stable job market for residents of the area. It would be beneficial if a shared business strategy is developed with the major employers and the community: 1) Greater outreach to potential employees from the nearby neighborhoods would benefit the employee as well as employer; 2) expand and/or attract new businesses that would complement and/or provide direct services to the major employers; and 3) provide training and/or language skills to capture the untapped labor force.
- Build upon the international flavor of the street by promoting the uniqueness of South Madison, by encouraging entrepreneurship to continue, and by promoting expansion and/or new business start-up to individuals not accustomed to the financial lending process.



*The top priority of South side residents is the revitalization of Villager Mall and Comstock Tire site.*



*The redevelopment of the 65-acre site from Madison Labor Temple to Morningstar Dairy could provide new retail, office, and housing opportunities.*

## Major Strategic Sites

As part of the *South Madison Neighborhood Plan*, several redevelopment districts were identified (See Redevelopment Section for further details). In short, the economic development strategies should concentrate on:

1. Redevelopment of key strategic sites: the east and west side of the 2200-2400 blocks of South Park Street (the location of Villager Mall and Comstock site) and the west side of 1300-1600 blocks of South Park Street (the Madison Labor Temple to Morningstar Dairy).

2. Existing brownfield sites located on South Park Street and Fish Hatchery Road. The site assessment and remediation of the brownfield sites will provide the opportunity for future development. Accurate site assessments and remediation data on the brownfield site will provide better opportunities for the desired potential redevelopment of properties.
3. Improved access and circulation within the existing industrial areas located on the west side of 1800 block of South Park Street (portions of which lie within Town of Madison), the east side of 1900-2100 blocks of Fish Hatchery Road (Town of Madison), and 2400-2500 blocks of Perry Street.

## ***Financial Tools for Reinvestment***

South Madison has several economic tools available to spur investment on the South side. Although not exhaustive, it does illustrate an investment strategy that could be useful for revitalization of portion of South Madison.

### **Economic Programs – Currently In Place:**

- **Better Urban Infill Development (BUILD) Program:** Dane County awarded the City of Madison two BUILD grants for the Wingra Creek Redevelopment Area. The grants will provide the financial assistance to examine existing site conditions, conduct socioeconomic market and trade area analysis, and prepare a redevelopment strategy.
- **Badger-Ann Street Redevelopment District:** During the 2004 City of Madison Budget proceedings, \$2.5 million was allocated toward revitalization efforts in the Todd Drive-West Beltline (\$1.2 Million) and Badger-Ann-Park Street (\$1.3 million) areas. Redevelopment activities will focus on the intersection of West Badger Road and South Park Street to provide for commercial development of blighted properties that would promote economic development, provide open and green space improvements in the vicinity of Lincoln School, develop financing incentives and packages for increasing owner-occupancy opportunities, and improve deteriorating housing stock.
- **Tax Incremental Financing (TIF) District 26:** An amendment to TIF 26 permits public improvements and other approved expenditures on South Park Street from Chandler Street to Haywood Drive. Public improvements, land acquisitions, site improvement for residential, commercial, or mixed-use projects (i.e., demolition, landscaping, site preparation), facade improvement grants/loans, and 10% affordable housing set-aside are eligible expenditures. All project expenditures must be completed by September 2006.



## Potential Economic Programs to Employ:

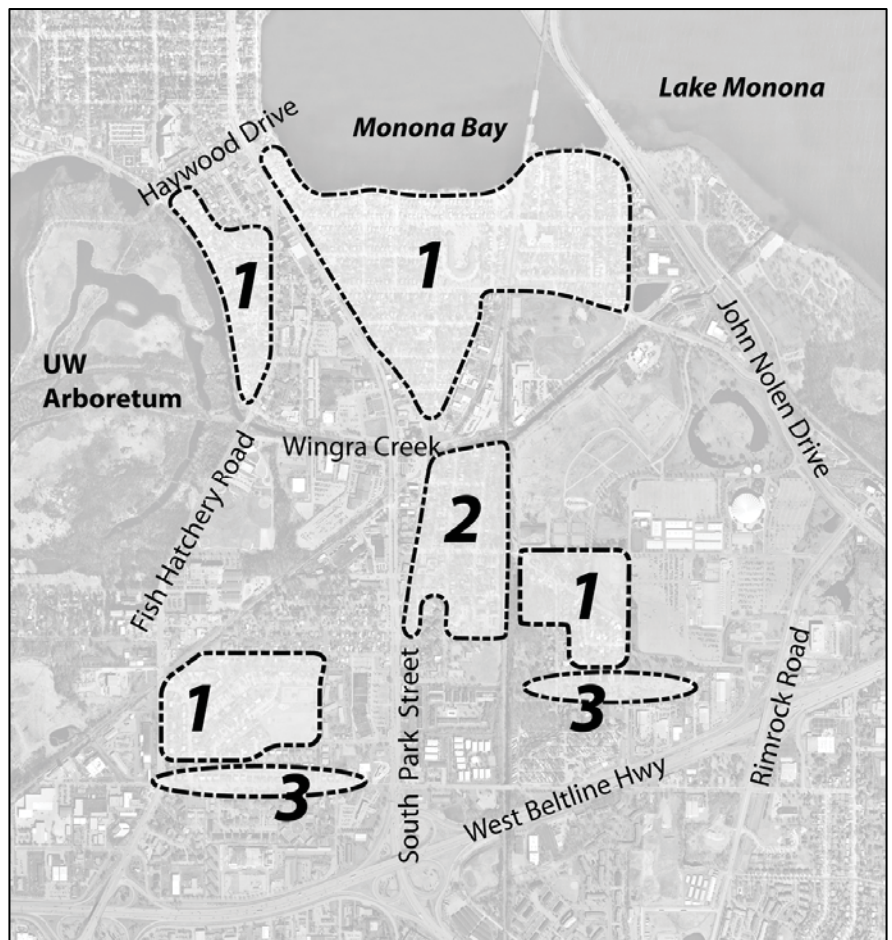
- **Brownfield Site Assessment Grant (SAG):** The State of Wisconsin Brownfield Site Assessment Grant (SAG) is a Department of Natural Resources (DNR) program that helps local governments conduct initial activities and investigations of known or suspected environmentally contaminated property. The program funds preliminary activities at brownfield sites, including environmental site assessments, site investigations, demolition, asbestos removal associated with demolition, and removal of abandoned containers and underground storage tanks.
- **Capital Ideas Technology Zone Credits:** The State of Wisconsin designated the counties of Dane, Jefferson, and Rock, and the City of Whitewater as the Capital Ideas Technology Zone. Under this designation, the Zone has \$5 million in tax credits available to provide to new and expanding high technology businesses in the region. The credit is taken against Wisconsin income taxes. The business must be a new or expanding high-technology firm. The maximum amount of state tax credits available to any business is \$150,000. The level of credits available to any business will depend on the amount of new investment made by the company and the wage levels paid.
- **New Market Tax Credits:** The New Market Tax Credit (NMTC) is part of the Community Renewal Tax Relief Act of 2000. Unlike other tax credits created to benefit low- and moderate-income communities by addressing housing, this tax credit is aimed at business and economic development. The hope for the NMTC is that it will generate \$15 billion in new investment capital over a seven-year period from private companies and individual investments for businesses in low- and moderate-income communities nation wide. Increasing the flow of private capital into lower-income areas is the primary objective of the NMTC program. The investment capital generated through the program will give businesses in under-served communities the ability to weather temporary economic downturns and to expand in economic upturns.
- **Single-Family Revitalization Areas:** The Department of Housing and Urban Development (HUD) has recently designated Census Tract 14.01 as a single-family revitalization area. Designation of a Revitalization Area will allow eligibility for the Dollar Homes Program, Officer/Teacher Next Door Program, and discounted home sales to HUD-nonprofits.
- **Weed and Seed Strategy:** The Federal Department of Justice has designated South Madison as one of three areas within Madison to receive Federal Department of Justice Weed and Seed monies. A portion of the Federal money can fund economic development activities by helping strengthen legitimate community institutions by enhancing employment opportunities for residents, improving housing conditions, and improving the physical environment.



# Chapter 12: Housing Recommendations

The South Madison neighborhoods want to preserve the residential areas, increase homeownership, and promote additional residential units throughout the neighborhood in appropriate locations. (See Map 14.) In addition, the neighborhood priority is to provide a range of housing opportunities throughout South Madison.

South side residents are concerned that the revitalization of the South Park Street business corridor and the residential areas in general will drive out long-time residents of the area due to rising property values. Residents want to retain a balance of affordability of living on the South side. Although affordability of housing is important, residents are also concerned that there are limited opportunities for home ownership. A balance of housing opportunities ranging from market rate to affordable units will help attract individuals and families from all income levels.



Map 14: South Madison Housing Stock: Preservation, Ownership, Rehabilitation Areas. Area 1: Preserve residential housing stock, Area 2: Increase single-family homeownership, Area 3: Increase ownership in multi-family buildings.

## Madison Property Assessments

According to the City of Madison's Assessor Office, the average single-family home value in Madison was \$189,500 in 2003, while single-family homes in the greater South Madison area ranged from \$133,200 to \$137,300. Individuals and families looking for their first home have many desirable homes to choose from, with over one-third of the housing stock assessed at less than \$125,000. Property valuation has been increasing in the neighborhoods, with an increase of 8% to 11% between 2002-2003. The Assessor's Office has indicated that the price and volume of sales in the area has been strong.

Out of the 1,240 housing structures in the planning area, 76.3 % (946) are single-family and 23.7% (294) are multi-family structures. Multi-family structures provide a total of 1,773 units for rent. Only one (1) condominium unit exists within the entire



planning area (City of Madison only). Conversions of housing units to condominiums is an untapped opportunity to provide affordable, owner-occupied housing for residents. Appendix A contains statistical information on existing housing conditions in South Madison.

## **Housing Spatial Patterns**

Appendix B contains thematic maps depicting the following existing land use patterns in South Madison: Type of Structure, Tenure of Single-Family Structures, Assessed Value of Single-Family Structures, and Age of Single-Family Structures. These maps depict six distinct residential housing nodes. As with the Census information, the residential housing patterns vary significantly as property is located north or south of Wingra Creek.



*Conversion of single-family homes to two or more units is possible in some areas under existing zoning. Increasing owner-occupancy is important, especially in the Bram's Addition and Burr Oaks Neighborhoods.*

## **Recommendations**

### **Preservation of Existing Housing Stock**

1. Increase owner-occupancy of existing single-family dwelling units, especially in the Bram's Addition Neighborhood. (See Zoning Plan Recommendations for further information.)

### **Rehabilitation/Reconfiguration of Existing Units**

2. Promote owner-occupancy in multi-family buildings, especially in the 900 block of Magnolia, 900-1100 blocks of West Badger Road, and 2400 block of Cypress Way. The redesign of the multi-family buildings, such as combination of units, construction of garages, shared parking to facilitate more green space, would provide more appeal to families.
3. Encourage the inspection and monitoring of residential buildings to ensure compliance with minimum housing and property maintenance codes.



*Conversion of multi-family structures to condominiums is one strategy to increase affordable, owner-occupied housing.*

### **New Construction**

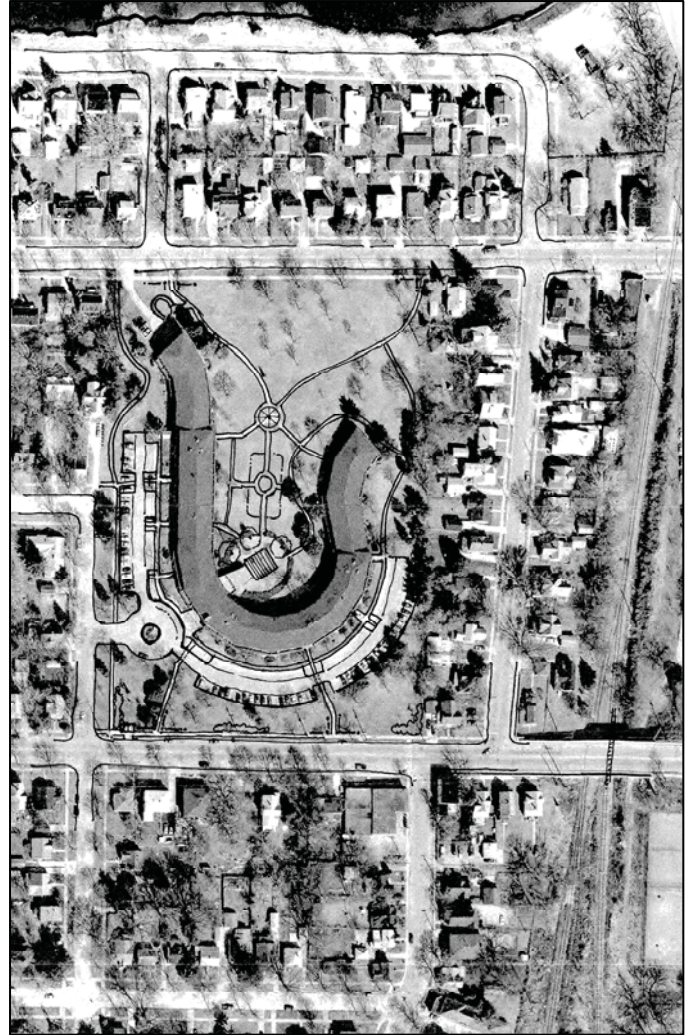
4. Encourage new single-family construction on the east side of the 1200-1300 of Gilson Street at the time this area transitions from commercial to residential uses. (See Redevelopment Plan Recommendation for further information.)
5. Encourage the construction of new, mixed-income multi-family housing or mixed-use developments on major transportation corridors and appropriate underutilized sites. Potential sites: the northwest corner of South Park Street and



*Incorporating residential units on the upper floors of new commercial developments would provide new market rate and affordable units.*

West Wingra Drive, the 1500-1600 blocks (east side) of Gilson Street, and the 1100 block of Sayle Street. Redevelopment of underutilized parcels to multi-family or mixed-use developments along South Park Street would be acceptable. (See Redevelopment Section for more details.)

6. Work with the Bay Creek Neighborhood and Romnes Resident Associations to explore the possibility of construction of owner-occupied housing on the northeast corner of Romnes Apartments (500 block of Lakeside Street). The apartment complex frontage has an expansive open space area. A portion of the open space could be converted to owner-occupied housing, possibly townhouses, while the remainder of the property could remain in open space for Romnes Apartment residents and neighborhood enjoyment. Other Romnes site improvements, such as an improved patio, on-site walking paths, and additional parking spaces would make this public housing facility more attractive. (See Map 15.)



*Map 15: Conceptual Design of on-site improvements at Romnes Apartments. This is a schematic design that is conceptual in nature. Future development is contingent upon CDA and the governmental approval processes.*

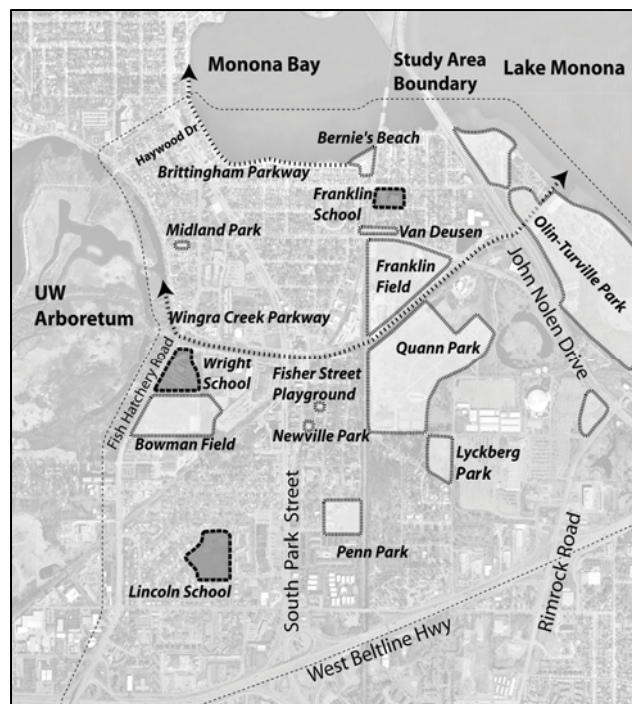




# Chapter 13: Parks and Open Space

South Madison has a wealth of parks and open spaces within its boundaries or at its outer fringes (See Appendix A). Lake Monona, Monona Bay, and Wingra Creek provide water recreational opportunities: swimming at Bernie's Beach or Olin-Turville Beach, sailing at Olin-Turville Park, or boating on the larger water bodies and Wingra Creek. There are few neighborhoods fortunate enough to possess water resources at their doorstep. The importance to the neighborhoods is to enhance these unique assets for local residents that will be enjoyed by all.

Active and passive recreation is enjoyed at the larger park areas: Bowman Field, Franklin Field, Olin-Turville Park, and Quann Park. Although the larger park areas are utilized by park users encompassing more than one neighborhood, the appeal of the park areas for neighborhood park-type uses is important to local residents because of their ease of access to residential areas. Since the South Madison neighborhoods are transversed by many heavily traveled arterial and collector streets, the location and accessibility of Franklin Field and Quann Park are especially important to neighborhood residents.



Map 16: Park and open space areas in South Madison.

Bernie's Beach, Franklin Elementary Playground, Fisher Street Playlot, Lincoln Elementary School Playground, and Penn Park are situated in the heart of residential areas. Enhancement of these park and open space areas will strengthen the neighborhood parks as gathering places for residents living in the neighborhood. In addition, accessibility to Lincoln Elementary School Playground and proposed splash park and the Town of Madison Park (Heifetz) will better serve the recreational needs for residents living in the isolated Burr Oaks Neighborhood.

At the western edge of the neighborhood, the University of Wisconsin-Arboretum offers a host of recreational activities: however, there is a perception that it is inaccessible to neighborhood residents because of its limited number of access points. Improved wayfinding, as well as marketing of the activities and programs to the South Madison community would open up this resource to its next-door neighbors. Improved access and wayfinding to these resources would also help dispel the perception that these resources are inaccessible to neighborhood residents.

The SMNSC recognizes the great opportunity to improve the existing park system: improving the accessibility to the park system; redesigning existing usable space to achieve better use of recreational opportunities; and linking the existing park system to larger recreational lands in close proximity to the neighborhoods will enhance the unique recreational assets of South Madison.

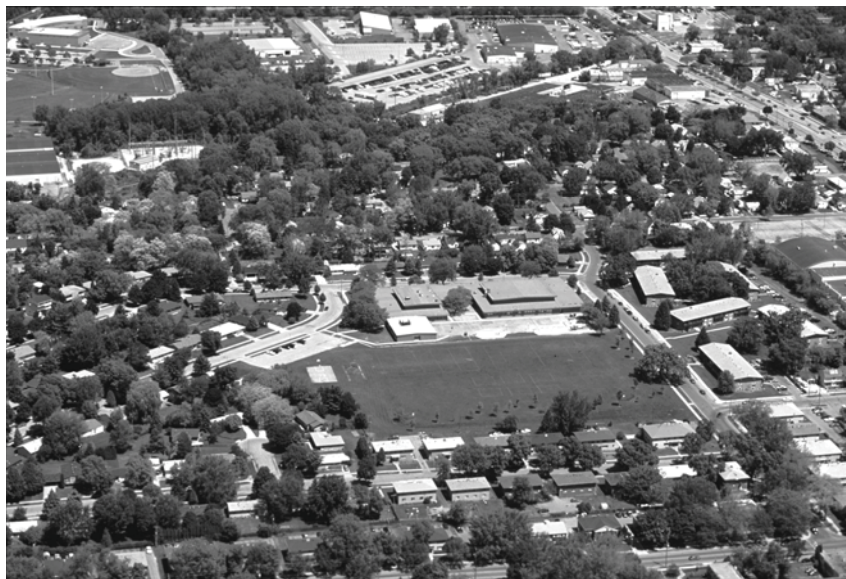
## Major Park Improvements

### Lincoln Elementary School Playground

Lincoln Elementary School, 909 Sequoia Trail, is centrally located in the Burr Oaks Neighborhood. The school is the most predominant structure within the area that is bounded by heavily traveled transportation corridors: Wisconsin Southern Railroad on the north, South Park Street to the east, Fish Hatchery Road to the west, and West Badger Road to the south. An income-diverse residential area surrounds the facility.

The school property has a 58,822 square foot building and 4.6 acres of open space. Lincoln Elementary is a paired school with Midvale Elementary, which is 8 miles away. Midvale serves students in kindergarten through second grades and Lincoln serves students in third through fifth grades.

Public institutions, such as Lincoln Elementary School, can have a stabilizing effect on a neighborhood. Residents moving into a neighborhood or making decisions whether to remain will factor the “health” of the local school and the benefits it brings to their family’s quality of life. In addition, Lincoln Elementary School’s playground serves as the open space area for residents in the area since no other recreational space exists between the major transportation corridors of South Park Street, Fish Hatchery Road, and the West Beltline Highway. With the proximity of Lincoln Elementary School to the multi-family area that is targeted for housing rehabilitation, it is imperative that a comprehensive strategy to stabilize the Burr Oak neighborhood takes into account the shared benefits that the public school can offer.



**2003 School Year  
Lincoln Elementary School**

Enrollment: 366 children

Diversity: 77.4% of school population is minority: 39.6% Black, 23% White, 20.2% Hispanic, 16.1 % Asian, 1.1% American Indian.

Income Distribution: 68.9 % of students eligible for free or reduced lunch. District average: 36.6%.



*The entrance of Lincoln Elementary School is off Sequoia Trail. Aesthetic improvements, such as new plantings, in front of the building would make it more appealing.*



*The existing school playground is elevated higher than the school and street making it impossible to view the activities occurring on the playfields.*

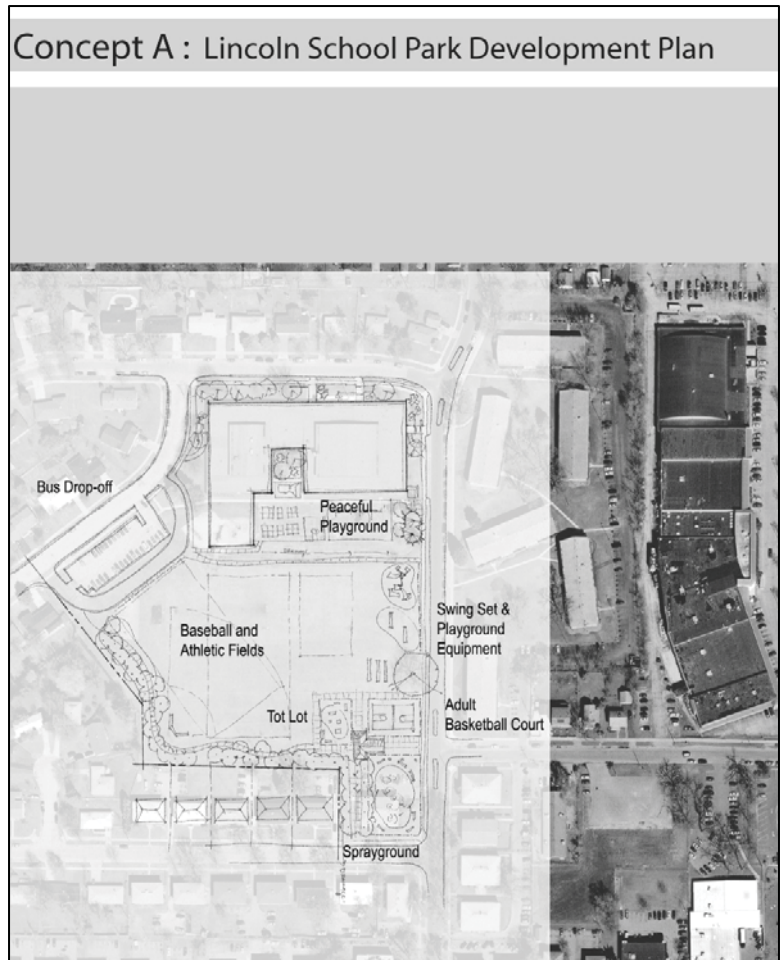
*Lincoln Elementary School is located in the heart of the Burr Oaks Neighborhood. The access to this green space is important since the neighborhood is bounded by the heavily traveled transportation corridors of South Park Street, Fish Hatchery Road, and the West Beltline Highway.*



Through the neighborhood planning process, it was recognized that Lincoln Elementary School is an important institution to help instigate positive change within the neighborhood. Neighborhood residents want to form stronger relations with the school administrators and teaching staff, as well as to form partnerships that will improve the environment of the school and adjacent neighborhood. Map 17 illustrates a design for an improved and expanded recreational space.

### **Recommendations:**

1. Request that the Madison Metropolitan School District, in conjunction with Madison Parks Division, develop a master plan for Lincoln Elementary School (See Conceptual Map 17). As part of the design, explore developing a City park on the southeastern corner of school property and/or expansion of the open space area in privately owned property directly to the south (corner of Cypress Way and Magnolia Street). Incorporate park shelter, park tables/benches, splash park, and playground equipment for younger children that would complement the existing school playground.
2. To improve the pedestrian safety along Cypress Way: 1) Install traffic calming islands on Cypress Way between West Badger Road and Sequoia Trail. As part of the design of the traffic islands, incorporate space for plantings; 2) At the time of reconstruction of the Hughes Street and Cypress Way intersection, install corner bulb-outs to shorten the distance pedestrians cross from the eastern to western side of Cypress Way; and 3) Install vehicular pull-in/outs on the western side of Cypress Way at Lincoln School (eastern entrance) for the loading and unloading of school children.
3. To improve the pedestrian safety of loading and unloading of school buses, reconfigure the Lincoln Elementary School parking lot off of Hackberry Lane to accommodate school bus pull-in/outs for the loading and unloading of elementary school children. This new location would necessitate school buses being rerouted from Cypress Way to Sequoia Trail and Hackberry Lane during morning and afternoon school hours.



*Map 17: Conceptual Design for Lincoln Elementary School and surrounding area. Future development is contingent upon private property owners and governmental approval processes.*



*Construction of an attractive shelter would be a gathering spot for residents to picnic.*



- To improve access to open space areas in the Town of Madison, install sidewalks leading to Heifetz Park along Cypress Way from Sequoia Trail to Dane Street.

### Quann and Lyckberg Park

Quann Park, a 79.9-acre community park, is located directly to the southeast of Franklin Field across Wingra Creek. The major recreational features of Quann Park include: community gardens, dog-walking leash and unleash area, tennis courts, and a bicycle path. Neighborhood residents would like to transform the park into a more valuable park and open space area that is more strongly connected with Bram’s Addition and Capitol View Heights Neighborhoods.

There are three designated access points to Quann Park: 1) non-through road access from the Alliant Energy Center private entrance off of West Olin Avenue; 2) bicycle-pedestrian path access directly off of West Olin Avenue and Koster Street that runs parallel to Wingra Creek on the south; and 3) a pedestrian bridge access from Wingra Creek Parkway on the western shoreline of Wingra Creek. These park entrances are accessible to park users from outside the neighborhood. Safe pedestrian access to the parkland for residents living south of the park in the adjacent Bram’s Addition and Capitol View Heights Neighborhoods is poor.

- Capitol View Heights Neighborhood: An unimproved road, the Bram Street extension, runs along the southern boundary of the park. Although this is an access point, it is uninviting to pedestrians since it has no sidewalks leading into the park area (a bicycle path is located on the western most boundary that parallels Wingra Creek). Pedestrian safety issues are compounded since Koster Street, the only public street that provides access to the park area, has no sidewalks. Koster Street is a narrow street with steady vehicular traffic.



*Installation of traffic islands on Cypress Way has increased pedestrian safety.*



*Quann Park is the site of a very successful and active community garden.*



*Quann Park provides excellent tennis courts. Better park access could improve use of courts.*

*Quann Park serves the adjacent neighborhoods of Bram’s Addition and Capitol View Heights. Poor access to the park is a concern to local residents.*

- **Bram's Addition Neighborhood:** Residents living in the southern half of Bram's Addition Neighborhood only have access to Quann Park through a narrow, sandstone railroad viaduct. It is unsafe for a pedestrian or buses to pass through the tunnel if one or more vehicles are traveling through the viaduct simultaneously. Due to its narrow width, it is infeasible to install sidewalks under present conditions.

Part of Quann Park is used for City of Madison and Alliant Energy Center operational uses. The northeast corner of the park houses several facilities buildings and storage areas for the City of Madison. A City of Madison Water Utility building is under construction in this service facility area. The Alliant Energy Center has a long-term lease for overflow parking for major events in the central part of the park. Overflow parking events occur 3 to 6 times a year.

Lyckberg Park, a 5.5-acre parcel of land, is located in the Capitol View Heights Neighborhood. The land is owned/maintained by Dane County's Alliant Energy Center. Lyckberg Park is viewed as an extension of the coliseum, and thus is not maintained regularly unless a user has received a permit to use the shelter. Lyckberg Park is the closest open space for residents living in the Capitol View Heights Neighborhood. It is the desire of area residents to improve Lyckberg Park for public use; however, this may not be a feasible long-term situation. The future of Lyckberg Park will be dependent on future expansion plans of Alliant Energy Center (the administrator of the property). Map 18 illustrates proposed park improvements for the areas.



*Capitol View Heights Neighborhood views Lyckberg Park as an important neighborhood gathering spot. It is not, however, designated as parkland by Dane County Park System. Lyckberg Park is currently part of Alliant Energy Center campus.*



*Access to Quann Park from the Bram's Addition Neighborhood is unsafe since pedestrians must walk through a narrow railroad viaduct.*



*Looking south with Wingra Creek dividing Quann Park (on left) from Franklin Field (on right). Madison Parks Division has a maintenance facility (lower left) that is planned for reconstruction in the near future.*





Map 18: Quann, Lyckberg, and Franklin Field proposed improvements.

**Franklin Field**

1. Install sidewalks on the south side of the 200-300 blocks of West Olin Avenue at Franklin Field.
2. At the time that Parks Division reconstructs its Franklin Field service facility, explore a two-story, compact facility that does not encroach into playfields. With any improvement at Franklin Field, preserve the oak grove location near the existing playground area.
3. Install benches, flower and/or prairie gardens, and/or gazebo for neighborhood resident’s use on the 1100 block of Van Deusen Street.

**Quann Park**

4. Install new park amenities at Quann Park. Possible changes include, but not limited to: i) bathroom facilities, benches, and picnic tables; ii) new vegetative plantings such as flowers, native grass, or other variety of shrubs and trees; and iii) improved screening along the perimeter of the parkland.
5. Improve vegetative screening of the park along the eastern and western borders of the park. Screen trash bins located in the Alliant Energy Center parking lot.
6. Stabilize stream bank from erosion by pedestrian bridge, repair pedestrian bridge, and install canoe launch or platform for dogs to enter waterway.
7. Improve pedestrian and transit access and safety at the Union Pacific Railroad viaduct at Bram and Koster Streets and/or explore other possible alternatives for pedestrian movement between Bram’s Addition and Capitol View Heights neighborhoods.
8. Install sidewalks on Bram Street (directly to the west of Quann Park) and sidewalks, curb and gutter on Koster Street. Improve stormwater management.
9. In the event that the Union Pacific Railroad is declared surplus property, explore the acquisition of the railroad corridor for future transportation and/or recreational uses.

**Lyckberg Park**

10. In the short-term, improve Lyckberg Park for neighborhood residents. New school-age playground equipment, upgrade of park entrance at Koster Street, park lighting, and improved pedestrian footpath from Lyckberg to Quann Park is desired. In addition, maintenance of the property should be undertaken regularly.

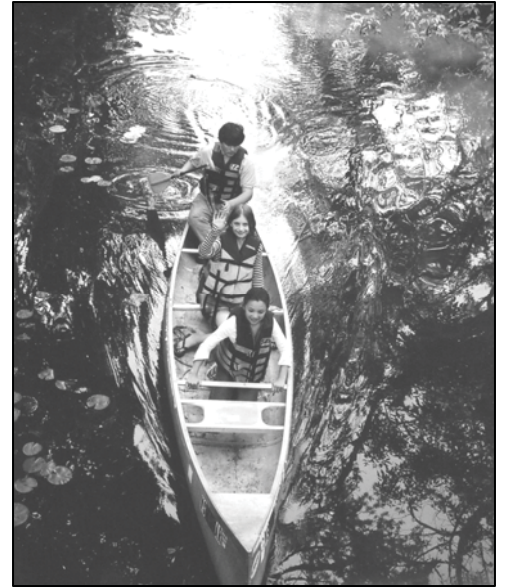
**Plan Recommendations**

1. Request Madison Parks Division, in conjunction with Dane County Alliant Energy Center, to revise the master plan for Quann Park and Franklin Field. Possible changes include, but are not limited to: the installation of other amenities at the park (bathroom facilities, benches, picnic tables); new vegetative plantings such as flowers, native grasses, or other variety of shrubs and trees; and installation of better screening along the perimeter of the parkland, especially on the eastern and southern borders. As part of the review of the master plan, explore the method of stockpiling snow in the winter months.
2. Request the Madison Parks Division, in conjunction with Engineering Division, to explore improving the access of the park from Bram Street. Improvements could include, but are not limited to: improved pedestrian access into the parkland from Bram Street extended; improved, gated vehicular access from West Olin Avenue to Bram Street extended



(similar to Arboretum access that is limited to thru-traffic six days of the week); and improved pedestrian access, such as sidewalks, along Bram and Koster Streets leading to Quann Park. Neighborhood residents would like to retain the sandstone bridge/tunnel at Koster Street, but improve pedestrian safety.

3. Request Dane County’s Alliant Energy Center to improve visual screening along the western and southwestern border of Quann Park. Screen trash bins located in the Alliant Energy Center parking lots.
4. Request the Madison Parks Division, in conjunction with the Engineering Division, to stabilize the stream bank from erosion near the pedestrian bridge. Explore the possibility of installing a canoe launch or a platform for dogs to enter waterway.
5. In the short-term, request Dane County’s Alliant Energy Center to improve Lyckberg Park for public use by area residents. Improvements for this open space include: installing of school-age playground equipment, upgrading the entrance to open space from Koster Street, improving lighting of the site, improving pedestrian access to Dane County’s Alliant Energy Center, and providing regular maintenance to the grounds.



*Kids canoeing Wingra Creek. Shoreland improvements are planned for Wingra Creek over the next few years. (Photo courtesy of Sarah King)*

## Wingra Creek and Bike Path

Wingra Creek, a navigable waterway, runs easterly through the neighborhood from Fish Hatchery Road to Olin-Turville Park at Lake Monona. A bike path is located adjacent to Wingra Creek. Wingra Creek is a prominent feature for South Madison neighborhoods: its central location draws people across it during their daily routines that takes them up and down South Park Street corridor. Promoting Wingra Creek as a gathering place would provide another location for social encounters to occur among neighbors on the South side. (See Map 19. )



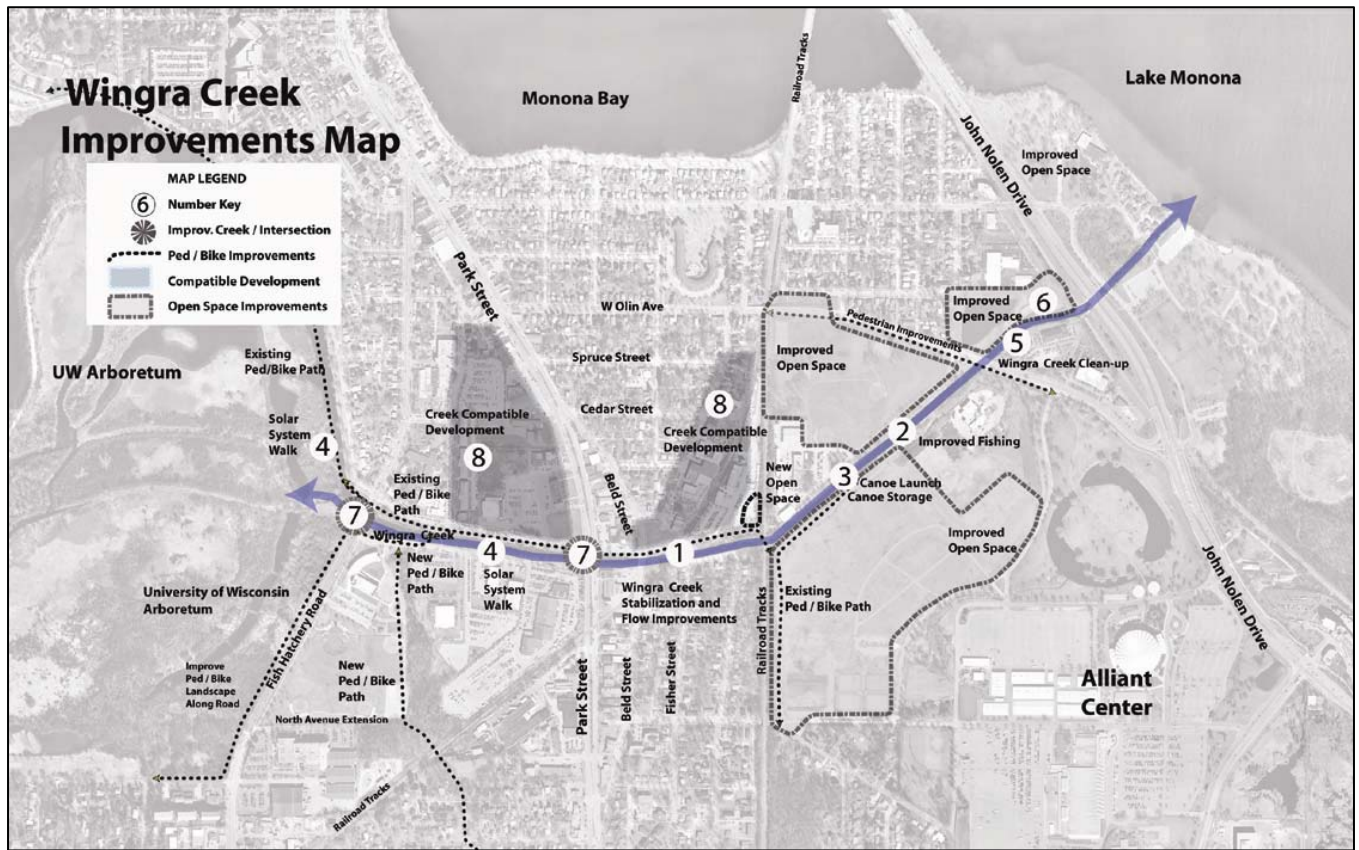
*Wingra Creek bike path is valued by neighborhood residents. A proposed solar system walk along the path will provide a fun, educational experience for trail users.*

## Plan Recommendations

1. Request that the Parks Division install benches along the Wingra Creek bike path from Vilas Zoo to Fish Hatchery Road, repair the pedestrian footbridge and path at Quann Park, and work with park users to resolve the conflict of uses along the southern bike path at Quann Park.
2. Request the Traffic Engineering Division to improve pedestrian crossing at West Wingra Drive and Fish Hatchery Road and at the West Wingra Drive and South Park Street intersections.



*A shifting of DOT storage materials along the Wingra Creek bike path will free up additional open space adjacent to the Creek.*



Map 19: Proposed Improvements along Wingra Creek.

3. Request the Parks Division, in conjunction with Traffic Engineering Division, improve stream bank stabilization, install canoe launches and storage facilities, and improve the navigability of Wingra Creek from Fish Hatchery Road to John Nolen Drive. As part of improving Wingra Creek Parkway, install benches along North Wingra Drive from Arboretum Drive to Fish Hatchery Road.
4. Request the Madison CitiARTS Commission, in conjunction with City Engineering, Parks Division, Traffic Engineering Division, and adjacent neighborhood associations and subject to approval by the Board of Park Commissioners, work with UW Space Place and other interested organizations to site an artistic, educational Solar System Walk along Wingra Creek Parkway to the West Wingra-South Park Street intersection to Park and Pleasure Drive at Edgewood College.
5. Request the Traffic Engineering Division, in conjunction with the Parks Division, to relocate storage materials on the south side of Wingra Creek at Sayle Street. Create a passive recreational gathering spot, such as park benches and picnic tables, adjacent to the bike path for neighborhood residents as well as trail users.

#### Wingra Creek Parkway

1. Improve visual appearance, stabilize stream banks, and improve the navigability of the stream.
2. Develop walk-in fishing areas.
3. Install canoe storage racks and launch and pull-ins areas.
4. Install Solar System Walk along the northern portion of the bike path.
5. Clean up debris along stream banks and river bottom.
6. Develop a passive recreational gathering spot adjacent to the bike path for neighborhood residents as well as trail users.
7. Improve pedestrian crossings at key intersections.
8. Encourage compatible land uses on parcels adjacent to the creek.



## Minor Park Projects

The SMNSC identified several minor park and open space improvements to be implemented. Below are minor plan recommendations categorized by neighborhood area.

### Bay Creek Neighborhood

#### Bernie's Beach

Bernie's Beach, a 1.1-acre parcel, nestled on the south shore of Monona Bay is an important beach and playground area for neighborhood residents of the Bay Creek and Bram's Addition. A bath house, drinking fountain, and small picnic and play structure are located on this site.

1. Request the Madison Parks Division to improve Bernie's Beach: station a lifeguard at Bernie's Beach, install playground equipment, increase cleaning of shoreline weeds, and enforce the motor/no wake zone.
2. Request the Bay Creek and Bram's Addition neighborhoods to jointly host events, targeted toward families and children of the neighborhood, to strengthen community ties and cultural, ethnic understanding among individuals living in the area.



*The Art Cart visits Bernie's Beach, an important neighborhood park in the Bay Creek Neighborhood.*

#### Olin-Turville Park

On the shores of Lake Monona lies Olin-Turville Community Park. This 108.2-acre park serves the greater Madison community. The conservation park contains a swimming beach, boat launch, walking and cross-country skiing trails, park shelter and picnic areas, playgrounds, and shoreline. One of its principal attractions is the conservation area: nature trails that lead through prairie, marshland, and wooded habitats. Neighborhood residents support efforts to preserve areas of the conservation park that contain sensitive habitat. Map 20 identifies proposed improvements to the park and open space area.



*Map 20: Proposed Improvements for Olin-Turville Park.*

#### Olin-Turville

1. Develop a passive recreational gathering spot adjacent to the Wingra Creek bike path. Improve screening of Madison Department of Transportation storage buildings along Sayle and Van Deusen Streets.
2. Prepare a master plan for the northern point of Olin-Turville Park. Explore the development of a passive, pedestrian-oriented gathering place in this area. If feasible, reconstruct the Olin Terrace fountain at this location.
3. Protect the oak grove, possibly by fencing off the area, at times of major events.
4. Station lifeguards at the swimming beach.
5. Restore cross-country trails in non-sensitive areas of the park and increase grooming of trails.
6. Examine vehicular internal circulation patterns to deal with vehicular congestion. Explore the possibility of consolidating parking.



1. Request the Madison Parks Division to develop a master plan for Olin-Turville Community Park, especially for the northern portion of the park area. In addition to community-wide input, solicit direct input from the Bay Creek, Bram's Addition, and other adjacent neighborhood organizations in preparing the plan. In the development of the master plan, address the following issues: 1) vehicular traffic movement; 2) location of boat landing/launching areas; 3) preservation of undeveloped, natural areas; 4) construction of a children's fishing pond; and 5) relocation of the public fountain (formerly located at the Monona Terrace site) to the northern point of the park.
2. Request the Madison Parks Division to devise a way to protect the oak grove, possibly by fencing off the area, especially at the times when there are large events at Olin-Turville Park.
3. Request the Madison Parks Division to station certified lifeguards at the swimming beach.
4. Request the Madison Parks Division to restore cross-country trails in non-sensitive areas of the parks. As part of the effort to improve cross-country skiing, increase the grooming of trails.
5. Request the Madison Parks Division, in conjunction with other supportive organizations, to remove invasive plants.



*The northern point of Olin-Turville Park has a wonderful view of downtown Madison. Neighborhood residents want to be part of the future planning for this area.*



*Franklin Field is used frequently for soccer games.*

## **Franklin Field**

Revising the master plan for Franklin Field will help determine the best uses for the open space. Neighborhood residents would like to build upon the features that the park areas presently offer. Franklin Field is a 24.3-acre parcel with baseball, softball, and soccer fields. With the lowering of the West Olin Avenue bridge to street level, the access to the playground area is more visible, and thus, more appealing to park users.

After the South Madison Neighborhood planning process was completed, Franklin Field (renamed Goodman Park) was selected to become the preferred site for the first municipal swimming pool. Pedestrian and bicycle access to the proposed swimming pool site should be planned and implemented in a manner consistent with other pedestrian-related plan recommendations.

1. Request the Madison Parks Division, in conjunction with the Engineering Division, to install sidewalks along the 200-300 blocks of West Olin Avenue at Franklin Field.



*The recent removal of the West Olin Avenue bridge has opened up access to Franklin Field. Sidewalks should be extended along the northern side of Franklin Field.*

- At the time that Madison Parks Division reconstructs its Franklin Field service facility, explore building design and materials that would be compatible with the park. Encourage development that is compact. A two-story facility that does not encroach into playfields would likely be supported. With any improvement at Franklin Field, preserve the oak grove located near the existing playground area.

## Van Deusen Street Right-of-Way

A 1.9-acre parcel is located north of Franklin Field at the corner of Rowell Street and West Olin Avenue. With the lowering of the West Olin Avenue Bridge, the open space area has become more accessible. Presently, the open space area has no formal park uses on it. Single-family homes are located to the north of the parcel.

- Request the Madison Parks Division, in conjunction with adjacent property owners, to explore the use of the 1100 block of the Van Deusen Street right-of-way as a passive (low activity) recreation area (i.e., benches, community gardens, prairie-flower gardens, and/or gazebo).

## Bram's Addition Neighborhood

### Fisher Street Playground

Through a unique partnership with the Madison Parks Division, neighbors maintain the Fisher Street Playground. Located in mid-block of the 1800 block of Fisher Street, this 0.3-acre site is heavily used by children of the Bram's Addition Neighborhood.

- Request the Madison Parks Division to improve the lighting at the Fisher Street Playground.



*The Fisher Street playground is used regularly by Bram's Addition Neighborhood children.*

### Newville Park

Located at the corner of Bram and Beld Streets is Newville Park. This is a 0.3-acre park that the neighborhood would like to have more people use for various activities.

- Request the Madison Parks Division, in conjunction with the Bram's Addition Neighborhood Association, to develop a master plan for the open space area. Neighborhood residents would like to promote more neighborhood use of this open space.



*Neighborhood residents want to explore other possible park improvements at Newville Park.*

## Penn Park

Penn Park, a 6.3-acre park, is located in the southeast corner of the Bram's Addition Neighborhood. Many neighborhood residents are reluctant to use the park because of the criminal activity that takes place within the park. It is the strong desire of neighborhood residents to reclaim the park for neighborhood use.

1. Request the Madison Police Department, in conjunction with local community groups, to continue to work toward eliminating inappropriate behavior at the park. Neighborhood-based groups should continue to promote events at the park that attract neighborhood residents to use the park facilities.
2. Request the Madison Parks Division to explore design features that would modify the existing park shelter and park area to make it more functional and inviting for people to use.



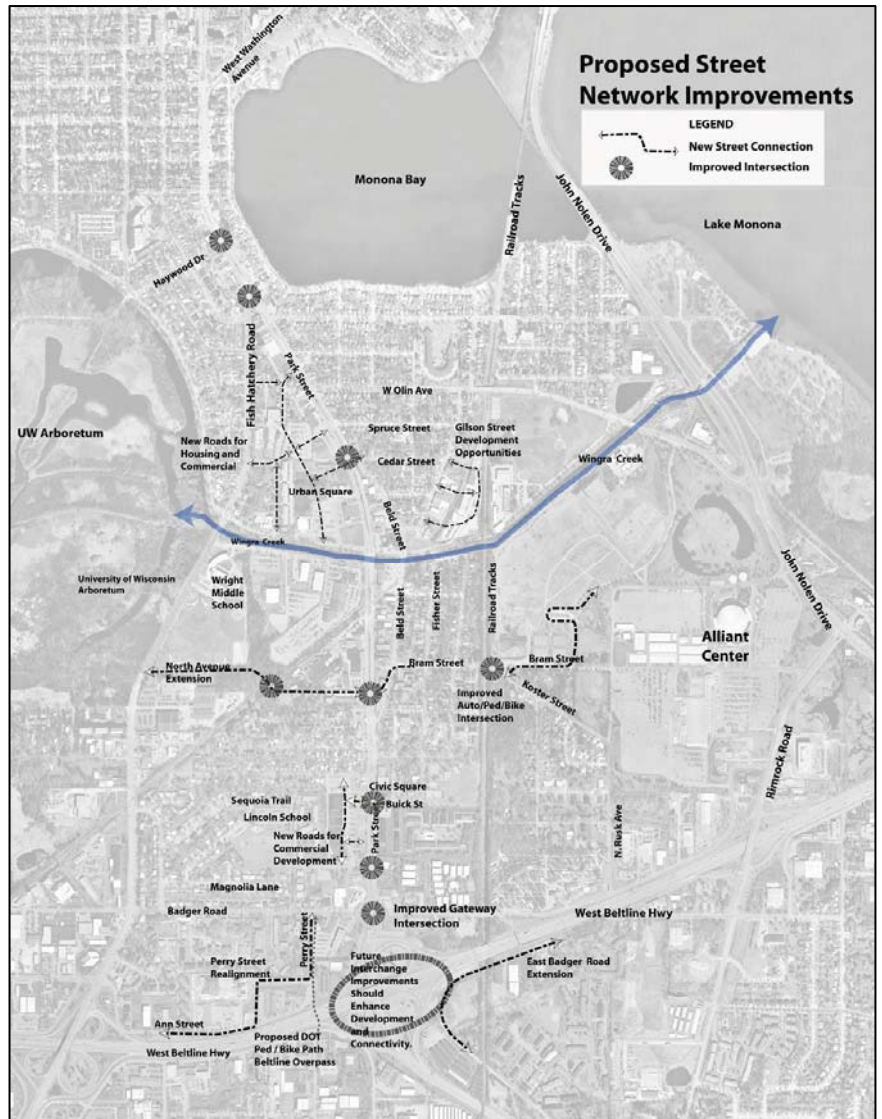
*The Penn Park shelter design (top) is nonfunctional. A facelift to the shelter design (bottom) would improve its heavy, concrete look.*





# Chapter 14: New Streets, Bicycle Paths, and Pedestrian Movement

A common practice when laying out the development of a neighborhood is for streets to form a grid pattern. A grid pattern enables pedestrians, bicyclists, and motorists to conveniently traverse the neighborhood. The neighborhoods lying to the south of Wingra Creek: Bram's Addition, Burr Oaks, and Capitol View Heights were developed at separate times, and in separate municipal jurisdictions, without a planned agreement on how the road system would work together. The result is an area without adequate east-west connections among neighborhoods lying across South Park Street. Because of these barriers, as well as the major arterial street systems, the neighborhoods are not well-connected, and thus, isolated from each other. Improvement of the east-west connections would enormously benefit the residents and the businesses operating in South Madison by: 1) improving pedestrian and vehicular movement to major destinations; 2) increasing pedestrian and vehicular movement along some residential streets in higher crime areas; and 3) improving the street network between the neighborhoods that will facilitate communication, commerce, and services that the neighborhoods already offer.



Map 21: Proposed Street Network Improvements.

The Park Street Corridor (State Highway 151/14) is an arterial street that bisects the neighborhood. Approximately 30,000 vehicles use the corridor on a daily basis. Crossing South Park Street, whether by foot or bicycle, is often a challenge. Although neighborhood residents recognize that the vehicular use of South Park Street will increase with local and regional growth, it is the desire to make it safer and more pleasant for pedestrians, bicyclists, transit riders, and vehicular traffic. Improved walkability is an important element to retaining the desirability of the neighborhoods to both long-term residents and newcomers to the area.

## Street Networks

The South Madison neighborhoods are bounded by major transportation networks: the West Beltline Highway on the south, Fish Hatchery Road on the west, and John Nolen Drive on the east. These major transportation systems form varying degrees of impenetrable boundaries:

- **The West Beltline Highway**, a six-lane highway, carries roughly 107,000 vehicles per day. Located at the southern edge of the neighborhood, its elevated position creates a strong barrier for pedestrian and vehicular movement to residential, commercial, or recreational opportunities within the neighborhoods since crossings are limited.
- **South Park Street**, is the major thoroughfare that bisects the South side neighborhoods. With approximately 30,000 vehicles per day using this major arterial, South Park Street has become the spine of South Madison. With retail businesses, restaurants, service centers, public facilities, major institutions, and other prominent destinations along this corridor, South Park Street is unique in its character. Three distinct nodes could be distinguished between West Badger Road to Fish Hatchery Road.
- **Fish Hatchery Road**, on the western boundary of the study area, is a major north-south arterial that diverts north-bound traffic to the University of Wisconsin campus, St. Marys and Meriter Hospitals and Clinics, and Downtown Madison, and both the near-west and near-east employment districts. In addition to the heavy vehicular traffic that is carried during peak hours (roughly 26,000 vehicles), a large portion of Fish Hatchery Road is also flanked by the University of Wisconsin Arboretum, which has no pedestrian or vehicular access for 1.5 miles.
- **John Nolen Drive**, a six-lane roadway on the eastern edge of the study area, carries approximately 40,000 vehicles per day. This major arterial has better pedestrian access points than the other arterials within the neighborhoods. However, it also has a larger portion of pedestrians crossing it to reach recreational destinations such as Monona Bay, Lake Monona, and Olin-Turville Park.

## Plan Recommendations

The SMNSC identified key areas within the South Park Street Corridor and residential streets that would improve the walkability of the neighborhood. Map 21 depicts new streets and key intersections to improve pedestrian movement.



*Modifying the South Park-Beld-Cedar intersection would improve pedestrian safety.*

## Bay Creek Neighborhood

1. Redesign the South Park-Beld-Cedar Streets intersection. Presently, the intersection is the apex for the convergence of Beld Street, Cedar Street, and South Park Street. Modifying the width of the intersection would improve pedestrian safety, by slowing vehicles as they exit and/or enter South Park Street.
2. Install traffic calming devices along Gilson Street from Lakeside Street to Beld Street.
3. Install sidewalks on the south side of the 200-300 blocks of West Olin Avenue to improve accessibility to Franklin Field.
4. Evaluate the need to install bus benches or shelters on both sides of South Park Street between West Olin Avenue and Haywood Drive.

## Wingra Creek

5. Encourage stream bank stabilization, waterway dredging, and placement of canoe landings and storage facilities at locations between Fish Hatchery Road and West Wingra Drive extended.
6. Enhance the Wingra Creek bicycle path by installing a Solar System Walk, an artistic replication of the solar system, originating at the intersection of South Park Street-West Wingra Drive intersection to Park and Pleasure Drive at Edgewood College.



*The railroad viaduct at Bram-Koster poses unsafe conditions for pedestrians because of its narrow width.*

## Bram's Addition and Capitol View Heights

7. Install traffic calming devices on the 1900-2000 blocks of Beld Street and along Koster Street, especially at Koster-North Rusk intersection.
8. Improve pedestrian and transit access under the Union Pacific Railroad viaduct at Bram and Koster Streets and/or explore other possible alternatives for pedestrian and transit movement. The desire of neighborhood residents to retain the sandstone railroad viaduct should be balanced with these safety and access goals.
9. In the event the Union Pacific Railroad line is declared surplus, explore the potential of acquiring the railroad corridor for possible future transportation and/or recreational uses.

## Burr Oaks

10. Install vehicular pull-in/outs on the western side of Cypress Way at Lincoln Elementary School for the loading and unloading of school buses.
11. Reconfigure the Lincoln Elementary School parking lot off of Hackberry Lane to accommodate school bus pull-in/outs



for the loading and unloading of elementary school children. This new location would necessitate that school buses be rerouted from Cypress Way to Sequoia Trail and Hackberry Lane during morning and afternoon school hours.

12. To reduce vehicular speed on Cypress Way, install traffic islands on Cypress Way between West Badger Road and Sequoia Trail. As part of the design of the traffic islands, incorporate space for plants or grass.
13. To improve the pedestrian connection with Lincoln Elementary School, install a new bicycle path from the School to the Wingra Creek bicycle path.
14. Install sidewalks leading to Heifetz Park along Cypress Way from Sequoia Trail to Dane Street.
15. As part of the effort to improve east-west connections, extend North Avenue westerly from South Park Street (west of St. Vincent's DePaul's Dig and Save) to Fish Hatchery Road and from South Park Street to Beld Street. Presently, there is no east-west connection along the 1-mile stretch from West Badger Road to West Wingra Drive. Accommodate bicycle lanes as part of this new street project.
16. The Ann-Badger Street Area, a predominantly commercial area, has the potential for new commercial growth with a redesign of the street system. Ann Street is a frontage road paralleling the West Beltline Highway. Access to Ann Street is directly off of Fish Hatchery Road on the western edge and Badger Road via Perry Street on the northeastern edge. Realignment of Perry Street would improve access and visibility of this commercial area. New light industrial and/or commercial development along Ann Street and improved housing opportunities along Perry would improve additional new investment in this area. Discuss with the Wisconsin DOT the placement of a pedestrian overpass at Perry Street to determine the most appropriate location and design.

### **South Park Street Corridor**

17. Improve pedestrian crossing at South Park at Fish Hatchery Road, Haywood Drive, West Wingra Drive, Buick Street, Hughes Place, and West Badger Road.
18. Request that Planning Unit, in conjunction with Madison Metro, maintain an open dialogue with the City of Fitchburg to take advantage of opportunities for streetcar or park and ride expansions.
19. Discuss with the Wisconsin DOT the future design of any West Beltline Highway interchange improvements at West Badger Road. This is a key gateway leading into Madison that should be carefully designed to accommodate pedestrian movement.

# Chapter 15: Urban Design and Streetscape Improvements

Good urban design provides a sense of identity and visual interest for a community. In addition to providing a sense of place and improving the community's visual appeal, good urban design can improve the way in which people use their physical environment. Well-designed streetscape elements can also have a positive effect on those who live, work, shop and recreate in the area. The *South Madison Neighborhood Plan* emphasis is directly tied to encouraging economic revitalization by enhancing the present environment, where applicable, and fostering new design for underutilized sites.

In order to achieve good urban design, investment is required from both the public and private sectors. Significant capital improvements are needed create desirable streetscapes.

Examples include:

- **Public:** Concentrate on urban design elements to improve the area's thoroughfares and stronger connection to public places.
- **Private:** Industrial and commercial property owners are encouraged to improve their property's visual appeal, make provisions for pedestrian traffic, and to create improvements that would enhance their economic advantage in a competitive market.

Urban design measures that are supported by the business and development community will help to create a cohesive community that is capable of retaining and attracting new residents, businesses, and industries to the area.

## **Major Thoroughfares: South Park Street, Fish Hatchery Road, and John Nolen Drive**

The three major thoroughfares in the Greater South Madison area: South Park Street, Fish Hatchery Road, and John Nolen Drive have undergone significant redevelopment in the more recent past. All three have been developed with a strong emphasis on accommodating the automobile. The design of the buildings is evidence of this emphasis: larger street frontages, parking lots located in front of businesses, and limited, if any, direct pedestrian access to the buildings from the sidewalks. The transportation-related influence of businesses, such as gas stations, has affected the overall design of these streets. The historic buildings along the arterials have long passed and have



*Streetscape furniture at key locations is desired along the South Park Street corridor.*

been replaced by modern, one-story buildings that are setback from the sidewalk edge.

The *South Madison Neighborhood Plan's* concentration is on the future revitalization of South Park Street with one of the strategies being to redesign the street. At the present time, the South Metropolitan Business Association (SMBA) and Park Street Partners are spearheading a planning process to develop design guidelines for the private properties along South Park Street. One of the major goals is to reestablish South Park Street as a visually appealing business district, providing a vital mix of retail, entertainment, and services for the diverse district.

General areas of emphasis for these design guidelines will include:

- Reinforcing human-scaled building characteristics and architectural quality.
- Encouraging neighborhood commercial districts to remain compact, small-scale, pedestrian-friendly predominated by storefront buildings that provide an eclectic mix of shops, restaurants, and services for residents and visitors.
- Providing better placement and better management of parking resources to support businesses.
- Updating the physical character of commercial streets and improving key intersections to create more attractive, safe pedestrian environments.
- Encouraging appropriately intense development that reinforces the largely intact walkable street, using traditional urban models that reinforce the street's character and quality.
- Melding cultural resources and sensitivity to traditional design qualities with innovative design of buildings, facades, signs, and other elements.

The SMNSC's aim is to improve the physical appearance of the neighborhood at strategic locations, the South Park Street corridor and prominent edges of the neighborhood, to help reflect the overall revitalization efforts that are and will continue to take place throughout the neighborhood.

## ***Plan Recommendations***

1. Support the creation of an Urban Design District and adoption of Urban Design Guidelines for private properties and public investment along the South Park Street corridor from the West Beltline Highway to Regent Street.
2. Enhance the visual appearance of the West Beltline Highway entranceway into the South Park Street corridor.



3. Encourage property-owners in the manufacturing areas along Fish Hatchery Road to improve the appearance of their properties, such as proper screening with vegetative cover, that would help the overall appearance of the 1900-2000 blocks of Fish Hatchery Road.
4. Encourage the University of Wisconsin-Madison to improve the appearance of the UW-Arboretum along the west side of the 1700-1900 blocks of Fish Hatchery Road.
5. Encourage the City of Madison Traffic Engineering Division to improve the appearance of their facility off of John Nolen Drive at 1120 Sayle Street.



*UW-Arboretum along Fish Hatchery Road could be visually improved. This is a great asset that should be better maintained and more prominently signed.*



# Chapter 16: Implementation of the South Madison Plan

The SMNSC has solicited support for the plan recommendations through a variety of methods, such as a neighborhood inventory, newsletter articles, personal face-to-face interviews, and public meetings. The major role that the neighborhood will play is during the implementation of the plan recommendations. There are three major steps for plan implementation:

- Adoption of the *South Madison Neighborhood Plan* by the Madison Common Council. The *South Madison Neighborhood Plan* was introduced August 3, 2004, to the Common Council for adoption. During the adoption process, nine City Boards and Commissions reviewed the plan recommendations for approval. Attached to this neighborhood plan is the Common Council resolution that designates the lead City agencies and departments to implement the plan recommendations. Inclusion of neighborhood improvement projects in the capital or operating budgets, work plans, or other sources of funding from state or federal governments are possible ways to implement plan recommendations.
- Monitoring of plan recommendations by Alderpersons and neighborhood associations. As part of the adoption process, the Department of Planning and Development (Planning Unit) will submit status reports to the Common Council on plan recommendation implementation. It will be important for the neighborhood associations to develop a strategy for plan implementation and to monitor the status of the plan's recommendations. This effort will necessarily involve seeking funding from a variety of sources, including governmental, private, and non-profit organizations. To be successful in this endeavor, neighborhood organizations will need to understand the annual budget cycles so that they can be strategic in their timing to request funds.
- CDBG funding. As part of the planning process, the South Madison Neighborhood will receive approximately \$152,000 in Community Development Block Grant (CDBG) funding over the next two years to implement eligible neighborhood improvement projects. The SMNSC will work with various community-based organizations to carry out the neighborhood's top plan recommendations.



## **Top Plan Recommendations**

Steering Committee members identified the top recommendations that would make the overall difference in the quality of their neighborhood. Below is a summary of the top seven recommendations:

1. Redevelop the Villager Mall-Comstock Tire site with high quality, commercial redevelopment that would result in new employment opportunities, improved service facilities, and improved pedestrian circulation;
2. Improve South Park Street intersections, especially West Badger Road, Hughes Place, Buick Street and Haywood Drive, for pedestrian safety;
3. Create and expand recreational opportunities at the Lincoln Elementary School playground;
4. Improve Wingra Creek's navigability, shoreland stabilization, and shoreline amenities, such as canoe launches and storage, and the installation of a solar system walk for recreational and public purposes;
5. Promote business retention and redevelopment of underutilized sites to residential and/or commercial uses in the area from West Wingra Drive to the Morningstar Diary site;
6. Increase owner-occupancy in existing and planned housing development (includes both single-family homes and multi-family apartments);
7. Improve Quann Park's facilities and the accessibility to the park area, especially pedestrian safety at the Bram-Koster railroad viaduct and install sidewalks along Bram-Koster Street.

## **Project Status Update**

Below is a brief status description (at the time this document was drafted) of projects mentioned in this document.

### **Villager Mall and Comstock Site**

The redevelopment of the Villager Mall site is one of the *South Madison Neighborhood Plan's* major recommendations. Strategically located on South Park Street, near the West Beltline Highway, the Villager Mall site will be an important element in the efforts to revitalize the South Park Street corridor. The plan recommends redesigning the site for retail, office and service uses.

The Badger-Ann-Park Street Redevelopment Committee had their first meeting on April 12, 2004. The committee recommended the City use \$225,000 to purchase several out-lots to the Villager Mall to facilitate the future redevelopment of the

site. The Common Council adopted this recommendation on July 20, 2004 (Res. #61689). The City and the CDA will be pursuing acquisition of the Villager Mall itself using other financing.

### **Lincoln School Open Space Improvement and Expansion**

The *South Madison Neighborhood Plan* recommends the purchase of an eight-unit building adjacent to Lincoln School to be replaced with a splash park. The park will compliment the recreational space provided by the Lincoln School Playground and help to make this school even more of a centerpiece for the neighborhood.

The Badger-Ann-Park Street Redevelopment Committee recommended the City spend \$450,000 to purchase and demolish the eight-unit building in order to facilitate Parks Division's construction of the splash park. The Common Council adopted this recommendation on July 20, 2004 (Res. #61689).

### **Bay Creek and Bram's Addition Rezoning**

The *South Madison Neighborhood Plan* recommends several zoning changes to better reflect existing land uses as well as to prepare specific areas for future redevelopment. Former Alderperson Matt Sloan requested the Plan Commission to consider rezoning geographic areas laid out in the *South Madison Neighborhood Plan*. The Plan Commission will review this request upon adoption of the Plan.

### **Wingra Creek Bike Path Solar System Walk**

The Solar System Walk will incorporate public art and design enhancements into the Wingra Creek Bike Path. The project will present a scaled representation of the solar system for people to enjoy. The project is being developed through a partnership among Edgewood College, Madison CitiARTS and UW Space Place.

The Madison Common Council passed a resolution on December 2, 2003, to expend funds to initiate the Solar System Walk (Res. #61079). The next stage, the planning process, will include a call for artists, the determination of budget requirements and the establishment of a timeline for completion. The planning process is expected to begin Fall 2004.

### **Wingra Creek BUILD (Better Urban Infill Development) Project**

The City of Madison has recently hired a consulting team to conduct a market study and develop a redevelopment concept plan for sections of South Park Street and Fish Hatchery Road. The project study area is the "triangle" formed by Park Street and Fish Hatchery north of Wingra Creek. Some of the key properties in the study area include the former Morningstar Dairy, Copp's Food Center, Dean Medical Clinic, Madison Labor Temple, and the South Madison Post Office. The study

area is referred to as the Wingra Creek Area. The goal of this project is to examine the redevelopment potential for the study area from a market and economic perspective. As part of the study, the consultant team is meeting with key property owners and businesses in the study area. The consultants are also preparing a detailed examination of the market area served by businesses in the study area. The City staff and consultant team will combine their market-based findings with the neighborhood objectives and design recommendations from earlier studies. The end product of the project will be a redevelopment concept plan and a strategy for implementation.

The SMNSC has diligently worked with residents, business community, and other major stakeholders to prepare this document. The SMNSC will continue to work with major stakeholders to implement plan recommendations. It will be important for the community to monitor the progress of implementing plan recommendations.



# Appendix A Statistical Analysis: U.S. Bureau of the Census Data

## Demographic Statistical Profile

An early step in the planning process is to understand the existing conditions and trends of the area. One of the ways this is accomplished is through review of the demographic characteristics of the area. The major source of demographic information is the U.S. Census, a comprehensive study undertaken by the federal government every 10 years.

The South Madison Neighborhood Planning Area includes land area that lies within two Census Tracts: Census Tract 13 and a portion of Census Tract 14.01. Census Tract 14.01 includes both the City of Madison and Town of Madison. For the purposes of this report, only data for City of Madison is included in this profile. Appendix A contains detailed statistical profile of Census Tracts 13 and 14.01.

Below is a summary of notable information regarding South side neighborhoods (data is from the 2000 U.S. Census unless otherwise noted):

**Population.** According to the 2000 U.S. Census, 2,572 people live in CT 13 and 3,829 in CT 14.01. This represents a total of 3.1 percent of the City's population of 208,054.

**Prior Residence.** In 2000, 46.5 percent (CT 13) and 25.5 percent (CT 14.01) of persons five years or older lived in the same residence for the last five years or more compared to 39.2 percent City-wide. From 1995-2000, approximately 47.1 percent of the residents moving into the neighborhood were moving from other parts of the City.

**Race and Ethnicity.** The City of Madison was 84.0 percent white and 16.0 percent persons of color. CT 14.01 has the most diverse population of all Madison census tracts, with 31.5 percent white and 68.5 percent persons of color. CT 13 was closer to the representation of the City as a whole with 88.6 percent white and 11.4 percent persons of color.

- Black or African-American persons were the largest concentration of persons of color in CT 14.01 at 31.2 percent (ranked second among City census tracts). In CT 13, Black or African-American persons constituted 4.7 percent.
- Asians and Pacific Islanders were the second largest concentration of persons of color in CT 14.01 at 21.2 percent (ranked second among City census tracts). In CT 13, Asians and Pacific Islanders constituted 3.1 percent.

- Race refers to skin color and other physical characteristics, whereas ethnicity refers to country of origin. Persons of Hispanic origin may be of any race. The City of Madison had 4.1 percent persons of Hispanic origin. CT 14.01 had 20.7 percent persons of Hispanic origin (ranked highest of all Madison Census tracts) and CT 13 ranked 23<sup>rd</sup> with 3.0 percent.

**Age.** The median age in CT 13 was 39.6 years, higher than the City's median of 30.6 years, while the median age in CT 14.01 was 25.5 years. Persons over age 60 comprised the largest age group in CT 13, accounting for 22.2 percent of the neighborhood's population, almost twice the City-wide percentage of 11.9 percent. In CT 14.01 persons age 60 and over were only 7.0 percent of the neighborhood's population. In CT 14.01 the percentage of minors was 35.2 percent of the neighborhood, the highest percentage in the city. This compared with 11.2 percent in CT 13 and 17.9 percent in the City for the same age group.

**Families and Households.** Family households comprised 48.0 percent of all households in the City of Madison. The rate was higher in CT 14.01 at 58.9 percent and lower in CT 13 at 33.8 percent. There was a greater difference in the households headed by married couples, however; 79.2 percent of CT 13 and 56.9 percent of CT 14.01 were headed by married-couple families while 78.5 percent of City-wide households were headed by married couples. The rate of female-headed households with children in CT 13 (21.5 percent) was almost equal to the City-wide rate of 21.6 percent, while the rate of such households in CT 14.01 was over double, at 55.2 percent.

- Average family size varied by race and ethnicity. White families had the smallest family size in CT 13 and CT 14.01. In CT 13, Black or African-American families had the largest family size at 3.3 persons per family. CT 14.01 Asian or Pacific Islander families had the largest family size at 4.7 persons per family.
- Average family size varied between the neighborhoods as well. In 2000, CT 14.01 had the largest family size of any Census Tract in the City, with 3.8 persons per family. The average family size in CT 13 was 2.7 persons per family. The City-wide average was 2.9 persons per family.
- CT 14.01 ranked second in persons per household, with 2.9 persons per household, compared to 1.8 persons per household for CT 13 and 2.2 persons per household City-wide.

**Income.** In 1999, the median household income (\$29,951 in CT 13 and \$26,296 in CT 14 in 1999 dollars) was less than the City-wide median income (\$41,941). The median family income in 1999 was \$44,730 in CT 13 and \$24,975 in CT 14 compared to \$59,840 City-wide.

**Poverty.** In 1999, the poverty rate (the percentage of persons below official U.S. poverty income thresholds) City-wide was 15.0 percent. In CT 13 it was 13.0 percent, while in CT 14.01 it was more than double, at 32.6 percent. The poverty rate for families in the city was 5.8 percent. In CT 13 it was 3.8 percent, while in CT 14.01 it was almost 4 times as high at 26.9 percent. The poverty rate in the neighborhood for persons age 65 and over was higher than the City-wide rate of 0.4 percent in 1999 (2.3 percent in CT 13 and 1.1 in CT 14.01).

**Housing Types.** In 2000, a total of 1,340 housing units were located in CT 13 and 1,385 housing units were located in CT 14.01. One-unit structures represented 51.7 percent (693 housing units) of CT 13 housing units and 31.5 percent (436 housing units) of CT 14.01 housing units, compared to 48.3 percent City-wide. Two-unit structures represented 7.2 percent of CT 13 and 3.0 percent of CT 14.01 housing units (6.2 percent City-wide). Three to four-unit structures represented 15.7 percent of the housing units in CT 13 and 24.4 percent of the housing units in CT 14.01 (8.7 percent City-wide). Five to nine-unit structures represented 7.5 percent of the housing units in CT 13 and 18.5 percent of the housing units in CT 14.01 (9.5 percent City-wide). Ten to 19-unit structures represented 1.0 percent of CT 13 and 8.3 percent of CT 14.01 (also 8.3 percent City-wide). Twenty to 49-unit structures were 5.0 percent of CT 13 and 11.0 percent of CT 14.01 (10.0 percent City-wide). The neighborhood contained one building with 50 or more units (11.9 percent of CT 13 units). Buildings of 50 or more units contained 8.0 percent of City-wide units.

**Housing Tenure.** Almost one-half (45.9 percent) of CT 13 and over one-fifth (21.8 percent) of CT 14.01 occupied housing

units were owner-occupied in 2000, compared to 47.7 percent City-wide. Of the 53 Census Tracts with owner-occupied housing units, CT 14.01 ranked 8th lowest within the City in the percentage of owner-occupied units. When compared with the Census Tracts with smaller number of owner-occupied units, all but one had other factors, such as adjacent to the UW-Madison campus with high student population to explain the lower percentage of housing units in owner-occupancy.

**Housing Costs.** The median value of owner-occupied homes in Madison was \$139,300. In Census Tract 13 median value was \$118,000 and Census Tract 14.01 was \$96,900, 15.3% and 30.4% below the city median, respectively. Of the 53 Census Tracts in Madison, CT 14.01 had the second lowest value homes. Of all of the Census Tracts in Madison, Census Tract 13 has the lowest median contract rent (\$502) and Census Tract 14.01 has the fifth lowest contract rent \$517 (with three of the four lower contract rent areas situated in heavily college populated student areas). The City-wide median contract rent was \$602.

**Housing Affordability** In 2000, 15.2 percent of CT 13 and 19.7 percent of CT 14.01 homeowners spent 35 percent or more of their household income on housing costs compared to 13.1 percent City-wide. 32.6 percent of CT 13 renters and 37.9 percent of CT 14.01 renters spent more than 35 percent of household income on housing costs, compared to 35.6 percent City-wide. Out of the 53 Census Tracts with owner-occupied housing units, 25.9 (140) percent of CT 13 and 59.6 (115) percent of CT 14.01 housing unit value was \$99,999 or less in 1999. In comparison, the City of Madison had 13.2 percent of housing units valued at \$99,999 or less during the same time period.

**Age of Housing Stock** In 2000, 21.9 percent of CT 13 housing stock and 8.6 percent of CT 14.01 housing stock was over 35 years old compared to 13.1 percent City-wide.

1990-2000 South Madison Census Profile

	Appendix 2000 Census Comparisons						Bay Creek CT 13						South Madison CT 14.01 (City of Madison Only)						City of Madison					
	Number			Percent			Number			Percent			Number			Percent			Number			Percent		
	1990	2000		1990	2000		1990	2000		1990	2000		1990	2000		1990	2000		1990	2000		1990	2000	
	<b>Total Population</b> 2,707 2,572 100.0 100.0 2,848 3,829 100.0 100.0 191,262 208,054 100.0 100.0																							
	<b>Total Households</b> 1,335 1,326 100.0 100.0 1,218 1,296 100.0 100.0 77,361 89,019 100.0 100.0																							
Sex	Male 1,201 1,242 44.4 48.3 1,371 1,928 48.1 50.4 93,179 102,248 48.7 49.1 Female 1,506 1,330 55.6 51.7 1,477 1,901 51.9 49.6 98,083 105,806 51.3 50.9																							
Race and Ethnicity	White 2,500 2,278 92.4 88.6 1,632 1,207 57.3 31.5 173,504 174,689 90.7 84.0 Black 128 122 4.7 4.7 995 1,195 34.9 31.2 8,109 12,155 4.2 5.8 Native American 16 28 0.6 1.1 19 21 0.7 0.5 752 759 0.4 0.4 Asian or Pacific Islander 46 80 1.7 3.1 141 811 5.0 21.2 7,471 12,142 3.9 5.8 Other 17 14 0.6 0.5 61 424 2.1 11.1 1,426 3,474 0.7 1.7 *Two or more Races -- 50 -- 171 -- 4.5 -- 2.3 Hispanic Origin (any race) 48 78 1.8 3.0 131 791 4.6 20.7 3,877 8,512 2.0 4.1																							
Age	0 to 4 129 91 4.8 3.5 273 387 9.6 10.1 11,863 10,815 6.2 5.2 5 to 11 156 128 5.8 5.0 315 551 11.1 14.4 13,980 14,121 7.3 6.8 12 to 13 39 46 1.4 1.8 65 150 2.3 3.9 3,343 4,180 1.7 2.0 14 to 17 57 74 2.1 2.9 122 261 4.3 6.8 6,469 8,145 3.4 3.9 18 to 24 228 218 8.4 8.5 428 531 15.0 13.9 42,089 44,488 22.0 21.4 25 to 34 634 532 23.4 20.7 717 703 25.2 18.4 38,997 37,054 20.4 17.8 35 to 44 472 415 17.4 16.1 412 565 14.5 14.8 29,381 29,925 15.4 14.4 45 to 54 199 389 7.4 15.1 206 330 7.2 8.6 15,469 26,553 8.1 12.8 55 to 59 73 108 2.7 4.2 57 84 2.0 2.2 5,917 7,941 3.1 3.8 60+ 720 571 26.6 22.2 253 267 8.9 7.0 23,754 24,832 12.4 11.9 Median Age (Years) 34.7 39.6 -- -- 27.2 25.5 -- -- 28.4 30.6 -- --																							
Family Type	Married-Couple Families 402 355 75.3 79.2 307 434 50.1 56.9 32,189 33,558 79.5 78.5 Married-Couple Fam. w/own Children Under 18 Yrs. 132 128 67.7 64.0 140 330 38.5 53.9 14,220 14,825 74.7 71.7 Female Householder 99 57 18.5 12.7 261 220 42.6 28.8 6,419 6,596 15.8 15.4 Female Householder w/own Children Under 18 Yrs. 47 43 24.1 21.5 201 199 55.2 32.5 3,970 4,457 20.9 21.6 Male Householder 33 36 6.2 8.0 45 109 7.3 14.3 1,903 2,606 4.7 6.1 Male Householder w/own Children Under 18 Yrs. 16 29 8.2 14.5 23 83 6.3 13.6 838 1,370 4.4 6.6 Total Families 534 448 100.0 100.0 613 763 100.0 100.0 40,511 42,760 100.0 100.0 Total Families w/own Children Under 18 Yrs. 195 200 100.0 100.0 364 612 100.0 100.0 19,028 20,682 100.0 99.9																							



	Appendix 2000 Census Comparisons						South Madison CT 14.01 (City of Madison Only)						City of Madison					
	Bay Creek CT 13			South Madison CT 14.01 (City of Madison Only)			City of Madison			City of Madison			City of Madison					
	Number		Percent	Number		Percent	Number		Percent	Number		Percent	Number		Percent			
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000		
Education (25 years and over)																		
Less than 9 <sup>th</sup> grade	184	126	8.7	6.1	127	392	7.2	20.2	4,357	3,685	3.8	3.0	4,357	3,685	3.8	3.0		
9 <sup>th</sup> to 12 <sup>th</sup> grade (no diploma)	163	125	7.7	6.1	186	240	10.5	12.4	6,284	5,934	5.5	4.8	6,284	5,934	5.5	4.8		
High School graduate	530	397	25.0	19.3	475	450	26.8	23.2	25,014	22,974	22.0	18.4	25,014	22,974	22.0	18.4		
Some College (no degree)	348	324	16.4	15.8	456	428	25.7	22.1	20,553	23,447	18.1	18.8	20,553	23,447	18.1	18.8		
Associates Degree	213	113	10.1	5.5	158	183	8.9	9.4	9,623	9,707	8.5	7.8	9,623	9,707	8.5	7.8		
Bachelors Degree	392	575	18.5	28.0	295	168	16.6	8.7	26,665	34,603	23.5	27.7	26,665	34,603	23.5	27.7		
Graduate or Professional Degree	288	395	13.6	19.2	75	80	4.2	4.1	20,976	24,454	18.5	19.6	20,976	24,454	18.5	19.6		
TOTAL	2,118	2055	100.0	100.0	1,772	1,941	100.0	100.0	113,472	124,804	100.0	100.0	113,472	124,804	100.0	100.0		
School Enrollment (3 years and over)																		
Pre-primary	25	54	4.0	8.3	27	206	3.4	15.7	3,744	5,080	5.4	7.0	3,744	5,080	5.4	7.0		
Elementary or High School	261	238	41.3	36.6	485	919	60.3	70.2	21,066	24,706	30.3	33.8	21,066	24,706	30.3	33.8		
College	346	358	54.7	55.1	292	184	36.3	14.1	44,601	43,299	64.3	59.2	44,601	43,299	64.3	59.2		
TOTAL	632	650	100.0	100.0	804	1,309	100.0	100.0	69,411	73,085	100.0	100.0	69,411	73,085	100.0	100.0		
Occupation																		
Exec., Admin., and Managerial	167		11.5		160		10.2		14,365		13.3		14,365		13.3			
Professional Specialty	384		26.5		249		15.9		23,872		22.0		23,872		22.0			
Technicians and Related Support	94		6.5		104		6.6		7,544		7.0		7,544		7.0			
Sales	141		9.7		129		8.2		11,910		11.0		11,910		11.0			
Administrative Support	177		12.2		302		19.3		19,294		17.8		19,294		17.8			
Private Household	0		0.0		11		0.7		297		0.3		297		0.3			
Protective Service	13		0.9		18		1.1		1,243		1.1		1,243		1.1			
Other Service	224		15.4		285		18.2		14,287		13.2		14,287		13.2			
Farming, Forestry & Fishing	10		0.7		24		1.5		966		0.9		966		0.9			
Precision Production, Craft and Repair	76		5.2		92		5.9		5,976		5.5		5,976		5.5			
Machine Operators, Assemblers and Inspectors	42		2.9		97		6.2		3,723		3.4		3,723		3.4			
Transportation & Material Movers	50		3.4		60		3.8		2,479		2.3		2,479		2.3			
Handlers, Equipment Cleaners, and Helpers	73		5.0		36		2.3		2,328		2.1		2,328		2.1			
TOTAL	1,451	0	100.0	0	1,567	0	100.0	0	108,284	0	100.0	0	108,284	0	100.0	0		









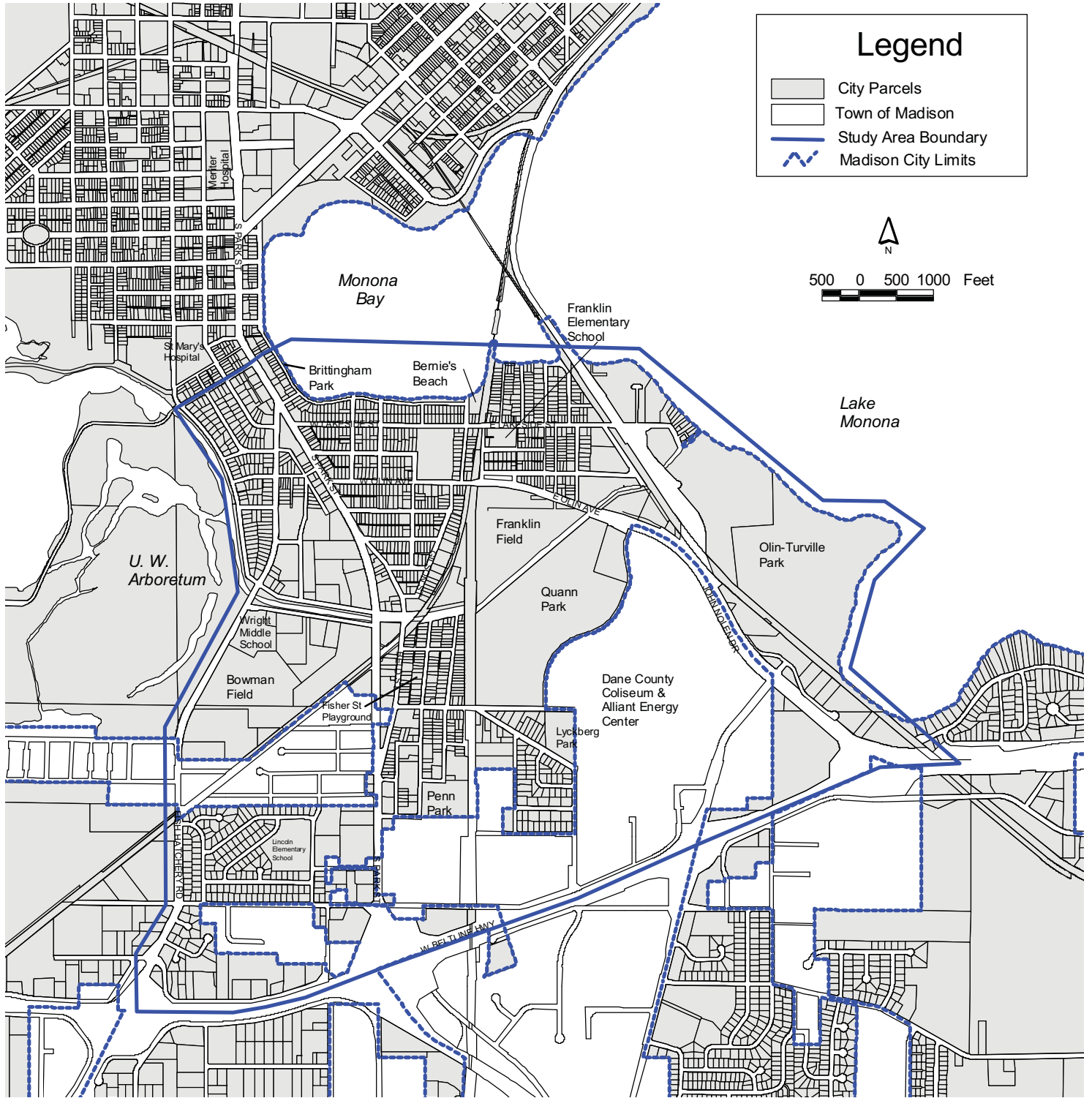
	Appendix 2000 Census Comparisons				Bay Creek CT 13				South Madison CT 14.01 (City of Madison Only)				City of Madison			
	Number		Percent		Number		Percent		Number		Percent		Number		Percent	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
Household Paying 35%+ Toward Housing	59	82	10.5	15.2	33	38	13.9	19.7	3,457	4,848	10.7	13.1	3,457	4,848	10.7	13.1
Owner-Occupied	173	158	24.6	32.6	275	385	27.8	37.9	15,037	16,523	36.7	35.6	15,037	16,523	36.7	35.6
Renter-Occupied (65+ years)		31	5.7	0	0	0	0.0	0.0		1,053	2.8	2.8		1,053	2.8	2.8
Renter-Occupied (65+ years)		33	4.6	0	0	0	0.0	0.0		1,545	3.3	3.3		1,545	3.3	3.3
Median Value of Owner-Occupied Unit	\$62,000	\$118,000			\$58,500	\$96,900			\$75,200	\$139,300			\$75,200	\$139,300		
Median Contract Rent of Renter-Occupied Unit	\$364	\$502			\$374	\$517			\$429	\$602			\$429	\$602		
Residence in Same House	1,297	1,138	50.2	46.5	747	847	28.7	25.5	68,661	77,305	38.3	39.2	68,661	77,305	38.3	39.2
City of Madison	714	761	27.6	31.1	951	1026	36.5	30.8	44,019	48,002	24.5	24.4	44,019	48,002	24.5	24.4
Balance of Dane County	86	46	3.3	1.9	151	109	5.8	3.3	9,655	8,827	5.4	4.5	9,655	8,827	5.4	4.5
Outside of Dane County	480	503	18.6	20.5	668	1001	25.7	30.1	51,453	54,210	28.7	27.5	51,453	54,210	28.7	27.5
Abroad	8	0	0.3	0.0	85	344	3.3	10.3	5,643	8,637	3.1	4.4	5,643	8,637	3.1	4.4
Total	2,585	2,448	100.0	100.0	2,602	3,327	100.0	100.0	179,431	196,981	100.0	100.0	179,431	196,981	100.0	100.0
1969 or earlier	280	131	44.2	21.9	50	21	19.5	8.6	9,461	5,576	26.1	13.1	9,461	5,576	26.1	13.1
1970 to 1979	97	66	15.3	11.0	86	30	33.6	12.3	8,657	5,227	23.8	12.3	8,657	5,227	23.8	12.3
1980 to 1984	102	102	16.1	16.1	6	6	2.3	2.3	5,204	5,204	14.3	14.3	5,204	5,204	14.3	14.3
1985 to 1988	132	132	20.9	20.9	73	73	28.5	28.5	9,400	9,400	25.9	25.9	9,400	9,400	25.9	25.9
1989 to March 1990	22	22	3.5	3.5	41	41	16.0	16.0	3,583	3,583	9.9	9.9	3,583	3,583	9.9	9.9
1980 to 1989		103		17.2		42		17.3		8,068		19.0		8,068		19.0
1990 to 1994		118		19.7		13		5.3		8,402		19.8		8,402		19.8
1995 to 1998		128		21.4		116		47.7		10,873		25.6		10,873		25.6
1999 to March 2000		53		8.8		21		8.6		4,279		10.1		4,279		10.1
Total	633	599	100.0	100.0	256	243	100.0	100.0	36,305	42,425	100.0	100.0	36,305	42,425	100.0	100.0
1969 or earlier	39	0	5.6	0	0	10	0.0	1.0	726	301	1.8	0.6	726	301	1.8	0.6
1970 to 1979	78	0	11.1	0	77	13	7.8	1.3	1,971	504	4.8	1.1	1,971	504	4.8	1.1
1980 to 1984	72	72	10.3	10.3	77	77	7.8	7.8	2,854	2,854	7.0	7.0	2,854	2,854	7.0	7.0
1985 to 1988	259	259	36.9	36.9	376	376	38.0	38.0	13,359	13,359	32.5	32.5	13,359	13,359	32.5	32.5
1989 to March 1990	254	254	36.2	36.2	460	460	46.5	46.5	22,146	22,146	53.9	53.9	22,146	22,146	53.9	53.9
1980 to 1989		56		7.8		47		4.6		2,436		5.2		2,436		5.2
1990 to 1994		94		13.1		122		12.0		3,723		8.0		3,723		8.0
1995 to 1998		312		43.5		419		41.3		15,761		34.0		15,761		34.0
1999 to March 2000		255		35.6		404		39.8		23,695		51.0		23,695		51.0
Total	702	717	100.0	100.0	990	1,015	100.0	100.0	41,056	46,420	100.0	100.0	41,056	46,420	100.0	100.0

\*In the 2000 Census, responders were allowed for the first time to claim more than one race. This makes comparisons difficult, as there is no way of knowing which category those claiming two or more races in 2000 had claimed in 1990.

# Appendix B Existing Condition Maps

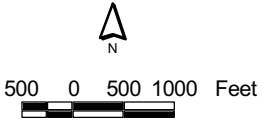


# South Madison Planning Area Boundary

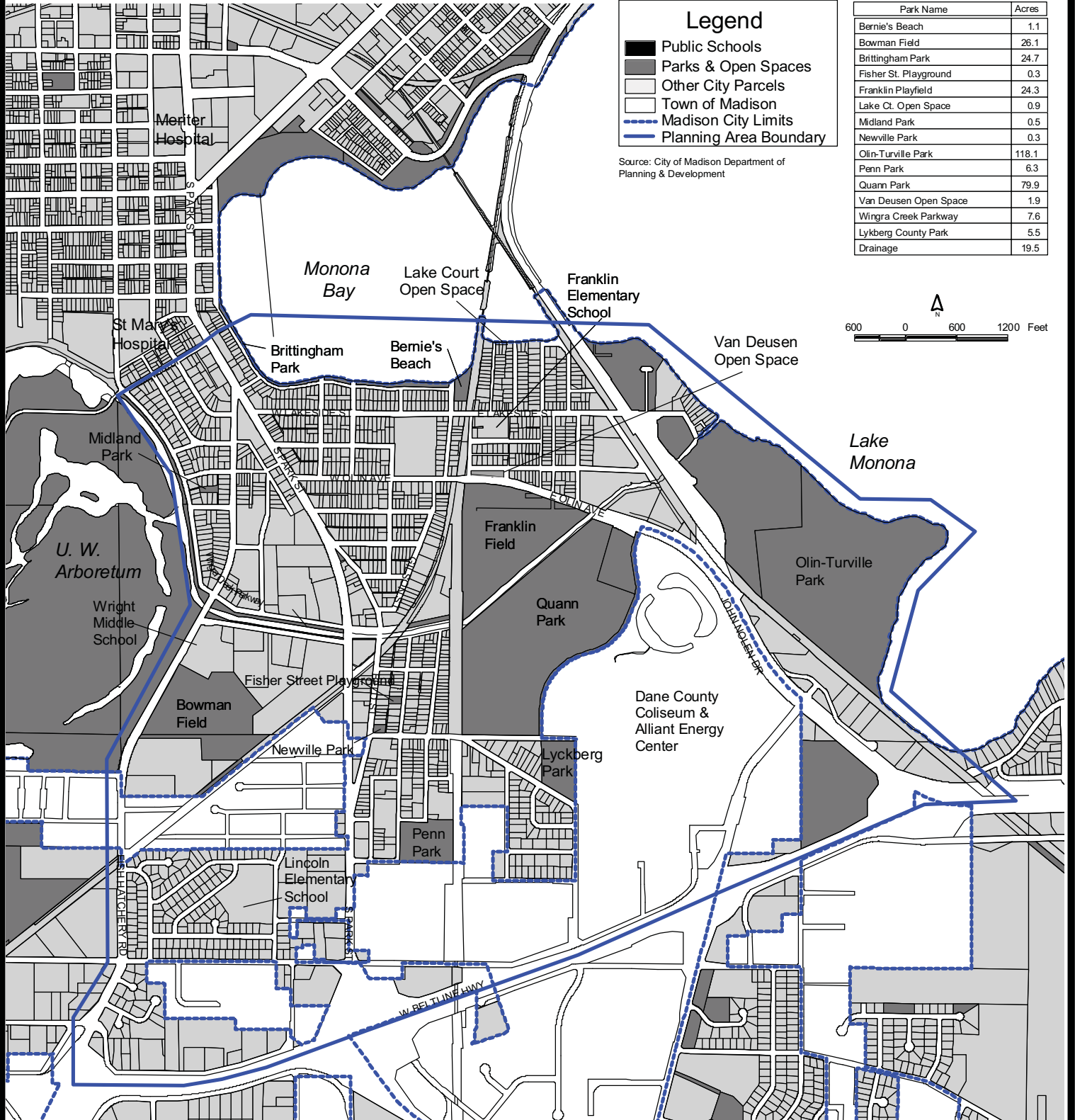


### Legend

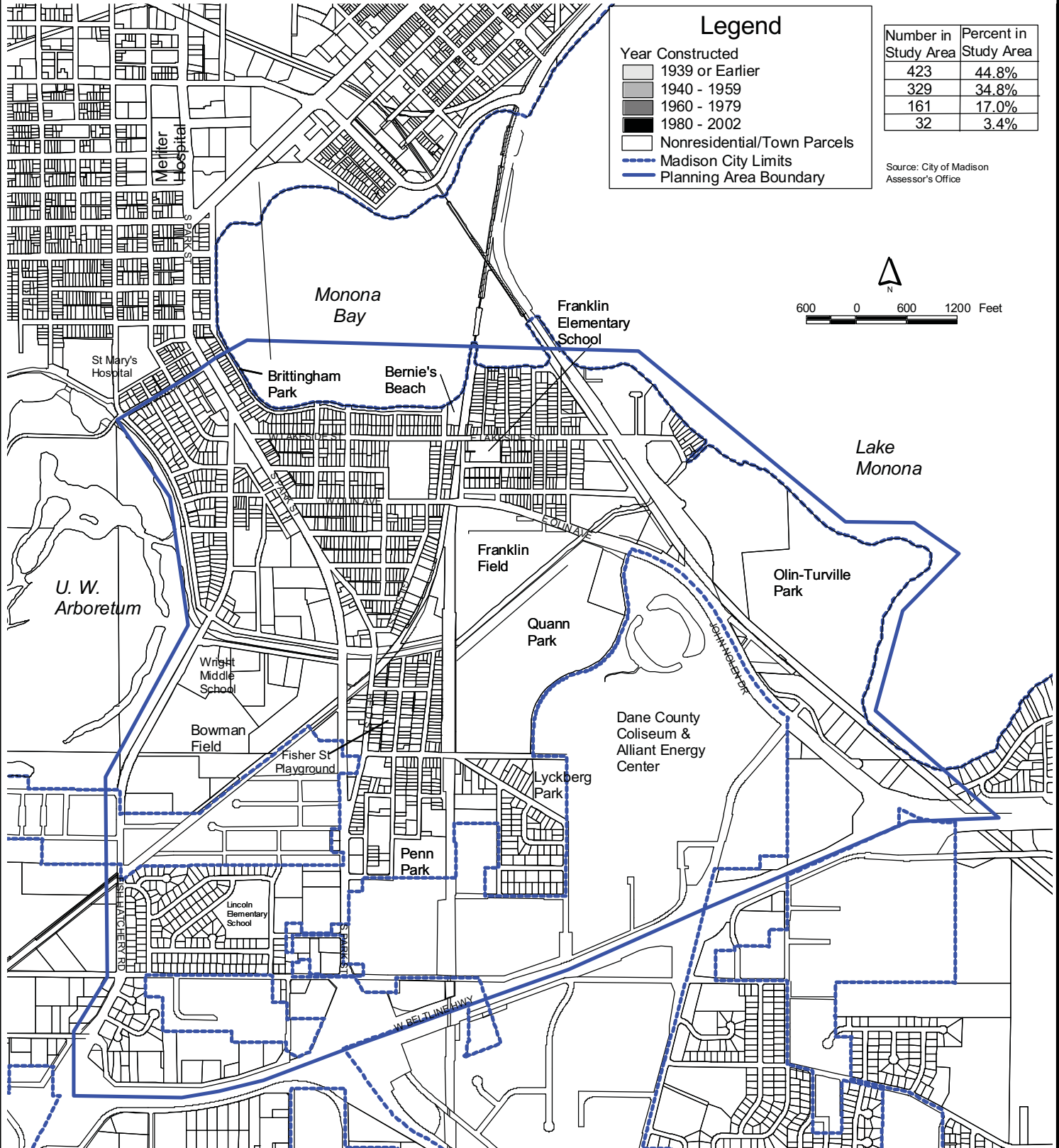
- City Parcels
- Town of Madison
- Study Area Boundary
- Madison City Limits



# South Madison Planning Area Parks, Schools, and Open Spaces



# South Madison Planning Area Age of Single Family Structures



### Legend

- Year Constructed
- 1939 or Earlier
  - 1940 - 1959
  - 1960 - 1979
  - 1980 - 2002
  - Nonresidential/Town Parcels
  - Madison City Limits
  - Planning Area Boundary

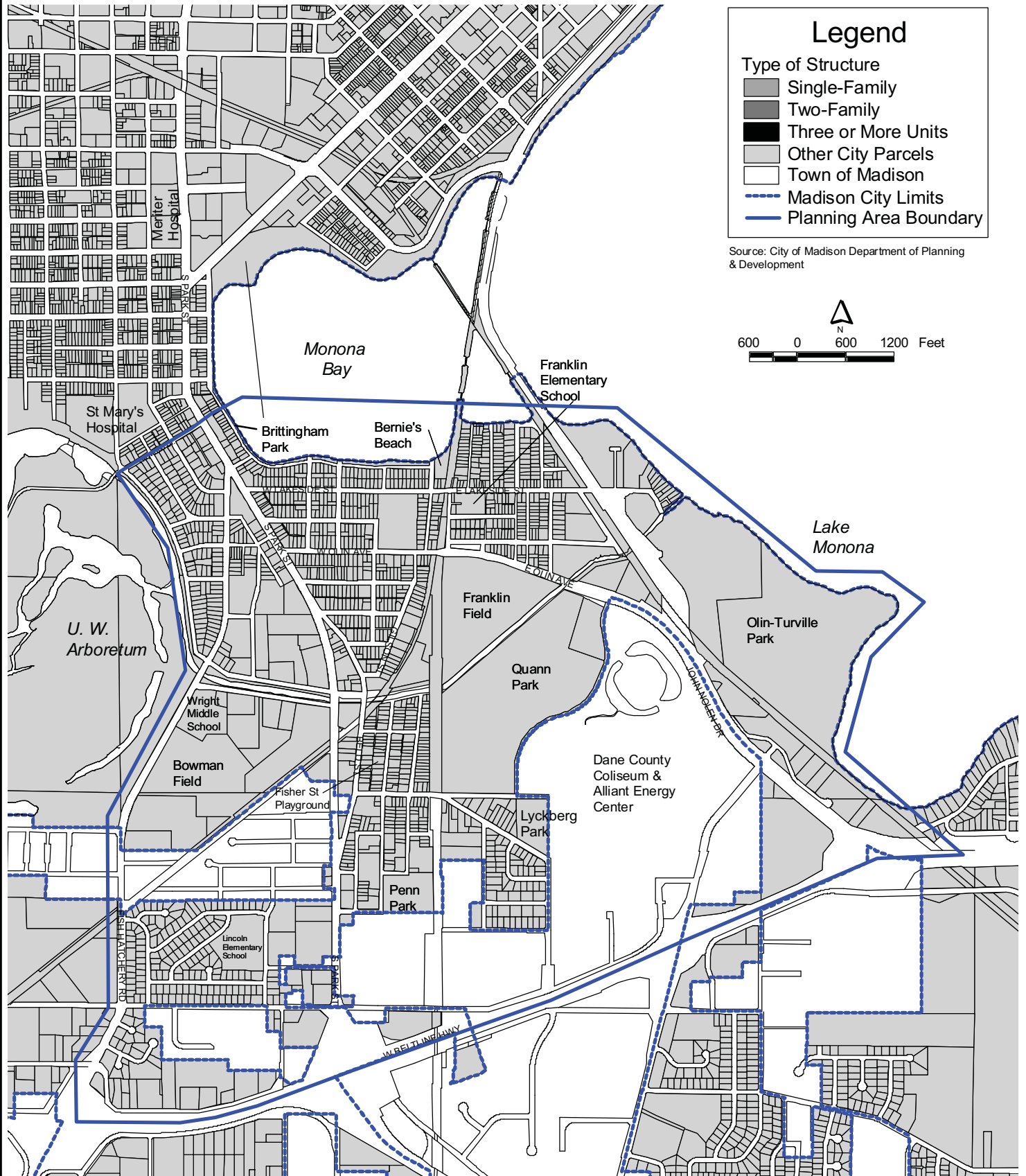
Number in Study Area	Percent in Study Area
423	44.8%
329	34.8%
161	17.0%
32	3.4%

Source: City of Madison Assessor's Office

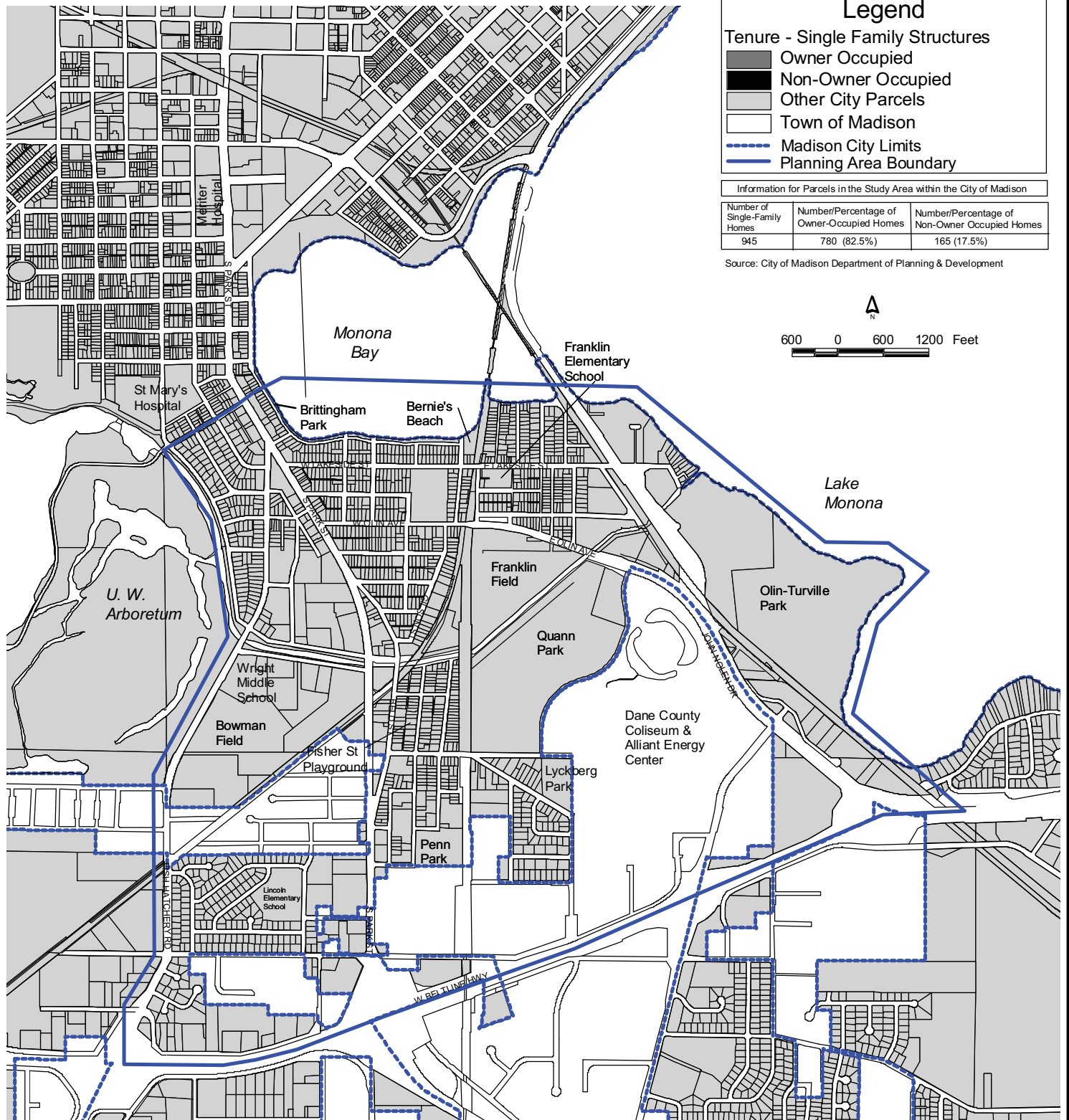




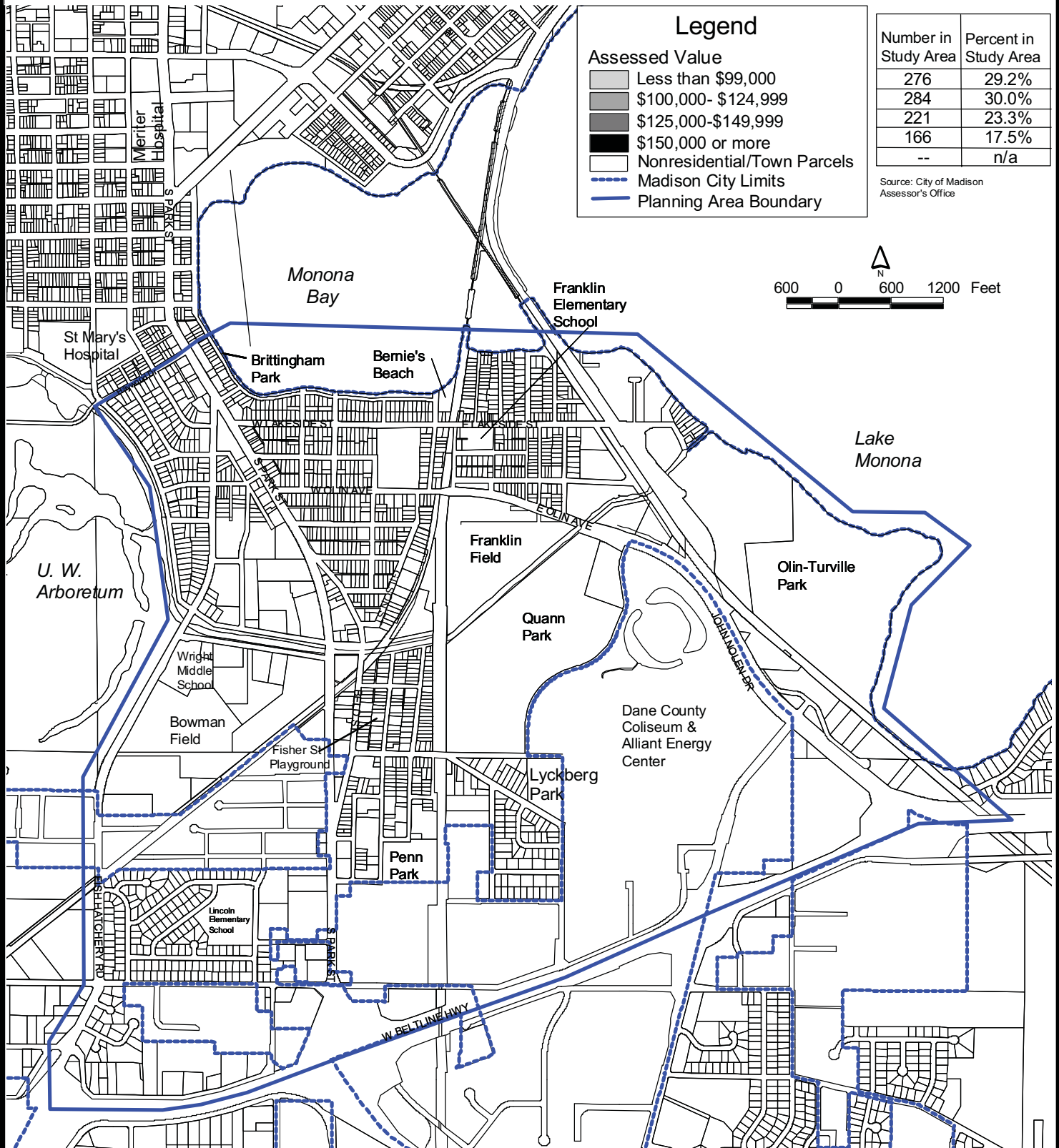
# South Madison Planning Area Type of Residential Structure



# South Madison Planning Area Tenure of Single Family Structures

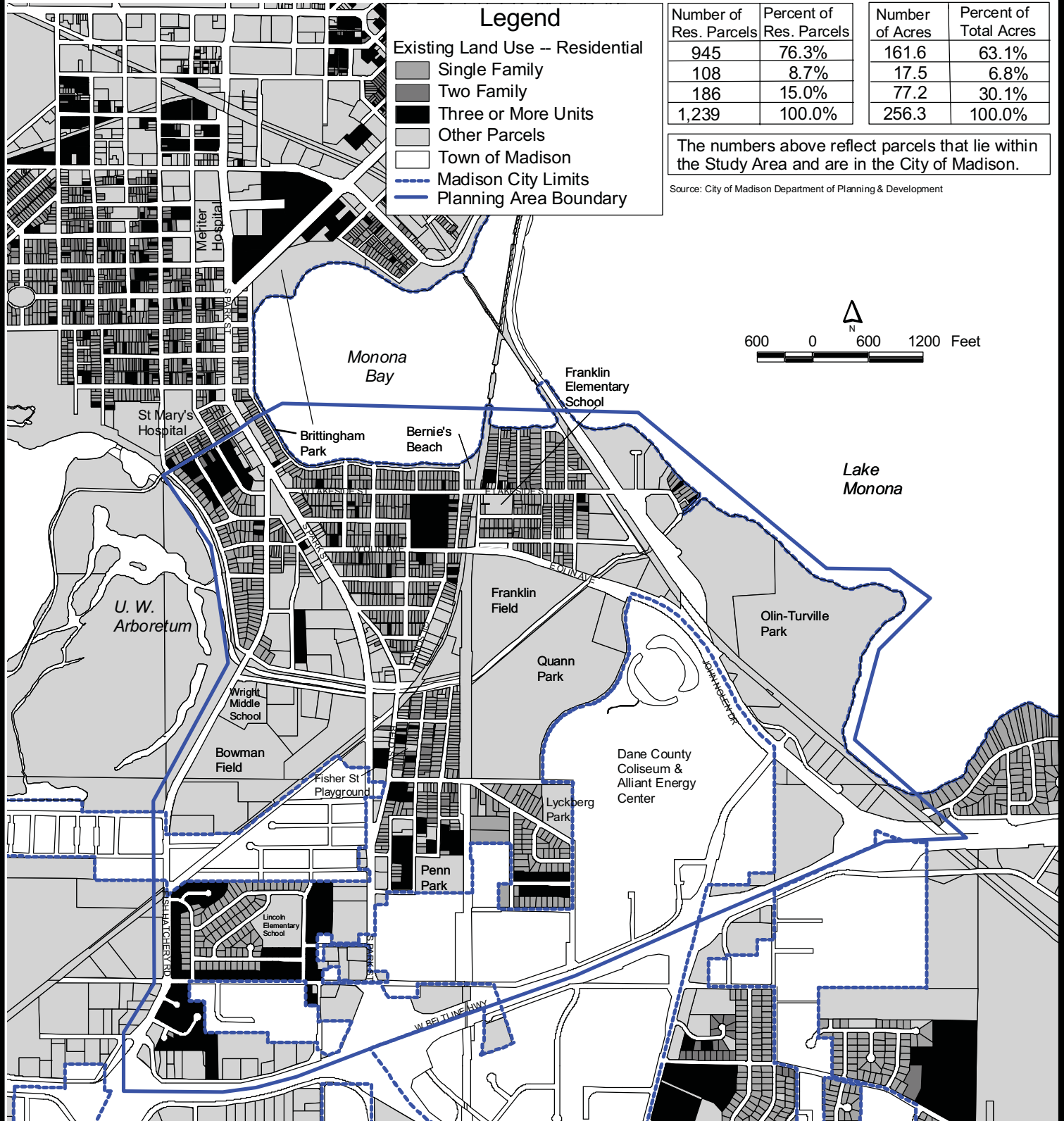


# South Madison Planning Area Assessed Value of Single Family Structures, January 2004





# South Madison Planning Area Existing Land Use -- Residential



**Legend**

Existing Land Use -- Residential

- Single Family
- Two Family
- Three or More Units
- Other Parcels
- Town of Madison
- Madison City Limits
- Planning Area Boundary

Number of Res. Parcels	Percent of Res. Parcels
945	76.3%
108	8.7%
186	15.0%
1,239	100.0%

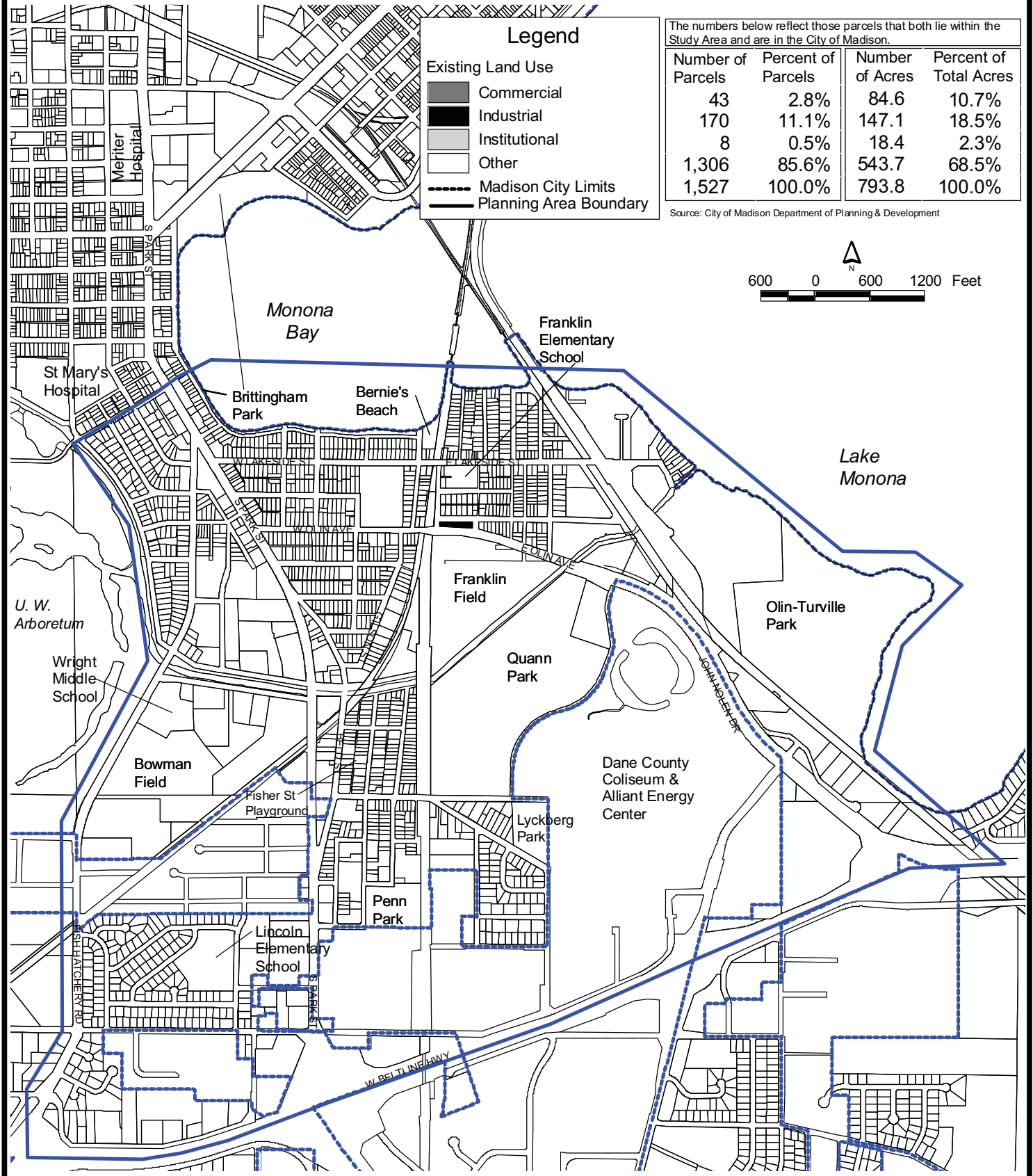
Number of Acres	Percent of Total Acres
161.6	63.1%
17.5	6.8%
77.2	30.1%
256.3	100.0%

The numbers above reflect parcels that lie within the Study Area and are in the City of Madison.

Source: City of Madison Department of Planning & Development



# South Madison Planning Area Existing Land Use -- Nonresidential



**Legend**

Existing Land Use

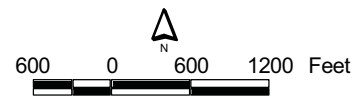
- Commercial
- Industrial
- Institutional
- Other

Madison City Limits  
 Planning Area Boundary

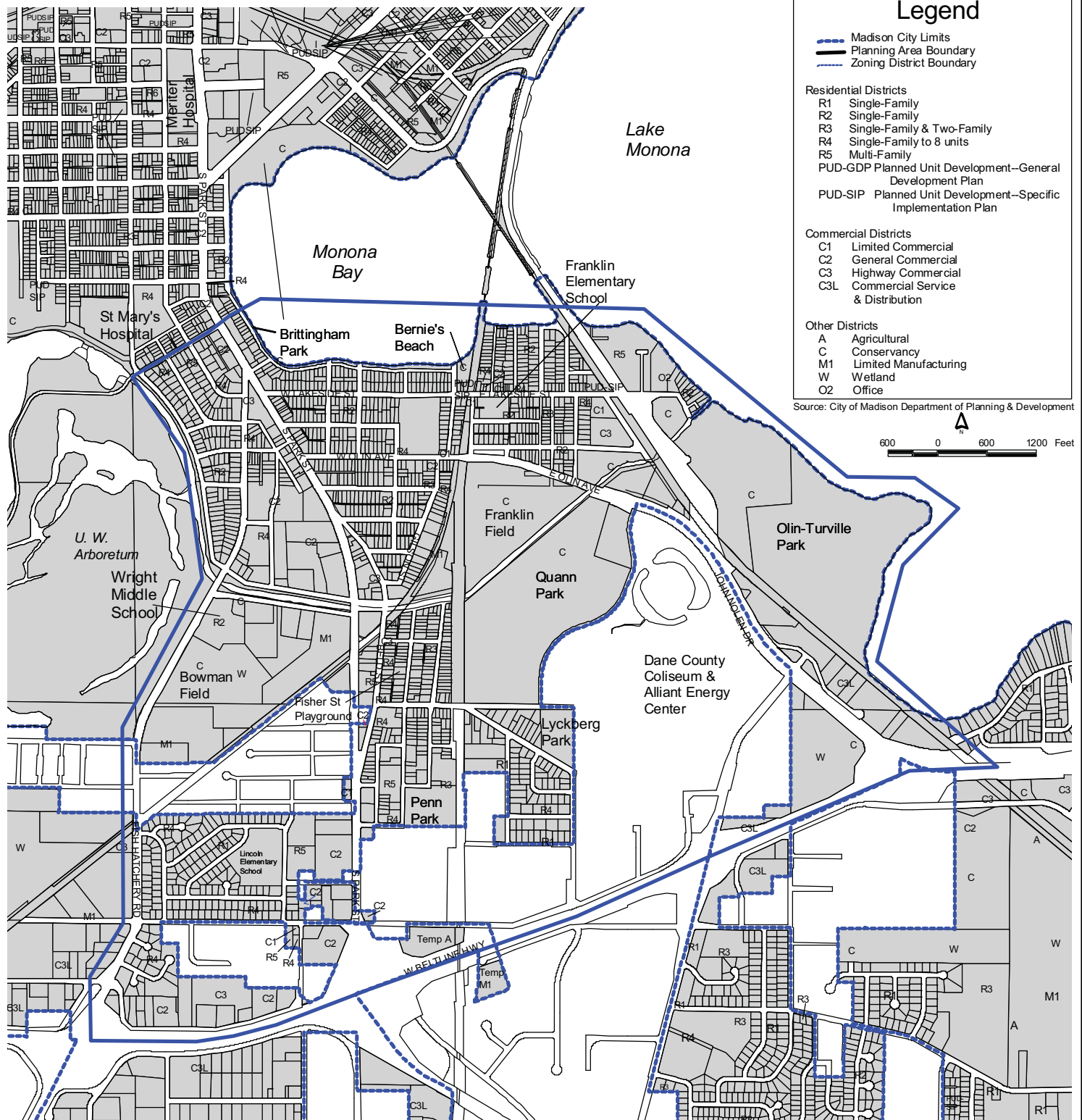
The numbers below reflect those parcels that both lie within the Study Area and are in the City of Madison.

Number of Parcels	Percent of Parcels	Number of Acres	Percent of Total Acres
43	2.8%	84.6	10.7%
170	11.1%	147.1	18.5%
8	0.5%	18.4	2.3%
1,306	85.6%	543.7	68.5%
1,527	100.0%	793.8	100.0%

Source: City of Madison Department of Planning & Development



# South Madison Planning Area Existing Zoning





# Appendix C Letter from Capitol View Heights Neighborhood Association

October 01, 2004

Dear South Madison Planning Committee:

The Capitol View Heights Neighborhood Association requests that the following statement be included as part of overall plan for south Madison:

Our neighborhood appreciates the many changes that were made to the plan over the past few months, changes that we feel help maintain the unique character of our neighborhood. We would also like to go on record that our support of any project in the plan is contingent on further consultation with the neighborhood and that any costs to the homeowners will likely erode support for projects. We request to be notified will in advance of any proposed or actual development activities in the neighborhood.

Sincerely,

Capitol View Heights Neighborhood Association



# An Amended Substitute Resolution No. RES-05-00085 Leg. File ID 00300

Adopting the South Madison Neighborhood Plan and recommendations contained in the Plan

Drafted By: Jule Stroick, Department of Planning and Development

Fiscal Note: CDBG Commission has allocated \$152,000 to implement eligible projects recommended within the Plan. Final authorization for CDBG eligible projects and other future projects must be approved by the Common Council.

Sponsors: Mayor David J. Cieslewicz; Ald. Andy Heidt, District 13; Ald. Tim Bruer, District 14

PRESENTED: August 3, 2004

REFERRED: Plan Commission; Board of Estimates; Board of Public Works; CDA; CDBG Commission; Long-Range Transportation Planning Commission; Madison CitiARTS Commission; Parks Commission; Pedestrian, Bicycle, and Motor Vehicle Commission; Transit Parking Commission, and Urban Design Commission

ADOPTED: January 18, 2005

WHEREAS the adopted Land Use Plan for the City of Madison recommends the preparation 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 South Madison area (Census Tracts 13 and part of 14.01) as a CDBG Concentration Neighborhood for the purposes of providing planning assistance and CDBG funding for eligible neighborhood improvements; and

WHEREAS the South Madison Neighborhood Steering Committee (SMNSC) guided the preparation of the Plan with input from the Bay Creek, Bram's Addition, Burr Oaks, and Capitol View Heights Neighborhood Associations as well as neighborhood residents, business community, and other interested stakeholders;

WHEREAS the SMNSC prioritized the top six overall plan recommendations, in priority order: 1) Redevelop the Villager

Haywood Drive for pedestrian safety; 3) Create and expand recreational opportunities at Lincoln Elementary School playground; 4) Improve Wingra Creek waterway and shore land amenities for water quality and recreational purposes; 5) Promote business retention and redevelopment opportunities in the Wingra Creek BUILD project area (bounded by South Park Street, Fish Hatchery Road, and West Wingra Drive); and 6) Increase owner-occupancy in existing single-family and multi-family buildings or new housing stock.

**WHEREAS after the South Madison Neighborhood Plan process was completed, the Ad Hoc Swimming Pool Committee selected Franklin Field as its #1 preferred site, and**

WHEREAS the Plan recommendations have been reviewed by City Department/Agencies and approved by the appropriate City boards and commissions; and

WHEREAS this is a mid-range plan where City Departments/Agencies are expected to work with neighborhood associations, property owners, and other pertinent stakeholders 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 South Madison 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 text be included in the neighborhood plan for the Ann-**



**Badger Street Area: Ann Street is a frontage road paralleling the West Beltline Highway. Access to Ann Street is directly off of Fish Hatchery Road on the western edge and Badger Road via Perry Street on the northeastern edge. Realignment of Perry Street would improve access and visibility of this commercial area. New light industrial and/or commercial development along Ann Street and improved housing opportunities along Perry Street would provide additional new investment in this geographic area of the neighborhood.**

**BE IT FURTHER RESOLVED that pedestrian and bicycle access to the proposed swimming pool site at Franklin Field should be planned and implemented in a manner consistent with all of the other recommendations contained in the South Madison Neighborhood Plan.**

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

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

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

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

### **Inspection Unit**

1. Request the Inspection Unit to inspect and monitor residential buildings to ensure compliance with minimum housing and property maintenance codes.

### **City Engineering Division**

1. ~~Request that the City Engineering Division, in conjunction with Parks Division, improve stream bank stabilization, install canoe launches and canoe storage facilities, and~~

~~improve the navigability of Wingra Creek from Fish Hatchery Road to John Nolen. As part of improving Wingra Creek Parkway, install park benches along North Wingra Drive from Arboretum Drive to Fish Hatchery Road.~~

2. Request that the City Engineering Division, in conjunction with Traffic Engineering Division, explore the possibilities of extending North Avenue westerly and constructing other new streets to facilitate east-west connections.
3. Request that the City Engineering Division, in conjunction with Parks Division and Traffic Engineering Division, install sidewalks on the south side of the 200-300 blocks of West Olin Avenue at Franklin Field.
4. Request that the City Engineering Division, in conjunction with Traffic Engineering Division, install sidewalks on Bram Street (directly to the west of Quann Park) and sidewalks, curb and gutter on Koster Street. Work with Bram's Addition Neighborhood, Capitol View Heights Neighborhoods, and adjacent property-owners to determine the final infrastructure improvements, including stormwater management.

### **Community Development Authority**

1. Request that the CDA, in conjunction with the CDBG Office, promote owner-occupancy in multi-family buildings, especially in the 900 block of Magnolia Lane, 900-1100 block of West Badger Road, and 2400 block of Cypress Way. Explore redesigning the existing multi-family buildings, such as combining units, constructing garages, and developing shared parking to facilitate more green space.

2. Request that the CDA, in conjunction with Bay Creek Neighborhood Association and Romnes Apartment Resident Association, explore the possibility of improvements to the green space on the northeast corner of Romnes Apartments (500 block of Lakeside Street). Improvements could include conversion to owner-occupied housing, possibility townhouses, while the remainder of the property remains in open space for Romnes Apartment residents and neighborhood enjoyment. In addition, pursue other site improvements, such as improved patio area, on-site walking paths, and additional parking spaces that would make the public housing facility more attractive to its residents.

### Madison Metro Transit

1. ~~Request Madison Metro Transit to explore the feasibility of implementing streetcar or trolley service in the Park Street corridor. Such a service could be linked to the serve the major shopping areas (Villager Mall and Wingra Creek area), local hospital and health care providers, and major employment centers in the corridor.~~
1. Request that Madison Metro Transit **evaluate the need to install bus benches or shelters on both sides** ~~install bus benches on the east side~~ of South Park Street between West Olin Avenue and Haywood Drive.
2. **Request that Planning Unit, in conjunction with Madison Metro, maintain an open dialogue with the City of Fitchburg to take advantage of opportunities for streetcar or park and ride expansions.**

### Parks Division

1. **Request that Parks Division, in conjunction with City Engineering Division, improve stream bank stabilization, install canoe launches and canoe storage facilities, and improve the navigability of Wingra Creek from Fish Hatchery Road to John Nolen. As part of improving Wingra Creek Parkway, install park benches along North Wingra Drive from Arboretum Drive to Fish Hatchery Road.**
2. Request that the Parks Division reexamine the master plan for Olin-Turville Community Park, especially for the northern portion of the park area. In addition to community-wide input, solicit direct input from the Bay Creek, Bram's Addition, and other adjacent neighborhood organizations in preparing the plan. In the review of the master plan, address the following issues: 1) boat landing/launching areas; 2) other lake access and shoreline uses; 3) vehicular traffic circulation; 4) preservation of

undeveloped, natural areas; 5) construction of a children's fishing pond; 6) explore the development of a passive, pedestrian-oriented gathering place at the northern portion of the park. If feasible, reconstruct the Olin Terrace fountain at this location or elsewhere within the Park. In addition, improve the park use and resources by: 7) protecting the oak grove, possibly by fencing off the area at the times when there are large events at Olin-Turville Park; 8) stationing certified lifeguards at the swimming beach; 9) restoring cross-country trails in non-sensitive areas of the park and increase grooming of the trails; and 10) continuing to remove invasive plants.

3. Request that the Madison Metropolitan School District, in conjunction with Madison Parks Division, develop a master plan for Lincoln Elementary School area. As part of the design, explore developing a city park on the southeastern corner of school property with the possible expansion of the open space area to the south at 902 Magnolia Lane. Incorporate playground equipment and other recreational features for younger children that would compliment the existing school playground.
4. Request that the Parks Division, in conjunction with Dane County Alliant Energy Center, revise the master plan for Quann Park **and Franklin Field**. Possible changes include, but are not limited to: 1) installing other amenities such as bathroom facilities, benches, and picnic tables; 2) new vegetative plantings such as flowers, native grass, or other variety of shrubs and trees; 3) improving screening along the perimeter of the parkland; 4) improving access to parking lot

from Bram Street that would be gated to prevent through traffic; and 5) improving pedestrian access from Lyckberg Park. As part of the review of the master plan, explore alternatives of the uses of the southern bike path with park users. Part of this effort should include repairing the pedestrian footbridge, stabilizing the shoreline adjacent to the pedestrian footbridge, and installing a canoe launch and/or swimming platform for dogs to enter waterway.

5. Request that the Parks Division, in conjunction with adjacent property owners, explore the use of the 1100 block of Van Deusen Street right-of-way area as a passive (low activity) recreation area. Install benches, community gardens, flower gardens, and/or gazebo for neighborhood residents' use.
6. Request that the Parks Division improve the lighting at Fisher Street Playground.
7. Request that the Madison Parks Division improve Bernie's Beach area by stationing a lifeguard at Bernie's Beach, installing playground equipment, increasing cleaning of shoreline weeds, and enforcing motor/no wake zone.
8. At the time that the Parks Division reconstructs its Franklin Field service facility; request that the Parks Division explore building design and materials that would be compatible with the park. Encourage development that is compact in nature. A two-story facility that does not encroach into playfields would likely be supported. With any improvement at Franklin Field, preserve the oak grove located near the existing playground area.
9. Request that the Parks Division explore design features that would modify the existing Penn Park shelter and park area to make it more aesthetically pleasing and functional for people to use.
10. Request that the Parks Division, in conjunction with Bram's Addition Neighborhood Association, develop a master plan for the open space area at Newville Park. Neighborhood residents would like to promote more neighborhood use of this open space area.

#### **Department of Planning & Development**

1. Request that the Department of Planning & Development investigate establishing redevelopment district plans for the Villager Mall (2200-2400 blocks of South Park Street) and Wingra Creek (1300-1600 blocks of South Park Street) commercial areas. Explore economic incentives to aid in the revitalization of the areas.
2. As part of the City of Madison Comprehensive Plan, request that the Department of Planning & Development

incorporate the proposed land use changes identified in the *South Madison Neighborhood Plan* into the adopted Comprehensive Plan (See Attachment A).

3. Upon the request of the District Alderperson, request that the Planning Unit prepare zoning map amendment to rezone six geographic areas within the Bay Creek and Bram's Addition Neighborhood (See Attachment B). The objective of the proposed zoning change is to preserve existing housing characteristics in the West Olin Avenue-Gilson Street, West Lakeside Street-Lake Court, Beld Street, and Fisher-Baird Street areas. Disallow the assemblage of properties for larger multi-family residential housing complexes that would not reflect the height, mass, and scale of existing residential structures in these areas. **Planning Unit staff should also consider land use options that call for increased density on any arterial corridor that may be considered for possible streetcar implementation.**
4. **Request the Planning Unit explore the feasibility of implementing streetcar or trolley service in the Park Street corridor. Such a service could be linked to the serve the major shopping areas (Villager Mall and Wingra Creek area), local hospital and health care providers, and major employment centers in the corridor.**
5. **Request that Planning Unit, in conjunction with Madison Metro, maintain an open dialogue with the City of Fitchburg to take advantage of opportunities for streetcar or park and ride expansions.**

#### **Madison CitiARTS**

1. Request that the Madison CitiARTS Commission, in conjunction with City Engineering, Parks Division, Traffic Engineering Division, and



adjacent neighborhood associations **and subject to approval by the Board of Park Commissioners**, work with UW Space Place and other interested organizations to site an artistic, educational Solar System Walk along Wingra Creek Parkway from the South Park Street-West Wingra Drive intersection to Park and Pleasure Drive at Edgewood College.

### Police Department

1. Request the Madison Police Department, in conjunction with local community groups, to continue to work toward eliminating inappropriate behavior at Penn Park.

### Traffic Engineering Division

1. Request that the Traffic Engineering Division improve pedestrian crossing of South Park Street at West Badger Road, Haywood Drive, Hughes Place, Buick Street, and West Wingra Drive and at Fish Hatchery Road at West Wingra Drive.
2. Request Traffic Engineering to consider an application for Neighborhood Traffic Management Program from neighborhood residents to develop traffic calming measures for West Lakeside Street from South Park Street to John Nolen Drive. Work with the neighborhood association and affected property-owners in planning and design phases.
3. Request Traffic Engineering to consider an application for Neighborhood Traffic Management Program from neighborhood residents to develop traffic calming measures along 1900-2000 blocks of Beld Street to control the speed of vehicular traffic exiting north from South Park Street and Koster Street, especially at the intersection of North Rusk and Koster Street to control the speed of vehicular traffic heading northbound. Work with the neighborhood association and affected property-owners in planning and design phases.
4. Request that the Traffic Engineering Division explore new bicycle connections from: 1) Lincoln Elementary School to Wingra Creek Parkway at West Wingra Drive and 2) East and West Badger Road to Wingra Creek Parkway at Quann Park. Accommodate bicycles in new street construction.
5. Request that the Traffic Engineering Division, in conjunction with City Engineering Division, improve pedestrian **and transit** access and safety at the Union Pacific Railroad viaduct at Bram and Koster Streets and/or explore other possible alternatives for pedestrian **and transit** movement. **The desire of the neighborhood residents to retain the sandstone railroad viaduct should be balanced with these safety and access goals. Retaining the sandstone railroad viaduct is important to neighborhood residents.**
6. Request that the Traffic Engineering Division redesign the intersection of South Park-Cedar-Beld Streets to improve

pedestrian safety. Tightening the width of the intersection would improve pedestrian safety, especially in terms of slowing down vehicular speed from vehicles exiting and/or entering South Park Street.

7. Request that the Traffic Engineering Division, in conjunction with Parks Division, shift Department of Transportation materials storage adjacent to Wingra Creek away from the waterway. Shifting the storage of materials will provide additional space to develop a passive recreational gathering spot adjacent to the bike path for neighborhood residents as well as trail users.
8. Request Traffic Engineering to consider an application for Neighborhood Traffic Management Program from neighborhood residents to develop traffic calming measures along Gilson Street from W. Olin Avenue to Beld Street. Work with the neighborhood association and affected property-owners in planning and design phases.
9. In the event that the Union Pacific Railroad is declared surplus property, request that the Traffic Engineering Division explore the acquisition of the railroad corridor for future transportation and/or recreational uses.
10. Request that the Traffic Engineering Division improve screening of the City of Madison Department of Transportation operations facility and storage areas along Sayle and Van Deusen Streets.

### Urban Design Commission

1. Request that the Urban Design Commission adopt the Park Street Urban Design District and associated design guidelines for the South Park Street corridor from the West Beltline Highway to Regent Street.