

BRITTINGHAM-VILAS NEIGHBORHOOD PLAN

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Brittingham-Vilas Neighborhood Plan

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INTRODUCTION

The City of Madison's Community Development Block Grant (CDBG) Program's three-year plan concentrates a portion of the City's entitlement funds to selected neighborhoods to help them develop and implement a strategy to enhance their quality of life. In the Fall of 1987, the CDBG Commission selected the Brittingham-Vilas area to receive planning assistance and funding for 1988-1990. The Brittingham-Vilas Neighborhood Plan is the result of identifying the threats and opportunities facing the neighborhood and devising strategies to improve and enhance existing conditions.

The Brittingham-Vilas (BV) Neighborhood was selected to receive assistance primarily because of its 1) high concentration of low and moderate income (LMI) persons living in the neighborhood; 2) the changing population composition, mostly a result of a growing refugee population; 3) the transitional state of the neighborhood resulting from the gradual change from owner-occupied to renter-occupied housing, and the possible impacts on the character of neighborhood from proposed developments such as the West Rail Corridor; and finally, 4) the interest and willingness on the part of the neighborhood in developing a neighborhood strategy.

The BV Neighborhood Plan was prepared by a ten-member steering committee comprised of neighborhood residents and business representatives. The steering committee was instrumental in formulating a two to five year strategy to improve the neighborhood, prioritizing projects to carry out the strategies, and conducting public hearings to solicit feedback from the residents of the area. The City of Madison Planning and Development Department provided technical, planning, and financial assistance to the neighborhood group.

Goals and Objectives

The goals and objectives of the neighborhood serve as a guide for the preparation of alternative plans and the selection of strategies for plan implementation. The goals and objectives of the Brittingham-Vilas Neighborhood Plan are:

1. To strengthen the interaction among the residents living in the Brittingham-Vilas Neighborhood.

2. To improve and maintain the residential housing stock of the neighborhood, to encourage more owner-occupancy and non-transient housing, and to promote the neighborhood as a good place to live.
3. Provide a variety of housing choices to attract a diverse population to the neighborhood by providing affordable housing opportunities in the neighborhood.
4. To ensure adequate neighborhood facilities and services, such as the Neighborhood House and Bay View Community Center, recreational programs and facilities, neighborhood police patrol, and other services.
5. To encourage the beautification and revitalization of Park, Regent and Monroe Street Commercial Districts to improve their visual appearance and promote a well balanced mix of businesses to serve the residents of the neighborhood.
6. To ensure safe, convenient movement of people and goods, especially on and across Park and Regent Streets.
7. To provide barrier-free access to public places for all people, including those with disabilities.
8. To preserve and promote the historic, cultural, and scenic resources of the neighborhood.
9. To promote the healthy development and growth of youth in the neighborhood.

**PLAN
RECOMMENDATIONS**

This plan recommends several neighborhood improvement projects and activities to be undertaken in the next two to five years to improve the quality of life within the area.

**Neighborhood
Cohesiveness
Recommendations**

1. Re-establish a neighborhood association to administer and coordinate activities to improve the quality of life within the neighborhood.
2. Publish a neighborhood newsletter to help bring area residents together; to inform them of available resources within the neighborhood; and to educate them on relevant and important issues affecting the neighborhood.

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| Community
Service
Recommendations | 3. Encourage the publication of a variety of informational brochures to promote the neighborhood as a good place to live. |
| | 4. Support the continued operation, maintenance, and upgrading of the Neighborhood House Community Center. |
| | 5. Install barrier-free ramps at key locations to provide easier movement by people of all ages, including those with disabilities. |
| | 6. Install security and safety devices such as deadbolts, window locks, and smoke alarms in owner-occupied homes of income-eligible elderly persons to provide them with a more secure environment. |
| Land Use & Zoning
Recommendations | 7. Retain existing neighborhood zoning classifications and districts at current density levels. |
| | 8. Increase enforcement of the density requirements pertaining to unrelated individuals living in owner- and renter-occupied dwelling units in the R2, R3, and R4A zoning districts. |
| | 9. Encourage the reuse of Longfellow School for public use. |
| Housing
Recommendations | 10. Encourage the continued City support of programs to assist owner-occupied households to upgrade existing properties and/or to purchase properties in the neighborhood. |
| | 11. Encourage the continued City support of low interest loans and other financial incentives to make it possible for rental property owners to rehabilitate residential structures. |
| | 12. Support the continued acquisition and rehabilitation of existing housing stock for cooperative housing to provide affordable housing within the neighborhood. |
| Commercial
Recommendations | 13. Conduct a market feasibility study of the Park Street and Regent Street business districts to identify business development needs or opportunities and to determine the potential for redevelopment of selected vacant and under-utilized properties in the area. |

14. Develop Commercial District Design Guidelines for Regent and Monroe Streets to promote architectural harmony among existing and new buildings, including outdoor advertising signs.

15. Encourage private businesses to install barrier-free ramps to improve the accessibility of their business to people of all ages, including those with disabilities.

**Transportation
Recommendations**

16. Re-evaluate the impacts on traffic flow patterns and volumes at the time of new influx of traffic adjacent to and within the neighborhood from the West Rail Corridor development, expansion of Meriter and St. Marys Hospitals, and other potential redevelopment projects.

17. Increase enforcement of residential speed limits, especially on South Mills and Drake streets during peak hours.

18. Inform neighborhood residents of the potential of establishing residential two-hour parking zones and permits to help discourage all day parking on residential streets by non-users of the neighborhood, and discuss with the city possible changes in parking ordinances to better serve the parking needs of the neighborhood.

19. Improve the synchronization of traffic lights or use other means to improve the ease and safety of pedestrians crossing Regent, Monroe, and Park streets.

**Aesthetics
and Open Space
Recommendations**

20. Improve City clean-up activities in the neighborhood, especially after athletic or social events at Camp Randall, Henry Vilas Park and Zoo, and Brittingham Park.

21. Encourage tree and shrub planting in the residential and business districts to improve the visual appearance of the neighborhood.

22. Support the maintenance, repair, and upkeep of historic structures in the neighborhood.

23. Continued support of city and non-city owned parkland improvement and expansion, especially in densely populated areas.

24. Expand Edward Klief Park.

The Brittingham-Vilas Neighborhood Steering Committee will be working with the local officials, neighborhood

businesses, and area residents to achieve the desired goals and objectives to improve the quality of life in the neighborhood.

**NEIGHBORHOOD
DESCRIPTION**

The Brittingham-Vilas Neighborhood is a prime place to live because of its vicinity to major attractions of the City, including: The University of Wisconsin-Madison Campus; the Capitol and State Street Mall-Concourse; Brittingham Park and Henry Vilas Park and Zoo; and Monona Bay and Lake Wingra. Future investments in the adjacent neighborhoods, such as the West Rail Corridor, could make the neighborhood an even more attractive place to live.

Both natural and human-made barriers create the boundaries of the neighborhood. The 0.7 square mile area is bounded by Regent Street on the north; Proudfit Street and Monona Bay on the east; Haywood Drive and Lake Wingra on the south; and Edgewood Avenue and Monroe Street on the west (see Map 1). The geographical area coincides with Census Tract 12.

Although this neighborhood plan covers the entire geographical planning area, it is worthy to mention the distinct enclaves which give the neighborhood its unique character. The three distinct sub-neighborhoods are:

- The Triangle, an area of multi-family housing complexes, including BayView, Brittingham, Gay Braxton, Karabis, and Parkside apartments.
- The Brittingham Park area, a single-family housing area along the shores of Monona Bay;
- The Vilas area, single-family and two-to-four flat apartment area that houses a mixture of owner-occupied and renter-occupied residents.

Acting together, the three distinct sub-neighborhoods create one of the most special neighborhoods within the City in terms of its historic, cultural, social, economic and natural resource diversity.

**HISTORY OF THE
NEIGHBORHOOD**

The physical limitations of the eastern portion of the neighborhood bounded by Regent and Park streets, and Lake Monona influenced the character of the neighborhood in its early development. Because of its low, marshy conditions this part of the neighborhood was virtually

**A Home for
Newly Arrived
Immigrants**

unusable for construction. Thus it served as a dumping ground for household refuse until the ground was stable enough to construct buildings.

Dumping of wagonload after wagonload of refuse occurred during the nineteenth century until the fill stood slightly above the water table. At the turn of the twentieth century, the neighborhood to the east of South Brooks Street was settled by Italian immigrants arriving primarily from Sicily and northern Italy. A large, tight-knit ethnic community of Italian stores and shops sprung up along Park Street and near the intersection of Milton Street and West Washington Avenue. By 1916, the Italian population reached 1,100 persons, and by 1920, Italians had become the third largest foreign-born group living in Madison, most of which resided in this area.

The Italian community encountered obstacles to social and economic betterment. In fact, by 1915, less than fifteen percent of the Italian workers held skilled jobs in the community. The Neighborhood House, founded in 1916, was established to primarily assist the Italian population to assimilate to the American way of life. Child care, sanitation, cooking, sewing, housecleaning, and shopping courses were taught at the community center.

The Italian section, known as the Greenbush, was uprooted during the urban renewal programs of the 1960s. The Italian Workingmen's Club, founded in 1912 and now located at 914 Regent Street, is one of the few surviving remnants of the old Italian neighborhood.

To escape eastern European anti-Semitism, a group of Jews immigrated to Madison and settled in the neighborhood during the early twentieth century. They, too, arrived impoverished and settled in the same part of Madison as the Italians because it offered the cheapest housing in town. Like the Italians, they formed a very tight home- and church-oriented community primarily clustered around Mound Street.

In 1904, the Russian Jews established their own Synagogue, Agudas Achim, at the corner of Mound and Park streets. For twenty-five years, the Synagogue was their center of organized religious, educational and social activity. Some families began to move to the west, primarily along the same streets where they were earlier concentrated, which motivated the construction of a new sanctuary further west on Mound Street, at the corner of Randall Avenue, in 1949.

Because the neighborhood offered inexpensive housing to new immigrants, the Bush also was the first home of many

of Madison's Afro-American families. Starting around the turn of the century, many Afro-American people from the South moved north in search of better economic opportunities. Their early settlement history paralleled the Italians and other immigrant groups, who often sent young men to Madison to work and raise money to bring the rest of the family here.

The First Suburb: Wingra Park

The first suburb in Madison, Wingra Park subdivision, was platted to the west of Randall Avenue in 1889. The former 108-acre truck farm was subdivided into nearly 400 cheap lots to sell to merchants, clerks, bookkeepers, retired farmers, mechanics, and laborers. The developer, W. T. Fish, altered his marketing campaign when some of the City's best citizens began building expensive residences, especially after the extension of the street car line to Camp Randall. By 1891, Wingra Park was touted as Madison's fashionable suburb for elegant residences. For the next thirty years, single-family homes sprung up, and by the late 1920s, the Wingra Park Subdivision looked much as it does today. Queen Anne houses and smaller cottages, Colonial Revival, Prairie style and Tudor revival houses adorn the tree-lined streets.

A Place of Parks

Madison Park & Pleasure Drive Association (MPPDA), a private organization committed to providing open space within the community, was instrumental in promoting the acquisition, development and improvement of Henry Vilas and Brittingham parks. In 1903, William Freeman Vilas donated \$18,000 to assist MPPDA in purchasing 63 acres of parkland providing that MPPDA would raise \$10,000 for improving the future park. The local contribution to the improvement of the park was raised from residents living in the Wingra Park area.

Today, Henry Vilas Park, named in honor of the major benefactor's deceased son, is one of the most intensively used parks within the city. One of the major attractions of the park is the zoo. The MPPDA conceptualized the park as a home for a zoo after the donation of a herd of five deer by T. C. Richmond in the winter of 1910-1911. When the zoo opened at Vilas Park in 1911, it consisted of 5 deer, 3 ground hogs, 3 woodchucks, 2 guinea pigs, 2 rabbits, 2 white rats, 1 raccoon, 1 eagle, 1 squirrel and 1 toothless red fox. By 1939, the zoo had 500 animals, including the typical assortment of zoo animals.

In 1903, a fourteen-hundred foot stretch of shoreline fronting Monona Bay was acquired by the City. To create a park at this location required the extensive filling in of the marshy shoreline with dredge materials from the lake. Between 1905-1908, Thomas E. Brittingham

donated \$24,500 to assist MPPDA in their park improvement and expansion plans for this community park.

The Hospitals

The goal of the Madison General Hospital Association, formed in 1898, was to construct a non-profit, community hospital to serve the city's health needs. Local hospital backers faced a five-year battle in locating an acceptable site and securing private-public funding for the construction of the hospital at 925 Mound Street. In 1903, Madison General Hospital opened its doors and surprisingly reached its maximum capacity in less than one year after it opened.

The desire to construct a Catholic hospital was rekindled by local religious leaders in the light of the overcrowding of the new Madison General Hospital. The director of St. Paul's University Chapel, Rev. H. C. Hengell, persuaded the Sisters of St. Marys, headquartered in St. Louis, to establish a hospital in this city. The gift of a two-acre former cemetery by the Milwaukee diocese to the Sisters was the impetus for securing funding for its construction. St. Marys Hospital, a seventy-bed facility, opened its doors to serve the health needs of area residents in 1912.

THE NEIGHBORHOOD TODAY

The Brittingham-Vilas Neighborhood is known for the diverse cultural, social, and economic characteristics of the residents living in the area. Two large community park systems: Brittingham and Henry Vilas Parks and zoo, and the three bustling commercial districts along South Park, Regent, and Monroe streets comprise the neighborhood.

The People

The Brittingham-Vilas Neighborhood has a diverse population. In 1980, a total of 6,547 persons were living in the area which comprised 3.8% of the City's population. Out of the total, 91.7% of the residents were white, 3.3% were black, 2.2% were Asian, and 2.8% were of other origin (see Table 1). These figures show the geographical area has a higher percentage of minority population than the city as a whole, with expected increases in the Asian population over the last ten years.

The Bayview Townhouses, located in the Triangle area, is frequently referred to as the "International Neighborhood". The population residing in this complex spans the face of the globe with residents coming from black, white, Spanish American, Native American, Asian, Afro-American, and other backgrounds. Each summer, an Ethnic Fest is sponsored in the area during which

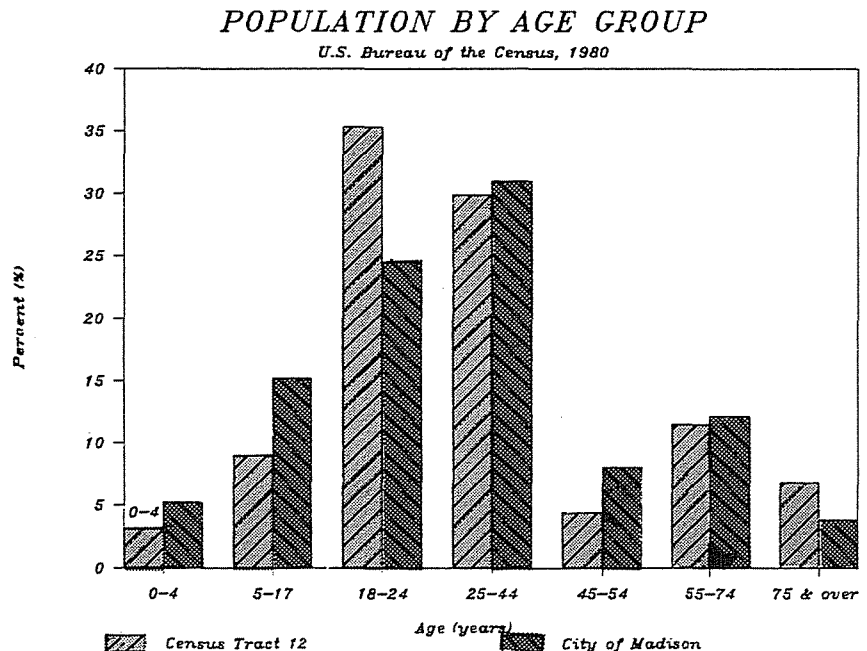
residents' customs - culinary, craft, musical, and dance - are shared with the entire Madison community.

Besides the area's cultural diversity, it is also a place which serves the special needs of the mentally chronically ill, persons with disabilities, and elderly. Gay Braxton, Karabis, Brittingham, and Parkside apartments and the Leader Nursing and Rehabilitation Center provide the special needs housing and care for these residents of the neighborhood.

Over 160 wheelbound persons are living in the Triangle area which heightens the desire for improved accessibility to private and public places within the neighborhood and surrounding areas.

Age of Population

The University of Wisconsin, St. Marys and Meriter Hospitals, nursing homes, and special needs housing greatly influences the age structure of the residents living in the neighborhood. Graph 1 shows the age profile of the neighborhood in comparison with the city on the whole.



In 1980, thirty-five percent (2,311) of the population living in the neighborhood were between the ages of 18 and 24 years, with the median age of 25.9 years (see Table 2). Most of the young, college-age population are living in a rental housing area concentrated in the northern one-half of the neighborhood between South Park Street and Randall Avenue, north of Chandler Street which is conveniently located less than one-half mile from campus.

Senior citizens, those residents 65 years or over, comprise 13% (838) of the neighborhood compared to the city's 8.7%, with about one-half of the senior citizens living in Gay Braxton, Brittingham, Parkside and Leader Nursing and Rehabilitation Center. Accessibility to private and public places for the elderly and persons with disabilities is a necessity for this segment of the population. Neighborhood amenities catering to the senior citizens include St. Marys and Meriter Hospitals, medical clinics, nursing homes, and elderly housing complexes.

As in other central city neighborhoods, the trend of families with children choosing to live in the outskirts of the city is seen here. In 1980, only 8.9% (509) of the population was between the ages of 0 to 13 compared with the city's 15%.

Population Changes

Between 1970 and 1980, the neighborhood experienced an 1.5% increase in population (see Table 3). Individuals between the ages of 25-44 were most attracted to the neighborhood with an increase of 724 persons (58%) in a ten-year time period. The trend of relatively young adults moving into the neighborhood is continuing with over five hundred new college age students residing in the area since 1980.

During this same time period, the neighborhood experienced a decrease of 263 (-25%) persons in the 0 to 17 age groups following the citywide trend of less families with children choosing to live in the central city. Because of these declining enrollments, the neighborhood elementary school - Longfellow - was closed in June 1980, and the children residing in the area were later paired between Franklin and Randall Elementary Schools as part of the Metropolitan School Board Pairing Plan.

Of the total 454 public school students in Grades K-12, 208 children are attending Franklin-Randall Elementary, 88 are attending Van Hise Middle, and 158 are attending West High School in 1988. Almost one-half of the school age children in the neighborhood are living in the Triangle, of which 90% are minority students.

St. James School, a Catholic K-8 parochial school at 1204 St. James Court, has 143 students of which only 20% of the students are from the neighborhood itself.

Household Size and Income

In 1980, persons living in family households represented 44% of the population of the area compared with the city's average of 67%. The average household size was 2.32 persons per household. Twenty-six percent (26%) of

the families had female heads, with 212 children under 18, compared to 18% for the city. Median household income was \$11,544 in 1979 as compared to \$16,510 for the city.

Occupations & Employment

Brittingham-Vilas residents were employed in a variety of occupations. Out of the 3,599 persons in the work force in 1980, 1,042 persons (29%) were in professional specialities, 620 (17%) in service occupations (excluding protective and private household services), and 16% in administrative support, including clerical.

A majority of the area residents were employed in the following industries: 1,279 (36%) educational service; 579 (16%) in retail services; and 496 (13.8%) in health service. Forty-eight percent (48%) of the workers were employed in the public government sector compared to 37% city wide.

LAND USES IN THE NEIGHBORHOOD

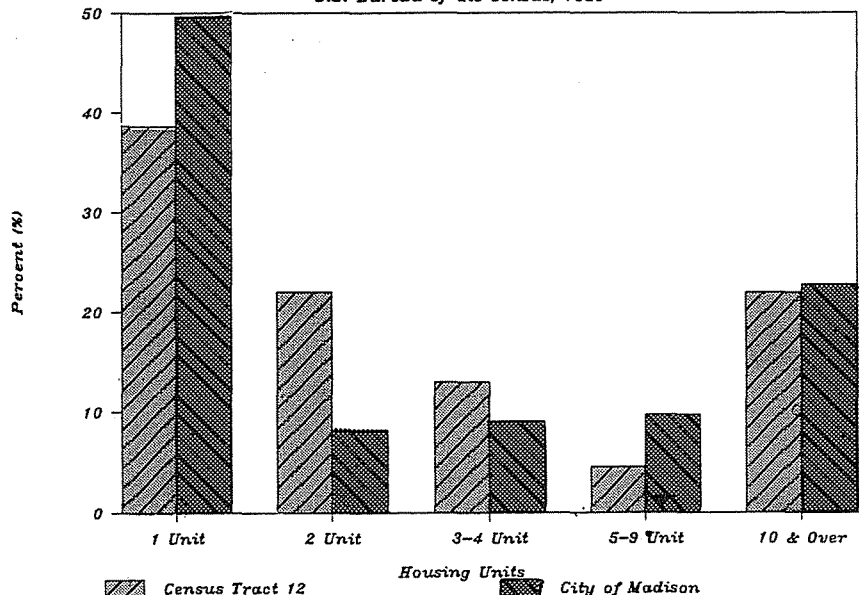
The predominate land use in the neighborhood is residential which comprises 65% of the total land area (see Table 5). The remaining land uses in the neighborhood consist of institutional, tax-exempt properties at 23% of total land area, commercial at 11%, other at 1%, and industrial with less than 1% of the land area (see Map 2).

Residential

A total of 2,736 housing units are in the neighborhood. Thirty-eight percent (38%) of the housing stock are single-family homes, 22% two-family, 13% three-four units, 4.5% five-nine units, and 21.9% more than ten units (see Table 4).

HOUSING UNITS BY TYPE OF STRUCTURE

U.S. Bureau of the Census, 1980



**Property
Ownership
Patterns**

Of the entire area, thirty percent (30%) of the housing units are owner-occupied (see Map 3). The highest percentages of the owner-occupied dwellings are in two geographic areas, namely, the Brittingham area (bounded by Proudfit Street and Main Street) and the area west of Randall Avenue and south of Garfield and Chandler Streets.

With the University of Wisconsin-Madison campus a short walk away from the northern boundary of the neighborhood, the area has become a popular location for rental properties. The segment of housing south of Regent Street between South Brooks Street and Randall Avenue is primarily renter-occupied, with many of the tenants being students (see Map 4). As of 1987, a total of 2,916 full-time and part-time students were living in the neighborhood, an increase of more than 500 students in the last five years.

Open Space

Because of the high concentration of college students living in the northern one-half of the neighborhood, the value of recreational space for them is a high priority of the city. Edward Klief Park, located south of Bowen Court between Orchard and Charter Streets, is the only neighborhood park serving the Vilas area. The improvement of park facilities, such as basketball, softball and volleyball courts and expansion of the park acreage would assist in alleviating some of the park deficiencies to this densely populated area.

The above-average monthly rents in the area are financially prohibitive to a portion of the population who would desire to live in the neighborhood. For this reason, seven cooperative homes are located in the area clustered around South Brooks and Chandler Streets in which provide affordable housing.

**Multi-Family
Housing**

The largest concentration of multi-family housing is located in the Triangle. Five large apartment complexes, namely, the BayView Apartments (Family Housing), Gay Braxton (Elderly and Chronically Mentally Ill), Brittingham Apartments, Parkside Apartments, and Karabis (Elderly and Differently Abled Housing) contain 441 rental housing units.

**Commercial
Districts**

The neighborhood has three commercial districts stretching along South Park, Regent, and Monroe streets (see Map 5). The 42 businesses located along South Park Street and 44 businesses along Regent Street are a mix of office, retail, food, and service, including professional-medical. Most of the 61 businesses along Monroe Street are retail and food businesses.

ZONING DISTRICTS

Map 6 shows the zoning districts of the neighborhood. Higher density residential areas are located in the northern sections of the neighborhood. The R4, R5, and R6 zoning districts allow unrelated individuals to live in a dwelling unit.

Lower density zoning districts of R2, R3, and R4A are located primarily in the southern portion of the neighborhood. Typically, the owner-occupied, single-family dwellings dominant this portion of the neighborhood with zoning restrictions of no more than two unrelated individuals living in a dwelling unit unless the dwelling is owner-occupied.

NEIGHBORHOOD FACILITIES & AMENITIES

The Brittingham-Vilas Neighborhood has a number of public and private facilities serving its residents.

Community Centers: The Neighborhood House (29 S. Mills Street) and BayView Community Center (601 BayView) serve the neighborhood by providing a variety of programs to the young, adult, and elderly of the area.

Parks: Brittingham Park, Henry Vilas Park and Zoo, Edward Klief Park, and Vilas Circle Park.

Hospitals: Meriter (202 S. Park Street) and St. Mary's (707 S. Mills Street) hospitals.

Public Libraries: Monroe Street Branch Library (1705 Monroe Street).

Public Schools: Neighborhood children attend nearby Franklin-Randall Elementary, Van Hise Middle, and West High School. One-half of Longfellow School building, located at 210 S. Brooks Street, is currently used for special school district programs and the other one-half is leased to Meriter Hospital for classroom space.

Private Schools: St. James School (1204 St. James Court), a Catholic K-8 parochial school, has operated since 1906.

PROBLEMS AND OPPORTUNITIES

The Planning Process

In March 1988, a ten-member steering committee composed of residents and business representatives from the neighborhood convened to discuss the major problems and opportunities the neighborhood is facing. As a steering committee, they were responsible for the preparation of a neighborhood strategy to improve the existing conditions within the area. Over a six-month period,

members were involved in seven major phases of developing a strategy that would represent the needs of area residents. These seven phases were 1) to establish a steering committee; 2) to analyze existing physical, social, and economic conditions of the neighborhood and identify the major threats and opportunities of the area; 3) to develop goals and objectives to assist in guiding the neighborhood in their decision-making; 4) to analyze alternative solutions to issues the neighborhood faces, and, then, to select a position for them to pursue; 5) to conduct a public hearing to solicit comments on the neighborhood strategy; and finally, 6) to develop an implementation plan to help the neighborhood carry out its goals and objectives.

Issue Identification

The five most important issues the steering committee identified (in rank order of importance) are:

	<u>Rank</u>
Housing & Property Maintenance	1
Transportation & Land Use	2
Commercial Revitalization	3
Neighborhood Facilities	4

Community Involvement and Image

The Brittingham-Vilas Neighborhood hopes that its coordinated efforts will help to improve the conditions of the neighborhood and to bring people together to solve the issues.

The steering committee is responsible for the contents of this planning document. Its members are confident the policy statements, program development, and city agency requests represent the views of a majority of the Brittingham-Vilas residents.

ISSUES

One of the major tasks of the steering committee was to identify the most important issues facing the neighborhood residents and businesses. The residents identified the issues of most concern.

Changing Ownership Patterns of Housing Stock and its Impact on the Character of the Neighborhood

At one time, the portion of the neighborhood south of Regent Street between South Park Street and Randall Avenue was primarily single-family, owner-occupied homes. The close proximity to the university of Wisconsin has influenced the disproportionate number of

renters in the neighborhood. Today, about 30% of the housing stock is owner-occupied and 70% is renter-occupied (See Map 3).

The neighborhood is in transition. Although the turnover of owner-occupied housing stock to renter-occupied housing is only gradually increasing, the character of the neighborhood has been changing in terms of the student population migrating into the neighborhood, the increase in absentee property owners, and the overall decline in the appearance and condition of rental properties.

Since 1980, a total of 516 new university students have moved into the neighborhood, bringing the total student population to 2,916. Although the highest density of students reside in rental units north of Chandler Street between South Park Street and Randall Avenue, an increasing number are moving into the area south of Drake Street between South Park and Wingra Streets and north of Grant and Chandler Streets between Randall Avenue and Monroe Street.

In 1973 and 1977, the City of Madison Common Council amended the zoning map to downzone a portion of the neighborhood from R4 to R4A and R3. The goal of the city was to retain the single-family character of the area by limiting the number of conversions of residences to more dwelling units thereby limiting the increase in occupancy of dwelling units by unrelated individuals (see Map 6). The downzoning has limited the number of conversions of single-family residences to two or more dwelling units. An increase of renter-occupied units has increased 16% in this area, with an influx of 274 more students.

The only predominantly single-family, owner-occupied area remaining is south of Grant and Chandler streets between Vilas Park and Monroe Street.

It is the neighborhood's goal to encourage the development and redevelopment of properties in the South Campus and West Rail Corridor areas as housing in the hopes of alleviating the pressures in this neighborhood. Any public program to encourage owner-occupancy, such as the city's homeowners assistance program, is widely supported in this area.

One of the impacts from the increasing density and changing ownership patterns is the reduction of interior and exterior maintenance of residential rental properties in the neighborhood. The lack of maintenance and proper landscaping of properties reflects in the overall appearance of the neighborhood.

Over the last several years, seven housing cooperatives have been established in the neighborhood concentrating around Brooks and Chandler streets. The housing cooperatives offer an alternative, affordable housing environment for those desiring to reside within the area. The neighborhood is in support of the acquisition and rehabilitation of properties for this purpose.

Potential New Developments Adjacent to the Neighborhood and the Impacts on Increasing Daily Traffic Volume

Residential Districts

The West Rail Corridor Redevelopment concept proposes the development of commercial buildings and housing along the rail corridor bounded by East Washington Avenue, Regent Street, and Proudfit Street. One of the major concerns of the neighborhood is the increase in traffic volume forecast by the redevelopment of the area, and its impact on the commercial and residential sections of the neighborhood. Other potential development projects, such as the expansion of St. Marys and Meriter hospitals and the redevelopment of South Campus could increase the traffic volume within the neighborhood.

The problem of increasing traffic volume is compounded by the traffic redirection plan for Gorham and Johnson streets, which will divert daily traffic to Proudfit Street, with forecast increases from 11,000 to 19,000 daily traffic trips by the year 2010.

A major concern of the neighborhood is the increased use of neighborhood residential streets by non-residents to bypass the main arterials, Regent and Park streets, because of inherent bottlenecks. Any solution to regulating the volume and speed of traffic of residential streets would require the analysis and development of a near westside redirection plan.

Business Districts

A foreseeable problem in the business district on Regent Street is the future need for all four travel lanes on Regent Street, thus eliminating on-street parking serving commercial businesses. Since there are no public parking lots in the vicinity, many would-be shoppers probably would have a difficult time parking because university students and area workers compete for parking spaces on adjacent sidestreets. About 20 out of the 44 businesses do not have accessory off-street parking lots and thus would be hurt by the removal of on-street parking.

Regent, Monroe and Park Street Commercial Revitalization

The Brittingham-Vilas Neighborhood is fortunate to have three commercial districts within its boundaries. The Regent Street and South Park Street commercial areas have the greatest potential to improve their selection of goods and services, the appearance of their storefronts, and the overall appearance of the streetscape.

The Regent Street business district is the first commercial area in which the neighborhood would like to concentrate its planning, design, and revitalization efforts. The major reasons for this selection is the housing redevelopment in South Campus, and thus the potential for new customers and the West Railroad Corridor development and thus increased traffic volume on Regent Street.

Upgrading and Enhancing Neighborhood Facilities

Community Center

The Neighborhood House, a non-profit, neighborhood-based community center, is a focal point for many residents of the neighborhood. The community center provides services, programs, and activities for the youth, adults, and elderly living in the area.

The community center's interior and exterior structure and parking lot are in need of maintenance. Because of its large benefit to the residents of the neighborhood, the steering committee supports its upgrade.

PLAN IMPLEMENTATION

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

A first crucial step in the implementation process is to establish a neighborhood committee to assume responsibility for monitoring the actions and activities proposed in the neighborhood plan. The committee should be composed of neighborhood residents, including, but not limited to, members of the planning group that developed the neighborhood plan.

The plan should be reviewed and updated annually by the neighborhood committee to ensure that it is in keeping

with the needs and concerns of the neighborhood. Proposals for Community Development Block Grant funding must be submitted to the CDBG Commission before the deadline date in mid-June of each year. All projects and programs should be coordinated by the committee. In addition, the committee should work with City departments to incorporate neighborhood proposals into departmental budget, which along with CDBG funds are a part of the City Capital Budget. The Madison Common Council begins formulating the Capital Budget in May and adopts it in November. Finally, the neighborhood should work with various public boards and commissions in seeking action on proposals.

**WHERE TO GO FOR
HELP**

Community Development Block Grant Office	267-0740
Engineering	266-4751
Parks	266-4711
Planning and Development	266-4635
Police (Neighborhood Response Unit)	266-4052
Transportation	266-4761
Traffic Engineering Division	266-4761

Community Development Block Grant Commission

Determines priorities of the CDBG Program. Reviews project proposals and makes funding recommendations to the Mayor and Common Council.

Transportation Commission

Develops and recommends policies dealing with various aspects of transportation including: bus routes, automobiles, bicycles, pedestrians, streets and highways.

Pedestrian-Bicycle Committee

Recommends pedestrian and bicycle safety improvements to the Transportation Commission.

Parks Commission

Oversees the creation, management and maintenance of City parks and open spaces.

Police Advisory Committee

Recommends priorities and goals concerning allocation of police resources.

Funding Sources

The neighborhood should, on an ongoing basis, seek resources to match sources of public funding:

- o Resource Organizations:
United Neighborhood Centers of Dane County (UNC)
Madison Mutual Housing Association (MMHA)
- o Private Sources of Funding:

United Way of Dane County
Private Foundations
Corporate Grants
- o Other Units of Government:

Dane County
State of Wisconsin



TABLE 1
POPULATION BY SEX AND RACE

POPULATION	TRACT 12		CITY	
	NUMBER	PERCENT	NUMBER	PERCENT
TOTAL	6,547		170,616	
Male	3,090	47.2	82,901	48.6
Female	3,457	52.8	87,715	51.4
White	6,005	91.7	160,944	94.3
Black	215	3.3	4,603	2.7
Native American	25	.4	425	.3
Asian	145	2.2	2,688	1.6
Other	157	2.4	1,956	1.1
Hispanic	146	2.2	2,242	1.3

Source: U. S. Bureau of the Census, 1980
Prepared by Madison Department of Planning and Development

TABLE 2
POPULATION BY AGE GROUP, 1980

PERSONS BY AGE GROUP	CENSUS TRACT 12		CITY	DIFFERENCE
	NUMBER	PERCENT	PERCENT	
0-4	202	3.1	5.2	<2.1>
5-13	377	5.8	9.8	<4.0>
14-17	208	3.2	5.4	<2.2>
18-24	2311	35.3	24.5	+10.8
25-34	1546	23.6	21.4	+2.2
35-44	414	6.3	9.6	<3.3>
45-64	651	9.9	15.2	<5.3>
>65	838	12.8	8.7	+4.1
TOTAL	6547	100.0	99.8	
MEDIAN		25.9	27.0	

Source: U. S. Bureau of the Census, 1980
Prepared by Madison Department of Planning and Development

TABLE 3
POPULATION TRENDS, 1970-1980

CENSUS TRACT 12

PERSONS BY AGE GROUP	1970		1980		1970-1980 CHANGE	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	229	3.6	202	3.1	-27	-11.8
5-13	522	8.1	377	5.8	-145	-27.8
14-17	299	4.6	208	3.2	-91	-30.4
18-24	2480	38.4	2311	35.3	-169	-6.9
25-44	1236	19.2	1960	29.9	724	58.6
45-64	945	14.6	651	9.9	-294	-31.1
>65+	740	11.5	838	12.8	98	13.2
TOTAL	6451	100.0	6547	100.0	96	1.5

Source: 1970 and 1980 U. S. Bureau of the Census
Prepared by Madison Department of Planning and Development

TABLE 5
HOUSING UNITS TENURE AND OCCUPANCY BY
TYPE OF STRUCTURE

TRACT 12

STRUCTURE	OWNER-OCCUPIED		RENTER-OCCUPIED		CITY	
	NUMBER	PERCENT	NUMBER	PERCENT	OWNER-OCCUPIED PERCENT	RENTER-OCCUPIED PERCENT
One Unit	681	81.6	346	18.7	92.3	10.7
Two Unit	125	15.0	472	25.5	3.4	12.7
Three to Four Unit	29	4.6	327	17.7	1.4	16.3
Five or More	0	0	706	38.1	1.7	60.0
TOTAL	835	101.2	1851	100.0	98.8	99.7

Source: 1980 Census of Population and Housing
Prepared by City of Madison Planning & Development

TABLE 4
LAND USES AND PROPERTY VALUES
CENSUS TRACT 12

RESIDENTIAL PARCELS (65.2% OF TOTAL AREA)

TYPE	SQUARE FEET	PARCELS	VALUE	PERCENT (area)
Single family	4,690,873.45	905	\$57,473,500	64.0
2-7 units	2,314,043.01	414	\$32,762,500	31.6
8+ units	324,423.56	10	\$ 6,748,200	4.4
TOTAL	7,329,340.02	1329	\$97,984,200	100.0

COMMERCIAL PARCELS (10.7% OF TOTAL AREA)

TYPE	SQUARE FEET	PARCELS	VALUE	PERCENT (area)
Office	376,598.02	12	\$13,056,800	31.4
Store	245,385.34	28	\$ 3,098,200	20.5
Office & Store	8,044.00	2	\$ 215,000	0.7
Apt. & Store/Office	83,172.76	18	\$ 2,044,000	6.9
Other	484,966.94	33	\$10,599,000	40.5
TOTAL	1,198,167.06	93	\$29,014,000	100.0

INDUSTRIAL PARCELS (0.03% OF TOTAL AREA)

TYPE	SQUARE FEET	PARCELS	VALUE	PERCENT (area)
Industrial	3478.00	1	\$65,800	100.0
TOTAL	3478.00	1	\$65,800	100.0

OTHER PARCELS (1.3% OF TOTAL AREA)

TYPE	SQUARE FEET	PARCELS	VALUE	PERCENT (area)*
Parking Lots	41,330.00	7	\$198,600	0.4
Vacant	106,049.00	16	\$315,400	1.0
TOTAL	147,379.00	23	\$514,000	0.0

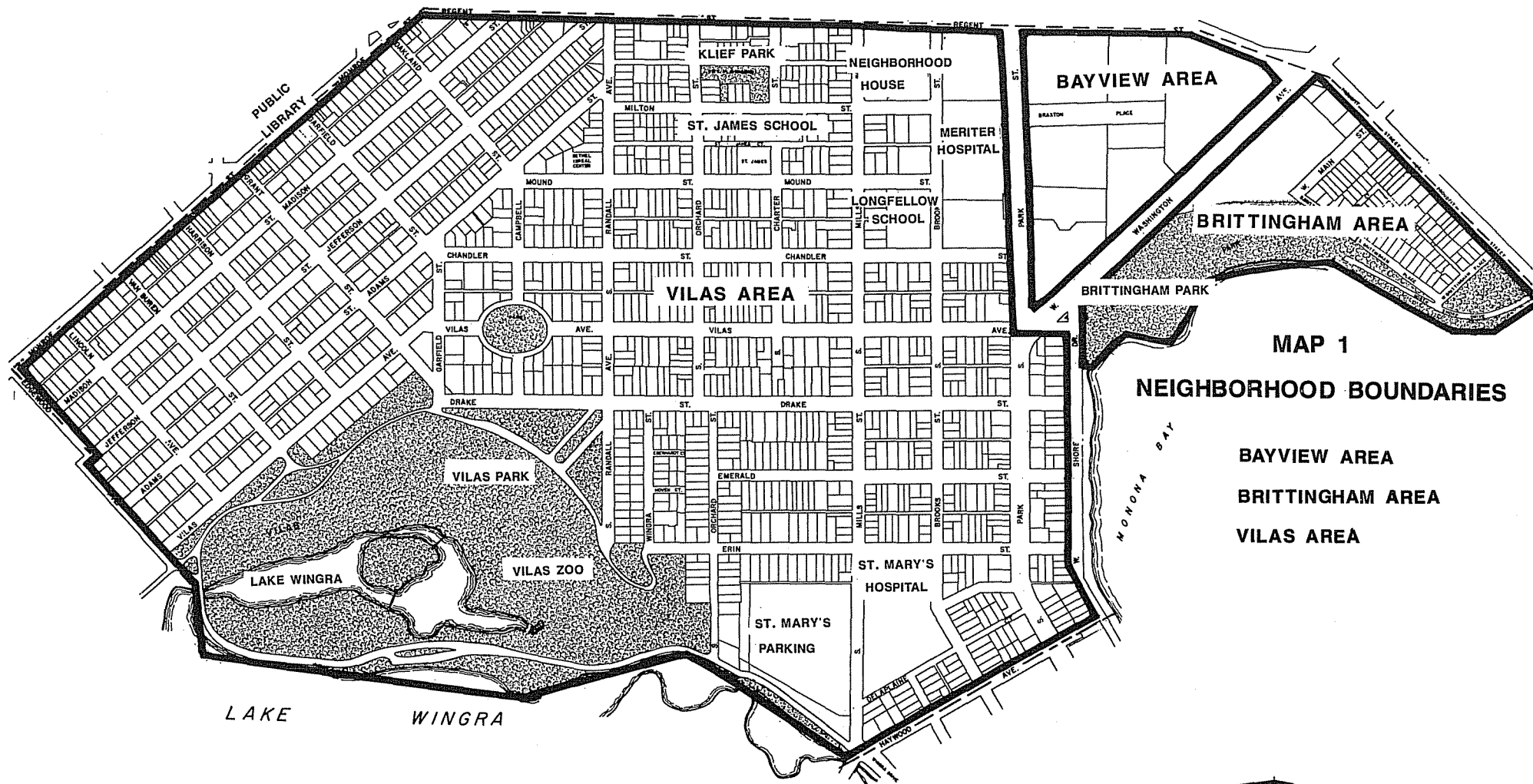
EXEMPT PARCELS (22.8% OF TOTAL AREA)

TYPE	SQUARE FEET	PARCELS	VALUE	PERCENT (area)*
City	1,081,220.69	11	N.A.	42.10
County	1,732.50	1	N.A.	0.07
Institutions	28,258.56	5	N.A.	1.10
Hospitals	937,004.30	7	N.A.	36.50
Religious	159,005.00	11	N.A.	6.20
Utilities	3,875.55	1	N.A.	0.20
Other	357,240.00	3	N.A.	13.9
TOTAL	2,568,336.60	39	N.A.	100.10

NEIGHBORHOOD SUMMARY

TYPE	SQUARE FEET	PARCELS	VALUE	PERCENT (area)
Residential	7,329,340.02	1329	\$97,984,200	65.20
Commercial	1,198,167.06	93	\$29,014,000	10.70
Industrial	3,478.00	1	\$65,800	0.03
Other	147,379.00	23	\$514,000	1.30
Exempt	2,568,336.60	39	N. A.	22.8
TOTAL	11,246,700.68	1485	\$126,578,000	100.0

Source: City of Madison Assessor, 1987
Prepared by the Department of Planning and Development



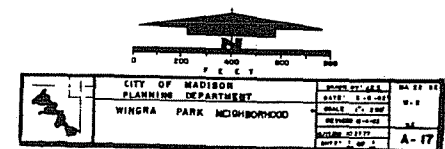
MAP 1

NEIGHBORHOOD BOUNDARIES

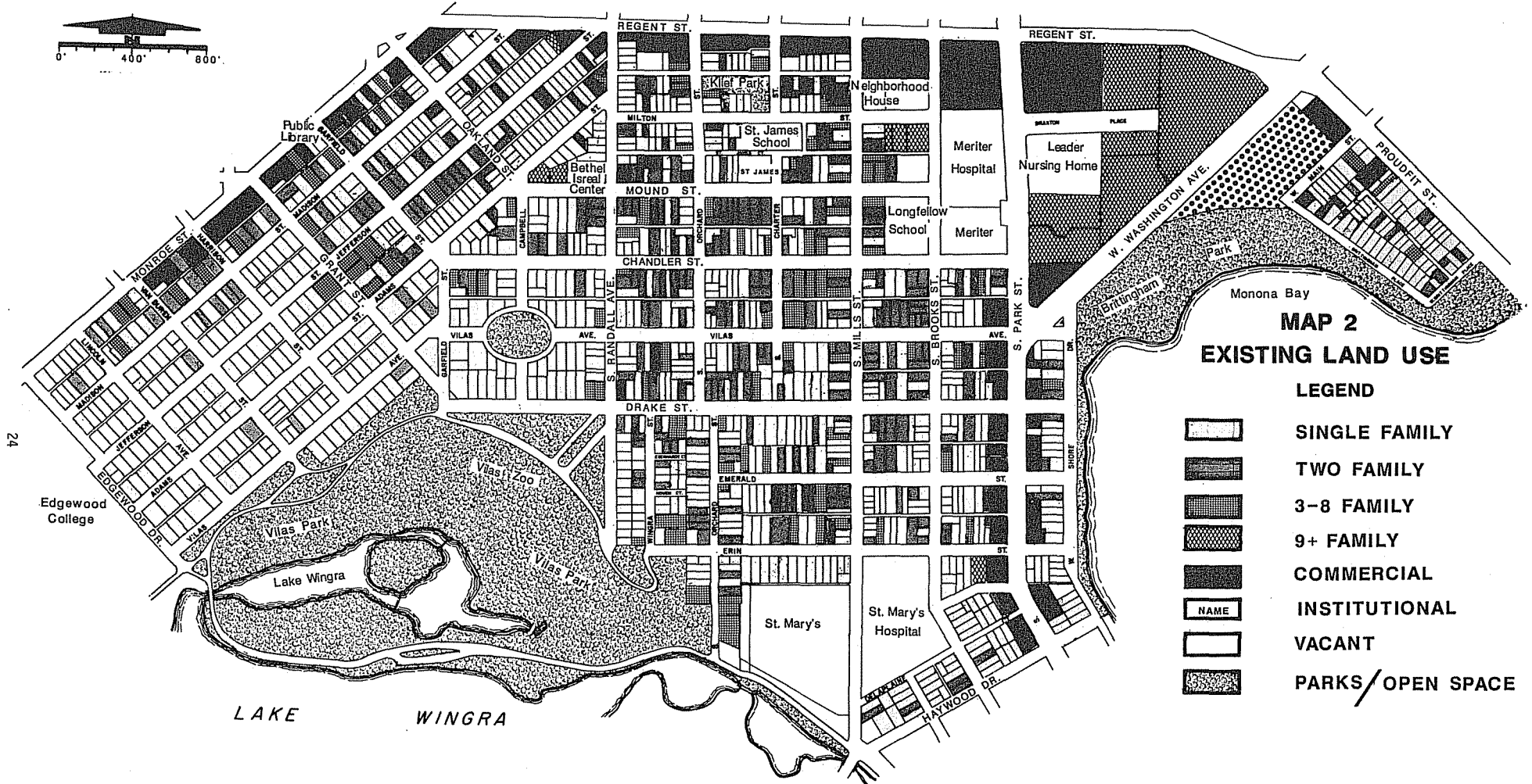
BAYVIEW AREA

BRITTINGHAM AREA

VILAS AREA

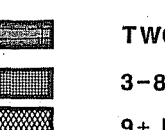










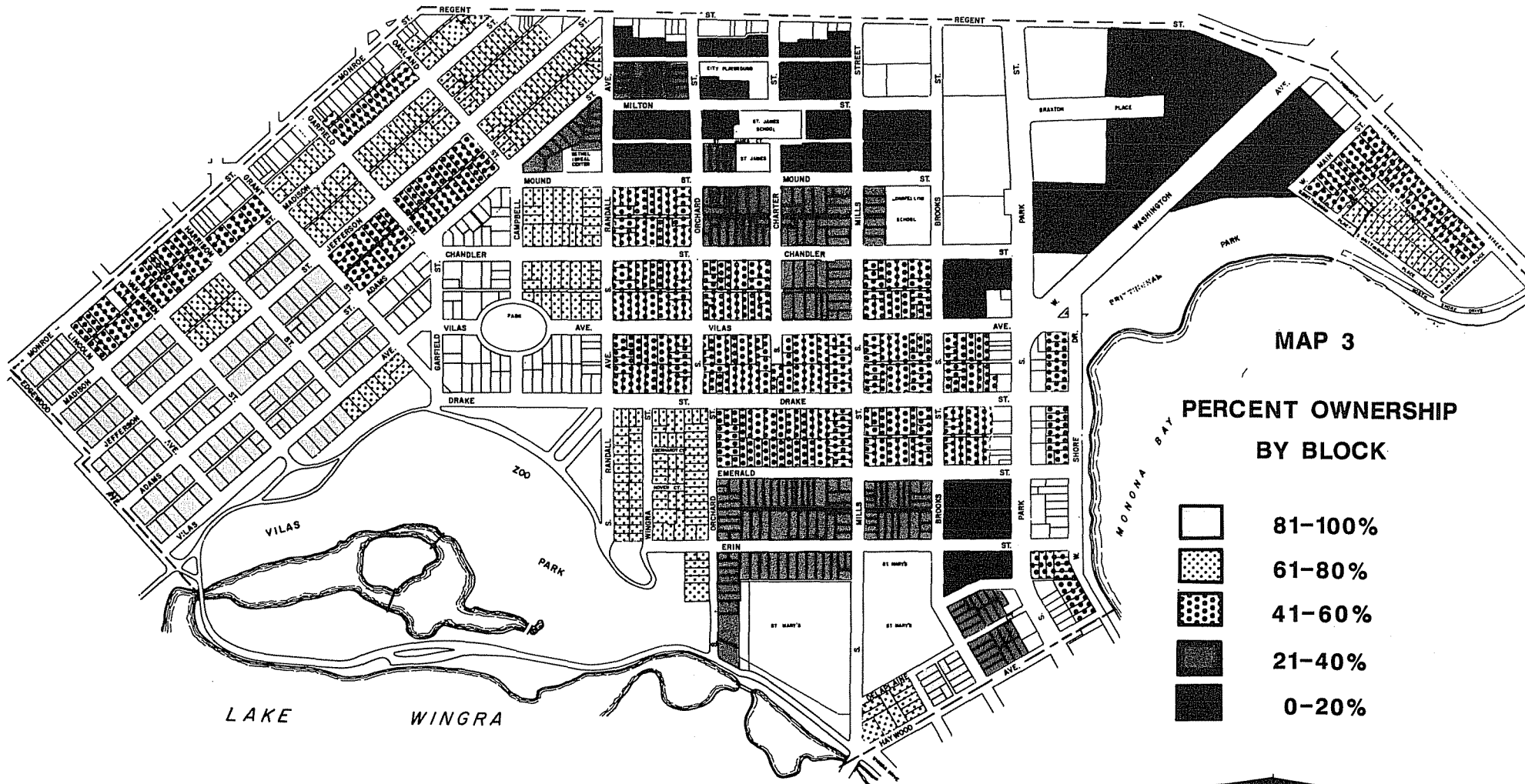
JANUARY 1989



MAP 2
EXISTING LAND USE

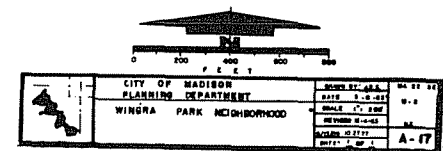
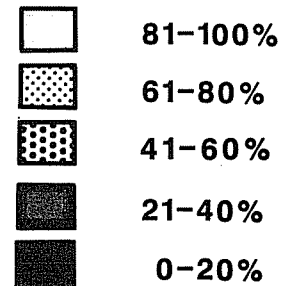
LEGEND

- 
- | | |
|---|---------------------------|
|  | SINGLE FAMILY |
|  | TWO FAMILY |
|  | 3-8 FAMILY |
|  | 9+ FAMILY |
|  | COMMERCIAL |
|  | INSTITUTIONAL |
|  | VACANT |
|  | PARKS / OPEN SPACE |

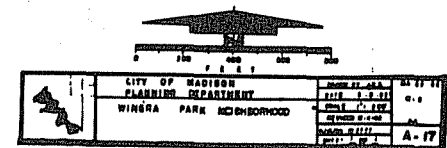
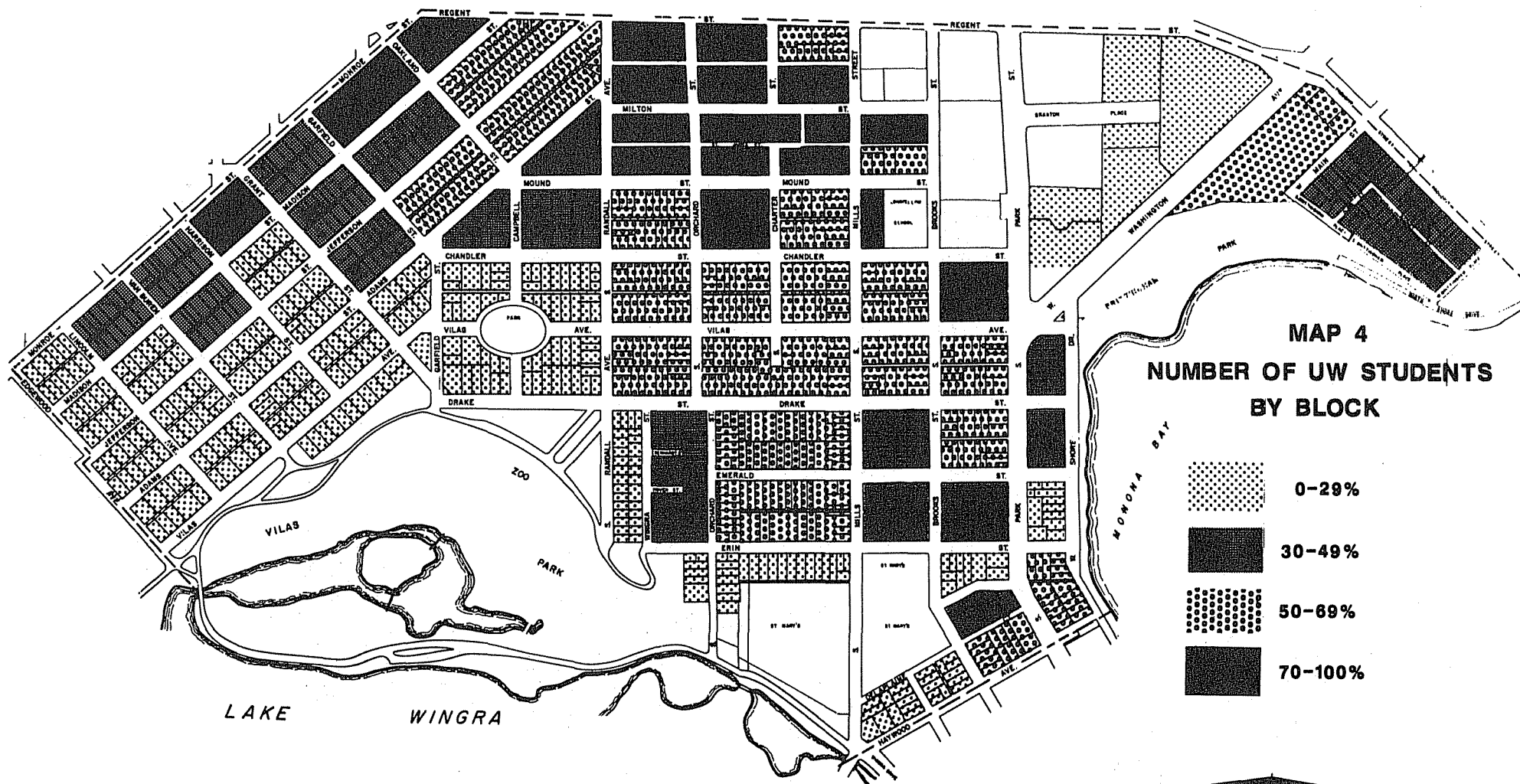


MAP 3

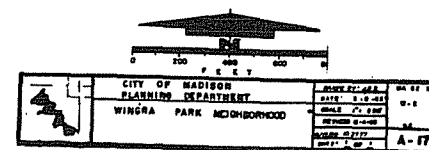
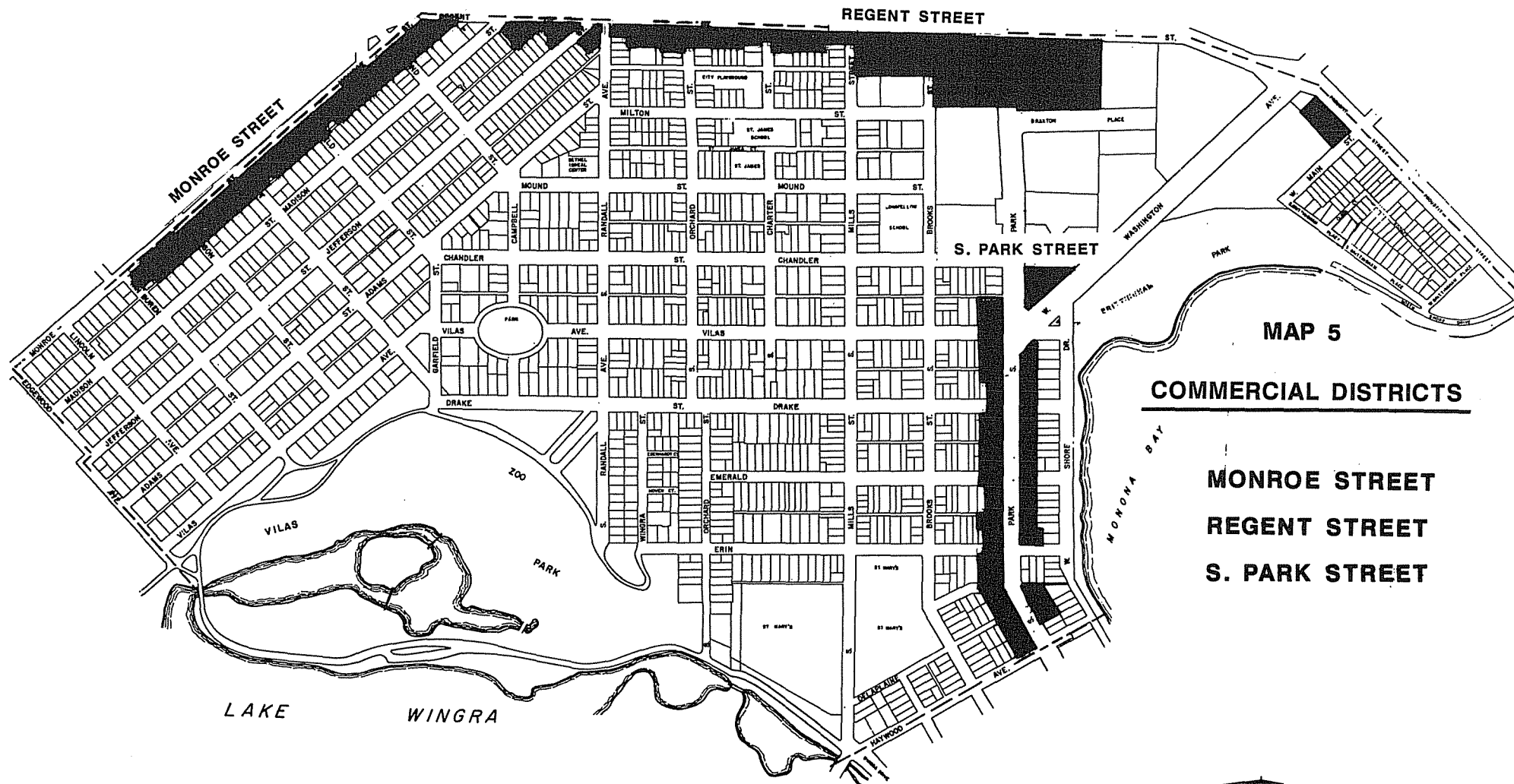
PERCENT OWNERSHIP
BY BLOCK



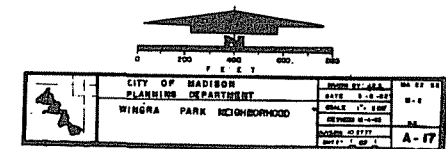
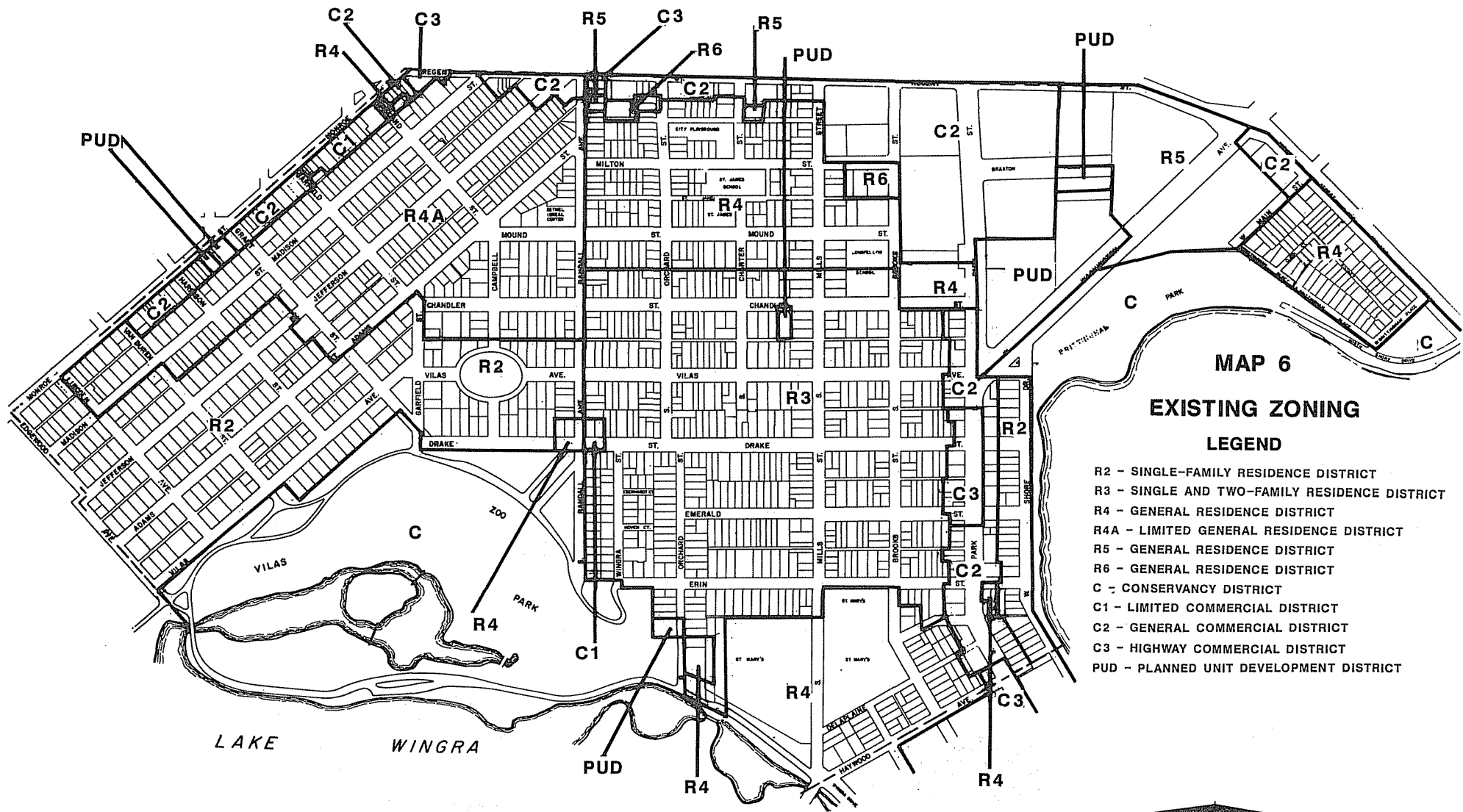
FEBRUARY 1987



SEPTEMBER 1987



JANUARY 1989



JANUARY 1989

