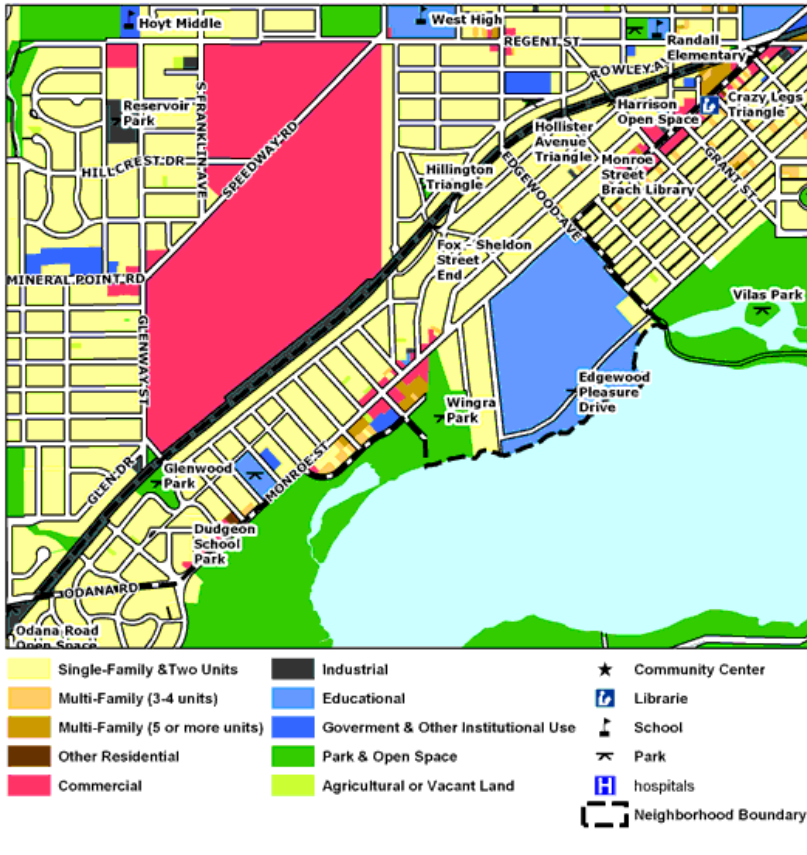


APPENDIX X

1a. The Dudgeon-Monroe Neighborhood Profile



Dudgeon-Monroe Neighborhood Profile

Population (1990):	2,969
Boundaries:	Chicago and Northwestern Railroad on the north, Edgewood Avenue on the east, Lake Wingra on the south, Odana Road on the west
Size:	308.4 Acres

Governmental Officials

Madison Alderperson:	Kenneth Golden, Aldermanic District 10
Dane County Supervisor:	David Worzala, Supervisory District 10
State Representative:	Terese Berceau, Assembly District 76
State Senator:	Fred Risser, Senate District 26

Public Facilities and Services

Fire Stations:	Fire Station #4 (1437 Monroe Street), Fire Station #9 (201 North Midvale Boulevard)
Public Health Clinics:	South Madison Health and Family Center (2202 South Park Street at Villager Shopping Center)
Library:	Monroe Street Branch (1705 Monroe Street), Sequoia Branch (513 South Midvale Boulevard)
Parks and Open Space:	Dudgeon School Park, Glenwood Park, Glenway Golf Course, Henry Vilas Park, Beach and Zoo, Hillington Green, Tillitson Greenway, Wingra Park
Police Districts:	South District , Capt. Randy Gaber, 825 Hughes Pl, 266-5938
Polling Place:	Ward 65, Blessed Sacrament Catholic Church, 2131 Rowley Ave Ward 66, Dudgeon Center For Community Programs, 3200 Monroe St
Public Schools:	Randall Elementary School (1802 Regent St) or Franklin Elementary School (305 W Lakeside St)

Thoreau Elementary School (3870 Nakoma Rd)
Hamilton Middle School (4801 Waukesha St)
Cherokee Heights Middle School (4301 Cherokee Dr)
West High School (30 Ash St)

Neighborhood Facilities and Services

Centers of Worship:	Blessed Sacrament Church (2131 Rowley Avenue), St. Andrew’s Episcopal (1833 Regent Street), Religious Society of Friends (1704 Roberts Court), Glenwood Moravian Community Church (725 Gilmore Street), Temple Beth El (2702 Arbor Drive)
Community Centers:	Dudgeon Center for Community Programs (3200 Monroe Street), Neighborhood House (29 S. Mills Street), Monroe Street Fine Arts Center (2526 Monroe Street)
Hospitals:	St. Marys Medical Center (707 South Mills Street), Meriter Hospital (202 South Park Street), University of Wisconsin Medical Center (600 Highland Avenue)

Neighborhood Housing and Historic Districts

Number of Single Family Homes:	1,004
Percent of Owner Occupied Single Family Homes:	91.8
Number of Condominiums:	3
Total Number of Units:	1,262
Average Assessed Value of Single Family Homes:	\$154,239

Source: <http://www.ci.madison.wi.us/neighborhoods/profiles.htm>

1b. The Vilas Neighborhood Profile



Neighborhood Profile

Population (1990):	1,928
Boundaries:	Regent Street on the north, South Randall Avenue on the east, Vilas Park Drive on the south, Edgewood Avenue and Monroe Street on the west
Size:	195.31 Acres

Governmental Officials

Madison Alderperson:	Matt Sloan, Aldermanic District 13
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Dane County Supervisor:	Chuck Erickson, Supervisory District 13
State Representative:	Terese Berceau, Assembly District 76
State Senator:	Fred Risser, Senate District 26

Places of Interest:	Curtis Effigy Mounds, James Bowen Historical House, Henry Vilas Zoo and Park, and shopping on Monroe Street
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Public Facilities and Services

Fire Stations:	Fire Station #4 (1437 Monroe Street)
Public Health Clinics:	South Madison Health and Family Center (2202 South Park Street at Villager Shopping Center)
Library:	Central Library (201 West Mifflin Street), Monroe Street Branch (1705 Monroe Street)
Parks and Open Space:	Edward Klief Park, Bear Mound Park, Henry Vilas Park, Beach, and Zoo
Public Schools:	Randall Elementary School (1802 Regent St) or Franklin Elementary School (305 W Lakeside St) Hamilton Middle School (4801 Waukesha St) West High School (30 Ash St)

Neighborhood Facilities and Services

Centers of Worship:	Beth Israel Center (1406 Mound Street), Islamic Center of Madison (21 North Orchard Street), Madison Chinese Christian Church (1510 Madison Street), Faith Community Bible Church (1517 Regent Street), University Bible Fellowship (1609 Monroe Street), St. James Catholic Church (1204 St. James Court), Trinity United Methodist Church (1123 Vilas Avenue).
Community Centers:	Neighborhood House (29 South Mills), Monroe Street Fine Arts Center (2526 Monroe Street)
Hospitals:	St. Mary's Medical Center (707 South Mills Street) Meriter Hospital (202 South Park Street), University of Wisconsin Medical Center (600 Highland Avenue)

Neighborhood Housing and Historic Districts

Number of Single Family Homes:	395
Percent of Owner Occupied Single Family Homes:	84.3
Number of Condominiums:	0
Total Number of Units:	736
Average Assessed Value of Single Family Homes:	\$203,359

Source: <http://www.ci.madison.wi.us/neighborhoods/profiles.htm>

1. General history /past studies

A number of studies that include this area have been conducted in the recent past among them are: the Dudgeon-Monroe Long-Range Neighborhood Plan (2000); Past and Present: A History of the Dudgeon Monroe Neighborhood and Association (1998); Insiders Guide to the Dudgeon-Monroe Neighborhood (1992); Walking and Biking through the Dudgeon Monroe Neighborhood (1979) and the West Campus Plan UW-Madison. The Dudgeon-Monroe Long-Range Plan address important neighborhood issues including: transportation, housing, commercial resources, community services and facilities and physical resources. The document provides general recommendation and action items for the community issues.

2. Demographic profile

The general census profile for the Monroe Street area consists of a number of census tracts as shown on the map to the right. The following table (compiled by the City of Madison Planning Department) extrapolates the census information to represent the specific study area.

Monroe Street Area General Demographic Characteristics						
	2000 Census		1990 Census		City of Madison	
	Total	Percent	Total	Percent	Total	Percent
General Demographic Characteristics						
Total Population	15,970		16,118		207,525	
Male	8,039	50.3%	8,220	51.0%		
Female	7,931	49.7%	7,898	49.0%		
Median Age					30.9	
62 Years and Over	1,225	7.7%			22,743	11.0%
Households with individuals under 18 years	1,197	17.3%			20,887	23.4%
Households with individuals 65 years and over	857	12.4%			18,111	20.3%
Poverty Status (below poverty level)						
Families	110		134		2,447	5.8%
With related children under 18 years	52				1,918	9.3%
With related children under 5 years	8				993	11.8%
Families with female householder, no husband present	30		34		1,230	18.6%
With related children under 18 years	20				1,099	24.7%
With related children under 5 years	8				573	39.3%
Individuals	3,807		3,790		29,287	15.0%
18 years and over	3,691				25,136	15.7%
65 years and over	82				812	4.5%
Related children under 18 years	107				4,045	11.4%
Related children 5 to 17 years	97				2,704	10.8%
Unrelated individuals 15 years and over	3,498				21,291	29.1%
Race						
Total population	15,960		16,118		208,054	
One race	15,665	98.2%			203,219	97.7%
White	14,071	88.2%	14,662	91.0%	174,689	84.0%
Black or African American	297	1.9%	273	1.7%	12,155	5.8%
American Indian and Alaska Native	33	0.2%	56	0.3%	759	0.4%
Asian	1,076	6.7%			12,065	5.8%
Native Hawaiian and Other Pacific Islander	7	0.0%	995	6.2%	77	0.0%
Asian and Pacific Islander (1990)						
Some other race	181	1.1%	132	0.8%	3,474	1.7%
Two or more races	295	1.8%			4,835	2.3%
Hispanic or Latino (of any race)	477	3.0%	335	2.1%	8,512	4.1%

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Table 1 -Demographic Characteristics

When reviewing the median age and income statistics, consideration should be given to the fact that the eastern portion of the study area

is represented by a large number of students; this tends to skew age and income figures. The area has seen a slight drop in population. The area is predominantly white at 88.2% of the area population. This number is slightly higher than the numbers for the City of



Madison (84%). The second largest ethnic group in the area is represented by 6.5% of Asians, a figure slightly higher than in the City. This is followed by a 3.0% Hispanic population.

Social Characteristics

The Monroe Street area is represented by a significantly-educated population. Over 70% of the adult population has an education beyond high-school level; some 32% of these have a college education and 42% have graduate-school education. Approximately 42.9% of the population is within the ages of 21 to 64 years. Some 9.4% of the population over the age of 65 years has a disability.

Table 2 - Social Characteristics

Monroe Street Area Census Summary						
	2000 Census		1990 Census		City of Madison	
	Total		Total		Total	Percent
	Total	Percent	Total	Percent		
Social Characteristics						
<i>Education Attainment - over 25 years</i>	8,355		8,951		126,804	
Less than 9th grade	179	2.1%	265	3.0%	3,685	2.9%
9th to 12th grade, no diploma	129	1.5%	281	3.1%	5,934	4.7%
High school graduate (includes equivalency)	654	7.8%	968	10.8%	22,974	18.1%
Some college, no degree	813	9.7%	1125	12.6%	23,447	18.5%
Associate degree	337	4.0%	419	4.68%	9,707	7.7%
Bachelor's degree	2,657	31.8%	2,707	30.2%	34,603	27.3%
Graduate or professional degree	3,516	42.1%	3,186	35.6%	26,454	20.9%
<i>Marital Status - over 15 years</i>	14,384				177,179	
Widowed	321	2.2%				
Widowed Females	284	2.0%				
Divorced	826	5.7%			16,042	9.1%
Divorced Females	503	3.5%			9,557	5.4%
<i>Disability Status</i>						
21 to 64 years old	9,974					
Disability	941	9.4%			16,322	12.5%
65 and above	723					
Disability	310	42.9%			6,442	35.2%
<i>Residence in 1995 - Population 5 years and over</i>	15,488					
Same House in 1995	5,683	36.7%				
Elsewhere in the United States	9,053	58.5%				
Same County	3,534	22.8%				
Different County	5,519	35.6%				
Same State	3,056	19.7%				
Different State	2,463	15.9%				
Elsewhere	752	4.9%				
<i>Place of Birth</i>						
Native - In the United States	14,316	89.6%			187,029	90.1%
In Wisconsin	8,383	52.5%			120,753	58.2%
Foreign Born	1,503	9.4%				

Economic Characteristics

A large number of residents in the area, 70.4% of the work force were occupied in the fields of management, professional and related occupations. This is a significant increase from the percentage in 1990, 47.2% and the City of Madison in 2000, 46.9%. The second largest occupation category in the area was sales and office occupations at 24.8% of the work force.

Monroe Street Area Economic Conditions						
	2000 Census		1990 Census		City of Madison	
	Total		Total		Total	Percent
	Total	Percent	Total	Percent		
Economic Conditions						
<i>Commuting to Work</i>						
Workers 16 years and over	9,657		9,196		119,707	
Car, truck, or van -- drove alone	4,913	50.9%	4,083	44.4%	78,700	65.7%
Car, truck, or van -- carpooled	628	6.5%	865	9.4%	11,477	9.6%
Public transportation (including taxicab)	856	8.9%	657	7.1%	8,579	7.2%
Walked	2,080	21.5%	2,304	25.1%	12,755	10.7%
Other means	929	9.6%	984	10.7%	4,521	3.8%
Worked at home	251	2.6%	294	3.2%	3,675	3.1%
Mean travel time to work (minutes)					18.3	
<i>Occupation - Employed 16 years and over</i>	8,444		9,500		121,828	
Management, professional, and related occupations	5,942	70.4%	4,483	47.2%	57,139	46.9%
Service occupations	1,214	14.4%	941	9.9%	17,217	14.1%
Sales and office occupations	2,098	24.8%	3,252	34.2%	31,276	25.7%
Farming, fishing, and forestry occupations	42	0.5%	104	1.1%	243	0.2%
Construction, extraction, and maintenance occupations	257	3.0%	281	3.0%	5,406	4.4%
Production, transportation, and material moving occupations	341	4.0%	429	4.5%	10,547	8.7%
<i>Income in 1989 - Households</i>	5,856		6,264		89,267	
Less than \$10,000	1,045	17.8%	1,029	16.4%	8,645	9.7%
\$10,000 to \$14,999	581	9.9%	607	9.7%	5,285	5.9%
\$15,000 to \$24,999	757	12.9%	1,076	17.2%	10,696	12.0%
\$25,000 to \$34,999	726	12.4%	932	14.9%	11,561	13.0%
\$35,000 to \$49,999	871	14.9%	1,136	18.1%	15,934	17.8%
\$50,000 to \$74,999	1,092	18.6%	895	14.3%	18,338	20.5%
\$75,000 to \$99,999	689	11.8%	337	5.4%	9,271	10.4%
\$100,000 to \$149,999	625	10.7%	159	2.5%	6,542	7.3%
\$150,000 to \$199,999	155	2.6%	93	1.5%	1,631	1.8%
\$200,000 or more	207	3.5%			1,364	1.5%
Median household income (dollars)					\$41,941	
Per Capita Income					\$23,498	
Median Male Full-Time, Year Around Worker					\$36,718	
Median Female Full-Time, Year Around Worker					\$30,551	
<i>Poverty Status (below poverty level)</i>						
Families	110		134		2,447	5.8%
With related children under 18 years	52				1,918	9.3%
With related children under 5 years	8				993	11.8%
Families with female householder, no husband present	30		34		1,230	18.6%
With related children under 18 years	20				1,099	24.7%
With related children under 5 years	8				573	39.3%
Individuals	3,807		3,790		29,287	15.0%
18 years and over	3,691				25,136	15.7%
65 years and over	82				812	4.5%
Related children under 18 years	107				4,045	11.4%
Related children 5 to 17 years	97				2,704	10.8%
Unrelated individuals 15 years and over	3,498				21,291	29.1%

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Approximately 60% of the populations have a household income greater than the city of Madison's median household income of \$41,941. The largest portion of income in the Monroe Street area represents 18.6% of the households with incomes in the \$50,000-\$74,999. In the 2000 census, 110 households in the Monroe Street area had incomes below the poverty level.

A. Community Expectations and Preferences

As a part of the planning process a number of public participation tools were utilized.

The three public meetings were held at the Edgewood College Anderson Auditorium to receive public input and PDI/BDI conducted confidential stakeholder interviews and discussion groups with Monroe Street Merchants on March 18, 2004 with special attention to the following issues:

- Business mix & activities
- Traffic and parking concerns
- Physical environment of area: landscape/streetscape
- Neighborhood/business issues, conflicts
- Degree/effectiveness of city involvement & support
- Other issues/concerns for the consultants to know about

Following is a summary of the main points made by participants at the stakeholder interviews:

- The street needs more neighborhood-oriented shopping: the street now has “everything you want, nothing you need.” The street always had three “anchor” businesses: Kopp’s, Orange Tree, and the bank.
- Rents are high and tend to discourage “neighborhood essential” businesses. Rents are ranging at approximately \$16-\$20 per square foot.
- The amount of parking available for businesses is adequate. The small lot to the east of the Kopp’s site provides a central location for parking.
- There are a few “neighborhood hub” type stores: Ancora, Victor’s coffee and the Monroe Street library are examples.
- Monroe Street is a true destination. It attracts people from all over. There are other things for people do when they visit businesses or institutions that locate here.
- The effects of the recession are still lingering. It is easier for a business to weather a recession if it offers a mix of retail and service.
- The community support (sales) for the current Magic Mill store on Monroe Street has been less than anticipated.
- A grocery store could be supported. But in order for a grocery store to be successful in this area, it will be essential for it to draw upon a larger trade area than just the immediate Monroe and Vilas neighborhoods.
- It would be great to attract more restaurants to the area. In order to increase foot traffic it will be necessary to improve the quality of the streetscape and landscape along the street. In particular, it is necessary to make changes to make it easier for the elderly to get around.
- No big-box type facilities should be allowed (e.g. drive-through windows).
- Any new business that is brought in should complement and not compete with existing businesses.
- The bike path is becoming a neighborhood social gathering place. There is a need to tie it in better with the commercial districts.
- The library site is a potential redevelopment parcel. However, the library has stated a preference to not be on the 2nd floor of such a project.
- Any streetscape improvements proposed for Monroe Street should extend down to the “Glenway” district at the west end of the street.

- If any of the existing and former service stations along the street are redeveloped, it is important that they are in scale with residential areas behind the sites.
- Housing in the area is mostly owner-occupied white-collar single family. Homes recently have been selling \$50-100,000 over the assessed value.
- A market exists for “empty nester” housing in the neighborhood.
- There was a time when the university was looking into “alumni condos.”
- A playground would be a great addition to the area. It is important for the commercial districts to have a multiplicity of things for people of all ages to do-not just shopping.
- Make this seem like a community place, not just a row of shops.
- Create a signage plan for the district.
- Guidelines and incentives should be encouraged for storefront improvements.
- The green lot at the southwest corner of Regent & Breese Terrace is city-owned and may be a good location for a “Bike Park” with bike rider-friendly amenities such as bike racks, restrooms, and a map of the commercial area. This park would be a place for riders to stop along the trail and hopefully take a break and take a walk through the district.
- While a few of the existing homes within the commercial area along Monroe could be converted to commercial use, most are not in good condition and would probably not be worthy of adaptive re-use.
- In general there is a need to “soften” the street with plantings.
- The physical condition of Dudgeon Center is a concern of the neighborhood. In order to upkeep the building, some expensive mechanical and maintenance issues will need to be addressed. The cost of these repairs is probably beyond what the school can afford. A new partnership between a private concern (such as a developer of elderly housing) and the school may be advantageous. In this situation the school would occupy a portion of the building while elderly housing would be included in the structure. The developer would pay for necessary repairs and upgrades needed to ensure the preservation of the structure. St. Mary’s in Milwaukee is an example of this ‘intergenerational campus.’
- Most of the owners of the service stations want to stay in business as they are. Some of these (Budd’s) have already been upgraded. It seems that redevelopment of many of these parcels would be a long-term prospect.
- The University has a proposal to renovate the street area to the south of the Field House. Little Street would be closed and replaced with a plaza in front of the Field House. The plan also proposes closing Crazy Legs Drive to create a triangular green space between Regent, Monroe, and Breese Terrace. The plan is in preliminary stages at this time. Ken Saiki is the Landscape architect of the Camp Randall project and may be contacted for further information.
- Brick piers with ornamental fencing will be installed along the east side of Breese Terrace along the edge of Camp Randall Stadium. A new university “gateway” sign will be added at the northeast corner of Breese and Regent.
- The city will extend the bike trail further east from its current termination, and it will eventually link up to the pathway along Lake Monona near the Findorf headquarters.
- The university is working on a stormwater management plan for the portion of the arboretum that fronts Monroe Street near the Glenway intersection.

2. Listening Workshop summary of public comments

Activities and Uses

Promote resident-owner stores, not large national chains. This is more in keeping with the character of the neighborhood.

Smaller scale stores are nice but the rents are now quite high making it difficult for smaller operations to make it.

The neighborhood used to have core commercial uses (grocery) that drew people who would in turn patronize other businesses.

If a grocery store is brought in, it needs to have a special character to distinguish it (like Kopp's was known for meats).

It might be ok for certain national chains (like the Gap) to come to Monroe Street: they are the ones more likely to afford the high rents.

Live/Work units might be an appropriate use.

Affordable housing opportunities should be addressed.

There are some sites on which single story buildings now stand. It is realistic to assume that some of these could give way for multistory buildings. These could have retail on the ground floor and residential above. These types of residential units (condos) might be attractive to "empty nester" current neighborhood residents who no longer want a single family home but want to stay in the area.

Height will be an issue of concern for any new buildings.

The consultants were asked about what they mean by "redevelopment sites." The response was that there are several properties that appear underutilized and that it would be realistic to assume that in the next 10-15 years that the owner may sell or decide to redevelop the property in another use. Knickerbocker Place was mentioned as a good example of this type of project.

The community will have to reach a consensus on what acceptable building heights would be for any new construction. Buildings of at least three or four stories are probably what could be expected on these sites.

Higher buildings should have setbacks to diminish their apparent height: The Justice Building downtown was mentioned as a good example.

A new larger library should be built. There should be more meeting rooms available to the public.

A participant asked how this plan would be made into law: Alderman Golden responded that the recommendations of this neighborhood plan would be adopted as part of the official Madison comprehensive plan.

Physical/Visual Character

In general, the street needs attention with regard to better aesthetics.

There has been a "piecemeal" character that has developed as several small and unrelated street enhancement efforts have been implemented over the years.

There were previous discussions on creating an urban design district for the area but the discussions went nowhere.

A coordinated signage plan for the district needs to be done.

Lighting on redevelopment sites should be pedestrian-friendly (example: use cut-off fixtures in parking lots).

Since commercial buildings and redevelopment sites abut residential areas, the backs or service zones need to be screened and carefully considered.

A participant asked who determines building setbacks. The answer was that zoning code determines it.

In some commercial districts, a Business Improvement District (BID) is set up to deal with maintenance issues.

Rain gardens should be considered along the street to help clean stormwater runoff. A source of information is Roger Bannerman at the DNR.

The UW-Extension has a master gardener program to teach neighbors how to set up green spaces.

There is a need for a series of smaller parks or playgrounds throughout the commercial areas.

Small setbacks should be encouraged along new building edges. These “nooks and crannies” could help create small spaces for socialization.

There are too many overhead wires in some residential areas.

Opportunities should be studied for bulb-out areas at intersections (in particular at Commonwealth/Monroe intersection). This could provide small pockets of green space.

Traffic

Grant Street has become a traffic corridor. Has the city designated “official residential streets?”

The city seems to not have a clear designation or plan for classifying street types and function.

The university has come up with a plan for improving the area in front of the Field House and Crazy Legs drive. The status of this plan is preliminary at this point.

Traffic should be diverted to main corridors and away from residential areas.

There is a problem in some residential areas with people who park their cars on residential streets and then take the bus downtown to work, leaving their cars all day. One possible way to control this is to have 2 hour parking in front of homes but this is inconvenient to residents. Another possibility is to create permit parking only and issue these to residents.

A participant noted that it was important to coordinate any redevelopment with the city’s infrastructure plan.

Historic street lamps should be placed along the entire street.

Sustainability

The pedestrian/bike path is great, but it needs to be extended east to the downtown.

The current speed limit along Monroe is too high. Should be 25 mph throughout.

Crosswalks could feature textured pavement to help slow traffic.

Banners should be considered for commercial areas.

Crossing the street for pedestrians is difficult; some drivers ignore the flags.

More vehicles appear to be using Glenway Street since the traffic light was installed at Glenway & Mineral Point.

3. Results of design preference survey

Neighbors participated in a design preference survey at the public meeting held on May on May 6th at Edgewood College.

Approximately 100 people participated. The public responded to images that fell under five categories. These were:

1. Height, set back and relationship to street
2. Ground Floor Treatment of Retail
3. Parking
4. Signage
5. Streetscape/landscape character

[graphic not our document]



Below is an example image and score sheet for the Design Preference Survey conducted at the March 4th meeting. Meeting participants rated design character images on a scale of -5 (most negative) to +5 (most positive)

Slide Number	NEGATIVE ←					NEUTRAL	→ POSITIVE				
Single Family Residential											
1	-5	-4	-3	-2	-1	0	1	2	3	4	5
2	-5	-4	-3	-2	-1	0	1	2	3	4	5
3	-5	-4	-3	-2	-1	0	1	2	3	4	5
4	-5	-4	-3	-2	-1	0	1	2	3	4	5
5	-5	-4	-3	-2	-1	0	1	2	3	4	5
6	-5	-4	-3	-2	-1	0	1	2	3	4	5
7	-5	-4	-3	-2	-1	0	1	2	3	4	5
Multi Family/Town Homes											
8	-5	-4	-3	-2	-1	0	1	2	3	4	5
9	-5	-4	-3	-2	-1	0	1	2	3	4	5
10	-5	-4	-3	-2	-1	0	1	2	3	4	5
11	-5	-4	-3	-2	-1	0	1	2	3	4	5

RESULTS

Height, setback and relationship to street - Highest Rated



Analysis: The highest rated images feature buildings of multiple stories with first floor elements attractive to pedestrians. The buildings are placed up near the sidewalk edge and feature setbacks and 'a house like' massing elements that break down the scale of the buildings.

The second image of a night shot may be more an indication of lighting than of the actual height acceptance.

Height, setback and relationship to Street - Lowest Rated



Analysis: Three of the lowest rated images are single-story buildings setback some distance from the sidewalk. The landscaped edge provides an uninteresting barrier to the pedestrian. The fourth image features a façade that is rather 'flat' and seems to close in towards the street.

Ground Floor Treatment of Retail-Highest Rated



Analysis: The highest rated images all contain elements that provide seasonal delight to pedestrians either in the form of signage, display of merchandise, attractive building detail or by featuring an activity.

Ground Floor Treatment of Retail - Lowest Rated



Analysis: The lowest rated images indicate a 'dead' streetscape character. Two images indicate closed windows or uses turning their backs to the street. The other image lacks an active pedestrian oriented use. The buildings have some architectural detail along the sidewalk but there is no activity or goods displayed.

Parking - Highest Rated



Analysis: These images all feature landscape elements that help reduce the amount of asphalt and provide elements that comfort the pedestrian, including special paving, trees and landscape, signage and streetscape elements.

Parking - Lowest Rated



Analysis: The low rated images indicate places with no or minimal relief from a 'sea of asphalt.' Some of the images show the negative impact of congestion or too many cars grouped into large parking lots.

Signage - Highest Rated



Analysis: The highest rated signs share some similar characteristics. They are at a pedestrian scale that fit in well with the character of the architecture. Signage can also consist of exhibiting a use, such as the presence of the table and chairs which say ‘coffee house.’

Signage - Lowest Rated



Analysis: Two of the signs are too large and dominate over the building character. They look like they are meant to be seen by passing cars a great distance away. The Dairy Queen store features too many signs of several different styles.

Streetscape/landscape Character - Highest Rated



Analysis: The highest rated features use attractive pavement treatment and landscaped elements to enliven the pedestrian experience. Two of the images indicate attractive public art pieces.

Streetscape/landscape Character - Lowest Rated



Analysis:

The lowest rated images indicate featureless places with either a lack of streetscape attractions or building façades that don't engage the pedestrian.

F. Appendix

Appendix Table A-1

Monroe Street General Demographic Profile

Monroe Street Area General Demographic Characteristics																														
	Tract 30.02		1990		Tract 30.01		Block 2005		Block 2003		Block 1000		Adjusted Total		Tract 1		Tract 1 - 1990		2000 Census				1990 Census		City of Madison					
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent				
General Demographic Characteristics																														
Total Population	3,258		3,412		5,272		141		106		724		2287		2,665		2,681		2,213		6,330		7,427		15,970		16,118		207,525	
Male																			985	44.5%	3,220	50.9%	3,834	51.6%	8,039	50.3%	8,220	51.0%		
Female																			1,228	55.5%	3,110	49.1%	3,593	48.4%	7,931	49.7%	7,898	49.0%		
Median Age	29.9		26.9		40.5										39.5		31.2		33.5		24.7		25.6						30.9	
62 Years and Over	296	9.1%													380	14.3%			187	8.5%	503	7.9%	535	7.2%	1,225	7.7%			22,743	11.0%
Households with individuals under 18 years	514	37.5%													309	24.3%			248	27.7%	370	13.6%	579	17.6%	1,197	17.3%			20,887	23.4%
Households with individuals 65 years and over	171	12.5%													341	26.8%			151	16.9%	286	10.5%	420	12.7%	857	12.4%			18,111	20.3%
Poverty Status (below poverty level)																														
Families	44	5.8%	48	6.7%	9	0.6%									17	2.4%	22	3.0%	12	2.4%	68	8.7%	30	2.3%	110		134		2,447	5.8%
With related children under 18 years	41	8.5%			9	1.2%									10	3.2%			12	4.8%	40	11.4%	0		52				1,918	9.3%
With related children under 5 years	37	15.5%			9	4.4%									6	5.9%			8	6.8%	8	6.8%	0		8				993	11.8%
Families with female householder, no husband present	34	12.1%	37		9	5.8%									0	0.0%	6	27.3%	12	20.0%	8	8.9%	10	6.7%	30		34		1,230	18.6%
With related children under 18 years	31	13.3%	32		9	9.8%									0	0.0%			12	21.8%	8	30.8%	0		20				1,099	24.7%
With related children under 5 years	27	20.5%			9	34.6%									0	0.0%			0	0.0%	8	100.0%	0		8				573	39.3%
Individuals	283	9.1%	481	14.1%	90										194	7.3%	142	5.3%	92	4.8%	1,975	31.7%	1,740	24.2%	3,807		3,790		29,287	15.0%
18 years and over	218	8.9%			67										174	8.0%			74	4.9%	1,877	33.5%	1,740	28.1%	3,691				25,136	15.7%
65 years and over	6	3.2%	4	80.0%	27										5	1.5%	0	0.0%	13	8.6%	52	17.2%	17	4.0%	82				812	4.5%
Related children under 18 years	59	8.9%			8										20	4.1%			18	4.6%	89	14.7%	0	0.0%	107				4,045	11.4%
Related children 5 to 17 years	26	6.0%			0										12	3.4%			18	6.2%	79	17.1%	0	0.0%	97				2,704	10.8%
Unrelated individuals 15 years and over	176	16.8%			73										140	18.6%			62	12.0%	1,757	44.4%	1,679	47.3%	3,498				21,291	29.1%
Race																														
Total population	3,258		3,412		5,272										2,665		2,681		2,203		6,330		7,427		15,960		16,118		208,054	
One race																														
White	3,135	96.2%			5,194	98.5%									2,578	96.7%			2,176	98.8%	6,204	98.0%	7,285	98.1%	15,665	98.2%			203,219	97.7%
Black or African American	2,755	84.6%	3,224	94.5%	4,868	92.3%									2,232	83.8%	2,500	93.2%	2,100	95.3%	5,452	86.1%	6,519	87.8%	14,071	88.2%	14,662	91.0%	174,689	84.0%
American Indian and Alaska Native	264	8.1%	140	4.1%	179	3.4%									90	3.4%	56	2.1%	15	0.7%	175	2.8%	107	1.4%	297	1.9%	273	1.7%	12,155	5.8%
Asian	11	0.3%	6	0.2%	14	0.3%									16	0.6%	11	0.4%	1	0.0%	15	0.2%	17	0.2%	33	0.2%	56	0.3%	759	0.4%
Native Hawaiian and Other Pacific Islander	49	1.5%	20	0.6%	75	1.4%									164	6.2%	93	3.5%	45	2.0%	460	7.3%	571	7.7%	1,076	6.7%			12,065	5.8%
Asian and Pacific Islander (1990)	0	0.0%	0	0.0%	3	0.1%									1	0.0%	0	0.0%	0	0.0%	1	0.0%	6	0.1%	7	0.0%	995	6.2%	77	0.0%
Some other race	56	1.7%	22	0.6%	55	1.0%									75	2.8%	21	0.8%	15	0.7%	101	1.6%	65	0.9%	181	1.1%	132	0.8%	3,474	1.7%
Two or more races	123	3.8%			78	1.5%									87	3.3%			27	1.2%	126	2.0%	142	1.9%	295	1.8%			4,835	2.3%
Hispanic or Latino (of any race)	111	3.4%	58	1.7%	132	2.5%									143	5.4%	41	1.5%	34	1.5%	236	3.7%	207	2.8%	477	3.0%	335	2.1%	8,512	4.1%

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Appendix Table A-3

Monroe Street Economic Conditions

Monroe Street Area Economic Conditions																															
	Tract 30.02		1990		Tract 30.01		Block 2005		Block 2003		Block 1000		Adjusted Total		Tract 1		Tract 1 - 1990		Tract 10		Tract 12		Tract 9		Total		1990 Census		City of Madison		
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	
Economic Conditions																															
<i>Commuting to Work</i>																															
Workers 16 years and over	1,962		1,893													1,525		1,703		1,418		3,746		4,493		9,657		9,196		119,707	
Car, truck, or van -- drove alone	1,544	78.7%	1,344													1,076	70.6%	1,253	73.6%	917	64.7%	1,942	51.8%	2,054	45.7%	4,913	50.9%	4,083	44.4%	78,700	65.7%
Car, truck, or van -- carpool	234	11.9%	220													145	9.5%	175	10.3%	116	8.2%	177	4.7%	335	7.5%	628	6.5%	865	9.4%	11,477	9.6%
Public transportation (including taxicab)	89	4.5%	65													167	11.0%	86	5.0%	96	6.8%	221	5.9%	539	12.0%	856	8.9%	657	7.1%	8,579	7.2%
Walked	13	0.7%	141													24	1.6%	52	3.1%	189	13.3%	834	22.3%	1,057	23.5%	2,080	21.5%	2,304	25.1%	12,755	10.7%
Other means	30	1.5%	91													50	3.3%	35	2.1%	71	5.0%	481	12.8%	377	8.4%	929	9.6%	984	10.7%	4,521	3.8%
Worked at home	52	2.7%	27													63	4.1%	102	6.0%	29	2.0%	91	2.4%	131	2.9%	251	2.6%	294	3.2%	3,675	3.1%
Mean travel time to work (minutes)	20.3		19													19.9		17.1		14.4		16.5		15.4		15.4		18.3		18.3	
<i>Occupation - Employed 16 years and over</i>																															
Management, professional, and related occupations	485	24.8%														1,533		1,713		7		3,850		4,587		8,444		9,500		121,828	
Service occupations	347	17.8%														948	61.8%	822	48.0%	917	13100.0%	2,062	53.6%	2,963	64.6%	5,942	70.4%	4,483	47.2%	57,139	46.9%
Sales and office occupations	753	38.6%														193	12.6%	177	10.3%	140	2000.0%	563	14.6%	511	11.1%	1,214	14.4%	941	9.9%	17,217	14.1%
Farming, fishing, and forestry occupations	0	0.0%														205	13.4%	524	30.6%	290	4142.9%	920	23.9%	888	19.4%	2,098	24.8%	3,252	34.2%	31,276	25.7%
Construction, extraction, and maintenance occupations	136	7.0%														0	0.0%	14	0.8%	0	0.0%	23	0.6%	19	0.4%	42	0.5%	104	1.1%	243	0.2%
Production, transportation, and material moving occupation	231	11.8%														76	5.0%	67	3.9%	41	585.7%	120	3.1%	96	2.1%	257	3.0%	281	3.0%	5,406	4.4%
Income in 1989 - Households	1,369															111	7.2%	109	6.4%	69	985.7%	162	4.2%	110	2.4%	341	4.0%	429	4.5%	10,547	8.7%
Less than \$10,000	51	3.7%														1,272		1,242		45	#DIV/0!	412	15.8%	588	18.1%	1,045	17.8%	1,029	16.4%	8,645	9.7%
\$10,000 to \$14,999	90	6.6%														83	6.5%	122	9.8%	23	#DIV/0!	311	11.9%	247	7.6%	581	9.9%	607	9.7%	5,285	5.9%
\$15,000 to \$24,999	176	12.9%														20	1.6%	117	9.4%	23	#DIV/0!	311	11.9%	247	7.6%	581	9.9%	607	9.7%	5,285	5.9%
\$25,000 to \$34,999	253	18.5%														169	13.3%	191	15.4%	34	#DIV/0!	308	11.8%	415	12.8%	757	12.9%	1,076	17.2%	10,696	12.0%
\$35,000 to \$49,999	302	22.1%														179	14.1%	189	15.2%	68	#DIV/0!	417	16.0%	241	7.4%	726	12.4%	932	14.9%	11,561	13.0%
\$50,000 to \$74,999	333	24.3%														225	17.7%	230	18.5%	171	#DIV/0!	349	13.4%	351	10.8%	871	14.9%	1,136	18.1%	15,934	17.8%
\$75,000 to \$99,999	122	8.9%														225	17.7%	224	18.0%	245	#DIV/0!	361	13.8%	486	15.0%	1,092	18.6%	895	14.3%	18,338	20.5%
\$100,000 to \$149,999	31	2.3%														137	10.8%	81	6.5%	191	#DIV/0!	199	7.6%	299	9.2%	689	11.8%	337	5.4%	9,271	10.4%
\$150,000 to \$199,999	11	0.8%														147	11.6%	56	4.5%	83	#DIV/0!	142	5.4%	400	12.3%	625	10.7%	159	2.5%	6,542	7.3%
\$200,000 or more	0	0.0%														56	4.4%	32	2.6%	12	#DIV/0!	48	1.8%	95	2.9%	155	2.6%	93	1.5%	1,631	1.8%
Median household income (dollars)	\$40,104		\$35,199		\$61,808											\$48,000		\$35,119		\$60,455		\$31,787		\$39,617						\$41,941	
Per Capita Income	\$20,206		\$22,415		\$25,022											\$33,285		\$27,358		\$27,358		\$19,049		\$26,852						\$23,498	
Median Male Full-Time, Year Around Worker	\$31,649		\$34,414		\$38,281											\$41,222		\$47,632		\$47,632		\$35,403		\$50,979						\$36,718	
Median Female Full-Time, Year Around Worker	\$23,406		\$29,007		\$32,744											\$31,736		\$38,309		\$38,309		\$31,555		\$36,098						\$30,551	
<i>Poverty Status (below poverty level)</i>																															
Families	44	5.8%	48	6.7%	9	0.6%										17	2.4%	22	3.0%	12	2.4%	68	8.7%	30	2.3%	110		134		2,447	5.8%
With related children under 18 years	41	8.5%			9	1.2%										10	3.2%			12	4.8%	40	11.4%	0		52				1,918	9.3%
With related children under 5 years	37	15.5%			9	4.4%										6	5.9%			0	0.0%	8	6.8%	0		8				993	11.8%
Families with female householder, no husband present	34	12.1%	37		9	5.8%										0	0.0%	6	27.3%	12	20.0%	8	8.9%	10	6.7%	30		34		1,230	18.6%
With related children under 18 years	31	13.3%	32		9	9.8%										0	0.0%			12	21.8%	8	30.8%	0		20				1,099	24.7%
With related children under 5 years	27	20.5%			9	34.6%										0	0.0%			0	0.0%	8	100.0%	0		8				573	39.3%
Individuals	283	9.1%	481	14.1%	90											194	7.3%	142	5.3%	92	4.8%	1,975	31.7%	1,740	24.2%	3,807		3,790		29,287	15.0%
18 years and over	218	8.9%			67											174	8.0%			74	4.9%	1,877	33.5%	1,740	28.1%	3,691				25,136	15.7%
65 years and over	6	3.2%	4	80.0%	27											5	1.5%	0	0.0%	13	8.6%	52	17.2%	17	4.0%	82				812	4.5%
Related children under 18 years	59	8.9%			8											20	4.1%			18	4.6%	89	14.7%	0	0.0%	107				4,045	11.4%
Related children 5 to 17 years	26	6.0%			0											12	3.4%			18	6.2%	79	17.1%	0	0.0%	97				2,704	10.8%
Unrelated individuals 15 years and over	176	16.8%			73											140	18.6%			62	12.0%	1,757	44.4%	1,679	47.3%	3,498				21,291	29.1%

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Appendix Table A-4

Monroe Street Housing Characteristics

Monroe Street Area Census Summary																														
	Tract 30.02		1990		Tract 30.01		Block 2005		Block 2003		Block 1000		Adjusted Total		Tract 1		Tract 1 - 1990		Tract 10		Tract 12		Tract 9		Total		1990 Census		City of Madison	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Housing Characteristics																														
Family Households	765		802	63.0%	1,525	77.1%	31		36		109		589		688		620		497		781		1,285		2,563		2,156		42,458	
Total Housing Units															1,342		1,279		894		2,712		3,298		6,904		6,649		92,394	
Occupied Housing Units	1,350		1,324		1,971		66		40		335		909		1,269	94.6%	1,230		876	98.0%	2,620	96.6%	3,242	98.3%	6,738	97.6%	6,532	98.2%	89,019	96.3%
Owner Occupied	424	31.4%	378	28.5%	1,675	85.0%	57	86.4%	3	7.5%	17	5.1%	347	38.2%	698	55.0%	692	56.3%	662	75.6%	684	26.1%	1,454	44.8%	2,800	41.6%	2,850	43.6%	42,496	47.7%
Renter Occupied	926	68.6%	896	67.7%	296	15.0%	9	13.6%	37	92.5%	318	94.9%	562	61.8%	571	45.0%	561	45.6%	214	24.4%	1,936	73.9%	1,788	55.2%	3,938	58.4%	3,749	57.4%	46,523	52.3%
Vacant Units			50	3.8%											73	5.4%	49	3.8%	18	2.0%	92	3.4%	56	1.7%	166	2.4%	117	1.8%	3,375	3.7%
Female Householder (no husband present)	280	36.6%					13	36.1%	33	91.7%	45	41.3%	189	32.1%	81	11.8%	69	11.1%	60	12.1%	90	11.5%	150	11.7%	300	11.7%	388	18.0%	6,943	16.4%
With related children under 18 years															51	7.4%	38	5.5%	55	11.1%	26	3.3%	88	6.8%	169	6.6%	228	10.6%	4,787	11.3%
Median Contract Rent			\$493		\$645										\$654		\$461		\$768		\$639		\$661						\$644	
Gross Rent 35 percent or more of income					101	34.1%									129	23.0%			37	17.3%	808	41.7%	1,046	58.5%	1,891	48.0%			16,523	35.6%
Value of Owner-Occupied Units																														
Less than \$50,000															0	0.0%	13	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	78	3.1%	275	0.7%
\$50,000 to \$99,999															45	6.6%	394	62.8%	18	3.1%	14	2.5%	7	0.5%	39	1.6%	1,755	69.9%	4,613	12.4%
\$100,000 to \$149,999															311	45.3%	118	18.8%	243	41.8%	181	31.8%	133	9.8%	557	22.2%	491	19.6%	17,731	47.8%
\$150,000 to \$199,999															160	23.3%	40	6.4%	253	43.5%	203	35.6%	536	39.4%	992	39.5%	111	4.4%	8,701	23.4%
\$200,000 to \$299,999															89	13.0%	39	6.2%	57	9.8%	103	18.1%	473	34.8%	633	25.2%	61	2.4%	4,156	11.2%
\$300,000 to \$399,999 (1990)																											10	0.4%		
\$300,000 to \$499,999															46	6.7%	12	1.9%	11	1.9%	69	12.1%	204	15.0%	284	11.3%			1,404	3.8%
\$400,000 or more (1990)																											4	0.2%		
\$500,000 to \$999,999															35	5.1%	11	1.8%	0	0.0%	0	0.0%	8	0.6%	8	0.3%			197	0.5%
\$1,000,000 or more															0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			45	0.1%
Median Value	\$122,800		\$77,000		\$135,300										\$148,000		\$85,200		\$155,000		\$173,400		\$200,800						\$139,300	

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Appendix Table A-5

Monroe Street Property Owners

Parcel Number	Address	Land Use	Assessor Parcel Class	Exempt	Assessor Use	Owner Name 1	Owner Name 2	Owner Address	Owner City	Owner State	Owner Zipcode	Owner Zipcode 4
070922105014	323 N BREESE TER	Universities and colleges.	Commercial	Exempt	Commercial exempt	UNIV OF WIS REGENTS	VAN HISE HALL # 1860	1220 LINDEN DR	MADISON	WI	53706	1525
070922112142	102 N RANDALL AVE	Laundrying and dry cleaning (self-service).	Commercial		Laundromat	POTTHAST JR, RICHARD H	& SUZANNE C POTTHAST	PO BOX 166	WINDSOR	WI	53598	166
070922112043	1419 MONROE ST	Drinking places (alcoholic beverages) or taverns.	Commercial		Tavern	FRANKLIN, MARK A		2918 MANCHESTER RD	MADISON	WI	53719	0
070922112069	1429 MONROE ST	Universities and colleges.	Commercial	Exempt	Commercial exempt	UNIV OF WIS REGENTS	VAN HISE HALL # 1860	1220 LINDEN DR	MADISON	WI	53706	1525
070922112077	1433 MONROE ST	Agricultural, business and personal credit services (including credit union)	Commercial		Bank, s & 1	UNIV OF WIS CREDIT UNION		PO BOX 44963	MADISON	WI	53744	4963
070922112168	1499 MONROE ST	Highway and street right-of-way.	Commercial	Exempt	Commercial exempt	WI DEPT OF TRANSPORTATION	BUREAU OF RAILS & HARBORS	4802 SHEBOYGAN AV RM 701	MADISON	WI	53705	0
070922112184	1437 MONROE ST	Fire protection and related activities.	Commercial	Exempt	Commercial exempt	CITY OF MADISON	FIRE STATION # 4	CITY MUNICIPAL BLDG G100	MADISON	WI	53703	3352
070922406024	1501 MONROE ST	General Retail-Multi Tenant	Commercial		Store & office lg.	WISCONSIN AVE ASSOC	% MADISON PROPERTY MNGMT	10 N CHARTER ST	MADISON	WI	53715	0
070922406040	1509 MONROE ST	Eating places or restaurants.	Commercial		Tavern	1509 MONROE STREET PRTSHP		1501 MONROE ST	MADISON	WI	53711	0
070922407022	701 CRAZYLEGS LN	Parks - general recreation, playgrounds, playfields or athletic fields	Commercial	Exempt	Commercial exempt	WI DEPT OF TRANSPORTATION	BUREAU OF RAILS & HARBORS	4802 SHEBOYGAN AV RM 701	MADISON	WI	53705	0
070922406058	1511 MONROE ST	Eating places or restaurants.	Commercial		Restaurant & apts.	HAEFER, LESTER & MARGARET		802 MARY AVE	REEDSBURG	WI	53959	1119
070922407014	702 CRAZYLEGS LN	Parks - general recreation, playgrounds, playfields or athletic fields	Commercial	Exempt	Commercial exempt	WI DEPT OF TRANSPORTATION	BUREAU OF RAILS & HARBORS	4802 SHEBOYGAN AV RM 701	MADISON	WI	53705	0
070922406066	1513 MONROE ST	Barber services.	Commercial		Apartment & store	STAPLETON, TIMOTHY J	& KRISTINE H STAPLETON	1515 MONROE ST	MADISON	WI	53711	2020
070922308098	1614 MONROE ST	Eating places or restaurants.	Commercial		Restaurant	MCCUE, KATHLEEN A	& TIMOTHY & MOLLY MCCUE	1713 AURORA ST	MIDDLETON	WI	53562	0
070922408054	1605 MONROE ST	Other medical and health services, NEC.	Commercial		Office 2 sty or lg.	RR&R ENTERPRISES LLC		3121 NOR-DEL HILL	VERONA	WI	53593	9733
070922408096	1619 MONROE ST	Insurance carriers.	Commercial		Office - 1 story	FISHER, CLIFFORD D		PO BOX 1601	MADISON	WI	53701	1601
070922408129	1627 MONROE ST	Beauty services.	Commercial		Store & shop	LEUNG, JOHN	& MAE FONG LEUNG	5202 SHORECREST DR	MIDDLETON	WI	53562	1322
070922408153	1637 MONROE ST	Dairy products - retail.	Commercial		Store 1 sty sm	RC VENTURE		1637 MONROE ST	MADISON	WI	53711	2021
070922408161	1639 MONROE ST	General Retail-Multi Tenant	Commercial		Apartment & store	GAVOL, THEODORE G	& LINDA S GAVOL	8594 STONEBROOK CIR	MIDDLETON	WI	53562	0
070922317015	1701 MONROE ST	Automobile surface parking.	Residential	Exempt	Vacant	CITY OF MADISON -PARKING	UTILITY	CITY MUNICIPAL BLDG G100	MADISON	WI	53703	3352
070922309054	1720 MONROE ST	Banking services.	Commercial		Bank, s & 1	ASSOCIATED BANK MADISON		1720 MONROE ST	MADISON	WI	53711	2054
070922317023	1705 MONROE ST	Libraries.	Residential	Exempt	Vacant	CITY OF MADISON -LIBRARY-		CITY MUNICIPAL BLDG G100	MADISON	WI	53703	3352
070922317031	1709 MONROE ST	Furniture - retail.	Commercial		Store 1 sty sm	RICHMOND, MARK E	& SUSAN E BROWN	305 CHAMBERLAIN AVE	MADISON	WI	53705	0
070922317057	1717 MONROE ST	Groceries (with or without meat) - retail.	Commercial		Apartment & store	SEVERSON PROPERTY LLC		1717 MONROE ST	MADISON	WI	53711	2022
070922317065	1719 MONROE ST	General Retail-Multi Tenant	Commercial		Store 2 sty small	KING KONA LLC		1612 N HIGH POINT RD #201	MIDDLETON	WI	53562	0
070922317073	1721 MONROE ST	Gifts, novelties and souvenir - retail.	Commercial		Store 2 sty small	SCHROEDER, DEAN H & CAROL		1909 WEST LAWN AVE	MADISON	WI	53711	2009
070922317081	1723 MONROE ST	Gifts, novelties and souvenir - retail.	Commercial		Apartment & store	SCHROEDER, DEAN & CAROL		1909 W LAWN AVE	MADISON	WI	53711	2009
070922317099	1725 MONROE ST	Books - Retail	Commercial		Store 2 sty small	D & L INVESTMENTS LLC		1725 MONROE ST	MADISON	WI	53711	0
070922318039	1802 MONROE ST	Automobile surface parking.	Residential	Exempt	Vacant	CITY OF MADISON -PARKING	UTILITY	CITY MUNICIPAL BLDG G100	MADISON	WI	53703	3352
070922318021	1864 MONROE ST	Laundrying and dry cleaning (self-service).	Commercial		Store 1 sty sm	HIGH POINT PROPERTIES LLC		43 S WATER ST EAST	FORT ATKINSON	WI	53538	0
070922323012	1801 MONROE ST	Floor coverings - retail.	Commercial		Apartment & store	CANDINAS, JOSEPH S		1805 MONROE ST	MADISON	WI	53711	2024
070922323020	1809 MONROE ST	Dairy products - retail.	Commercial		Store 1 sty sm	SKOMBOURIS, STANLEY		9002 SETTLERS RD	MADISON	WI	53717	0
070922323038	1825 MONROE ST	Gifts, novelties and souvenir - retail.	Commercial		Store 1 sty sm	SKOUMBOURIS, STANLEY		9002 SETTLERS RD	MADISON	WI	53717	0
070922323179	1831 MONROE ST	Liquor - retail.	Commercial		Store 1 sty sm	SKOUMBOURIS, STANLEY		9002 SETTLERS RD	MADISON	WI	53717	0
070922323161	1835 MONROE ST	Antiques - retail.	Commercial		Store 1 sty sm	KERWIN, CHRIS N	& DANIEL W KERWIN	3219 BAY VIEW LN	MCHENRY	IL	60050	0
070922323046	1843 MONROE ST	Children's and infant's wear - retail.	Commercial		Store 1 sty sm	CHRIS N KERWIN & DANIEL W	KERWIN LLC	3219 BAY VIEW LN	MCHENRY	IL	60050	0
070922323054	1851 MONROE ST	Drinking places (alcoholic beverages) or taverns.	Commercial		Apartment & store	MOOKHERJEE, RANA & BONNIE		292 EUREKA ST	SAN FRANCISCO	CA	94114	2437
070922322163	1906 MONROE ST	Other medical and health services, NEC.	Commercial		Office medical	HELMAN, DOROTHY N		3105 CROSS ST	MADISON	WI	53711	1813
070922323062	1859 MONROE ST	Eating places or restaurants.	Commercial		Restaurant	MONROE ST VENTURES LLC		120 W GORHAM ST	MADISON	WI	53703	0
070922322171	1902 MONROE ST	Large Office Building-Multi Tenant	Commercial		Photography & office	SHAPIRO, JAMES A	% MADISON PROPERTY MGMT	10 N CHARTER ST	MADISON	WI	53715	1239
070922323070	1865 MONROE ST	Physicians' services.	Commercial		Apartment & store	JORDAN, HELEN		1505 WINSLOW LA	MADISON	WI	53711	3822

Appendix Table A-5

Monroe Street Property Owners Continued

Parcel Number	Address	Land Use	Assessor Parcel Class	Exempt	Assessor Use	Owner Name 1	Owner Name 2	Owner Address	Owner City	Owner State	Owner Zipcode	Owner Zipcode 4
070922322155	1910 MONROE ST	9-16 units.	Commercial		Apartment & store	MONROE STREET MANOR LLC		120 W GORHAM ST	MADISON	WI	53703	0
070922323088	1875 MONROE ST	Drug and proprietary - retail.	Commercial		Apartment & store	RX TWO LLC		1875 MONROE ST	MADISON	WI	53711	2024
070922322147	1914 MONROE ST	Large Office Building-Multi Tenant	Commercial		Apartment & office	BEECH LLC	% MICHAEL & NORMA BRIGGS	1519 STORYTOWN RD	OREGON	WI	53575	0
070922322139	1920 MONROE ST	Medical clinics - out-patient services.	Commercial		Office - 1 story	OWENS, RICHARD & AMY		1920 MONROE ST	MADISON	WI	53711	2027
070922326016	1901 MONROE ST	General Retail-Multi Tenant	Commercial		Office - 1 story	MONROE STREET ENTERPRISES	% HOLMES REALTY	6650 UNIVERSITY AVE	MIDDLETON	WI	53562	5035
070922322121	1930 MONROE ST	Large Office Building-Multi Tenant	Commercial		Office 2 sty or lg.	LUEDTKE FAMILY TRUST	K & D LUEDTKE, TRUSTEES	6225 MINERAL POINT RD C73	MADISON	WI	53705	0
070922326024	1905 MONROE ST	Radios and televisions - retail.	Commercial		Office 2 sty or lg.	PUNTILLO, STEVEN	& MARY KAY PUNTILLO	1911 ROWLEY AVE	MADISON	WI	53705	4127
070922326032	1907 MONROE ST	Veterinarian services.	Commercial		Apartment & office	VALENTA, JOSEPH		7530 MINERAL POINT RD	MADISON	WI	53711	1795
070922326040	1911 MONROE ST	Eating places or restaurants.	Commercial		Shop, 2 story sm.	SMITH REVOCABLE TRUST	M M & M K SMITH, TRUSTEES	W343 N6325 S BAYVIEW RD	OCONOMOWOC	WI	53066	0
070922326058	1919 MONROE ST	Gifts, novelties and souvenir - retail.	Commercial		Store 1 sty sm.	HERMAN LANDSCAPE SERVICE	INC	PO BOX 45017	MADISON	WI	53744	5017
070922326066	1921 MONROE ST	Bakeries - retail.	Commercial		Store 1 sty sm.	W & E BUYING AND LEASING		43 S WATER ST E	FORT ATKINSON	WI	53538	2052
070922322105	1934 MONROE ST	General Retail-Multi Tenant	Commercial		Shop, 1 story sm.	LUEDTKE FAMILY TRUST	K & D LUEDTKE, TRUSTEES	6225 MINERAL POINT RD C73	MADISON	WI	53705	0
070922326082	1925 MONROE ST	Eating places or restaurants.	Commercial		Store 2 sty small	W & E BUYING AND LEASING		43 S WATER ST E	FORT ATKINSON	WI	53538	2052
070922326090	1929 MONROE ST	Gifts, novelties and souvenir - retail.	Commercial		Apartment & store	RURAL GRAVURE SERVICE INC		6501 MINERAL POINT RD	MADISON	WI	53705	4231
070927200992	855 WOODROW ST	Universities and colleges.	Residential	Exempt	Vacant	EDGEWOOD INC		855 WOODROW ST	MADISON	WI	53711	1997
070928102311	2410 MONROE ST	Legitimate theaters.	Residential	Exempt	Vacant	CITY OF MADISON - CEDU	LEASE TO MADISON THEATRE	PO BOX 2983	MADISON	WI	53701	2983
070928102303	2422 MONROE ST	Gasoline service stations.	Commercial		Station, 1 bay	BUDD, DENNIS F & SHARON E		2422 MONROE ST	MADISON	WI	53711	1905
070928116205	2425 MONROE ST	Parks - general recreation, playgrounds, playfields or athletic fields	Residential	Exempt	Vacant	CITY OF MADISON -PARKS-	WINGRA PARK & BOAT LIVERY	CITY MUNICIPAL BLDG #120	MADISON	WI	53703	5352
070928103179	2500 MONROE ST	Laundering, dry cleaning and dyeing services (except rugs).	Commercial		Laundry	KLINKE MONROE STREET LLC		4518 MONONA DR	MADISON	WI	53716	1051
070928103161	2526 MONROE ST	Art and music schools.	Commercial		Store 1 sty sm	SKOUMBOURIS, STANLEY		9002 SETTLERS RD	MADISON	WI	53717	0
070928115017	2501 MONROE ST	Engineering and architectural services.	Commercial		Shop, 1 story sm.	ZANDERS INTERIORS INC		2501 MONROE ST	MADISON	WI	53711	1906
070928115025	2503 MONROE ST	Furniture - retail.	Commercial		Store 1 sty sm	STONE, GARY R & DAVID S		5495 CATFISH CT	WAUNAKEE	WI	53597	9527
070928103153	2532 MONROE ST	General Retail-Multi Tenant	Commercial		Store 1 sty sm	RIMMERT, FRANK A		642 KENSINGTON SQ	STOUTTOWN	WI	53589	0
070928115033	2505 MONROE ST	Drinking places (alcoholic beverages) or taverns.	Commercial		Tavern & apartment	ZILLEY, PETER C	& DIANNE K ZILLEY	7048 APPLEWOOD DR	MADISON	WI	53719	4904
070928106206	2602 MONROE ST	Plumbing, heating and air conditioning services.	Commercial		Apartment & store	BUTLER, WILLIAM		2602 MONROE ST	MADISON	WI	53711	1802
070928106199	2606 MONROE ST	Two family unit.	Commercial		Apartment & store	SHAPIRO, JAMES	% MADISON PROPERTY MGMT	10 N CHARTER ST	MADISON	WI	53715	0
070928115041	2531 MONROE ST	Dairy products - retail.	Commercial		Rest drive-in w/ seat	ZILLEY, PETER & DIANNE	% MICHAELS FROZEN CUSTARD	407 W VERONA AVE	VERONA	WI	53593	0
070928106181	2620 MONROE ST	Gasoline service stations.	Commercial		Station, 2 bay	RICE, THOMAS A		2620 MONROE ST	MADISON	WI	53711	1802
070928115059	2607 MONROE ST	25-50 units.	Commercial		Apartment & store	CORCORAN, JAMES M		2702 MONROE ST	MADISON	WI	53711	0
070928115083	2623 MONROE ST	Liquor - retail.	Commercial		Shop center neighbor	TWENTIETH CENTURY MARKETS	% THE FIORE COMPANIES	150 E GILMAN ST STE 1600	MADISON	WI	53703	0
070928107197	2702 MONROE ST	Large Office Building-Multi Tenant	Commercial		Office - 1 story	LUEDTKE ET AL, KENNETH		2702 MONROE ST	MADISON	WI	53711	1804
070928114019	2701 MONROE ST	General Retail-Multi Tenant	Commercial		Shop center neighbor	TWENTIETH CENTURY MARKETS	% THE FIORE COMPANIES	150 E GILMAN ST STE 1600	MADISON	WI	53703	0
070928114035	2717 MONROE ST	Undeveloped and unused land area (vacant land).	Commercial		R-5 vacant	JACOBSON, WILLIAM D		PO BOX 7204	MADISON	WI	53707	7204
070928226012	3200 MONROE ST	Nursery schools.	Residential	Exempt	Vacant	CITY OF MADISON -PARKS-	DUDGEON SCHOOL PARK	CITY MUNICIPAL BLDG #120	MADISON	WI	53703	5352
070928113110	2945 MONROE ST	Dental services.	Commercial		Apartment & office	SHIMANSKI, GREGG T		1603 MONROE ST	MADISON	WI	53711	0
070928224107	3402 MONROE ST	Bed and Breakfast.	Commercial		Apartments & rooms	IMES, JOHN R & CATHIE		3402 MONROE ST	MADISON	WI	53711	1702
070928224090	3414 MONROE ST	Insurance agents, brokers and services.	Commercial		Office - 1 story	3414 PARTNERSHIP	% RICHARD ANDERSON, ET AL	3414 MONROE ST	MADISON	WI	53711	1797
070928310097	3502 MONROE ST	Gasoline service stations.	Commercial		Station, 2 bay	PARMAN JR, CLAYTON L	& KEITH A PARMAN	3502 MONROE ST	MADISON	WI	53711	1703
070928310089	3510 MONROE ST	Large Office Building-Multi Tenant	Commercial		Apartment & store	MALLATT, MINNIE & WILLIAM		802 MIAMI PASS	MADISON	WI	53711	2935
070928310063	3514 MONROE ST	Pressing, alteration and garment repair, laundry and dry cleaning pickup services (only).	Commercial		Apartment & store	JOHNSON, KENNETH L	& RUTH-ANN JOHNSON	457 OLD INDIAN TRL	BLACK EARTH	WI	53515	0
070928310055	3526 MONROE ST	Beauty services.	Commercial		Shop, 1 story sm.	DAVIES, LAURENCE E		6207 INDIAN MOUND DR	MC FARLAND	WI	53558	9418
070928309115	3600 MONROE ST	Gasoline service stations.	Commercial		Station, 1 bay	WRIGHT, STANLEY W	% WRIGHTS AUTO	124 E BADGER RD	MADISON	WI	53713	2705

Source: City of Madison Planning Department 2004

Appendix Table A-6

Monroe Street Businesses, Types and Owner information

Name	Address	City	State	Zip Code	Phone Number	Listed Since	Type of Business
1040 Tax Preparation	1910 Monroe St	Madison	WI	53711-2089	608-255-3730	1984	Tax Return Preparation, Accountants
A Cut Above Beauty Salon	3526 Monroe St	Madison	WI	53711-1703	608-231-1919	2001	Beauty Salon
Acceleration Madison	1501 Monroe St	Madison	WI	53711-2095	608-255-0111	1997	Health & Fitness Program Consultants
Acupuncture Works	1605 Monroe St	Madison	WI	53711-2083	608-250-2536	2002	Acupuncture, Medical Technical Services
Adelman Travel Systems	1440 Monroe St	Madison	WI	53711-2051	608-255-9190	1992	Travel Agencies and Bureuas
Affordable Futons	1709 Monroe St	Madison	WI	53711-2022	608-258-9888	1992	Furniture Dealers - Retail
Alpine Tailor Shop	3514 Monroe St	Madison	WI	53711-1703	608-233-4112	1997	Alterations - Clothing, Tailors
American Chiro Assoc-Political	2702 Monroe St	Madison	WI	53711-1888	608-231-2525	1993	Chiropractors DC
American Family Insurance	2702 Monroe St # 101	Madison	WI	53711-1896	608-231-2461	1990	Insurance
Ancora Coffee	1859 Monroe St	Madison	WI	53711-2024	608-258-9881	2001	Coffee House
Arbor House	3402 Monroe St	Madison	WI	53711-1702	608-238-2981	1986	Bed & Breakfast
Arneson Tony	3414 Monroe St	Madison	WI	53711-1797	608-238-2686	1992	Insurance
Arnett Barb	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	2002	Marriage & Family Counselors
Associated Bank South Central	1720 Monroe St	Madison	WI	53711-2054	608-259-2000	2002	Banks, Trust Companies, Loans, Real Estate Loans
Associated Investment Svc	1720 Monroe St	Madison	WI	53711-2054	608-259-2016	1997	Stock and Bond Brokers
Atelier-Art To Wear	2616 Monroe St	Madison	WI	53711-1802	608-233-7575	1989	Women's Apparel - Retail
Barrique's Wine Cave	1831 Monroe St	Madison	WI	53711-2024	608-284-9463	1989	Wines, Liquor - Retail
Beaded Cottage Gallery	1803 Monroe St	Madison	WI	53711-2024	608-257-2710	2002	Art Galleries & Dealers
Bery Creative Group	1650 Monroe St	Madison	WI	53711-2045	608-250-1996	1997	Advertising - Agencies & Counselors
Better Way Marriage & Family	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	2001	Marriage & Family Counselors
Better Way Marriage & Family	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1999	Marriage & Family Counselors
Bill Paul Ltd Studio	1904 Monroe St	Madison	WI	53711-2027	608-280-0653	1997	Men's Clothing & Furnishings - Retail
Bluephies	2701 Monroe St # 700	Madison	WI	53711-1868	608-231-3663	1995	Restaurants
Borokhim Oriental Rugs & Antqs	1801 Monroe St	Madison	WI	53711-2024	608-257-2222	1984	Carpet and Rug Dealers, Oriental Goods
Budd's Auto Repair	2422 Monroe St	Madison	WI	53711-1905	608-238-1414	1984	Auto
Burkhalter Travel	1935 Monroe St	Madison	WI	53711-2026	608-255-2774	1991	Cruises
Calabash Gifts	2608 Monroe St	Madison	WI	53711-1802	608-233-2640	1996	Gift Shops
Camp Randall Stadium	1440 Monroe St	Madison	WI	53711-2051	608-262-1866	1995	Stadiums
Capital City Comics	1910 Monroe St	Madison	WI	53711-2089	608-251-8445	1984	Comic Books
Care Net Pregnancy Ctr	1605 Monroe St # A	Madison	WI	53711-2083	608-259-1605	1991	Human Services Organizations, Abortion Alternatives, Clinics, Crisis Intervention
Caryer-Ryan Interiors Ltd	1934 Monroe St	Madison	WI	53711-2027	608-284-0600	1992	Interior Decorators, Draperies & Curtains
Central Billing	2702 Monroe St # B	Madison	WI	53711-1897	608-231-9152	2000	Chiropractors DC
Chris Kerwin Antiques & Intrs	1843 Monroe St	Madison	WI	53711-2024	608-256-7363	1984	Interior Decorators, Antiques - Dealers, Office Remodeling
Christian Science	1821 Monroe St	Madison	WI	53711-2024	608-256-6002	2002	Churches
Corcoran Appraisals	2702 Monroe St # 15	Madison	WI	53711-1897	608-233-4440	1995	Real Estate Appraisers
Dardanelles	1851 Monroe St	Madison	WI	53711-2024	608-256-8804	1997	Restaurants
DE Graff Frances	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1989	Marriage & Family Counselors
Dental Designs	1914 Monroe St	Madison	WI	53711-2057	608-837-6061	1996	Laboratories - Dental
Devett Fred	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	1998	Marriage & Family Counselors
Dewitt Stephen R DC	2702 Monroe St	Madison	WI	53711-1888	608-231-3370	1990	Chiropractors DC
Dittmann Douglas A	3414 Monroe St	Madison	WI	53711-1797	608-238-2686	1992	Insurance
Dittmann Steven J	3414 Monroe St	Madison	WI	53711-1797	608-238-2686	1992	Insurance
Dr Micheal C Fiore Ofc	1930 Monroe St	Madison	WI	53711-2059	608-262-8673	2003	Physicians & Surgeons
Ducks in A Row	1914 Monroe St	Madison	WI	53711-2057	608-249-3321	1998	Organizing Services, Business Management Consultants, Psychologists
Eastin Cristine P PhD	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	2001	Marriage & Family Counselors
Edgewood High School	2219 Monroe St	Madison	WI	53711-1999	608-257-1023	1984	Schools
Empire Photography Inc	1911 Monroe St	Madison	WI	53711-2026	608-257-2941	1990	Photographers - Portrait
Events of the Heart	1725 Monroe St	Madison	WI	53711-2022	608-274-8285	2002	Wedding Supplies & Services
Fannie's Hair Design	1627 Monroe St	Madison	WI	53711-2021	608-257-2672	1984	Beauty Salon

Appendix Table A-6

Monroe Street Businesses, Types and Owner information Cont.

Name	Address	City	State	Zip Code	Phone Number	Listed Since	Type of Business
Fiore Michael C MD	1930 Monroe St	Madison	WI	53711-2059	608-262-8673	2003	Physicians & Surgeons
Flesch Construcion Inc	2945 Monroe St	Madison	WI	53711-1807	608-238-9588	2002	General Contractors
Flower Shop	1725 Monroe St	Madison	WI	53711-2023	608-255-4414	1985	Florists - Retail
Frederick T Elder & Assoc	1501 Monroe St	Madison	WI	53711-2095	608-257-6661	1984	Engineers - Professional
Fritz & Assoc	3526 Monroe St	Madison	WI	53711-1703	608-231-1919	1984	Beauty Salons, Cosmetics & Perfumes - Retail
Frugal Muse	1863 Monroe St	Madison	WI	53711-2024	608-310-9708	2002	Second Hand Stores
Fruit of Earth Juice CO	1719 Monroe St	Madison	WI	53711-2022	608-294-7500	2000	Restaurants
Grace Chosy Gallery	1825 Monroe St	Madison	WI	53711-2024	608-259-6404	1984	Art Galleries & Dealers, Picture Frames - Dealers
Gregg Schimanski Realty Inc	1603 Monroe St	Madison	WI	53711-2021	608-232-1800	2001	Real Estate
Gridiron Bar & Restaurant	1509 Monroe St	Madison	WI	53711-2020	608-256-3811	1984	Restaurants, Night Clubs
Gulliver's Travels Inc	1605 Monroe St # B	Madison	WI	53711-2077	608-256-4444	1984	Travel Agencies and Bureuas
Hale Wood's Edge Sharon	1920 Monroe St	Madison	WI	53711-2027	608-283-4199	1998	Psychologists
Handled With Care	1914 Monroe St	Madison	WI	53711-2057	608-251-7766	1996	Massage Therapists
Heitzinger & Assoc Inc	1619 Monroe St	Madison	WI	53711-2063	608-255-4419	1991	Employee Assistance Programs
Helman Dorothy N	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1995	Marriage & Family Counselors, Social Workers
Hoeft Brett D DC	2702 Monroe St	Madison	WI	53711-1888	608-231-3370	2002	Chiropractors DC
Indigo Moon	1809 Monroe St	Madison	WI	53711-2024	608-257-9477	1994	Women's Apparel - Retail
Integral Psychology Ctr	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	1984	Mental Health Services, Psychologists, Marriage & Family Counseling
Ishatova Ciel	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	2000	Marriage & Family Counseling
Ishatova Ciel	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1990	Marriage & Family Counseling
J Lamore	2701 Monroe St # 230	Madison	WI	53711-1868	608-238-2119	2000	Women's Apparel - Retail
J Michael Real Estate	2702 Monroe St # 15	Madison	WI	53711-1897	608-233-4440	1993	Apartments
John Roach Projects Inc	1501 Monroe St	Madison	WI	53711-2095	608-259-0600	1991	Video Production & Taping Service
Jorgensen Don A	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1996	Psychologists, Marriage & Family Counseling
Katy's American Indian Arts	1817 Monroe St	Madison	WI	53711-2024	608-251-5451	1984	Indian Goods, Jewelers-Retail
Kenneth Ferencek Lighting Dsgn	2102 Monroe St	Madison	WI	53711-1966	608-255-2716	1997	Video Production & Taping Service
Klinke Cleaners	2502 Monroe St	Madison	WI	53711-1907	608-233-5099	1984	Cleaners
Knitting Tree	2614 Monroe St	Madison	WI	53711-1802	608-238-0121	1984	Yam - Retail, Craft Supplies
Krantz Randal J	3414 Monroe St	Madison	WI	53711-1797	608-238-2686	1992	Insurance
Laurel Tavern	2505 Monroe St	Madison	WI	53711-1906	608-233-1043	1984	Bars
Life Is Good	1835 Monroe St	Madison	WI	53711-2024	608-250-4663	2002	Apparel & Garments - Retail
Luedtke-Storm-Mackey Chiro	2702 Monroe St	Madison	WI	53711-1888	608-231-3370	1989	Chiropractors DC
Madison Aquatic Club	2219 Monroe St	Madison	WI	53711-1901	608-257-4823	1984	Clubs
Madison Fire Dept Credit Union	1437 Monroe St	Madison	WI	53711-2018	608-266-4952	1990	Credit Unions
Madison Health Food Store	1717 Monroe St	Madison	WI	53711-2096	608-255-7130	1984	Vitamins, Health & Diet Foods - Retail
Madison Ministries Inc	1605 Monroe St	Madison	WI	53711-2083	608-257-2570	2000	Religious Organizations
Madison Reading & Learning Ctr	2702 Monroe St # D	Madison	WI	53711-1897	608-238-7323	1999	Tutoring, Reading Improvement Instruction
Madison Theatre Guild Inc	2410 Monroe St	Madison	WI	53711-1905	608-238-9322	1987	Theatres - Live
Mahlberg Arden PhD	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	1999	Psychologists, Marriage & Family Counseling
Mallatt Pharmacy Inc	3506 Monroe St	Madison	WI	53711-1799	608-238-3106	1984	Pharmacies, Arts & Crafts Markets
Maloney Barbara D	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	1984	Marriage & Family Counseling, Arbitration Services
Maurie's Candies	1637 Monroe St	Madison	WI	53711-2021	608-255-9092	1994	Candy - Retail, Wholesale, Manufacturer
Mc Kay Nursery CO	1919 Monroe St	Madison	WI	53711-2026	608-255-6672	2003	Nurserymen
Media Strategy Group	1914 Monroe St	Madison	WI	53711-2057	608-256-4540	1997	Public Relations Counselor
Michael's Frozen Custard	2531 Monroe St	Madison	WI	53711-1906	608-231-3500	1987	Ice Cream Parlors, Restaurants
Mickies Dairy Bar	1511 Monroe St	Madison	WI	53711-2020	608-256-9476	1988	Restaurants
Milward Farrell Fine Art	2701 Monroe St # 200	Madison	WI	53711-1868	608-238-6501	1995	Art Galleries & Dealers, Gift Shops
Minor Procedures Clinic	1920 Monroe St	Madison	WI	53711-2027	608-251-6060	1984	Physicians & Surgeons
Mitchell's Vineyard & Berry	1931 Monroe St	Madison	WI	53711-2026	608-257-0099	2001	Vineyards

Appendix Table A-6

Monroe Street Businesses, Types and Owner information Cont.

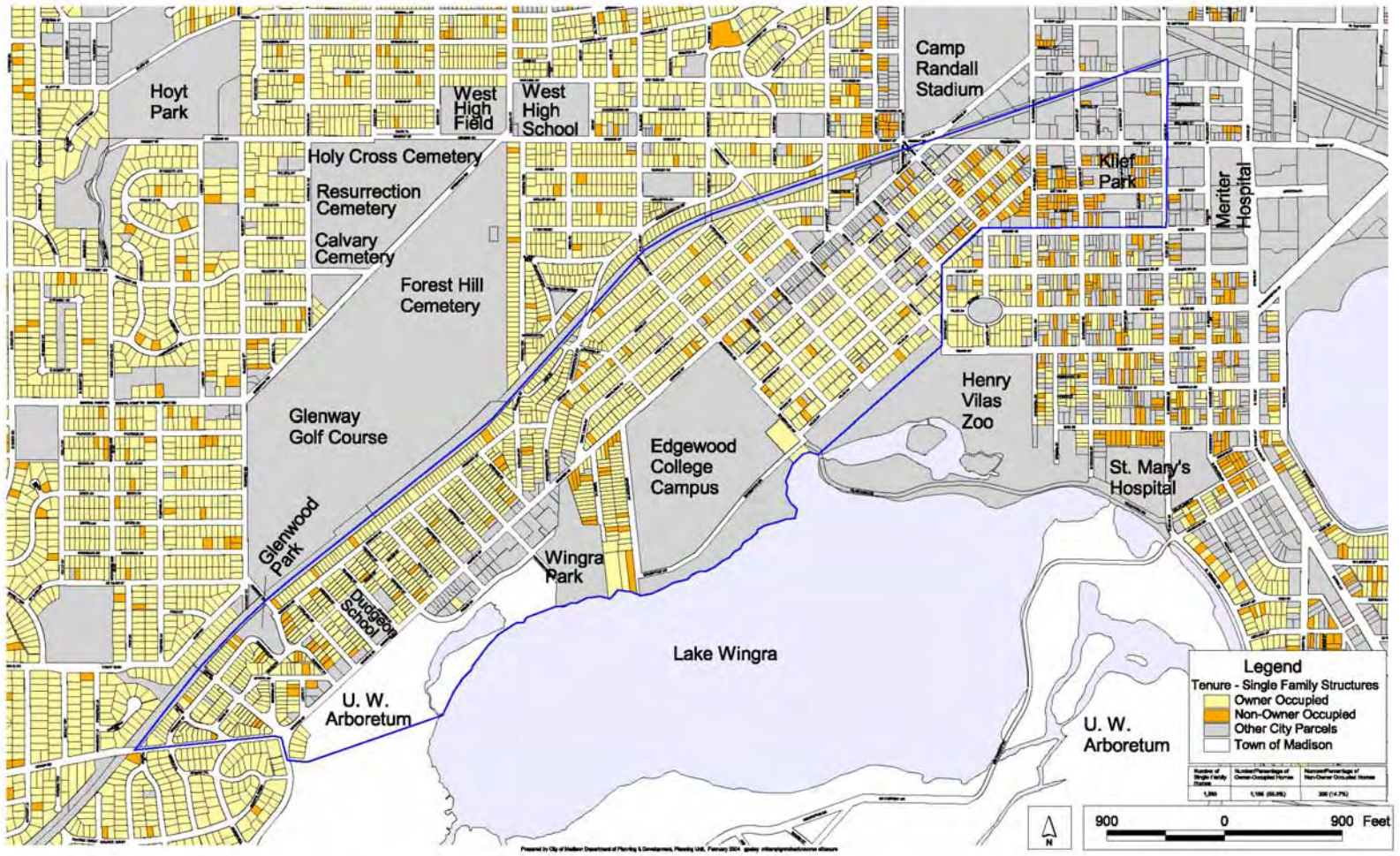
Name	Address	City	State	Zip Code	Phone Number	Listed Since	Type of Business
Monroe Street Fine Arts Ctr	2526 Monroe St	Madison	WI	53711-1907	608-232-1510	1998	Music Instruction
Monroe Street Framing	1901 Monroe St	Madison	WI	53711-2098	608-255-7330	1989	Picture Frames - Dealers
Monroe Street Laundromat	1856 Monroe St	Madison	WI	53711-2025	608-251-9800	1984	Laundries - Self-Service
Monroe Street Library	1705 Monroe St	Madison	WI	53711-2022	608-266-6390	1984	Libraries - Public
Monroe Street Shoe Repair	2612 Monroe St	Madison	WI	53711-1802	608-238-3171	1993	Shoe & Boot Repairing, Shoes - Retail
National W Club Concessions	1440 Monroe St	Madison	WI	53711-2051	608-262-7717	1993	Concessionaries, Non-Profit Organizations
Neckerman Agency	3414 Monroe St	Madison	WI	53711-1797	608-238-2686	1984	Insurance
Neuhauser Pharmacies	1875 Monroe St	Madison	WI	53711-2024	608-256-8712	1984	Pharmacies, Photo Finishing - Retail, Facsimile Transmission Services
New Morning Nursery Inc	3200 Monroe St	Madison	WI	53711-1870	608-233-0433	1984	Schools - Nursery & Kindergarden, Childcare, Non-Profit
New Orleans Take Out	1517 Monroe St	Madison	WI	53711-2020	608-280-8000	2002	Foods - Carryout
Odyssey Salon	2623 Monroe St	Madison	WI	53711-1869	608-218-0144	2001	Beauty Salons
Orange Tree Imports	1721 Monroe St	Madison	WI	53711-2090	608-255-8211	1984	Gift Shops, Utensils, Gourmet Shops, Housewares - Retail
Owens Richard MD	1920 Monroe St	Madison	WI	53711-2027	608-251-6060	1984	Physicians & Surgeons
Paradyne Productions	3606 Monroe St	Madison	WI	53711-1704	608-270-9559	2002	Recording Studios
Paragon Video & Stereo	1905 Monroe St	Madison	WI	53711-2026	608-251-6121	1988	Television & Radio Dealers
Parmans Service Station	3502 Monroe St	Madison	WI	53711-1703	608-233-8912	1984	Auto
Pasqual's At Onroe	2534 Monroe St	Madison	WI	53711-1907	608-238-4419	1988	Restaurants
Percy's Service Station	3600 Monroe St	Madison	WI	53711-1704	608-231-3304	1987	Auto
Personal Sage	2502 Monroe St # 110	Madison	WI	53711-1907	608-236-4815	2001	CAD Systems & Services
Personalsage	2702 Monroe St	Madison	WI	53711-1888	608-233-9840	2002	Computer Training
Petcare Clinics	1907 Monroe St	Madison	WI	53711-2026	608-257-7688	1992	Veterinarians, Pet Washing & Grooming
Police & Security	1429 Monroe St	Madison	WI	53711-2018	608-262-2957	1995	Stock and Bond Brokers
Pooh Corner Bookstore	1843 Monroe St	Madison	WI	53711-2024	608-256-0558	2001	Book Dealers - Retail
Relish Deli	1923 Monroe St	Madison	WI	53711-2026	608-255-8500	2000	Restaurants
Restaino Bunbury & Assoc	2945 Monroe St	Madison	WI	53711-1807	608-232-7777	1997	Real Estate, Real Estate Appraisers
Rice's Fill'Em & Fix'Em	2620 Monroe St	Madison	WI	53711-1802	608-233-6620	1984	Auto
Sachtjen K R DDS	1603 Monroe St	Madison	WI	53711-2021	608-257-2626	1991	Dentists
Salon Sundari Inc	1719 Monroe St	Madison	WI	53711-2022	608-255-8684	2000	Beauty Salons
Schmedicke Joseph	1605 Monroe St	Madison	WI	53711-2083	608-294-7910	2001	Educational Consultants
Seed Savers Garden Store	1919 Monroe St	Madison	WI	53711-2026	608-280-8149	1999	Garden Centers, Gift Shops
Sepp Sport Inc	1805 Monroe St	Madison	WI	53711-2024	608-257-7956	1984	Tennis Equipment, Sporting Goods - Retail
Shoe Gallery	2701 Monroe St # 240	Madison	WI	53711-1868	608-238-0806	1997	Shoes - Retail
Side Pocket Productions	1605 Monroe St # 101	Madison	WI	53711-2052	608-268-1068	2001	Video Production & Taping Service, Wedding Supplies & Services
Sieger Architects Inc	1501 Monroe St	Madison	WI	53711-2095	608-283-6100	1990	Architects
Smith Laurie S PhD	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1994	Psychologists, Marriage & Family Counseling
Smoking Cessation & Prevention	1930 Monroe St	Madison	WI	53711-2059	608-263-0573	2002	Clinics, Smokers Information & Treatment Center
Society For the Study of Repro	1619 Monroe St	Madison	WI	53711-2063	608-256-2777	1993	Non-Profit Organizations
Spanish Language Institute	1605 Monroe St	Madison	WI	53711-2083	608-256-6007	1991	Language Schools
Spileman Rachel PhD	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1986	Psychologists, Marriage & Family Counseling
Stadium Bar	1419 Monroe St	Madison	WI	53711-2018	608-256-2544	1999	Bars
Stadium Barbers	1515 Monroe St	Madison	WI	53711-2060	608-255-1588	1984	Barbers
Storm Harvey T DC	2702 Monroe St	Madison	WI	53711-1888	608-231-3370	2002	Chiropractors DC
Strictly Discs	1900 Monroe St	Madison	WI	53711-2027	608-259-1991	1994	Record Tapes and Compact Discs - Retail
Studio You	2701 Monroe St # 245	Madison	WI	53711-1863	608-231-2505	1997	Ceramic Products - Decorative, Pottery
Sweetnam Michael N PhD	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1989	Psychologists, Marriage & Family Counseling
Theta Tau Fraternity	1633 Monroe St	Madison	WI	53711-2021	608-256-6752	1994	Clubs
Tile Art	2701 Monroe St # 240	Madison	WI	53711-1868	608-255-8453	2001	Tile - Ceramic - Contractors & Dealers, Bathroom Fixtures
Twiggs	1839 Monroe St	Madison	WI	53711-2024	608-255-4363	2002	Boutique Items - Retail
University of Wisconsin Cu	1433 Monroe St	Madison	WI	53711-2018	608-232-5000	1994	Credit Unions

Appendix Table A-6

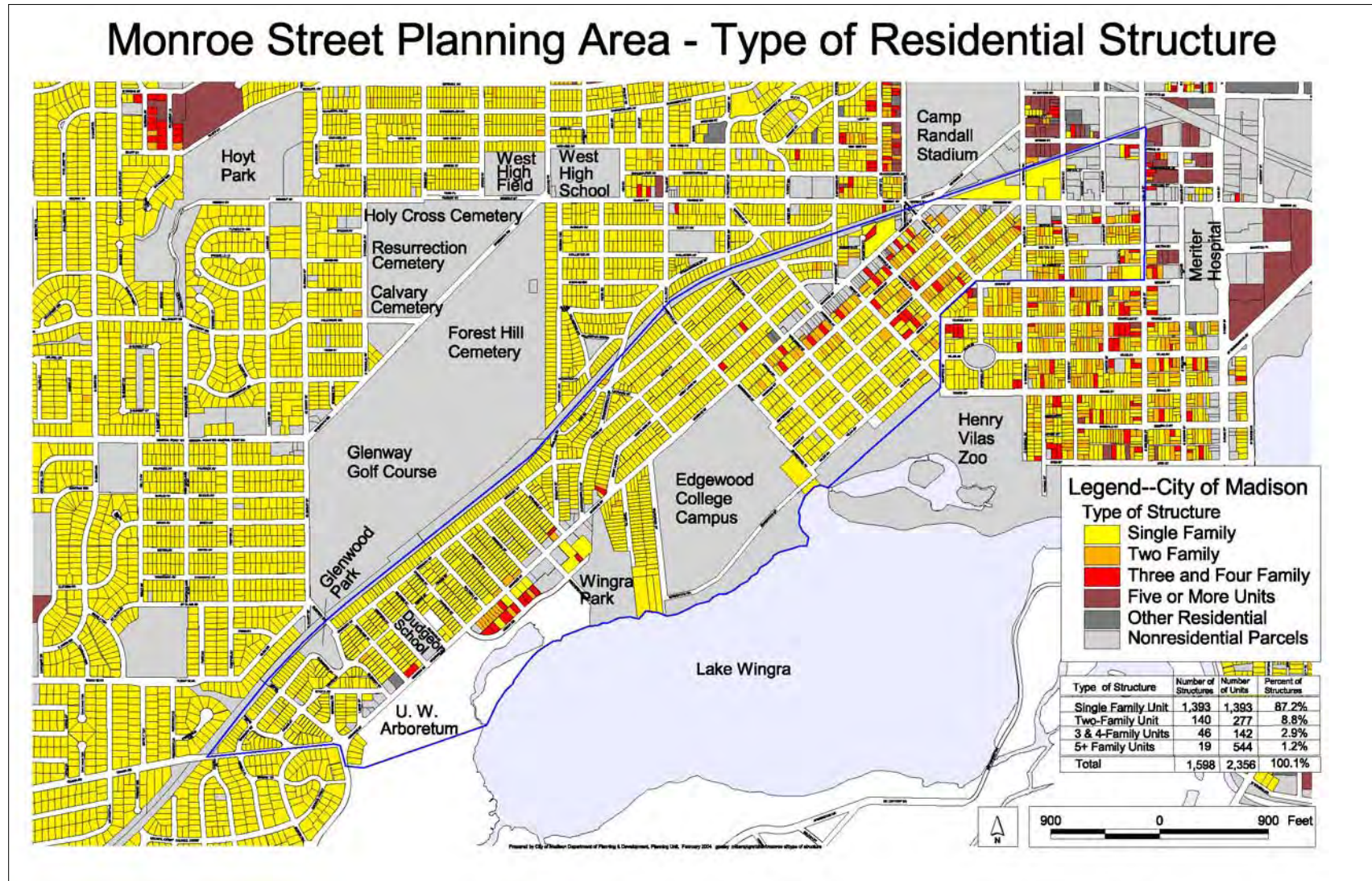
Monroe Street Businesses, Types and Owner information Cont.

Name	Address	City	State	Zip Code	Phone Number	Listed Since	Type of Business
Unson Delia O PhD	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	1996	Psychologists, Marriage & Family Counseling
Urban Pizza CO	1501 Monroe St	Madison	WI	53711-2095	608-250-4797	1998	Pizza
Utility Reduction Specialists	1605 Monroe St # 110	Madison	WI	53711-2052	608-258-9660	1993	Energy Conservation and Management Consultation
Utopia	2623 Monroe St # 100	Madison	WI	53711-1869	608-218-9213	2000	Toys - Retail
Vandermause Dennis	1605 Monroe St	Madison	WI	53711-2083	608-251-6120	2002	Social Workers
Very Special Art Ctr	3200 Monroe St	Madison	WI	53711-1870	608-236-9681	1999	Art Instruction & Schools
Victor Allen's Coffee & Tea	2623 Monroe St	Madison	WI	53711-1869	608-231-0622	1995	Coffee Shops
Vintage Door	2503 Monroe St	Madison	WI	53711-1906	608-231-0040	1998	Furniture Dealers - Retail
W F Butler Plumbing Inc	2602 Monroe St	Madison	WI	53711-1802	608-233-1608	1984	Plumbing Contractors
Walter's Swim & Sun	1639 Monroe St	Madison	WI	53711-2021	608-256-7946	1984	Swimwear and Accessories - Retail
Warner Debra PhD	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1999	Psychologists, Marriage & Family Counseling
Whelan Meredith	1619 Monroe St	Madison	WI	53711-2063	608-255-9330	1997	Marriage & Family Counseling
Wild Child	1813 Monroe St	Madison	WI	53711-2024	608-251-6445	1984	Childrens & Infants Wear - Retail, Baby Accessories
Wild Grains Bakery	2623 Monroe St # 130	Madison	WI	53711-1869	608-232-1597	2000	Bakers - Retail
Wine & Hop Shop	1931 Monroe St	Madison	WI	53711-2026	608-257-0099	1988	Beer, Wine - Homebrewing Equipment and Supplies
Wingra School Inc	3200 Monroe St # 3	Madison	WI	53711-1895	608-238-2525	1984	Non-Profit Organizations, Schools
Wingra Wine Shop	2623 Monroe St # 140	Madison	WI	53711-1869	608-231-0404	1989	Wines - Retail
Wisconsin Active Sportswear	1501 Monroe St	Madison	WI	53711-2095	608-251-2510	2001	Sportswear - Retail
Wisconsin Institute	1906 Monroe St	Madison	WI	53711-2027	608-256-6205	1984	Clinics, Mental Health Services, Psychologists, Marriage & Family Counseling
Wisconsin Tv	1440 Monroe St	Madison	WI	53711-2051	608-260-9725	2001	Television & Radio Dealers
Women in Higher Education	1934 Monroe St	Madison	WI	53711-2027	608-251-3232	1993	Publishers - Periodical
Youth Towne	2701 Monroe St # 240	Madison	WI	53711-1868	608-233-1601	2000	Childrens & Infants Wear - Retail, Baby
Zander's Interiors	2501 Monroe St	Madison	WI	53711-1906	608-231-1983	1988	Interior Decorators, Draperies & Curtains
<i>Source: City of Madison Planning Department, 2004</i>							

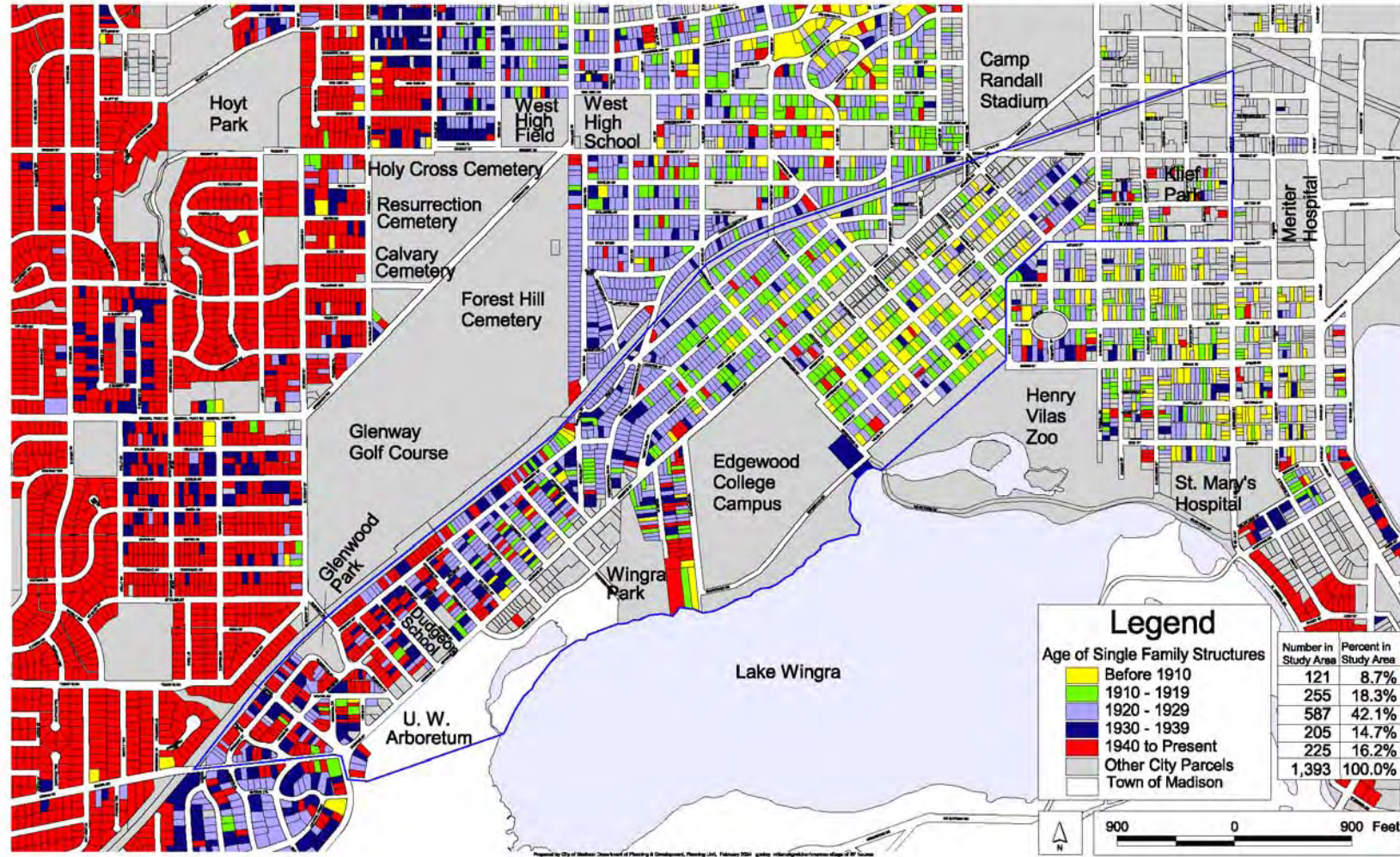
Monroe Street Planning Area - Tenure of Single Family Structures



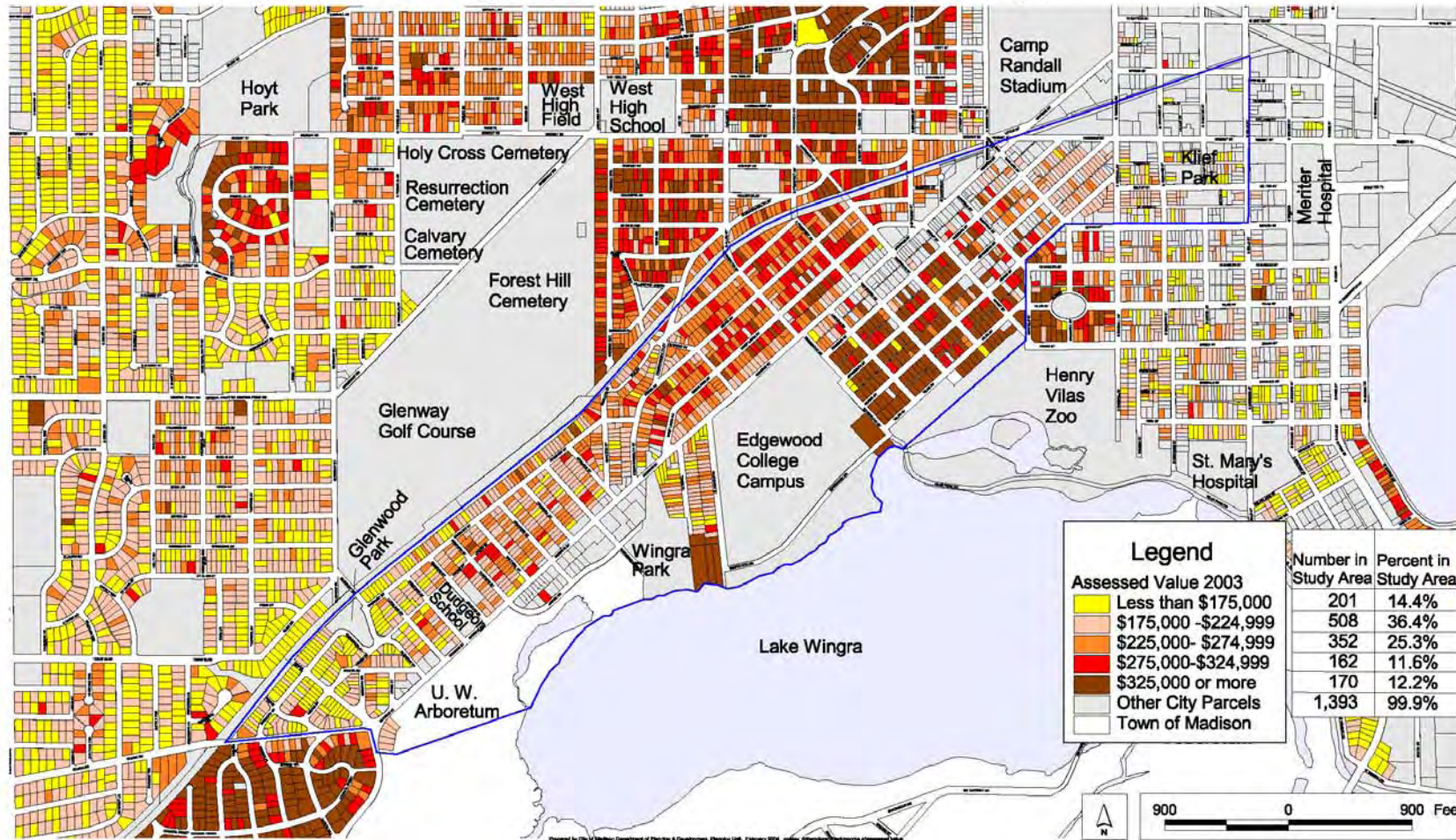
Monroe Street Planning Area - Type of Residential Structure



Monroe Street Planning Area - Age of Single Family Houses



Monroe Street Planning Area - Assessed Value Single-Family Structures January, 2003



Monroe Street Planning Area - Existing Zoning

