

Take Me to Willy Wash:  
Accessibility Precedents for the Willy Wash  
Corridor



Wisconsin State Journal

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## 1. Historical Background

Extending from the Capitol Building to the Yahara River, the corridor between Williamson Street and East Washington Avenue in Madison, Wisconsin is a product of a bygone era. Formerly a powerhouse of twentieth-century industry and manufacturing, it served as a site for a variety of labor-intensive factories and assembly plants (Old East Side Master Plan, p. 4). National and regional transition away from manufacturing ended many of the industrial uses of the corridor, and the area is ripe for redevelopment. Today, Willy Wash advocates look at the barren strip of under-utilized land, brownfield, and automotive repair shops and envision a vibrant future.

The Willy Wash Corridor is a microcosm of one of the most pressing issues in modern urban planning. Globalization, mechanization, and economic transition have left formally productive industrial sectors under-utilized and neglected. The economic, spatial, and land-use challenges presented by the Willy Wash corridor can be seen in many contemporary Rust Belt areas. We recognize that redevelopment of a single transportation/economic corridor cannot address all the complexities and nuances that larger cities face. However, strategies applied to the Willy Wash corridor may have relevance when confronting larger challenges in classic Rust Belt cities. Cleveland, Detroit, and many others are attempting to shift their economic bases away from heavy industry and toward a more service and information-oriented labor base. The Willy Wash vision shares a similar goal. To accomplish this, a variety of transportation, development, and market challenges must be overcome. The scope of this paper will 1) offer an overview of the Willy Wash proposal, 2) address the accessibility and logistical issues connected to the Willy Wash vision through precedents and previously-published literature, and 3) explore a series of mobility and accessibility options.



East Washington Avenue. Wisconsin State Journal.

### East Washington Avenue

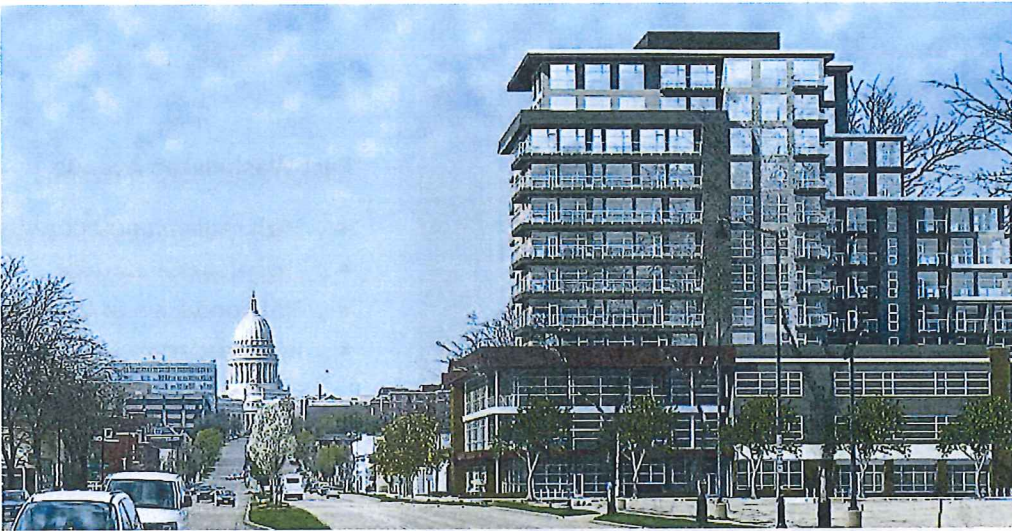
- High redevelopment potential
- High volume corridor
- Not conducive to foot traffic
- Intimidating to less-experienced bicyclists
- Lack of service-sector business



## 2. Willy Wash Corridor

The corridor extends from the Capitol to the Yahara River, from Williamson (Willy) Street to East Washington. The Willy Wash vision focuses on redeveloping the corridor into a, pleasant mixed-use entertainment district, centering on music as a primary theme. The Willy Wash vision is still in conceptual stages, and planning at this level is fluid. A range of charter businesses compose the proposal, including a public market cooperative, a music museum, magnet school, music venues, restaurants, entertainment, and recreation. Although some affordable housing has been discussed, the vision is predominantly music/recreation-based. This entails a large-scale shift to service-sector businesses. Restaurants, cafes, music venues, and similar businesses require a steady stream of paying customers to remain economically viable. This, in turn, requires an adequate accessibility network.

The area is dominated by U.S. Highway 151 (East Washington), a major traffic corridor. The roadway serves as a regular route for commuter travel in and out of the City, as well as the major Eastern gateway into/out of the city. Due to Federal highway funding stipulations, this highway cannot undergo major redevelopment without prior DOT approval and involvement. Iterations of proposals have been made within the Willy Wash vision, both with and without major redevelopment to the East Washington roadway. Given the WW vision's emphasis on walkability and bikeability, any large redevelopment project will likely have to pass Wisconsin Department of Transportation (WiscDOT) decision-makers at some point. The extent of Federal involvement is dependent on the level of development that takes place.



East Washington Avenue. Wisconsin State Journal

### Considerations

- Amount of traffic served
- Scope of the roadway redevelopment
- “Strings” attached to Federal highway investment funds
- Objectives of WiscDOT
- Pedestrian/bike access



### 3. Redevelopment Inspiration

Advocates cite inspiration from a variety of successful large-scale redevelopment projects, including the conversion of brownfield in Milwaukee's Menomonee River Valley. The Menomonee Valley is an example of a successful public-private partnership rehabilitation. A former industrial brownfield was revitalized and now serves a diverse economic base.

Although it serves an inspirational purpose, the MRV example is not applicable for direct comparison. The Valley was in more severe need of rehabilitation and initial capital investment than the WW corridor, and required large-scale public and private investment. The MRV illustrates the potential of redeveloping brownfields into productive economic uses and public space.



Former Menomonee Valley,  
Milwaukee. (1980's)

[www.urbanmilwaukee.com](http://www.urbanmilwaukee.com)



Redeveloped Menomonee Valley.  
Light industrial land use. (2011)

Menomonee Valley Partners

#### 4. Economic Inspirations: Food, Art, Music, Environment/Economy/Equity (FAME)

The FAME model comprises the primary theme of the proposed corridor. Advocates of the FAME model cite inspiration from:

- **Music Row (Nashville, TN)**

A district comprised of two and three-lane streets and restricted city vehicle and pedestrian-only roadways. Hosts hundreds of music-oriented businesses, restaurants, and museums.

- **Bourbon Street (New Orleans, LA)**

A thirteen-block pedestrian-only roadway and surrounding sites. Hundreds of businesses, majority include music, bars, and clubs.

- **Fourth-Sixth Street Corridor (Austin, TX)**

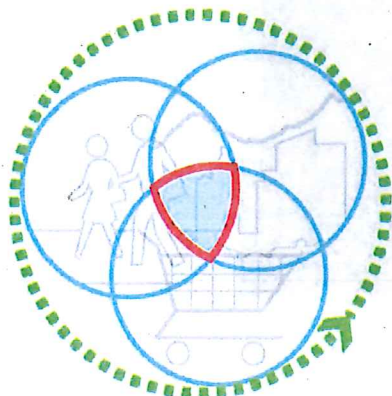
Major entertainment district. Historic downtown architecture houses music venues, bars, and restaurants.

- **Beale Street (Memphis, TN)**

A two-mile roadway and surrounding sites. Historical landmarks and buildings, major tourist attraction, host to hundreds of businesses, majority including music, bars, and clubs.

To work toward creating an environment similar to these economic inspirations, Willy Wash advocates are recommended to pursue a strategy of Transit-Oriented Development. TOD is defined succinctly by Holmes and Hemert (2008) as a “mixed-use...area intended to maximize access to public transportation” (p. 2). A focus on this high-density, diverse-business concept will allow for the kind of “downtown” foot-traffic and accessibility that the WW vision calls for.

An effective pursuit of TOD should be joined with a focus on density and mixed-use. Jacobson (2008) states that “... (TOD) projects depend on good urban design to coordinate transportation types, mix land uses...in a limited area” (p. 1). Thus, WW advocates should pursue TOD and density in a coordinated fashion. Close proximities are needed to ensure viable public transit ridership and incentivize walking and bicycle use. An emphasis on density and mixed-use urban design will allow WW to function effectively.



#### Land Use Considerations

- Dense, diverse, mixed-use development
- Increased accessibility to public transit
- Walkability/Bikeability
- Creating “downtown” feel
- Highest possible access to amenities



## 5. Extend Downtown East of the Capital

The project intends to capitalize off of Madison's robust music culture, and to extend and grow the music scene into a vibrant economic driver of the WW corridor. Restaurants, shops, vendors, delis, coffeehouses, and boutiques are also major components of the Willy Wash vision. Advocates judge that the City of Madison holds a vast amount of untapped economic potential to stimulate business growth in the corridor.

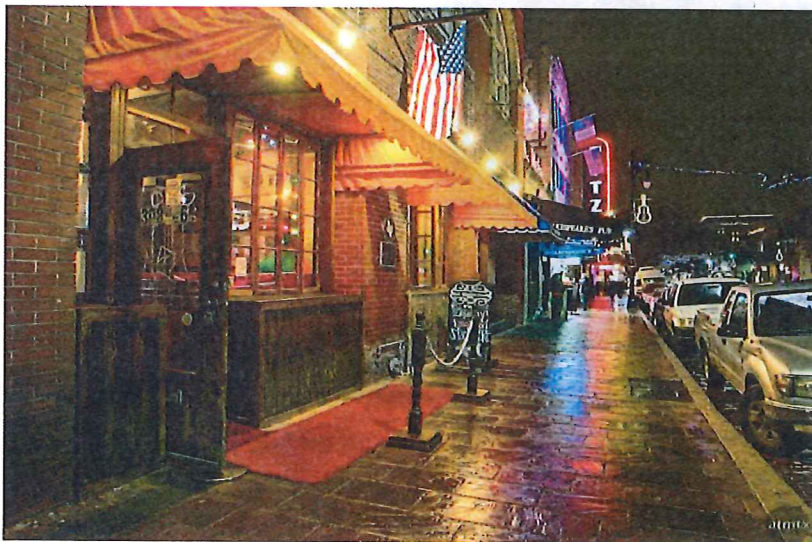
### "Extend downtown east of the Capital"



Music Row. Nashville, TN. [www.news.whrwfm.org](http://www.news.whrwfm.org)

#### Creating that "downtown" feel

- Safety
- Foot traffic
- Diverse range of customer options
- Mobility to/from corridor
- Adequate accessibility
- Adequate parking
- Access of suppliers (food/beverage delivery and offload)



Music Row. Nashville, TN. [www.news.whrwfm.org](http://www.news.whrwfm.org)

#### Considerations

- Access/Walkability
- Emphasis on density (upper floor residences)
- Open air atmosphere
- Mixed use
- Width of sidewalks?
- Bike lanes vs. Parking lanes?

F (Food)

A (Art)

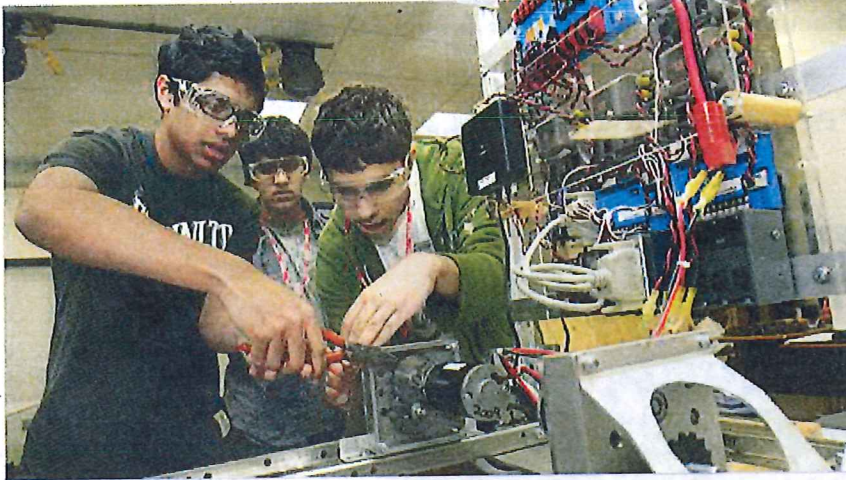
M (Music)

E (Environment, Economy, Equity)



## 6. Charter Amenities

### Business Concepts included in WW Vision



Magnet School. [www.nytimes.com](http://www.nytimes.com)

#### **Magnet School**

Partner with Madison Area Technical College and/or Madison School District for curriculum and/or transportation

#### Considerations

- Integration with city school bus system?
- Student flow into MATC?
- Student/faculty parking
- Partner with local businesses?



Public Market Co-Op. [www.mccullagh.org](http://www.mccullagh.org)

#### **Public Market Cooperative**

#### Considerations

- Multi-use (other events held)
- Offload/onload produce and equipment
- Local food access
- Cold weather conditions
- Off-season use?
- Range of products offered
- Competition from other local markets



## Charter Amenities (cont'd)



### Music Museum / Restaurant

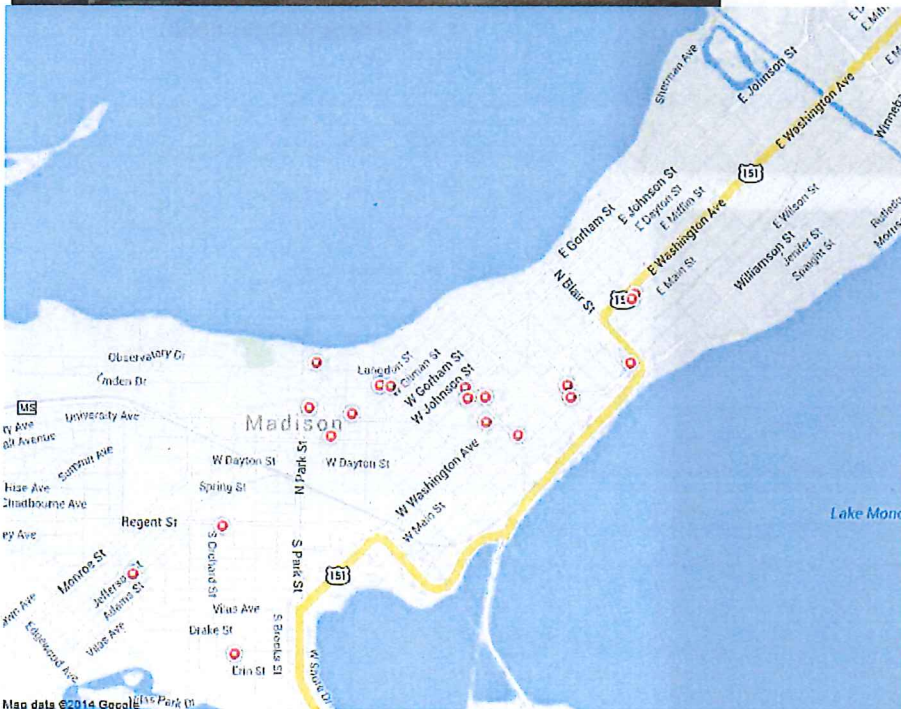
Establishment located in the gateway area of the Yahara River on East Washington Avenue. Pairing of museum and restaurant.

### Considerations

- Existing historical building?
- Pairing Museum with venue?
- Wisconsin Historical Museum exhibit Smart Sounds was their most successful exhibit in history
- Partnership with Alt Music, Mad Scenes
- Partnership with Chazen Museum of Art, Madison Children's Museum
- Partnership with UW Music Department
- Parking/accessibility







## Music Venues

### Considerations

- Parking/accessibility
- Neighborhood support
- Recent refusal of 2,000 seat venue
- Number/size of venues
- Market support
- Competition/synergy from other local music venues
  - Overture on State St.
  - Majestic on King St.
  - Orpheum on State St.
  - Inferno on Commercial Ave.
  - Barrymore Theater on Atwood Ave.

A significant portion of Madison's music venues are located downtown, west of the Capital. Willy Wash advocates believe that there is market support for a large venue (approx. 2,000 seats) within the corridor.

*"We like music over here, but the future of our neighborhood is getting a lot more crowded. There might be a tipping point at some time."*

- Bob Queen, Marquette neighborhood resident (Worland)



## 7. Audience Development

Success of the Willy Wash vision depends on WW businesses being able to consistently attract a diverse range of paying customers at scale. Customer demographics are broad; particularly in regard to which attractions, businesses, and events are considered at any one time. For large-scale music events and/or festivals, the potential audience extends beyond Dane County. For smaller, more “downtown” amenities, the scope tightens to groups within Dane county and the City of Madison

### **Audience: UW-Madison Student Body, Faculty, Visitors**

The UW student body is diverse and varied. During a given semester, approximately 43,000 students attend the UW-Madison campus. The demographics encompass a broad range; students originate from all 50 states and over 50 countries worldwide. This student body represents a major potential economic stimulus to Willy Wash businesses. Connecting this audience necessitates awareness efforts, as well as overcoming logistical obstacles. Connecting this audience socially and logistically to the Willy Wash corridor is explored below.

Students who reside on campus: **2,500**

92% of new freshmen live in campus-based housing or residence halls. 25% of all undergraduates live on campus.

Students who live within 15 miles of campus: **26,000**

Willy Wash advocates could partner with UW administration to integrate Willy Wash into freshmen orientation. Incoming freshmen could be issued coupons, vouchers, and music schedules for events along the Willy Wash corridor. The majority of incoming freshmen are under 21 and will not have the ability to purchase alcohol from or enter establishments that serve alcohol for certain events. “Dry” venues, “dry nights” and music events could be pursued to capture the under-21 market.



Camp Randall [www.photos.sc.wisc.edu](http://www.photos.sc.wisc.edu)

The UW represents a significant economic draw. The disposable income of the student body, faculty, and visitors has great potential for Willy Wash businesses.

### **Considerations**

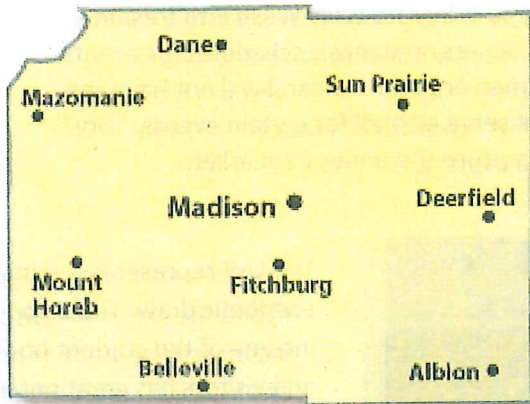
- Connecting the Willy Wash corridor to UW awareness
- Create safe, efficient, affordable transportation/access for students east of Capital building

### Challenge: Connecting the Audience

Willy Wash advocates have several logistical and perceptual obstacles to overcome. The current majority perception is that the East Washington corridor is not a component of Madison's "downtown." Williamson street businesses have had success creating a vibrant, thriving atmosphere, but this is independent of greater WW corridor integration. Mitigation steps may include greater efforts to capture customers from the greater Dane County area, partnering with the University of Madison during games and/or student orientation, coupons, and other incentives to bring Dane County residents and students to the other side of the capital to stimulate WW businesses.

When and if the area is developed for WW purposes, accessibility will have to be addressed. Mobility to this area is a constraint in connecting the customer audience with businesses and venues. Addressing the convenience, cost and time constraints to mobility has significant potential impact on audience size and venue reach.

Buy-in from local residents must also be obtained. As of now, residents within the Marquette and Tenney-Lapham neighborhoods are currently concerned with several aspects of the Willy Wash vision, including; parking, traffic, noise, school disruption, and threats to existing establishments within the area (Kjarsgaard, p. 1). These concerns directly affect the level of accessibility that Willy Wash businesses require to be economically viable.



**Audience:** University of Wisconsin student body, faculty, and visitors

**Audience:** Madison residents not affiliated with University

**Audience:** Greater Dane County/Southern WI residents





## 8. Accessibility Promotion

### Key Issue: Parking

Whether customers come from UW student housing, from the city of Madison, or from the surrounding areas, all audience demographics are hindered by the lack of parking in the proposed Willy Wash corridor.

A recent decision is indicative of the larger challenges facing the WW-vision. On November 2014, a major component was rejected: a proposed 2,000-seat entertainment venue was not approved by the city's Department of Planning & Community & Economic Development. The venue was part of a larger mixed-use plan, which included an office building and 65 units of affordable housing on East Mifflin Street. The 2,000-seat entertainment and music venue was proposed to be constructed on the 1000 block of East Wash.

Rejection was based on several issues, the most pertinent among them being parking. Certain other concerns were involved, including noise, traffic, school disruption, and threats to existing establishments, but parking was the issue of highest concern. The official statement reads that the problem was the "...parking strategy as currently proposed", and the proposal offered "...insufficient on-site parking or other parking options."

There are less than 1000 public spaces available within a one-mile radius of the proposed venue, in the heart of the WW corridor. Any large-scale development, regardless of scope, must confront the parking challenge.



However, this was only a rejection of the proposal's parking options. Steven Cover, Director of the department, stated that this department "...spent countless hours... [and]...could not identify a realistic solution..." The letter closes with, "Your concept... is a good one."

The general takeaway is that the Department of Planning & Community & Economic Development supports the general WW vision. However, certain spatial and geographic elements of the area prevent full approval. Parking is a recurring point of contention. The developers, Stone House Development and Frank Productions, will adapt the design and continue to advocate for construction.

### Obstacle Mitigation

Residents of the Tenney-Lapham and Marquette neighborhoods have identified their chief concerns. Parking consistently ranks as the chief obstacle to approval of development projects that advance the WW proposal. The Willy Wash corridor neighborhoods are already congested-parking areas, and the WW proposal will put pressure on existing parking availability. The area is already crowded, and residents are reluctant to approve development projects that could potentially exacerbate the problem. These objections could be diminished if a suitable transportation model is achieved.



Stone House Development

### Accessibility Promotion

A variety of options exist for providing accessibility without burdening the parking capacity of the area. These options focus on a less auto-dependent transportation paradigm and center on providing customers with access to Willy Wash amenities. Accessibility should be approached with an "all of the above" outlook, and pursued in congruence with more traditional parking/traffic processes. Customary traffic and parking mitigation techniques such as high-capacity parking ramps should also be advanced in WW developments.



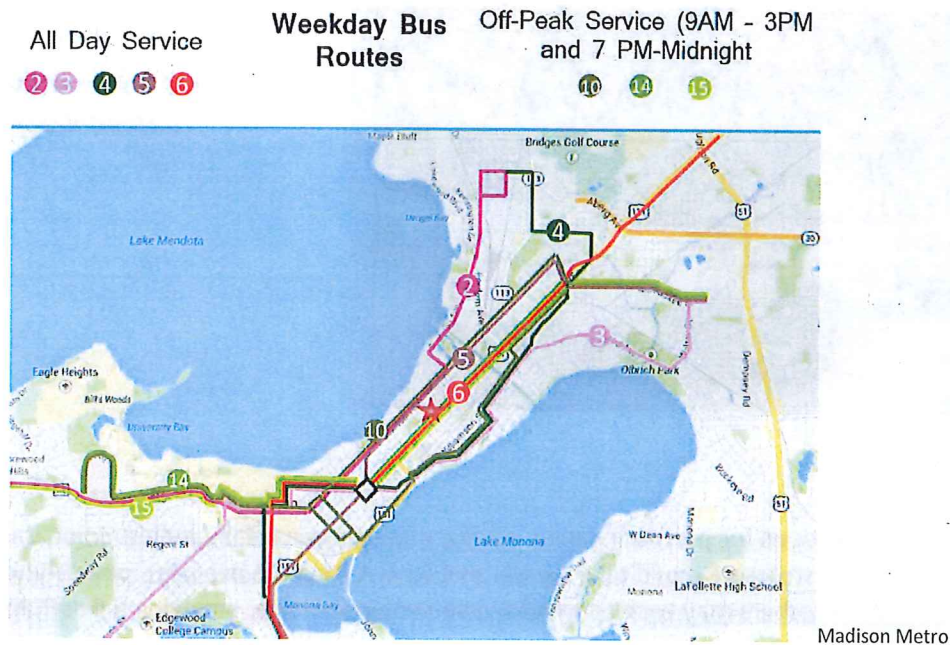


### Accessibility Promotion (A): Increase Metro Service

Increasing Madison Metro service would allow greater City-wide access to WW amenities. Service routes could be expanded around the clock, or potentially only during peak WW service hours, such as 6pm-2am on Friday and Saturday evenings. This option is particularly viable for transporting UW students and those who do not wish to drive. There are several expanded-service changes the Madison Metro could make to increase the practicality and attractiveness of riding the bus to the WW area. For example, there are currently 30-minute headways all along the WW corridor. Decreasing the headway along current bus routes would make this mode of travel more viable. Depending on location, UW student housing locations are 25-45 minute bus rides one-way from campus to WW sites. Lowering the headways along these routes would lower the travel times and make travel to the WW area more attractive.

Instituting these changes on a practical level would require investment in bus infrastructure, as well as create higher operating costs. The Madison Transit Department is a City-owned agency with independent management and some autonomous decision-making power. However, the bus service operates at a significant loss, with less than half of operating expenses covered by fares.

Funding for increased service may be available from multiple sources. The City's budget and/or tax code could be adjusted. Additional property or sales taxes on WW amenities may create a reliable revenue stream for expanded bus service. Developers may wish to partner with the City to explore TIF/TID funding structures. Off-peak service hours may operate under a different fare structure.



If increasing bus service is not possible, shuttling on a major-event basis may be more realistic. The 2,000-seat venue proposal included plans for shuttling concert-goers from a satellite lot at Breese Stevens Field. However, the size of and scope of the shuttle plan could be expanded. The City of Green Bay Metro Transit Department coordinates with fans to offer four free bus routes to home games. Fans

park at one of four satellite lots and are shuttled to and from Lambeau field. A similar system may be an option to alleviate parking pressures in the WW corridor:

### Accessibility Promotion (B): Dedicated Runs

Total Metro integration may prove too broad and/or expensive for WW purposes, particularly in early stages of development. Depending on cost structures, WW advocates may find it more efficient to pursue accessibility through a small fleet of closed-circuit, dedicated shuttles. This would allow for greater flexibility for handling smaller rider volumes. These shuttles could be supplied through the Metro, or through a private entity. Depending on the number and size of WW amenities, shuttling could be scheduled regularly, on a per-weekend basis, or reserved for large events.



Madison Metro

### Dedicated Runs

#### Considerations

- Satellite parking lots vs. established bus stops?
- Payment per user?
- Event ticketing fee?
- Wrist bands/hand stamps/vouchers?

There are numerous options for partnering with a private shuttle service, including Union Cab, Madison Party Bus, etc. The cost structure could take a variety of forms. A simple per-user, pay-as-you-go system may be preferable. Customers may wish to purchase all-evening service, receiving a ticket, hand stamp or wrist band.

How to pay for it: Payment may come from either businesses, customers, or some combination of the two. Perhaps new businesses forming inside the WW corridor could form an organization and "pay in" to subsidize transportation costs. A hypothetical "League of Willy Wash Business Owners" may make shuttles more affordable for customers wishing to utilize the service.



### Accessibility Promotion (C): Bus Rapid Transit (BRT)

In the near future, Willy Wash customers may be able to utilize the service of a Bus Rapid Transit (BRT) system. In September 2014, Senator Tammy Baldwin announced that the City of Madison had been awarded a \$300,000 TIGER (Transportation Investment Generating Economic Recovery) Grant. These funds were designated for an UrbanFootprint Transit-Oriented Development Station Area Planning Initiative, which translates into a significant step forward toward a Bus Rapid Transit (BRT) system in Madison. The funding allowed the City of Madison to undertake scenario planning and prepare transit-oriented neighborhood/station area corridor plans for three key areas to be served by the BRT system. These three areas are located along three key corridors planned for the first phase of Madison's BRT system in Madison's west, south, and east side. One major part of the plan is a rapid-transit linkage between the East Washington corridor and University Avenue.

Numerous visions for Madison's BRT system exist with East Washington being a major component. Various plans examine the removal of parking lanes and/or the removal of pedestrian islands to accommodate the necessary dedicated BRT lanes.

BRT capabilities will improve Madison's public transit system and remove typical causes of delay. A decrease in headways would further incentivize transit use to Willy Wash amenities. Connection to the University Avenue corridor will help create a linkage to "Extend downtown east of the Capital."



BRT: Conceptual



Cleveland's Health Line

### Bus Rapid Transit (BRT)

#### Considerations:

- Recent Scenario Planning indicated E. Washington Corridor is viable for BRT development
- Reduction of headways to 20 minutes or lower
- Placement of boarding stations
- Accessibility of UW student body



### Accessibility Promotion (D) Tram/Streetcar

One effective option that may be realistic in the next 10-15 years is a tram/streetcar system. Madison was once home to an effective streetcar circuit. In the mid-2000's there was talk regarding the return of the streetcar to the isthmus. A 2006 Feasibility Study indicated that the system was viable, provided enough capital investment and political will was available. A tram or streetcar system would mitigate the noise, traffic, and parking concerns of the Tenney-Lapham and Marquette neighborhood. A tram system meets all ridership criteria for the corridor access including reliability, safety, and affordability. A tram or streetcar route would also incentivize further development along the WW corridor by providing confidence in permanent transit access to sites.



Projected Eastern Streetcar service area. [www.downtownrolley.org](http://www.downtownrolley.org)



Madison Street Car. King Street, 1930's



Although direct parallels should be made, it is instructive to survey other cases of successful streetcar integration into developed corridors. This large-scale investment would require significant up-front funding, as well as political motivation at both city and state levels. However, there is a general renewed interest across the U.S. in such systems. As such, a system in Madison may be imminent in the next decade. Willy Wash supporters may wish to advocate for such a system at city and state levels.

The City of Portland, OR facilitates a 3.9 mile streetcar circuit servicing downtown business. Funding primarily comes from fares, city parking revenue, and a “Local Improvement District,” which is a special property tax assessed on properties near the streetcar line.



City of Cincinnati

Cincinnati, OH is currently constructing a 3.6 mile streetcar system. It is expected to open to passengers in September, 2016. The project will end up costing about \$100 million dollars. It is being funded primarily through capital bonds, TIF funding from downtown property taxes, sponsors, and state grants.



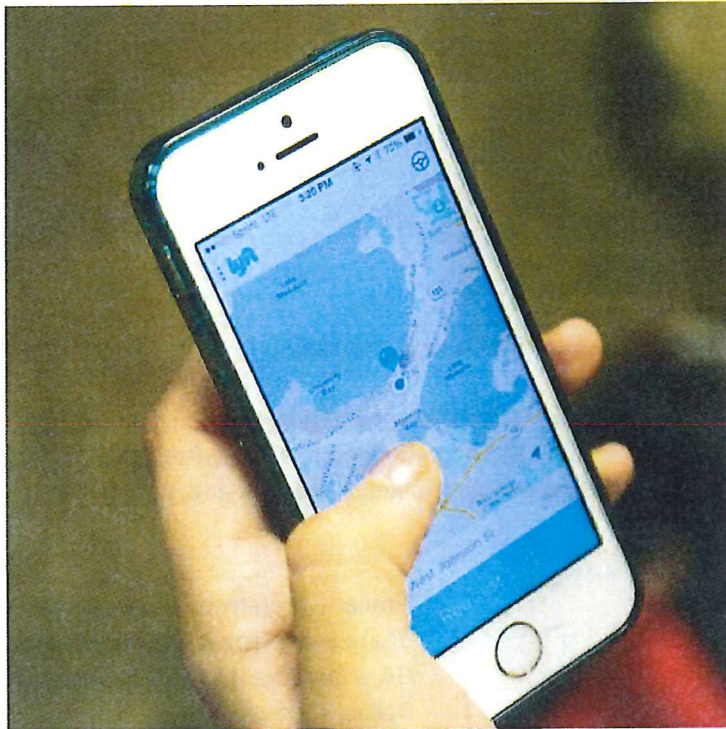
City of Cincinnati

Similar tram/streetcar systems exist or are under construction in Atlanta, GA, Washington D.C., Charlotte, NC, Dallas, TX, and Detroit MI.

## Accessibility Promotion (E): Rideshare

The city of Madison already utilizes several rideshare systems. Rideshare Etc. provides a matching system for Madison residents carpooling to employment and/or education destinations. As technology improves and smartphone applications proliferate, rideshare programs will become a more convenient and widely-used form of transportation. Major applications such as Lyft and Uber are changing commuter transportation paradigms, especially in young persons. WW advocates may create a Willy Wash Rideshare App which could provide linkages for young people traveling to and from the corridor.

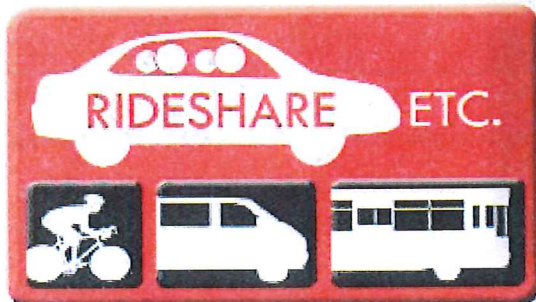
Willy Wash amenities may offer special incentives for customers who carpool, or download and utilize a Rideshare App. For example, those who rideshare could accumulate “points” on a Willy Wash smartphone application, which could be redeemed for drinks, food, preferred seating, or other incentives.



### Rideshare

#### Considerations

- Rise of transportation networking companies (Lyft, Uber)
- Student-oriented?
- Organization? WW rideshare app?
- Incentives for carpooling?
- Creation of an official Willy Wash Rideshare smartphone application?



[www.rideshareetc.org](http://www.rideshareetc.org)



## Accessibility Promotion (F): Comprehensive Promotion of Bicycling

To further reduce pressure on the local parking capacity, the range of charter businesses included in the Willy Wash proposal could include an emphasis on encouraging bicycle ridership. This includes adequate outdoor/indoor bike storage, as well as bicyclist facilities. The public market cooperative, music museum, magnet school, music venues, and restaurants could emphasize bicycle parking for employees and customers. For example; offices, residences, and businesses within the corridor could include showering facilities and lockers for employees who bike to work.

WW advocates can also partner with transportation planners to ensure bikeability of the Willy Wash corridor. This includes bike lanes and adequate signage.



### Promotion of Bicycling

#### Considerations

- Winter storage
- Showering facilities
- Designation of lanes
- Development stipulations?
- Employer incentives?



## 9. Conclusion/Recommendations

Although specific visions differ, all parties agree that the East Washington/Williamson corridor is ripe for redevelopment. Advocates of the Willy Wash vision are working to develop the area into a vibrant, economically productive, mixed-use corridor. The type of service-sector businesses that comprise the core elements of the plan require a steady stream of paying customers to remain economically viable. Adequate accessibility is vital. Traffic and parking concerns compose the chief objections to Willy Wash amenities.

Alleviating parking pressures is key to obtaining neighborhood approval. Due to parking and spatial constraints, the Willy Wash vision may benefit from exploring a series of non-auto related accessibility options. Exploring public transit, private shuttling, bus rapid transit, ridesharing technology, and encouragement of bicycle use could help alleviate parking constraints.

These options can be pursued in mutual cooperation with the City of Madison. Willy Wash projects should move forward under a strong Transit-Oriented Development plan. Zoning stipulations can ensure density and full utilization of land space. For example, a zoning ordinance could stipulate that new venues, restaurants, bars, art galleries, taverns, etc. be required to have several floors of mixed-income residences above them. Adding the requirement for apartments or condominiums would densify the space, as well as create a built-in clientele for the businesses on the first floor. Increased efficiency of the land would also raise the tax base of the area, which could in turn be plowed back into accessibility programs.

Mixed-use stipulations would help ensure foot traffic. This is a proven path to economic vitality, and mixed use regulations could ensure a diverse selection of businesses provide a consistent draw to the area. The student waiting for her/his laundry at a laundromat may choose to wait in the neighboring coffee shop, or the adjacent art gallery may benefit from a musical act at a nearby venue. The office space located on an upper floor may provide a reliable lunch rush to the restaurant below. Growing density will further incentivize business investment.

Willy Wash advocates continue to work to overcome development, market, and accessibility challenges. The promise of a vibrant, economically-vital musical Yahara is an exciting vision for the East Washington-Williamson corridor.



## Appendix

### Music Venue Rejection Letter



Department of Planning & Community & Economic Development

#### Office of the Director

Steven R. Cover, Director

Madison Municipal Building, Suite L-100

215 Martin Luther King, Jr. Boulevard

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4636

Fax (608) 267-8739

[www.cityofmadison.com](http://www.cityofmadison.com)

November 7, 2014

#### Stonehouse Development

Attn: Rich Arneson and Helen Bradbury

625 North Segoe Road, #107

Madison, Wisconsin 53705

Dear Mr. Arneson and Ms. Bradbury:

I would like to thank you and your project team for attending yesterday's meeting to discuss your proposed project on the Madison Dairy site. The City felt it was important to hold this meeting to present its position prior to your submittal of an application.

Based on the information presented to us by you and your team, the City cannot support your proposed project. This is due primarily to the size of the music venue and the parking strategy as currently proposed. Staff does not believe the proposed project can meet Conditional Use Standards 3, 5 and 10, particularly as they relate to the parking reduction requested, insufficient on-site or other parking options, and impacts on nearby residential properties in the neighborhood. In addition, we do not feel the development, as proposed, can be supported with Tax Increment Financing.

Traffic Engineering, Parking Utility and Planning staff, along with Alders Zellers and Rummel, spent countless hours trying to identify alternative solutions to the parking and traffic control issues. To date, we could not identify a realistic and satisfactory solution. That is the conclusion we presented to you last night, and we wanted to communicate that to you before you prepared an application to submit to the City.

We found your music venue concept to be very exciting, and it could become a major attraction in the Cap East District. We would like to offer our assistance in helping you locate such a venue in the Cap East District, but based on what has been presented to us, it cannot be supported on this site.

In conclusion, we would very much like to hear your ideas and work with you on a feasible development proposal for this site. Your concept of including affordable housing, day care, commercial office space and possibly market rate housing is a good one. We feel these uses are ideal for the site.

## References

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