



City of Madison

City of Madison
Madison, WI 53703
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Master

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File Name: South Madison Neighborhood Plan

Final Action: 01/18/2005

Title: AMENDED SUBSTITUTE - Adopting the South Madison Neighborhood Plan and recommendations contained in the Plan.

Notes:

Sponsors: David J. Cieslewicz, Andrew F. Heidt and Tim Bruer

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History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
2	PLAN COMMISSION	01/14/2005	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER				
	Notes:	Original Fiscal note was approved 8-2004 by D. Simon. Substitute was approved in 1-2005 by Bohrod. Signed copy on file.					
3	COMMON COUNCIL	01/18/2005	Adopt				Pass
	Notes:	1 Appearance in support. 2 Registrants in support.					

Text of Legislative File 00300

Fiscal Note

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

Title

AMENDED SUBSTITUTE - Adopting the South Madison Neighborhood Plan and recommendations contained in the Plan.

Body

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

WHEREAS the Community Development Block Grant (CDBG) Commission has designated the South

Madison area (Census Tracts 13 and part of 14.01) as a CDBG Concentration Neighborhood for the purposes of providing planning assistance and CDBG funding for eligible neighborhood improvements; and

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

WHEREAS the SMNSC prioritized the top six overall plan recommendations, in priority order: 1) Redevelop the Villager Mall-Comstock Tire sites for commercial and neighborhood-oriented development; 2) Improve South Park Street intersections at West Badger Road, Hughes Place, Buick Street, and Haywood Drive for pedestrian safety; 3) Create and expand recreational opportunities at Lincoln Elementary School playground; 4) Improve Wingra Creek waterway and shore land amenities for water quality and recreational purposes; 5) Promote business retention and redevelopment opportunities in the Wingra Creek BUILD project area (bounded by South Park Street, Fish Hatchery Road, and West Wingra Drive); and 6) Increase owner-occupancy in existing single-family and multi-family buildings or new housing stock.

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

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

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

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby adopt the South Madison Neighborhood Plan as a supplement to the City's Land Use Plan and a part of the Master Plan for the City of Madison.

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

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

Be it Further Resolved that the following specific recommendations have been organized according to the agency responsible to take the lead for implementation with plan recommendation listed in priority order by implementation agency; and

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

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

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

Inspection Unit

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

City Engineering Division

1. ~~Request that the City Engineering Division, in conjunction with Parks Division, improve stream bank stabilization, install canoe launches and canoe storage facilities, and improve the navigability of Wingra Creek from Fish Hatchery Road to John Nolen. As part of improving Wingra Creek Parkway, install park benches along North Wingra Drive from Arboretum Drive to Fish Hatchery Road.~~
2. Request that the City Engineering Division, in conjunction with Traffic Engineering Division, explore the possibilities of extending North Avenue westerly and constructing other new streets to facilitate east-west connections.
3. Request that the City Engineering Division, in conjunction with Parks Division and Traffic Engineering Division, install sidewalks on the south side of the 200-300 blocks of West Olin Avenue at Franklin Field.
4. Request that the City Engineering Division, in conjunction with Traffic Engineering Division, install sidewalks on Bram Street (directly to the west of Quann Park) and sidewalks, curb and gutter on Koster Street. Work with Bram's Addition Neighborhood, Capitol View Heights Neighborhoods, and adjacent property-owners to determine the final infrastructure improvements, including stormwater management.

Community Development Authority

1. Request that the CDA, in conjunction with the CDBG Office, promote owner-occupancy in multi-family buildings, especially in the 900 block of Magnolia Lane, 900-1100 block of West Badger Road, and 2400 block of Cypress Way. Explore redesigning the existing multi-family buildings, such as combining units, constructing garages, and developing shared parking to facilitate more green space.
2. Request that the CDA, in conjunction with Bay Creek Neighborhood Association and Romnes Apartment Resident Association, explore the possibility of improvements to the green space on the northeast corner of Romnes Apartments (500 block of Lakeside Street). Improvements could include conversion to owner-occupied housing, possibility townhouses, while the remainder of the property remains in open space for Romnes Apartment residents and neighborhood enjoyment. In addition, pursue other site improvements, such as improved patio area, on-site walking paths, and additional parking spaces that would make the public housing facility more attractive to its residents.

Madison Metro Transit

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

Parks Division

1. **Request that Parks Division, in conjunction with City Engineering Division, improve stream bank stabilization, install canoe launches and canoe storage facilities, and improve the navigability of Wingra Creek from Fish Hatchery Road to John Nolen. As part of improving Wingra Creek Parkway, install park benches along North Wingra Drive from Arboretum Drive to Fish Hatchery Road.**
2. Request that the Parks Division reexamine the master plan for Olin-Turville Community Park, especially for the northern portion of the park area. In addition to community-wide input, solicit direct input from the Bay Creek, Bram's Addition, and other adjacent neighborhood organizations in preparing the plan. In the review of the master plan, address the following issues: 1) boat landing/launching areas; 2) other lake access and shoreline uses; 3) vehicular traffic circulation; 4) preservation of undeveloped, natural areas; 5) construction of a children's fishing pond; 6) explore the development of a passive, pedestrian-oriented gathering place at the northern portion of the park. If feasible, reconstruct the Olin Terrace fountain at this location or elsewhere within the Park. In addition, improve the park use and resources by: 7) protecting the oak grove, possibly by fencing off the area at the times when there are large events at Olin-Turville Park; 8) stationing certified lifeguards at the swimming beach; 9) restoring cross-country trails in non-sensitive areas of the park and increase grooming of the trails; and 10) continuing to remove invasive plants.
2. Request that the Madison Metropolitan School District, in conjunction with Madison Parks Division, develop a master plan for Lincoln Elementary School area. As part of the design, explore developing a city park on the southeastern corner of school property with the possible expansion of the open space area to the south at 902 Magnolia Lane. Incorporate playground equipment and other recreational features for younger children that would compliment the existing school playground.
3. Request that the Parks Division, in conjunction with Dane County Alliant Energy Center, revise the master plan for Quann Park **and Franklin Field**. Possible changes include, but are not limited to: 1) installing other amenities such as bathroom facilities, benches, and picnic tables; 2) new vegetative plantings such as flowers, native grass, or other variety of shrubs and trees; 3) improving screening along the perimeter of the parkland; 4) improving access to parking lot from Bram Street that would be gated to prevent through traffic; and 5) improving pedestrian access from Lyckberg Park. As part of the review of the master plan, explore alternatives of the uses of the southern bike path with park users. Part of this effort should include repairing the pedestrian footbridge, stabilizing the shoreline adjacent to the pedestrian footbridge, and installing a canoe launch and/or swimming platform for dogs to enter waterway.
4. Request that the Parks Division, in conjunction with adjacent property owners, explore the use of the 1100 block of Van Deusen Street right-of-way area as a passive (low activity) recreation area. Install benches, community gardens, flower gardens, and/or gazebo for neighborhood residents' use.
5. Request that the Parks Division improve the lighting at Fisher Street Playground.
6. Request that the Madison Parks Division improve Bernie's Beach area by stationing a lifeguard at Bernie's Beach, installing playground equipment, increasing cleaning of shoreline weeds, and enforcing motor/no wake zone.
7. At the time that the Parks Division reconstructs its Franklin Field service facility; request that the Parks Division explore building design and materials that would be compatible with the park. Encourage development that is compact in nature. A two-story facility that does not encroach into playfields would likely be supported. With any improvement at Franklin Field, preserve the oak grove located near the existing playground area.
8. Request that the Parks Division explore design features that would modify the existing Penn Park shelter and park area to make it more aesthetically pleasing and functional for people to use.
9. Request that the Parks Division, in conjunction with Bram's Addition Neighborhood Association,

develop a master plan for the open space area at Newville Park. Neighborhood residents would like to promote more neighborhood use of this open space area.

Department of Planning & Development

1. Request that the Department of Planning & Development investigate establishing redevelopment district plans for the Villager Mall (2200-2400 blocks of South Park Street) and Wingra Creek (1300-1600 blocks of South Park Street) commercial areas. Explore economic incentives to aid in the revitalization of the areas.
2. As part of the City of Madison Comprehensive Plan, request that the Department of Planning & Development incorporate the proposed land use changes identified in the *South Madison Neighborhood Plan* into the adopted Comprehensive Plan (See Attachment A).
3. Upon the request of the District Alderperson, request that the Planning Unit prepare zoning map amendment to rezone six geographic areas within the Bay Creek and Bram's Addition Neighborhood (See Attachment B). The objective of the proposed zoning change is to preserve existing housing characteristics in the West Olin Avenue-Gilson Street, West Lakeside Street-Lake Court, Beld Street, and Fisher-Baird Street areas. Disallow the assemblage of properties for larger multi-family residential housing complexes that would not reflect the height, mass, and scale of existing residential structures in these areas. **Planning Unit staff should also consider land use options that call for increased density on any arterial corridor that may be considered for possible streetcar implementation.**
4. **Request the Planning Unit explore the feasibility of implementing streetcar or trolley service in the Park Street corridor. Such a service could be linked to the serve the major shopping areas (Villager Mall and Wingra Creek area), local hospital and health care providers, and major employment centers in the corridor.**
5. **Request that Planning Unit, in conjunction with Madison Metro, maintain an open dialogue with the City of Fitchburg to take advantage of opportunities for streetcar or park and ride expansions.**

Madison CitiARTS

1. Request that the Madison CitiARTS Commission, in conjunction with City Engineering, Parks Division, Traffic Engineering Division, and adjacent neighborhood associations **and subject to approval by the Board of Park Commissioners**, work with UW Space Place and other interested organizations to site an artistic, educational Solar System Walk along Wingra Creek Parkway from the South Park Street-West Wingra Drive intersection to Park and Pleasure Drive at Edgewood College.

Police Department

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

Traffic Engineering Division

1. Request that the Traffic Engineering Division improve pedestrian crossing of South Park Street at West Badger Road, Haywood Drive, Hughes Place, Buick Street, and West Wingra Drive and at Fish Hatchery Road at West Wingra Drive.
2. Request Traffic Engineering to consider an application for Neighborhood Traffic Management Program from neighborhood residents to develop traffic calming measures for West Lakeside Street from South Park Street to John Nolen Drive. Work with the neighborhood association and affected property-owners in planning and design phases.
3. Request Traffic Engineering to consider an application for Neighborhood Traffic Management Program from neighborhood residents to develop traffic calming measures along 1900-2000 blocks of Beld Street to control the speed of vehicular traffic exiting north from South Park Street and Koster Street, especially at the intersection of North Rusk and Koster Street to control the speed of vehicular traffic heading northbound. Work with the neighborhood association and affected property-owners in planning and design phases.
4. Request that the Traffic Engineering Division explore new bicycle connections from: 1) Lincoln Elementary School to Wingra Creek Parkway at West Wingra Drive and 2) East and West Badger Road to Wingra Creek Parkway at Quann Park. Accommodate bicycles in new street construction.

5. Request that the Traffic Engineering Division, in conjunction with City Engineering Division, improve pedestrian **and transit** access and safety at the Union Pacific Railroad viaduct at Bram and Koster Streets and/or explore other possible alternatives for pedestrian **and transit** movement. **The desire of the neighborhood residents to retain the sandstone railroad viaduct should be balanced with these safety and access goals.** ~~Retaining the sandstone railroad viaduct is important to neighborhood residents.~~
6. Request that the Traffic Engineering Division redesign the intersection of South Park-Cedar-Beld Streets to improve pedestrian safety. Tightening the width of the intersection would improve pedestrian safety, especially in terms of slowing down vehicular speed from vehicles exiting and/or entering South Park Street.
7. Request that the Traffic Engineering Division, in conjunction with Parks Division, shift Department of Transportation materials storage adjacent to Wingra Creek away from the waterway. Shifting the storage of materials will provide additional space to develop a passive recreational gathering spot adjacent to the bike path for neighborhood residents as well as trail users.
8. Request Traffic Engineering to consider an application for Neighborhood Traffic Management Program from neighborhood residents to develop traffic calming measures along Gilson Street from W. Olin Avenue to Beld Street. Work with the neighborhood association and affected property-owners in planning and design phases.
9. In the event that the Union Pacific Railroad is declared surplus property, request that the Traffic Engineering Division explore the acquisition of the railroad corridor for future transportation and/or recreational uses.
10. Request that the Traffic Engineering Division improve screening of the City of Madison Department of Transportation operations facility and storage areas along Sayle and Van Deusen Streets.

Urban Design Commission

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