

MONROE STREET

Commercial District Plan



Dudgeon-Monroe and Vilas Neighborhood Associations
& The Monroe Street Merchants Association

Prepared with assistance from Planning & Design Institute, Inc.
with Business Districts, Inc.

Adopted by the City of Madison
March 27, 2007

Enactment No.: RES-07-00399
Legislative File ID: 05720

Acknowledgements

The Monroe Street Commercial District Plan Steering Committee

Jane Riley, co-chair, Dudgeon-Monroe Neighborhood Assoc.
Mary Ann Cook, co-chair, Dudgeon-Monroe Neighborhood Assoc.
Paul A. Beckett, Dudgeon-Monroe Neighborhood Assoc.
Gil Jevne, Dudgeon-Monroe Neighborhood Assoc.
Lynn Pitman, Dudgeon-Monroe Neighborhood Assoc.
Chuck Erickson, Vilas Neighborhood Assoc.
Julia Kerr, Vilas Neighborhood Assoc.
Tess Mulrooney, Vilas Neighborhood Assoc.
Keith Bieneman, Monroe Street Merchants Assoc., TileArt
Orange Schroeder, Monroe Street Merchants Assoc.,
Orange Tree Imports
Mike Flint, Monroe Street Merchants Assoc., Mallat Pharmacy

The Monroe Street Commercial District Plan Review Team

Keith Bieneman, Monroe Street Merchants Assoc., TileArt
Peg Breuer, Monroe Street Merchants Assoc.,
Neuhauser Pharmacy/Post Office
John Imes, Monroe Street Merchants Assoc., Arbor House
Orange Schroeder, Monroe Street Merchants Assoc., Orange Tree Imports
Paul A. Beckett, Dudgeon-Monroe Neighborhood Assoc.
Bob Goode, Dudgeon-Monroe Neighborhood Assoc.
Tess Mulrooney, Vilas Neighborhood Assoc.

Neighborhood Association Presidents

Brian Solomon, Daryl Sherman, Dudgeon-Monroe Neighborhood Assoc.
Dan Feeney, Vilas Neighborhood Association

UW Contact

Gary Brown, Assistant Director, Planning & Landscape Architecture,
Facilities Planning & Management, UW-Madison

Public Officials

Alder Ken Golden, District 10
Alder Isadore Knox, Jr., District 13
Former Alder Matt Sloan, District 13
Former Alder Andy Heidt, District 13

City of Madison Staff

Mark A. Olinger, Director, Dept. of Planning & Community &
Economic Development
Bradley J. Murphy, Director, Planning Division
Bill Fruhling, Planning Division
Jule Stroick, Planning Division
Rebecca Cnare, Planning Division
Michael Gay, Office of Business Resources
Rob Phillips, Engineering Division
Tom Walsh, Traffic Engineering Division
Bob McDonald, Madison Area M.P.O.
David Trowbridge, Planning Division
Ryan Jonely, Planning Division

Planning and Design Institute Inc.

Larry Witzling, President
Gaurie Rodman, Project Manager
Brian Peterson, Associate

Business Districts Inc.

Terry Jenkins, President
Bridget Lane, Project Manager
Diane Williams, Associate

TABLE OF CONTENTS

- A. THE PROCESS..... Page 6**
- B. COMMERCIAL DISTRICT PLAN GOALS.....Page 9**
 - 1. New Opportunities: Ensuring Appropriate Redevelopment.....Page 9
 - 2. Preservation: Keeping What Makes Monroe Street Special.....Page 9
 - 3. Enhancement: Encouraging Complementary Uses and Activity.....Page 9
- C. EXISTING CONDITIONS AND CONTEXT.....Page 10**
 - 1. Location in the State/Region/City..... Page 10
 - 2. Current Land Uses/Businesses.....Page 13
 - 3. Current Zoning.....Page 15
 - 4. Other Key Regulations and Policies.....Page 15
 - 5. Urban Design Overlay District.....Page 18
- D. COMMUNITY EXPECTATIONS AND PREFERENCES.....Page 19**
 - 1. Public Meetings.....Page 19
 - 2. Results of Design Preference Survey.....Page 20
- E. MARKET CONDITIONS.....Page 21**
 - 1. Project Area Description.....Page 21
 - 2. Market Characteristics.....Page 22
 - 3. Competition.....Page 24
 - 4. Characteristics of Sustainable Businesses and Districts.....Page 24
 - 5. SWOT analysis.....Page 26
 - 6. Monroe Street Development Issues and Opportunities.....Page 27
 - 7. Summary of Market Conditions Key Findings.....Page 29
- F. MARKET STRATEGIES.....Page 30**
 - 1. Identify Attainable and Desired Business (Market Mix).....Page 30
 - 2. Define a Suitable Business Model for Monroe Street.....Page 30
 - 3. Consider Appointing a Monroe Street Business District Manager.....Page 31
 - 4. Utilize Available Public Funding and Programs.....Page 31
- G. MARKET ACTION PLAN.....Page 32**
 - 1. Organization and Finance Action Plan.....Page 32
 - 2. Business Development Action Plan.....Page 35
 - 3. Marketing Action Plan.....Page 37

H. KEY FINDINGS.....	Page 38
1. Socio-Economic.....	Page 38
2. Visual Characteristics.....	Page 39
3. Environment and Landscape.....	Page 40
4. Traffic, Circulation and Parking.....	Page 41
5. Management and Operation.....	Page 42
I. RECOMMENDATIONS, DEVELOPMENT STRATEGIES AND TARGET PROJECTS.....	Page 43
1. Socio-Economic.....	Page 43
2. Visual Characteristics.....	Page 43
3. Environment and Landscape.....	Page 45
4. Traffic, Circulation and Parking.....	Page 45
5. Management and Operation.....	Page 47
J. GENERAL DEVELOPMENT STANDARDS AND PROCESS.....	Page 48
1. Public Policy Tools.....	Page 48
2. Application of the Guidelines.....	Page 48
3. General Physical Appearance.....	Page 48
4. Development Strategies and Target Projects.....	Page 55
K. REDEVELOPMENT GUIDELINES.....	Page 56
1. Definition of Redevelopment Sites.....	Page 56
2. Site-Specific Development Guidelines.....	Page 56
L . NEXT STEPS.....	Page 74
ADOPTING RESOLUTION.....	Page 75
APPENDIX.....	Page A-1
1. Dudgeon-Monroe Neighborhood Profile.....	Page A-1
2. Vilas Neighborhood Profile.....	Page A-2
3. General History/Past Studies.....	Page A-3
4. Demographic Profile.....	Page A-3
5. Social Characteristics.....	Page A-4
6. Economic Characteristics.....	Page A-5
7. Community Expectations and Preferences.....	Page A-6
8. Listening Workshop Summary of Public Comments.....	Page A-8
9. Results of Design Preference Survey.....	Page A-11
10. Results.....	Page A-12
11. Tables and Maps.....	Page A-17

A. THE PROCESS

The Dudgeon-Monroe and Vilas Neighborhood Associations and the Monroe Street Merchants Association (D-M/VNA/MSMA) were awarded funds from the City of Madison to prepare the plan for the Monroe Street commercial districts beginning at the intersection of Regent Street and continuing for one mile to Odana Road (Figure A-1).

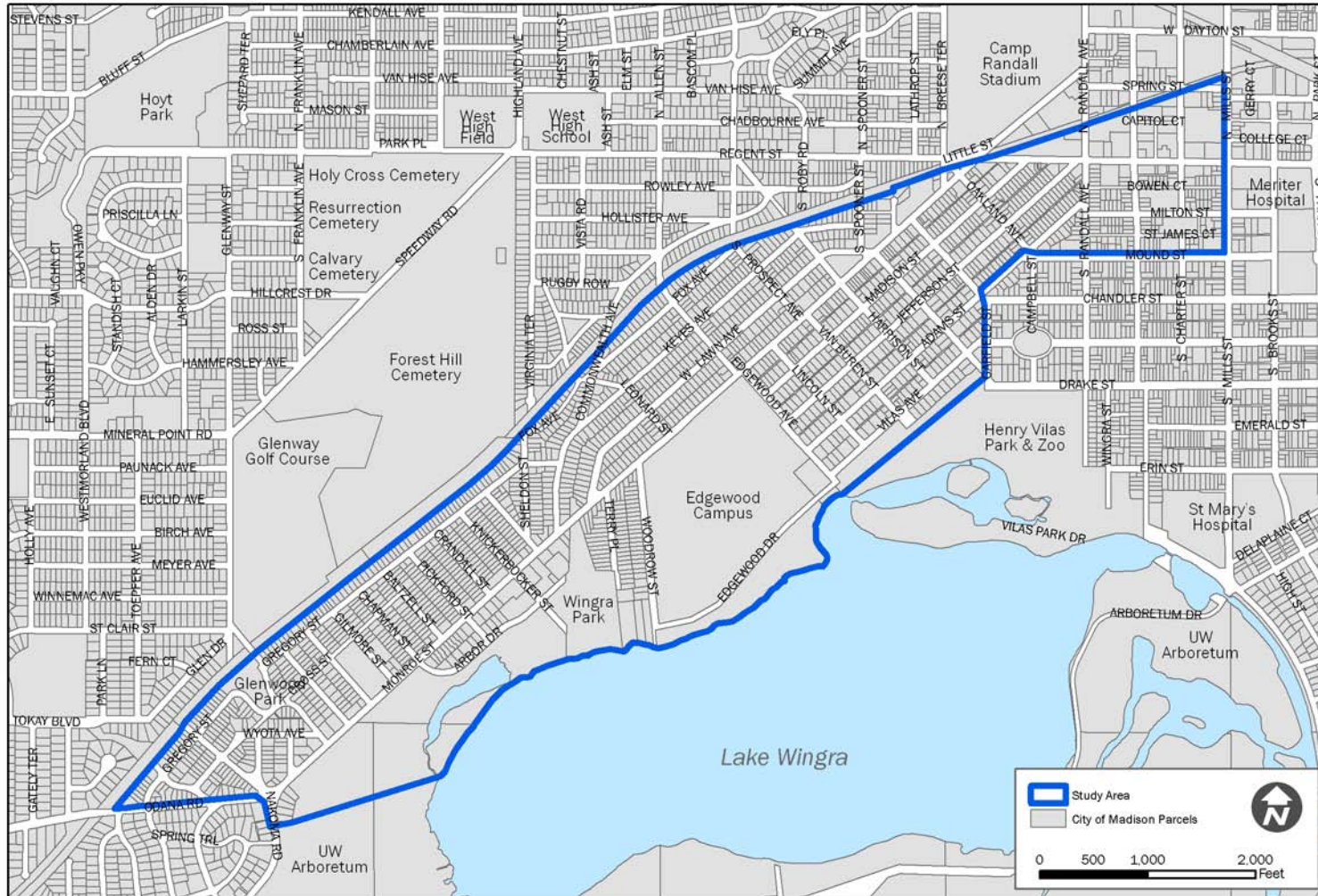


Figure A-1: Monroe Street Planning Area

Monroe Street has commercial, residential and institutional uses. The focus of the plan is the three primarily commercial areas (Figure A-2). The district provides neighborhood retail for the Dudgeon-Monroe, Vilas, University Heights, Westmorland, Nakoma and Regent Neighborhoods, as well as shopping appeal to visitors in the city.



Figure A-2: Locations of the Three Commercial Nodes

In October of 2003, the D-M/VNA/MSMA issued a request for proposals for planning and market analysis consultants to prepare a commercial district land use plan and market analysis. In January of 2004, the group retained the services of the Milwaukee-based planning firm Planning and Design Institute, Inc. (PDI) in partnership with Business Districts, Inc. (BDI) from Chicago.

The objectives of the plan were to:

- Guide the City of Madison and the D-M/VNA/MSMA in attracting and retaining high quality development and business tenants along the streets;
- Provide criteria to assist in evaluating development and redevelopment plans that may be proposed in the future;
- Provide existing and prospective land owners with information regarding what uses are needed and can be supported by the market and community; and
- Provide guidance on the community's expectations as they relate to development standards.

The project began in January of 2004 and was completed in a nine-month period. The consultants worked closely with a steering committee comprised of representatives from the Dudgeon-Monroe and Vilas Neighborhoods, along with Monroe Street business owners and landlords, and staff at the University of Wisconsin. The team also conducted three public open house/workshops, met with City staff representing planning, historic preservation, transportation, economic development, urban design and zoning. Both PDI and BDI conducted confidential stakeholder interviews and group discussion sessions with Monroe Street merchants as well as conducted a community design preference survey.

This plan will provide D-M/VNA/MSMA and the City of Madison with a road map for guiding development and redevelopment along this commercial district so that the type and scale of businesses meet the overall goals of the residential and merchant community along Monroe Street.

B. COMMERCIAL DISTRICT PLAN GOALS

Throughout the public participation process several significant themes regarding the future of the Monroe Street Commercial District surfaced. They were:

1. New Opportunities: Ensuring Appropriate Redevelopment

- Develop a strategy to attract new businesses that complement the character (physical and retail) of the district.
- Promote opportunities for a variety of residential types where appropriate.
- Encourage economic development that can help create neighborhood “hubs.”
- Manage density and scale through design and land use guidelines for new projects to maintain and encourage contextual development that are in scale with the existing neighborhood, are pedestrian-friendly, and provide realistic opportunities for quality infill development that supports the business district and neighborhood.

2. Preservation: Keeping What Makes Monroe Street Special

- Develop a strategy to strengthen and retain existing businesses.
- Develop guidelines to address the character (building scale and massing, materials, fenestration, etc.) of both new construction and renovations to existing structures. Preserve distinctive architectural qualities of the street.
- Preserve and enhance the residential character of the neighborhoods around the commercial districts.
- Preserve public amenities such as the library, Dudgeon Center, Park and Pleasure Drive, Lake Wingra and parks. Support the community quality of the Edgewood Campus and the UW Arboretum.
- Encourage the preservation or re-use of buildings with historic value in the community.
- Add population to the corridor by encouraging mixed use, infill developments that serve demographically and economically diverse population groups.

3. Enhancement: Encouraging Complementary Uses and Activity

- Promote a “community” character for the street: encourage mixed-uses including civic, institutional, retail and residential.
- Provide places and things to do for people of all ages.
- Promote a pedestrian-friendly and attractive environment for the Monroe Street Commercial Districts.
- Promote “greening” of Monroe Street: enhance connections and relationships to natural features.
- Develop signage standards and requirements for signs not associated with public street and traffic control signs.
- Manage traffic effectively, balancing the needs of pedestrians, bicyclists and vehicles.
- Maintain parking at a level consistent with what we have today.
- Recognize the emergence of the pedestrian/bike path as a major amenity and social center for the neighborhood. Provide better connection and integration of the pedestrian/bike path to commercial areas. Integrate the pedestrian/bike path into transportation options.
- Enhance the multi-modal character of the neighborhood.
- Promote public transit availability, ease of access and use.
- Calm vehicle traffic to accommodate other modes of transportation.
- Promote street branding to create the sense of one commercial district through banners, signage, and street enhancements.
- Explore incentive-based implementation of the Monroe Street Business District’s planning goals.
- Explore the possibility of creating an Urban Design District for the commercial areas of Monroe Street consistent with this Plan.

C. EXISTING CONDITIONS AND CONTEXT

1. Location in the State/Region/City

The Monroe Street Commercial District is located in the City of Madison, in Dane County, Wisconsin. The historic, walkable commercial district is uniquely located linking UW-Madison's Camp Randall Stadium, Lake Wingra, and the Arboretum, between the Beltline and the State Capitol (Figure C-1).

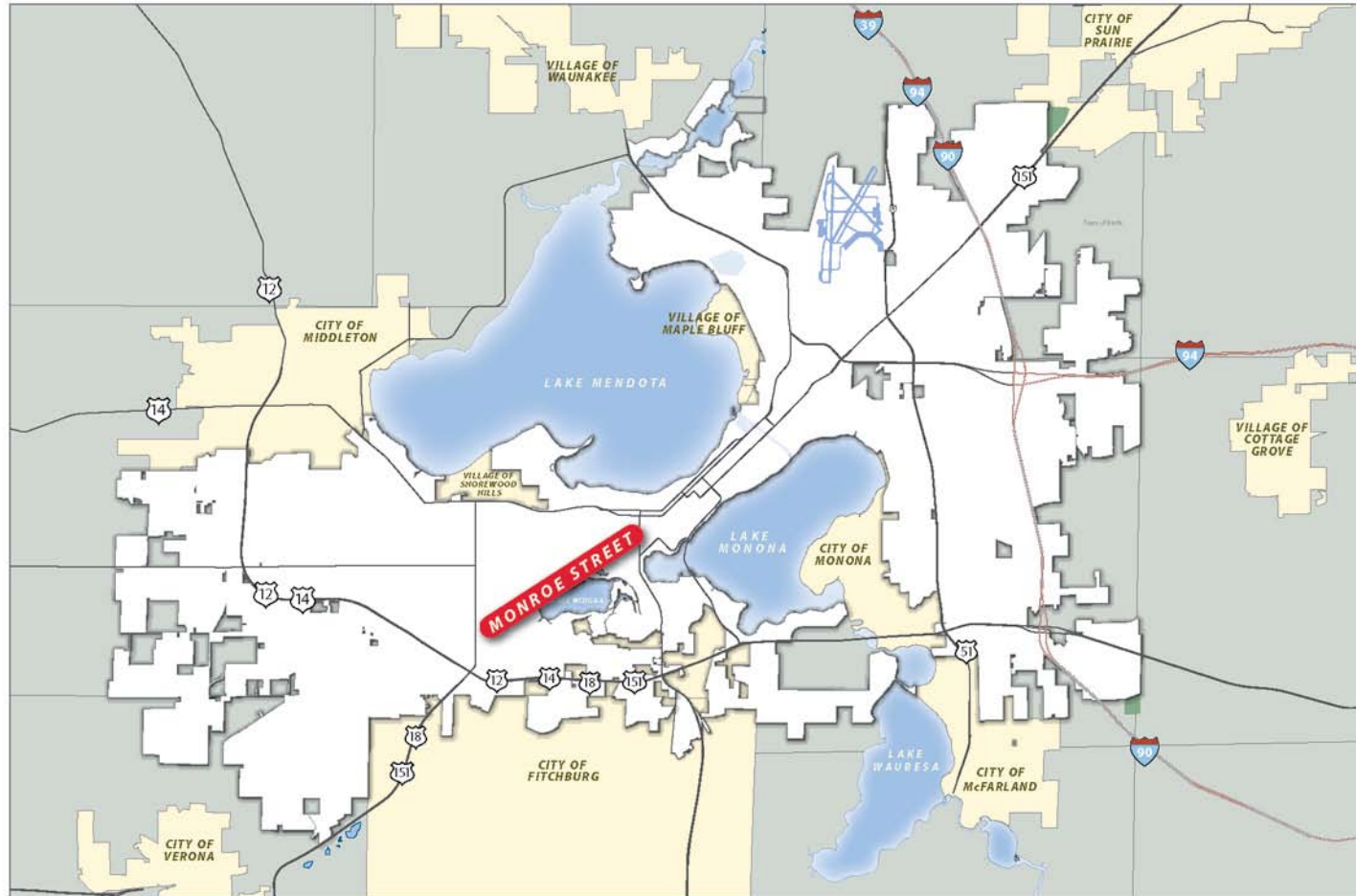


Figure C-1: Map of the Madison Area

Within a fifteen-minute driving distance, there are a number of commercial districts. They include Midvale & Tokay, University Avenue, Regent Street, Park Street, and State Street (Figure C-2).

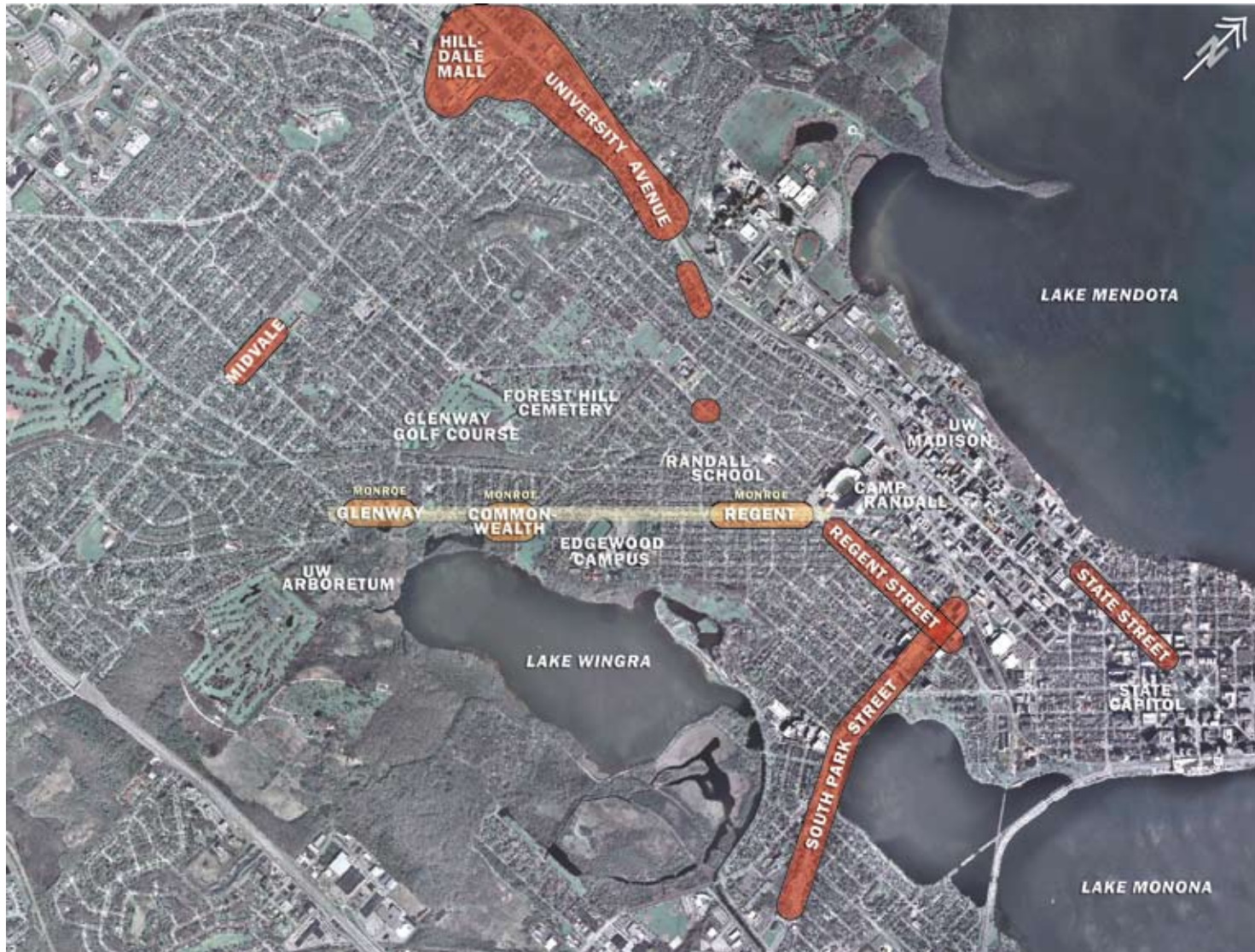


Figure C-2: Monroe Street and Area Commercial Districts

Within Monroe Street itself, there are three distinct commercial areas. Beginning from the east end: the Monroe & Regent area, the Monroe & Commonwealth area at the center, and the Monroe & Glenway area at the western end.

Monroe Street is surrounded by two residential neighborhoods: the Dudgeon-Monroe Neighborhood and the Vilas Neighborhood. The Monroe Street Merchants Association functions along the entire corridor. The Monroe Street Commercial District’s mix of business includes predominately local neighborhood service businesses with limited regional and national retail enterprises.

Monroe-Regent Commercial Node (1500-1900 blocks)

Anchored by Camp Randall Stadium, the 1700, 1800, and 1900 blocks are characterized by the sense of a neighborhood “Main Street” (Figure C-3). A balance of businesses that serve the adjacent residential neighborhoods, daytime workers in the area, as well as regional visitors represent this node. Land uses include a bank, library, pharmacy, grocery store, parking lot, and shopping specialties such as galleries, Orange Tree Imports, Wild Child, and Borokhim’s, along with restaurants, coffee bars and offices. Residential buildings include student rental apartment buildings, fraternities, and a few single-family homes. Several commercial buildings include second-floor apartments, and the new Monroe Commons development incorporates condominium units. In contrast to the 1700-1900 blocks, the 1500-1600 blocks do not exhibit the same sense of a cohesive neighborhood “Main Street” and provide an inadequate sense of entrance to the district.



Figure C-3: Monroe-Regent Node

Monroe-Commonwealth Node (2500-2700 blocks)

Anchored by Wingra Park, this area is a mix of old and new buildings. It consists of established businesses such as Michael’s Frozen Custard (Figure C-4), Pasqual’s Restaurant, the Laurel Tavern, the Knitting Tree, Budd’s Auto Repair, and Butler Plumbing. Knickerbocker Place, a commercial complex built in 1994, houses a mix of businesses which serve the local neighborhoods as well as visitors. Parking and traffic issues are of particular concern to the neighborhood in this locale. Traffic generated by the area businesses combined with the traffic along Monroe Street has created safety issues particularly to the many area pedestrians. Adjacent to this area is an entry point to Wingra Park, an important neighborhood amenity.



Figure C-4: Monroe-Commonwealth Node

Monroe-Glenway Node (3200-3600 blocks)

Anchored by the UW Arboretum, this area provides community services such as two auto service stations, a combination pharmacy/general store/post office, a bed and breakfast (Figure C-5), and a beauty salon. The Dudgeon Center for Community Programs is also adjacent to this area.



Figure C-5: Monroe -Glenway Node

The Dudgeon-Monroe and Vilas neighborhoods flank most of the Monroe Street commercial nodes. The Appendix provides a brief profile and demographic data of the residential neighborhoods in the project study area.

2. Current Land Uses/Businesses

Land uses along Monroe Street are stable and have had very little change over the last decade. A complete list of land use and business owners for Monroe Street is in the Appendix. While approximately 90% of the land uses surrounding the Monroe Street commercial districts are residential uses, 8.2% account for commercial uses and 0.9% are designated institutional uses (Figure C-6).



Figure C-6: Existing Land Use

Institutional

Along Monroe Street 19.1% of the land area belongs to institutional uses. This is significant because these institutions are major regional destinations that serve not only the residents of the local areas, but many others who drive or commute by public transit and use the Monroe Street corridor as a primary means of access. Camp Randall Stadium creates an entry point to the Monroe Street Commercial District at the eastern edge. Further down Monroe Street, Edgewood College has a significant effect on the character of Monroe Street as a land use which separates the Monroe-Regent Node from the Monroe-Commonwealth Node.

Along the Monroe-Regent commercial node, the commercial uses occur along either side of the street. This is important as the proximity of the business creates an important synergy for walkable commercial districts.

Commercial

At the Monroe-Commonwealth commercial node, a smaller cluster of commercial uses are located across the street from each other. The street pattern and parking mix create a less safe environment for pedestrians. The proximity and access to Wingra Park is an important element in the land uses at this node.

At the Monroe-Glenway node, the commercial uses are all located across from the UW-Arboretum. While some uses take advantage of this relationship such as the bed and breakfast, the automobile service stations do not.

Public Facilities

Parks and Institutional facilities play an important role in the economy of the Monroe Street commercial district (Figure C-7). They are national and regional attractions that bring people to the neighborhood. The UW-Madison, the U.W. Arboretum, the Henry Vilas Zoo, Edgewood College, Wingra Park and Lake Wingra, the Glenway Golf Course, Forest Hill Cemetery, and the Southwest Path are located in close proximity to the study area.

Residential

The residential district that surrounds the Monroe Street commercial district is comprised of predominantly owner-occupied, single-family homes (see appendix Map A-1). In this area 87.2% of the homes are single-family structures. The majority of homes in the area were built in the period 1920-1929 (see appendix Map A-3) and approximately 50% of the homes have an assessed value above \$225,000 (see appendix Map A-4).



Figure C-7: Parks, Schools and Open Space

The Southwest Path has become an important element of the neighborhood and acts as a new neighborhood gathering place (Figure C-8).

3. Current Zoning

Zoning will play an important role in any future redevelopment plans along Monroe Street. A zoning map of the Monroe Street area appears in the Appendix (Map A-5). Currently the commercial land at the Monroe-Regent node is zoned either C-1, or C-2. At the Monroe-Commonwealth node the zoning is C-2 and at the Monroe-Glenway node C-1. The C-1 district, in general, permits more “limited” commercial uses than C-2: quoting from the City of Madison Zoning Ordinance “The C1 limited commercial district is established to accommodate the shopping needs of residents residing in adjacent residential areas. Within this district, which is located in close proximity to residential areas, are permitted those uses which are necessary to satisfy the daily or frequent shopping needs of the neighborhood consumer. Such uses include the retailing of convenience goods and the furnishing of certain personal services. Also as a conditional use within this district, certain types of offices are allowed. Within this district, a limitation is imposed on the size of establishments to prevent the generation of large volumes of vehicular and pedestrian traffic” and to ensure consistency with the scale of uses within the district. The C-2 district, according to the City of Madison Zoning Ordinance, “is established to accommodate the shopping needs of a much larger consumer population and area of residency than that served by the C-1 limited commercial district. Uses permitted in this district include not only the retailing of convenience goods and the furnishing of certain personal services, but also the retailing of durable and fashion goods and the furnishing of other types of services. Also permitted are all types of office uses.”



Figure C-8: Southwest Path

4. Other Key Regulations, Policies and Programs

Above and beyond zoning and land use plans, a number of other regulations effect developments and redevelopment of land along Monroe Street. Some of these include:

The Monroe-Harrison Redevelopment District

The Community Development Authority of the City of Madison created this Redevelopment District in November 2003 to advance the development of commercial, office and/or housing in the 1800 block of Monroe Street, previously occupied by a City of Madison public parking lot and the former Ken Kopp’s neighborhood grocery and laundromat. A redevelopment district is a tool that is used by a municipality to accelerate the revitalization of neighborhood districts or particular properties. Redevelopment efforts are intended to eliminate and prevent the spread of “blight” in the project area. In a general sense, factors contributing to blight include vacancy and underutilization, difficult and unsafe circulation, deteriorating site and building conditions, and diversity of ownership impairing the sound growth of a city. A primary technique that can be utilized by a city involves condemnation of land and interests in a property, with just compensation paid to the property owner. A city may then offer the property to other owners or developers who will implement a redevelopment project that meets the objectives of the city.

Historic Preservation

The City Landmarks Commission currently recognizes several effigy mound groups, parks, and one house within the perimeters of the neighborhoods. One business is currently a recognized landmark, The Plough Inn (currently known as Arbor House), at 3402 Monroe Street.

City neighborhoods have sponsored three separate walking-tour booklets covering significant buildings in the Wingra Park development. These buildings might also be considered for landmark status:

Orange Tree Imports, 1721-1723 Monroe St.
Dudgeon School, 3200 Monroe St.

In addition, several buildings lining the street are older than 75 years and may be of interest for consideration. These could include:

<i>Stadium Barbers, 1513 Monroe St.</i>	<i>Art Gecko, 1725 Monroe St.</i>
<i>Borokhim Rugs, 1801 Monroe St.</i>	<i>Sepp Sports (former), 1805 Monroe St.</i>
<i>Neuhauser Pharmacy, 1875 Monroe St.</i>	<i>Bill Paul Studio, 1904 Monroe St.</i>

Four buildings along Monroe Street contribute to the historic character of the street. None of them are designated landmarks at this time. They are located at 1725 Monroe Street, 1805 Monroe Street, 1875 Monroe Street and 1904 Monroe Street. (Source: City of Madison Historic Preservation, 2004).

There are two historic designation programs in Madison - the local landmark program and the National Register of Historic Places. For designated landmarks, exterior renovation, demolition, and new construction on the site must be reviewed and approved by the Landmarks Commission. Buildings listed on the National Register can qualify for tax incentives for renovation. Designated properties qualify for the use of the State of Wisconsin's historic building code (Chapter 70, Wisconsin Statutes). Further information regarding the nominating process can be obtained from the Preservation Planner at the City of Madison.

Inclusionary Zoning

Inclusionary Zoning is a recent provision in Madison's land use regulations that requires 15% of all units in new developments to be earmarked as affordable to individuals and families whose income is below the area median income. This regulation has two major effects: it ensures some degree of economic integration countering complete gentrification; and secondly, it is often accompanied by density bonuses that increase the size of projects.

Facade Improvement Grant Program

Monroe Street is a target area for the City of Madison's "Facade Improvement Program." The City administers several programs to help strengthen and enhance its neighborhoods. Attractive building facades support and encourage local businesses and can have a significant effect on the attractiveness and marketability of the surrounding area. To encourage business owners to reinvest in the downtown and smaller neighborhood shopping and business areas, the City of Madison is offering grants to assist in the exterior renovations of these otherwise sound and vital properties. Property owners of service or commercial/mixed-use structures and building tenants, with leases of more than one year in length, located within the target area, are eligible for funding.

Properties that are used in whole or part for service or commercial activities are eligible for funding. The program is intended to assist projects that promote retail activities, create an attractive environment, encourage neighborhood character and architectural design, use quality materials, and incorporate good design concepts. Projects meeting these objectives are eligible for up to one half the costs of facade improvements using a matching grant process.

Grants may be provided in an amount up to 50% of the total project cost, to a maximum of \$10,000 per street-facing facade. Maximum amounts would range to \$10,000 for a single facade, \$20,000 for a building with two facades, and \$25,000 for “flatiron” buildings (buildings with three sides and a triangular shape in plan). The owner/tenant must use private, non-City funds to match the City’s grant.

Grants may be used for restoring, substantially beautifying, or enhancing the entire facade or elevation of a commercial building. Eligible items include uncovering and restoring historical facades, removing existing facade materials and replacing them with more appropriate and attractive designs and materials, and other detailing which leads to a substantially enhanced appearance. Although not eligible for funding on their own, the following may be funded as part of a more comprehensive facade improvement: windows, doors, exterior cleaning, tuck pointing, painting, exterior lighting, shutters, gutters, awnings, and historical architectural elements. The program will fund projects that significantly improve the visual appearance of the property from the street. Design and permit fees associated with the construction are also eligible project costs. The cost of new construction, repair or replacement of a roof, work to an alley facade, work that principally involves minor repairs, painting or maintenance, billboards, landscaping or paving are not eligible under the deferred loan program.

Madison Arts Commission

The Madison Arts Commission (formerly CitiArts) is a municipal arts agency made up of a citizen commission composed of ten residents and one Alderperson all appointed by the Mayor. The Madison Arts Commission’s mission is to make the arts an essential part of the lives of all of Madison’s citizens. The Commission recently released a report titled “Public Art Framework and Field Guide for Madison, Wisconsin” which provides excellent information regarding the integration of art into public landscapes. The Field Guide portion lays out design guidelines and a comprehensive but easy-to-use process that provides a way for artists, City staff and community members to begin to think about, and have a dialogue, regarding the potential of public art.

Comprehensive Plan for the City of Madison

During the preparation of the Monroe Street Commercial District Plan, the City adopted a new Comprehensive Plan. Within the Comprehensive Plan, infill development is called for in the Monroe Street commercial districts. The land use designations with the Comprehensive Plan are reasonably consistent with the historical uses in earlier plans, with one major exception: A transit-oriented development is shown for the business district near Monroe Street and Harrison Street.

Probably the most relevant sections of the land use plan refer to infill development and redevelopment. Land Use Objective 22 of the Comprehensive Plan calls for reducing the demand for development of vacant land on the periphery by encouraging urban infill development and redevelopment and higher development densities at locations recommended in the Comprehensive Plan. The Monroe Street Commercial District Plan identifies a number of potential sites for such infill development. Policy Number Four in the Redevelopment Section is extremely relevant to this plan. It reads as follows: “Redevelopment scale and density should be appropriate to the redevelopment objectives defined in the applicable City plans and reasonably compatible with established neighborhood character - including the evolving character in areas with substantial redevelopment.”

Neighborhood Grant Program

The Neighborhood Grant Program provides matching funds for community projects that generally improve the aesthetics or functioning of neighborhoods. For example, it can be used to purchase ornamental streetlights, benches, and similar improvements. It is often used to assist in the purchase of neighborhood signs. Matching funds must be provided, based on the resources available within, and to, the neighborhood.

5. Urban Design Overlay District

Section 33.02 of the Madison General Ordinance permits the City to designate 'Urban Design Districts.' The City of Madison currently has seven urban design districts. There is not one in place at this time for the Monroe Street Area.

The City of Madison Urban Design Commission has final authority on most projects within urban design districts. In order to establish an Urban Design District, the Urban Design Commission may "after analysis of an area and meeting with property owners and residents, propose geographically-defined districts within the City of Madison as Urban Design Districts." Each proposal shall include a description of the district's boundaries, a design analysis, a statement of design objectives and methods, recommendations for future public and private improvements and developments and specific criteria to be employed in reviewing development proposals." (City of Madison Municipal Code Section 33.02)

Creating an Urban Design District may give the community greater control over future redevelopment along Monroe Street. It will also add a layer of regulation to all property owners within the overlay district.

D. COMMUNITY EXPECTATIONS AND PREFERENCES

The planning process utilized a number of public participation tools to understand the community's expectations and preferences. These were then used to form the basis of the project goals. The purpose of this section is to summarize some of the overall themes that emerged during the public input sessions.

1. Public Meetings

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. Following is a brief synopsis of major sentiments expressed during the public meetings. A more comprehensive listing of public comments is provided in the Appendix.

Business Mix & Activities

Monroe Street has a unique mix of businesses (with few chain stores), and this mix and the general character of the street should be preserved. Any new businesses that are brought in should complement and not compete with existing business. Efforts should be made to make the street truly a community place, not just a row of shops.

Traffic and Parking Concerns

While parking seems adequate for the current level of business, there are issues concerning the effect of commercial traffic and parking on surrounding neighborhood areas. Efforts should be made to include on-site parking for new development projects. On-street parking is essential to business and must be preserved. Vehicular traffic along Monroe Street reaches levels that make crossing the street difficult for pedestrians. Traffic should be encouraged to use the main arterials and, where relevant, collector/distributor streets (e.g., Glenway Street, Commonwealth Avenue) rather than neighborhood local streets, while pedestrian access on Monroe Street should be enhanced.

Physical Environment of Area: Landscape/Streetscape

Efforts should be made to provide a uniform streetscape along the commercial areas of Monroe Street. Better linkages need to be made between Monroe Street and the various public parks and other facilities (including the Southwest Path). Better accommodations should be made for pedestrians by providing benches, landscape and interesting and high quality storefront architecture. The addition of such amenities should be considered when new, infill projects are proposed.

Neighborhood/Business Issues, Conflicts

In general the residents of the area recognize how the unique character of the business districts contributes to the quality of life of the neighborhoods. However, there are concerns regarding the impact of commercial traffic and parking upon the neighboring areas. The merchants need to work with residents to resolve issues. Residents are concerned that any new development along Monroe Street not overwhelm the existing character and quality of the adjoining residential neighborhoods.

Degree/Effectiveness of City Involvement & Support

The City of Madison is seen as a necessary and active partner in resolving neighborhood issues. The City should consider enacting regulations or guidelines to encourage appropriate and compatible development. While programs exist to help business improve their properties more could be done to communicate and encourage business/property owners to take advantage of them.

Other Issues

- New development should consider residential uses, offering a diversity of housing options to multiple market segments.
- Encouraging more use of public transit to reach Monroe Street businesses could reduce some of the traffic and parking concerns.
- When properties are redeveloped consideration should be made to utilize sustainable practices such as rain gardens and “green” architecture.

2. Results of Design Preference Survey

Neighbors participated in a design preference survey at the public meeting held on May 6, 2004, at Edgewood College (Figure D-1). Approximately 100 people participated. The public responded to images that fell under five categories. These were:

- Height, setback and relationship to street
- Ground floor treatment of retail
- Parking
- Signage
- Streetscape/Landscape Character

The results of the Design Preference Survey are included in the Appendix but a few general comments can be made. When viewed as a group, the most-favored images indicate a preference for 2-3 story development that features active and well-articulated ground floors that have activities that attract the interest of pedestrians. Preferred massing avoided large unbroken facades and embraced a scale that resembled a series of smaller buildings rather than the appearance of large singular buildings. Respondents did not like slides of “dead” ground floor storefronts that looked into office uses or into opaque glass. Preference was indicated for buildings that came up to the street edge: low ratings were given to images of one-story buildings set back from the sidewalk with intervening parking. Landscapes exhibiting effective vegetative screening of parking rated highly, as did brick and colored concrete paving as opposed to asphalt surfaces. Smaller signs that were integrated with the design of the storefronts were preferred over larger signs scaled to be seen from automobiles passing by at high speeds. The results indicate that the respondents preferred a character that typifies traditional urban neighborhood centers. Much of Monroe Street has developed in this manner. There is a particular emphasis on pedestrian-friendly features. The results emphasize that Monroe Street should continue to build upon its unique character: care should be taken so that development patterns and details fit with the urban and pedestrian character of the street and avoid “suburbanization” or patterns found commonly in development along auto-oriented commercial “strips” or large retail shopping centers.

The preferences expressed by the public have been directly addressed in the general and redevelopment guidelines outlined later in this report. Emphasizing appropriately-scaled mixed-use development and a rich pedestrian environment, the guidelines specify a development pattern that reinforces the vision outlined by the survey participants.



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

Figure D-1: Sample Preference Survey Image and Score Sheet. Above is an example image and score sheet for the Design Preference Survey conducted at the May 6, 2004 meeting. Meeting participants rated design character images on a scale of -5 (most negative) to +5 (most positive)

E. MARKET CONDITIONS

As a component of the Monroe Street Commercial District Plan, Business Districts, Inc. (BDI) conducted a market study on the Monroe Street corridor. This market study examined three primary topics—the study area’s overall market, potential strategies to strengthen the area, and future opportunities for development and redevelopment. The ultimate goal is the long-term sustenance and enhancement of Monroe Street, a “one-of-a kind Madison asset,” as aptly stated by one interview subject. The list of those interviewed as part of the market report is as follows:

- Lee Federer, Fiore Companies
- Natalie Bach, Alexander Company
- Jim Engle, State Coordinator of Wisconsin Main Street/Wisconsin Downtown Center
- Sandra Mayer, President, High Pointe Properties
- Peg Breuer, Neuhauser Pharmacy/post office
- Dean and Carol “Orange” Schroeder, owners of Orange Tree Imports
- Ken Ryczek, Associated Bank
- Ellen Rosner, Indigo Moon
- Michael Gay, City of Madison
- Mike Flint, Mallatt Pharmacy
- Dave Gunderson, Monroe Street Framing
- Paul Hansen, Pasqual’s Restaurant
- Keith Bieneman, Tileart

1. Project Area Description

The Monroe Street Commercial District’s varied businesses are distributed in three distinct concentrations, or nodes, on Monroe Street from Regent Street to Nakoma Road (Table E-1). The largest node, closest to Regent Street, includes most of the study area’s established retail. The second node, near Monroe and Commonwealth, includes a high proportion of food and beverage establishments. The third node, near Glenway, consists of only eight businesses. With the exception of Mallatt’s, these businesses are service establishments.

Table E-1: Monroe Street Business Mix

	Overall	Glenway	Commonwealth	Regent
Stores	46	2	14	29
Restaurants	13	0	7	6
Services	18	4	7	14
Professional	18	1	5	6
Other	5	1	1	3
TOTAL	100	8	34	58

Monroe Street’s business mix is eclectic. Specialty foods, restaurants/bars and home furnishings are strongly represented in the Regent and Commonwealth nodes.

The hobbies and specialty retail categories are also represented at the Commonwealth node, although in smaller numbers. Auto repair businesses are concentrated near the Commonwealth and the Glenway nodes. These latter businesses have long-term owners, and they are operated on some of the larger parcels within the study area. The few vacancies in the area tend to be in deteriorating buildings needing substantial renovation or redevelopment.

The business ownership in the Monroe Street District is concentrated in independent businesses with a few regional chains. The interviews conducted as a part of this study suggest a strong preference toward maintaining that concentration and avoiding national chains.

Table E-2: Traffic Counts

1999 Traffic Counts		
Street	Cross Street	Traffic Count
MONROE ST	GLENWAY ST	22,900
MONROE ST	KNICKERBOCKER ST	21,650
MONROE ST	WEST LAWN AVE	21,050
REGENT ST	MONROE ST	20,850
MONROE ST	EDGEWOOD AVE	18,500

Traffic Count data (c) 2003 by GDT. All rights reserved.

The traffic counts along Monroe Street (Table E-2) are substantial and provide a mixed blessing. Experienced store and restaurant siting professionals generally consider vehicle counts above 20,000 ADT (Average Daily Traffic) to be sufficient to support high volume, auto-oriented retail districts. However, pedestrians generally have difficulty crossing the road at these traffic volumes. Parents often are particularly worried about children when traffic volumes are this high near sidewalks. Hence traffic is a mixed blessing for this area and the effect of higher volumes of vehicular traffic must be considered as development and redevelopment proceeds.

2. Market Characteristics

The Monroe Street study area is a well-established and well-known shopping district within Madison and its environs. Monroe Street's key attribute is its many strong, successful independent business owners. In addition, the number and diversity of businesses provide local and regional shoppers with a broad selection of goods. Monroe Street and its merchants benefit from their location on a major thoroughfare, making the district consistently accessible to thousands each day.

Table E-3 illustrates Monroe Street's demographics using the center point of Knickerbocker Street to encompass the trade areas for all three Monroe Street business concentrations. See the appendix for details concerning each node.

Overall, residents near Monroe Street have high-income levels and spending potential. Radii with lower incomes and age include larger student populations where income from sources including parents and depletion of savings is not measured by national demographic services. Within one mile, over 1,800 households have incomes in excess of \$75,000, the amount generally thought to be the level at which families begin to have significant discretionary spending options. The total retail expenditures exceed 1/2 billion dollars within a five-minute drive time of the Monroe and Knickerbocker Streets intersection. Within a 15-minute drive time, total retail expenditures are more than \$2 billion. With 100,000 employees working within five minutes, Monroe Street also has access to a substantial daytime population. Figure E-1 illustrates the areas defining the five-minute and 15-minute drive times at posted speed limits.

Although the 1/2 mile conventional pedestrian market at over 2,500 population is substantial, it falls far short of the 15,000 to 20,000 people characterizing 1/2-mile urban markets that rely primarily on pedestrian traffic for their sales. Likewise, the additional 1/2 mile pedestrian employee market at just over 1,000 does not provide enough support to make the daytime market primarily pedestrian oriented. Consequently, provision for automobile access is key to the vitality of Monroe Street and must be effectively managed in order not to conflict with the neighborhood's desire for traffic calming and control.

Table E-3: Monroe Street Demographics

MONROE & KNICKERBOCKER				
	0.5 Miles	1 Miles	5 Minute Drive Time	15 Minute Drive Time
Population 2003				
Total Population	2,584	10,438	75,078	282,067
Total Households	1,015	4,356	31,019	122,745
Average Household Size	2.24	2.28	2.06	2.2
Total Population Median Age	35.7	37.1	26.1	32.5
Household Income 2003				
Median Household Income	\$66,691	\$65,606	\$34,911	\$47,260
Household Average Income	\$74,122	\$78,291	\$51,202	\$60,750
Income \$75,000 +	425	1,849	6,549	32,356
Business Summary 2003				
Total Employees	1,024	9,152	96,553	249,212
Total Establishments	86	492	4,937	14,799
Housing Units 2003				
% Owner Occupied	76.13%	72.76%	35.54%	48.08%
Consumer Expenditures 2003				
Food And Beverages	\$9,346,120	\$41,578,020	\$219,521,463	\$980,364,315
Groceries	\$5,526,675	\$24,598,332	\$130,745,085	\$582,670,515
Restaurants	\$3,266,270	\$14,518,548	\$75,748,398	\$339,758,160

Demographics data @ 2003 by Experian/Applied Geographic Solutions

5-minute drive time



15-minute drive time



Figure E-1: Driving Times

Although the connection of Monroe Street's businesses to residents within a five-minute drive is reported by local merchants to provide the majority of sales, Monroe Street's long established reputation and relative stability as a shopping district enhance its appeal to a broader local market. Most local merchants attribute the largest proportion of their total sales to the two surrounding neighborhoods. (The percentage of total sales quoted by merchants ranged from 35% to 100%)

The strong traffic counts noted above ensure that Monroe Street businesses are visible and accessible to thousands daily, many of whom live outside this convenient drive time market. Monroe Street's proximity to Camp Randall ensures football game day visits, not just traffic, to district merchants. It should be noted that the local real estate community is well aware of the study area's strong demographics and regional drawing power.

3. Competition

The study area currently has no existing direct competitors within Madison in terms of business mix and merchandise quality. Of the competitive districts identified, the big boxes at West Towne and Prairie Towne (at Mineral Point and the Beltline) and Hilldale Mall shopping areas provided access to greater concentrations of national chains, discounters and large format retailers. As with most districts of its type, Monroe Street primarily competes for pocketbook share. The surrounding neighborhoods remain a loyal customer base, but they, like consumers nationally, patronize retailers outside of the area for comparison-shopping purchases and for commodity, bulk, and some specialty goods.

Several Madison retail areas may ultimately become more competitive with Monroe Street-each for different reasons. Interview subjects most frequently mentioned the Williamson Street area. Williamson Street, like Monroe Street, includes a series of smaller shopping areas. It also has a diverse array of successful independent merchants. In contrast to Monroe Street more Williamson Street businesses tend to cater to Madison's student market. Williamson Street's demographics differ. Incomes and housing values are lower than those of Monroe Street. With new residential development in process along the Williamson Street corridor, an altered business mix may be the long-term result.

Another area is located in nearby downtown Middleton. This area has similar demographics but lower traffic counts. State Street may be a main competition for visitor dollars. A third area that may also prove competitive is Atwood Avenue. This area is experiencing mixed use, in-fill development and an increase in new business openings, particularly restaurants. Again, income and housing values are less than those of the Monroe Street neighborhoods. Atwood Avenue's location is less advantageous.

4. Characteristics of Sustainable Businesses and Districts

The challenge faced by concentrations of independent businesses like Monroe Street's nodes is creating enough support to sustain the owners without introducing changes that undermine the unique conditions that make these districts so appealing to the community. For example, parking and traffic congestion concerns are endemic to concentrations of businesses lining commercial corridors.

Often, the solution proposed to correct traffic and parking problems is demolishing deteriorating buildings to create central parking lots and widen roads, often by removing parking. However, without proper consideration for the effect of the loss of store adjacency and the higher speed from relieved congestion, the results can be disastrous. Drivers at a higher speed fail to notice enticing window displays; parking lots interrupt the continuity of businesses, discouraging shoppers from strolling down the full block. The use of public transportation to access neighborhood businesses should be encouraged as a means to help reduce traffic impact.

Sustainable businesses and districts recognize that congestion and difficult parking are signs of success. They must then work to minimize them without losing the air of desirability and higher sales those challenging conditions provide.

Another challenge facing successful corridor business districts like Monroe Street is the fragile nature of its businesses' profit margins. Using national standards for retailers provides the pro forma business return featured in Table E-4.

Table E-4: National Standards Pro Forma

	Standard	Model	10% increase	5% decline
Sales	100%	\$500,000	\$550,000	\$475,000
Merchandise	50%	\$250,000	\$275,000	\$250,000
Rent	10%	\$50,000	\$50,000	\$50,000
Employees	20%	\$100,000	\$100,000	\$100,000
Other	15%	\$75,000	\$75,000	\$75,000
Profit before taxes and Return on Investment	5%	\$25,000	\$50,000	\$0

The \$500,000 annual sales model was established to show the minimum necessary for a business that will be profitable enough to sustain a household. Note that if this model is applied to a business open 10 A.M. to 9 P.M. except Sundays when it opens noon to 6 P.M., the average hourly pay for each of three employees is \$8.60, including benefits.

This model does not differentiate the salary of the owner from other employees. For an owner working 40 hour weeks, that is an annual pay of just over \$18,500, suggesting a maximum annual compensation of \$43,500 (\$18,500 + \$25,000).

Considering that the working capital necessary to support a business of this size can exceed \$100,000, it is apparent why the \$500,000 in sales is the minimum necessary for a sustainable business. It is also apparent how critical relatively small fluctuations in sales can be. Increase sales 10% with no additional costs other than the merchandise and profit doubles. The owner can then choose to increase his or her own compensation or make improvements to the store. Decrease sales 5% because merchandise needs to be marked down to sell, nothing else changes and all profits disappear. Because restaurants are more complicated and require specialized staff at higher pay, the sustainable level for a restaurant is approximately \$1 million dollars in sales.

The merchants of Monroe Street, like the merchants in many traditional neighborhood commercial areas, vary from this model in an attempt to obtain more profits from their businesses. One common variation adopted by many Monroe Street businesses is shorter hours to match customer volumes. Another variation that tends to make both stronger business districts and individual businesses is owner occupied buildings where business owners benefit from the rising values in a strong real estate market like the Monroe Street Corridor rather than paying rent. These owner occupied businesses are often long-standing, multi-generational businesses that use the cushion of “no rent” to add to the otherwise modest profits. Interviews with Monroe Street merchants indicated that the corridor as currently configured does support sustainable businesses but that the future holds questions due to deteriorating buildings as well as under-utilized parcels that may be ripe for redevelopment in the near future. This study was initiated to set standards for making this well functioning area better rather than promoting major changes that could upset the business environment.

5. SWOT Analysis

In formulating an Action Plan (see action plans in Section G) to improve the Monroe Street Business Corridor, it is important to consider the district's relative strengths, weaknesses, opportunities and threats, or "SWOT." These factors contributed to the district's current situation and will remain factors for the foreseeable future.

Strengths: assets which will most likely continue and remain a key building block.

- Surrounding neighborhoods supportive of Monroe Street and its merchants;
- Monroe Street's established reputation;
- High traffic counts;
- High density residential daytime market;
- Well-capitalized and experienced merchants;
- City of Madison's interest in Monroe Street and other local business districts;
- Preponderance of destination businesses;
- Sales that justify rents high enough to support maintenance costs and profits for building owners.

Weaknesses: liabilities which will most likely remain and must be "worked around."

- Three separate commercial areas and business mixes;
- Limited potential for expansion;
- Difficult to cross Monroe Street—increased traffic could decrease customer counts;
- Parking.

Threats: negative trends or elements which can become a weakness if not addressed.

- Limited vacancies, or "opportunities" make it difficult to add new businesses and concepts that stimulate interest;
- Market-driven infill developments that fail to match neighborhoods' standards for height, density or tenancy;
- Protracted strife over key development sites;
- Burn-out and/or succession issues among existing merchants;
- Lack of organized and funded programming;
- Escalating rents and operating costs that may make some types of businesses unfeasible.

Opportunities: actions to create positive trends or elements which can become strengths if properly developed.

- Publicize Monroe Street and its business clusters;
- Attract new and expanding Madison area businesses suitable to the mix;
- Select among options for district management organization;
- Access existing City facade improvement program and/or develop supplemental incentives specific to Monroe Street;
- Adopt plan for acceptable improvements.

6. Monroe Street Development Issues and Opportunities

Madison's development process, particularly for neighborhood infill, takes time, particularly if a zoning change is necessary. The process incorporates public meetings to elicit public and neighborhood comment as well as design review. Obtaining project approval may take up to one year. A protracted process can add sizeable pre-development costs to any proposed developments, particularly locally contentious projects. Proposals coming in according to a previously adopted plan have a much shorter time frame for acceptance. Another concern for any larger scale redevelopment within greater Madison (and the Monroe Street study area) is environmental effect. The proximity to a lake, its watershed and the effect of storm water run-off from any proposed site can add additional approval time.

The City of Madison's recent adoption of Inclusionary Zoning will have an effect on infill redevelopment sites. This inclusionary zoning requirement is applicable to owner-occupied housing units. The ordinance generally requires that 15% of new residential units be allocated as affordable housing. If 15% is unfeasible, developers have several options to provide the requisite housing units.

Other development considerations are fundamentally market (or tenant) driven. Parking and signage regulations are included in this category. These may include conformance with sign ordinance restrictions, such as no perpendicular signage on Monroe Street. It may include parking access, availability, or restrictions.

Overall, development costs in the Madison area vary greatly with land cost being a key component for individual projects. For a typical mixed-use development with a retail component, construction costs range from \$75-\$90 per square foot for a basic "white box" space. Subsequent tenant improvements vary significantly by project, ranging from \$5-\$20 per square foot.

The retail leasing market regardless of property or development type is characterized as solid throughout the Madison area. Retail leases in the Monroe Street study area vary by location and ownership but generally range from \$11-\$16 per square foot triple net (a lease in which the lessee pays rent plus all taxes, insurance and maintenance expenses). Expenses passed through to tenants usually include common area maintenance (CAM) and real estate taxes. Some utilities may be included in CAM and may be another 'pass-through' to the tenant. These tenant expenses represent an additional \$5-6 per square foot. Taxes are in the \$2.50-\$3 per square foot range. CAM is \$2-\$3 per square foot. Therefore, the typical Monroe Street retail lease rate is in the \$16-\$21 per square foot range. (The lease payment arrangements for the study area's owner-occupied properties is likely vastly different.)

Residential construction costs for a high quality, two bedroom rental unit (1,100 square feet) are \$85-\$90,000 per unit including garage space. This cost equates to \$75 per square foot of living space including the garage. The high-end residential rental market is considered soft at present. Condominium construction, particularly infill locations with pedestrian amenities, is currently a very active market.

With redevelopment of property the prime focus of the study area, it is important to consider how the development community views Monroe Street as an investment opportunity. Table E-5 examines how rental rates and provision for parking change the market dynamics inherent in financing the choice to redevelop or rehabilitate. The boxed column, \$16 net rent, illustrates the typical conditions along the corridor. The \$14 and \$8 net rent columns illustrate conditions that occur as buildings deteriorate and vacancies cause average net rent per square foot to drop. The \$20 net rent column illustrates how investment in new construction compares to typical conditions. It is important to understand that the land cost's entry is what an investor would pay per square foot for the land necessary to support each square foot of retail. If developments must provide well-landscaped, on-site parking, each square foot of retail must be supported by approximately four square feet of land.

Per Square Foot	10% Capitalization	10% Capitalization	10% Capitalization	10% Capitalization
Net Rent	\$20.00	\$16.00	\$14.00	\$8.00
Investment (Net Rent/capitalization)	\$200.00	\$160.00	\$140.00	\$80.00
Construction Costs	-\$80.00	-\$80.00	-\$80.00	-\$80.00
Design, financing, & fees	-\$20.00	-\$20.00	-\$20.00	-\$20.00
Tenant improvements	-\$10.00	-\$10.00	-\$10.00	-\$10.00
Site improvements	-\$10.00	-\$10.00	-\$10.00	-\$10.00
Land costs	\$80.00	\$40.00	\$20.00	-\$40.00

Table E-5: Redevelopment Viability

Using the per square foot data from the charts, it is possible to consider how the market might view an opportunity to redevelop 10,000 square feet of stores and restaurants with and without on-site parking (Table E-6). Note that the land value is what an investor would pay for the property whether or not it contains buildings to be demolished and the property value is the price at which the investor would sell property with the associated income stream. The goal is market driven development, the possibility of net rents for the new space high enough to cover the value of the existing property. In this example, if the new space can be rented for \$20 net, then the developer can purchase space currently renting for an average of \$8 per square foot. That average could be a \$16 space that is 50% vacant or any other combination of price and vacancy that results in the \$8 average. With the prevailing net rent along the Monroe Street Corridor topping out at \$16 per square foot and few buildings with average net rents at \$8 or less, there is a gap that must be bridged before redevelopment is market driven. Government investment, such as tax-increment financing, or allowing upper stories to add value to the redevelopment can fill the gap.

<i>Per Square Foot</i>	<i>10% Capitalization</i>	<i>10% Capitalization</i>	<i>10% Capitalization</i>	<i>10% Capitalization</i>
Net Rent	\$20.00	\$16.00	\$14.00	\$8.00
Sample Project No Parking				
Retail Square Footage	10,000	10,000	10,000	10,000
Land Value	\$800,000	\$400,000	\$200,000	0
Property Value	\$2,000,000	\$1,600,000	\$1,400,000	\$800,000

Table E-6: Effect of Rental Rates on Market Dynamics

The calculation in Table E-7 illustrates how adding upper story residential can make market driven redevelopment possible. By adding two 10,000 square foot stories, the developer of a retail ground floor could pay \$20 per square foot for land and rent the retail space for the prevailing market price of \$16 net. As this table calculates the rents from the retail space would support \$400,000 of the land value. The 13 upper-story residential units would support an additional land value of \$400,000 (13 X \$30,000).

Redevelopment

Condo Sales Price Per Unit	\$160,000
Construction Costs Per Unit	\$90,000
Land Value Per Unit	\$30,000
Marketing & Development Expenses	\$25,000
Profit and Taxes Per Unit	\$15,000
Units to Fill \$400,000 Gap	13

Table E-7: Upper Story Residential Driving Redevelopment

Several Monroe Street sites may prove to be future development opportunities. One site, a structure at 2605-7 Monroe Street (deep “English” cottage between Papa Phil’s and Michael’s) presents a rehabilitation opportunity. This structure may be suitable for one or two tenant spaces. Four other sites are located in the Commonwealth and Glenway nodes. They are currently occupied by the auto repair businesses described earlier. Depending upon the succession plans of each existing owner, these sites may be suitable for infill development. These as well as other sites that could potentially experience redevelopment are described in the redevelopment guideline section beginning in Section K.

7. Summary of Market Conditions Key Findings

- Within a 15-minute drive time the area has a total retail expenditure of over \$2 billion. With 100,000 employees working within a five-minute drive time, Monroe Street has access to a substantial daytime population.
- While some local pedestrians access many businesses along Monroe Street, provision for automobile access is key to the long-term vitality of Monroe Street and must be effectively managed in order not to conflict with the neighborhood’s desire for traffic calming and control.
- Although the connection of Monroe Street’s businesses to residents within a five-minute drive is reported by local merchants to provide the majority of sales, Monroe Street’s long-established reputation and relative stability as a shopping district enhances its appeal to a broader local and regional market.
- The study area currently has no existing direct competitors, other than State Street, within Madison in terms of business mix and merchandise quality. Williamson Street, downtown Middleton, and the Atwood Avenue area could potentially become more competitive in the future.
- Sustainable businesses and districts recognize that congestion and difficult parking are paradoxically signs of success. They must then work to minimize them without losing the air of desirability and higher sales those challenging conditions provide.
- Another challenge facing successful corridor business districts like Monroe Street is the fragile nature of its businesses’ profit margins.
- Interviews with Monroe Street merchants indicated that the corridor as currently configured does support sustainable businesses but that the future holds questions due to deteriorating buildings as well as under-utilized parcels that may be ripe for redevelopment in the near future.
- Madison’s development process is more involved than in many other communities and a protracted process can add sizeable pre-development costs to potential redevelopment projects.
- Given the prevailing rent levels, redevelopment featuring only ground floor retail would probably not occur without some form of government assistance such as tax increment financing. Solely market-driven redevelopment is more likely if additional floors of residential are added above ground floor retail.
- The intent of this plan should be to set standards for making this well-functioning area better rather than promoting major changes that could upset the business environment.

F. MARKET STRATEGIES

The Monroe Street Commercial District is relatively modest in size with four primary assets - nearby residents, a large employment base nearby, active traffic linkages, and a core of successful “Main Street” businesses with regional appeal. The City of Madison also has some distinct market advantages. The communities that surround Monroe Street are diverse, featuring high incomes and a strong housing market, as shown in the demographics, and recent housing development. Monroe Street’s commercial district is characterized by small-scale commercial development which integrates well in scale and quality with the surrounding residential neighborhoods and environmental amenities. The business district strives to sustain its existing character and business mix as market conditions and economic changes occur.

1. Identify Attainable and Desired Business (Market Mix)

Despite its many assets, Monroe Street will have challenges sustaining its current success if a proactive approach to accommodating new business and development is not adopted. The closing of Ken Kopp’s Fine Foods in 2001 displayed the tight balance that is needed to maintain Monroe Street as an area that serves critical neighborhood needs while attracting a regional customer base with its specialty stores and quality shopping experience.

The suitable mix for Monroe Street is four fold: neighborhood services, specialty stores, restaurants, and offices. Neighborhood services include a grocery store, pharmacy, dry cleaning and postal station. New stores should be established if the existing ones go out of business. These establishments would need to be small scale and in character with Monroe Street. Specialty stores play a critical role in Monroe Street’s regional appeal. These businesses include galleries, gift stores, stationary shops, etc. A wide variety of restaurants are currently located along Monroe Street. They not only bring people to the neighborhood but are a good mix with office uses as they have different parking demands. Balancing parking with the number of restaurants and the types of restaurants is important in tight commercial areas such as this. Efforts should be made to retain existing businesses, such as pharmacies, post offices, gift stores, and galleries and to recruit new ones that are not currently represented or in categories where there is sufficient demand to support additional retailers/businesses.

With the UW-Madison and the surrounding residential neighborhood, small-scale offices such as lawyers, doctors, realtors, consultants and accountants would be a good complement for mixed-use development. Locating these businesses on second floors should be encouraged.

2. Define a Suitable Business Model for Monroe Street

Identifying a suitable business model for the Monroe District is critical for the long- term sustainability of future businesses. Local retail franchises opening their third, fourth or fifth store, owner-occupied retail businesses and/or mixed-use development are the most sustainable businesses for Monroe Street. This is due to the high rental rates and the lack of large retail spaces. Future opportunities for e-ventures could also be pursued. The synergy from similar businesses (specialty stores, galleries, antique stores, etc.) would give Monroe Street a marketing advantage. Proposed real estate projects along the street should take into consideration whether the resulting retail rental rates are sustainable for the types of businesses that characterize Monroe Street.

3. Consider Appointing a Monroe Street Business District Manager

In order to sustain Monroe Street as a competitive commercial district that meets the stated desires of the residents and merchants in the area, the Monroe Street Merchants Association might want to consider creating a paid position of business manager. Currently many volunteers administer the Monroe Street Merchants Association and all of their activities. As the role of managing the commercial district expands, it may be necessary to retain the services of an individual to undertake some of the tasks. If the area cannot absorb the cost of this position, it may be possible to retain the services of a professional who is part of a larger organization or manages a series of similar business districts in the Madison Area. Listed below are series of activities that would be undertaken by such a person:

- Maintains list of existing demographics, businesses and properties
- Assists in attracting suitable businesses
- Assists in getting public approvals for new businesses
- Moves forward target development projects
- Moves forward transportation and other public improvement projects
- Enhances organization of Monroe Street Merchants Association
- Maintains contact with area neighborhood associations

4. Utilize Available Public Funding and Programs

The City of Madison has a number of programs that provide both expertise and financial assistance to local businesses. Records show that these programs have been underutilized by area businesses. Through the merchants association, area neighborhood associations or the proposed business district manager, the following programs should be used more effectively along Monroe Street. It is recommended that the merchants group invite City of Madison officials who administer the following programs to come and give presentations to local business owners on these programs.

- Facade Improvement Grants
- Public Art Program
- Neighborhood Grant Program
- Capitol Revolving Fund
- Tax Increment Financing

G. MARKET ACTION PLAN

1. Organization and Finance Action Plan

The Monroe Street study area profits greatly from its activist business owners, property owners, and nearby residents. There is enormous pride in the district and the neighborhoods for what was described earlier as a very unique commercial locale. Critical to the area in the future is the management of Monroe Street as a cohesive commercial district.

All successful commercial district management is characterized by one attribute-partnership among all the major stakeholders in the study area. These stakeholders must represent both private and public (primarily local government) sectors. For Monroe Street, institutional stakeholders, such as the University of Wisconsin-Madison and Edgewood College, should be included. A strong public-private partnership ensures the most efficient use of resources available to each sector. That partnership creates a forum for the tensions of the various perspectives to be accommodated through compromise.

The Monroe Street study area also has other management considerations. One will be the determining of the district's boundaries. Having three nodes with vastly different business mixes and future possibilities presents a major challenge to any management entity. In contrast, the effect of future change to any one node could affect the remaining two nodes. The "how" of managing the study area is also problematic. Once any management entity is determined, its long-term sustainable funding becomes most crucial.

The possibility of a Business Improvement District (BID) has been discussed as one option for managing Monroe Street, particularly its maintenance. The Wisconsin BID process, according to the enabling legislation, is a clear-cut process. The legislation lists fiscal and organizational requirements necessary for BID consideration. It infers that a strong, active organizational framework would aid in approval. Monroe Street is a likely BID candidate in the long-term, and the City of Madison would likely be amenable. There are complicating factors. Seeking BID approval from local property owners is not an easy task. Any BID approval strategy with its consequent educational process will take time. Those property owners affected will need to understand the BID process, its possibilities, its limitations, and most important, how the BID will provide value to the entire study area. One resource for BID information is the Wisconsin Downtown Action Council, a BID advocacy group. They can provide referrals to successful BIDs in Wisconsin, primarily in Milwaukee, to help prepare for any Monroe Street effort.

In preparation for a BID, the Monroe Street Merchants Association should carefully consider how the district management organization is structured. One possible option is becoming a Wisconsin Main Street community. By initially applying the Main Street model to the study area, any new management entity could develop the necessary organizational capacity in preparation for the BID approval process. Utilizing the Main Street methodology is hard work. Wisconsin Main Street can provide initial information and training to determine if the model is appropriate for the Monroe Street study area.

Another issue is that of financial incentives. The City of Madison offers a facade improvement program through the Department of Planning and Community and Economic Development. Property owners of service or commercial/mixed-use structures and building tenants with leases of more than one year in length, located within the target area, are eligible for funding. The Monroe Street district merchants and property owners must determine if supplemental incentives, such as targeted matching grants and/or loan programs, are necessary for Monroe Street (targeted incentives are typically designed to achieve specific behaviors or objectives). Any incentive program should also be developed and managed under the auspices of whatever organization the merchants determine. A comprehensible application process, attentive administration, necessary due diligence, and strong fiscal controls must be part of any financial incentive development.

The neighborhood organizations are also partners in Monroe Street. They can help in the distribution of program information, develop events uniquely suited to the nearby residents and provide input into the development of business recruitment targets. Through continued cooperation with the Monroe Street Merchants Association, the neighborhood organizations will develop a clear understanding of the challenges facing Monroe Street merchants and the merchants will learn about neighborhood concerns.

The following tables suggest action plans for the Monroe Street commercial districts. The scenario includes a steering committee element that may be included in the action. Timetables become active with a decision to pursue a steering committee element.

Table G-1: Organization and Finance Action Plan

Task	Month Due	Who	Cost
Objective: Establish a project steering committee to guide plan implementation			
1. Recruit a steering committee willing to serve for 18 months and composed of: a. 2 property owners who operate the businesses in their buildings b. 2 property owners who hold the property as an investment c. 2 business owners who lease space on Monroe Street d. 1 representative from each adjoining neighborhood organizations e. 1 representative from each City department involved in plan implementation	1	City/Merchants	-0-
2. Create a working organization a. Officers b. Insurance c. Subcommittees: i. Permanent Organization ii. Financing iii. Business Development iv. Marketing	3	City/Merchants	-0-
3. Establish a schedule to meet at least 12 times in the next 18 months	3	Steering Committee	-0-
4. Report quarterly on implementation progress	Ongoing	Steering Committee	-0-
5. Create a permanent organization	20	Steering Committee	-0-
6. Disband	20	Steering Committee	-0-

continued on next page

Table G-1: Organization and Finance Action Plan (continued)

Task	Month Due	Who	Cost
Objective: Develop an organization with the ability to provide expanded management, business development and marketing			
1. Research models that could work for Monroe Street: a. Meet with Wisconsin Main Street to learn about its program b. Research procedures for establishing a Business Improvement District c. Assess the existing Monroe Street Merchant's Association d. Consider other programs, including an Ombudsman	8	Permanent Organization Subcommittee	-0-
2. Draft a white paper reporting on the research that includes: a. Governing board membership i. Number of members ii. Qualifications b. Successful programs c. Budget d. Tenure and "sunset" provisions	11	Permanent Organization Subcommittee	-0-
3. Recommend an organization or program to undertake management of Monroe Street a. Governing Board b. Committees c. Programming d. Funding	15	Permanent Organization Subcommittee	-0-
4. Complete legal requirements to establish recommended organization	19	Permanent Organization Subcommittee	-0-
Task	Month Due	Who	Cost
Objective: Identify funding for management, business development, and marketing programs			
1. Research local resources: a. Foundations b. Facade Improvement Grants c. Public Art Program d. Neighborhood Grant Program	5	Financing subcommittee	-0-
2. Research State programs	5	Financing subcommittee	-0-
3. Research Federal Programs	5	Financing subcommittee	-0-
4. Create a comprehensive list of the funding programs available to a Monroe Street organization and to businesses on Monroe Street	8	Financing subcommittee	-0-
Objective: Establish an annual budget for management, business development, and marketing programs			
1. Establish costs of programs as projected by subcommittees	8	Steering Committee	-0-
2. Determine sources of funds	9	Steering Committee	-0-
3. Make allocation decisions	11	Steering Committee	-0-
4. Review results every six-months	Ongoing	Steering Committee	-0-

2. Business Development Action Plan

Much of the neighborhood focus over the past few years has been on the development of Monroe Commons, including the Trader Joe's grocery store, in the 1800 block. While certainly the largest and most valuable site, the remainder of Monroe Street has its own dynamic as a commercial district. Vacancies exist within the district, and appropriate and potentially successful tenants are needed to fill those vacancies. Future redevelopment sites also exist.

The challenge for the Monroe Street district, its surrounding neighborhoods, and both leaderships is how to accept change without compromising character. Part of this challenge is recognizing that market forces ultimately determine business owner and real estate developer successes. In turn, balancing market realities with neighborhood desires will continue to ensure Monroe Street's strength.

Linkages with the local commercial real estate community will be important to Monroe Street's future. Local real estate brokers are very aware of the residents' desire to support local merchants. Many of them have actively worked to maintain the current successful business mix. Ongoing conversations between local merchants, property owners, and local retail brokers can identify other tenants suitable for Monroe Street, creating an informal referral network.

Business owners operating at three or more locations within greater Madison represent likely recruitment prospects. These types of owners are experienced in expanding their business. These owners also have the financial capacity to purchase a building, should that be an element of any expansion decision.

While the district has an assortment of businesses with several strong clusters, opportunities exist to fine-tune the business mix. Other potentially successful business types reflect creative and lifestyle interests of local residents. New business types are noted below. Also listed are additions to the existing mix that tend to represent business types with a higher average sales transaction

- Bookstore (catering to all age groups)
- Outdoor sports equipment
- Photography equipment
- Cycle shop
- Exercise equipment

One or more casual sit-down restaurants within the Regent node are possible, especially now that there are 53 condominiums at Monroe Commons. A fine dining option is a possibility. Most restaurants in this node, particularly those proximate to Regent St., appear to cater more to the student market. Additional venues catering to neighborhood families and the potential daytime market would appeal to multiple Monroe Street markets. Restaurants within the category known as "quick casual" generally match the needs of both markets. Food and beverage establishments that quickly produce fresh, high quality meals for dine-in or carry-out appeal to busy families, nearby workers, and even those driving through the Monroe Street district each day.

In addition, businesses that complement the home furnishing clusters in the Regent and Commonwealth nodes (there are currently nine home furnishing-related stores in the district) would likely be successful. Such retailers, as a local high-end kitchen appliance dealer or specialty audio components store, could do well. For example, many retail districts similar to Monroe Street in which gourmet stores are successful will have a store that sells Miele brand appliances while nearby a store will sell specialty audio components.

Table G-2: Business Development Action Plan

Task	Month Due	Who	Cost
Objective: Recruit sustainable business that attract additional customers to Monroe Street			
1. Create a database to track Monroe Street's business mix: a. Document current size and amenities of each ground floor space b. Document current building owners c. Document current businesses	8	Business Development Subcommittee	-0-
2. Create a desirable businesses database: a. Seek information from existing businesses on welcome cluster additions b. Seek information from neighborhood residents on desired businesses c. Gain information on identified businesses: i. Interest in Monroe Street store ii. Real Estate decision maker iii. Special requirements (size of space, access, amenities)	11	Business Development Subcommittee	-0-
3. Become a resource to building owners and local real estate personnel: a. Regularly release information on businesses seeking Monroe Street space b. Hold breakfast and tours to showcase opportunity	Ongoing	Business Development Subcommittee	-0-
4. Have regular schedule to keep information up-to-date	Ongoing	Business Development Subcommittee	-0-
Objective: Make existing Monroe Street businesses more successful			
1. Use the Merchant's Association or the Steering Committee's Business Development Subcommittee to identify issues impacting business success and seek solutions	Ongoing	Business Development Subcommittee	-0-
2. Communicate regularly with existing businesses on: a. Advertising opportunities b. Funding programs c. Business improvement seminars d. Expense reduction	Ongoing	Business Development Subcommittee	-0-
3. Hold merchant meetings at least semi-annually: a. Major Event Kick-off b. Holiday Kick-off	Ongoing	Business Development Subcommittee	-0-

3. Marketing Action Plan

The Monroe Street study area already has key marketing elements established. The study area has a strong, recognized image. Its market position within the Madison area is understood by local consumers, the business community and by the commercial real estate brokers and developers. Advertising and collateral materials produced by Monroe Street merchants are of high quality. Future emphasis on targeted public relations, additional cooperative advertising, and ongoing evaluation of district printed materials can continue to reinforce Monroe Street's image and market position.

Table G-3: Marketing Action Plan

Task	Month Due	Who	Cost
Objective: Establish baseline joint marketing program			
1. Support efforts to establish a permanent funding source that can finance joint marketing	Ongoing	Marketing Subcommittee	-0-
2. Focus on the key role of the business directory: a. Must be affordable at the 100,000 printed per year b. Must have distribution plan to get to: i. Every home within a five-minute drive time ii. University event participants iii. CVB	8	Marketing Subcommittee	\$20,000
3. Develop a plan for regular public relations efforts: a. Hire a professional b. Send frequent press releases c. Create major events for new store openings	8	Marketing Subcommittee	\$20,000
4. Identify no more than two events to be sponsored by the governing organization that are focused on selling merchandise and meals. More events take too much time to allow for a focus on managing, recruitment and marketing. Events also tend to temporarily depress the sale of nearby businesses: a. Holiday walk b. Summer Sale	8	Marketing Subcommittee	-0-
5. Establish rules for the use of the corridor for events. For example, other communities have limited events for non-profits. For example, road race events should end by 10 am so streets can be opened fully.	5	Marketing Subcommittee	-0-
Objective: Strengthen the connection between Monroe Street Merchants and the nearby neighborhoods			
1. Distribute Monroe Street Guidebooks directories frequently	Ongoing	Marketing Subcommittee	TBD
2. Consider list serve or other web tools to alert on special offers and events	8	Marketing Subcommittee	-0-
3. Use sandwich signs and other temporary advertising visible to high traffic count as allowed by the City.	5	Marketing Subcommittee	-0-
4. Consider creating a frequent customer mailing list to be shared by all businesses	5	Marketing Subcommittee	-0-
Objective: Enhance the regional image of Monroe Street			
1. Seek press mention in newspaper's special shopping sections	Ongoing	Marketing Subcommittee	-0-
2. Create a photo bank that makes it easy to include Monroe Street in publications	8	Marketing Subcommittee	\$500
3. If funding allows, consider advertising in University of Wisconsin and Edgewood event programs	5	Marketing Subcommittee	TBD
4. Create cluster groups that can share the cost of marketing to specialized regional targets	8	Marketing Subcommittee	-0-

H. KEY FINDINGS

The Monroe Street Commercial District is a unique and well-known destination for both residents and visitors alike. The following section outlines major study findings highlighting both challenges and opportunities to be recognized in order to plan for a successful future. The findings are listed in five categories: Socio-Economic, Visual Characteristics, Environment and Landscape, Traffic/Circulation and Parking, and Management and Operation. The findings indicate that while the Commercial District is in many respects successful, there are challenges to be met to insure that future developments, while adding new uses and activities, do not upset the dynamics that have made the area a success. In the following section a series of recommendations, development strategies, and target project are made based upon the key findings.

1. Socio-Economic

Retail Uses

Findings:

- Three distinct commercial areas lie along Monroe Street, separated by residential areas and civic institutions (Edgewood College and Dudgeon Center). They are the Monroe-Regent, Monroe-Commonwealth, and Monroe-Glenway Nodes. Each provides a separate commercial focus that enhances the diversity of offerings along Monroe Street while allowing the street and neighborhood to maintain a residential integrity.
- These retail areas have a mix of business types including neighborhood retail, destination retail and national attractions.
- The library site has potential for future mixed-use redevelopment.

Recommendations:

- Retain the general kind of business mix in the Monroe Street business areas.
- Adequate parking should be maintained at the Monroe Commons site and in the eastern business district in general.
- The library site, along with the parking lot and, possibly, the futon store and other properties near the library, should be redeveloped into a mixed-use project with ample parking for both the lower level business district and the residents above.

Residential

Findings:

- There are a variety of residential types along Monroe Street. They vary from single-family homes to duplexes and apartment complexes.
- There are an insignificant number of affordable and/or housing units for elders in the area. The community desires this type of housing in the neighborhood.
- The existing homes are in good condition.
- A number of the larger apartment complexes may require updating within the next 10 years.

Civic Buildings

Findings:

- Civic buildings play a critical role along Monroe Street.
- The Regent-Randall intersection offers an opportunity for improvement given the elimination of the railroad, the stadium project, and the possibility of a development at the corner of Monroe and Regent, where Urban Pizza is currently located.

Recommendations:

- The Regent-Monroe intersection should be redesigned to accommodate all modes, including bicycles and pedestrians.
- To the extent possible, the Regent-Monroe intersection should be lowered to avoid the hills leading up to it from the 1400 block of Monroe Street and the 1500 block of Regent Street.

2. Visual Characteristics

Scale and Massing

Findings:

- Historically the street has been successful in creating commercial districts that are in harmony with the surrounding residential neighborhoods. Figures H-1 & H-2 are figure/ground diagrams that indicate how the size of many of the commercial buildings along Monroe Street are not that much larger than typical residential structures, with a few notable exceptions.
- Some buildings of dissimilar scale and massing along Monroe Street have been successfully integrated into the neighborhood fabric via landscaping and fencing.

Setbacks

Findings:

- A zero-lot line (building edge with no setback from the property line) condition is commonly found in the commercial districts at Monroe and Regent Street.
- This assists in the creation of the pedestrian friendly environment found in the area.
- The zero-lot line also inhibits creating gathering places along the street.
- Developing standards for setbacks for new development and redevelopments along Monroe Street will have a significant impact on the quality of the commercial districts.

Materials

Findings:

- Many of the original buildings along Monroe Street were constructed of high quality materials and are consistent with the architectural style of the building.

Recommendations:

- Any new developments should feature materials that are compatible with the existing context, in terms of materials used in existing buildings.

Fenestration (window, door and other openings on the facade)

Findings:

- Primary and secondary facades are determined by where customers enter. Primary is the “front” entrance. Secondary is the side where customers can see into the interior and may have access and/or where service may be accommodated.
- Along Monroe Street, due to the single-lot depth of the commercial uses, most establishments have their primary facade along the street.

Figure H-1: Figure/Ground Diagram of the Monroe-Regent Node



Signage

Findings:

- Signs are an integral part of the commercial character of the Monroe Street Commercial District. However, lack of control can lead to visual chaos. The base of the building is the most visible part of the building for both pedestrians and motorists.

3. Environment and Landscape

Street Furniture

Findings:

- Street furniture can provide visual interest and a human scale to the Monroe Street Business District.
- There are very few places on Monroe Street for people to sit and congregate.

Recommendations:

- Find strategic locations for street furniture so people have public places to congregate. As long as no parking would be lost, extending bump outs on sidewalks, particularly at irregular intersections, to help make this possible could be considered.

Streetscape

Findings:

- Landscaping of the pedestrian environment around the building and parking areas will increase the visual effect of the business district and improve the transition from parking areas to the buildings. Existing and proposed parking areas should be appropriately screened with a green landscaped edge or art piece.
- Alternatives to tree plantings include garden walls and fences, especially those which integrate multiple materials, such as an ornamental iron fence with masonry posts and a hedge located behind the fence. While such elements are more costly, they are effective in creating a strong, pleasant street edge, screening parking areas, while still allowing visibility of businesses and traffic movements.

Public Places & Parks

Findings:

- Near Monroe Street there is an abundance of park space within walking distance.
- A lack of small-scale public/park gathering places exists along Monroe Street. This is especially true of areas for children and adults to gather along Monroe Street, away from the traffic.

Figure H-2: Figure/Ground Diagram of the Monroe-Commonwealth & Glenway Nodes



4. Traffic, Circulation and Parking

Traffic

Findings:

- Traffic is an important issue along Monroe Street. While it brings people to the commercial district, it acts as a deterrent to a pedestrian-friendly “Main Street” atmosphere due to the high traffic counts. Ways to slow down traffic along Monroe Street at the commercial nodes, at intersections as identified in the following land-use diagrams, should be pursued.
- The speed of traffic along Monroe Street should be established at a consistent pace of 25 mph (currently the speed limit varies).

Note: The City’s Street Functional Classification Map indicates streets where traffic is preferred, however, all streets are subject to traffic based on an open and connected street pattern and development intensities.

Off-Street Parking

Findings:

- There is insufficient parking for store patrons in the eastern and central business nodes of Monroe Street.

Recommendations:

- Consider expanding public parking facilities in the Monroe Street area.
- Acknowledge and take advantage of street parking opportunities that have no or minimal impact on residential uses (e.g., Arbor Drive).

Street Parking

Findings:

- The current street parking system seems to work effectively.

Pedestrians

Findings:

- One of the biggest assets the Monroe Street commercial district enjoys is the large amount of pedestrian traffic. Maintaining a safe and pleasing environment for them is important.
- Crossing Monroe Street is perceived as the largest threat to pedestrian safety.

Pedestrian/Bicycle Paths

Recommendations:

- The Monroe Street Commercial District should take advantage of its close proximity to the Southwest Path, including by designating routes to the major business nodes.
- Find a way to connect the Wingra Park Bike Path, which runs from the Seminole Highway through the Arboretum, with Edgewood Drive. Again, the business district should use its proximity to this path to its advantage, including by designating routes to the major business nodes.

Multi-Modal Transportation

Findings:

- Monroe Street is a major public transportation corridor linking the far west side with the Downtown. Monroe Street is well served by the transit system.
- Encouraging the use of multi-modal transportation is critical to addressing the long-term concern regarding traffic.
- Monroe Street Merchants could develop a marketing strategy that targets a variety of alternate transportation users. This could involve the preparation of special brochures listing both bus schedule information (for the routes passing along Monroe Street) and information on local businesses. Advertising within the busses could be utilized to call attention to businesses and events along Monroe Street.

5. Management and Operation

Findings:

- The Monroe Street Merchants Association is the group that represents the entire commercial district.
- The group undertakes a number of important endeavors for the area merchants:
 - Organizes the Monroe Street Festival in the fall.
 - Organizes the Christmas Walk at the Monroe-Regent Node.
 - Organizes the Open House the first Sunday after Thanksgiving weekend.
 - Maintains the Monroe Street Guidebook, and provides a detailed listing of businesses along the commercial district for the Dudgeon Monroe Neighborhood Association website.
 - Organizes various seminars for merchants including CPR and addressing shop lifting.
 - Represents the Monroe Commercial District through the Metropolitan Neighborhood Business Association at the Madison Chamber of Commerce.
 - Participates in various infrastructure improvement and planning projects along Monroe Street.
- The Monroe Street Merchants group does not actively recruit desired businesses to the District.
(Note: the following findings from the market study are repeated here)
- Within a 15-minute drive time the area has a total retail expenditure of over \$2 billion. With 100,000 employees working within five minutes, Monroe Street has access to a substantial daytime population.
- While some local pedestrians access many businesses along Monroe Street, provision for automobile access is key to the long-term vitality of Monroe Street and must be effectively managed in order not to conflict with the neighborhood's desire for traffic calming and control.
- Although the connection of Monroe Street's businesses to residents within a five-minute drive is reported by local merchants to provide the majority of sales, Monroe Street's long established reputation and relative stability as a shopping district enhances its appeal to a broader local market.
- The study area currently has no existing direct competitors within Madison in terms of business mix and merchandise quality.
- Sustainable businesses and districts recognize that congestion and difficult parking are paradoxically signs of success. They must then work to minimize them without losing the air of desirability and higher sales those challenging conditions provide.
- Another challenge facing successful corridor business districts like Monroe Street is the fragile nature of its businesses' profit margins.
- Interviews with Monroe Street merchants indicated that the corridor as currently configured does support sustainable businesses but that the future holds questions due to deteriorating buildings as well as under-utilized parcels that may be ripe for redevelopment in the near future.
- Madison's development process is more involved than in many other communities and a protracted process can add sizeable pre-development costs to potential redevelopment projects.
- Given the prevailing rent levels, redevelopment featuring only ground floor retail would probably not occur without some form of government assistance such as tax-increment financing.
- The intent of this plan should be to set standards for making this well-functioning area better rather than promoting major changes that could upset the business environment.

I. RECOMMENDATIONS, DEVELOPMENT STRATEGIES, AND TARGET PROJECTS

Previous chapters of this report have analyzed the market position, traffic flow and physical condition of Monroe Street. Key findings have been outlined. The purpose of this chapter is to pull all these elements together into a series of general recommendations. The development strategies and target projects, listed by specific location, are to be studied further and implemented at different stages and as natural changes in property ownership and businesses occur. The most important key recommendations are indicated by a (*).

1. Socio-Economic

Retail Uses

- Maintain the distinctiveness of the three separate commercial areas.
- (*) Maintain a business environment which allows existing local businesses to remain while providing opportunities for new businesses to locate in the district

Mixed-Use (commercial/retail)

- Mixed-use developments provide an opportunity to create an active pedestrian environment and should be considered in any commercial district redevelopment proposals along Monroe Street.
- (*) As land values increase, opportunities to create this type of development should be pursued while addressing concerns regarding height, scale and massing.

Residential

- Maintain the high quality of residential areas along the length of Monroe Street.
- (*) Future redevelopment should include residential opportunities featuring a variety of housing types available to a diversity of markets, possibly including affordable and elderly housing.

Civic Buildings

- (*) The Monroe Street Branch Library, located alongside a City-owned parking lot, provides an opportunity to create an updated library facility and mixed-use development on the site.
- (*) Edgewood College is an important presence on Monroe Street. As the college develops it will be critical for any future plans be carefully coordinated with surrounding neighborhoods and land uses to avoid any negative impacts.
- (*) Dudgeon Center is a community center within the neighborhood. It should be preserved for neighborhood supporting services and neighborhood civic uses.

2. Visual Characteristics

Scale and Massing

- (*) Maintaining and/or enhancing the scale and massing patterns found along Monroe Street is a critical element to the overall characteristic of the Street.
- Any new building construction along Monroe Street should be more than one story in height unless there are mitigating factors.
- Generally, no building on Monroe Street should exceed four (4) stories for the entire length of the street. This applies to buildings that are directly on Monroe Street, not buildings that might be in a position for greater setback from the street.

- All buildings need to be compatible with the buildings that are near them, both on Monroe Street and on streets that are behind any proposed redevelopment.
- Architectural strategies, including stepbacks, fenestration and other similar significant features, can mitigate height as can the structure of the building limit the floor to floor distances.
- Height should be measured both in distance and in stories, and not absolutely in each case.
- Generally, compatibility weighed against architectural resource and social factors should determine whether or not a particular project should be approved. For example, the 1800 block of Monroe Street is currently being built to five (5) stories, and to an even higher height due to an exceptionally high floor to floor first story, but the benefits of a grocery store outweighed the negatives associated with that height. Greater affordability expressed in density bonuses is also worth considering as a reason for greater height.
- Superior architectural treatment of a particular property and the effect of a development in its entirety are factors that might make what would otherwise be a too tall building acceptable.
- There are no absolutes; projects should be considered on a case-by-case basis with the general guidance that compatibility with the surroundings should be an emphasis in rendering approval decisions.

Setbacks

- Buildings along Monroe Street are generally built uniformly up to the sidewalk edge and present a continuous storefront arrangement. New buildings should follow the pattern of the existing buildings and adhere to a “build-to” line described later in the general development guide lines. Limited setbacks for sidewalk or pedestrian features are possible.

Materials

- All buildings should use high-quality materials as outlined in the development guidelines.

Architectural Quality

- The architectural quality of the buildings along Monroe Street should be continued and enhanced. When building improvements are undertaken, they should be consistent with the architectural quality of the building.
- (*) Property owners and business operators along Monroe Street should be made aware of and encouraged to use public funding available for facade rehabilitation.

Fenestration

- The majority of the surface on the primary facade should be glass to allow visual access in and out of the space. Storefront windows can establish a distinct visual identity for a business image. Quality display windows should be considered as essential as an attractive sign. Display windows typically frame the entryways and should be designed to attract customers.
- Due to the fact that the limited depth of lots along Monroe Street the backs of the buildings must be designed to respect the context of the adjacent residential areas.
- For buildings lying along the edge of Monroe Street, the primary entrances for buildings should be located on Monroe Street.
- Service entrances for the buildings should occur along the rear of the building and be incorporated into the overall design of the building, including similar quality of materials and care for aesthetic quality.
- Mechanical equipment that must be located on the roof of buildings should not be visible from the side of the street opposite the building.

Signage

- Signs are an integral part of the commercial character of the Monroe Street Commercial District. To be effective, signs should call attention to the business and create an identity while still contributing to the overall image of the street. Signs add variety and liveliness to both building facades and streetscapes. Rules for special exceptions for signs located above the first floor might be created if there is a clear improvement of the aesthetic character and quality of the facade as a result of the sign.
- (*) Way-finding signage should be provided along the bike/pedestrian pathway to help direct people to not only the Monroe Street Shopping Districts but to the Zoo, the library, and Edgewood College. Any recommendations for banners needs to be more fully studied and developed, including the potential for fiscal impacts to modify existing street light poles.
- (*) The City of Madison's current sign ordinance should be changed in order to permit projecting signs that are tasteful and attractive.

3. Environment and Landscape

Street Furniture

- Street furniture should be used to attract customers to stores and provide a place to visit with other residents. Designated areas should be established that add to the character of the business district without conflicting with the buildings and walkways. For example, benches should be oriented to provide clear views of storefronts.
- Furniture items that may be selected include: benches, flower containers, trash receptacles, bike racks, and kiosks. The style and character of furniture should complement the building architecture, and be somewhat consistent throughout the district.

Streetscape

- The landscape treatment should be of quality materials but should not be overly designed as to compete with the attraction of the storefronts. Attention should also be paid to the height of landscaped buffers to insure that they provide adequate screening, but also do not impair vision and create safety concerns.
- Street tree species and planting locations should carefully consider maintaining the year-round visibility of business signs.
- (*) Pedestrian-scale lampposts should be installed uniformly along the commercial districts (including the 1500-1600 blocks of Monroe Street). Underground wiring and banners should also be made consistent. The Neighborhood Grants Program may be available for some enhancements.

Public Places & Parks

- Creating clear access to public parks and places along Monroe Street is important.
- Investigate new opportunities for the Crazy Legs Place area. Grants from the Madison Arts Commission may be available for some enhancements.

4. Traffic, Circulation and Parking

Traffic

- (*) It is recommended that intersection enhancements be considered at key pedestrian crossings along Monroe Street. Other methods could include, but not be limited to, traffic signal timing, intersection traffic islands, as well as education and enforcement strategies.
- (*) The speed of traffic along Monroe Street should be established at a consistent pace of 25 mph (currently the speed limit varies).

Off-Street Parking

- At the Monroe-Regent node there are a number of public parking areas. As new development/redevelopment occurs, maintaining this parking is important.
- (*) As new development occurs, parking should be required, but shared parking and the use of alternate modes of transportation should be encouraged.
- Parking (both public and private) areas along Monroe Street need to be clearly identified.
- Parking areas could be made more attractive, and organized more effectively, to maximize the number of spaces. This may include creating shared parking areas.
- (*) For the Monroe-Commonwealth node, shared parking arrangements with Wingra Park is encouraged. Opportunities for sharing may be found during times when park usage is lower.

Street Parking

- (*) Opportunities for creating well-publicized or specifically designated parking areas along side streets, which do not negatively effect the residential neighborhood, should be investigated.
- Add side street diagonal parking for Breese Terrace.
- Shared parking arrangements should be identified and explored to maximize the use of existing spaces.

Pedestrians

- (*) Crossing Monroe Street seems to be the largest threat to pedestrian safety. Opportunities to slow traffic at critical intersections should be pursued. Pedestrian safety islands and other pedestrian enhancements should be considered (Figures I-1, I-2, I-3). Pedestrian crossing treatments are estimated to cost approximately \$15,000 each. It is noted that pedestrian safety islands require additional right-of-way, therefore other alternatives likely will need to be pursued. A good source for information regarding traffic calming and pedestrian enhancements is the Federal Highway Administration's website: (www.fhwa.dot.gov/environment/sidewalk2/sidewalks209.htm).

Pedestrian/Bicycle Paths

- Clear signage to show local establishments and bicycle-oriented amenities should be provided along Monroe Street and the path. It is estimated that such signage could cost approximately \$15,000.

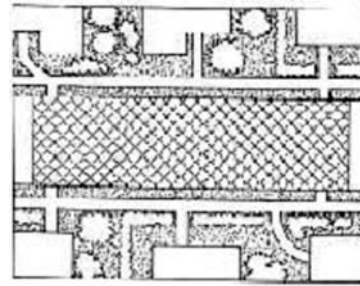


Figure I-1: Traffic Calming: Special Pavement Texture and Color Source FHWA

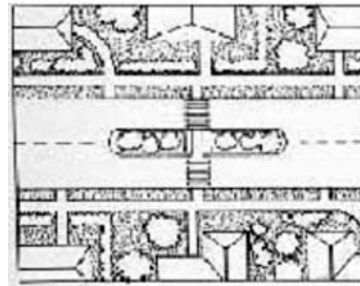


Figure I-2: Traffic Calming: Pedestrian Refuge Island Source FHWA



Figure I-3: Traffic Calming: Landscaped Portion of a Pedestrian Refuge Median in Downtown Glenview, Illinois

- Linking Edgewood Drive and the Wingra Park Bike Path should be pursued. This requires a statement of public need by the Common Council. One possible scenario to provide linkage might involve acquiring properties along both Terry Place and Woodrow, perhaps involving acquisition of buildings back-to-back, acquisition of an easement and resale of the buildings might accomplish this.
- Bicycle parking opportunities should be increased, especially in conjunction with new development.

Multi-Modal transportation

- Monroe Street Merchants could develop a marketing strategy which targets a variety of alternate transportation users. This could involve the preparation of special brochures listing both bus schedule information (for the route passing along Monroe Street) and information on local businesses. Advertising within the busses could be utilized to call attention to businesses and events along Monroe Street.

5. Management and Operation

- A listing of available properties and a database of available square foot parking and area amenities should be maintained.
- (*) A method for funding public improvements, business recruitment and generation should be developed. This may include the creation of a BID District. The long-term maintenance and operation of the Monroe Street Commercial District is critical to maintaining the balance for the type of district desired by both the area residents and merchants.
- (*) As changes and new developments are proposed along Monroe Street they will provide an opportunity to enhance the district's visual character while addressing needs such as parking. An urban design district will provide the opportunity for closer scrutiny of new proposals. This will impact existing businesses also, yet the long-term benefit of introducing an additional layer of approval will ensure the implementation of projects acceptable along Monroe Street.
- (*) In order to effectively use the above-mentioned urban design district, the community should embark on developing detailed design guidelines. Section J of this document begins to address some of the standards for Monroe Street.
- (*) In order to maintain and enhance the quality of the Monroe Street Commercial District, the organization of the Merchants Association should be strengthened. Active membership should come from all three commercial areas along Monroe Street. Members should pay dues, a clear list of activities and projects to be completed should be defined, and committees to continue the current activities should be created.

(The following recommendations from the market study are repeated here for reference, please see Section G for further details on these recommendations)

- Establish a project steering committee to guide plan implementation
- Develop an organization with the ability to provide expanded management, business development and marketing
- Identify funding for management, business development, and marketing programs
- Establish an annual budget for management, business development, and marketing programs
- Recruit sustainable business that attract additional customers to Monroe Street
- Make existing Monroe Street businesses more successful
- Establish a baseline joint marketing program
- Strengthen the connection between Monroe Street Merchants and the nearby neighborhoods
- Enhance the regional image of Monroe Street

J. GENERAL DEVELOPMENT STANDARDS AND PROCESS

1. Public Policy Tools

Urban Design District

As stated in Section C.5, an urban design district will enable the community to evaluate development and redevelopment proposals for sites along Monroe Street for compatibility with existing uses and context.

2. Application of the Guidelines

For each redevelopment project that occurs along Monroe Street, the property owner will be expected to follow the general design guidelines that were described above and also guidelines attributed to each particular site as will be described below. All redevelopment projects must involve consultation with business district and neighborhood groups. In order to most effectively communicate the character of the proposed project in a manner that people can understand it is strongly recommended that when every development proposal comes up for review the following presentation requirements are followed. The magnitude of the project and the magnitude of the change to the area should determine whether strict adherence should be required.

Submittal requirements for presentation to the neighborhood and business groups (as recommended by those groups) on proposed redevelopment projects may include, among other information:

- **A site plan** that not only describes the development parcel but also shows all neighboring buildings and streets for a one block radius around site. This site plan should also indicate any significant topographic conditions.
- **A 3D physical model** of the project which includes context buildings for a one block radius around the site. The model should indicate significant topography. A computer model may be an acceptable alternative to a physical model.
- **Block elevation drawings:** For facades that front public streets or places, an elevation drawing is to be prepared that shows not only the elevation of the proposed project but the elevation of the entire block in order to convey “the big picture” and how the proposed development fits in with adjoining structures.

3. General Physical Appearance

Design standards that establish the physical character of buildings along Monroe Street will not only ensure the long-term maintenance of the existing character but also create an environment that fits in closely and/or is compatible with its surrounding residential neighborhoods. Appearance needs to be considered along with market factors, social objectives (e.g., Inclusionary Zoning), and neighborhood benefits. In order to accomplish and regulate these standards, an urban design district should be adopted. Site-specific design standards should be developed for the proposed redevelopment sites. Following are some preliminary recommendations for regulating the physical appearance of buildings along Monroe Street. These guidelines apply to the three commercial nodes identified along the street. Since most of the redevelopment envisioned is mixed-use, the guidelines are directed toward that type of development. Each development project should adhere to the following general guidelines as well as the site-specific guidelines that begin in Section K.

Building Heights

Building heights are regulated to create streets in character with surrounding development. Building height ranges should be indicated for each redevelopment site. Building heights are identified by the number of stories above grade, distance between the floors, the interaction between height and both setback and stepback, and the viewing perspective to a structure. Height should be expressed as minimums and maximums with allowance for unique circumstances. The City's Zoning Ordinance regulates what constitutes a story.

Monroe Street's visual character derives from the great predominance of two-story commercial and two-story residential buildings. Only a few three-story buildings front the street. The Clarendon Apartments at the northeast end, and the four story building on the 1900 block of Monroe Street, are the only true four-story buildings and they are set far back from the street.

Generally, buildings of four stories (or more) would be out of character with the traditional street and the residential neighborhoods, all the more since at most sites' setbacks would be very limited. To gain support, buildings higher than three stories would need creative design and presentation, consideration of contextual impact, lot size, proximity to other building forms, setbacks, stepbacks, floor-to-floor heights, important compensating value-added features, and effective prior consultation with the neighborhoods.

For additions to existing buildings, the allowable minimum building height is the height of the existing building. Landmark or historic buildings may have taller minimum and maximum height ranges (i.e., Camp Randall Stadium).

Build-To Line

Build-To Lines are established for redevelopment sites to ensure that building placements clearly define street edges and corners (Figure J-1). The Build-To Line is the line parallel to (and within two feet of) the property line along which the facade of the building should be located. Facade is defined as any vertical, exterior face or wall of a building.

For adaptive reuse of existing buildings, the Build-To Line is the existing building facade. The percentage of the Build-To Line that should be met with building facade varies by redevelopment site. Building construction can vary from the Build-To Line to accommodate facade articulation including: arcades, entrances, balconies, and reveals.

The following elements can extend beyond the Build-To line: stairs, ramps, terraces, awnings, signs, bay windows, balconies, roof overhangs, lighting, foundations, footings, and similar elements. City approval is required to extend into the right-of-way.

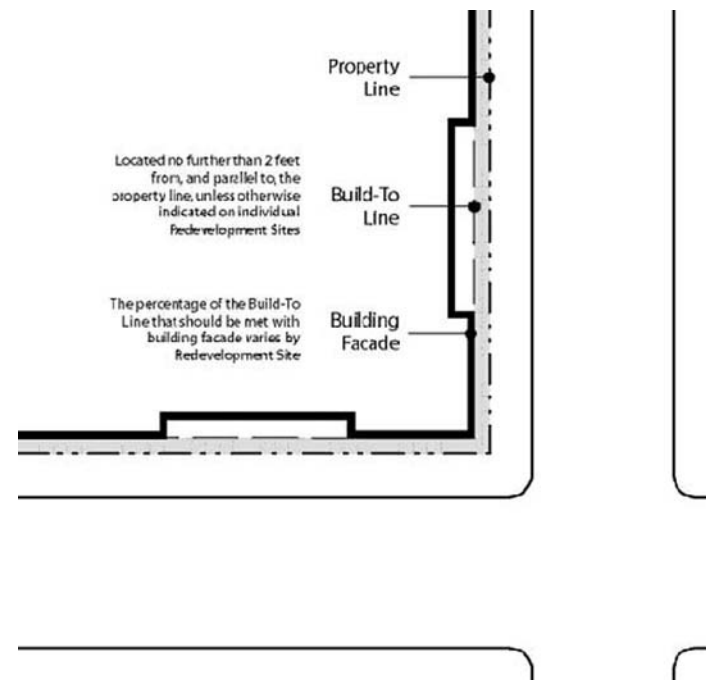


Figure J-1: Build-To Line

Building Composition

Buildings should be composed to define base, middle, and top (Figure J-2). The interface between the building and people should be highly articulated. The transition between the middle of the building and the base and top should be articulated by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale and character to a facade. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette. Figure J-2 shows an example of some existing buildings along Monroe Street that exhibit these qualities. A “base” consists of storefront windows with an awning or shading projection and an accompanying signage panel. A “middle” is comprised by either the windows and facade of the 2nd floor or a high “parapet” that projects above the lower (one story) buildings. The “top” is expressed by a variety of means including stepped parapets, special stone trim at the top of the parapet, or a change in material. These examples illustrate that the building designer may use a number of techniques to create a building composition that fits with the predominant character of the street.



Figure J-2: Expression of Base, Middle and Top in Existing Monroe Street Buildings

Window Glazing

Street level facades should include visual features and design details that enrich the pedestrian experience. While visual interaction with all stories of the building is encouraged, visual interaction by means of clear, non-tinted windows (glazing) is required along the street frontage of a building. The amount and type of ground floor windows is as follows:

- The area where clear, non-tinted glazing should occur is between 2 feet above grade to at least 8 feet above grade. Lower glazing (such as glazing extending to the floor) and/or higher-level glazing (such as transoms and clerestories) are encouraged.
- For exclusively residential buildings, ground floors should be raised a half level and the area where clear, non-tinted glazing should occur is between 3 feet above the ground floor to at least 8 feet above the ground floor. Glazing is measured along the street frontage of a building.
- The clear glazing zone is measured along the street frontage of the building and does not include service entries. Glazing requirements vary by redevelopment site.

Street Activation

Where required glazing is provided along the ground floor, the area behind the glazing should consist of “street activating uses” for a minimum of 12 feet in depth. “Street activating uses” are those open to the public including shops, restaurants, lobbies, and other service activities that move goods and people in and out of the building. “Street activating uses” can also include areas that are not open to the public yet still activate the street. “Street activating uses” do not include parking stalls and does not apply to residential uses on the ground floor.

Both of the storefronts pictured in Figure J-3 utilize “street activating uses” to great effect. One of the best uses to locate along the street edge are seating areas for restaurants or the display of food items, which are always an enticement for pedestrians. Sidewalk cafes are also encouraged, space permitting.

Entries

Pedestrian entries should be provided for each distinct ground floor use (or tenant) along the street frontage. Shared ground floor entrance lobbies are permitted for upper story uses. Dominant corner entrances that maintain the Build-to Line are desirable on corner sites.

Service entries include truck docks, fire exit doors, areas for waste disposal, and areas for deliveries. Service entries should be located along alleys or in the rear of buildings and should not be located along street frontages unless no other access is available. Fully enclosed service entries are permitted along street frontages and should be designed to be consistent with other ground floor facade elements.

Vehicular parking entries, curb cuts, and driveways should not exceed 24 feet in width. Where the vehicle entry driveway crosses the sidewalk, the paving along the sidewalk should remain at the same typical height as the adjacent sidewalks to create a level, non-interrupted path for pedestrians. Gates/doors for possible nighttime closure should be recessed at least 4 feet from the building facade.

Materials

Enrichment of the pedestrian realm requires building base materials to be of high quality, such as stone, brick, metal panel systems, and other durable materials. Materials such as Exterior Insulation and Finishing System (EIFS) should not be used on the building base, and utility grade materials such as split-face block are only allowed on rear, interior lot lines and alley frontages.

Building Articulation

Detailing of the base of buildings should be used to enhance the human scale qualities of the building. The building base should be distinctly noticeable from the middle portion of the building. Cornices, friezes, hoods, canopies or other expressive elements should demark the separation of these portions of the buildings. Awnings and light shelves are also encouraged to help create a more human scale to the building.

The base of commercial and other buildings should have additional expressive elements that enhance the building’s relation to human scale. A change in material or detailing for the base can often achieve this goal.

Building articulation should take into account certain details that can enhance the experience of Madison Metro riders waiting at bus stops. It may be possible to incorporate overhangs or canopies into buildings adjacent to bus passenger waiting areas or to incorporate benches into plans at particular locations where passengers wait. Consideration should also be given regarding the value of retaining walls and other landscape features that could serve as informal seating alternatives.



Figure J-3: Facades of Existing Monroe Street Buildings that Activate the Street

Lighting that illuminates the exterior of a building and highlights its design features is encouraged.

“Flat” facades should be avoided. When dissimilar materials of the exterior cladding meet, a distinct variation in surface plane should be present. For example, when a brick clad section meets up with a glass curtain wall, a variation in plane is generally needed to avoid the facade appearing too flat.

For residential uses, balconies, French windows, bay windows, or similar features are encouraged on all units above the building base to further activate the street and give the upper facade articulation and interest.

For commercial uses and other buildings with a curtain wall facade, additional expressive elements are encouraged above the building base.

Structured parking garage facades above the building base should be fully enclosed along street frontages. Open parking garage walls to alleys and locations where the wall are less visible from public streets and residential areas are allowed.

Where parking structure facades are open for ventilation purposes, they should not have long, horizontal openings. The facade should establish a vertical pattern or create gridded or punched window-type openings in order for the structured garage facade to maintain a sense of scale and vertical proportion.

Roof gardens are permitted and encouraged. Roof forms and elements that serve as visual landmarks special features and architectural lighting of rooftop elements are encouraged.

Mechanical equipment should be screened and mechanical penthouses should be clad with material consistent with the overall design of the facades.

Proportion

The use of proportion is intended to provide a sense of visual harmony among elements of a building. A well-proportioned building has component parts, windows for example, that have the same proportion as the other parts, (structural bays, panels, facades, zones, etc.). A pattern of components with a greater height than width creates a preferable vertical proportion consistent with the building massing that is historically prevalent along Monroe Street.

The building’s massing and resulting surfaces should demonstrate consistent proportional harmonies that should be used in the development of the facade’s composition and details.

Scale

In order to achieve an architectural composition responsive to surrounding context and human scale, distinctive compositional elements of buildings should be distinguishable from a distance of both near and far. The size and shape of these elements should reflect the scale of nearby buildings.

Rhythm

In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building’s repetitive structural bays, often with the end bays given special identity. This articulation of the facade helps provide scale by breaking the facade into smaller visual parts. The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade.

The building's structural column lines should in some way be evident or expressed on its facade.

Surface Variation and Detail

Enhance the visual richness of surfaces and scale of facades with detailing at openings and corners, with material, color and textural changes. Express the products of current manufacturing technologies and building construction processes to produce an architectural expression of this time period while responding to surrounding context.

Special Features

Because of their prominent locations, several redevelopment sites require special features such as unique forms, shapes, or facade elements that can be seen from a distance in order to terminate a vista or define gateways. These are identified for particular redevelopment site diagrams.

Site Features

Outdoor areas, such as cafés and plazas, should be constructed with materials consistent with those along the ground floor facade. Material such as poured in place concrete, stone, and masonry elements should be used. Wood railings, wood skirting, and wood decking should be avoided. Retaining and garden walls should be constructed of poured-in-place concrete, or stone and brick masonry. Wood retaining walls and dry-stack block systems should be avoided. Fencing should be decorative metal, masonry or other high quality materials. Site lighting should be controlled to prevent glare from the light source onto adjacent properties of the public right-of-way.

Surface Parking

Parking lots should have a simple geometric shape, and strong edges that define them. This includes decorative fencing/garden walls, landscaping, and lighting.

Decorative Fencing and Landscaping

Decorative fencing/garden walls and landscaping are required between the public right-of-way and any off-street parking, loading, and service areas where they are adjacent to the public right-of-way. The fencing/garden wall should be decorative, preferably with masonry piers at regular intervals (Figure J-4). Ground plantings at the base of the fence are encouraged. In addition, regularly spaced trees (spacing not to exceed 25 feet between tree trunks) should be planted as part of the composition. Trees should be deciduous with a canopy in order to maintain sight lines into and out of the site for safety.

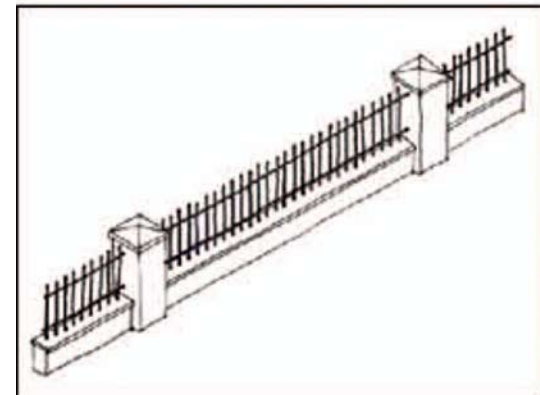
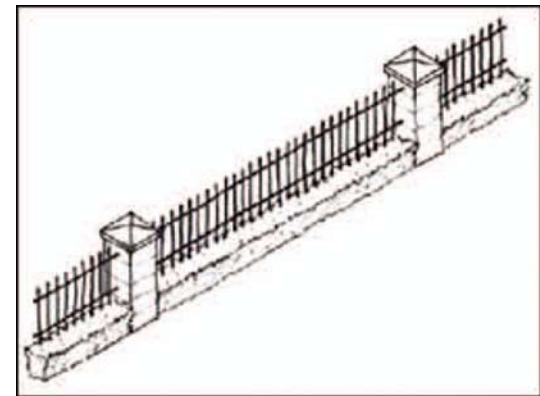


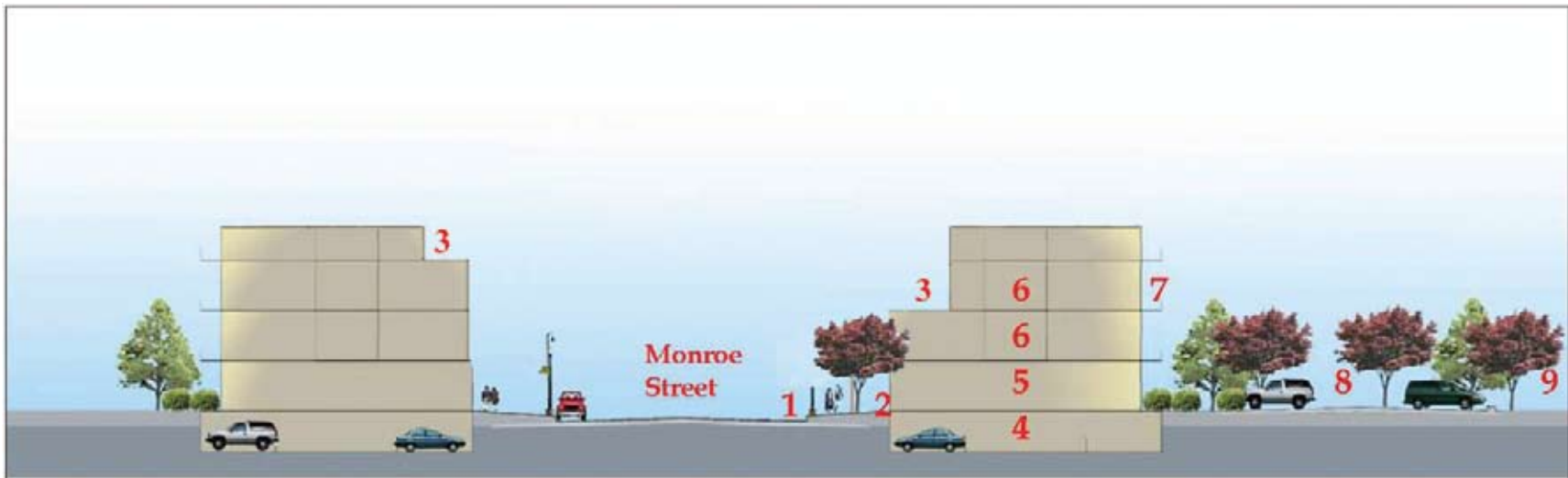
Figure J-4: Decorative Fencing, Walls and Landscape Edging

Street Section Diagram

Figure J-5 represents a prototypical application of some of the general design guidelines. The example indicates new mixed-use buildings on redevelopment sites with ground floor retail and residential uses above. Note that while this diagram portrays four story buildings, the guidelines call for mostly 2-3 story development, with some exceptions where higher buildings are permitted pending the provision of certain requirements as listed in the guidelines.

1. Building constructed up to Build-To Line. Streetscape/landscape improvements are provided in the public R.O.W. The first floor level of building along street to have “Street Activation Zone” as described in guidelines.
2. Setbacks permitted for sidewalk cafes or other outdoor seating areas.
3. Top floor(s) setback from main facade line as described in the guidelines.
4. Parking for residential underground or within building
5. Retail/commercial use
6. Residential use
7. Residential balconies encouraged. High quality materials on all sides of buildings that back up on residential areas
8. Landscaped parking-service areas screened and in back of lot
9. Existing alley (where applicable)

Figure J-5: Street Section Diagram



4. Development Strategies and Target Projects

In order to more closely investigate redevelopment opportunities along Monroe Street, future land use diagrams were developed for the three commercial nodes along with development strategies and target projects for each block. As with the general recommendations each has an action priority rating based upon the estimated implementation timetable: short term, 0-5 years (S); medium term, 5-10 years (M); or longer term, 10-25 years (L).

Recommendations envisioned for the three commercial nodes along Monroe Street fall into three general categories:

Private Redevelopment Opportunities;

These are predominantly a function of the current landowners, current business operators and market conditions. The recommendations outlined in this document give property owners a direction as to the community's desired development for specific sites along Monroe Street.

Public/Private Partnerships;

Among the listed recommendations these are the ones which will entail the most discussions, as many entities will be involved in the process. Amongst these are the facade and urban design improvements for the conceptual street connections and park improvements at Commonwealth and Monroe, and the Arboretum and Wingra Park. Also falling into this category is the study for creating a Business Improvement District and hiring a Business District Manager.

Public Improvements;

Recommended public improvements and actions include the creation of the urban design district, the street improvements and other improvements to the public right-of-way including creating parking and reconfiguring streets.

Potential redevelopment sites are discussed in further detail in Section K.

K. REDEVELOPMENT GUIDELINES

1. Definition of Redevelopment Sites

Outlined below are sites along Monroe Street that may potentially see redevelopment activity over either the short (0-5 years), medium (6-10 years), or long (11-25 years) term. The potential for redevelopment is estimated by utilizing the following criteria:

- **One-story commercial buildings:** Given the economic value of land along the Monroe Street corridor, any commercial building that is one story is considered a potential site for redevelopment.
- **Underutilized sites or buildings:** Sites such as the service stations and auto repair shops that cease operations in which only a portion of the site is utilized are considered candidates for redevelopment over time.
- **Present use not in conformance with the vision for the district:** This plan has outlined an economic and aesthetic vision for the future of the Monroe Street District. Any site in which there is a use that seems to be contrary to the anticipated development scenario can be considered potential redevelopment sites.
- **Property/Structure in advanced age that is architecturally incompatible with the guidelines in this Plan or future urban design district provisions, or in need of major renovation:** Buildings that are not in good physical condition could be considered potential redevelopment sites since repairing a structure may not prove cost effective to the owner versus building new and more efficiently.

It is important to note that the indicated redevelopment sites are suggestions, and that the ultimate disposition of the sites will depend on the property owners' decisions and actions. The main purpose of outlining potential sites is to be able to prepare development guidelines that describe the neighborhood's and the City's vision to property developers. The overall goal is that new development is appropriate to the character of the business district and the residential neighborhoods. Redevelopment activity on these sites does not necessarily mean total demolition of existing buildings— in fact, it is hoped that redevelopment over the years will be a mix of rehabilitated and renewed structures as well as new construction appropriate to the established scale and character of the neighborhood.

2. Site-Specific Development Guidelines

Guidelines are listed below for each identified redevelopment parcel. A dashed white line containing the symbol “R” indicates each redevelopment site. The numbers are the same as outlined in the list of recommendations. An estimated implementation horizon is given for each site as either short term (0-5 years), medium term (6-10 years), or long term (11-25 years).



Figure K-1: Land Use, Development Strategies and Target Projects for the Monroe-Regent Node. Yellow depicts residential, red depicts commercial, and blue depicts institutional land uses. The dashed line surrounding the area depicts ground floor use and the fill depicts land use on upper floors. White dashed lines indicate potential redevelopment sites.

Monroe-Regent Node (Figure K-1)

General Comment: Redevelopment is seen primarily as mixed-use development with retail on the ground floor and office or residential floors above. The predominant upper floor use should be residential but upper floor office use is encouraged at the east end of this node, where the presence of additional office workers could help existing businesses.

Block 1

(S) Redesign of the pedestrian area directly south of the Field House is under consideration by the University of Wisconsin.

Block 2

(S) The University proposes that Crazy Legs Drive also be closed. This area could then be enhanced as a pedestrian gathering place (Figure K-2). If possible, angled parking should be accommodated, potentially along Breese Terrace. The angled parking should be configured in such a way as to not impede busses turning north onto Breese Terrace from Monroe Street. A possible solution may be to make the spaces deeper than normal. The bus shelter on the east side of Breese Terrace just south of Regent St. should remain along with the bus pull-out space. Madison Metro should be consulted as this area is redesigned. Indicate the start of the Monroe Street shopping district with pedestrian-scale streetlights and banners.



Figure K-2

Block 3

(S) Block 3 is currently retail with some mixed-uses. Adding parking at Crazy Legs Square will help meet the parking needs of this block. The City should actively pursue and support the redevelopment of underutilized or deteriorated sites in order to create a gateway onto Monroe Street and establish land uses that are more compatible with the surrounding areas and other parts of the street. Keep the brick buildings in this block. Because of the visual importance of this gateway corner it should be strong architecturally and visually interesting. Indicate the start of the Monroe Street shopping district with pedestrian-scale streetlights and banners.

Block 3 has been identified as possessing potential short-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built up to the existing sidewalks as established by current patterns.
- **Building Heights:** 2-4 stories. Buildings might step down in height if possible toward the rear of the site in order to make a comfortable building transition from the commercial/mixed-use district to the quiet residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Regent and Monroe Streets should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along Oakland Avenue.
- **Special Architectural Features:** There is an opportunity for a special architectural feature such as a tower or a projecting bay at the corner of Regent and Monroe Streets to mark this prominent location.
- **Entrances:** Principal entrances should be off Monroe and Regent Streets. There is the potential to create a major entrance at this corner which could also act as a focal point for the block. The entrance should be on the principal street.
- **Service and Parking:** Parking should be to the rear of the site, accessed from the alley. Service access should be provided to the rear via the alley and all service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Block 4

(L) Block 4 is a combination of mixed-use commercial/retail and some residential. As uses and ownership change this block should become retail/residential/commercial use. The City should actively pursue and support the redevelopment of underutilized or deteriorated sites in order to create a gateway onto Monroe Street and establish land uses that are more compatible with the surrounding areas and other parts of the street. Indicate the start of the Monroe Street shopping district with pedestrian-scale streetlights and banners.

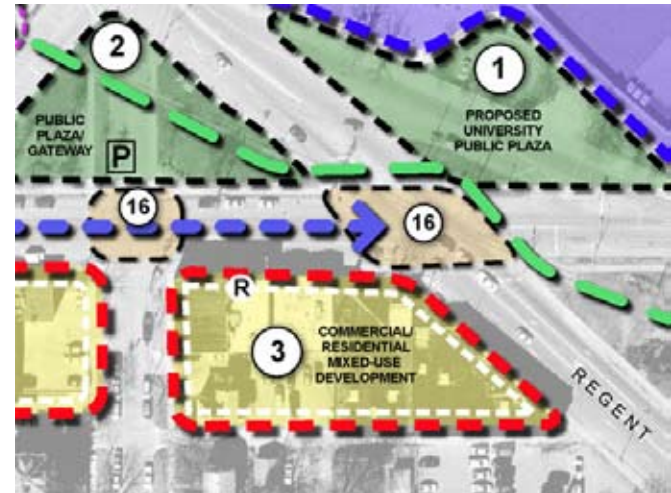


Figure K-3: Block 3

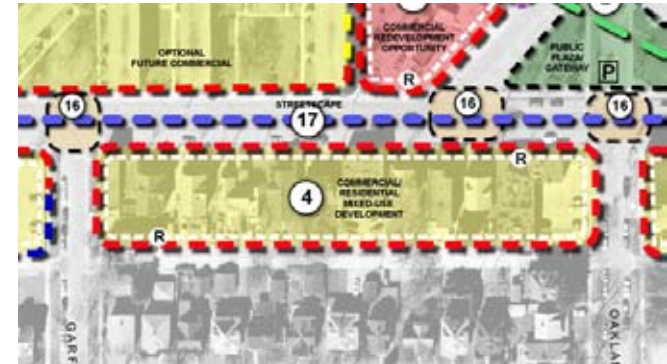


Figure K-4: Block 4

Block 4 has been identified as possessing potential long-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built up to the existing sidewalk line as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along the Oakland Avenue and Garfield Street facades.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Regent Street should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along the side streets.
- **Special Features:** Buildings on the corners should have a special feature such as a projecting bay, recessed entrance, or porch at the corner of the structure. There is an opportunity for a special architectural feature at the terminus of Breese Terrace where it intersects with Monroe Street.
- **Entrances:** Principal entrances should be off Monroe Street. Buildings at corners could have a corner entrance.
- **Service and Parking:** Parking should be to the rear of the site, accessed from the alley. Service access should be provided to the rear via the alley and all service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Block 5

(M) The publicly-owned green space at the point where the pedestrian/bike path meets Breese Terrace (the southwest corner of Breese Terrace and Regent Street) provides an excellent opportunity to enhance the park and provide for the needs of path users (Figure K-5). These may include restrooms, maps, drinking fountain, and a trash receptacle and something like a small coffee kiosk. This space could also serve as a relocated Madison Metro bus stop. Design of this space should be done in consultation with Madison Metro to determine how amenities might be shared between path users and bus riders.

Block 6

(M) Along the bike and pedestrian path, placement of small information kiosks that provide information on activities in the neighborhood and other landmarks in the area, should be proposed. This could be done via public art.

Block 7

(M) This block of land, currently home to a restaurant (housed in a former gas station) and a rug store, could be redeveloped to accommodate these businesses among others. The block provides an opportunity to create a clear gateway structure to the Monroe Street commercial district. Indicate the start of the Monroe Street shopping district with pedestrian-scale streetlights and banners.

Block 7 has been identified as possessing potential medium-term redevelopment opportunities. This may incorporate a small triangular portion of the adjacent apartment complex site (as shown in Figure K-5). Future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

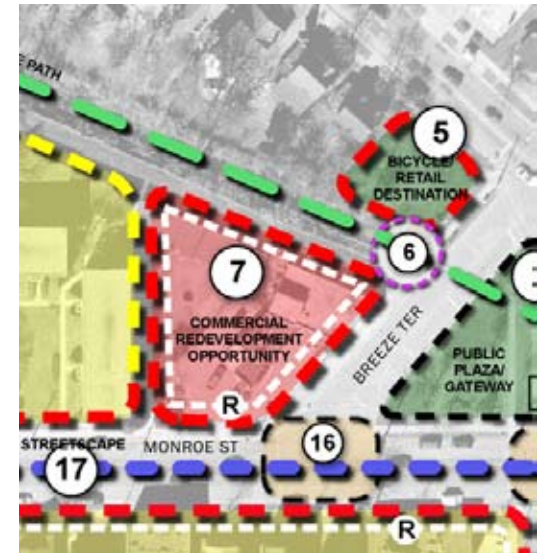


Figure K-5: Block 7

- **Build-To Line:** Building(s) to be built out to the sidewalk along Monroe Street and Breese Terrace. Slight setbacks are possible for locating sidewalk cafes or pedestrian features. Along the bike and pedestrian path, the buildings should be built out to same line as the existing Gulesserian’s building. Since the bike/pedestrian path is an important public space, it is important that the building define this edge and relate positively to it.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe Street and Breese Terrace should have storefronts with architectural details attractive to pedestrians. Since the bike/pedestrian path is an important public space, the building should have windows or storefronts along the north side of the building as this facade is considered another “front.”
- **Special Features:** This site is an important one as it lies at a gateway point to the rest of the Monroe Street corridor. Consideration should be given to creating a special architectural feature at the corner portion of the site where Monroe Street meets Breese Terrace.
- **Entrances:** Principal entrances should be off Monroe Street and Breese Terrace. Alternatively, there could be one major entrance at the corner.
- **Vehicles and Parking:** Parking should be to the rear of the site, accessed from Breese Terrace. Service zones should not be located on the north side of the building along the bike/pedestrian pathway.

Block 8

(L) Currently this is a residential apartment complex with a large lawn providing green space (non-public) to this area. This should be preserved and maintained. Indicate the start of the Monroe Street shopping district with pedestrian-scale streetlights and banners.

Block 9

(S-L) This block currently is home to Associated Bank. It should remain commercial.

Block 10

(M) The Monroe Street Branch Library, housed in a building owned by the City of Madison, provides an excellent opportunity to create a future mixed-use development which will allow for an expanded Library and ground floor commercial development with housing above. Since the Library site is small, attempts should be made to include several properties to the west of the Library parcel into the redevelopment project. Parking should be provided in a below-grade structure.

Block 10 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building to be built out to the sidewalk along Monroe and Garfield Streets. Slight setbacks are possible for locating sidewalk cafes or pedestrian features.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Building height should step down in the rear in order to make a transition to the scale of the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality.

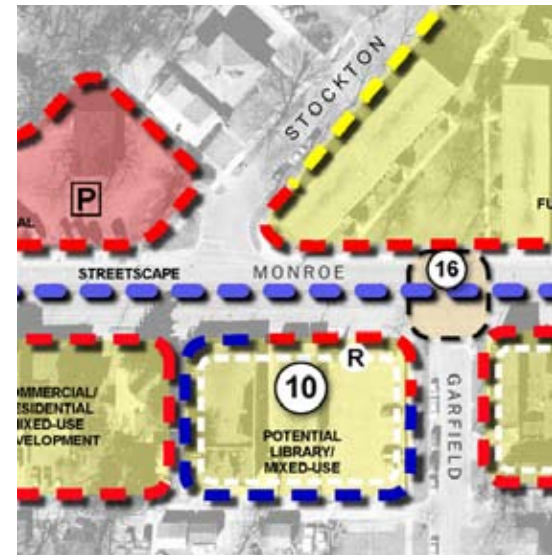


Figure K-6: Block 10

A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe Street should have storefronts with architectural details attractive to pedestrians. A pedestrian-friendly facade with ample windows or openings should also be provided along Garfield Street. Any enclosed parking structure should be designed to integrate with the architecture and any openings designed to appear as “windows” or part of the building fenestration system.

- **Special Architectural Features:** Since libraries are important civic buildings a redeveloped library on this site should have a distinct and high quality architectural image that conveys its community importance through its design. Consideration should be given to creating a special architectural feature at the corner of the site at Garfield and Monroe Streets.
- **Entrances:** Principal entrances should be off Monroe Street. Alternatively, there could be a major entrance at the corner.
- **Service and Parking:** Parking should be to the rear of the site, accessed from the alley. Service access should be provided to the rear via the alley and all service areas should be visually screened by walls, fences, or landscape materials.

Block 11:

(S-L) Block 11 is one of the more successful commercial blocks along Monroe Street. Endeavors to maintain and meet the future needs of these businesses should be made. Please see the market study action plans (Section G) for further recommendations regarding business development and retention.

Block 12:

(S-L) Similar to Block 11, Block 12 is a well-established commercial area. As uses along this strip change, similar businesses should be attracted. Any redevelopment along this block should be in scale with the contingent buildings. Facade and other improvements, such as lighting and signage, should also be improved as needed.

Block 13:

The former Ken Kopp’s Site has been redeveloped into Monroe Commons—a five-story, mixed-use building that includes a Trader Joes grocery store on the ground floor and 50 condominiums above. Public parking is retained on the site, and there is private underground parking for residents as well as a lot designated for retail customers. Additional diagonal parking was also added on Harrison Street. It was completed in the fall of 2006. The inclusion of a grocery store was the basis for a taller (five-story) development being supported at this site.

Block 14:

(M) As the uses on Block 14 change in ownership or business, this block provides an opportunity for maintaining a successful transition from commercial to residential use.

Block 14 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J, preserve some storefronts, as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built up to the existing sidewalk line as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along the Harrison Street and Van Buren Street facades.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.

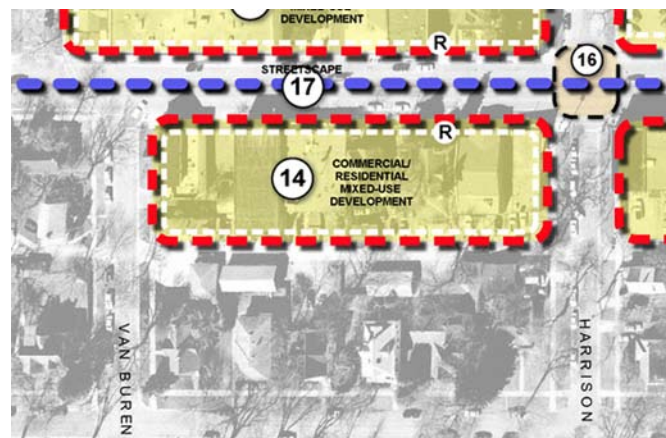


Figure K-7: Block 14

- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe Street should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along the side streets of Harrison and Van Buren Streets.
- **Special Features:** Buildings on the corners should have a special feature such as a projecting bay, recessed entrance, or porch at the corner of the structure.
- **Entrances:** Principal entrances should be off Monroe Street. Buildings at corners could have a corner entrance.
- **Service and Parking:** Parking should be to the rear of the site, accessed from the alley. Service access should be provided to the rear via the alley and all service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Block 15

(M) As the uses on Block 15 change in ownership or business, this block provides an opportunity for creating a residential/commercial mixed-use development of the large existing commercial building and could include some underground public parking. The existing buildings on the east end of the block should be maintained.

Block 15 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built up to the existing sidewalk line as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along the Prospect and Harrison Street facades.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe Street should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along the side streets of Prospect Avenue and Harrison Street. Since the backs of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.
- **Special Features:** Buildings on the corners should have a special feature such as a projecting bay, recessed entrance, or porch at the corner of the structure. There is an opportunity for a special feature on the building across from where Van Buren Street terminates.
- **Entrances:** Principal entrances should be off Monroe Street. Buildings at corners could have a corner entrance.
- **Service and Parking:** If the office building site is redeveloped there is an opportunity here to provide some public parking. Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear of the site where possible access to the service and parking areas should be from the side streets rather than from Monroe Street. Consideration should be given to a shared “service court,” a mid block area internal to the site where properties share a common service area, rather than each having its own. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

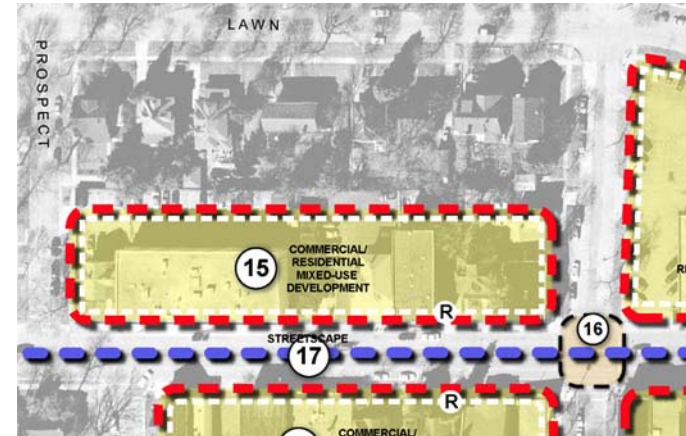


Figure K-8: Block 15

Block 16

(S) At these intersections, attention to pedestrian safety and the merging of traffic from Spooner and West Lawn onto Monroe Street was studied and no further study or improvements are planned. However, automobile-pedestrian interactions remain a concern within the neighborhood. Aesthetic enhancements, such as special paving treatments or other appropriate traffic calming measures, (like figures I-1 or I-2), are proposed at each of the indicated intersections. Paving treatments could have gently-sloped raised area of no more than 2% along Monroe Street. The pavement may be textured. At key intersections along Monroe Street pedestrian improvements, including aesthetic enhancements (colored and/or scored concrete) to the street surface to call special attention to these locations, are proposed. Specifically, pedestrian refuge islands should be included whenever feasible. Pedestrian refuge islands allow pedestrians to cross one direction of traffic at a time with safe refuge in the middle of the street. These islands may also be landscaped in order to contribute to the streetscape aesthetics. It is noted that pedestrian safety islands require additional right-of-way, therefore other alternatives likely will need to be pursued. Any traffic speed reduction devices will need to be reviewed by the Madison Fire Department and other agencies.

Block 17

(S-M) This blue arrow suggests street and facade improvements along Monroe Street in this area. This includes coordinating streetscape, lighting, signage and facades.

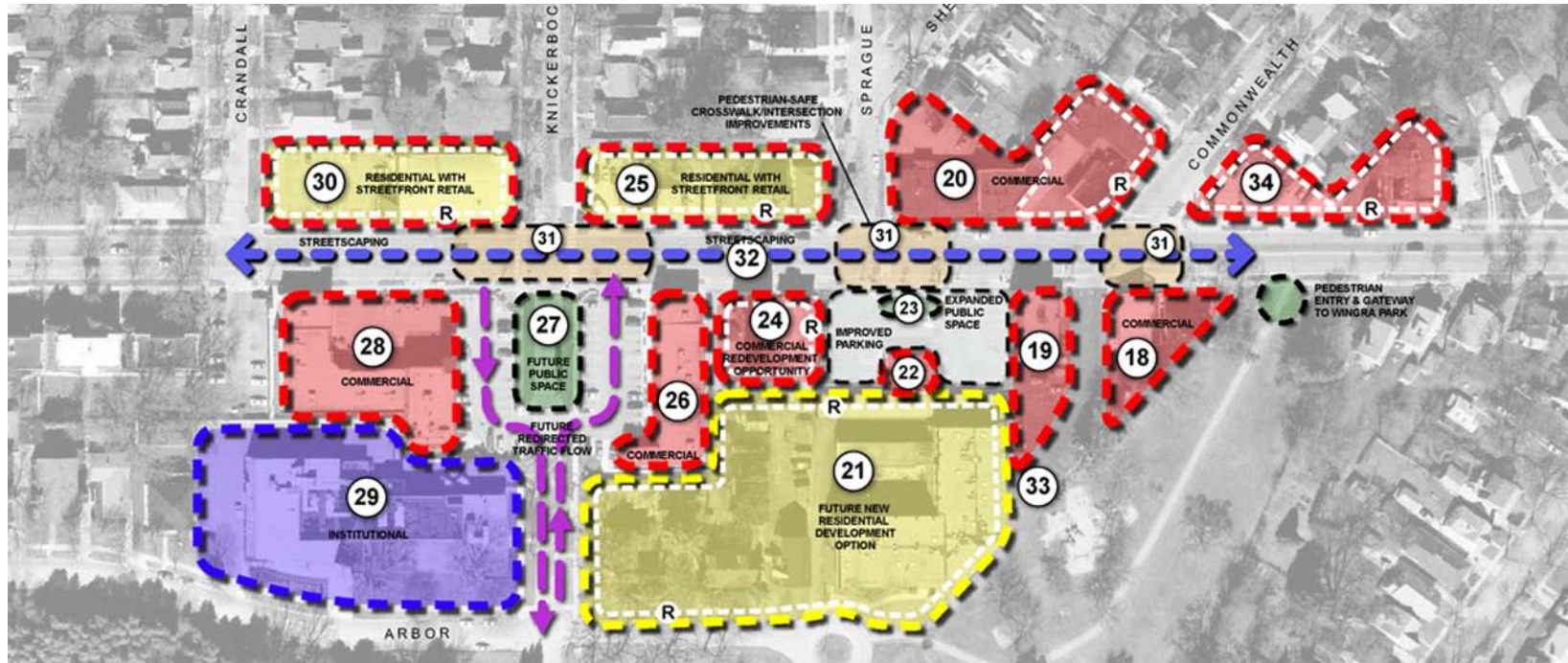


Figure K-9: Land Use, Development Strategies, and Target Projects for the Monroe-Commonwealth Node. Yellow depicts residential, red depicts commercial, and blue depicts institutional land uses. The dashed line surrounding the area depicts ground floor use and the fill depicts land use on upper floors. White dashed lines indicate potential redevelopment sites.

Monroe-Commonwealth Node (Figure K-9)

General Comment: Redevelopment is seen primarily as mixed-use development with retail on the ground floor and office or residential floors above.

Block 18

(S-L) Block 18 is to remain a commercial land use.

Block 19

(S-L) Block 19 is to remain commercial land use

Block 20

(M) Block 20 should remain commercial. Shared parking opportunities on this site should be investigated.

A portion of Block 20 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

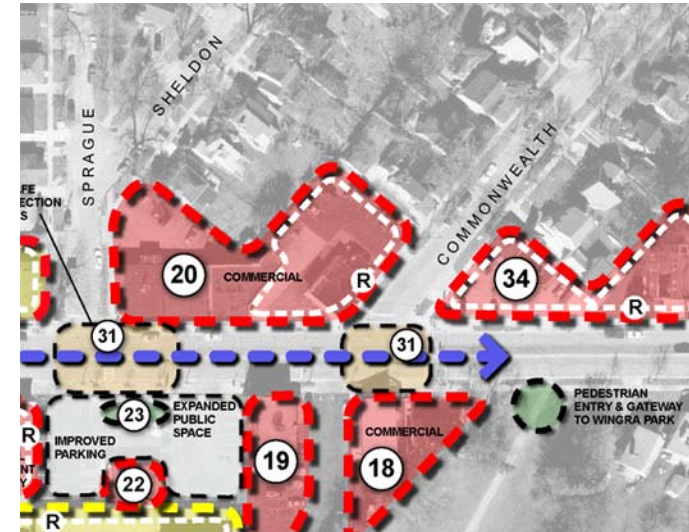


Figure K-10: Blocks 18, 19 and 20

- **Build-To Line:** Building(s) to be built out to the existing sidewalks.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe should have storefronts with architectural details to be attractive to pedestrians. Storefronts or windows are also encouraged for facades along Commonwealth. Since the backs of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.
- **Special Features:** The intersection of Monroe and Commonwealth is an important location which merits consideration of a special building feature such as a tower or projecting bay. This location would also be a great place for a sidewalk café or a small pedestrian-scaled open space.
- **Entrances:** Principal entrances should be off Monroe Street. The corner of Commonwealth and Monroe could be the location of a major entrance.
- **Service and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear of the site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Please also see the page 69 for a note concerning alignment of Commonwealth Ave. under the Block 34 discussion.

Block 21

(S) This area is currently residential, including an apartment complex and single-family housing. In the short-term, there may be an opportunity to create a residential development that takes advantage of the views across Wingra Park. Any redevelopment on this site could increase value on Monroe Street by providing a public walkway or green space connection through the site between Monroe Street and Wingra Park.

Block 21 has been identified as possessing potential short-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Buildings along Knickerbocker should be built out to the limit that currently exists along Knickerbocker. Build-to-lines can vary on other portions of the site in response to the unique setting adjacent to the park.
- **Building Heights:** 2-4 stories. Buildings should step down in height towards Wingra Park.
- **Building Composition, Articulation, and Scale:** This site represents a unique opportunity to provide a high quality mixed-use infill development for the neighborhood. The building edge along the park is of extreme importance. The taller portions of the massing should be in the center of the site, with masses stepping down toward the park. The facade along the park should not appear to be one large building mass but be articulated into a series of smaller “house-like” components that help reduce the scale of the building(s) at the park edge. The edge along the park should be designed as a “front” of the building with public access along the entire park edge.
- **Public Open Space Opportunities:** Consideration should be given to provide a public open space corridor through the site in order to create the possibility for an eventual greenway connection from Monroe Street to Wingra Park. This corridor would not need to be wide (perhaps an extension of the Sprague Street right-of-way) and would also require the cooperation of the property owner to the north. A green space connection in this area would be a possible alternative the potential green space (Block #27) shown at Knickerbocker & Monroe Streets.

Please also see the page 69 for a note concerning green space in the Monroe-Commonwealth Node.

- **Entrances:** Principal entrances should be from Knickerbocker Street or Arbor Drive.
- **Service and Parking:** Parking and service should be provided internally to the block. Service access could take the form of a “service court” accessed by a service lane or alley from Knickerbocker Street or Arbor Drive. It is possible that one central shared service court in the middle of the block could serve several properties in the area. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building. There is potential for a small amount of structured parking on this site, provided in the middle of the site, surrounded and buffered by the mixed use buildings. The parking could also be located underground under the entire site area. This parking facility could address some of the parking needs for not only this site but also for some of the other businesses in the vicinity.

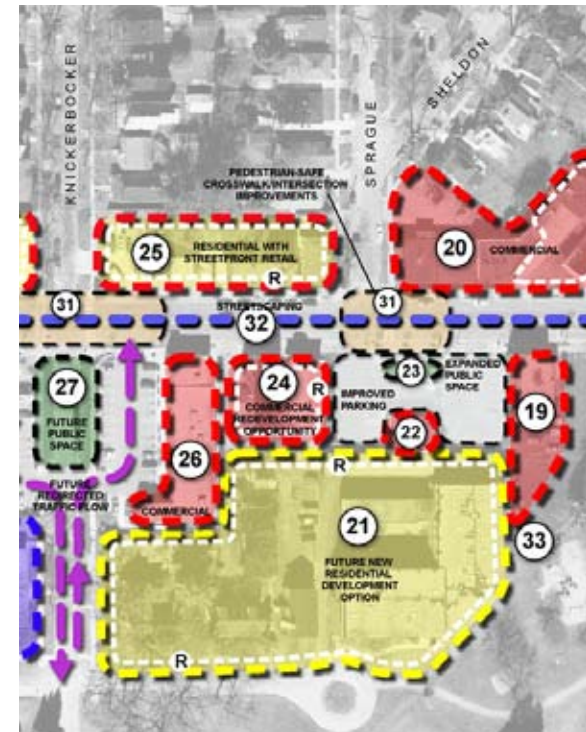


Figure K-11: Block 21

Block 22

(S-M) Michael's Frozen Custard is a neighborhood landmark and commercial use. It should remain as such, but the parking area around it could be reorganized to maximize parking. In the long term, this site could be considered to provide a public walkway or greenspace connection to Win-gra Park. Please also see the page 69 for a note concerning green space in the Monroe- Commonwealth Node.

Block 23

(S-M) At location 23 there is an opportunity to create a small landscape area that will create a neighborhood gathering area, and a pedestrian safety area. Please also see the page 69 for a note concerning green space in the Monroe-Commonwealth Node.

Block 24

(M) There are opportunities to redevelop or improve the building on this block.

Block 24 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building should be built up to the sidewalk edge along Monroe St.
- **Building Heights:** 2-4 stories with the 3rd and/or 4th levels set back from the front facade line.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe St. should have storefronts with architectural details to be attractive to pedestrians.
- **Entrances:** Principal entrances should be from Monroe St.
- **Service and Parking:** Service should be provided to the side, adjacent to the existing service access lane to the west of the property. Since the parcel is quite small, providing adequate parking on-site will be difficult. A shared parking facility (mentioned in the recommendation for Block 21) could provide parking for this small site. It may be more feasible for this parcel to be included in a larger effort which could combine sites 24 and 21 into one coordinated redevelopment project.

Block 25

(M) Block 25 is an opportunity to create a residential/commercial mixed use in the future.

Block 25 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built up to the existing sidewalks as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along Knickerbocker and Sprague Streets.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe St. should have storefronts with architectural details to be attractive to pedestrians. Storefronts or windows are also

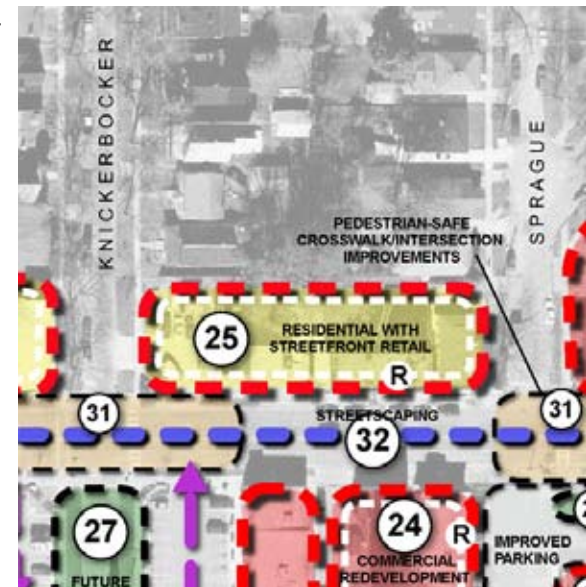


Figure K-12: Block 25

encouraged for facades along the side streets of Knickerbocker and Sprague Streets. Since the backs of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.

- **Special Features:** Buildings on the corners should have a special feature such as a projecting bay, recessed entrance, or porch at the corner of the structure.
- **Entrances:** Principal entrances should be off Monroe Street. Buildings at corners could have a corner entrance.
- **Service and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear of the site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Block 26

(S-L) Block 26 is an excellent example of effective retail development.

Block 27

(M-L) Block 27 is shown as a concept for how the neighborhood could create a neighborhood public green (Figure K-13) connecting Monroe Street to Wingra Park. This is an illustrative preliminary concept. Late in the development of the Monroe Corridor Plan, a preliminary infill development proposal was presented to neighborhood association officers and the district alder. This proposal, amongst many other options, presented a conceptual way for a pedestrian connection to be created in the area immediately east of the building next to Papa Phil's restaurant. The basic idea of the redevelopment would permit a 10' to 20' pedestrian and bicycle corridor with the possibility of outdoor eating amenities on either side to be created connecting that portion of Monroe Street, just on the western edge of Michael's Frozen Custard, with the cul-de-sac circle on Arbor Drive. While in a very preliminary stage, should this development proceed to some form of conclusion, this Plan strongly recommends that the City condition any development or redevelopment in this area to provide for this pedestrian and bicycle connection. Please also see the page 69 for a note concerning green space in the Monroe-Commonwealth Node.

Block 28

(S-L) Block 28 is to remain commercial.

Block 29

(S-L) Block 29 is currently an institutional use and is to remain.

Block 30

(M) Block 30 provides an opportunity for a future mixed use development.

Block 30 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built up to the existing sidewalks as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along Knickerbocker and Crandall Streets.

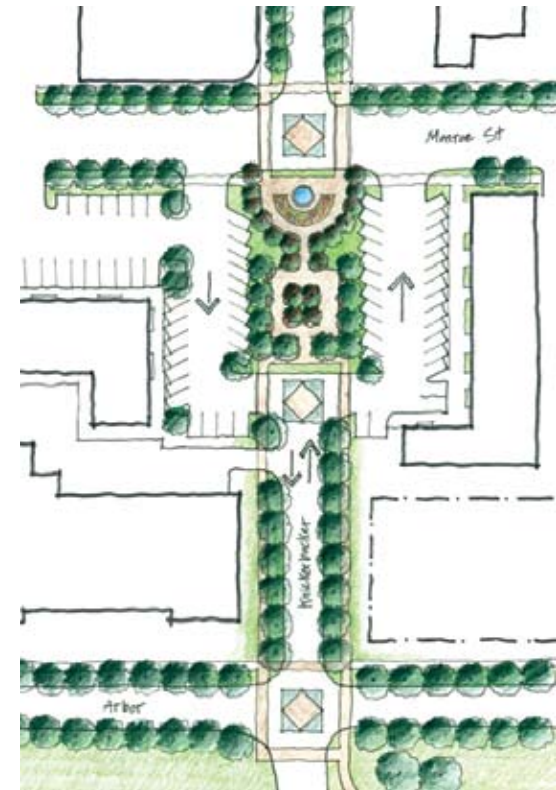


Figure K-13: Diagram of Potential Green Space Concept at Knickerbocker and Monroe.

- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe Street should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along the side streets of Knickerbocker and Crandall Streets. Since the backs of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.
- **Special Features:** Buildings on the corners should have a special feature such as a projecting bay, recessed entrance, or porch at the corner of the structure.
- **Entrances:** Principal entrances should be off Monroe Street. Buildings at corners could have a corner entrance.
- **Service and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear of the site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.



Figure K-14: Block 30

Block 31

(S-M) The blue arrow indicates aesthetic enhancements, such as special paving treatments or other appropriate traffic calming measures, at critical intersections and a gateway feature to Wingra Park. Paving treatments could have gently-sloped raised area of no more than 2% along Monroe Street. Design modifications of the intersection that will slow turning traffic to allow safer pedestrian crossings should be examined. Please see Figure K-16 for an alternate configuration of the intersection of Commonwealth and Monroe Street. Past traffic signal studies aimed to improve traffic management and pedestrian needs, and included potential traffic signals at Knickerbocker Street at an estimated cost of \$60,000 or more. Any traffic speed reduction devices will need to be reviewed by the Madison Fire Department and other agencies.

Block 32

(S-M) Provide consistent streetscape, landscape and banners along Monroe Street, featuring pedestrian-scale streetlights.

Block 34

(M) Block 34 represents a future redevelopment opportunity in combination with the Madison Theater Guild property. Please see Figure K-16 for a alternative plan for this block.

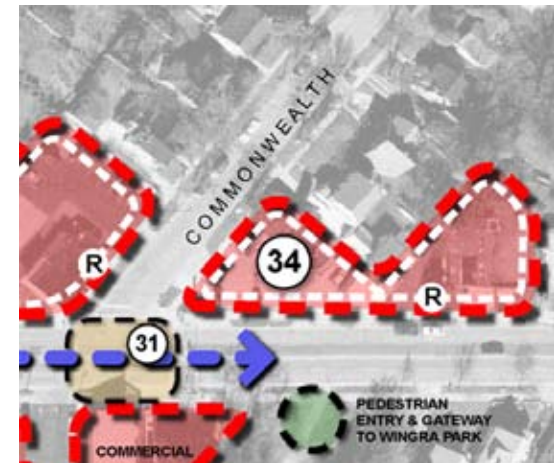


Figure K-15: Block 34

This block contains an old firehouse building that currently houses the Monroe Street Fine Arts Center. Efforts should be made to preserve or adaptively re-use this structure. Block 34 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** Building(s) to be built out to the existing sidewalks along Monroe Street.
- **Building Heights:** 2-4 stories, with the 3rd and/or 4th levels set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing verticality rather than horizontality. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Monroe Street should have storefronts with architectural details to be attractive to pedestrians. Efforts should be made to retain the former fire station through continued adaptive re-use. Storefronts or windows are also encouraged for facades along Commonwealth Avenue. Since the backs of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.
- **Special Features:** The intersection of Monroe Street and Commonwealth Avenue is a location which merits consideration of a special building feature such as a tower or projecting bay. This location would also be a great place for a sidewalk café or a small pedestrian-scaled open space.
- **Entrances:** Principal entrances should be off Monroe Street.
- **Vehicles and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear of the site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Note Concerning Alignment of Commonwealth Avenue

There are currently problems concerning vehicular and pedestrian movements due to the acute angle with which Commonwealth Avenue intersects Monroe Street. Figure K-16 illustrates another way to configure Commonwealth Avenue so that it intersects Monroe Street at closer to a 90 degree angle. The depicted alternative bends Commonwealth Avenue into Block 34, the remains of which could be converted into a neighborhood green space. This green space works well with the entrance to Wingra Park across Monroe Street, as the two work to create a gateway. The revised intersection is also easier for pedestrians to cross. While taking developable land away from Block 34, this proposal adds land to Block 20, making it perhaps a more viable redevelopment effort.

Note Concerning Green Space in the Monroe-Commonwealth Node

The proposed green space concept shown at Knickerbocker Street is one of several potential methods to create more green space along Monroe Street in this node. Providing some green space at Blocks 22 and 23 with a connection through Block 21 terminating at Wingra Park is another alternative. It is recommended that upon completion of redevelopment in this area, the amount of park (or green space of other types) must be the same as it is now or increased. A new pedestrian entrance and gateway feature is proposed for the Monroe Street entrance to Wingra Park. This feature should include low limestone walls, landscape and a stencil-type park entrance sign similar to those used in the Arboretum. A similar type of entrance is proposed in the Glenway node on the south side of the Glenway/Monroe intersection.



Figure K-16: Block 34 Intersection Alternative



Figure K-17: Land Use, Development Strategies, and Target Projects for the Monroe-Glenway Node. Yellow depicts residential, red depicts commercial, and blue depicts institutional land uses. The dashed line surrounding the area depicts ground floor use and the fill depicts land use on upper floors. White dashed lines indicate potential redevelopment sites.

Monroe-Glenway Node (Figure K-17):

General Comment: This node could be considered as a possible center for “green” businesses, which would fit with the environmental mission of the Arbor House. The method of establishing a business center of this type is not different from attracting more typical businesses, except that since this is a relatively new and unique business type, it may be more difficult to find developers willing to take on such a project. It may be more feasible to find local entities and organizations already engaged in the business (or perhaps the Arbor House) to take a leadership role in developing a “green” project. In regard to streetscape elements, indicate the start of the Monroe Street shopping district with the installation of pedestrian-scale streetlights and banners in this district.

Block 35

(S-L) This is a residential block which should remain.

Block 36

(S-L) This particular block provides a national attraction, the Arbor House, which takes advantage of its unique location along the UW-Arboretum. This is exactly the type of establishment which this node should encourage.

This block could be considered as a possible center for “green” businesses, which would fit with the environmental mission of the Arbor House. A portion of Block 36 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** The building edge should follow the same Build-to-Line as the other structures on the block.
- **Building Heights:** 2-4 stories maximum (note that due to the scale of development in this area, the neighborhood feels that the lower end of this range is generally more appropriate).
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street. The facade along Monroe Street should have storefronts with architectural details to be attractive to pedestrians. Storefronts or windows are also encouraged for facades along Glenway Street. Since the back of the buildings directly abuts residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.
- **Special Features:** This is a prominent site which could merit a special feature such as a projecting bay, recessed entrance, or tower element at the corner of Glenway and Monroe Streets. Coupled with a special feature suggested for the site across the street, these two elements could frame a “gateway” for those traveling south on Glenway Street when they arrive at Monroe Street.
- **Entrances:** Principal entrances should be off Monroe Street. Additional entrances could also occur off Glenway Street.
- **Vehicles and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear (north) edge of the site where it will be adjacent to the existing residential garage and driveway. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

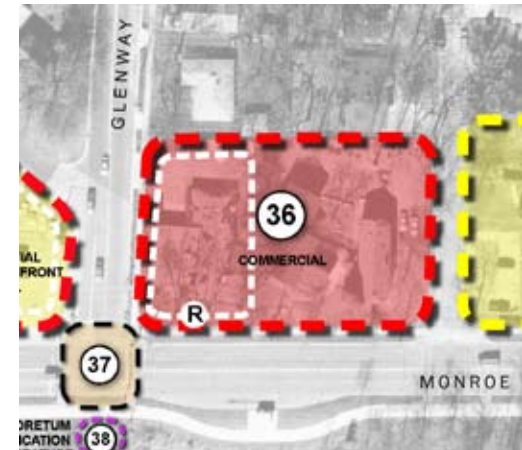


Figure K-18: Block 36

Block 37

(S-M) Although there is currently a traffic signal at Glenway, aesthetic enhancements, such as special paving treatments or other appropriate traffic calming measures, should be considered at these intersections to calm traffic as pedestrians cross Monroe Street to enter the Arboretum. Paving treatments could have gently-sloped raised area of no more than 2% along Monroe Street. Design modifications of the intersection that will slow turning traffic to allow safer pedestrian crossings should be examined. Any traffic speed reduction devices will need to be reviewed by the Madison Fire Department and other agencies.

Block 38

(M) Provide a gateway feature to the Arboretum at this location featuring low limestone walls and a stencil-type sign similar to those used elsewhere in the Arboretum.

Block 39

(M) There are currently some neighborhood favorites such as Mallatt Pharmacy. The intent is to maintain those establishments, but over time as situations change, this is an excellent location for commercial/residential mixed-use development. In the meantime the image of the area could be improved if landscape enhancements, such as an ornamental fence and shrubs, could be installed along the sidewalk edge of parking lots or asphalt surfaces in this area, in locations where they do not interfere with curb cuts providing access to properties. These private sector improvements could go a long way to improve the character of the area.

Block 39 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** The building(s) should be built up to the sidewalk.
- **Building Heights:** 2-4 stories maximum (note that due to the scale of development in this area, the neighborhood feels that the lower end of this range is generally more appropriate).
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street. The facade along Monroe Street should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along Glenway Street. Since the back of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge. Any building edge that occurs along Lewis Court must be designed to be in scale and fit with the adjoining homes. It is expected that residential uses would be put along this edge.
- **Special Features:** This is a prominent site which could merit a special feature such as a projecting bay, recessed entrance, or tower elements at the corner of Glenway and Monroe Streets. Coupled with a special feature suggested for the site across the street, these two elements could frame a gateway experience for those traveling south on Glenway Street when they arrive at Monroe Street. Another important area where a special feature may be considered is at the southern corner of the site: This location could become a gateway point for those traveling east and north along Odana and Nakoma Roads.
- **Entrances:** Principal entrances should be off Monroe Street. Additional entrances could also occur off Glenway Street.
- **Service and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear (north) edge of the site. Traffic should be discouraged from using Lewis Court to access the site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

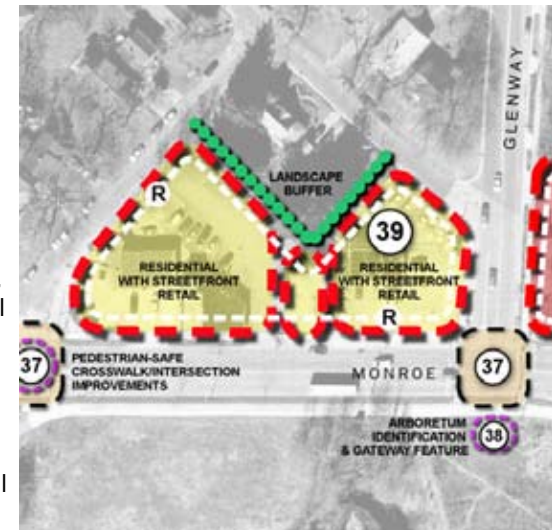


Figure K-19: Block 39

Block 40

(L) This is also a location where a combined commercial/residential development could be implemented.

Block 40 has been identified as possessing potential long-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** The building(s) should be built up to the sidewalk along Monroe Street. The building should be set back along Lewis Court to the same line as the adjacent residential uses.
- **Building Heights:** 2-4 stories maximum (note that due to the scale of development in this area, the neighborhood feels that the lower end of this range is generally more appropriate).
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street. The facade along Monroe Street should have storefronts with architectural details attractive to pedestrians. Since the back of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge.
- **Special Features:** This site is particularly visible approaching Monroe Street from Nakoma Road and accordingly there is an opportunity to create a special feature at the southwest corner of the site, which is on a terminal view from Nakoma Road.
- **Entrances:** Principal entrances should be off Monroe Street.
- **Service and Parking:** This is a very small site for redevelopment, so space for parking and service functions will be tight. One solution might be to have a shared parking lot on Block 39. Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Traffic should be discouraged from using Lewis Court to access this site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

Block 41

(M-L) Wingra School is an institutional use. It is located on City land. Opportunities to maintain this facility as a location for non-profits with a mission to serve children plus a neighborhood community center and polling place should be investigated. If desired and necessary in the future, the option for building affordable and/or elderly housing on an existing or additional level in order to ensure the long-term fiscal stability of the institution should be investigated.



Figure K-20: Block 40

L. NEXT STEPS

- This document is the product of a City of Madison grant to the Dudgeon-Monroe and Vilas Neighborhood Associations along with the Monroe Street Merchants Association. The plan was developed beginning in early 2004, with the Planning and Design Institute and Business Districts, Inc.
- The local neighborhood organizations will submit this document to the City of Madison requesting that it be adopted as a supplement to the City's Comprehensive Plan.
- A resolution to adopt the plan will be introduced to the Common Council.
- Prior to adoption, the plan will be reviewed by a number of City commissions, including but not limited to: Plan Commission, Urban Design Commission, Pedestrian/Bicycle/Motor Vehicle Commission and the Board of Estimates.
- Once these reviews have been conducted, recommendations will be forwarded to the Common Council for their consideration in adopting the plan.
- This plan is not a regulatory tool, it is provided as a guide for future development and redevelopment along Monroe Street. It also provides a guide to the sustainability of the Monroe Street Commercial District. Many of the recommendations will have to be further studied for suitability and feasibility.
- The Monroe Street Merchants Association should compile a data base of existing businesses to include a detailed map that depicts business type by use or business occupant. Within each of the three business nodes a description of business operations should be provided: what are the hours of the district; what percentage of revenues comes from the day/nighttime neighborhood population; what are the busiest days and busiest times; how many business have internet sales, etc. This list is the base document used to create directories and special interest advertising as well as let potential tenants know the depth and breadth of co-tenants.

City of Madison - Legislative File Number 05720 - Adopted March 27, 2007

Title

SUBSTITUTE - Adopting the Monroe Street Commercial District Plan and the recommendations contained therein as a supplement to the City's Comprehensive Plan.

Body

WHEREAS, in January 2004, the Dudgeon-Monroe Neighborhood Association, Vilas Neighborhood Association, and the Monroe Street Merchants Association began a process to prepare a plan for the commercial districts along the Monroe Street corridor; and

WHEREAS, these groups were awarded a Neighborhood Planning Grant from the City, which was matched by funds from these organizations and private donors; and

WHEREAS, these groups retained a planning consulting firm, Planning and Design Institute, Inc. in partnership with Business Districts, Inc., to assist in the preparation of the plan; and

WHEREAS, a Steering Committee comprised of representatives of various stakeholder groups and convened by the neighborhood, worked with the consultants during the process of developing the plan, which included public meetings, meetings with City staff, stakeholder interviews, group discussion sessions with Monroe Street merchants, and a community design preference survey; and

WHEREAS, at the conclusion of this process, the Monroe Street Commercial District Plan, dated November 25, 2006, was completed and submitted to the City in February 2007 for adoption; and

WHEREAS, the Plan makes a series of recommendations concerning subjects such as: development and redevelopment, visual characteristics, environment and landscape, traffic, circulation and parking, and business district management and operation.

NOW, THEREFORE BE IT RESOLVED, that the Monroe Street Commercial District Plan and the recommendations contained therein is hereby adopted as a supplement to the City's Comprehensive Plan; and

BE IT FURTHER RESOLVED, that any changes to the Comprehensive Plan's Generalized Future Land Use Plan Map recommended in the Monroe Street Commercial District Plan be considered for adoption during the next annual Comprehensive Plan evaluation and amendment process; and

BE IT FURTHER FINALLY RESOLVED that the appropriate City agencies consider including the recommendations of the Monroe Street Commercial District Plan in future work plans and budgets.

BE IT FINALLY RESOLVED that the Planning Division is directed to make the following changes to the final document:

1. Planning Division staff, in consultation with neighborhood representatives, and the approval of the Plan Commission Chair, be permitted to make minor revisions to the final document, including format changes, to update, correct typographical errors, and clarify but not substantively alter specific recommendations.

2. The definitions related to what constitutes a story are revised to be consistent with those in the Zoning Ordinance.
3. The Plan be clarified that the recommended standards, particularly relating to building height, express the neighborhood's expectations, but are not considered absolutes in all cases.
4. The process for establishing an Urban Design District be programmed into a future annual Planning Division workplan, upon request by the Monroe Street Merchants Association and thealders representing this corridor.
5. Identify a "special crossing" of Monroe Street at Wingra School.
6. That the range of building heights recommended in the Plan be expanded to include and permit four-story buildings with the understanding that lot size, proximity to other building forms, setbacks, step-backs, and floor to floor height shall all be considered when reviewing the redevelopment of properties on Monroe Street.

Fiscal Note

There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

APPENDIX

1. 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 Blvd)

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>



2. 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

Dane County Supervisor: Chuck Erickson, Supervisory District 13

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)

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)

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

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>



3. 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.

4. 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. Table 1 (compiled by the City of Madison Planning Department) extrapolates the census information to represent the specific study area.

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.

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%
<i>Source: City of Madison Planning Dept and US Census Bureau 1990, 2000</i>						

Table 1 - Demographic Characteristics



5. 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.

Monroe Street Area Census Summary						
	2000 Census		1990 Census		City of Madison	
	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%	1,125	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%				

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

Table 2 -Social Characteristics

6. 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.

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.

Monroe Street Area Economic Conditions						
	2000 Census		1990 Census		City of Madison	
	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 occupation	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

Table 3 - Economic Characteristics

7. 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.

8. 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.

9. 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

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
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

10. 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.

11. Tables and Maps

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		2,287		2,665		2,681		2,203		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%						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%				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%				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	1.3%	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%			75									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	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%
White	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%
Black or African American	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%
American Indian and Alaska Native	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%
Asian	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%
Native Hawaiian and Other Pacific Islander	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%
Asian and Pacific Islander (1990)																																
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-2
Monroe Street Social 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		2000 Census				1990 Census							
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent						
Social Characteristics																														
Education Attainment - over 25 years	1,959		1,752		3,667										1,996		1,934		1,421		3,089		3,845		8,355		8,951			
Less than 9th grade	90	4.6%	126	7.2%	95	2.6%									15	0.8%	16	0.8%	6	0.4%	124	4.0%	49	1.3%	179	2.1%	265	3.0%		
9th to 12th grade, no diploma	147	7.5%	105	6.0%	274	7.5%									88	4.4%	72	3.7%	22	1.5%	99	3.2%	8	0.2%	129	1.5%	281	3.1%		
High school graduate (includes equivalency)	657	33.5%	501	28.6%	1,118	30.5%									206	10.3%	281	14.5%	122	8.6%	332	10.7%	200	5.2%	654	7.8%	968	10.8%		
Some college, no degree	556	28.4%	318	18.2%	792	21.6%									408	20.4%	325	16.8%	194	13.7%	319	10.3%	300	7.8%	813	9.7%	1,125	12.6%		
Associate degree	175	8.9%	181	10.3%	421	11.5%									156	7.8%	148	7.7%	71	5.0%	149	4.8%	117	3.0%	337	4.0%	419	4.68%		
Bachelor's degree	232	11.8%	359	20.5%	611	16.7%									535	26.8%	566	29.3%	493	34.7%	1,046	33.9%	1,118	29.1%	2,657	31.8%	2,707	30.2%		
Graduate or professional degree	102	5.2%	162	9.2%	356	9.7%									588	29.5%	526	27.2%	513	36.1%	1,020	33.0%	1,983	51.6%	3,516	42.1%	3,186	35.6%		
Marital Status - over 15 years	2,652				4,225										2,239				1,876		5,854		6,654		14,384					
Widowed																			81	4.3%	83	1.4%	157	2.4%	321	2.2%				
Widowed Females																			81	4.3%	65	1.1%	138	2.1%	284	2.0%				
Divorced	410	15.5%			418	9.9%									248	11.1%			178	9.5%	264	4.5%	384	5.8%	826	5.7%				
Divorced Females	266	10.0%			232	5.5%									162	7.2%			109	5.8%	193	3.3%	201	3.0%	503	3.5%				
Disability Status																														
21 to 64 years old																					4,754		5,220		9,974					
Disability	438	21.8%													213	11.8%			58	#DIV/0!	590	12.4%	293	5.6%	941	9.4%				
65 and above																					303		420		723					
Disability	119	63.6%													110	32.3%			49	#DIV/0!	158	52.1%	103	24.5%	310	42.9%				
Residence in 1995 - Population 5 years and over																					6,187		7,207		15,488					
Same House in 1995																					1,235	59.0%	1,855	30.0%	2,593	36.0%	5,683	36.7%		
Elsewhere in the United States																					842	40.2%	4,026	65.1%	4,185	58.1%	9,053	58.5%		
Same County																					492	23.5%	1,490	24.1%	1,552	21.5%	3,534	22.8%		
Different County																					350	16.7%	2,536	41.0%	2,633	36.5%	5,519	35.6%		
Same State																					192	9.5%	1,569	25.4%	1,288	17.9%	3,056	19.7%		
Different State																					151	7.2%	967	15.6%	1,345	18.7%	2,463	15.9%		
Elsewhere																					17	0.8%	306	4.9%	429	6.0%	752	4.9%		
Place of Birth																														
Native - In the United States	3,109	95.4%													2,253	84.5%			2,130	96.2%	5,645	89.2%	6,541	88.1%	14,316	89.6%				
In Wisconsin																					1,349	61.0%	3,437	54.3%	3,597	48.4%	8,383	52.5%		
Foreign Born	2,361	72.5%													1,401	52.6%			60	2.7%	665	10.5%	778	10.5%	1,503	9.4%				

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																														
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		Total		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
<i>Commuting to Work</i>																														
Workers 16 years and over	1,962		1,893												1,525	1,703	1,418			3,746	4,493	9,857			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 - carpooled	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				294		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%
<i>Income in 1989 - Households</i>	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%													83	6.5%	122	9.8%	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%													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%
\$15,000 to \$24,999	176	12.9%													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%
\$25,000 to \$34,999	253	18.5%													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%
\$35,000 to \$49,999	302	22.1%													225	17.7%	230	18.5%	171	#DIV/0!	349	13.4%	351	10.8%	671	14.9%	1,136	18.1%	15,934	17.8%
\$50,000 to \$74,999	333	24.3%													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%
\$75,000 to \$99,999	122	8.9%													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%
\$100,000 to \$149,999	31	2.3%													147	11.6%	36	4.5%	83	#DIV/0!	142	5.4%	400	12.3%	625	10.7%	159	2.5%	6,542	7.3%
\$150,000 to \$199,999	11	0.8%													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%
\$200,000 or more	0	0.0%													31	2.4%			20	#DIV/0!	64	2.5%	123	3.8%	207	3.5%			1,364	1.5%
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			\$19,049	\$19,049			\$26,852				\$23,498		
Median Male Full-Time, Year Around Worker	\$31,649		\$34,414		\$38,281										\$41,222		\$47,632			\$35,403	\$35,403			\$50,979				\$36,718		
Median Female Full-Time, Year Around Worker	\$23,406		\$29,007		\$32,744										\$31,736		\$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	34.6%									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 Housholder (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																														
\$50,000 to \$99,999															0	0.0%	13	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	78	3.1%	275	0.7%
\$100,000 to \$149,999															45	6.6%	394	62.8%	18	3.1%	14	2.5%	39	0.5%	1,755	69.9%	4,613	12.4%		
\$150,000 to \$199,999															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%
\$200,000 to \$299,999															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%
\$300,000 to \$399,999 (1990)															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%
\$400,000 to \$499,999																														
\$500,000 or more (1990)															46	6.7%	12	1.9%	11	1.9%	69	12.1%	204	15.0%	284	11.5%			1,404	3.8%
\$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		\$175,400		\$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 BRESEE 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	Laundering 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 & l	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		4802 SHEBOYGAN AV RM 701	MADISON	WI	53703	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	Exempt	Store & office lg.	WISCONSIN AVE ASSOC	% MADISON PROPERTY MNGMT	10 N CHARTER ST	MADISON	WI	53715	0
070922406940	1509 MONROE ST	Eating places or restaurants.	Commercial		Tavern	1509 MONROE STREET PRISHIP		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	53703	0
070922406058	1511 MONROE ST	Eating places or restaurants.	Commercial		Restaurant & apts.	HAFFER, 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	53703	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 & l	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 & I 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	Laundering 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	SKOUMBOURIS, 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	MCKHERJEE, 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	3035
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
070922720092	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	3352
070928103179	2500 MONROE ST	Laundring, 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	SKOUMBORIS, STANLEY		9802 SETTLERS RD	MADISON	WI	53717	0
070928115017	2501 MONROE ST	Engineering and architectural services.	Commercial		Shop, 1 story sm.	ZANDER'S 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	STOUGHTON	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	3352
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		Apartment & offices	IMES, JOHN R & CATHE		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 Bureaus
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
Barrigue'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
Berry 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
Hoefft 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	Yarn - 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, Manufactor
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
Paradyme 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
Parman's 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
Schmiedicke 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
Spilerman 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

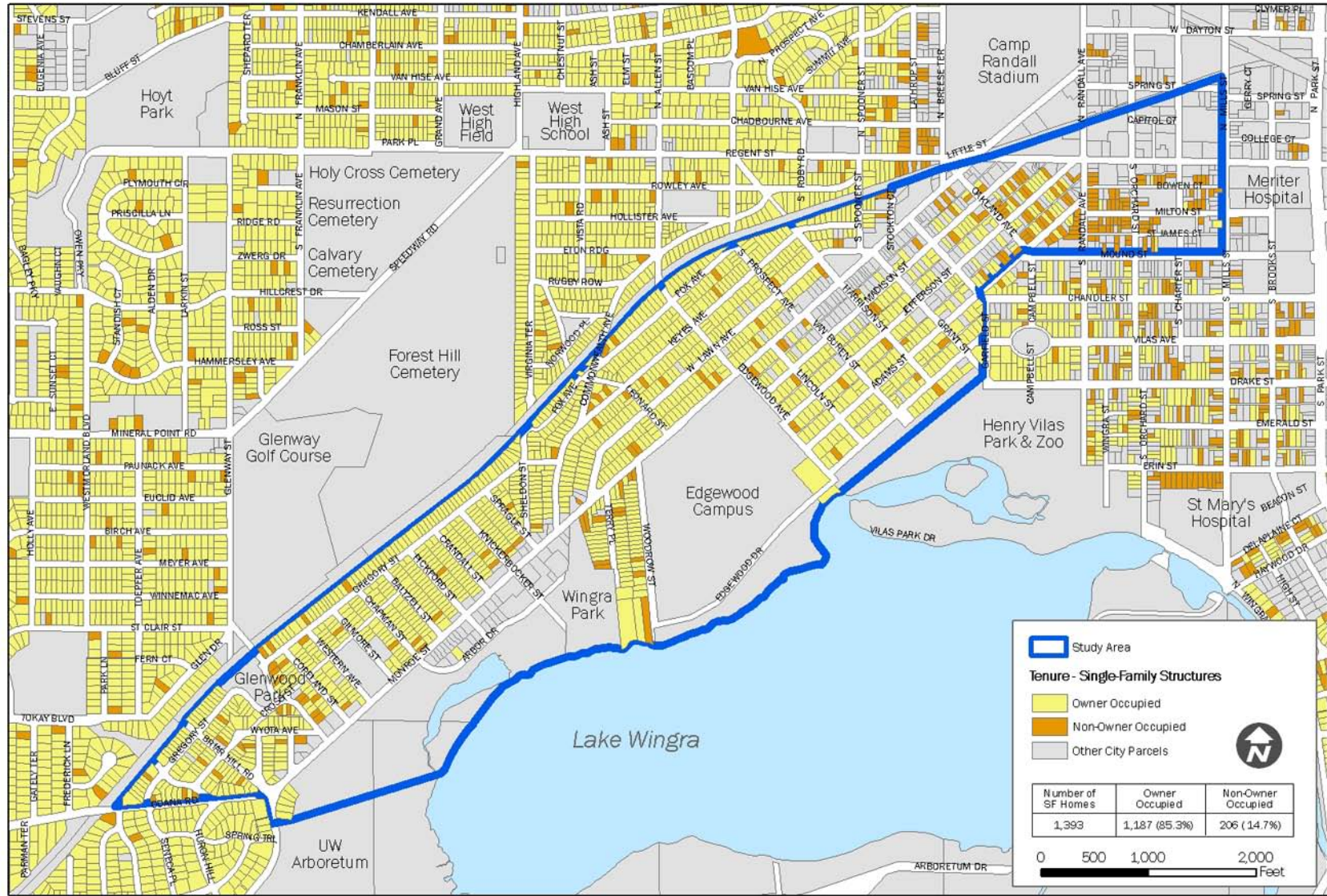
Appendix Table A-6

Monroe Street Businesses, Types and Owner information Cont.

Name	Address	City	State	Zip Code	Phone Number	Listed Since	Type of Business
Urson 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>							

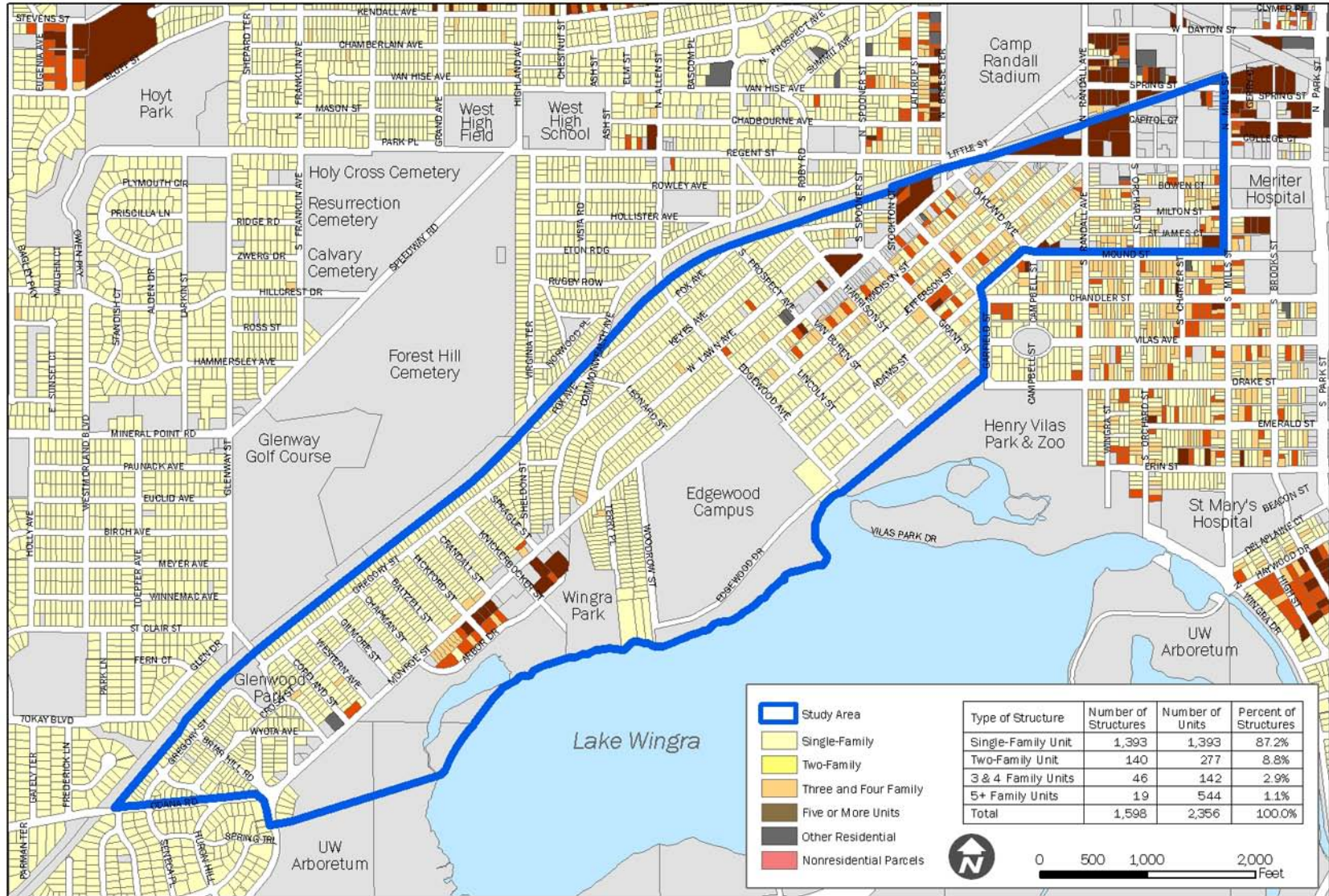
Appendix Map A-1

Monroe Street Planning Area - Tenure of Single-Family Structures



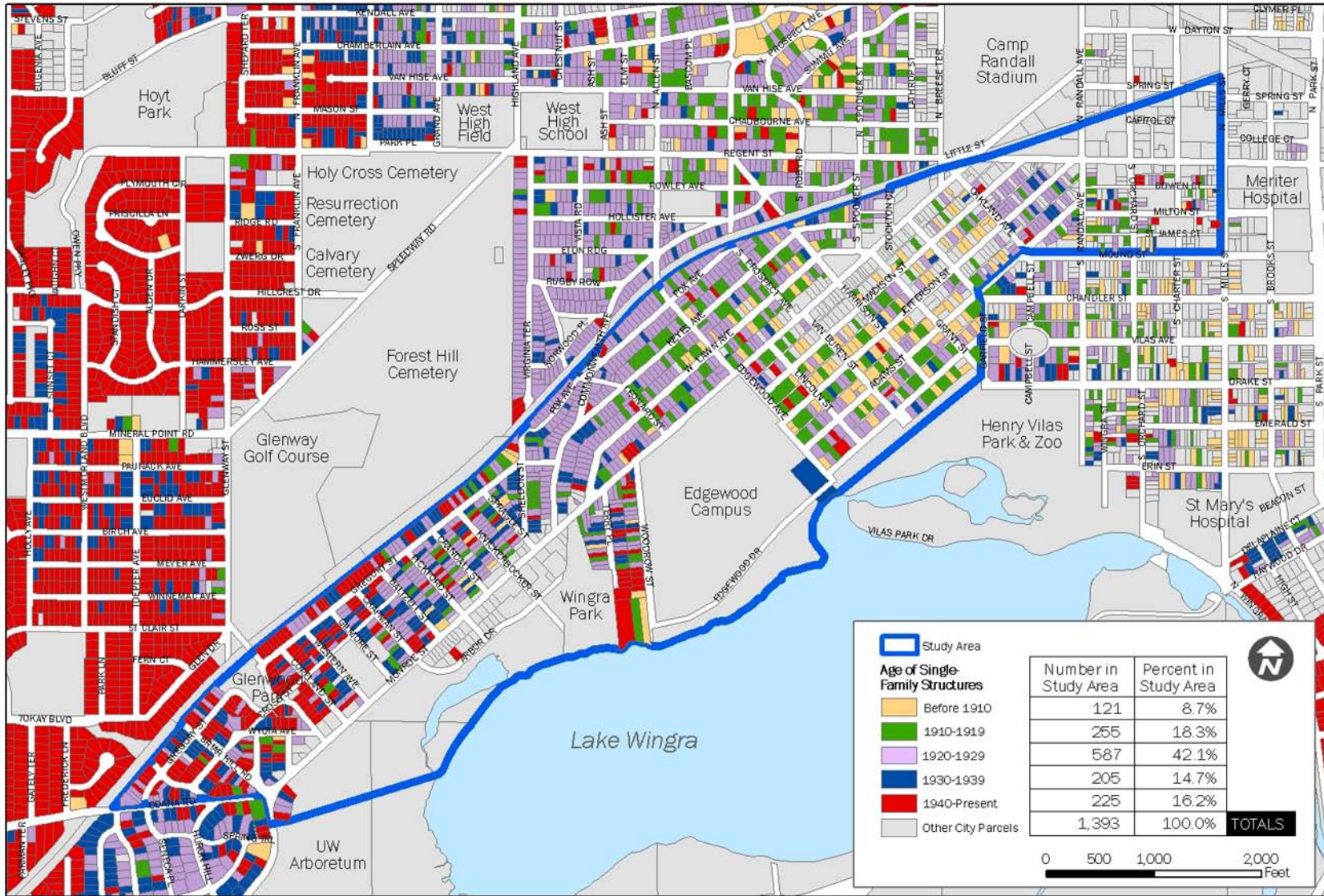
Appendix Map A-2

Monroe Street Planning Area - Type of Residential Structure



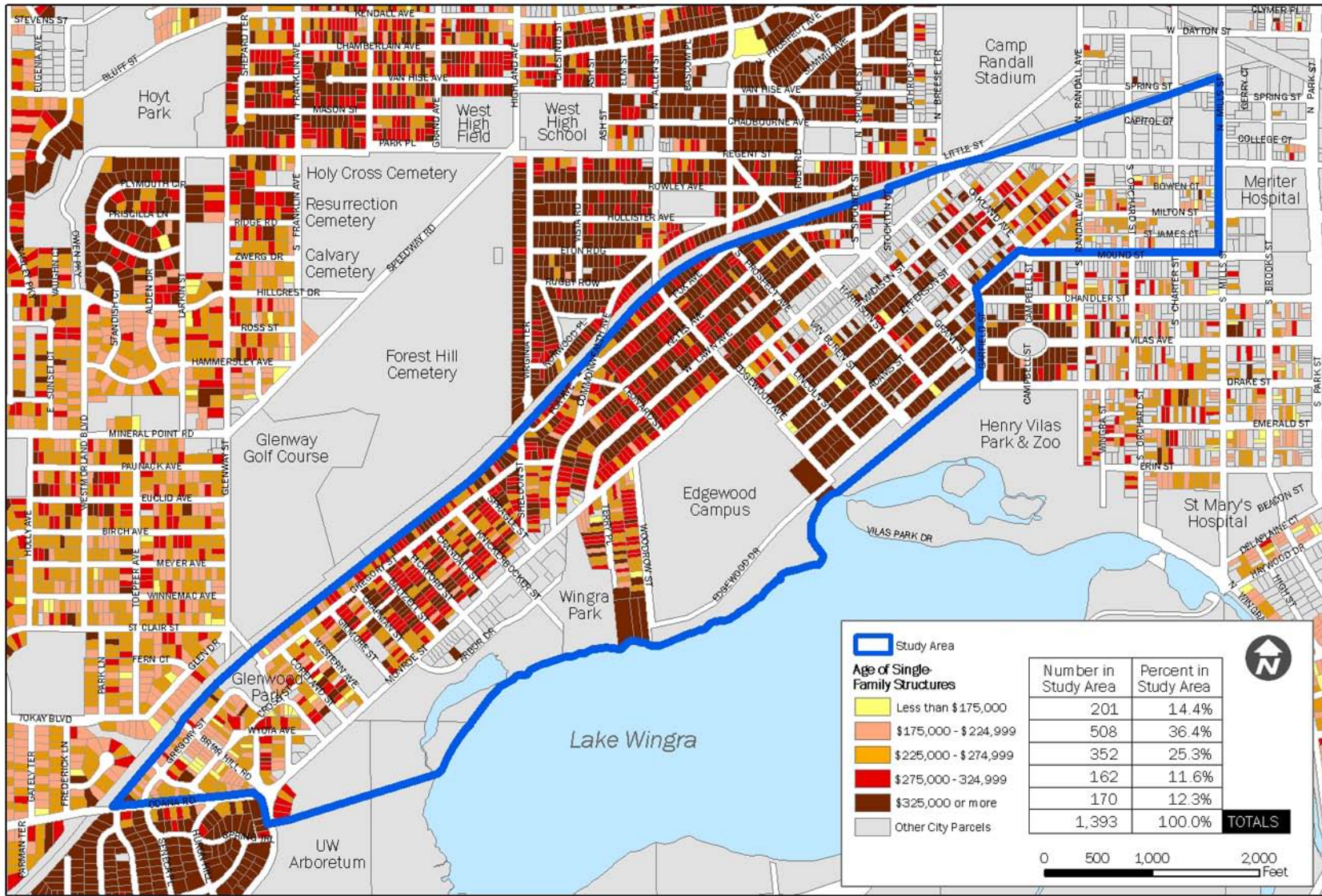
Appendix Map A-3

Monroe Street Planning Area - Age of Single-Family Structures



Appendix Map A-4

Monroe Street Planning Area - Assessed Value Single-Family Structures, 2006



Appendix Map A-5

Monroe Street Planning Area - Existing Zoning

