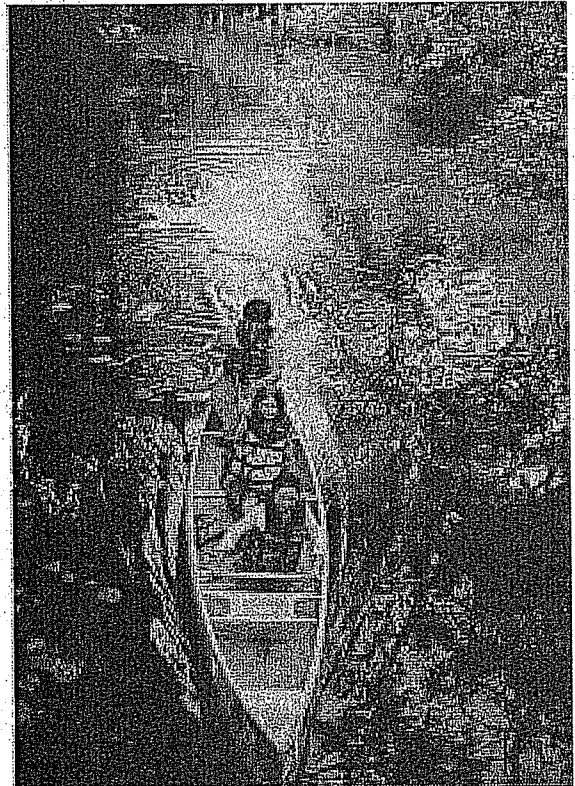
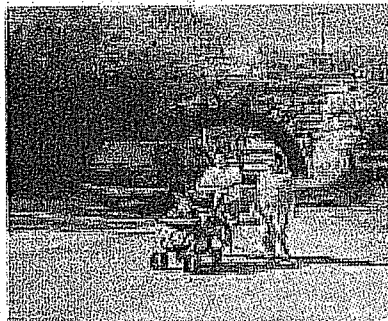
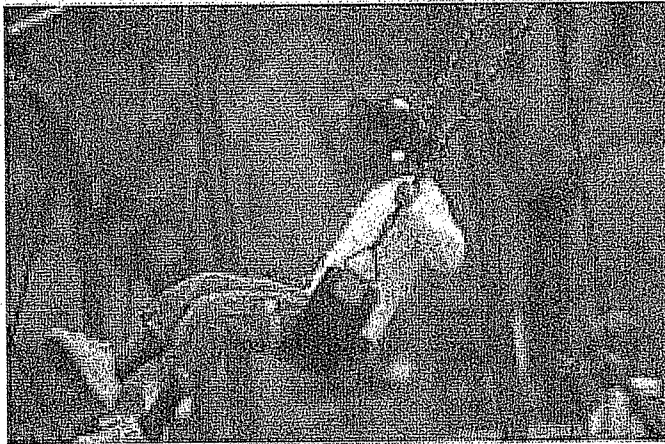


Prepared by South Madison Neighborhood Steering Committee and
Department of Planning and Development

South Madison Neighborhood Plan



January 2005

Area 4: Sayle Street

The Veteran of Foreign Wars (VFW) and City of Madison Department of Transportation (DOT) operations and storage area are located on Sayle Street, comprising approximately 4.6 commercially-zoned acres. The VFW parcel is zoned C1 (Neighborhood Commercial) and the Madison DOT parcel is zoned C3 (Highway Commercial).

These two parcels are premier sites. Visibility and access from John Nolen Drive, West Beltline Highway, and proximity to Downtown Madison are important site attributes. Olin-Turville Park, Franklin Field, and Wingra Creek waterway and bike path are adjacent and/or in close proximity to the sites.

Although the VFW site is valued by the neighborhood, it is speculated that this use will change in the future. Professional office and/or mixed-use development would be desired future uses for this site. Quality design and materials that are compatible with the neighborhood should be incorporated into any new building. The height of the building should take advantage of the lake views, but should not exceed four stories unless other site amenities are agreed upon by the neighborhood. Since this is an important gateway site leading into the neighborhood, creating a public art space should be considered as part of any new development.

The City of Madison DOT operations site is a strategic, centrally located site for delivery of citywide municipal services. As part of the planning process, inquiries were made to the possible relocation of the operations to Quann Park and/or Franklin Field operations. Relocation of the operations is deemed infeasible due to space limitations at those respective sites. In the short-term, improved screening of the storage facilities on Van Deusen Street and a shifting of the storage materials adjacent to Wingra Creek away from the creek should be pursued. Shifting storage materials away from the Creek creates a passive recreation spot, which could accommodate park benches and picnic tables, and would enhance the space located adjacent to the bike path for neighborhood residents and trail users.

Recommendations

1. At the time of the relocation of existing uses, attract new professional office and/or mixed-use development. Quality design and materials should be incorporated into this important gateway site. The height of the building should take advantage of the lake views, however, should not exceed four stories unless other site amenities are agreed upon by the neighborhood. Since this is an important

Area Profile VFW (1133 E. Lakeside Street)

Existing Land Use: VFW Club House (Provides food, beverage, and meeting space). Lot Size: 58,750 square feet.

Existing Land Use Plan Designation: RM-X (Residential Medium Density Mixed Housing Types)

Existing Zoning: C1

Madison DOT (1120 Sayle Street)

Existing Land Use: Madison Traffic Engineering operations and storage. Lot Size: 141,823 square feet.

Existing Land Use Plan Designation: RM-X (Residential Medium Density Mixed Housing Types)

Existing Zoning: C3

Site Attributes: Olin-Turville Park, Franklin Field, and Wingra Creek waterway and bike path are adjacent and/or in close proximity to the sites.

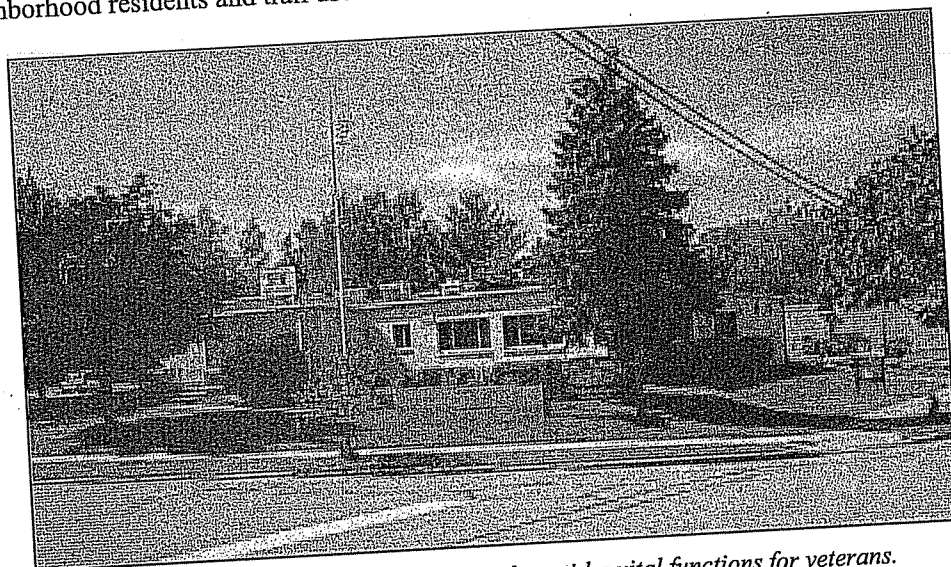
Future Land Uses

Proposed Land Use: Office and/or Mixed Use Development in the event of change of current use on properties.

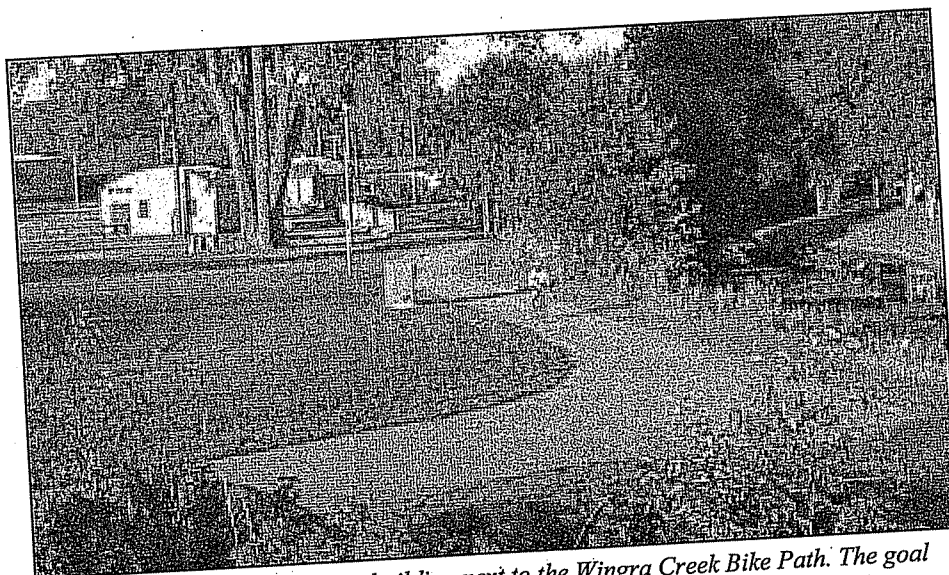
Recent Developments: Commercial office building at 120 E. Lakeside Street (directly to the north of sites) that houses Vandewalle & Associates, Kelly Financial, and other office users.

gateway site leading into the neighborhood, creating a public art space should be considered as part of any new development.

2. In the short-term, improve screening of the City of Madison DOT operations and storage areas along Van Deusen Street.
3. Create a passive recreation gathering spot, which could accommodate benches and picnic tables, adjacent to the Wingra Creek bike path (south of Sayle Street) for neighborhood residents and trail users.



The VFW club is located at a key corner and provides vital functions for veterans. This premier site has the potential to be redeveloped at a higher density than today.



The City's DOT has a storage building next to the Wingra Creek Bike Path. The goal is to improve and expand the parkway area by shifting the storage areas elsewhere.