

TRIANGLE MONONA BAY NEIGHBORHOOD ASSOCIATION

Community Revitalization Plan 2018-2023

SCOPE

This document addresses the infrastructure needs of the Monona Bay neighborhood from the vantage points of public safety, neighborhood revitalization, and quality of life.

GEORGRAPHIC AREA

The Monona Bay Neighborhood Association (MBNA) is a recognized, registered neighborhood association within the City of Madison, WI. It's boundaries are Regent and Proudfit Streets (to railroad viaduct) on the north, Monona Bay on the east, Haywood Drive on the south, and South Park Street on the west. It includes the historic Triangle neighborhood and nearby sites along the shores of Monona Bay.

DURATION

This is a ten-year plan and is subject to periodic review and modification especially as regards informing other related municipal planning processes over time, accommodating new neighborhood needs and issues, and capturing unforeseen opportunities of benefit to residents.

GOALS

1. Improve water quality in the bay and harden the neighborhood against flooding.
2. Improve connectivity, especially as it relates to safety, enjoyment, and convenience of pedestrians, bicyclists, and wheelchair users.
3. Promote the creation and maintenance of a full range of housing options and related "complete neighborhood" amenities.
4. Enhance aesthetics, wayfinding, and amenities on neighborhood streets, walkways, and in the park.

NEED FOR NEIGHBORHOOD REVITALIZATION

The Monona Bay neighborhood has three main components:

- The Triangle, a residential and healthcare campus;
- A portion of the Park Street commercial corridor; and
- Residential properties along streets that frame Monona Bay.

The Triangle is a unique urban campus where a high proportion of vulnerable residents enjoy a sense of security and a stable home. These nearly 700 residents comprise the majority of MBNA's 1138 residents. They occupy one or another subsidized housing complex managed either by the Community Development Authority or the Bayview Foundation, a nonprofit organization offering affordable housing and a fully programmed community center. Average incomes for Triangle residents are far below community averages; virtually all are income eligible for subsidized housing.

The commercial corridor lies along the east side of Park Street from Haywood Drive to Regent Street. It is home to various service providers including a dry cleaner, a tax preparation firm, and Asian grocery, various eateries, a shoemaker, a dentist office, graphic designers, a car wash, a payday loan center and the like. As significant residential development continues along the larger Park Street corridor, continued redevelopment of this area is likely.

The bayside portions of the neighborhood have both single-family homes and multi-unit housing. In general, single-family homeowners are economically privileged. While the median Monona Bay neighborhood income is only 47% of the City of Madison median, bayside homeowners occupy homes that exceed municipal average values by 17%.

While 49.3% of Madison's housing units are owner-occupied, only 9.5% of the Monona Bay neighborhood's are. The Monona Bay neighborhood is a blend of economically advantaged and economically disadvantaged residents. Increasing connections between and sharing resources fairly among these populations, united by a beautiful urban shoreline park and quiet downtown bay, is a key aim of this plan.

The median year housing was built in the neighborhood is 1976. The Census tract, Dane 12, is an Employment Center and High Need area as designated by WHEDA.

Neighborhood residents are nearly equally divided between White (53%) and Non-White persons (47%), among whom are a many Asian, African American, or Latino.

The affordable housing properties on the Triangle were largely built in the late 60's and 70's. Though limitations vary by complex, both the CDA and Bayview housing units are showing signs of age. Speaking generally, they suffer from very dated layouts, unreliable heating systems, failing exteriors with concomitant leaking, lack of air conditioning, and limited accessibility with the exception of a small proportion of specialized units.

Building managers report growing expenses associated with meeting REAC requirements and foresee expensive investments in new roofs, windows and doors, HVAC systems, elevators, gutters, and alarm and security systems being required in the near term. In some cases, renovation is the cost effective answer; in others, tear down with rebuild is the only financially feasible course of action.

The City of Madison has made a tentative commitment to awarding Affordable Housing Trust Fund dollars to the Bayview Foundation for its planned rebuild, prioritizing the need for that investment. By awarding these funds, the City affirms its belief that the Bayview rebuild is consistent with municipal plans and policy (developed in accordance with HUD requirements) to preserve and increase affordable housing in Madison.

The Community Development Authority is shaping a resident input process to test the specific preferences of their residents in advance of a major plan to update their properties (Brittingham Apartments, Parkside Apartments and Town Homes, Karabis Apartments, and Gay Braxton Apartments) over the coming years.

The MBNA strongly supports efforts to update and improve affordable housing offered by the CDA and Bayview Foundations. That work both helps income eligible neighbors enjoy productive lives and stabilizes property values throughout the neighborhood.

Additionally, aging and/or dilapidated single-family homes in the neighborhood are under market pressure for conversion to rental properties. The neighborhood has a very low concentration of owner-occupied homes compared to a preponderance of rental options. In order to stabilize the full range of housing options including home ownership, MBNA will support the creation of a first-time homebuyers program.

RESOURCES AND PARTNERS

This plan describes activities that will require substantial public and private partners and resources over time. Strategies include:

- Creation of a small cap TIF district
- Private sector investment
- HUD funds and tax credits, often via WHEDA
- Federal Home Bank loans
- Private lenders loans
- City of Madison Affordable Housing Trust Fund investments
- City of Madison capital revenues
- Dane County Housing Fund investments
- Dane County capital revenues
- Philanthropic gifts from area foundations and individuals
- Competitive, specialized state and federal fund investments

The MBNA works through advocacy and public participation; it is not directly responsible for funding or implementing the activities suggested here. The association is advisory and has used its influence to shape a recent Greening America's Capital's plan, a variety of traffic planning issues, the University of Wisconsin Master Plan, the city's current comprehensive plan and a related neighborhood land use planning process now underway. The association has raised significant private and foundation resources, shaped park policies and uses, and influenced water resource management. It will approach the development of resources for use in implementing this plan as it traditionally has, through neighborhood organizing, cooperation with public and private entities, and constructive advocacy.

BENCHMARKS AND TIMELINE

Goal	Benchmark	Target Completion Date
Improved water quality	Filtration improved at all major inflows Weed harvesting increased Wetlands restoration created	2022

Flood hardening	Best shoreline practices identified and implemented	2025
Improved connectivity	Improvements identified and implemented at 8 significant intersections	2024
Full range housing options	3 major Triangle housing renovation/rebuilds complete 6 first time home buyer loans executed	2028
Complete neighborhood	6 new shops, eateries, or services in neighborhood	2028
Improved aesthetics	18 flowering and shade trees planted in park Power lines buried	2025
Improved amenities	Bathrooms, benches, public art, and increased trash/recycling in park.	2020

PARKS AND WATERWAYS

5. Replace Brittingham Park Beach house, now home to Brittingham Boats, with a facility providing storage, public meeting and dining spaces, a commercial kitchen, and classrooms. This facility should continue to house Brittingham Boats and also serve community gathering space needs.
6. Increase the frequency of weed harvesting in Lake Monona Bay to maintain continuously open, navigable, fresh and safe water.
7. Increase the frequency of shoreline clean-ups through continued volunteer and professional efforts.
8. Create restored wetlands in select portion/s of the Lake Monona Bay shoreline, but not at public beaches or those portions where homeowners have riparian rights.
9. Implement best overall shoreline/groundwater management practices for flood mitigation including improved inflow filtration, landscaping, berm use and infiltration features.
10. Maintain Lake Monona at the lowest DNR allowable level.
11. Remove canary grass and thistles and create native shoreline plantings emphasizing plant types up to 24" tall to discourage Canadian geese from coming ashore while allowing for unobstructed lake views.
12. Plant more shade and flowering trees in the park.

13. Restore healthy and appealing swimming options on the bay.
14. Install regular, permanent shoreline benches at intervals along the Ped/Bike path.
15. Increase the number of trash and recycling receptacles along the Ped/Bike path; keep in service during ice fishing season.
16. Provide and improved and expanded accessible pier at the location of the current, dilapidated accessible pier.
17. Create sites for temporary and permanent public art installations at appropriate sites in the park.
18. Create permanent, accessible, year-round, video monitored public park bathrooms. Rented temporary bathrooms should be allowed only for special, high traffic events.

STREETS AND PATHWAYS

19. Improve Bike/Ped/Wheelchair connections from the Triangle and across W. Washington and Park Streets by a variety of means including visual clues, traffic calming features, and intersection redesign. Location of enhanced crossings will be based on safety, location of key destinations in relationship to one another, and known/anticipated user needs.
20. Explore options for dramatically improving Bike/Ped/Wheelchair crossing safety and traffic management at all neighborhood Park Street intersections (Haywood, Erin, Emerald, Drake, Washington, Braxton, and Regent); implement feasible improvements.
21. Explore options for dramatically improving Bike/Ped/Wheelchair crossing safety and traffic management at all Regent/Proudfit intersections (Washington, Main, and W. Brittingham); implement feasible improvements
22. Prohibit new dedicated right turn lanes to promote Bike/Ped/Wheelchair safety. Eliminate existing dedicated right turn lanes as feasible.
23. Designate West Main from Proudfit to S. Brittingham as a bike boulevard, connecting with the Ped/Bike Path.

24. Explore options for traffic calming on W. Main, Clark Court, Rodney Court, and S. and W. Brittingham Place; implement feasible improvements.
25. Preserve, to the maximum extent feasible, the Triangle's unique character as a walking/biking/wheelchair using community.
26. Preserve the Triangle campus by limiting primary automobile access to its edges along Park, Regent, and W. Washington streets.
27. Limit any streets developed within the Triangle to those required for public safety; develop only low volume, low speed, limited width, limited use, limited access, shared use streets.
28. Improve neighborhood wayfinding by using a variety of strategies including an improved street address assignment system, signage (especially image-based non-verbal signage), intentional maintenance of named buildings in Google maps and similar systems, color corridor pavements, landscaping design, and works of art.
29. Create an extension of the Ped/Bike path along the bay side of the John Nolen Causeway, completing the loop around Lake Monona Bay and paralleling the path on the lake side of the causeway.

HOUSING

30. Maintain a range of housing to include subsidized housing as well low, middle, and upper market rate housing, balancing both rental and owner occupied options.
31. Maintain at least as many affordable/subsidized units on the Triangle provided in 2018. Support the redevelopment of the Triangle's affordable housing based on significant resident input in specific land use and design decisions.
32. Support market rate housing development on the Triangle only in cases of Triangle resident support and approval.
33. Increase density in the Triangle only very gradually to allow for the integration of new residents into the neighborhood's unique culture.
34. Create a program to assist homebuyers in converting houses from rental properties to owner occupied dwellings. This program should require the owner to occupy the dwelling for a minimum of five years.

COMMERCE

35. Encourage mixed-use residential/commercial properties along Park Street as a part of higher density development. Commercial properties should emphasize creation of a walkable, complete neighborhood including such things as eateries and coffee houses; pharmacies, mental and physical wellness, dental, and optical services; grocers and food markets; common hard and dry goods providers; banks and credit unions; digital goods and services providers; etc.
36. Support redevelopment of the commercial corridor in a manner that recognizes the proximity of this corridor to residential properties and demonstrates respectful regard for overall aesthetics, shadowsheds, noise mitigation, parking, pedestrian/bike/wheelchair safety, and olfactory considerations.

INFRASTRUCTURE

37. Prevent infrastructure development that increases non-permeable surface area in the neighborhood; encourage best on-site storm water management practices.
38. Evaluate all public infrastructure projects from the vantage point of flood mitigation. Oppose all projects that raise the risk of flooding.
39. Support public infrastructure projects that provide for the development of rapid mass transit.
40. Improve neighborhood and shoreline aesthetics by burying power lines at public expense throughout the neighborhood.
41. Replace streetlights with style that conforms to the streetlamps utilized in the Bassett neighborhood.