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DEVELOPMENT  
STREET

APPENDIX D

**Williamson  
street  
commercial  
rehabilitation  
program**

Submitted to:  
MADISON DEVELOPMENT CORPORATION

By:  
TRKLA, PETTIGREW, ALLEN & PAYNE  
and DESIGN COALITION

## Appendix D ANALYSIS OF PLANNING STUDIES

This report presents a discussion of previous planning studies conducted in the Williamson Street area. The purpose of this presentation is to set the stage for developing a set of framework plans which are critical elements in the determination of the feasibility of commercial rehabilitation on Williamson Street. By looking at what has been done, it is hoped that new work can avoid repetition with the work of studies which have already been undertaken. An awareness of previous studies also provides the community with a base of information from which to evaluate the present study activities and findings.

### OVERVIEW

Over the last 15 years, a number of plans and improvement proposals have been introduced by various groups. They have ranged from in-house planning documents to slick brochures and neighborhood based proposals.

Williamson Street and the Marquette neighborhood may be one of the most thoroughly studied areas of the city. It may also be one of the areas in which proposals have been the least implemented. The reasons that proposals have not been successfully implemented are many and

complicated. A major reason is that the neighborhood is extremely heterogeneous. It is composed of young families and the elderly; high-income and low-income households; students and blue collar workers. The businesses range from a local neighborhood food co-op to a regional motorcycle shop. Such heterogeneity creates a community with widely divergent interests and needs. The single most recognizable characteristic of these diverse groups is their commitment to the neighborhood. This commitment has been demonstrated by the involvement of residents in the many issues and problems which have confronted the neighborhood throughout its history.

The residents and business men of Williamson Street have also displayed a high level of commitment to the area. Fifteen years ago it was expected that the neighborhood would change because families would be priced out by rent increases, and that commitment to the area would, thus disappear. The ability of the neighborhood to organize around issues and to act on problems seems to have prevented that trend from setting in. It has also resulted in a new interest in revitalizing Williamson Street.

The following is a chronological listing of plans and proposals that have been introduced since 1963. The list provides a basic idea of the level planning work that has been conducted in the area. The summary of the plans and proposals may provide insights into some useful trends.

1963 City Planning Report for the Madison Redevelopment Authority.

Explored possibility of initiating a redevelopment project in the area.



- 1964 Report of the Near East Side Improvement Committee. Recommended a strict code enforcement and selected acquisition program.
- 1967 The East Corridor Plan. A general neighborhood plan written by the City Planning Department which included the Marquette and the Tenny-Lapham neighborhoods.
- 1969 Marquette Neighborhood Association Transportation Subcommittee Report. Recommended ways to direct traffic in the Marquette neighborhood.
- 1970 Marquette Neighborhood Association Plan. A neighborhood-based planning document which included extensive research and recommendations.
- 1971 The Near East Side Plan. A general neighborhood plan prepared by the City Planning Department which included the entire isthmus.
- 1971 Madison TOPICS Study Report. A transportation plan for the City of Madison prepared by the Department of Transportation. Included recommendations for the Williamson corridor and the surrounding streets.
- 1974 Study by the City Planning Department on Declaring the Area a Neighborhood Preservation District. Resulted in the Marquette neighborhood being declared a Neighborhood Preservation District.
- 1976 Toward a New Transportation Plan. The Regional Planning Commission's plan which made only passing reference to the conditions present on Williamson Street.
- 1976 City Planning Department Study on Rezoning Williamson Street. Recommended a new zoning category for the street which would be a neighborhood commercial district.

1977 Williamson Street Neighborhood Rehabilitation and Beautification Plan. City planning department plans to increase the visual appeal of Williamson Street. Recommended a number of changes including planting trees on the street.

1977 City of Madison Land-use Plan. A city-wide land-use plan which included specific recommendations for Williamson Street. Its recommendation was a mix of residential and commercial functions on the street.

1977 Department of Housing and Community Development Commercial Rehabilitation Program. The department made low interest loans available to businesses on Williamson Street.

## CONCLUSION

The planning reports published over the last 15 years have addressed many relevant and consistent problems on Williamson Street. The studies have dealt with problems associated with land-use, traffic, building, conditions, visual appearance, and economic viability. An understanding of these issues is critical to the successful implementation of any commercial rehabilitation project on Williamson Street.

There have been a number of issues associated with the land-use patterns on Williamson Street. The most consistent issue has been the relationship between the residential and commercial uses. It has been stated by many neighborhood groups and previous planning studies that Williamson Street presents a complex situation requiring special attention and treatment at different points along the street.

The street is primarily residential and the compatibility between the residential uses and many of the commercial establishments is questionable. Those commercial uses which have a city-wide attraction generate additional traffic negatively affecting the quality of life on the street. Many proposals have been presented which attempt to screen the negative effects of noise and unsightly storage through the use of trees, shrubs and decorative walks, or by gradually removing the area-wide commercial uses through the rezoning of the street.

The recognition that the first two or three blocks of Williamson Street requires different treatment has been another land-use issue. These two blocks are dominated by large scale commercial uses. Proposals have ranged from high-density residential to regional commercial uses. Any future rehabilitation or redevelopment in this area will be dependent upon a flexible and open-ended approach to the design of land-use controls by the city.

Another prominent issue associated with the land-use patterns on Williamson Street has been recognition of the need for a neighborhood commercial area.

A further land-use issue is the condition of the commercial and residential structures on Williamson Street. Several factors have attributed to the continued decline in the structural condition of many of the buildings on Williamson Street.

1. Age. A large percentage of the buildings were built between 1890 and 1930. This requires special attention of the structural elements to keep the buildings in sound condition.

2. Land-use Controls. Many parcels have been cleared and redeveloped within the last 20 to 30 years. The design and placement of new buildings has not always complemented the older buildings on the street. This has lead to a negative visual image which affects the attitudes and perceptions of residents, shop owners, and customers.
3. Absentee Ownership. A large percentage of the residential and commercial uses on the street are owned by absentee landlords. This has resulted in a lack of concern and accountability for the proper maintenance of the commercial and residential buildings.
4. Financial Resources. The financial resources of many of the businesses on Williamson Street is extremely limited. This has forced many businessmen to inadequately or improperly maintain their buildings.
5. Traffic. The volume of traffic on Williamson Street is another major issue. The traffic issue is serious because any change in the traffic patterns on Williamson Street will affect both the residential and commercial uses on the street. If the through traffic is reduced, the street will be made more liveable for the residents and may improve the access to the neighborhood businesses. However, a reduction of the traffic on Williamson may seriously harm those businesses which rely on a city-wide market and cannot depend on just neighborhood trade.

While there is no question that the issues on Williamson Street and in the Marquette neighborhood are complex and answers are often hard to find, there are additional problems in this neighborhood that make implementation of even the best plans difficult. For many years the

neighborhood has had a tendency to split into factions whenever an important issue comes up.

There are at least two ongoing factions, one centered around the Wilmar neighborhood center and the other centered around the Marquette Neighborhood Association. The Wilmar group appears to see the other as upper class homeowners, living on Rutledge and Morrison Streets, who want to develop the neighborhood for the wealthy. The Marquette Neighborhood Association group appears to see the other as radical ex-students, living on Williamson Street, who do not care about the long-term health of the neighborhood. Both groups often approach issues expecting to be on opposing sides and because of this often end up opposing each other.

Recently, this split has lessened to the point that it is no longer an obstacle that cannot be overcome. There are members of both groups that crossover and are trusted by both. In addition, ad hoc groups are always forming around specific issues and there are numerous community institutions such as the Williamson Street Food Coop, and the Williamson Street Business Association. Many of these groups have similar goals and needs, that is the preservation and upgrading of the neighborhood, and these similarities should be recognized. It is possible that the best solution would be for the neighborhood to look toward an institution, such as a neighborhood development corporation, which could be a tool for all these groups to work toward common goals.

The Madison City Planning Department made a preliminary study of a part of the east side in an effort to determine its eligibility as an urban renewal area. The study area included Williamson Street from Patterson to the Yahara River.



This study included an analysis of zoning and land-use, public facilities; an assessment of building conditions; and a survey of population characteristics. The study resulted in the presentation of three alternative approaches to upgrading the area. The three alternatives ranged from exclusive reliance on local municipal code enforcement operations to urban renewal projects, utilizing both conservation and clearance techniques, and involving federal financial participation. The following in summary form, are the three approaches which were proposed.

#### Approach No. 1--Area-wide Code Enforcement

This alternative proposed the systematic inspection of all buildings within an area bounded by Wilson, Jennifer, Baldwin, and Blair Streets. to determine the extent of non-compliance with existing building and occupancy standards embodied in the various city codes. The inspection was to be followed first by the issuance of correction orders to the owners of buildings found to be in violation of city codes and second by re-inspection of all buildings within a specified period of time to assure compliance with the codes.

The alternative recommended legal action to stop continued non-compliance.

#### Approach No. 2--Area-wide Code Enforcement and Selective Acquisition

This alternative included the same systematic inspection proposed in the alternative one, and added a component of selective acquisition of substandard properties which cannot or will not be improved, plus acquisition of nonconforming uses in specifically defined areas as they become available. Included in this program was an element of "urban

homesteading" which provided that structures acquired could be sold by the city if the purchaser guaranteed that the structure would be improved to meet rehabilitation standards.

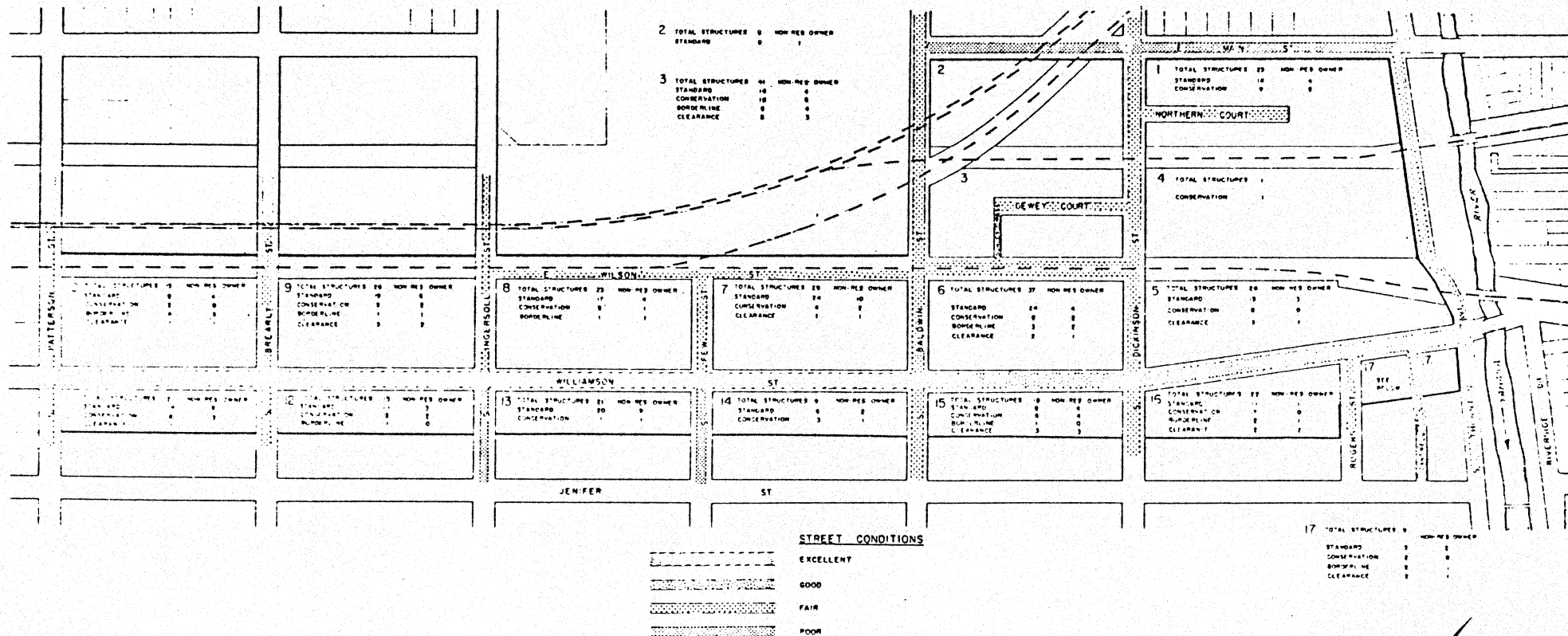
Approach No. 3--Federal Assisted Urban Renewal Project

The third proposed alternative to the improvement of the area was for the city, acting through the Redevelopment Authority, to apply to the Urban Renewal Administration for planning funds to finance both the cost of a more detailed analysis than had been made and the cost of preparing an urban renewal plan for the area. The recommended urban renewal treatment of the area was seen to potentially include a combination of selective clearance and redevelopment, intensive code enforcement, and upgrading individual properties to code standards.

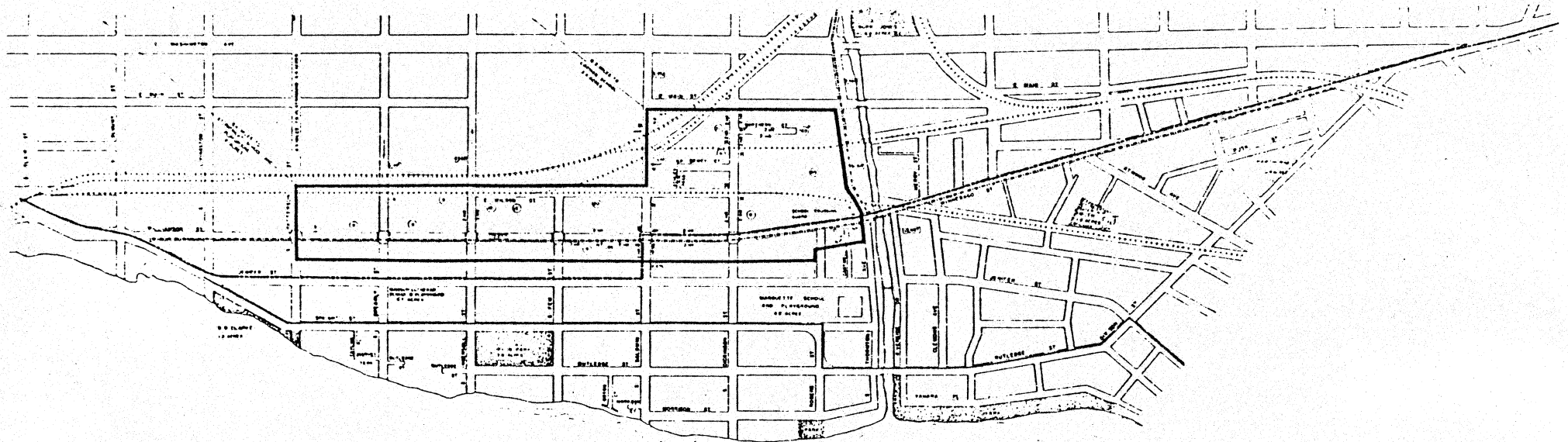
Each of the proposed alternative approaches for improving conditions on Williamson Street were action-oriented. The first two approaches offered remedial improvement action within a short-range time frame. The third alternative was designed to significantly alter the character and direction of activity on Williamson Street, and thus, was a long-range solution.

In 1964 the Madison City Council appointed a near east side improvement committee. This committee recommended action similar to the second alternative of the 1963 report. It proposed a program of rehabilitation and conservation of existing structures through code enforcement and selective acquisition. Buildings were to be thoroughly inspected to determine the extent of non-compliance with city codes, followed by the issuance of correction orders.

# MARQUETTE STUDY AREA



# MARQUETTE STUDY AREA



LAKE  
MONONA

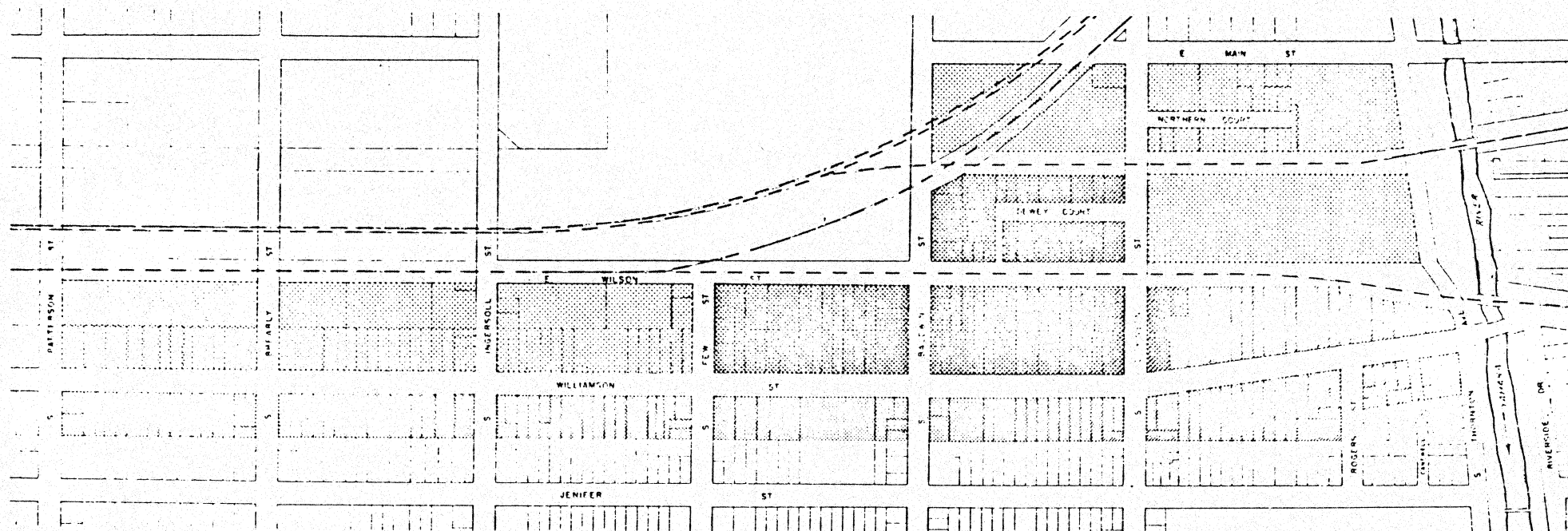
## LEGEND:

- STUDY AREA BOUNDARY
- BUS ROUTE
- RUSH HOUR BUS ROUTE
- TRUCK ROUTE
- X RAILROAD CROSSING SIGNALS
- RAILROAD CROSSING GUARD
- TRAFFIC SIGNAL
- SCHOOL CROSSING WARNING SIGN
- 2 HOUR PARKING
- NO PARKING
- PARKING LOT WITH NO. OF CARS
- TRAFFIC COUNT FOR 24 HOUR PERIOD





\* ONLY ONE WAY FOR BUS ROUTE BUT NOT AN AUTOMATIC PARKING LOT

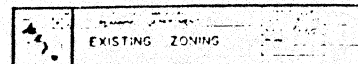


# MARQUETTE STUDY AREA



## LEGEND:

-  RESIDENTIAL "B-2"
-  COMMERCIAL "A"
-  COMMERCIAL "B"
-  INDUSTRIAL "A"





Selective acquisition was recommended for two types of property:

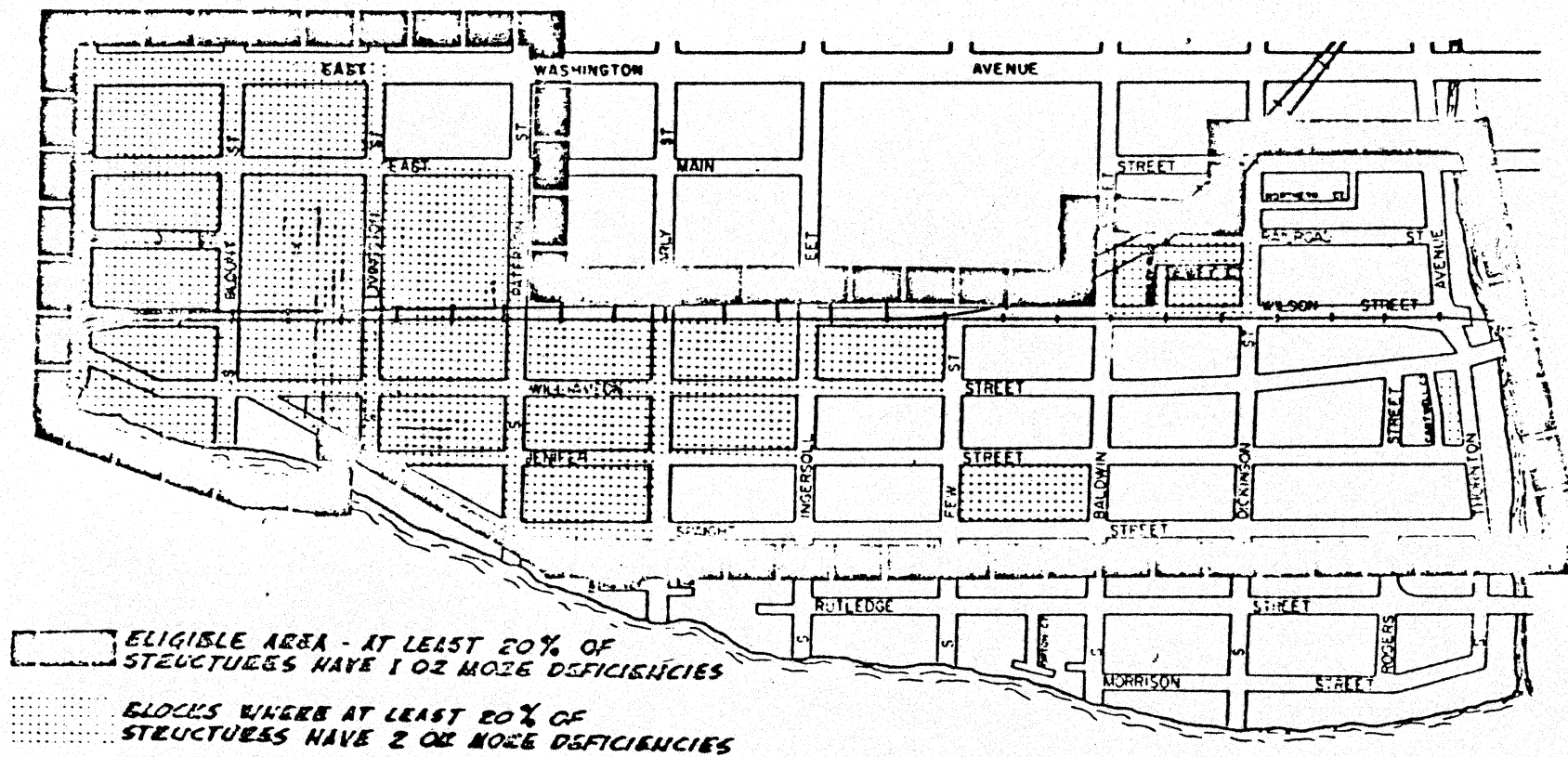
1. Those properties so deteriorated that code compliance was not feasible or whose use was seen as being incompatible.
2. Those properties economically feasible to repair whose owner refused to comply with city code standards.

The report specifically recommended the clearance of residences in the four block area bounded by Baldwin, East Main Street, Thornton Avenue, and East Wilson Street (Dewey Court and Schley Pass). The mix of residential uses with the predominantly industrial and commercial uses was viewed as being undesirable. The report recommended the acquisition of the residential properties over an eight year period, with the area redeveloped for new commercial and industrial activities.

In 1967 the City Planning Department prepared a plan for the Marquette and Tenny-Laphan neighborhoods. The purpose of the plan was to improve the poor conditions attributed to the inter mix of residential with commercial and industrial uses, and to alleviate the congested vehicular traffic on the residential streets.

"These neighborhoods, because of their age and location require careful planning if they are to be assured a good and useful future. Through traffic between the central area and the periphery of the city must be accommodated; age must not be allowed to lead to deterioration; inappropriate patterns of land-use should be changed; and the pressures for change and intensification of activity radiating from the city center must be accommodated gracefully."

# MAP 1



The report recommended a house-by-house inspection of the residential units to determine the level of compliance with the Housing and Property Maintenance Code. Followed by this there was to have been an issuance of work orders requiring owners to make necessary improvements. It was further suggested that special care be exercised to assure careful maintenance and improved appearance of commercial and industrial buildings, and storage areas facing residences. To improve poor conditions caused by an intermix of residential with commercial and industrial use, it was suggested that landscaping techniques, such as the planting of trees and shrubs be used to form buffers and screens between incompatible uses. The report also recommended that residential use on Dewey Court and Schley Pass be discontinued.

The report made a number of traffic related recommendations. The east corridor plan recommended two alternative long-range solutions for removing the through traffic on Williamson, Jennifer, and Spaight Streets:

1. Construction of an elevated freeway along the railroad right-of-way between the central area and Cottage Grove Road.
2. Construction of a Lake Shore Parkway along the shore of Lake Monona between the central area and Olbrich Park. This 48-foot wide street, with a lake shore park strip built principally on fill would function as a park drive except during rush hours when it would carry high volumes of traffic.

An interim solution for increasing the capacity of the street network which included Williamson Street, the proposed Atwood Avenue bypass and Atwood Avenue was considered. The roadway was expected to "draw" rush hour traffic from residential streets because of increased capacity.

Neither of the two alternatives were built and it should be recognized that the construction of the Atwood Avenue bypass was to be an interim solution only.

In 1969 the transportation subcommittee of the Marquette Neighborhood Association published a report which dealt primarily with traffic issues. It included a discussion on the negative effects of through traffic on residential streets and heavy congested traffic related to commercial uses.

The principal recommendation was to reduce the through traffic on Jennifer, Spaight, and Rutledge, and to reduce the congested traffic on Williamson Street, thus making the businesses more accessible. Their two proposals were to build the cul-de-sac at the corner of Jennifer and Williamson Street and the Atwood Avenue bypass. Both proposals were finally constructed in 1975 and 1976, resulting in the removal of most of the through traffic from the residential streets. However, their construction resulted in a 50 percent increase of the traffic volume on Williamson Street, complicating the already existing traffic congestion conditions.

The report failed to adequately identify the relationship between the commercial uses and the heavy traffic on Williamson Street. The argument of heavy traffic adversely affecting the successful operation of the businesses was not adequately substantiated with facts and data.

In 1970, the Marquette Neighborhood Association released the Marquette Neighborhood Plan. Similar to several previous reports, there were recommendations related to the traffic on Williamson Street. The

plan included a recommendation for rezoning manufacturing and commercial districts to residential categories. The plan further recommends that the proposed transportation corridor along the railroad right-of-way be separated from Williamson Street by an open space corridor with a lagoon between the Yahara River and Blair Street. The proposal is supported by an extensive discussion on zoning and on preserving older neighborhoods. The report is particularly significant because it is a neighborhood based initiative.

#### THE NEAR EAST SIDE PLAN

In 1971, the City Planning Department published the Near East Side Plan. There were several specific policies outlined which were designed to realize the following goal:

"The inner areas of the city should be made attractive as a place to live for many types of people by providing a variety of good housing and facilities."

The plan recommended that the mixed uses on Williamson Street be discontinued and proposed a concentration of office and commercial uses from Blair Street to Paterson Street. With the exceptions of the Baldwin-Williamson and the Dickinson-Williamson intersections, expected to function as neighborhood commercial areas, the report proposed that the balance of the street be devoted to medium and high-density residential uses.

Three distinct implementation approaches were delineated: programs, public improvements, and zoning changes. It was recommended that the



city explore the possibilities of outside funding to meet the problems of the central part of the city. The Federally Assisted Code Enforcement (FACE) program in which the federal government provided up to two-thirds of all costs required to enforce codes, assist relocation efforts, subsidize loans and grants to improve private property, and initiate necessary public improvement, was determined to be applicable to the study area. The Federal Housing Administration which provided low interest mortgages and the Urban Beautification Funds which could have been used in the area for trees, bicycle paths, parks, and open spaces were considered other possible sources of assistance.

The plan outlined several public improvements the city could undertake to solve many of the problems of the near east side:

1. The improvement of East Washington Avenue, Johnson, Gorham, Blair, Blount, and Williamson Streets. The plan suggested that these streets should not be widened to meet peak-hour volumes and recommended that they only be repaved, and that necessary traffic signals be installed.
2. The construction of the East Wilson Street extension to be built simultaneously with the Atwood Avenue bypass. The plan indicated that this development would be crucial for removing the heavy traffic from Williamson Street.
3. Park improvements for James Madison, Tenney, and Orton Parks, and the development of bicycle paths and walkways was given a high priority. The report also recommended the use of buffers to minimize the negative effects of the mixed commercial and residential

uses on Williamson Street. The specific types of undesirable effects to be minimized by the use of physical buffers was left for a future study.

Zoning was mentioned as the third implementation tool which the city could use to improve conditions in the Williamson Street area. The report suggests some general guidelines for initiating zoning changes. The challenge to create a better living and working environment was met by specifying more efficient and attractive front, side, and rear yard guidelines. It was recommended that the city should grant incentives to developers who showed creativity in design and a willingness to provide a better urban environment.

The report concluded that it would be up to neighborhood organizations to initiate and direct change in the near east side. The involvement of the residents and businessmen was seen as a critical factor for realizing positive improvements in the area.

#### TOPICS STUDY

The second major report published in 1971 was the federally funded Madison TOPICS Study Report. This study addressed transportation problems throughout the city and outlined two major projects for Williamson Street. The first project attempted to solve the capacity problems during the peak rush hours at the intersection of Blair, John Nolen, Williamson, and Wilson. The study proposed the reconstruction of several lanes and the addition of new overhead signals and signs. The changes were expected to relieve traffic congestion during peak hours and reduce "unnecessary traffic conflict points."

The second project addressed the issue of heavy traffic through the residential streets in the Marquette neighborhood. The report recognized that the easy access to the residential neighborhoods provided by the Jennifer and Williamson Street intersection was the major contribution to the heavy use of the residential streets which had a negative impact on the residential character of the neighborhood. The report also acknowledged that the capacity of Williamson Street was not sufficient to carry all of the through traffic that it was expected to accommodate.

To reduce the through traffic on neighborhood streets, the study proposed the construction of the cul-de-sac at the corner of Williamson Street and Jennifer Street preventing eastbound vehicles from entering Jennifer from Williamson. In response to the lack of capacity of Williamson Street, the study recommended prohibiting stopping, standing, or parking on the north side of the street between 7:00 A.M. and 9:00 A.M. and on the south side between 4:00 P.M. and 6:00 P.M. providing two free flowing lanes of traffic during peak hours. The report also recommended the construction of the Atwood Avenue bypass in 1972 (not a TOPICS project) as was recommended in the Madison Area Transportation Study in order to bypass the congested intersection at Atwood and Winnebago thus allowing the entire Williamson Street corridor to operate at its full potential.

Since the publication of the TOPICS report, both the cul-de-sac at the intersection of Jennifer and Williamson and the restricted parking during rush hours on Williamson has been implemented.

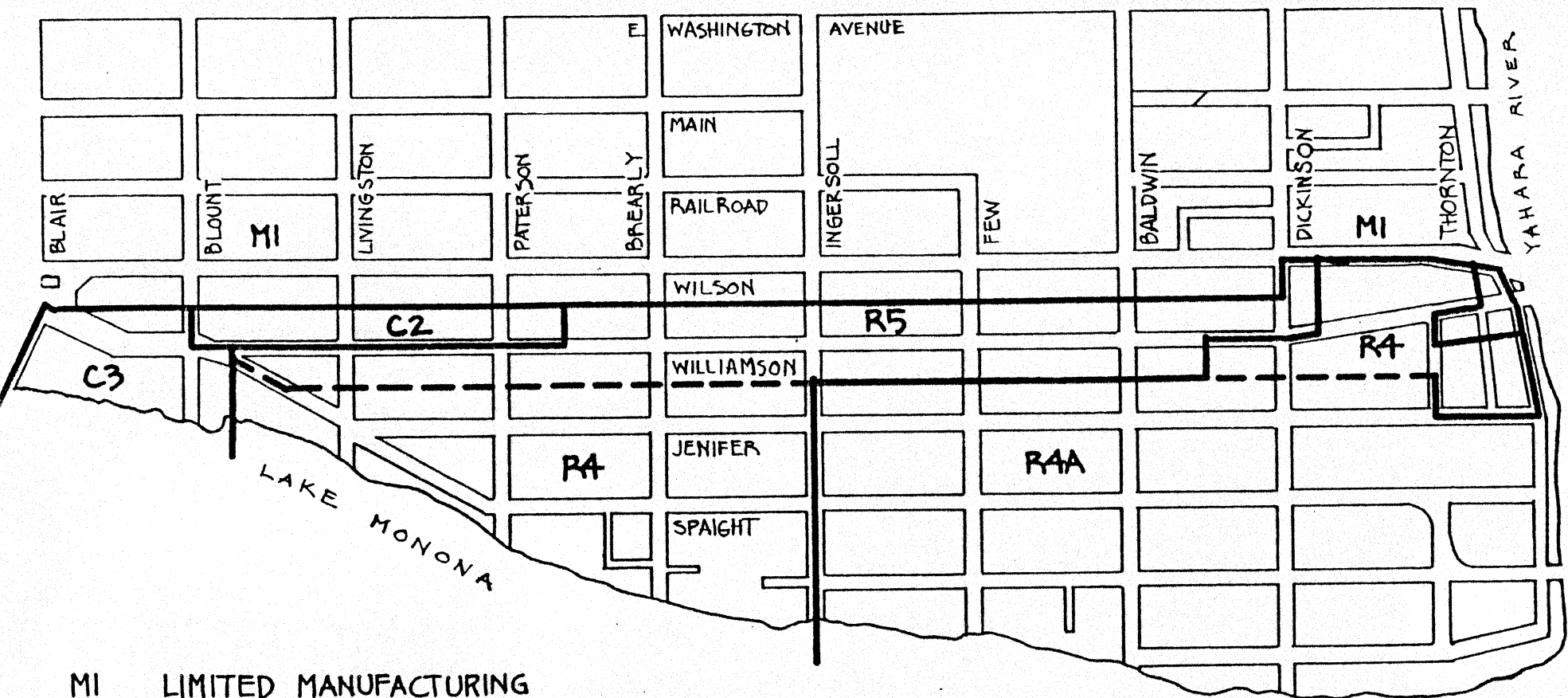
There were no long-term solutions mentioned for dealing with the added traffic on Williamson Street. The recommendations of the report

appeared to negate the efforts of neighborhood residents and the city planning department which were directed toward alleviating the traffic congestion on Williamson Street by providing an alternative route for through traffic.

In 1974, Williamson Street and the Marquette Neighborhood were included in the city's first Neighborhood Preservation District. The Neighborhood Preservation District Program was originally established to assist older neighborhoods in Madison by giving residents in those neighborhoods priority for receiving low interest, rehabilitation loans for residential properties. The program was originally intended to go beyond the provision of loans by also providing necessary public improvements and services. However, inadequate funding severely limited the program to the provision of the rehabilitation loans only. The Neighborhood Preservation District has access to the low-interest loans for the improvement of residential property.

At the same time, the City Planning Department was investigating the possibility of rezoning Williamson Street. The Williamson Street Report (May, 1974) recognized that several major forces were at work which affected the quality of life on Williamson Street.

- The street has become a major traffic arterial.
- Access, location, and relatively inexpensive costs have made the street desirable for business.
- The street continues to provide affordable housing for many types of individuals.



MI LIMITED MANUFACTURING  
 C2 GENERAL COMMERCIAL  
 C3 HIGHWAY COMMERCIAL  
 R4A GENERAL RESIDENTIAL  
 R4 " "  
 R5 " "

ZONING DISTRICTS

PROPOSED-1974

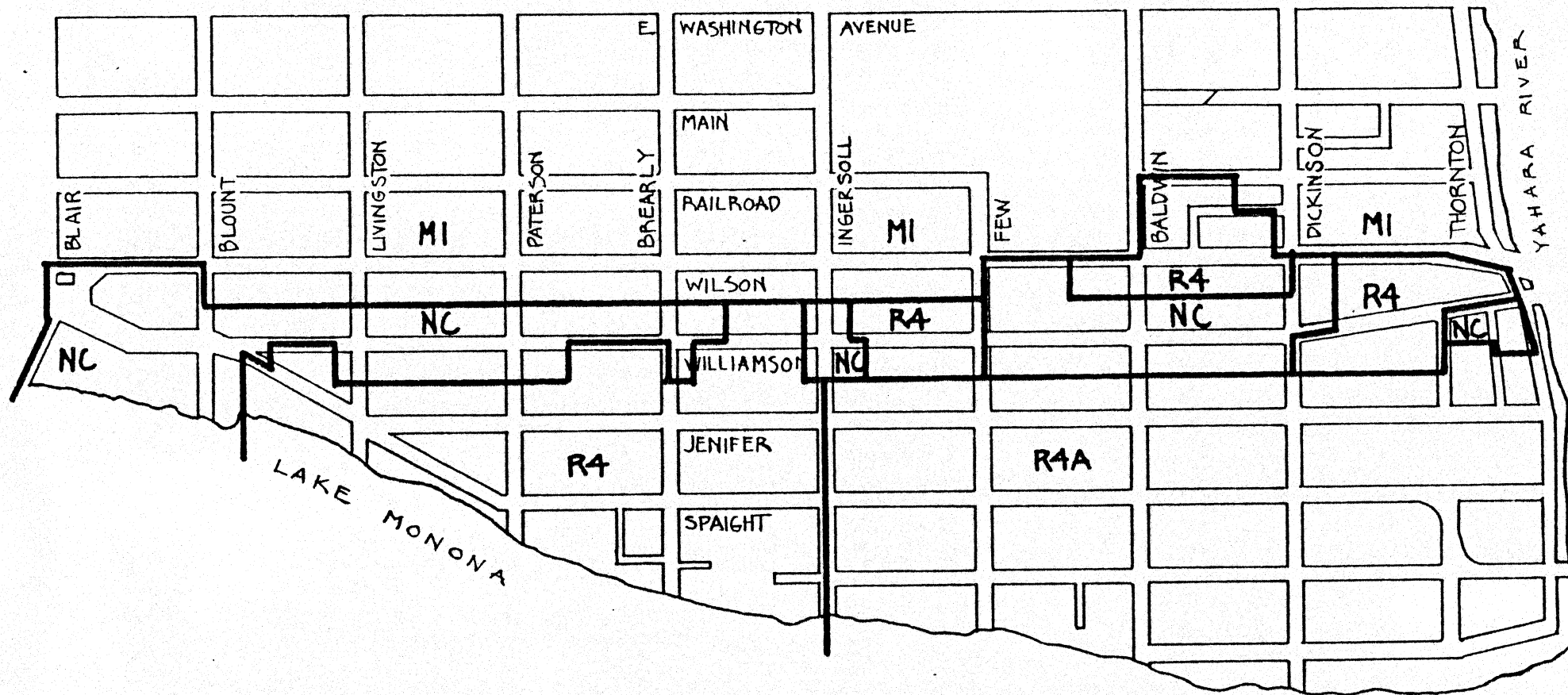


The City Planning Department recognized Williamson Street as an integral part of the Marquette Neighborhood. The report recommended that Williamson Street be oriented toward residential and commercial uses which predominantly serve nearby residential areas and that an effort would be made to reduce the traffic on Williamson Street. The proposed neighborhood commercial areas would be centered at the intersection of Baldwin and Williamson extending one block in each direction.

The rezoning effort was never completed because the traffic problem was extremely complicated and had to be resolved before the street could be oriented to the preferred residential and neighborhood commercial uses.

In 1976, the City Planning Department once more attempted a rezoning of Williamson Street. Three alternatives were presented as "flexible concepts" illustrating the directions that might be taken by the community:

1. Williamson Street would be largely oriented to commercial uses, although several blocks would be intended for residential use. All commercial areas would allow residences above the first floor and commercial uses would be differentiated in terms of neighborhood or multi-neighborhood orientation.
2. Williamson Street would be intended for increased residential use. The commercial uses would be neighborhood oriented, allowing for residences above the first floor.
3. Commercial and residential uses would be distinctly separated along the street. Residences would not be allowed above the commercial use and commercial establishments would not be allowed in residential



MI LIMITED MANUFACTURING  
 NC NEIGHBORHOOD COMMERCIAL (PROPOSED CATEGORY)  
 R4A GENERAL RESIDENTIAL  
 R4 " "

ZONING DISTRICTS

PROPOSED - 1976

areas. A variety of residential densities would be sought and some commercial areas would be oriented to neighborhood shopping needs, while others would serve a larger market area.

The recommendation of the City Planning Department was to encourage a mix between medium density residential and neighborhood commercial. A new zoning category was developed which would limit the scale and type of commercial uses on the street.

This proposal generated a great deal of debate among community residents and there was some strong opposition from businessmen who felt they could not survive on primarily neighborhood trade. After a difficult public meeting, a Williamson Street rezoning committee was established consisting of representatives from various groups in the community. The committee met several times but was unable to formulate any clear guidelines for the rezoning of Williamson Street.

In 1977, the Williamson Street Neighborhood Rehabilitation and Beautification Plan was published. The report was primarily concerned with the visual image of Williamson Street. The analysis identified a number of problems:

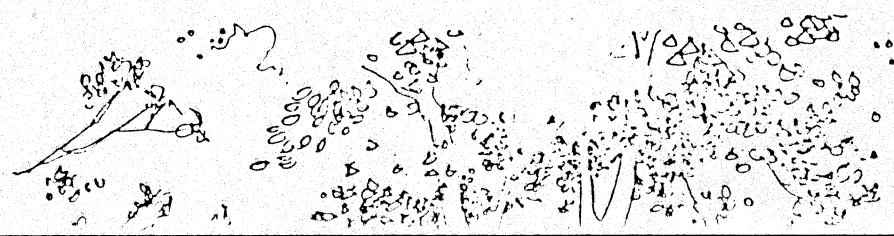
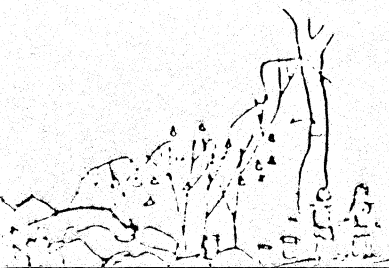
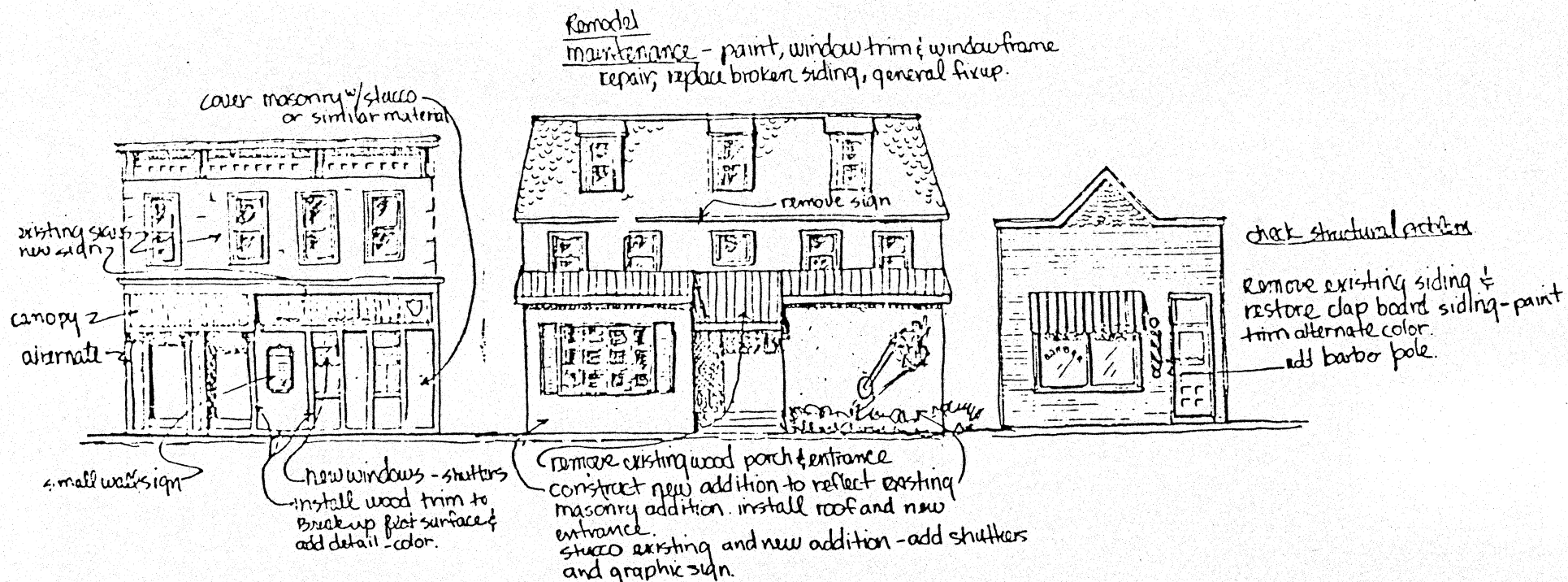
1. Lack of street trees in the terrace.
2. Visual domination of the overhead wires in the streetscape.
3. Lack of an entrance or identification area for Williamson Street.
4. Signage on commercial buildings.
5. Building conditions and treatments.
6. Lack of screening and buffering of undesirable views.
7. Lack of trees and shrubs on private property.

The plan proposed landscaping techniques as an answer to many of Williamson Street's visual problems. Landscaping was seen as an effective method for creating unity and beauty in the area at a nominal cost. The plan suggested:

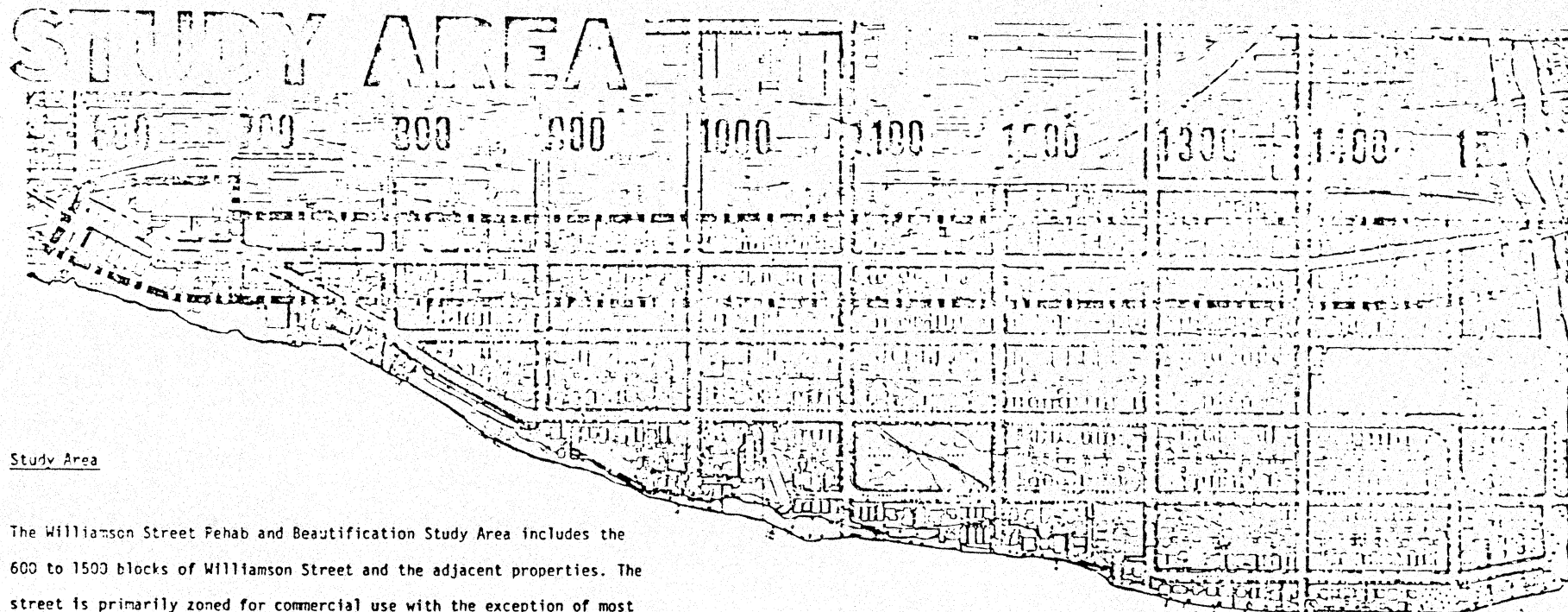
1. Tree planting along the public right-of-way and encouraging the planting of trees on private property to help reinforce the street planting.
2. The installation of fencing and landscaping to screen parking areas and other unattractive views.
3. Encouraging a general maintenance program for existing landscaped areas.
4. The installation of shrubs to soften the urban landscape and provide year-round color.

The plan also outlined guidelines for improving the building treatment along Williamson Street. The basic areas of concern were signs, fix-up and clean-up, painting, rehabilitation and renovation, and restoration. The overall objective of the guidelines was to help identify the solutions most compatible with each other and the character of Williamson Street.

The plan also recommended that an entrance sign be constructed at the west end of the street identifying the Williamson Street corridor and the Marquette Neighborhood. The sign was to be coordinated with the proposed landscape treatment for the triangular parcel created by newly constructed cul-de-sac at the intersection of Williamson and Jennifer.







#### Study Area

The Williamson Street Rehab and Beautification Study Area includes the 600 to 1500 blocks of Williamson Street and the adjacent properties. The street is primarily zoned for commercial use with the exception of most of the 1400 and 1500 blocks which are zoned for residential use. A recent rezoning study pointed out the need for a balance between the existing commercial and residential area through zoning. Rezoning is being discussed by the neighborhood as a separate topic:

#### Existing Land Use

Existing land use on Williamson Street is mixed, but certain patterns are clear. Overall, Williamson Street is dominated by residential uses: 40% of the street frontage is residential. Another 7% of the street frontage contains structures with both residential and commercial uses,

with the latter primarily located on the first floor. Thirty-three percent of the street is commercial frontage, 10% is vacant (mostly commercial in nature). The remaining 10% consists of uses classified as institutional (such as the Post Office, U.W. property, Eagles Club, Fire Station) and structures with mixed uses other than commercial/residential.

Average daily traffic on Williamson Street was 19,350 vehicles in 1975.

The original request for this study came from the business people on Williamson Street. The objective of the report was to provide the technical information that would be necessary to create a more positive visual image of Williamson Street. One element of the plan that is now being implemented is the street tree planting which may be completed in the Fall of 1978.

#### CITY-WIDE LAND-USE PLAN

The City Planning Department spent two years developing a city-wide land-use plan which was adopted in 1977 by the Plan Commission and the Common Council. The Land-use Plan for Madison presented the city's recommendations for the future development of the urbanized area of Madison directly influenced by the city. The plan indicates where certain land-use policies should be applied and where certain types of development or redevelopment are to be encouraged.

The plan recommended a differential approach to redevelopment on Williamson Street. The suggested use on the south side of Williamson Street was primarily residential with some ground floor commercial retail space. On the north side, residential uses over ground floor commercial uses was recommended and expected to make the reuse of existing large buildings attractive. It suggested that commercial structures compatible with the nature of the street be encouraged, but failed to provide detailed guidelines for evaluating the relative compatibility of future commercial development.

Increased densities were also recommended for Williamson Street and was to be accompanied with a reduction of through traffic. The Land-use

Plan also recognized that there should be a neighborhood commercial area to be located within one block on either side of Baldwin Street.

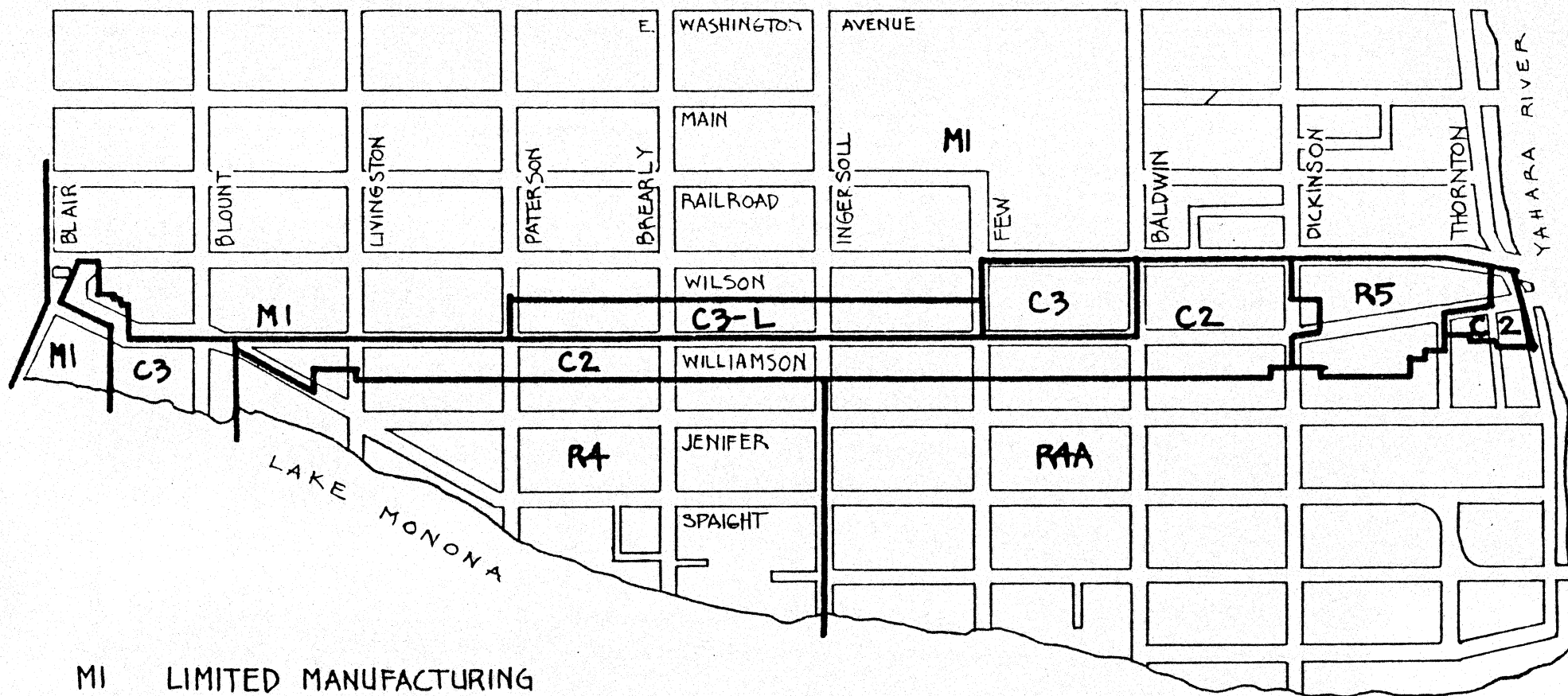
The railroad corridor north of Williamson Street was recommended to be a Neighborhood Design District. These districts were used to identify relatively large parcels of undeveloped or redevelopable land where special opportunities for flexible and creative planning exist. Development in these districts would include a variety of housing types and densities, and neighborhood oriented commercial, community, and recreational facilities to serve the residents of the district.

Prior to any new development in these areas, the city is expected to prepare a detailed plan for the entire proposed neighborhood. To date, no such plan has been prepared for the railroad corridor north of Williamson Street.

#### LOAN PROGRAM

In the Summer of 1977, the Department of Housing and Community Development started a program designed to provide low-interest loans for the rehabilitation of businesses on Williamson Street. The low-interest loans were to be financed from the Federal Section 312 program. During the administration of the program, HCD discovered that very few of the owners of businesses on Williamson Street actually owned their buildings. A large percentage of the buildings were being purchased through land contracts. The incentive, therefore, to invest money in the rehabilitation of commercial buildings on Williamson Street was minimal and resulted in HCD using only a small percentage of the \$140,000 set aside for the

program, subsequently granting only one small loan. The problem involving sufficient incentive to rehabilitate and maintain commercial property will have to adequately addressed before any positive change can be realized on Williamson Street.

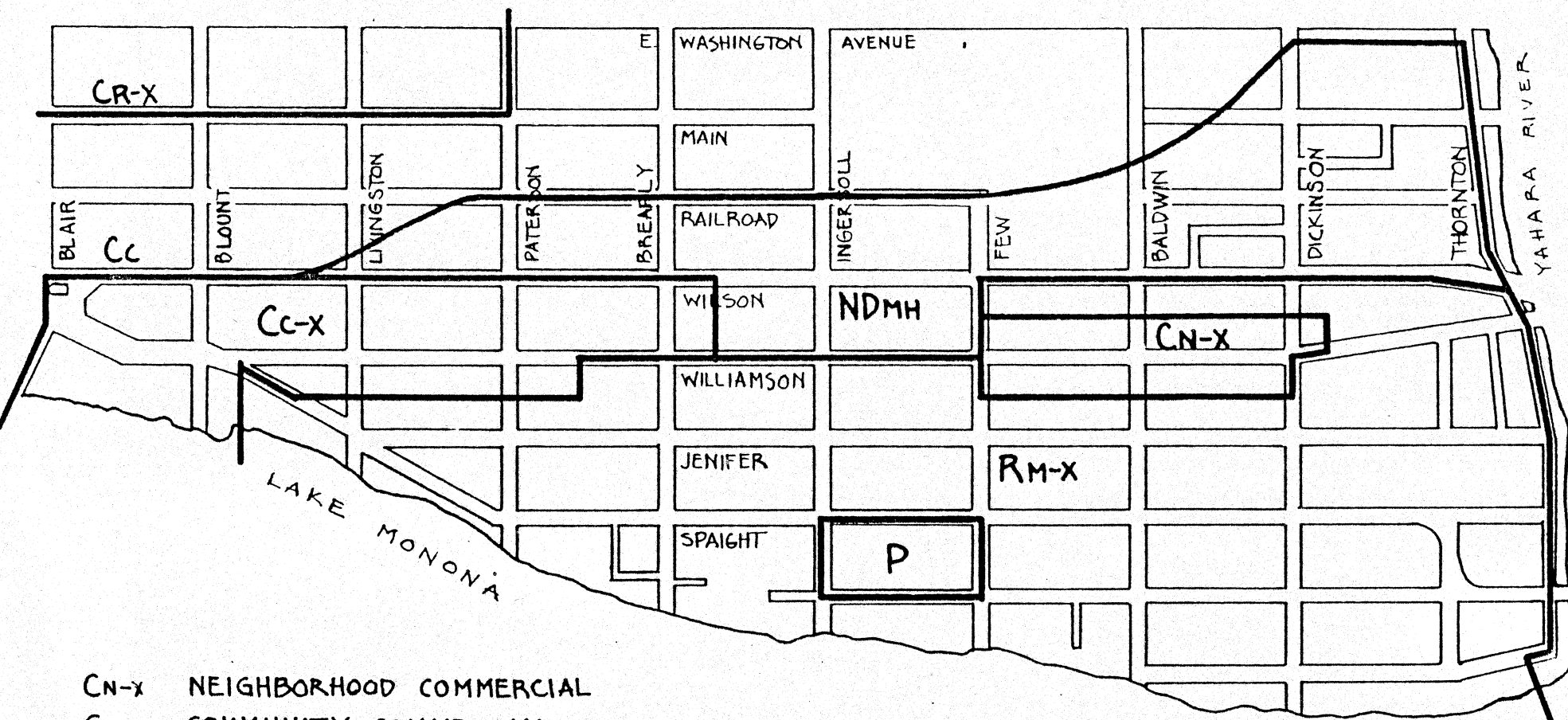


- MI LIMITED MANUFACTURING
- C2 GENERAL COMMERCIAL
- C3 HIGHWAY COMMERCIAL
- C3L COMMERCIAL SERVICE & DISTRIBUTION
- R4A GENERAL RESIDENTIAL
- R4 " "
- R5 " "

ZONING DISTRICTS

EXISTING - 1978





- CN-X NEIGHBORHOOD COMMERCIAL
- Cc COMMUNITY COMMERCIAL
- Cc-x COMMUNITY COMMERCIAL (MIXED-USE)
- CR-X REGIONAL COMMERCIAL (MIXED-USE)
- ND MH NEIGHBORHOOD DESIGN DISTRICT (MEDIUM-HIGH DENSITY)
- RM-X RESIDENTIAL (MEDIUM-HIGH DENSITY)
- P PARK

STATEMENT OF PURPOSE DISTRICTS

LAND USE PLAN

