

BROADWAY CORRIDOR PLAN Monona, Wisconsin





BROADWAY CORRIDOR PLAN

**CITY OF MONONA
WISCONSIN**

October 2, 1989

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TABLE OF CONTENTS

1. Introduction	1
2. Project Area Description	4
3. Summary of Market Findings	9
4. Land Use Recommendations	12
5. Broadway Corridor Access Recommendations	18
6. Concept Development Plan	22
7. Design Standards	28
8. Computer Development Analysis System	41
9. Implementation Plan	46

1. INTRODUCTION

The Broadway Corridor Project and Plan was initiated by the City of Monona Community Development Authority in April of 1989 with the primary purpose of developing a plan and implementation strategy for the Broadway Corridor, formerly the route of the South Beltline Highway (US HWY 12 and 18). This new South Beltline Freeway was opened up in late 1988. The new construction opened up new access points within the Broadway Corridor and relocated traffic volumes that have a great impact on land use. In addition, the construction of the Freeway has opened up the Broadway Corridor to better regional linkage which has directly resulted in creating new redevelopment and market opportunities.

This plan follows a study conducted by the Dane County Regional Planning Commission for the same project area. The Broadway Corridor Plan incorporates and expands upon the recommendations of that former study and defines an action oriented project targeting on redevelopment within the Broadway Corridor.

The Broadway Corridor Plan is prepared in compliance with Wisconsin Planning and Redevelopment Statutes (62.23, Wis. Stats). The plan is intended to be an element of the City of Monona "Master Plan" for the Broadway Corridor area. Additionally, the plan has been prepared as a redevelopment plan under Wisconsin Statutes 66.431 and provides specific direction for the City's Community Development Authority, as

well as recommended actions for the City Council and Plan Commission.

The Broadway Corridor Project was prepared under the direction of a Steering Committee, the membership of which is listed in the front of this document. This Committee was made up of the Mayor and members of the CDA, City Plan Commission and Council. The Steering Committee was organized to have broad representation of City officials and to focus the plan on implementation.

The Project Planning Team was led by The Lakeside Group consultant consortium consisting of the team of community planners, redevelopment specialists, market researchers, landscape designers, architects and engineers. In addition to the consulting team, the City staff contributed to development and review of the Plan. The Broadway Corridor Planning Project was designed to achieve a set of objectives that was developed in the initial phase of project activity. The following is a summary of those objectives which have been further defined in specific sections of this Project Plan.

Any maps included within the Broadway Corridor Plan are included for informational purposes and are subject to the final approval by appropriate City of Monona bodies.

BROADWAY CORRIDOR PLANNING OBJECTIVES

- A. The first planning objective of the Broadway Corridor is to create a City of Monona "identity" from the new Beltline Highway and along the Broadway Corridor.
- B. The second objective is to achieve a long range, highest and best use of the key property within the Corridor. The study area is viewed as a primary future development opportunity for the City of Monona because the City is bounded on all sides by other municipalities or limiting natural features.
- C. A third objective relating to the middle section of the Broadway Corridor is to achieve maximum water orientation, both as a theme and a unique marketing feature along the Beltline Highway Corridor.
- D. It is an objective of the plan to be comprehensive and "futuristic" within the target areas of the Broadway Corridor.
- E. The plan and study should have the objective of being achievable and implementable in terms of the market place and the fiscal constraints of the City.
- F. The City of Monona will seek the advice of the public in the study and implementation of the plan.

This plan has been developed to summarize the findings, recommendations and strategies for the redevelopment of the Broadway Corridor. A series of working files and background

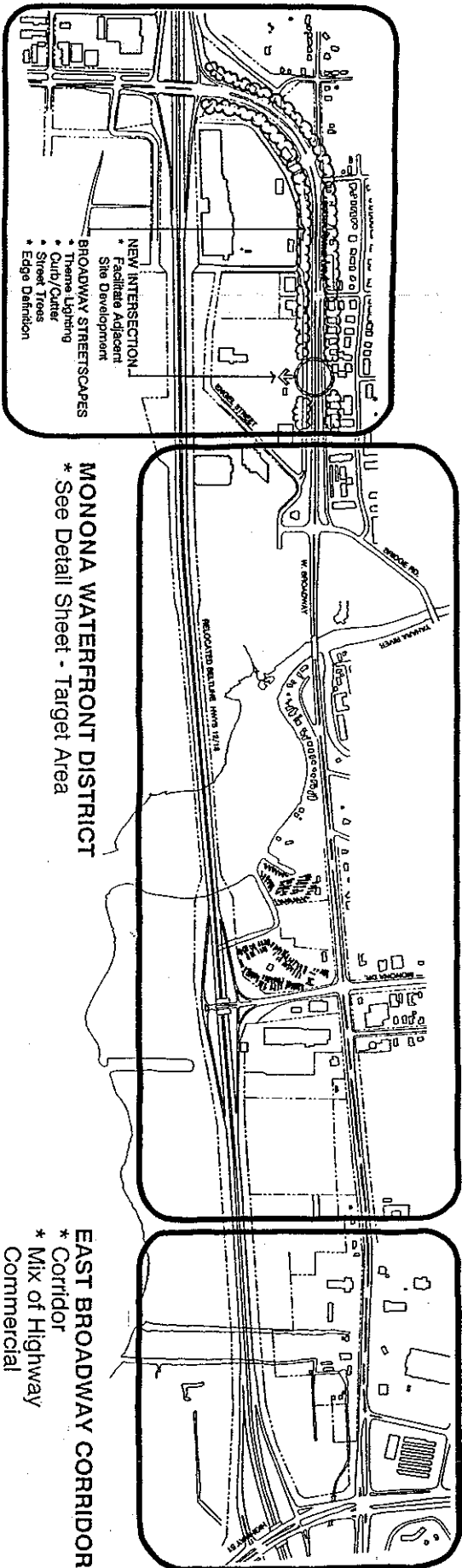
Information have been assembled as part of this project and should be referred to when more detailed information is desired.

2. PROJECT AREA DESCRIPTION

The Project Area for the Monona Broadway Corridor Study is graphically depicted on the map on the following page. Within the overall study area, three subareas were defined for project implementation. The highest priority area is in the central part of the Corridor and has been named the Monona Waterfront District. The Waterfront District was also defined as the target area or the area of greatest short-term interest.

The Monona Waterfront District is the area where the greatest impact occurred from the relocation of the Beltline Highway. A new interchange entrance was added at Monona Drive which bisected several existing uses that are now visually exposed to the City of Monona's primary traffic access point. This area is also unique in that it is the only area in Dane County where a freeway visually accesses water. The Waterfront District is centered around a wide open water basin of the Yahara River and includes long views of wetland conservancy areas and Mud Lake. The Monona Waterfront District has been determined to be the best opportunity for the City of Monona to establish a regional identity and community theme. This District is the target of initial work and the area in most need of redevelopment attention.

The area defined as the East Broadway Corridor is primarily related to HWY 51. Broadway East has visibility both along the front edge of USH 51 and the South Beltline Highway. This District is characterized by small mixed uses primarily developed in relation to the original traffic counts along the Broadway



WEST BROADWAY CORRIDOR
 * Regional Commercial Center

MONONA WATERFRONT DISTRICT
 * See Detail Sheet - Target Area

EAST BROADWAY CORRIDOR
 * Corridor
 * Mix of Highway Commercial
 * Long Range Redevelopment Potential
 * Depends on Success of Target Area Projects

PROJECT AREA CONCEPT

Corridor. A lumber yard/home improvement business and many warehouses dominate the land area in this District. One of the most critical issues in the East Broadway Corridor District is the auto salvage yard which was sliced in half by the new Beltline construction and is visually exposed to the highway traveler entering the metropolitan area and the City of Monona. This use was not highly visible prior to the new Beltline relocation but now presents a major negative visual impression on the entire district.

It has been judged that the East Broadway Corridor District is more likely to have a natural market evolution than the Waterfront District. For that reason, Broadway East is expected to have its greatest potential for change after the process of redeveloping the Waterfront District.

The West Broadway Corridor is characterized as a regional commercial center. This part of the corridor includes the South Towne Mall having primary access from the Beltline at the South Towne Drive interchange. Broadway West also includes the lands owned by Wisconsin Physicians Service (WPS). This office service company has recently completed a major expansion project and represents the largest private employer in the City of Monona. The north side of the Beltline is fairly well committed in terms of land use. The area south of the Beltline represents an area in transition from industrial park to business park with the new construction of a

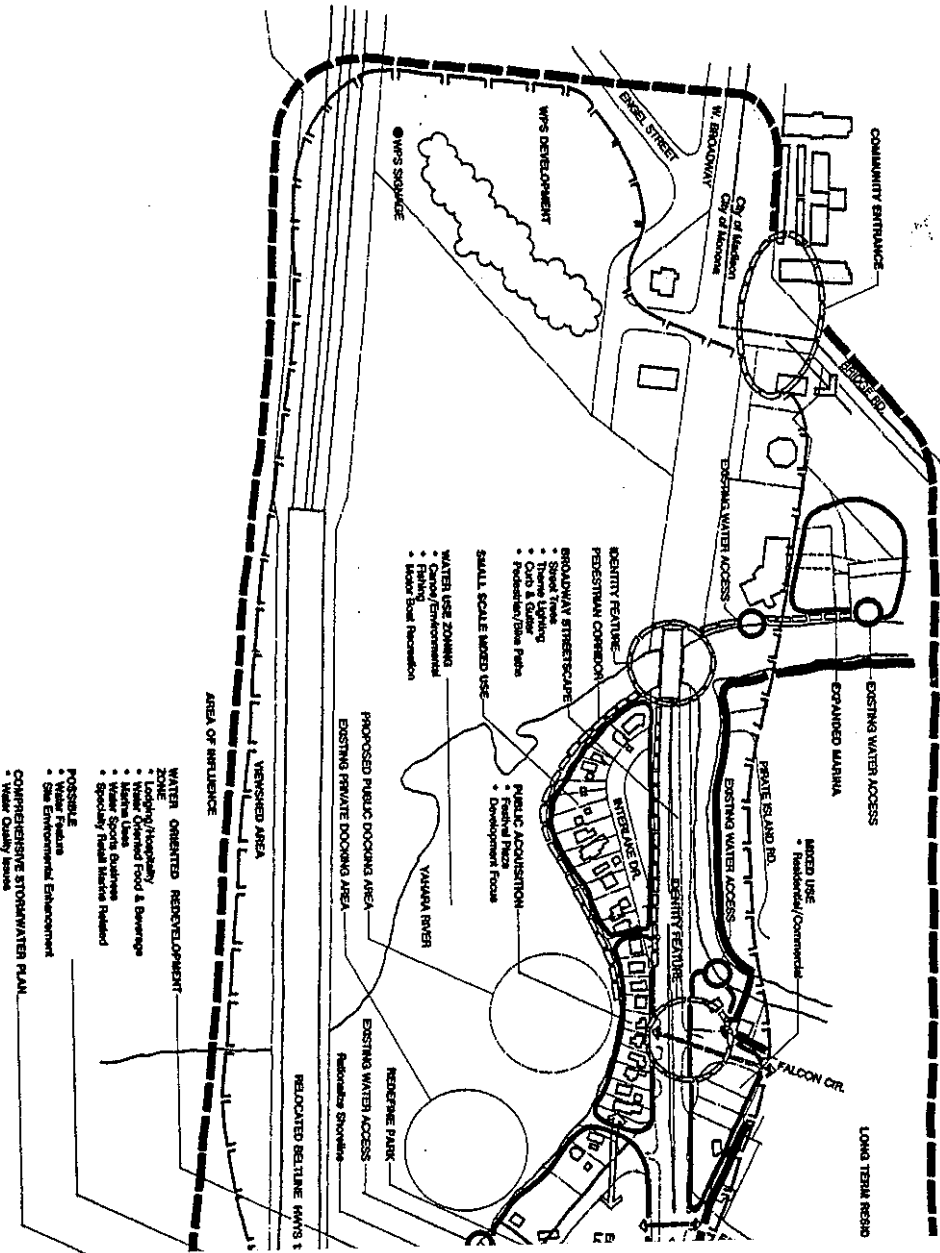
supermarket along the Beltline frontage. This transition in an industrial area is the highest priority concern within the West Broadway Corridor. In terms of market, the West Broadway Corridor is the healthiest district and will naturally continue to infill and have retail conditions improve as a result of the enhanced regional access with the relocated Beltline. This District has the potential of leading physical improvements of the Broadway Corridor because of the viability of the business climate within this District.

During the background research phase, there was a group of initial findings that guided development of planning recommendations for the study area. The following is a summary of these initial findings that also help further define the characteristics of the study area.

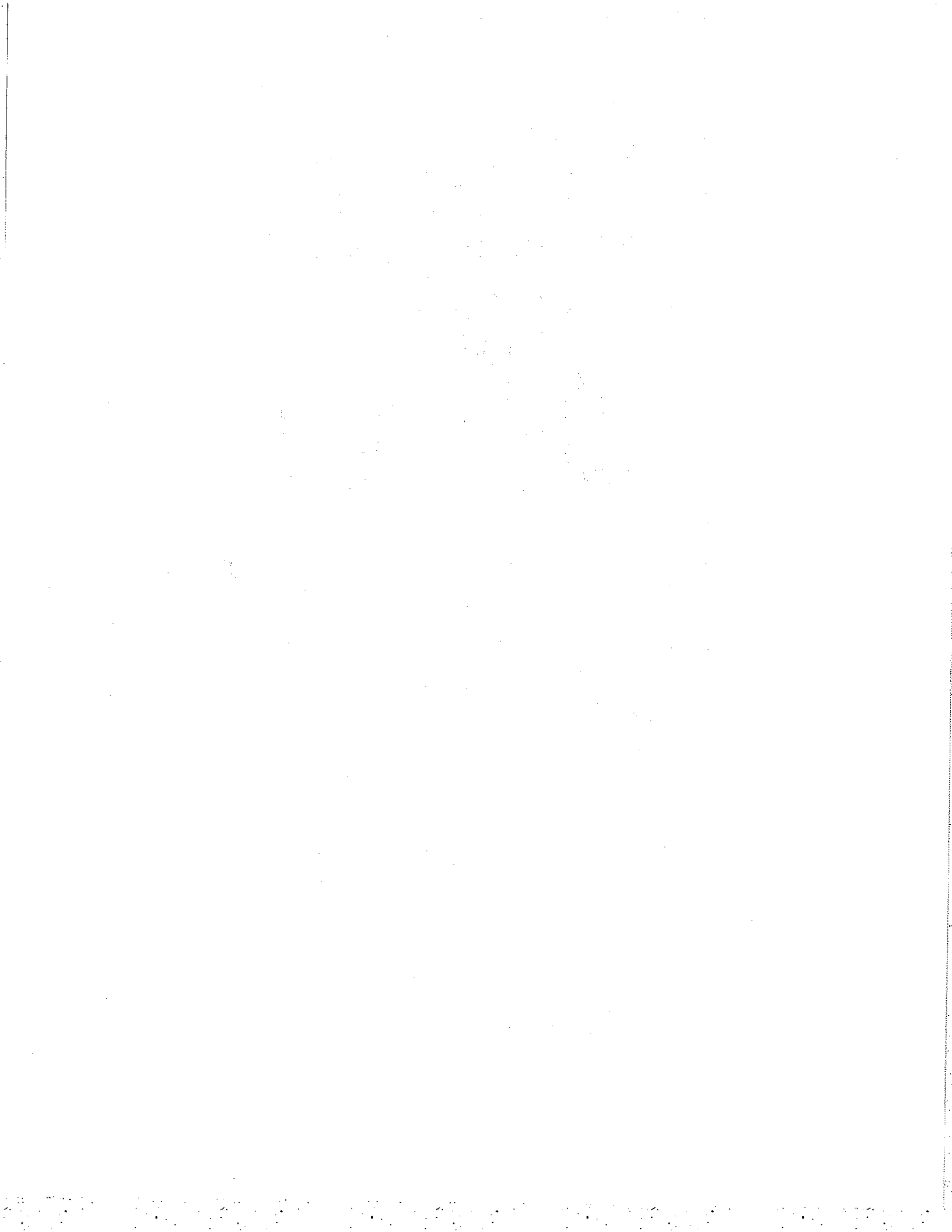
SUMMARY OF BACKGROUND RESEARCH FINDINGS

A. A summary of market research findings conducted prior to the work session could be summarized by saying that there is intense interest in the undeveloped portions of the Broadway Corridor. However, the scale and quality of use being considered will not meet the Committee's expectations nor the perceived future potential of the area. The primary focus of interest is on the Monona Drive Interchange area.

B. Preliminary research indicates that the most unique aspect of the study area is the waterfront orientation and views from the Beltline Highway Corridor. Such waterfront views do not exist from any other section of the freeway system throughout



MONONA WATERFRONT DISTRICT CONCEPT ANALYSIS



- the metropolitan area. This unique feature presents the greatest opportunity for establishing a City "theme" and a market identity for the land within the Corridor.
- C. Preliminary engineering research indicates that the Monona Drive interchange on the new Beltline Highway will very likely be inadequate in terms of carrying the traffic capacity that could be generated by full use and redevelopment of the target area.
- D. The automobile salvage in the East Broadway District represents the most immediate "eyesore" presenting a negative image that will impact both community identity and market potential.
- E. Storm water management and water quality are development-related issues that have not yet been contemplated in previous studies or the current scope of work.
- F. The vacant land areas east of the Pepsi Cola plant are former landfill sites that present development limitations, primarily in terms of development financing.
- G. It was a clear consensus that the undergrounding of utility poles and wires within the Broadway Corridor is one of the highest priorities to improving visual image. Within the same priority classification, it was determined that the lighting system within the
- Broadway Corridor presents the greatest opportunity to immediately improve visual conditions and establish a theme.
- H. The two mobile home parks within the Waterfront District do not represent highest and best use within the context of the realigned Beltline Highway.
- I. The Broadway Street and right-of-way cross section was originally designed as an arterial state highway. With the relocation of the state highway route, the current and projected traffic volumes on Broadway do not suggest that access to business sites should be as severely limited as in the past. New intersections should be considered to provide better traffic access to stimulate redevelopment and maintain business viability.
- J. The Yahara River Basin within the study area could be characterized as being silt-laden, weed infested, and having areas of poor water circulation that generally result in an environmentally unsound condition. Improvement of the north and east half of the channel could result in improved water quality conditions within the study area.
- K. With the exception of water supply and distribution, the study area has the basic infrastructure to support high intensity redevelopment.

3. SUMMARY OF MARKET FINDINGS

The Monona Broadway Plan was prepared within the context of preliminary market research conducted to determine the short and long term market appeal of certain types of land uses in the Broadway Corridor. This research was conducted in two phases, with the first phase being done prior to developing the concept plan for the Waterfront District. The uses depicted in the concept plan were found to be feasible within a five-year period, assuming that general economic conditions remain the same and the property is made available in that time period. This phase of the market research was to evaluate the concept plan after its preparation to determine how acceptable the plan was in the marketplace. The second phase research was conducted to validate the feasibility of the concept plan. In a general summary statement, the plan and land uses depicted have been preliminarily tested to be market feasible.

The uses identified through the market evaluation and depicted in the plan for the waterfront area include the following: a mid-sized hotel-motel including a meeting/training center; waterfront restaurant, water sports-related specialty retail; office and service businesses and entertainment uses. The most feasible development approach would be a comprehensive redevelopment where uses, parking, access and architecture could be integrated to take fullest advantage of Bettine visibility and waterfront exposure.

At the time the market research was conducted, there was a proposal for a paddle sports center to anchor one of the

currently available sites within the Study area. This use is expected to precede comprehensive redevelopment planning.

The following is a summary listing of important findings from the preliminary market research. These are the base findings upon which use recommendations have been determined to be feasible.

1. In general, the Broadway Corridor benefits from excellent transportation access and regional location. The Broadway Corridor offers a lineal frontage onto the South Beltline Highway at the primary entrance point to the Metropolitan Area from Chicago and points south. There was a general consensus among real estate developers that the new front door from the Interstate system to the Metropolitan Area is the South Beltline. Prior to this, the front door was East Washington Avenue. It was also reported that this area is locationally linked between major development proposals on the east side, such as American Family National Headquarters, and residential and office park development on the west side of the Metropolitan Area.
2. The relocated South Beltline Highway has greatly improved visibility and access to the South Towne Regional Mall within the West Broadway Corridor. With improved access, South Towne Mall and the surrounding areas have improved potential to draw shoppers to the Broadway Corridor. Changes in land use that are currently occurring in the area of South Towne Drive are enhancing the market appeal of West Broadway and continue to build a larger shopper base.
3. The corporate expansion of Wisconsin Physicians Service (WPS) on the west edge of the Waterfront District is a major new development having substantial impact on other development potential within the Corridor. WPS has recently constructed 153,000 square feet of new office building. They have declared the Broadway site their home office with plans to consolidate their operations within this site in the Broadway Corridor. It is estimated that approximately 2,300 employees will be based at the Monona site within the short term period. This company also has long-range plans that include expansion beyond this level. WPS does have adequate land to more than double their operations within the Broadway Corridor. This growing employment base and home office designation will have major impact on redevelopment parcels within the Corridor. An example would be potential impact on lodging, meeting and restaurant facilities within the immediate area. This development also represents a high standard of architectural quality and establishes a model for other potential large scale development on sites in the east portion of the Broadway Corridor.
4. The Monona Waterfront District is the only site within the Metropolitan Area that has direct freeway access with commercial waterfront redevelopment opportunities. The

waterfront theme for redevelopment may provide a "market niche" that increases opportunities for the area to become a destination user point.

5. Several sites in the East Broadway Corridor offer long-range opportunities for high density development. The transportation infrastructure has the capabilities of supporting highrise, high-density development. There are no other utility or infrastructure limitations for this type of development. The Broadway Corridor offers visibility from the Beltline as well as long, open-space views over the Mud Lake wetlands area. These long, open-space views will never be disturbed and provide an added feature to the marketing of key sites for high density development.

These are a few of the key factors that influence the market evaluation. Additional market findings and recommendations are provided in free-standing working documents. More detailed market research will have to be conducted by potential developers and redevelopers to determine specific opportunities.

The Monona Community Development Authority (CDA) will be the lead organization in promoting and marketing development opportunities to achieve plan implementation.

4. LAND USE RECOMMENDATIONS

The following land use recommendations represent a blend between market feasible uses and land uses that, from the point of view of appropriate City planning, are desirable and should be encouraged.

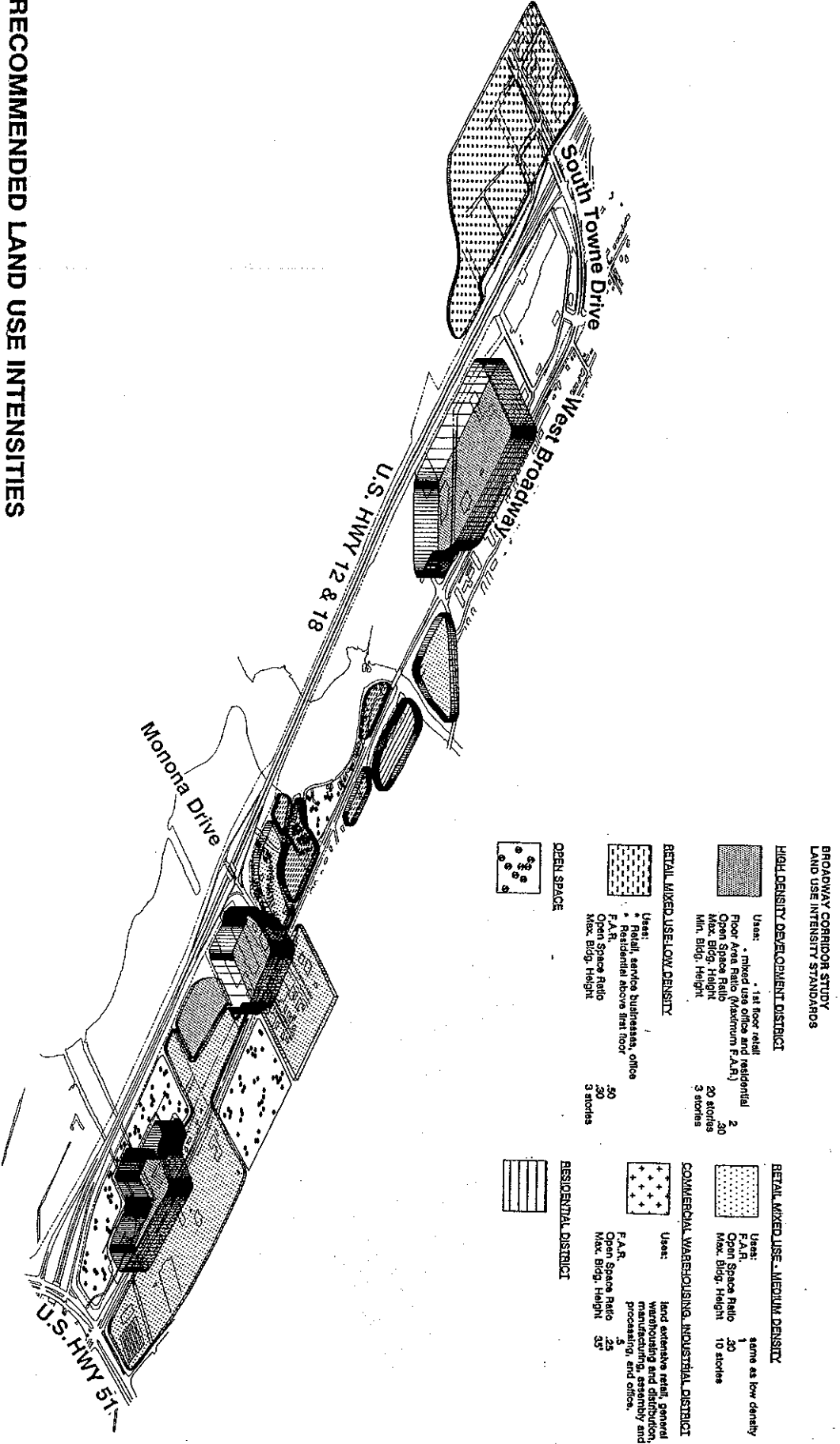
The land use recommendations include intensity recommendations. The intensity recommendations include a desirable height of building and floor area ratio. The higher intensity zones listed on the land use plan map are those areas where development is considered to be more long range or beyond the five-year period. The transportation access, regional location and general setting would indicate that several of the sites in the Corridor have the ability to support large building development. An example of this development is already in the Corridor with the recent expansion of the home office of WPS. Land use recommendations are designed to be an incentive by allowing relatively intense development. Part of the role of the CDA will be to encourage development proposals that take full advantage of these prime locations.

One of the basic recommendations of the planning study has been the rezoning of the majority of the study area lying east of the Yahara River from Commercial/Industrial zoning to CDD Community Design District. With the relocation of the South Beltline Highway, the industrial designation for this key beltline frontage is inappropriate and inconsistent with the objectives established for this Broadway Corridor Project. It is intended that the following land use intensity recommendations should be

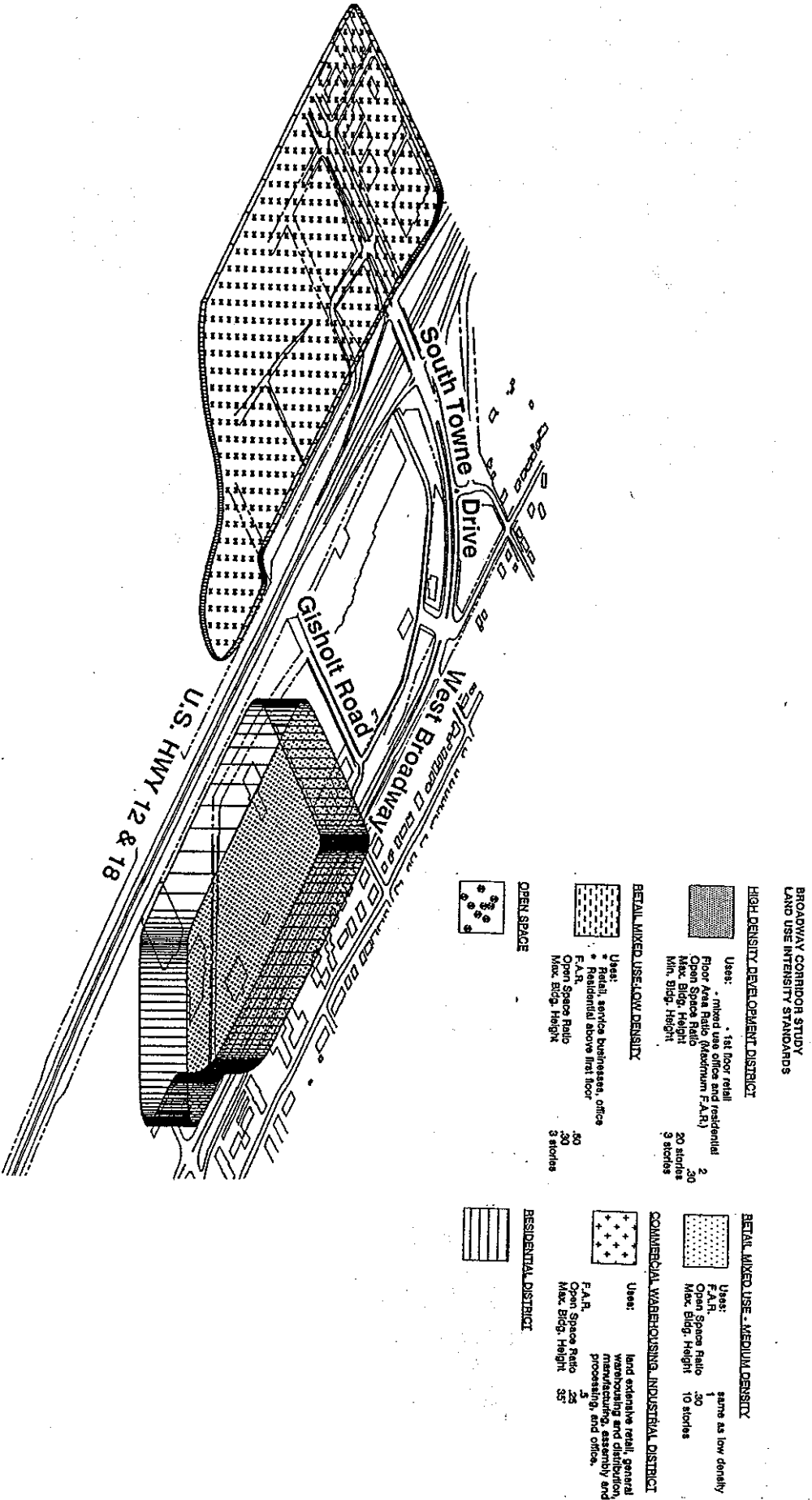
Broadway Corridor Plan

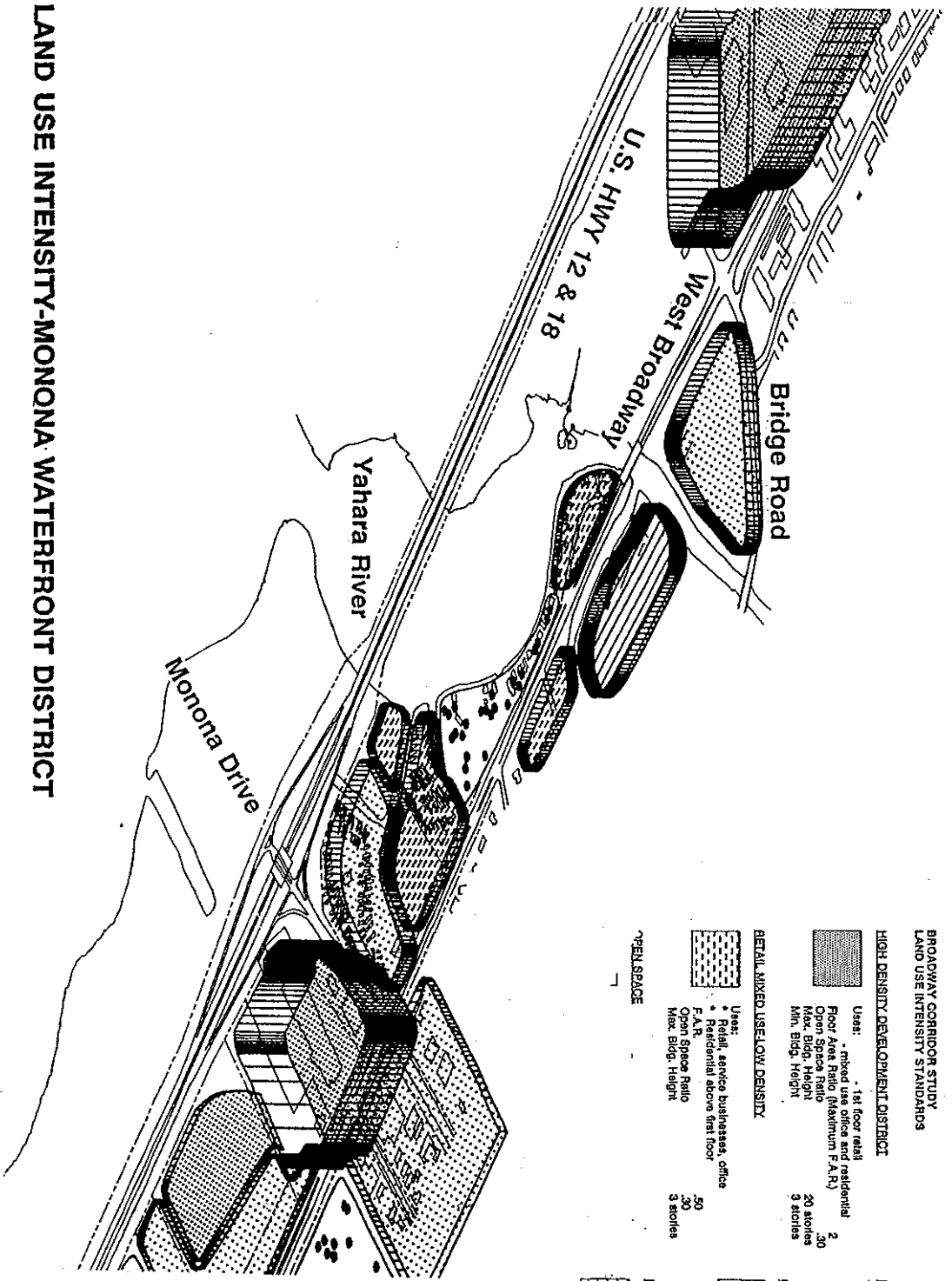
used as a guide for reviewing the general development plan for the area.

RECOMMENDED LAND USE INTENSITIES



LAND USE INTENSITY-BROADWAY WEST





**BROADWAY CORRIDOR STUDY
LAND USE INTENSITY STANDARDS**

HIGH DENSITY DEVELOPMENT DISTRICT

Uses: - 1st floor retail
- mixed use office and residential
Floor Area Ratio (Maximum F.A.R.) 2
Open Space Ratio .30
Max. Bldg. Height 20 stories
Min. Bldg. Height 3 stories

RETAIL MIXED USE BELOW DENSITY

Uses: - Retail, service businesses, office
- Residential above first floor
F.A.R. 50
Open Space Ratio 30
Max. Bldg. Height 3 stories

OPEN SPACE

RETAIL MIXED USE - MEDIUM DENSITY

Uses: same as low density
F.A.R. 1
Open Space Ratio .30
Max. Bldg. Height 10 stories

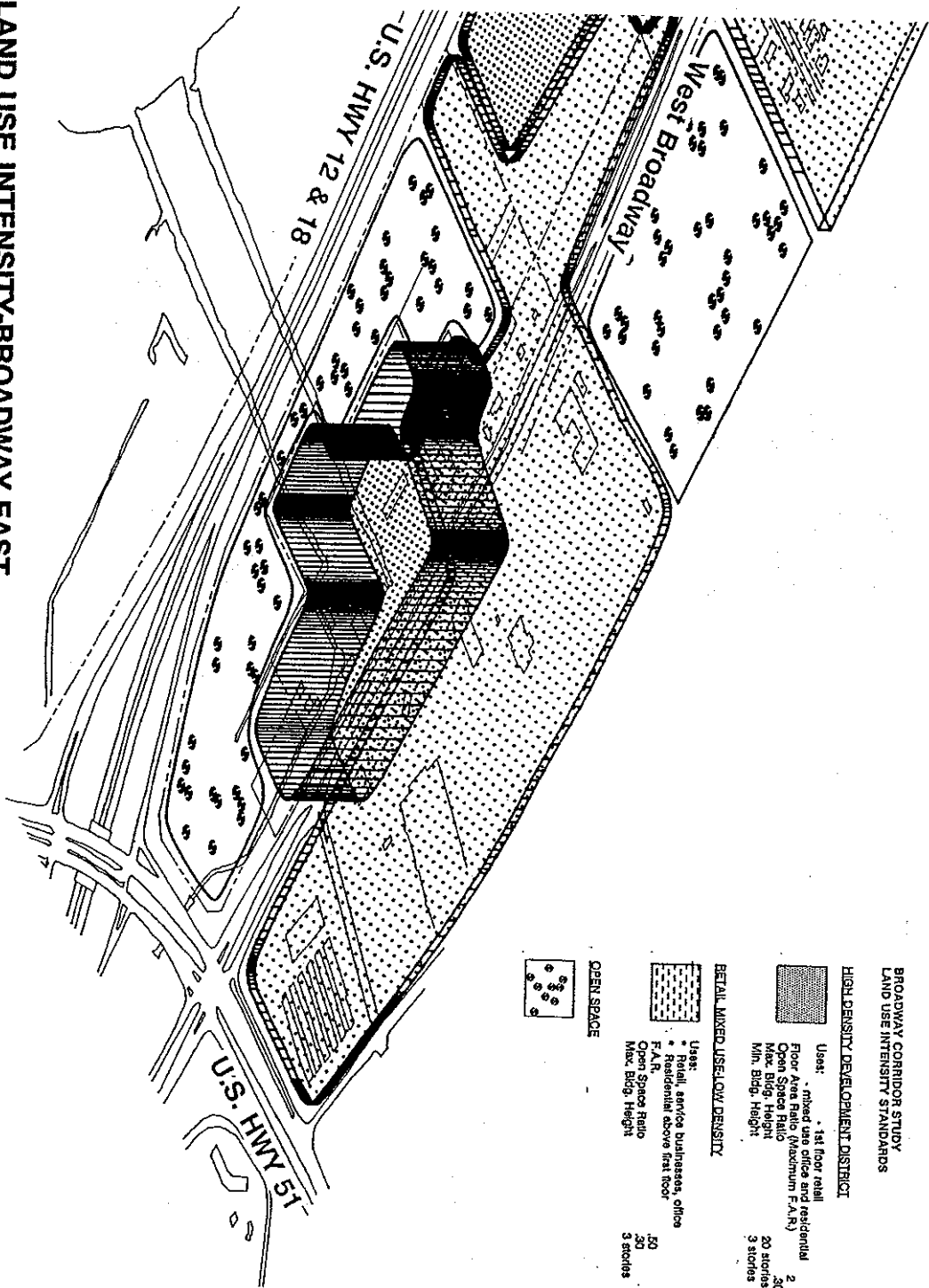
COMMERCIAL WAREHOUSING, INDUSTRIAL DISTRICT

Uses: land extensive retail, general
warehousing and distribution,
manufacturing, assembly and
processing, and office.
F.A.R. 5
Open Space Ratio 25
Max. Bldg. Height 35

RESIDENTIAL DISTRICT

LAND USE INTENSITY-MONONA WATERFRONT DISTRICT

LAND USE INTENSITY-BROADWAY EAST



BROADWAY CORRIDOR STUDY
LAND USE INTENSITY STANDARDS

- HIGH DENSITY DEVELOPMENT DISTRICT**

Uses: * 1st floor retail
* office, auto office and residential
Floor Area Ratio (Maximum F.A.R.)
Open Space Ratio 2
Max. Bldg. Height 20 stories
Min. Bldg. Height 3 stories
- RETAIL MIXED USE - LOW DENSITY**

Uses:
* Retail, service businesses, office
* Residential above first floor
F.A.R. 50
Open Space Ratio 30
Max. Bldg. Height 3 stories
- RETAIL MIXED USE - MEDIUM DENSITY**

Uses:
same as low density
F.A.R. 1
Open Space Ratio 30
Max. Bldg. Height 10 stories
- COMMERCIAL, WAREHOUSING, INDUSTRIAL DISTRICT**

Uses:
land extensive retail, general
warehousing and distribution,
manufacturing, assembly and
processing, and office.
F.A.R. 25
Open Space Ratio 5
Max. Bldg. Height 35
- RESIDENTIAL DISTRICT**
- OPEN SPACE**

5. BROADWAY CORRIDOR ACCESS RECOMMENDATIONS

The accompanying map indicates access improvements planned for the Broadway Corridor. These improvements relate to changing the historic function of Broadway from a traffic artery to a business street. Basic recommendations involve additional vehicular intersections to better serve adjoining properties, and the development of pedestrian and bicycle movement corridors within the system. This will help to change the character of the street and to promote more use of the business properties adjoining Broadway.

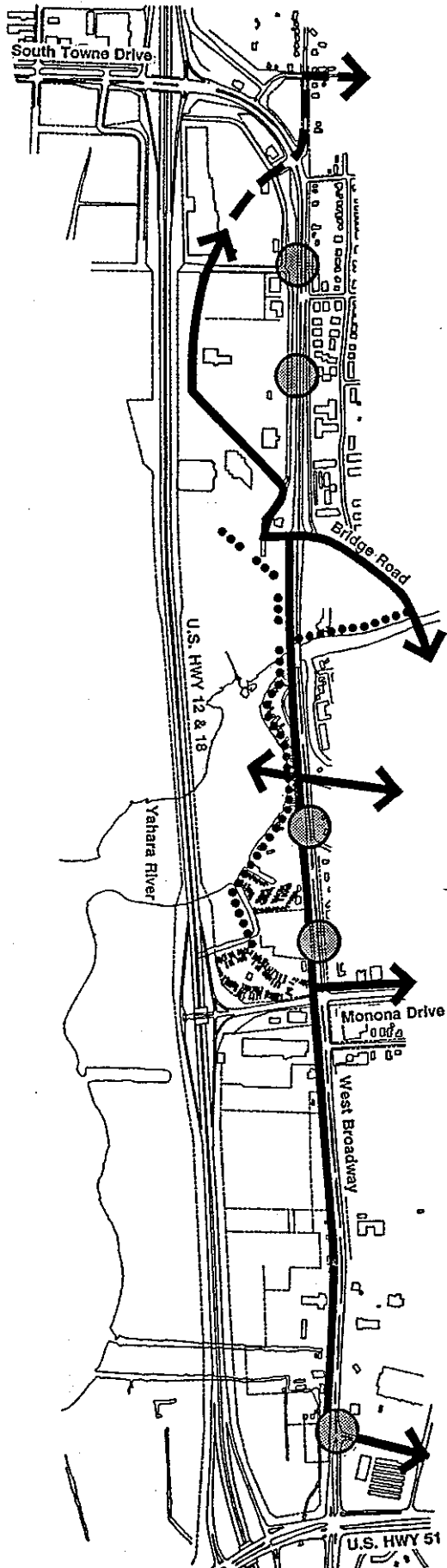
Proposed new intersections are shown along the Broadway Corridor on the accompanying map. Each of them has been designed to provide a median crossing and the full turn movement access to abutting properties. In the Waterfront District, it is expected that these accesses would be shared amongst several sites as they are currently defined. The accesses shown to the west would provide better movement into the South Towne office area and a major entrance for Wisconsin Physicians Service. This is an important component of the Broadway Corridor Plan.

In addition, pedestrian improvements and bikeway improvements have been planned along the Corridor. Wherever possible the detailed planning for the pedestrian/bikeway system should encourage the separation of the two functions. Where feasible, space for a separate bicycle lane should be reserved in street rights-of-way. Also, the pedestrian systems should be divided to

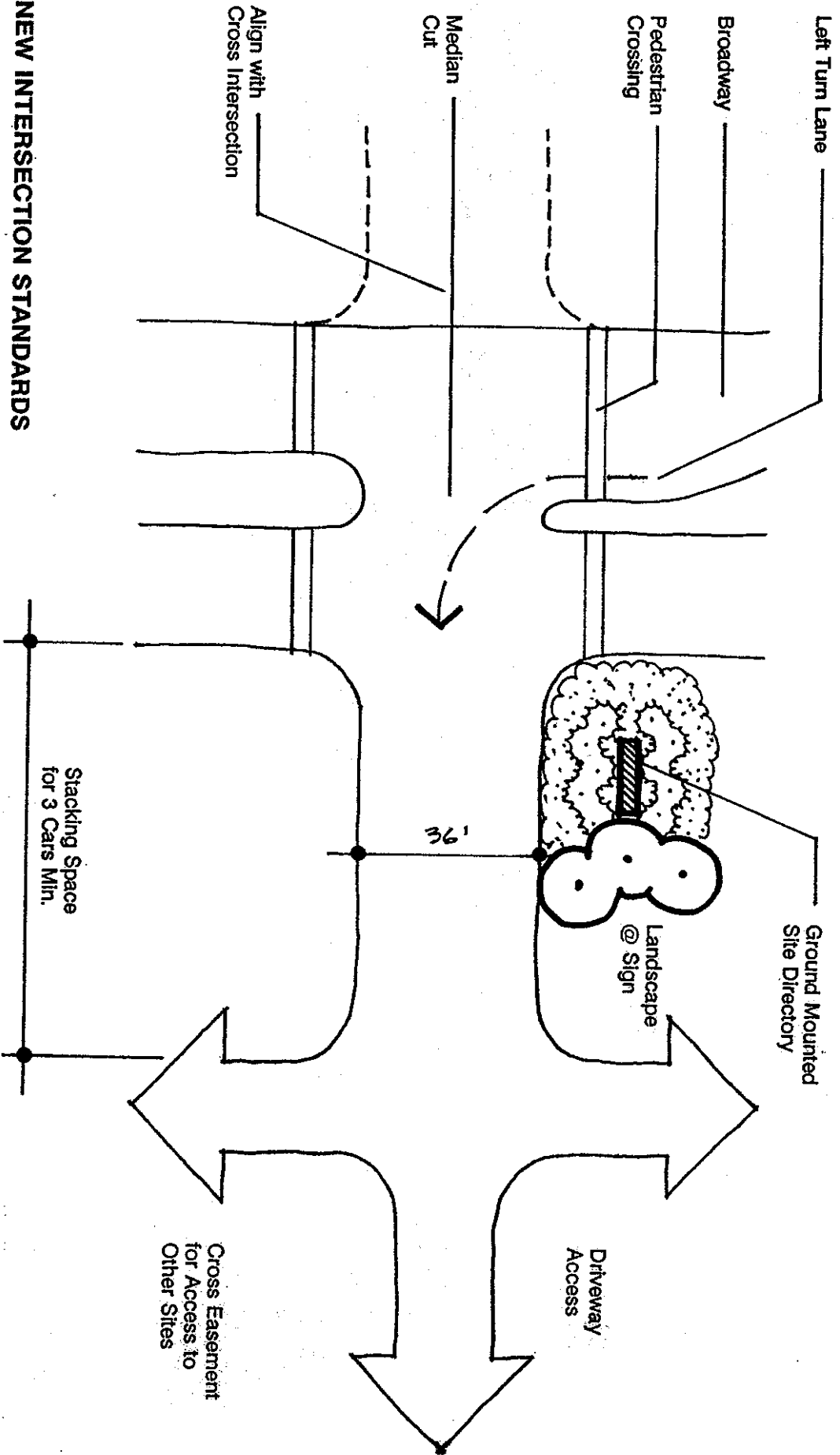
emphasize water orientation and should be interfaced with the proposed Boardwalk system. It is expected that these routes would connect land uses along the Broadway Corridor and also would connect into the pedestrian and bikeway system through the City of Monona. The points of appropriate linkage to the overall pedestrian system are shown. It is expected that some kind of routing to the Lake Monona bicycle trail should be achieved through the South Towne area. This must, however, be coordinated with the City of Madison since the City of Monona border does not come to Lake Monona at this point.

The proposed pedestrian/bikeway systems should be developed within existing public rights-of-way to the greatest extent possible. Where the system requires commercialization outside of existing possible rights-of-way, such as in the case of the Boardwalk, the City will require dedication or possible access easements through the development review process. It will be necessary to phase the construction of certain linkages within the system to coincide with private sector redevelopment.

- LEGEND**
- Possible New Intersections
 - ▬ Pedestrian/Bikeway System
 - Boardwalk



BROADWAY CORRIDOR ACCESS



NEW INTERSECTION STANDARDS

6. CONCEPT DEVELOPMENT PLAN

The Concept Development Plan has been prepared to provide a visualization of the desirable land development pattern for the target area which is the Morona Waterfront District.

From the concept plan a visualization of a "potential future" has been rendered for planning and marketing purposes. The renderings that follow depict different portions of the Waterfront District. In the overall concept, large buildings are indicated for long-term redevelopment on the site currently occupied by the Pepsi Cola Distribution Center. High rise development projected on the site owned by the WPS and the far west portion of the area are similar to long-range plans currently being considered by this company.

The overall plan also envisions an expanded use of the north half of the Yahara River Basin within the study area. The plan envisions improving the water quality in the east half of the Yahara River Channel with dredging to remove siltation and improve points of stormwater outlet and stagnated drainageways. The existing shoreline would not be affected and the wetland areas west of the Channel and south of the Beltline Highway bridge would be preserved and protected from any development activities.

Expansion of boat docking facilities may occur, but it is not central to the plan. If facilities expansion did occur, it would be limited because of concerns over both water congestion and adequacy of parking. Development of any docking facilities

would be subject to the normal development process and would not be allowed unless adequate parking and land base facilities are provided.

The expansion of Ed Lottes Park and its use as a focal point of the Monona Waterfront District is a key element of the plan. The new park would serve several functions. This area provides the potential for enhanced boat launch facilities as well as a site for passive recreation. The expansion and improvement of Lottes Park is viewed as a public project that would link the residential neighborhood to the north and commercial development to the waterfront.

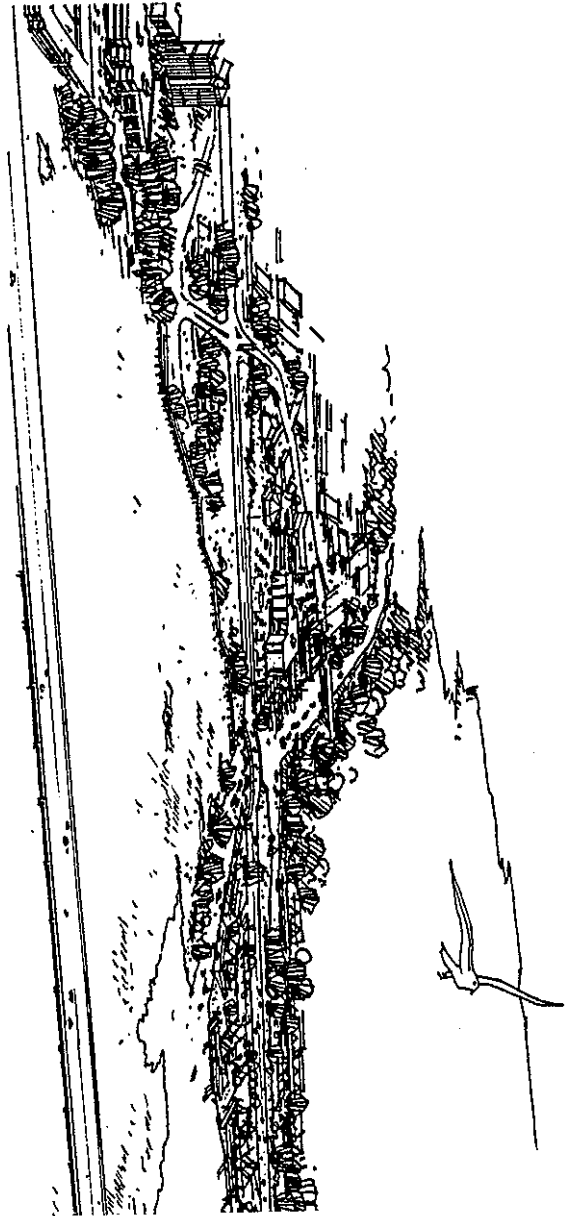
The area of Lottes Park expansion currently occupied by residential structures, would be developed as a waterfront park and central feature of the Broadway Corridor area. It would provide visibility from Broadway to the water. It is expected that this area would be developed into what is called an urban park and would be connected to the Waterfront District walkway system, providing a continuous linear public access along the Yahara Basin. This facility could provide a setting for a variety of community functions such as farmers' markets, art fair, and other community-wide gatherings.

The improvement of Lottes Park is viewed as a public project that would link the residential neighborhood to the north and commercial development to the waterfront. The plan envisions improving the water quality in the east

half of the Yahara River Channel with dredging to remove siltation and improve points of stormwater outlet and stagnated drainageways. The existing shoreline would not be affected and the wetland areas west of the Channel and south of the Beltline Highway bridge would be preserved and protected from any development activities.

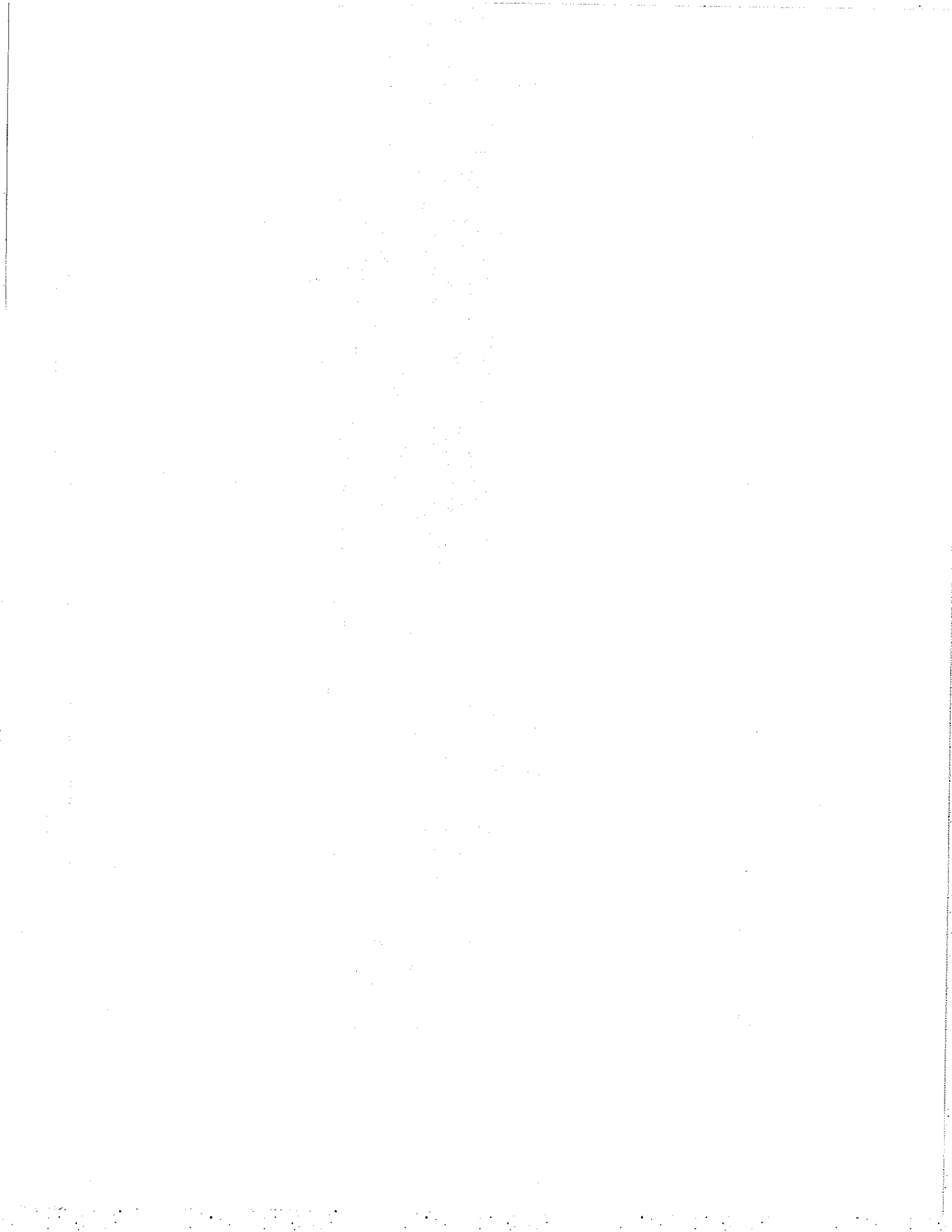
The eastern portion of the Waterfront District is currently occupied by a mobile home park. This land offers the prime quadrant of the interchange of Monona Drive and the Beltline Highway. To expand water orientation for development of this site and the extension of a pedestrian boardwalk system, the Plan envisions the ponding of an existing channel that was stagnated and bisected by the construction of the Beltline Highway. The Plan envisions aeration in the ponded area to create a point of interest and to maintain water quality in this channel that extends into the key redevelopment site. A proposed paddle sports center would be located along this channel and ponded area. This part of the concept plan offers the opportunity for a hotel training center to internalize its orientation onto a water feature and directly connect with water access points. The design standards contained in other sections of this report further clarify the potentials in this area.

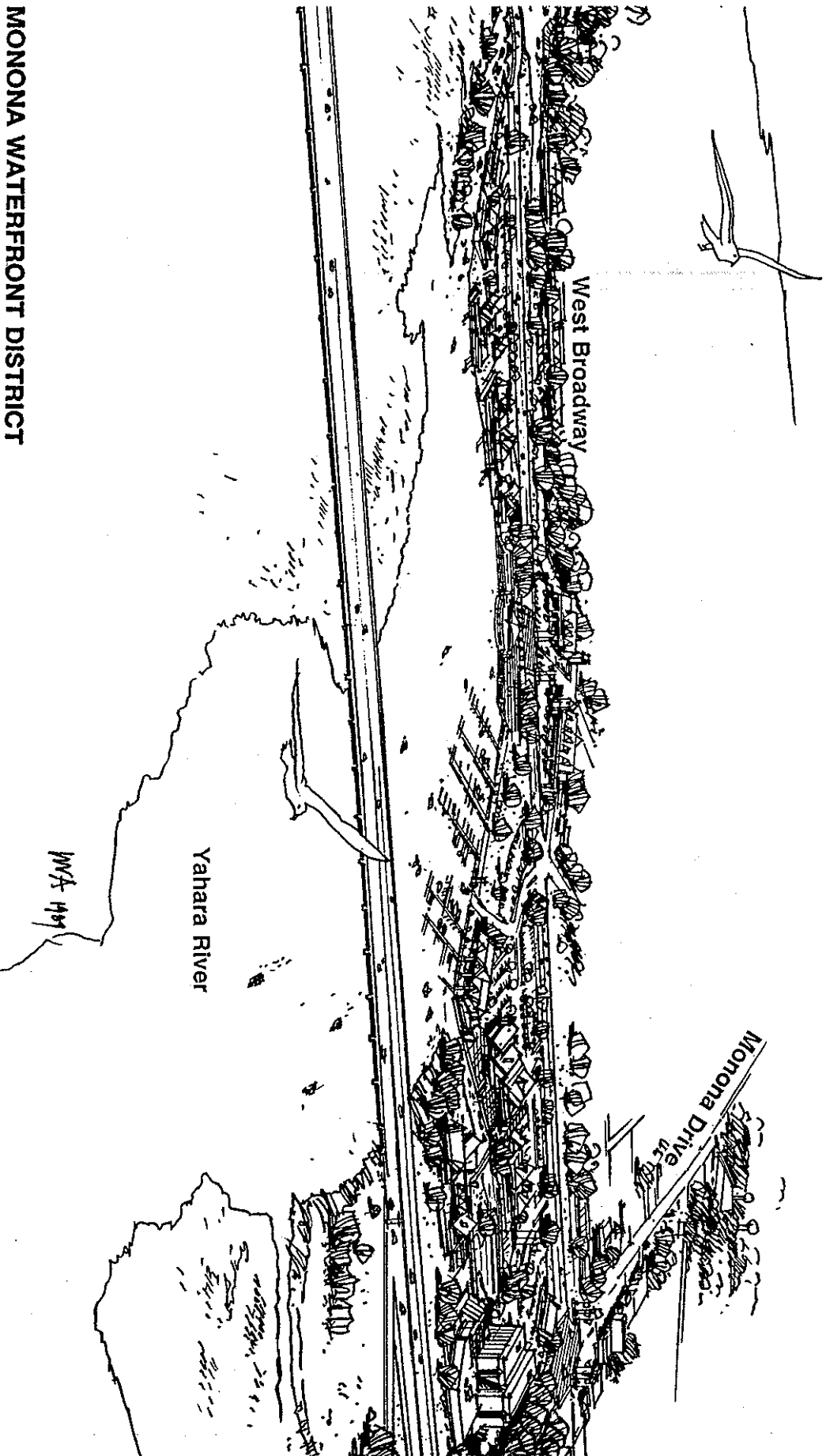
Broadway Corridor Plan



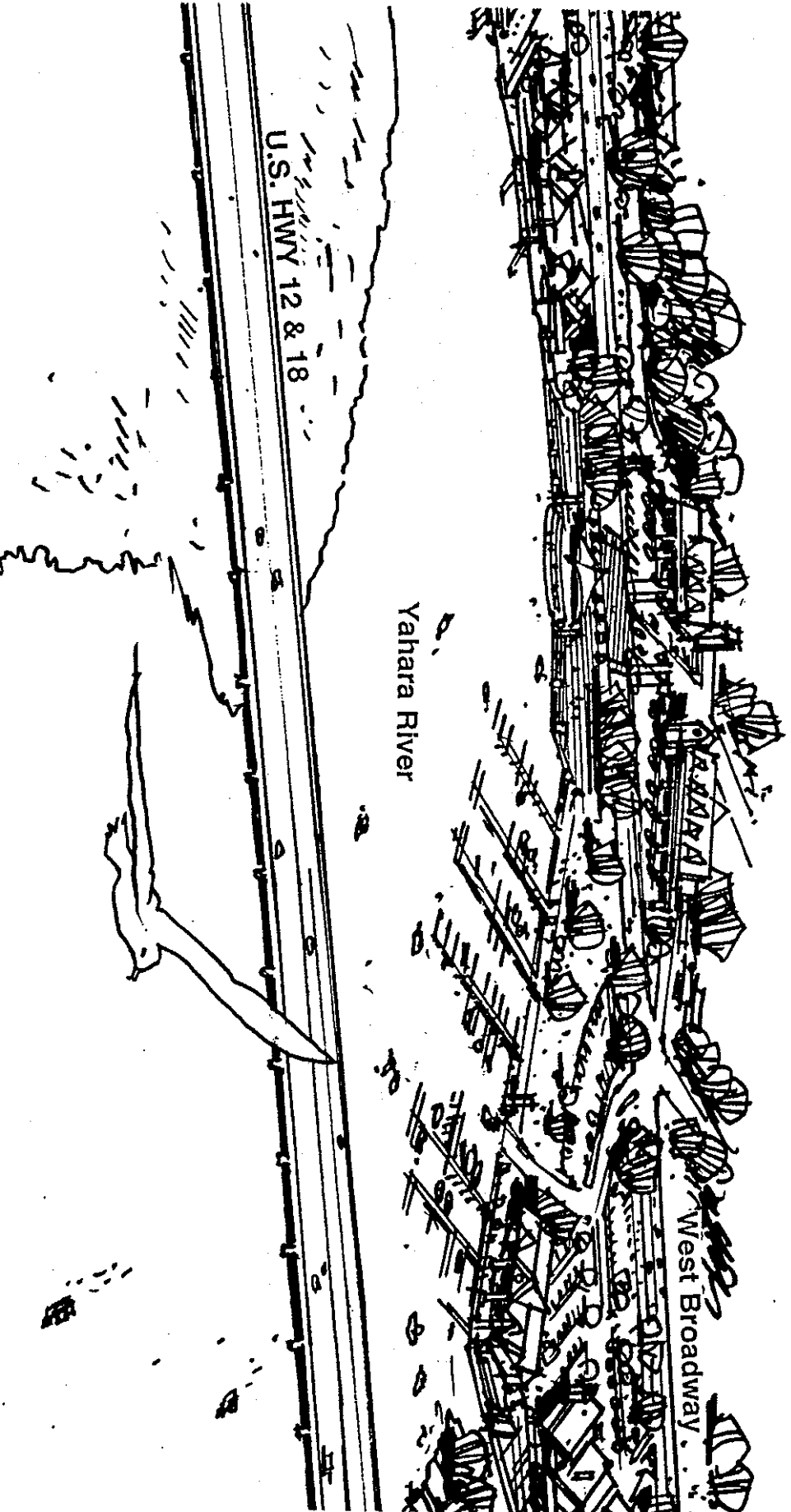
OVERALL CONCEPT PLAN

October, 1989

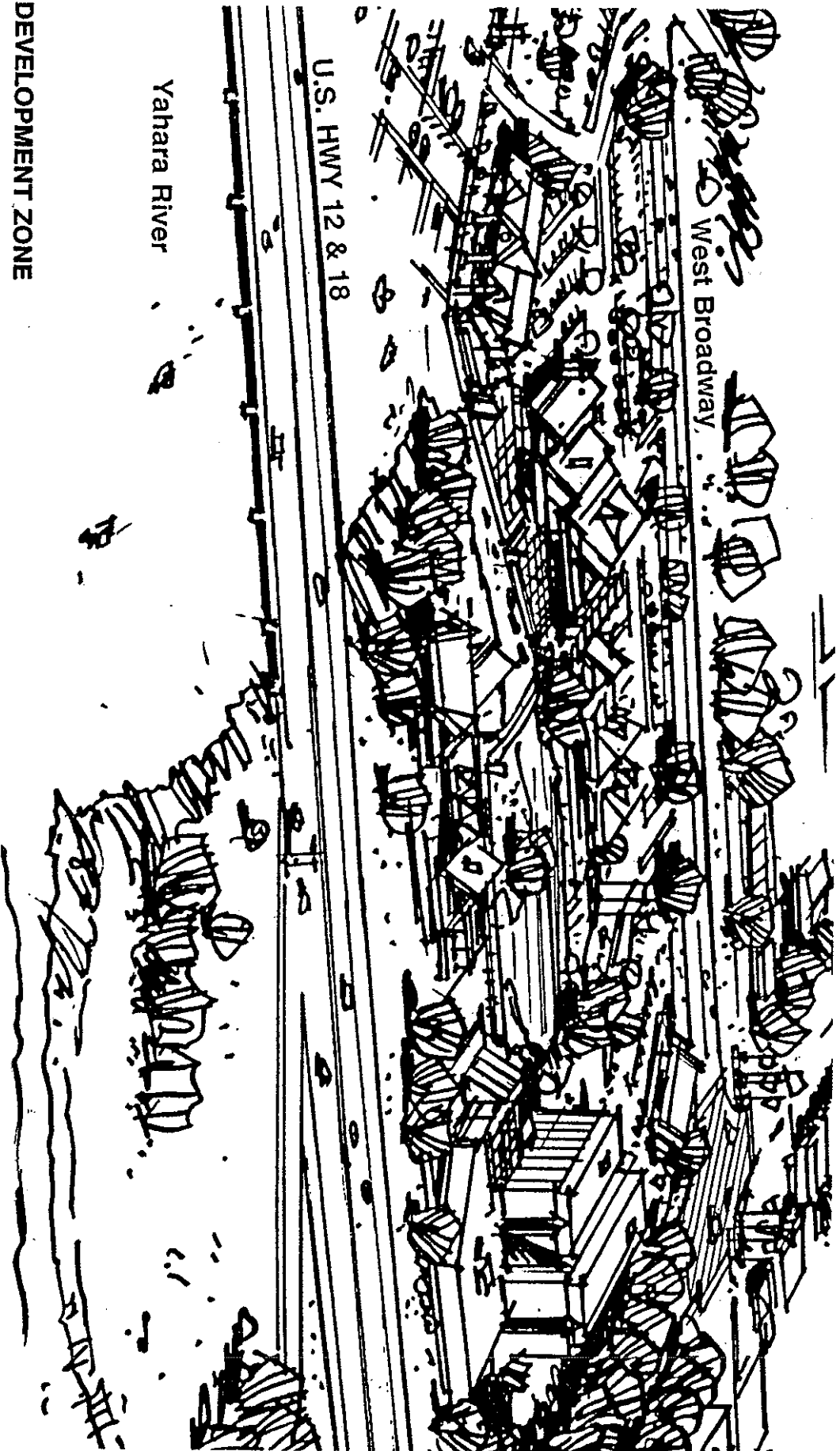




MONONA WATERFRONT DISTRICT

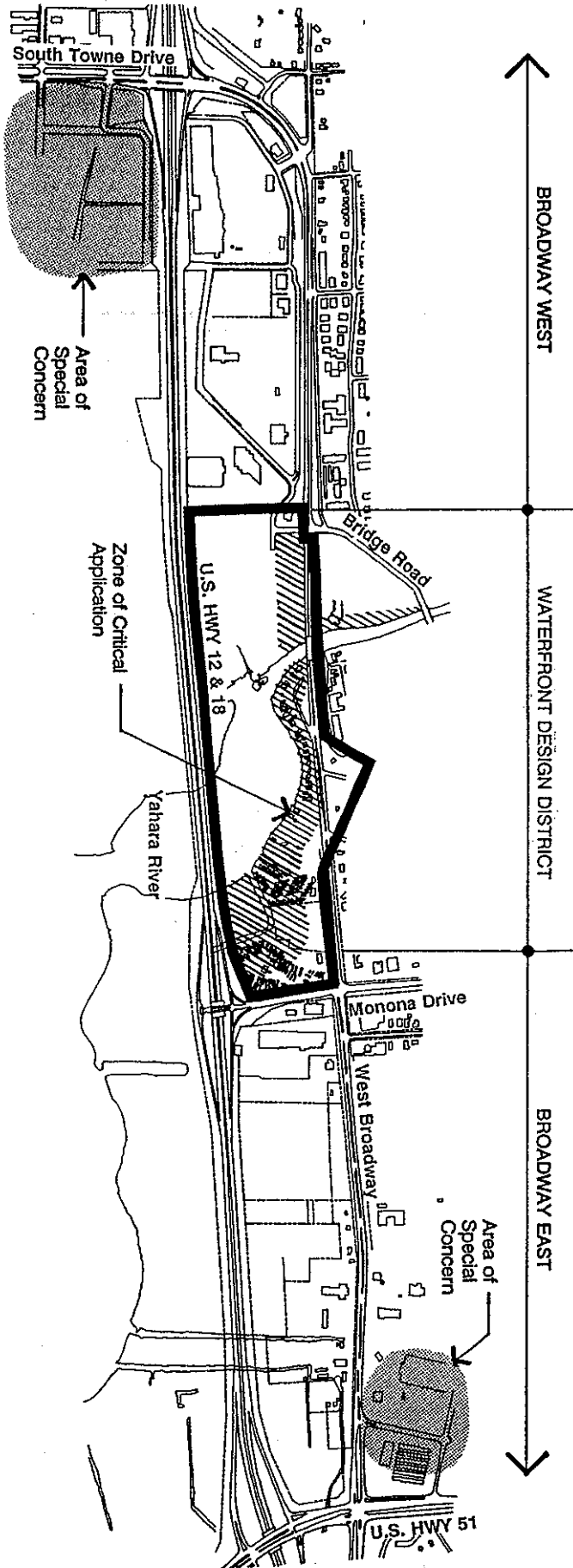


LOTTE'S PARK EXPANSION-WATERFRONT DISTRICT

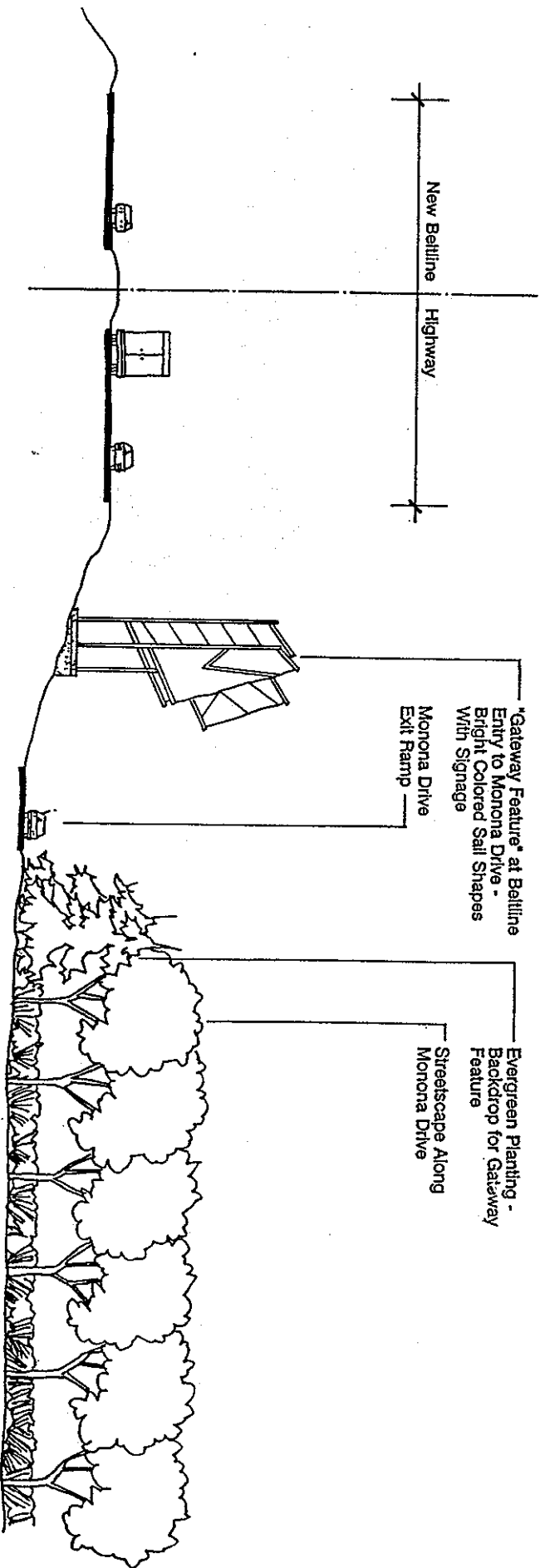


7. DESIGN STANDARDS

Public sector improvements should be planned to provide a consistent image throughout the project area. These improvements relate primarily to streetscape, waterfront and park areas. Guidelines for each of these areas are presented below.

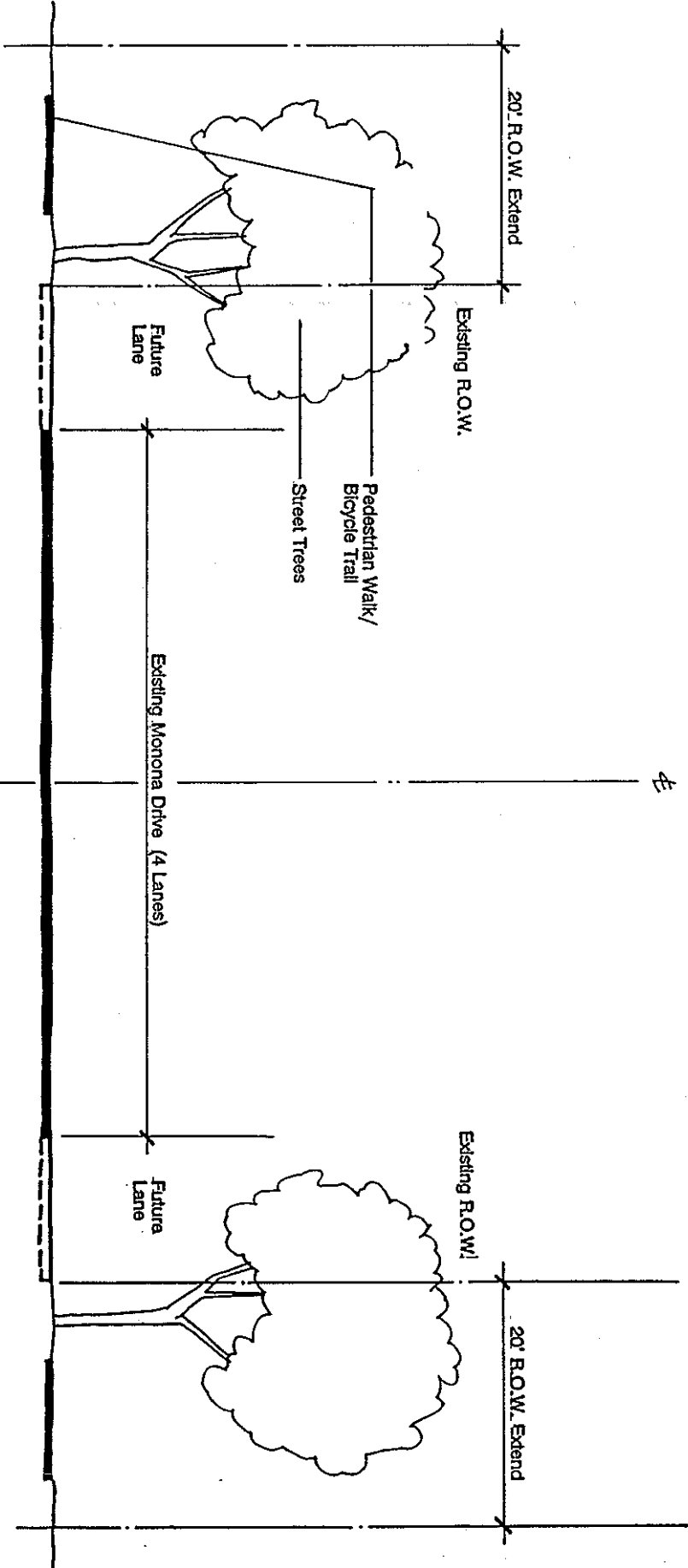


BROADWAY CORRIDOR DESIGN DISTRICTS

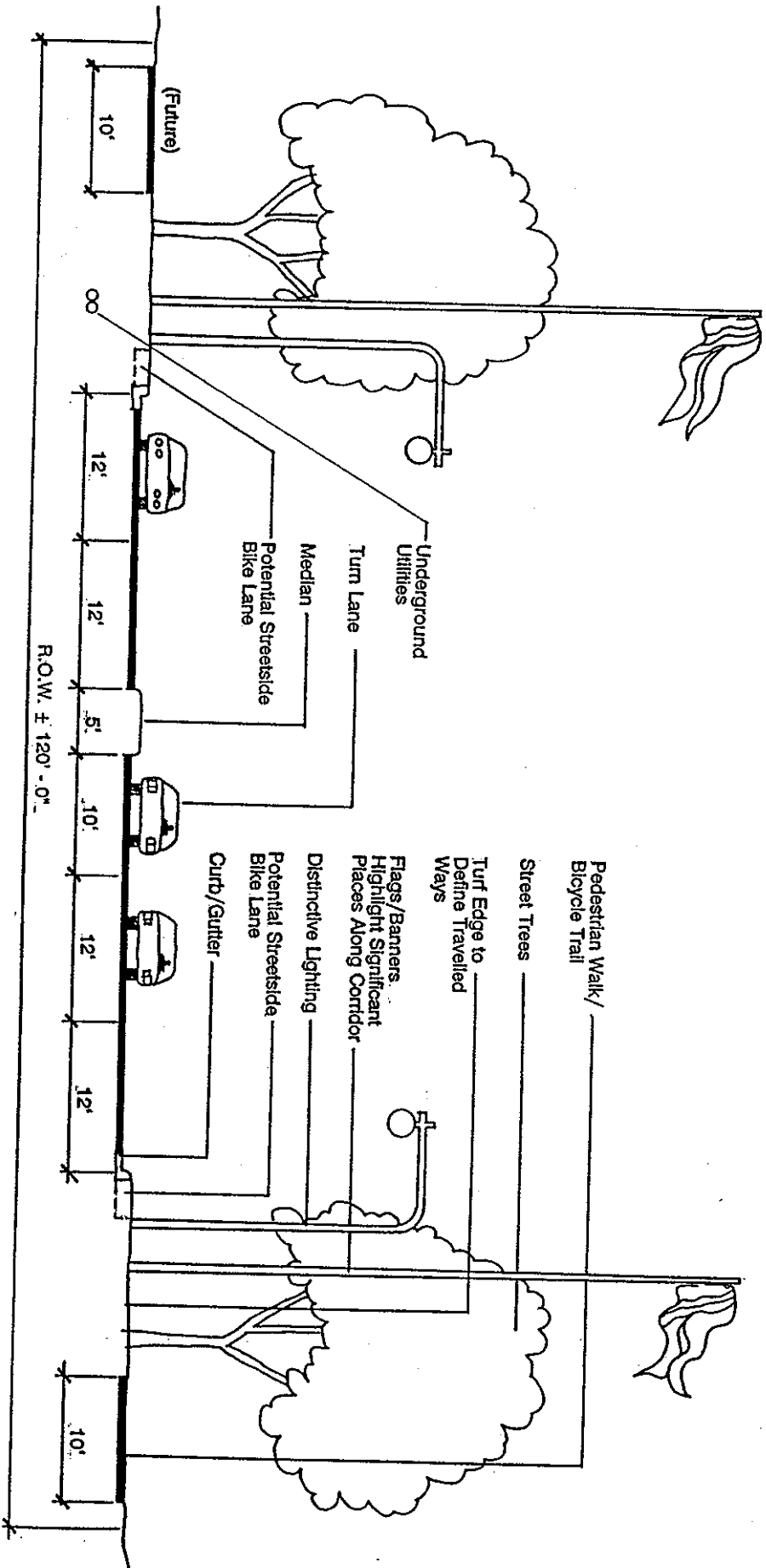


Section Thru New Beltline Interchange at Monona Drive

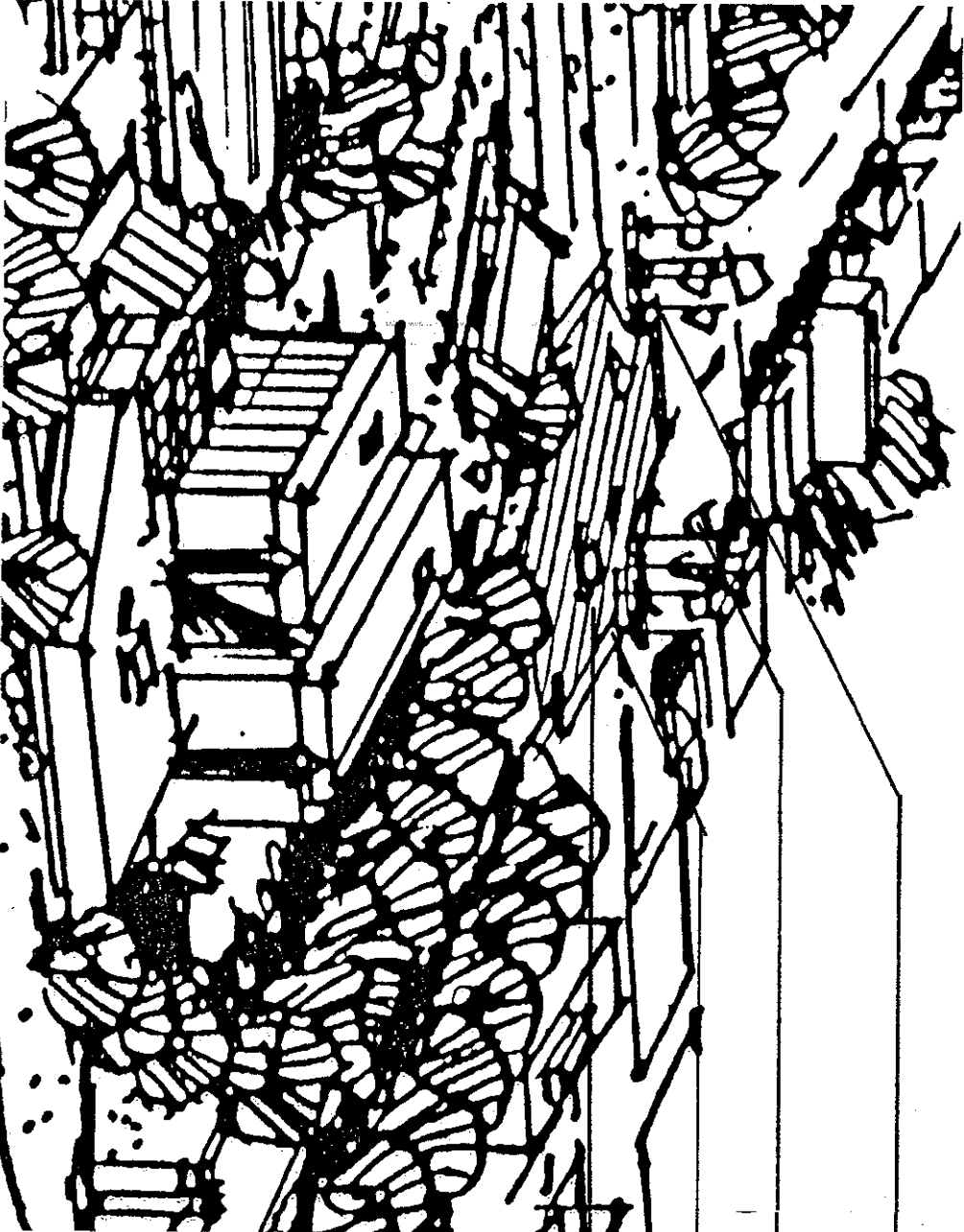
GATEWAY FEATURE CONCEPT



MONONA DRIVE ENTRY CONCEPT



PROPOSED BROADWAY STREETScape



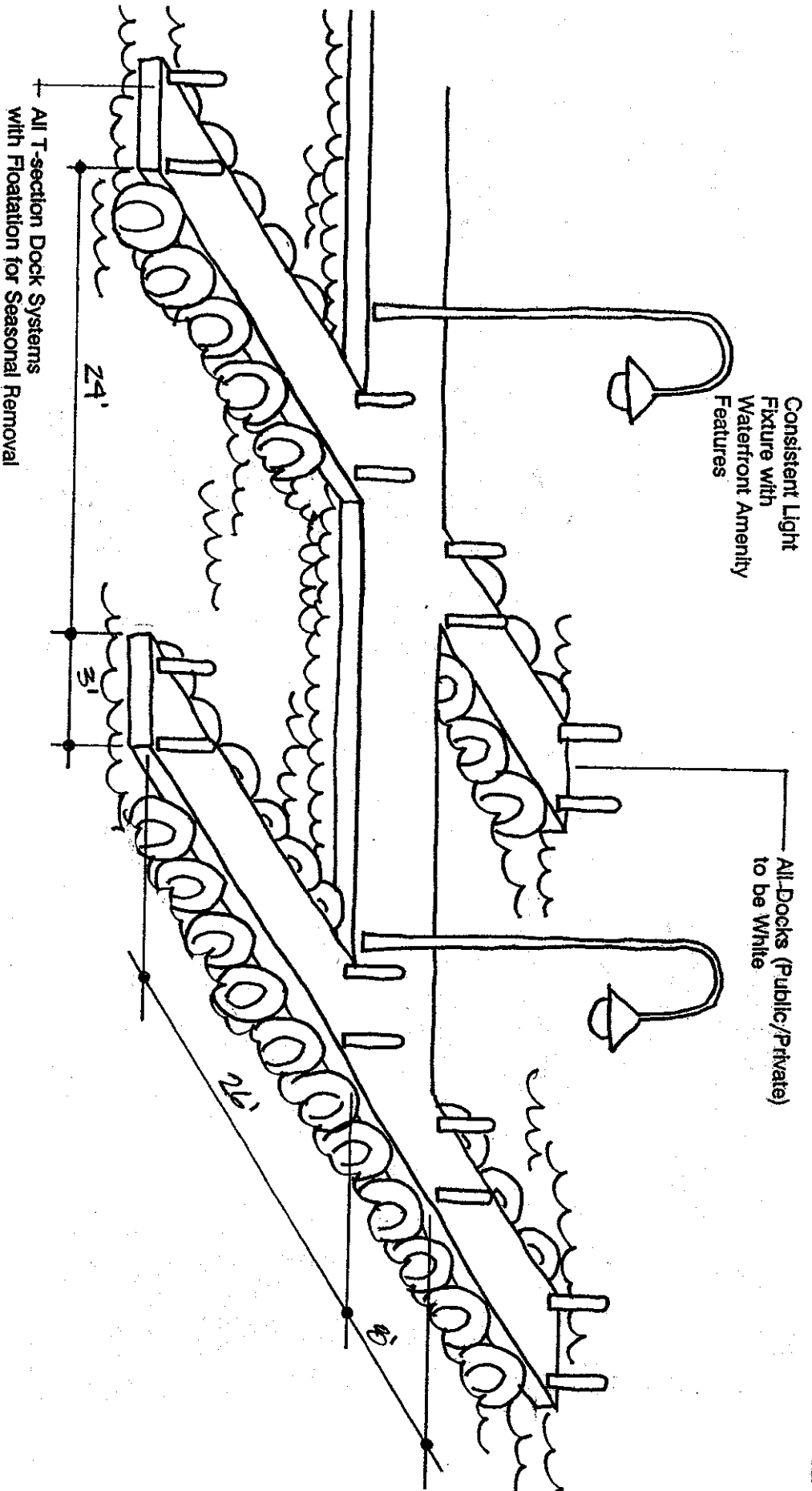
MAJOR INTERSECTIONS

Curb/Gutter and Landscaping
At All Four Corners

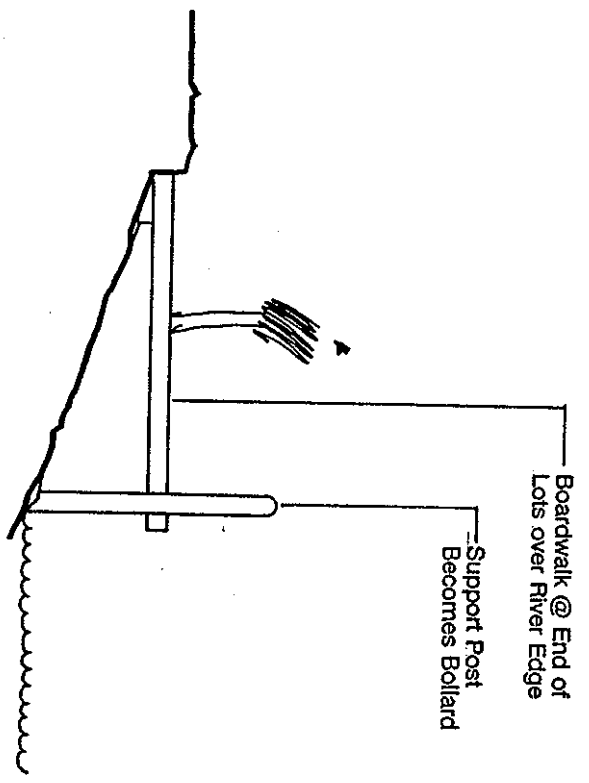
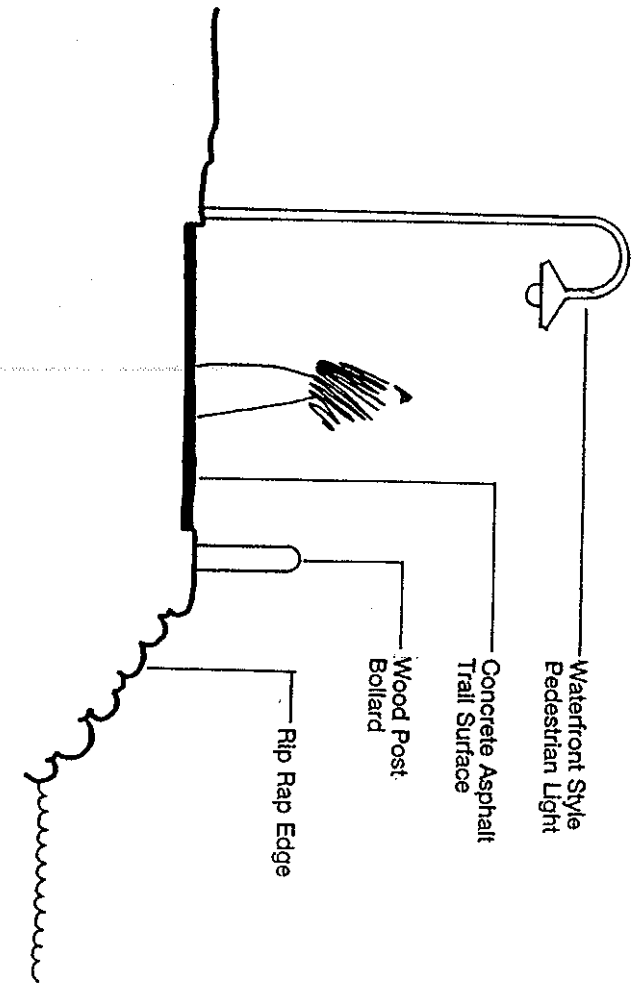
Gateway Flag System Repeated

Marked Pedestrian Crossing

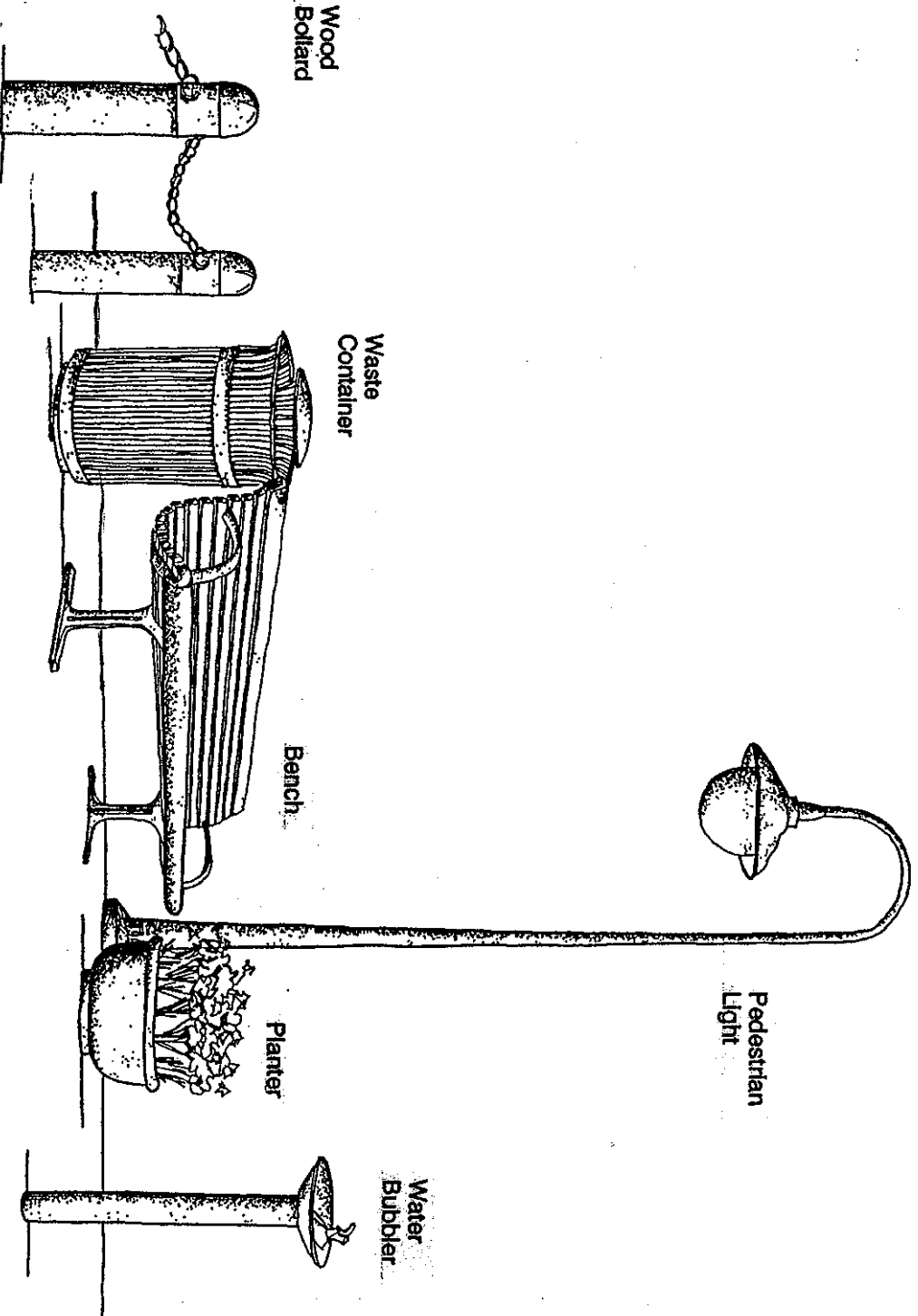
Special Textured, Colored
Pavement Inside Intersection



PIER/DOCK STANDARDS



BOARDWALK ALTERNATIVES



WATERFRONT AMENITY FEATURES

**GUIDELINES FOR PRIVATE SECTOR IMPROVEMENTS
BROADWAY EAST - BROADWAY WEST**

DESIGN GUIDELINES

Comply with the Design Standards for the Broadway Corridor, with the following exceptions.

1. Integrate conservation and wetland areas into the future development in this area to provide buffers and visual relief.
2. All buildings should be of good quality architectural materials and should be consistent on all four elevations. Buildings can be viewed from all sides and no one face is most important.
3. Screen all loading, storage and trash collection areas from public view.
4. Broadway East Zone of Special Concern - The area of Coppins Drive as it accesses the Edna Taylor Plat (currently zoned CDD) should be given special consideration. Development should be set back a minimum of 35' from Coppins frontage. This area should be screened with a combination of dense landscaping, berms and walls.
5. Broadway West and East Zone of Special Concern - Consideration shall be given to rooftop

aperturances in this area. Rooftop mechanical equipment should not be used if possible in this zone. If this cannot be avoided, all equipment shall be screened with an architectural material compatible with the base building construction.

**GUIDELINES FOR PRIVATE SECTOR IMPROVEMENTS-
MONONA WATERFRONT DISTRICT**

1. ARCHITECTURE

The intent of the architectural guidelines is to influence building design to adopt the basic principles of the "Shingle Style" of the 1880's, visible in many examples of cottage and resort design along the shores of Lake Monona from this same historic period. The forms should be translated into a contemporary architectural statement that meets current functional needs and possesses the simplicity and strength of the original style.

The following elements are very important to the success of the design district and should be followed in total.

- A. Buildings are to have consistent elevations on all four sides.
- B. No exposed roof top mechanical equipment will be permitted.

C. Roof Form

- Sloping Roofs between 9/12 - 12/12 pitch are desired.
- Minimum slopes to 6/12 may be approved under special circumstances where a steeper pitched roof cannot be accommodated.
- Where possible, large roof surfaces should be articulated to reduce their apparent mass.

D. Roof Material - Cedar Shingles or high grade (ie: Bird Timberline) asphalt shingles with cedar textured appearance are preferred especially within the Zone of Critical Application (see map). In areas outside the Zone of Critical Application, other materials suitable for use on a sloping roof (such as standing seam) may be used by special consent.

E. Roof Color - Resembling weathered gray or cedar or a range of earth tones in browns, grays and green.

F. Siding Materials - Brick, stone, cedar shingle, 4-8" planed redwood clapboards (with corner boards), tongue and groove planed redwood vertical siding. In areas outside the Zone of

Critical Application other materials may be approved by special consent.

G. Siding Color - Preferred alternative is wood left to weather. Also considered will be other materials in a range of earth tone browns and grays.

The following elements are suggested optimal features to reinforce the selected style. Buildings should be planned with a minimum of two of the four features listed.

H. Bay Windows and other facade projections should be considered. This would include staggering the exterior building envelope.

I. Roof dormers add to picturesque quality.

J. Small paned glass (divided lights) in window construction.

K. Porches and arcades should be constructed along building faces and to connect free standing buildings as much as possible.

2. SITE PLANNING STANDARDS

- A. Screen trash areas and outdoor ground mounted mechanical and electrical equipment. Screens should be an extension of the building's architectural treatment and consistent in color and design.
 - B. Screen outdoor storage areas. Screens may be an extension of the architecture, an attractive fence or landscape. Landscape screens may include a combination of plant massing, earth berming and walls.
 - C. Parking will be limited to side yards and Broadway frontage to limit waterside parking to the greatest extent possible.
 - D. Every property will provide at least one common access extending from its parking to the public use waterfront boardwalk. This access shall be a minimum of 10' wide, landscaped with lighting and furniture to match the public improvement standard in the preceding section.
 - E. Provide for snow storage or removal in all parking areas.
 - F. Utilities should be underground from ROW to building. Exposed conduit and boxes should be painted to match the building color.
 - G. A minimum of 15% of the area between the main building face and the property line should be of a permeable, landscaped surface. If building has two faces, this applies to both.
 - H. Landscape areas should generally consist of a combination of trees, shrubs and groundcovers.
 - I. Use landscape areas for transition and integration between pad sites and surrounding land uses.
 - J. Preserve existing mature trees where possible.
 - K. Special landscape treatment should be employed to highlight and identify entrances.
 - L. Landscape areas should be spaced in parking lots to break up the massiveness of the pavement.
3. SIGNAGE
- A. Basic criteria of the design standards for Broadway East and West Corridors shall apply. In addition, comply with Sec. 12.177, Monona Municipal Code.

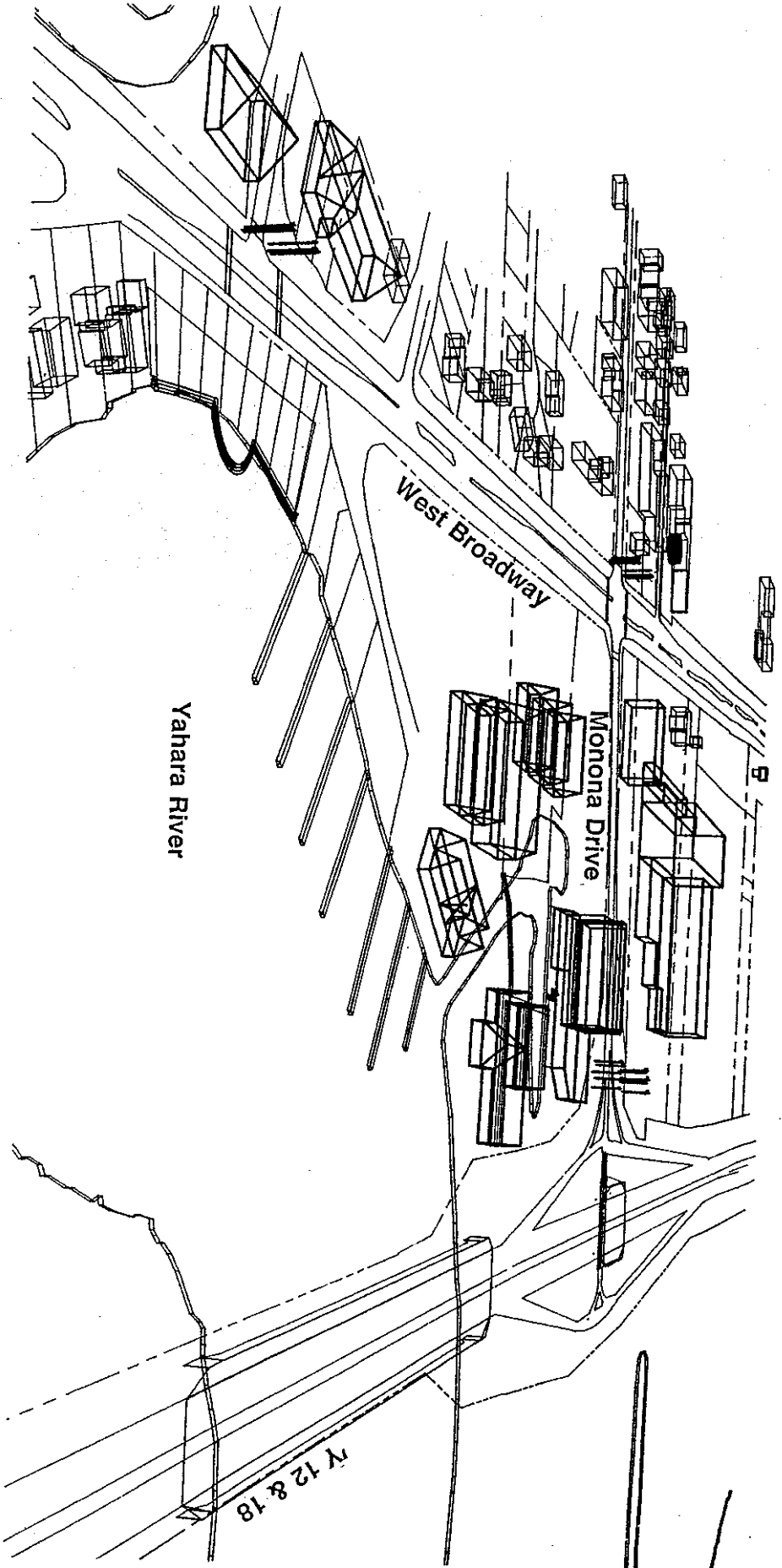
- B. No free standing signs will be permitted in the Monona Waterfront District except as allowed in C below.
- C. One ground mount entry sign will be permitted at each entry to a development site or ownership parcel.
- D. Ground mount signs shall be a maximum 60" height x maximum 40 square foot sign area.
- E. Integrate signage as a part of the architectural character of each building.
- F. Use wood materials for signs in a traditional shape.
- G. No secondary advertising will be permitted on any sign or building face.

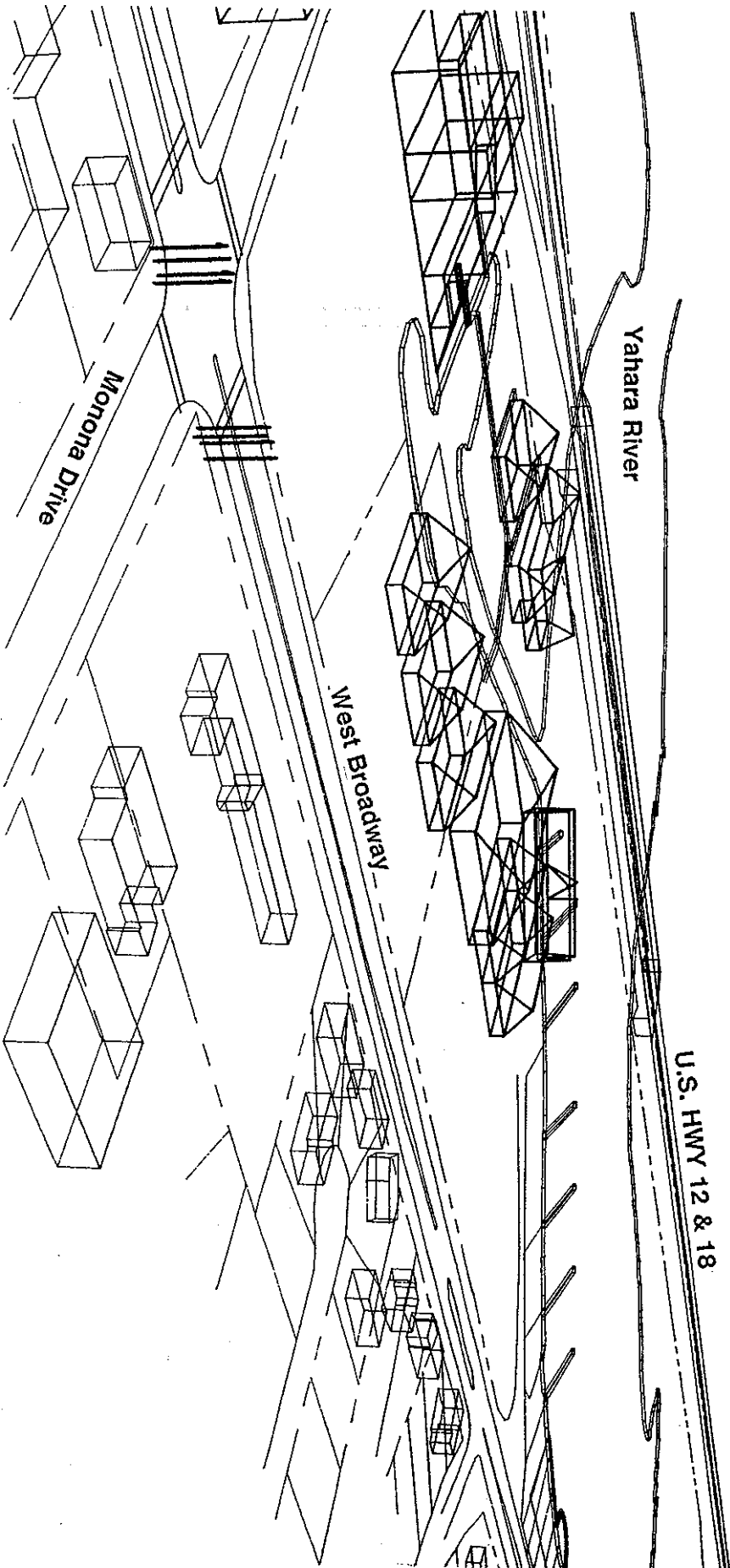
The guidelines and standards contained in this Plan Document will be applied and further interpreted by the City Plan Commission in the development review process as established in the City Zoning Ordinance. These guidelines may require variation on case-by-case application; however, the general intent of the guidelines to unify development sites should be upheld.

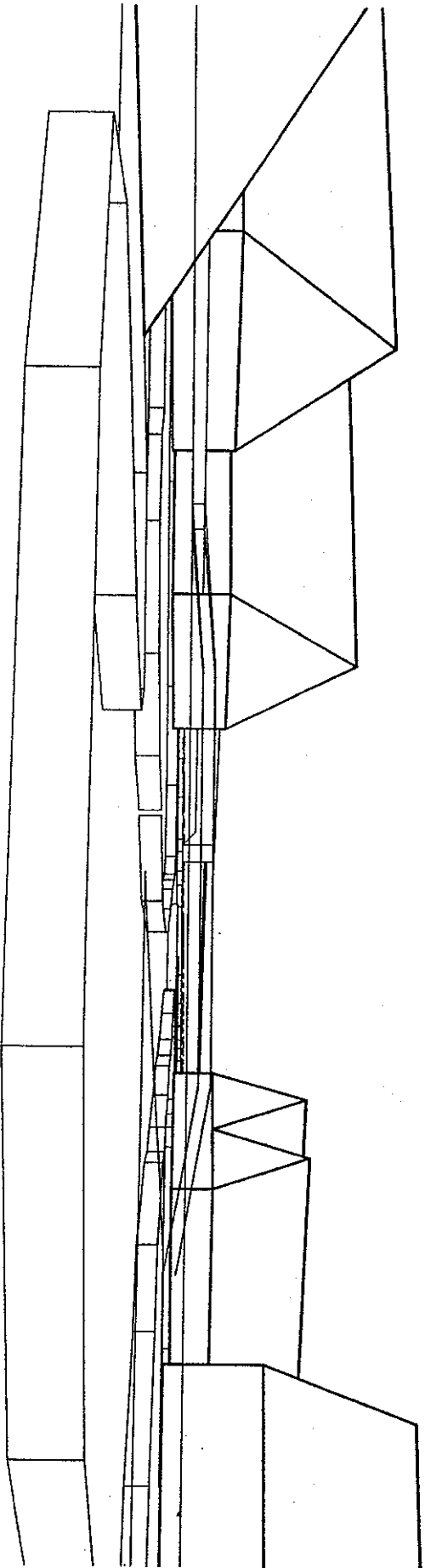
8. COMPUTER DEVELOPMENT ANALYSIS SYSTEM

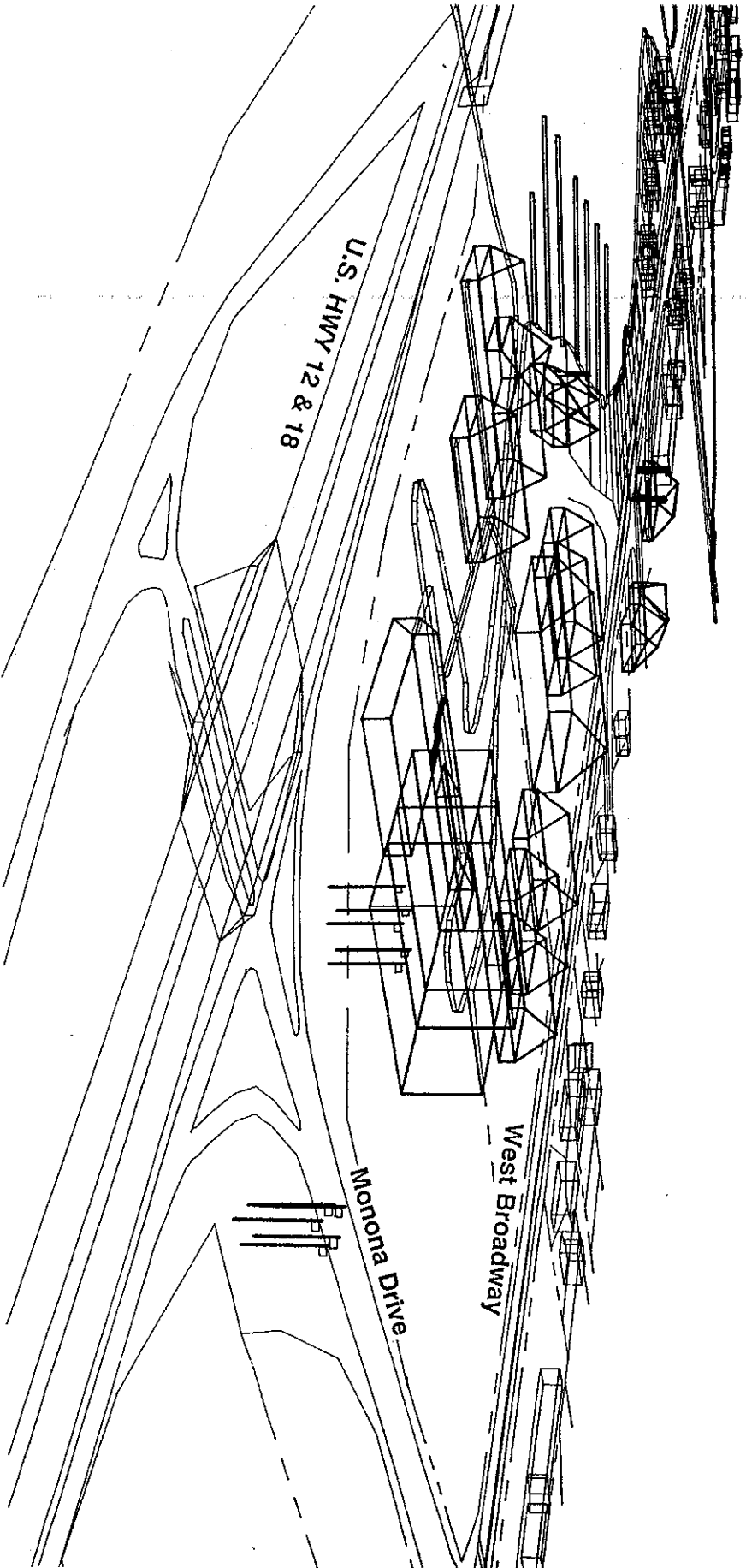
Base information for the Monona Waterfront District target area has been entered into a computer graphics database. This database allows for the portrayal of the area in multiple views, both plan and perspective. Perspective views can be called up from any viewing point. Four views generated from this data are included within this report.

It is the intent of this study that the computer system be used to judge future design proposals in the Waterfront District. Using this system, it is relatively easy to require any future design proposal to be viewed and evaluated in three dimensions. Each development proposal should be translated into the computer database. In this way, the three dimensional implications of the proposal can be analyzed and evaluated. The visual scale, volume and general form of buildings could be tested against the surroundings. Additional information regarding connections to other facilities, relationship to roads and parking, relationship to walkways and provided amenities could be readily reviewed. The potentials or problems of each scheme can be evaluated in the context of the entire site and will provide a much more rational and detailed level of land use analysis than heretofore has been possible. This computer development analysis system is a sophisticated computer based mechanism for dynamic and continuing planning process to occur in the Monona Waterfront District. It can be of major assistance in the implementation of the development concept and with continued additions, can become an indispensable tool for the analysis and evaluation of future land use proposals.









9. IMPLEMENTATION PROGRAM

The implementation program is summarized to include the principal strategies and budget for implementing the short-term or recommendations of this Plan.

Special emphasis has been placed on "start up" strategies that would be carried out in 1989 and 1990. Following this start up period, the program budget describes projects and assigns probable costs associated with each project. During each year of implementation, it is expected that there will be more detailed strategies defined annually.

It is expected that implementation of the Monona Broadway Corridor Plan will be a high priority amongst all City committees and commissions. In addition, it has been stated during the planning period that the City staff, including the City Engineer and City Planner, will focus on implementation to the greatest extent possible.

It is also expected that the Community Development Authority (CDA) will maintain a lead role in working with private landowners and prospective developers and users to achieve the development recommendations of the Plan.

The following is a summary of the start up strategies to lead implementation for 1989-90.

1. APPROVE FINAL LANDSCAPE CONSTRUCTION STANDARDS FOR PROJECT AREA TO INCLUDE:
 - * Street cross-section (including pedestrian & bikeway)
 - * Waterfront development standards (including boardwalk, pier and shoreline lighting)
 - * Roadway lighting standards
 - * Community entry feature designs
 - * Public signage plan ("wayfinding")

2. DEVELOP AN AREA IMPROVEMENT DISTRICT FOR SPECIAL ASSESSMENT OF PROJECT COSTS:
 - * Initiate as a "Business Improvement District" (W/s. Stats.)
 - * Use normal special assessment procedures

3. PREPARE DETAILED CONSTRUCTION PLANS AND SPECIFICATIONS:

4. REZONE STUDY AREA TO CONFORM TO CORRIDOR PLAN RECOMMENDATIONS:
 - * Landscape and entry features on Monona Drive from Belline to Broadway
 - * Landscape and intersection plans for West Broadway between South Towne Drive and Bridge Road
 - * Amend design district standards to conform with specific recommendations
 - * Zone majority of district into Community Design District (CDD)

5. PREPARE LAGOON DREDGING PLAN:
 - * Detailed feasibility analysis
 - * Plans and specifications for project
 - * Obtain necessary permits
 - * Apply for funding

6. PREPARE AND ADOPT WATERFRONT ZONING DISTRICT:

- * Requiring common access easements along waterfront
 - * Pier and Boardwalk regulations
 - * Navigation zone regulations
 - * Signage Regulations
7. COMPLETE DETAILED TRAFFIC STUDY OF PROPOSED INTERSECTIONS ALONG BROADWAY:
- * Immediate focus on intersections west of Monona Drive
 - * Negotiate intersection with WPS
8. PREPARE STORMWATER ANALYSIS:
- * Determine stormwater detention needs within study area
 - * Make project eligible for funding through Yahara Watershed Project
9. PREPARE STANDARD DEVELOPER AGREEMENT TO UTILIZE IN REDEVELOPMENT AREA:
- * Standard cross easement for driveways, parking lots, and pedestrianways
 - * Assessment repayment procedures
10. CDA TO DEVELOP JOINT MARKETING AGREEMENTS WITH LANDOWNERS IN TARGET AREA:
- * Obtain options where feasible
 - * Negotiate rights of first refusal
11. CDA AND CITY MARKET FOR PROJECT DEVELOPER AND/OR ANCHOR USE:
- * Prepare marketing package and recruitment program
 - * Target for water-oriented hotel/motel, meeting/training complex as anchor
12. PREPARE MORE DETAILED CONCEPT PLAN FOR LOTTES PARK EXPANSION:
- * Have phased development plan for short-term implementation

- * Make project eligible for LAWCON, ORAP and Recreational Boating Program
- * Establish memorial or legacy park fund
- * Initiate land acquisitions as recommended with matching funds provided by City
- * Develop network with state representatives, state offices (DNR), Dane County RPC and federal funding agencies concerning special funding and funding approvals

13. PREPARE FOR CREATION OF NEW TAX INCREMENT FINANCING DISTRICT AFTER SEPTEMBER 30, 1991:

- * Obtain preliminary support of taxing jurisdiction
- * Coordinate public borrowing with financial consultant
- * Complete project plan and budget of expenditures
- * Develop strategies for funding of previous assessments

14. DEVELOP OTHER PUBLIC FUNDING MECHANISMS

- * Work with Dane County Executive's Office and Yahara Watershed Committee on funding of waterway improvements and County funding of Broadway right-of-way improvements

POTENTIAL SOURCES OF FUNDING

Project implementation is dependent upon the area's ability to fund recommended activities and improvements. The following is a summary of those sources of funding considered most feasible for carrying out specific activities. These funding sources are later keyed to the project schedule.

A. Tax Incremental financing (TIF).

The City of Monrovia is currently unable to create another TIF district until their current TIF district is retired in 1991 or 1992. The type of redevelopment project anticipated in the Waterfront District should be aided with the use of TIF. This area as indicated on the map below is eligible for the creation of a TIF district as it is in need of redevelopment. Given the regional impact of this project area the use of tax incremental financing is appropriate and necessary to achieve the best quality development. Without the use of tax incremental financing, certain aspects of this project will either be delayed or very difficult to achieve.

As recommended in the strategies above, the City should attempt to get a pre-commitment on the creation of a tax incremental financing district in 1991 and 1992. This pre-commitment should be worked out with the appropriate taxing jurisdictions and the City should proceed with caution to plan for the ultimate creation of a district. The only expenditures that are eligible for TIF funding prior to creation

D. Land and Water Conservation Fund (LAWCON)

The LAWCON program has been used extensively for acquisition and development of public park and recreation areas. LAWCON has money specifically targeted for acquisition that should be used for the extension of Lottes Park. The LAWCON program is a 50% matching fund.

E. Recreational Boating Facilities Program (RBF)

The Recreational Boating Facilities Program was established to make waterfront improvements that would facilitate boat use of water bodies. This program would be particularly well suited for making improvements in Lottes Park and possibly constructing dockage systems for the river basin. The Recreational Boating Facilities Program is a 50% matching fund.

F. Capital Improvements Budgeting (CIB)

The implementation strategy has been outlined to include the use of the Capital Improvements Program in the City of Monona. Some of the projects listed are those that would be funded normally under the Capital Improvements Budgeting that takes place annually in establishing a city budget. The strategy attempts to itemize which projects will require City funds for implementation.

ESTIMATED PROJECT COSTS

The following table has been assembled to summarize project activities, possible sources of funding, and estimated cost of projects for the next several years. It should be understood that this budget is flexible and should be adjusted depending on the type and rate of private development that would be stimulated by the planning activities. Some activities may need to be accelerated or deferred, depending on both market factors and general economic conditions that may exist in the future.

It is also expected that this budget will be used to evolve a financing plan with the City's financial consultant. This plan is the basis of a project plan for the proposed Tax Incremental Financing District and should be amended annually to be kept as a plan and projection.

Adoption of this Plan by the City Council will not commit the City to a spending program. It should be understood that this budget is advisory and enables or qualifies the City for funding opportunities. Any decision to proceed with recommended projects will require case by case approval by the City Council.

Broadway Corridor Plan

PRJ #	DESCRIPTION	POTENTIAL FUNDING SOURCES	ESTIMATED PROJ COSTS
1	Prepare detailed plans and specs for landscape and entry features from Monona Drive to Beltline Highway	TIF, SAD	\$ 3,500
2	Prepare detailed construction plans and specs for streetscape in West Broadway corridor from South Towne Drive to Bridge Road (planning & engineering)	SAD	32,000
3	Prepare dredging plan for Yahara River Basin	TIF, SAD	12,000
4	Prepare stormwater plan for Monona Waterfront District; Apply for 1990 funding for construction through Yahara Watershed Fund	TIF, SAD	4,500
5	Prepare development and expansion plan for Lottes Park; Apply for 1990 DNR funding	TIF, SAD	3,500
6	Implement developer marketing program through CDA	TIF, SAD	5,000
7	Construction of landscape and entry features on Monona Drive and Intersection to support paddle sports center	SAD, CIB	\$ 140,400
TOTAL ESTIMATED PROJECT COSTS			\$ 200,900

Broadway Corridor Plan

PRJ #	DESCRIPTION	POTENTIAL FUNDING SOURCES	ESTIMATED PROJ COSTS
8	Construction of W. Broadway streetscape project to include the following:	SAD, CIB	\$ 169,560
	Curb & gutter		32,000
	Stormsewer		80,000
	Street lights		34,000
	Bike lane		10,000
	New Intersection		110,000
	Streetscape		48,000
	Engineering contingency		25,120
	(Total project costs: \$339,120; 1/2 of costs to be shared by City of Madison)		
9	Preparation of plans and specs for Broadway streetscape within the Waterfront District	TIF	45,000
10	Acquisition program for expansion of Lottes Park (50% cost sharing with DNR on \$100,000 total project cost)	LAWCON	50,000
11	Construction of Phase I improvements in Lottes Park (50% cost sharing with DNR on \$54,000 total project cost)	BRF	27,000
12	Ongoing project planning to be directed by CDA	TIF	10,000
13	Construction of stormwater improvements and dredging program for the Yahara River Basin (50% cost sharing with Yahara Watershed Fund on \$421,200 total project cost)	SAD, Yahara Watershed Fund	210,600
TOTAL ESTIMATED PROJECT COSTS			\$ 647,160

Broadway Corridor Plan

PRJ #	DESCRIPTION	POTENTIAL FUNDING SOURCES	ESTIMATED PROJ COSTS
14	Preparation of plans and specs for E. Broadway streetscape	SAD	\$ 30,000
15	Phase II acquisition of Lottes Park expansion (50% cost sharing with DNR on \$100,000 total project cost)	LAWCON	50,000
16	Ongoing project planning to be directed by CDA	TIF	10,000
17	Construction of improvements for Broadway streetscape within Waterfront District	SAD, TIF, CIB	698,760
	Curb & gutter		112,000
	Stormsewer		100,000
	Watermain		160,000
	Street lights		120,000
	Bike lane		20,000
	New Intersection		80,000
	Streetscape		55,000
	Engineering contingency		51,760
18	Preparation of plans and specs for Boardwalk	TIF	15,000
19	Create TIF District	TIF	\$ 5,000
TOTAL ESTIMATED PROJECT COSTS			\$ 808,760

PRJ #	DESCRIPTION	POTENTIAL FUNDING SOURCES	ESTIMATED PROJ COSTS
20	Construction of E. Broadway streetscape project to include the following:	SAD, CIB	\$ 381,456
	Curb & gutter		35,200
	Stormsewer		105,000
	Watermain		120,000
	Street lights		40,000
	Bike lane		10,000
	Streetscape		43,000
	Engineering contingency		28,256
21	Phase II implementation of Lottes Park (50% cost sharing with DNR on a \$100,000 total project cost)	LAWCON	50,000
22	Construction of Boardwalk		75,600
23	Ongoing planning directed by the CDA	TIF	10,000
TOTAL ESTIMATED PROJECT COSTS			\$ 517,056
24	Phase III acquisition of Lottes Park expansion (50% cost sharing with DNR on a \$200,000 total project cost)	LAWCON	100,000
25	Final construction in Lottes Park		286,200
26	Acquisition/relocation program for parcels not assembled from target area	TIF	250,000

PRJ #	DESCRIPTION	POTENTIAL FUNDING SOURCES	ESTIMATED PROJ COSTS
27	Ongoing planning directed by the CDA	TIF	10,000
	TOTAL ESTIMATED PROJECT COSTS		\$ 646,200
	Upgrade of Monona/Bellline based on traffic impact analysis		\$ 378,000
	TOTAL ESTIMATED PROJECT COSTS		\$ 378,000

ITEMIZATION OF ESTIMATED PROJECT COSTS

	\$ 200,900
	647,160
	808,760
	517,056
	646,200
	<u>378,000</u>
GRAND TOTAL	\$3,198,076

NOTE:

Circled numbers are projects keyed on accompanying maps. All construction costs contain an 8% engineering fee. There is no contingency contained in the construction estimates. All construction estimates are in 1989 dollars. A major portion of these costs may be special assessed or receive larger grant allowances than accounted for in the table. Therefore, these costs reflect a total construction estimated budget (only including an engineering contingency) less any special assessment or grant allowance. It should not be construed as the total costs to the City.

Broadway Corridor Plan

OPINION OF PROBABLE COST
MONONA BROADWAY CORRIDOR REDEVELOPMENT

East Broadway Corridor

Curb & Gutter	\$ 35,200
Stormsewer	105,000
Watermain	120,000
Street Lights	40,000
Bike Lane	10,000
Streetscape	43,000
Engineering contingency	28,256

TOTAL EAST BROADWAY CORRIDOR

\$ 381,456

Monona Waterfront District

Dredging (Basin)	320,000
Curb & Gutter	112,000
Watermain	160,000
Stormsewer/detention	100,000
Intersection improvements	70,000
Stormsewer/detention (Basin)	160,000
Widen Monona Ave./Intersection	80,000
Upgrade Bellline/Monona interchange	300,000
Street Lights	120,000
Streetscape	55,000
Bike Lane	20,000
Engineering contingency	119,760

TOTAL MONONA WATERFRONT DISTRICT

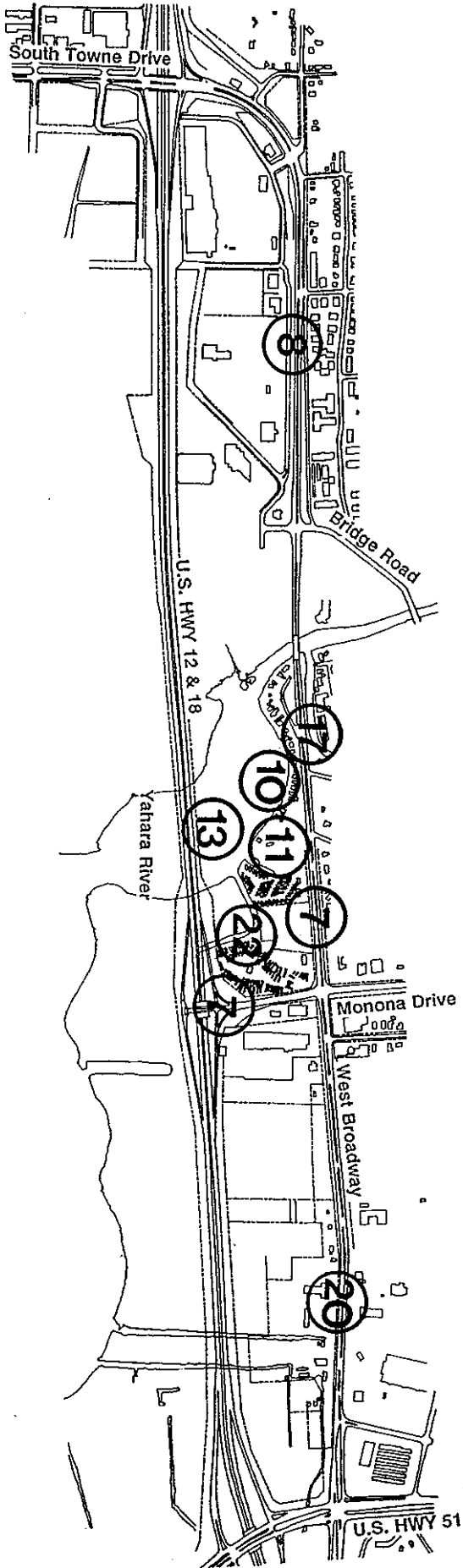
\$ 1,616,760

West Broadway Corridor

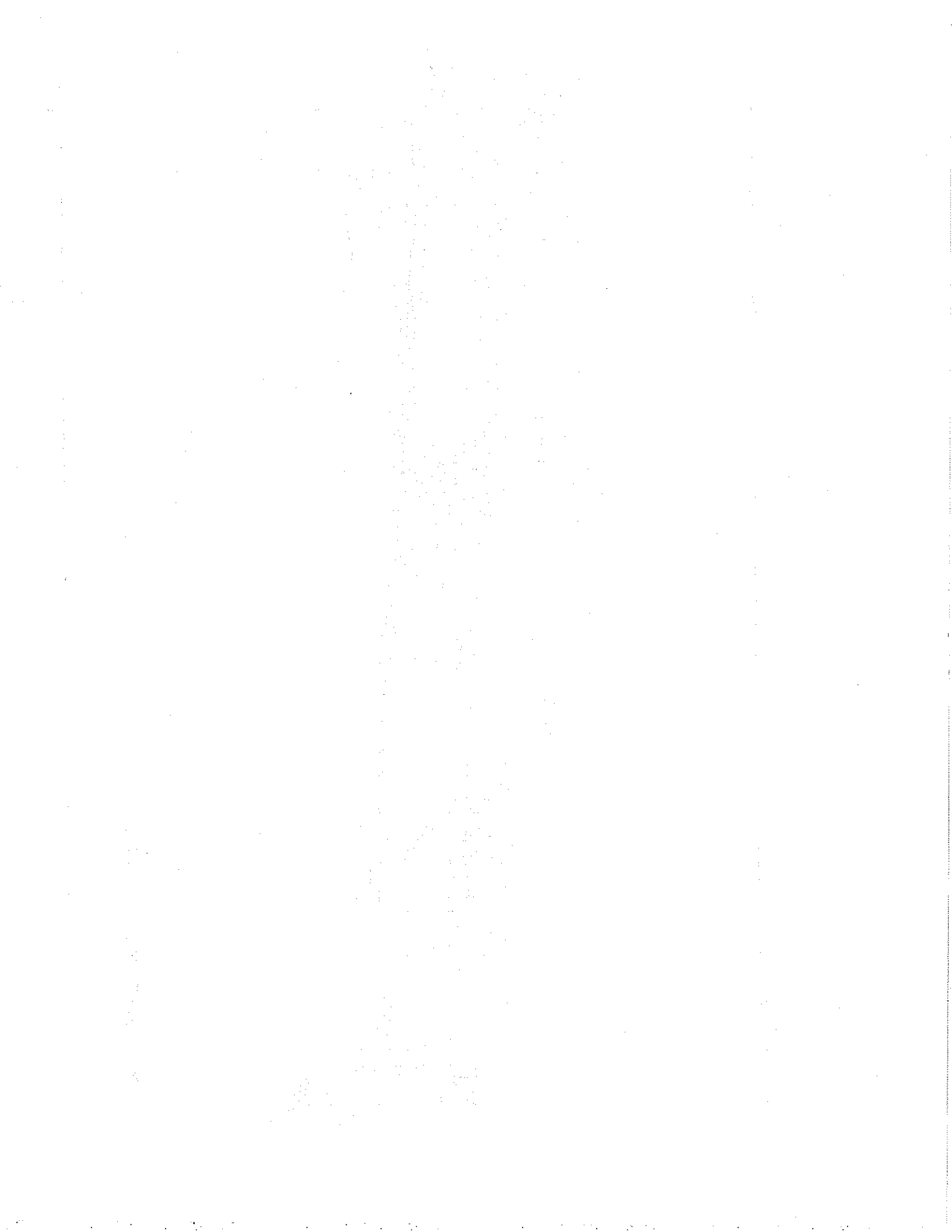
Curb & Gutter	32,000
New intersection	110,000
Stormsewer	80,000
Bike Lane	10,000
Streetscape	48,000
Street Lights	34,000
Engineering Contingency	25,120

TOTAL WEST BROADWAY CORRIDOR

\$ 339,120



MAJOR PROJECT LOCATION MAP



THE LAKESIDE GROUP
Vandewalle and Associates - City Planner
Brian Guthneinz Studio - Landscape Architects
Engberg Anderson - Architects
Mead and Hunt - Engineers

