

# *Mansion Hill Neighborhood Plan*

*Mansion Hill is a District of Capitol Neighborhoods, Inc.*

This plan was prepared with the assistance of City of Madison Planning and Community Development staff and Schreiber/Anderson Associates, Inc. and with partial funding through a grant from the City of Madison.  
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## CHAPTER 1: INTRODUCTION

### 1.1 Purpose of the Plan

The Mansion Hill Historic Neighborhood Plan is a 20 – 25 year plan that is the result of a collaborative process between the City of Madison and the Mansion Hill Neighborhood. The plan, which is an advisory document to Madison's Smart Growth Comprehensive Plan adopted in 2005, identifies major issues facing the neighborhood, formulates recommendations to address these issues and to achieve desired outcomes, and identifies strategies to implement plan recommendations.

The plan will serve as the comprehensive framework to guide public and private preservation efforts and improvements that will occur over the next 20 - 25 years. Implementation of plan recommendations will be contingent upon the availability of funding. Securing funding over time from a variety of sources and timing the implementation of key projects with other City planned projects will be important in successfully implementing the Mansion Hill Historic Neighborhood Plan.

### 1.2 Planning Area

The Mansion Hill Historic Neighborhood is located in the northeast quadrant of the Capitol Square in Downtown Madison. The planning area for the Mansion Hill Neighborhood Plan is the area bordered by State Street, East Mifflin Street and East Washington Avenue on the south, North Carroll Street, North Broom and North Frances on the west, North Butler Street and North Webster Street on the east, and Lake Mendota and mid-block between Gilman and Langdon on the north (**Map 1.2-1**). Note that since the beginning of this planning process the western boundary of the neighborhood was changed to incorporate more of the designated Mansion Hill Local Historic District, a goal articulated in the plan.



Map 1.2-1 Mansion Hill Neighborhood Planning Area

The Mansion Hill Historic Neighborhood is part of the Capitol Neighborhoods, Inc., a neighborhood association that represents six neighborhood districts situated around the Capitol Square (**Map 1.2 -2**). These neighborhood districts include Mansion Hill (north), First Settlement (southeast), Bassett (southwest), Mifflin West (west), James Madison Park (northeast) and State Langdon (northwest).



Map 1.2-2 Capitol Neighborhoods

### 1.3 Neighborhood Description

The Mansion Hill Historic Neighborhood is a compact neighborhood that is approximately 62 acres in size. The neighborhood occupies a high ridge overlooking Lake Mendota and the Capitol Square. This ridge rises steeply from the shore of Lake Mendota on the north and from a former wetland on the east that is now James Madison Park. This ridge then drops off gradually to the south and west toward State Street and the State Capitol.

The Mansion Hill Historic Neighborhood is defined by some of Madison's most historically significant natural and cultural resources including the greatest concentration of historic homes in the City. The neighborhood's residential mix includes a variety of housing types and lot sizes, often on the same block, ranging from small scale, modest structures to large stately mansions. The neighborhood housing, which is primarily rental housing, has been a popular housing choice for UW students living off campus. It is in the process of transitioning to more owner occupants and long-term renters.

While the Mansion Hill Neighborhood is overwhelmingly residential, several large and small commercial and institutional parcels are scattered throughout the neighborhood between Dayton Street and Lake Mendota, mixed in with residential uses. Large commercial parcels include the Edgewater Hotel, Verex Plaza and National Guardian Life Insurance. Large

institutional parcels include Bethel Lutheran Church, First United Methodist Church, Madison Area Technical College, and the Masonic Temple. Closer to the Capitol Square, the land use mix changes to predominately office, retail and cultural uses.

The neighborhood is bisected by several arterial and collector streets that provide access to the downtown and the University of Wisconsin. These streets include Johnson Street, and Gorham Street. In addition Dayton Street and Webster Street are part of the traffic loop system around the Capitol Square. The Mansion Hill Neighborhood is situated within walking and biking distance of Downtown Madison and the University of Wisconsin and a wide range of shopping, entertainment, cultural, education, and recreational opportunities for neighborhood residents.

## 1.4 History of the Neighborhood

The Mansion Hill Historic Neighborhood variously referred to as Yankee Hill, Aristocracy Hill and Big Bug Hill, began in the mid 19<sup>th</sup> Century as the home for some of Madison's most prominent citizens. Often young, single, and college educated, these early residents came from the northeastern United States, "attracted to Madison by accounts of a bustling metropolis growing out of the wilderness" (Tipler). The first dwellings were built along the Lake Mendota ridge of largely sandstone construction and, later in the 19<sup>th</sup> century, ornate brick and frame dwellings were built. By the end of the century, the construction of private homes in the neighborhood was nearly complete. Starting in the early 20<sup>th</sup> century, the social prominence of the Mansion Hill declined as the early residents moved to locations in Maple Bluff and University Heights.

In 1931, the City enacted a zoning ordinance that permitted higher density development in Mansion Hill. This ordinance allowed for the construction of multi-family buildings, and the 5-story Quisling Towers apartment building was one of the first to be erected under the new ordinance. In the 1950s and 1960s, several of the finest old houses in Mansion Hill were demolished to make way for large apartment buildings and two insurance companies, National Guardian Life and the Verex Plaza. Nevertheless, Mansion Hill has remained a predominately residential neighborhood from the beginning.

In the early 1960s, housing policies at the University of Wisconsin were also changed allowing students to live off campus and accelerating the neighborhood's conversion to higher density and rental housing.

In the 1970s, neighborhood residents began to organize to prevent further loss of the neighborhood's historic character. In 1972, neighborhood residents and community leaders established a private, non-profit corporation to buy the parcel of land at the corner of North Pinckney Street and East Gorham Street, formerly the front lawn of the historic Elisha W. Keyes residence, to prevent the construction of a large apartment building. Period Garden Park was designed and constructed in this location. This park was subsequently donated to the city and is now part of the park system. In 1976, neighborhood residents worked with the City to create the Mansion Hill Historic District, one of Madison's first locally designated historic districts. Today, the Mansion Hill Historic Neighborhood is a unique area containing the greatest concentration of 19<sup>th</sup> century vernacular architecture and sandstone construction remaining in Madison. It is an historic jewel in the heart of Madison but it is also a fragile area where a variety of pressures could result in erosion of the neighborhood historic character. First of all, Mansion Hill, as with other downtown neighborhoods, has been predominately a student rental neighborhood. While some landlords and renters care about their properties, others do not. In converting historic homes to rental properties, some owners have removed original historic features including porches, doors, windows, and yards and have added incompatible and out-of-scale additions. In some cases, property owners have allowed their properties to deteriorate and have sought approval for demolition.

It is critical that the historic character of the Mansion Hill Historic Neighborhood be preserved. This includes not only preserving the historic buildings but also preserving such natural attributes as the street end views of Lake Mendota that were part of the original Doty plan for Madison. The purpose of the Mansion Hill Historic Neighborhood Plan is to identify critical issues and make recommendations that will ensure long-term historic preservation with a focus on attracting long-term residents, both owner-occupants and renters, who are committed to this goal.

## 1.5 Public Input Process

Neighborhood residents, property owners, City staff, business owners and developers provided input to guide preparation of the Mansion Hill Historic Neighborhood Plan. A high degree of public involvement during the planning process has ensured that this document addresses the needs of both the neighborhood and the City of Madison. The Mansion Hill Historic Neighborhood planning process included the following public involvement activities. The Appendix of this plan provides a summary of the public input.

### *Neighborhood Forum No. 1 (Bethel Lutheran Church - June 11, 2002)*

Participants identified and prioritized neighborhood improvements in a two-hour workshop held at Bethel Lutheran Church. Input from this workshop was recorded and incorporated into the neighborhood plan.

### *Focus Group (Madison Public Library - November 4, 2002)*

A group of residents, property owners, developers, alders, and City planning staff identified issues and solutions related to the neighborhood's parking and traffic circulation system and neighborhood aesthetics.

### *Focus Group (Madison Public Library - December 9, 2002)*

A group of residents, developers, alders, and City planning staff offered their comments on the potential for increasing owner occupancy in the neighborhood, appropriate building heights for the neighborhood, and ways to define neighborhood borders/edges.

### *Stakeholder Interviews (Fall 2002)*

Schreiber Anderson Associates conducted seven personal and confidential interviews with key stakeholders as part of the public input for the Mansion Hill Historic Neighborhood Plan.

### *City Staff Oversight Meetings (2002 – 2003)*

Schreiber Anderson Associates and representatives of the Neighborhood Steering Committee met with the City Staff three times during the planning process to present and discuss the goals and issues, analysis findings, master plan recommendations, and implementation strategies.

### *Neighborhood Steering Committee Meetings (2002 – 2008)*

The Steering Committee for the Mansion Hill Historic Neighborhood Plan met over a six year period to coordinate the planning process, discuss goals and issues, and review and approve master plan recommendations and implementation strategies.

### *Neighborhood meeting (State Capitol – January 22, 2009)*

The draft Mansion Hill Plan was distributed and discussed. The meeting was attended by City planning staff and the relationship of the Mansion Hill Plan with the Downtown Plan was highlighted.

## 1.6 Coordination with Other Plans

The preparation of the Mansion Hill Historic Neighborhood Plan included coordination with past and current plans for Downtown Madison. The Mansion Hill Historic Neighborhood Plan builds on the goals and recommendations from completed planning documents including Downtown 2000 draft, Isthmus 2020, the UW Campus Master Plan, the Downtown Historic Preservation Plan, and plans for adjoining neighborhoods.

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## **CHAPTER 2: NEIGHBORHOOD PLANNING CHARTER**

The following statement was developed by the Mansion Hill Neighborhood to guide the planning process:

### **Vision**

The Mansion Hill Historic Neighborhood, founded in 1850, is committed to being a neighborhood recognized by the people of the City of Madison and the State of Wisconsin as a historic jewel; continuing the preservation and restoration of the neighborhood; and having a clean, safe, community with more friends and neighbors while keeping growth compatible with the heritage and pride of Mansion Hill.

### **Mission**

To develop a plan for the Mansion Hill Historic Neighborhood that contributes to the protection of its historic properties that provide visual texture to the downtown and a valuable link to Madison's past. A successful plan can be achieved by supporting the preservation and restoration of the historic buildings that remain and defining appropriate infill that contributes to the historic nature of the neighborhood and enhances it as a place to live.

### **Values**

- Participation of neighborhood residents, neighborhood owners, and interested and knowledgeable historic preservation people in the planning process.
- Partnership with the City in developing a plan that will be a key and defining reference in any development recommendations coming before it in the future.
- Partnership with existing businesses to reach our goals.
- Cooperation with other downtown neighborhoods to enhance the planning process to create a pleasant living environment.

### **Goals**

- Preparation of a plan that provides for responsible representation and stewardship of irreplaceable State treasures.
- Development of design guidelines with sufficient specificity to assist owners in the maintenance and restoration of buildings in the neighborhood.
- Development of options for infill on those few remaining open spaces that will assist property owners and the City in making responsible decisions in harmony with the nature and values of the neighborhood.
- Completion of a survey of the buildings of the neighborhood, including photographs and historic information to assist in the planning process and preservation efforts of the neighborhood.

- Provision of plan features that encourage more owner occupied homes to assist in the improvement and maintenance of the neighborhood.
- Provision of guidelines and support for public spaces such as parks, lighting, and signage that contribute to the visual appeal of the neighborhood.
- Publications for general dissemination to inform people about the neighborhood and to aid in its appreciation and enjoyment.
- Preservation of all pre 1950 buildings.
- Adoption and implementation of the plan by the City.

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## CHAPTER 3: EXISTING CONDITIONS

The following section of the plan includes a summary of the existing conditions for the Mansion Hill Historic Neighborhood, based on data and maps provided by the City of Madison. This summary includes the following topics:

- 3.1 Downtown Context
- 3.2 Demographic Profile
- 3.3 Existing Land Use Plan
- 3.4 Existing Zoning
- 3.5 Historic Districts
- 3.6 Tax Incremental Finance Districts
- 3.7 Transportation and Parking
- 3.8 Parks and Open Space

### 3.1 Downtown Context

**Map 3.1-1** illustrates the relationship between the Mansion Hill Historic Neighborhood and Downtown Madison. The following points highlight key relationships:

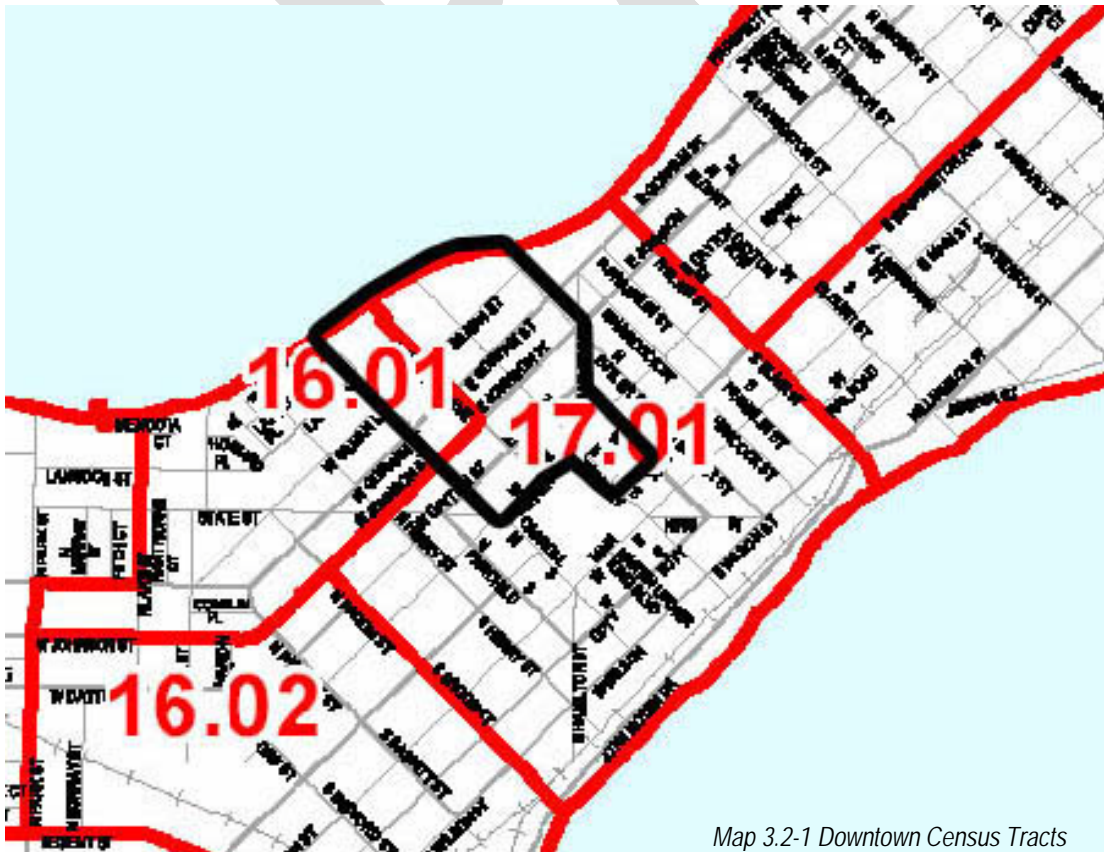
- Mansion Hill is one of several neighborhoods located in Downtown Madison. Collectively, these neighborhoods are historic, urban, diverse, and accessible to the amenities and resources of the central city.
- Mansion Hill is located on the shore of Lake Mendota and within walking distance of Lake Monona.
- Mansion Hill is located in close proximity to major employment centers located in Downtown Madison including the University of Wisconsin.
- Multi-modal transportation routes connect Mansion Hill to Downtown destinations, the UW Campus, and to the community.
- Mansion Hill is located within walking and biking distance of downtown cultural destinations that include the State Capitol, Monona Terrace, University of Wisconsin, Kohl Center, Overture Center, the Madison Public Library, MATC, and several State and local museums.
- Mansion Hill is close to retail and entertainment districts including State Street, King Street, the Capitol Square, and East Johnson Street.
- Mansion Hill is located near the Capitol City bicycle trail, which provides connections to the Madison metro area. The University of Wisconsin Lakeshore Path is easily accessible from the neighborhood.
- Mansion Hill is located close to downtown health care facilities including the Capital Lakes Senior Health Care and Retirement Center (West Main Street and South Broom Street), the Meriter and St. Mary's healthcare campuses on South Park Street, and the UW-Hospital and Clinics on the west side of campus.
- Mansion Hill is located within walking distance of several parks and open spaces including the Capitol Square and James Madison Park.



Map 3.1-1 Downtown Context

### 3.2 Demographic Profile

The Mansion Hill Historic Neighborhood is primarily located within Census Tract 17.01 which includes a large area of the Capitol Neighborhoods and Downtown Madison (Map 3.2 -1).



Map 3.2-1 Downtown Census Tracts

Although Mansion Hill represents only a portion of CT 17.01, it is assumed that the neighborhood has similar demographic characteristics as the larger census tract. Demographic information for CT 17.01 based on the 2000 Census Report is provided in **Appendix A5**.

The demographic profile for CT 17.01 is similar to the City of Madison as a whole with the following notable differences:

- There is a much higher percentage of residents in the 20-24 age group (42 percent compared to 16 percent citywide).
- There is a higher percentage of non-family households (92 percent compared to 52 percent city wide).
- There is less household income (86 percent of residents earn less than \$50,000 per year compared to 50 percent citywide).
- A higher percentage of residents travel to work by means other than by car (70 percent compared to 22 percent city wide).
- Over 94 percent of the total housing units are renter-occupied compared to 52 percent citywide.
- 90 percent of the housing units are located in structures that have more than three units compared to 45 percent citywide. About 60 percent of the total units are located in structures that have more than 10 units compared to 26 percent citywide.
- More than 35 percent of the residential structures were built before 1940 compared to 17 percent citywide. Historic surveys of Mansion Hill indicate that a higher percentage of residential structures were built before 1940.
- 56 percent of residents have lived in their homes for less than a year compared to 32 percent citywide.

### **3.3 Existing Land Use**

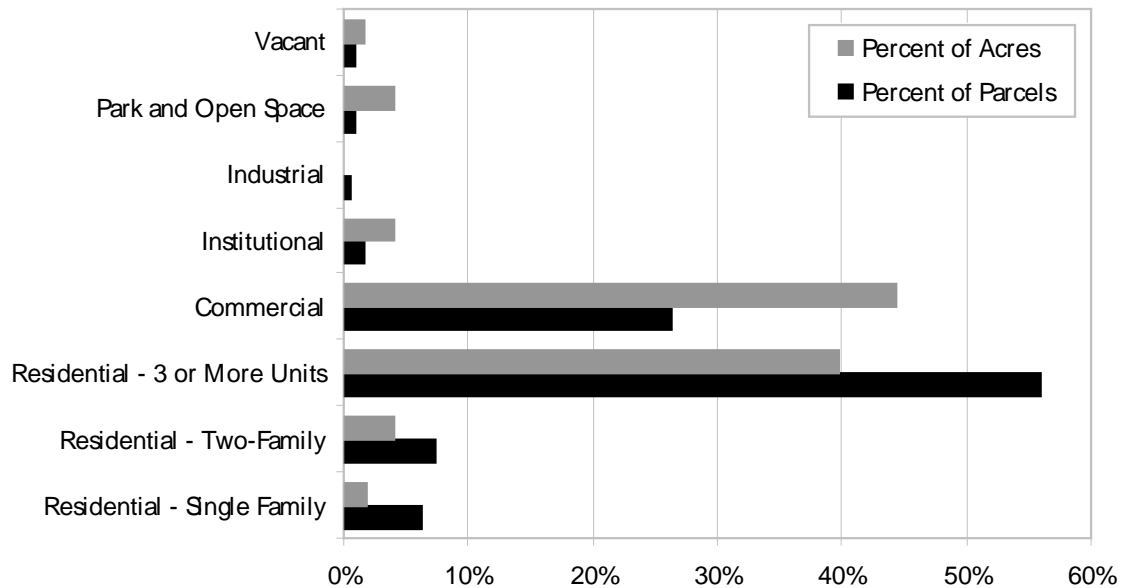
The Mansion Hill Historic Neighborhood is a compact neighborhood that occupies approximately 62 acres. While the Mansion Hill Historic Neighborhood is overwhelmingly residential, several large and small commercial and institutional parcels are scattered throughout the neighborhood between Dayton Street and Lake Mendota, mixed in with residential uses. Large commercial parcels include the Edgewater Hotel, Verex Plaza, and National Guardian Life Insurance. Large institutional parcels include Bethel Lutheran Church, First United Methodist Church, Madison Area Technical College, and the Masonic Temple. Closer to the Capitol Square, the land use mix changes to predominately office, retail and cultural uses.



This map illustrates the existing land use pattern for the neighborhood which includes a mix of residential, commercial, institutional, and park uses. The neighborhood's residential mix includes a variety of housing types and lot sizes, often on the same block, ranging from small scale, modest structures to large stately mansions. The neighborhood housing, which is primarily rental housing, is a popular housing choice for UW students living off campus. However, a recent trend of high density apartment buildings close to campus is resulting in an increase of vacancies in some of the rental units which have not been well maintained..



The following table describes the mix of land uses as a percent of total parcels and as a percent of total acres. Multi-family residential (3 or more units) and commercial land uses occupy most of the parcels and acres. Multi-family residential land uses comprise 56 percent of all neighborhood parcels and occupy 40 percent of the total acres. Commercial land uses comprise 26 percent of all neighborhood parcels and 44 percent of the total acres.



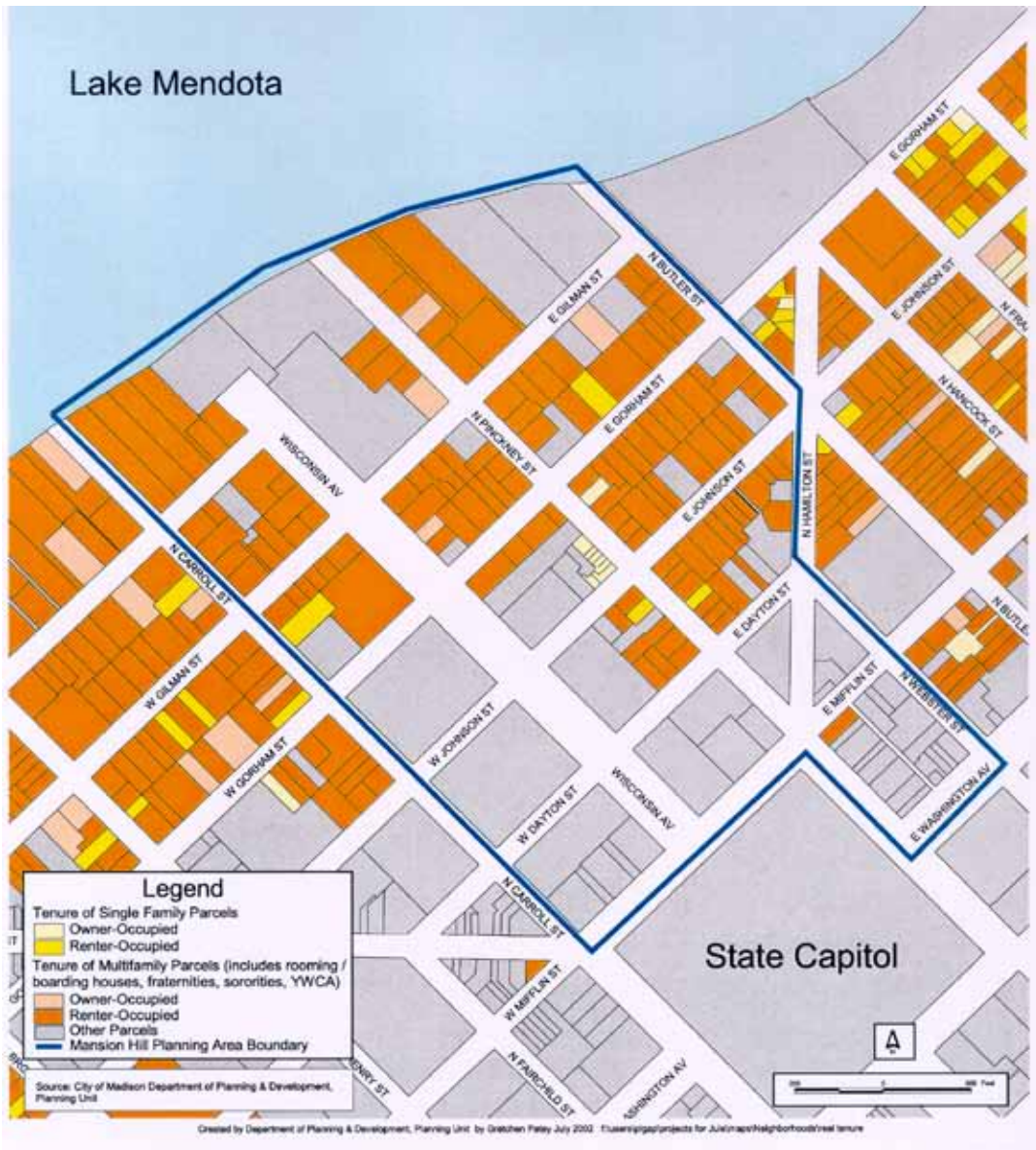
## Land Use Maps

The next section of the plan includes several maps that summarize key aspects of Mansion Hill's existing land use pattern are provided on the following pages. The maps include:

- 3.3-2 Owner-Occupied and Renter-Occupied Properties
- 3.3-3 Number of Dwelling for Units on each Parcel
- 3.3-4 Residential Density by Parcel
- 3.3-5 Residential Density by Block
- 3.3-6 Assessed Value
- 3.3-7 Ratio of Total Assessment to Land Value
- 3.3-8 Ownership Patterns

### Map 3.3 -2 Owner–Occupied and Renter–Occupied Properties

This map illustrates the split between residential and non-residential land uses and the location of owner-occupied and renter-occupied residential properties in the Mansion Hill planning area. Approximately 45% of the planning area is residential.





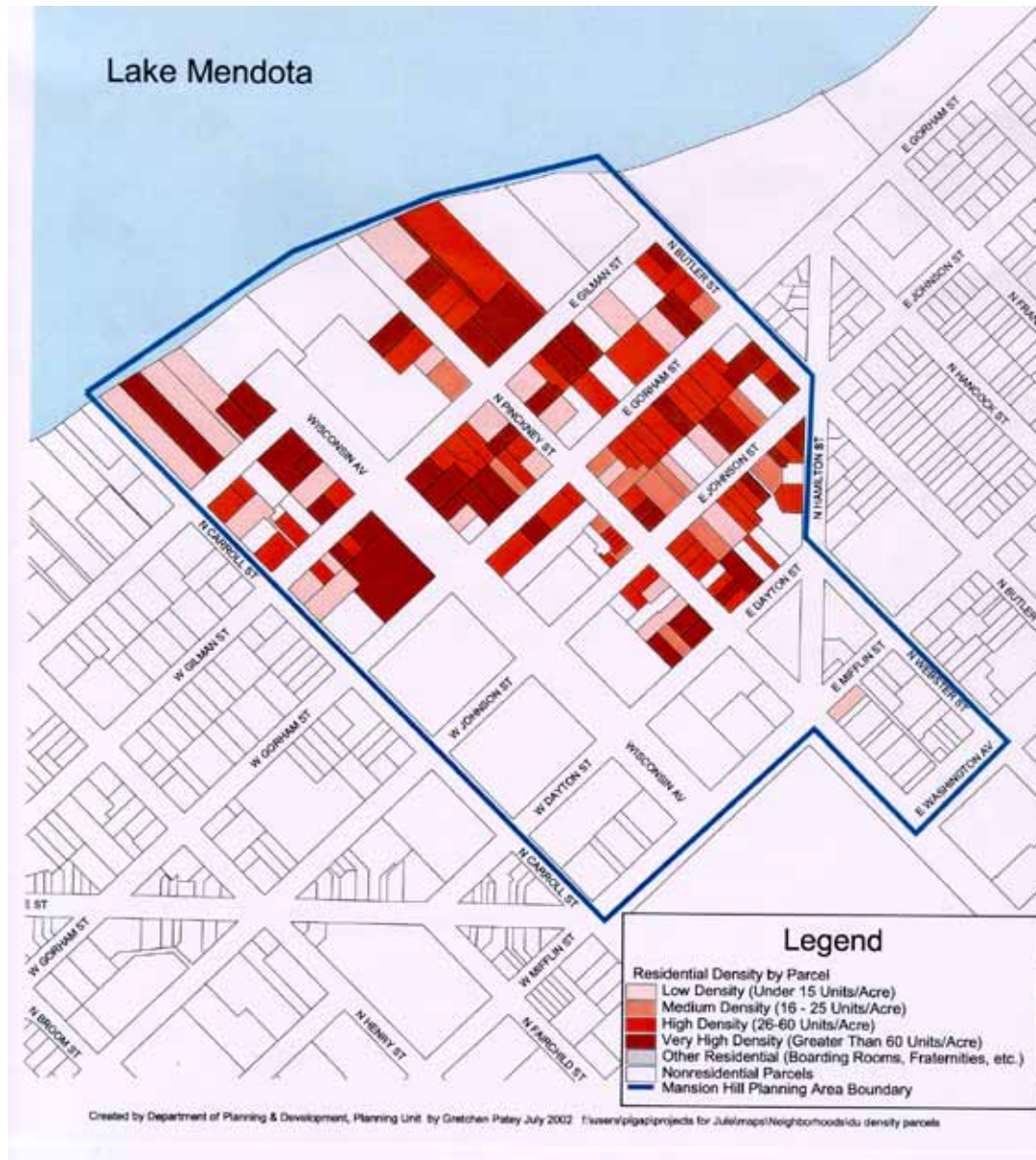
### Map 3.3 - 3 Number of Dwelling Units on Each Parcel

This map illustrates the number of dwellings that occupy each residential parcel in the Mansion Hill planning area. This map also illustrates how many of the residential structures, most of which were built before 1940 as single family homes or owner-occupied buildings, have been subdivided into multiple rental units.



### Map 3.3 - 4 Residential Density by Parcel

This map identifies the density for each residential parcel based on the density classifications established by the City of Madison and illustrates how each block includes a wide range of densities. It is easy to understand from this map how some residential parcels that have multiple dwelling units are too small to accommodate sufficient parking to support the tenant's needs.





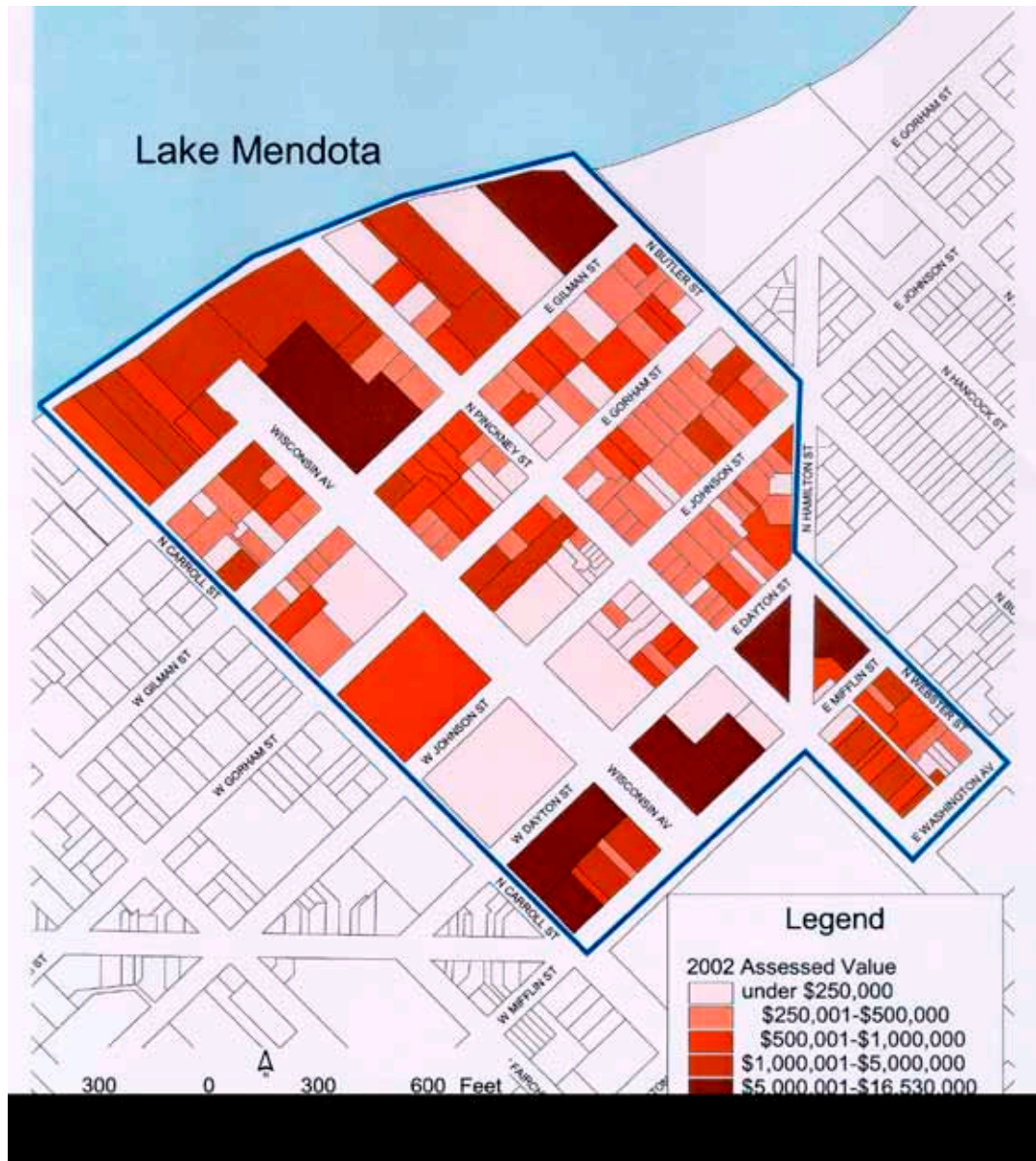
### Map 3.3 – 5 Residential Density by Block

This map illustrates the average density on each block per residential acre. Residential densities for each block range from High Density (40 to 60 units per acres) to Very High Density (60+ units per acre) based on density classifications established by the City of Madison. Historic densities for these blocks were in the low to medium density range prior to 1940.



### Map 3.3 - 6 Assessed Values

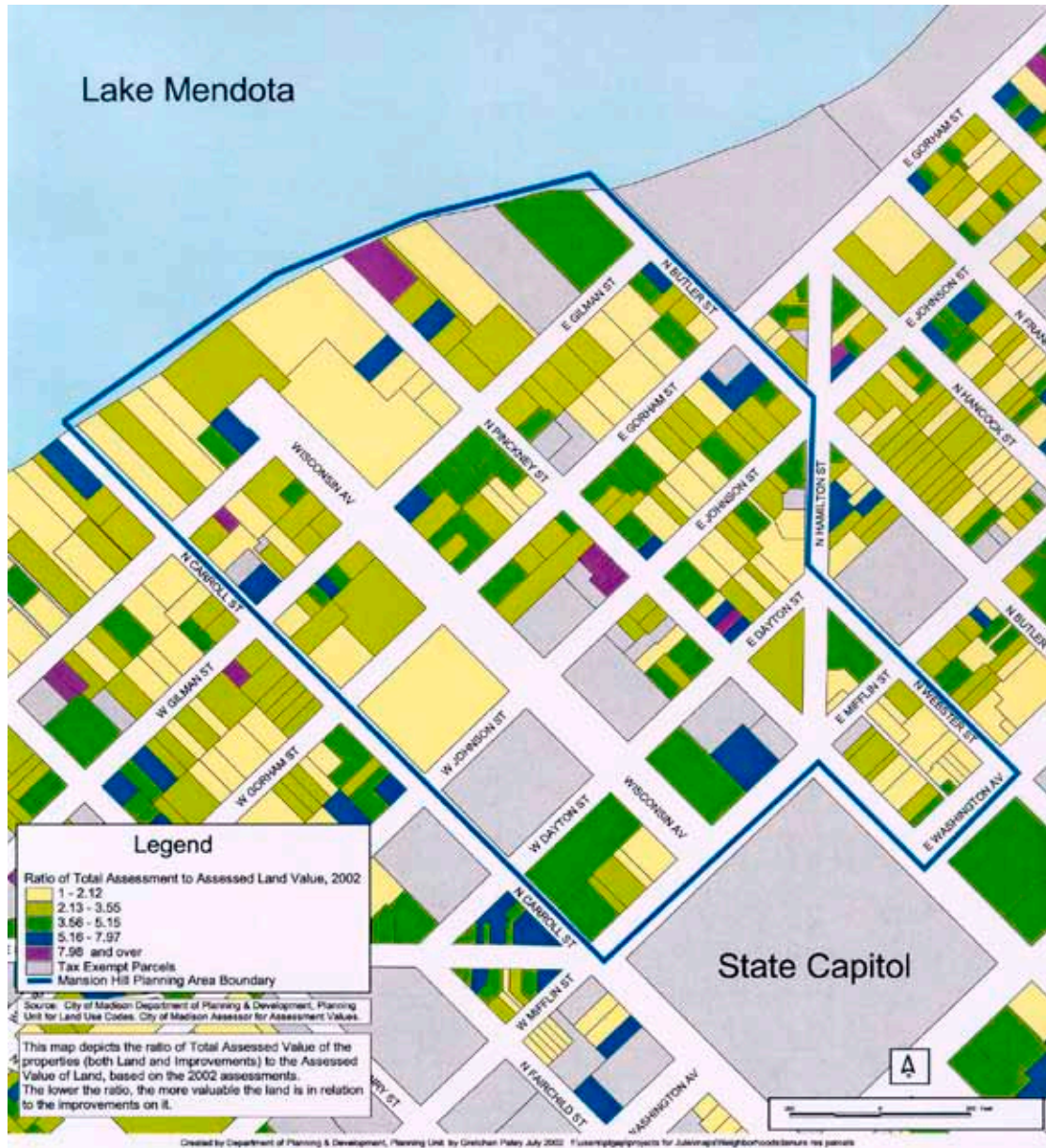
This map illustrates 2002 property assessments for all properties in the Mansion Hill planning area. Most residential properties were valued from \$250,000 to \$1,000,000 with a few lakefront residential properties valued over \$1,000,000.





### Map 3.3 - 7 Ratio of Total Assessment to Land Value

This map illustrates the ratio of total assessment to assessed land value by parcel. This map describes a key issue facing the neighborhood in converting rental properties to owner – occupied properties which is the high cost of land in relation to its improvements.



### Map 3.3 - 8 Ownership Patterns

This map illustrates the ownership patterns in the Mansion Hill planning area. It is interesting to note that a few property owners control multiple parcels in the neighborhood and one owner may control several contiguous parcels in the same block.



### 3.4 Existing Zoning

There are a variety of zoning districts in the Mansion Hill Historic Neighborhood as illustrated in **Map 3.4 - 1**. Most residential properties are zoned either R6 or R6H and most commercial properties are zoned either C2 or C4. A few large office uses are zoned OR (Office Residential) and several properties are zoned PUD (Planned Unit Development).



Map 3.4 Existing Zoning

## Residential - R6 and R6H

R6 zoning allows for high density residential development and is a typical zoning classification for properties located in Downtown Madison and near the UW Campus. R6H zoning is reserved for properties located in historic districts. Properties zoned R6H in the Mansion Hill Historic District allow for higher residential densities, similar to R6 properties, but with restrictions on height, yard, and setbacks that are intended to preserve the historic character of the district. Buildings in the Mansion Hill Historic District are limited to a height of 50'. (Ordinance 28.08(14)(e))

## Office Residential – OR

A few properties, notably the Edgewater Hotel and the Verex Plaza, are zoned Office Residential (OR). This zoning classification provides for the integrated development of the residential, convenience shopping, hospitality, and offices in or near the Central City. The Edgewater Hotel addition is subject to restrictions having to do with view preservation and lakeshore access created in the ordinance vacating the public street right-of-way on the north end of Wisconsin Avenue.

## Commercial – C1, C2 and C4

There are three commercial zoning districts in the Mansion Hill Historic Neighborhood. The C1 Limited Commercial District, which only includes one property, is intended to provide for the shopping needs of nearby residents. The C1 district is typically located near residential neighborhoods and permitted uses are intended to satisfy the daily shopping needs of neighborhood residents. Certain types of offices are permitted in the C1 district but office uses are limited in size to limit the amount of traffic.

Several properties, located between Johnson Street and Dayton Street, are zoned C2 General Commercial District. This district, which is intended to accommodate the shopping needs of a much larger customer population, allows for a broad variety of retail, service, and office uses. Developments in the C2 district are not limited in size, with the exception of retail and hotel uses that exceed 50,000 square feet, which require conditional use approval.

The C4 Central Commercial District is located around the Capitol Square and is intended for uses that serve community, regional or statewide customers. A variety of retail, service, and office uses are allowed in the C4 district. Many C4 developments are mixed use developments with retail uses on the ground floor and residential or offices uses on the upper floors. All new buildings and any major alterations to existing buildings in the C4 district must be approved by the Urban Design Commission.

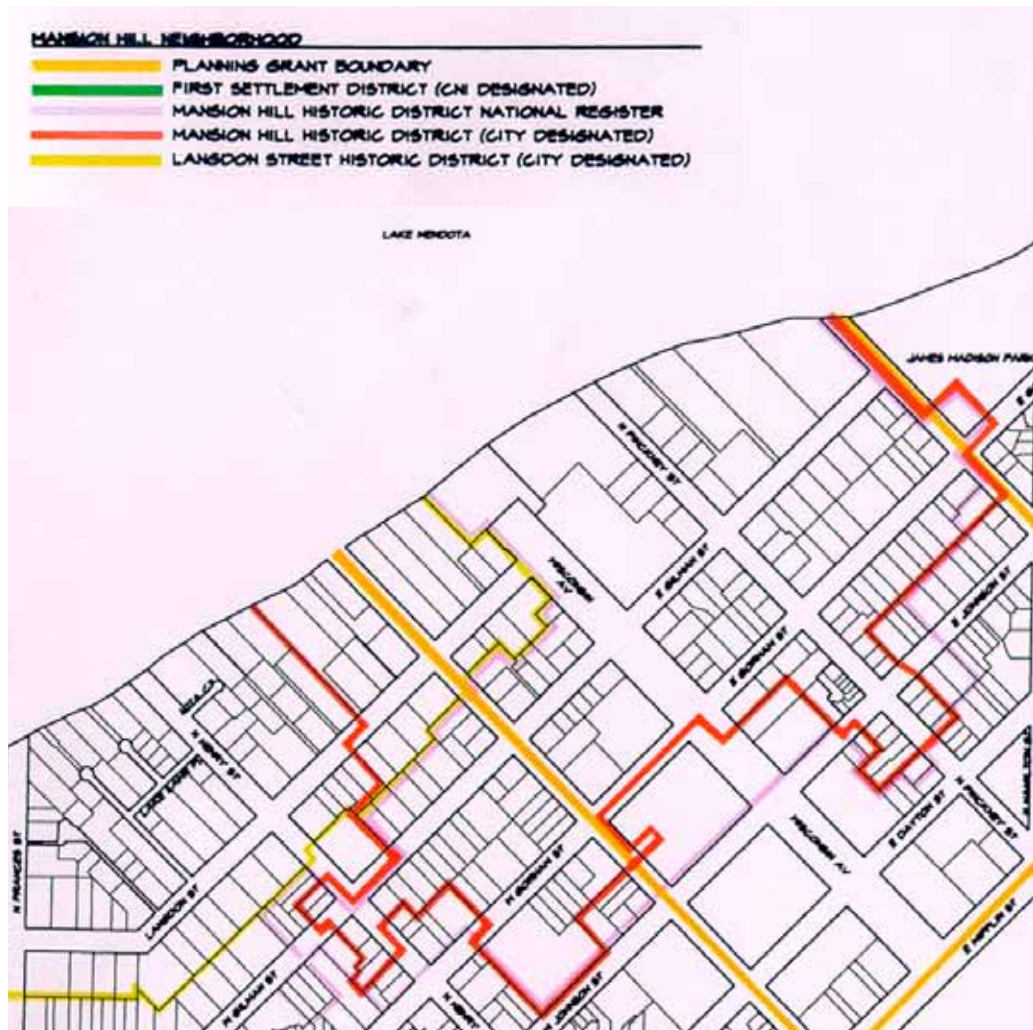
## Planned Unit Development (PUD)

Many properties in the Mansion Hill Historic Neighborhood have been approved as Planned Unit Developments (PUD). This zoning classification was established to allow for flexibility in building height, setbacks, open space, parking, etc in exchange for innovative and high quality designs that complement and enhance the use mix and character of the area. Approval of PUD developments requires a coordinated process of negotiations between the developer, City, and neighborhood.



### 3.5 Historic Districts

**Map 3.5 -1** identifies three historic districts that overlap within the Mansion Hill planning area, the Mansion Hill National Register Historic District, the Mansion Hill Local Historic District, and the Langdon Street Historic District.



Map 3.5-1 Historic Districts

## Mansion Hill National Register Historic District

The boundaries of the Mansion Hill National Register Historic District, created in 1976, are close but not contiguous to the boundaries of the Mansion Hill Local Historic District. There are 14 properties located in the Mansion Hill planning area (**Map 3.5 -2**) that have been designated National Register Historic Landmarks.

- 422 North Henry Street: Braley House (1876)
- 423 North Pinckney Street: H.K. Lawrence/Robert Bashford House (1855)
- 424 North Pinckney Street: Alexander A. Mc Donald House (1857)
- 1 North Pinckney Street: Mason – Baker Commercial Block (1871)
- 315 North Carroll Street: Steensland House (1896)
- 1 East Gilman Street: Quisling Towers Apartments (1937)

- 130 East Gilman Street: Julius T. White House A.K.A The Old Executive Mansion (1856)
- 300 East Gorham Street: Gates of Heaven Synagogue (1863)
- 301 Wisconsin Avenue: Masonic Temple (1923-25)
- 315 Wisconsin Avenue: First Church of Christ Scientist (1929)
- 101 East Mifflin Street: Belmont Hotel (1923)
- 117 East Mifflin Street: Wakeley-Giles Building (1869)
- 114 State Street: Lamb Building (1905)
- 216 State Street: Orpheum Theater (1925-27)

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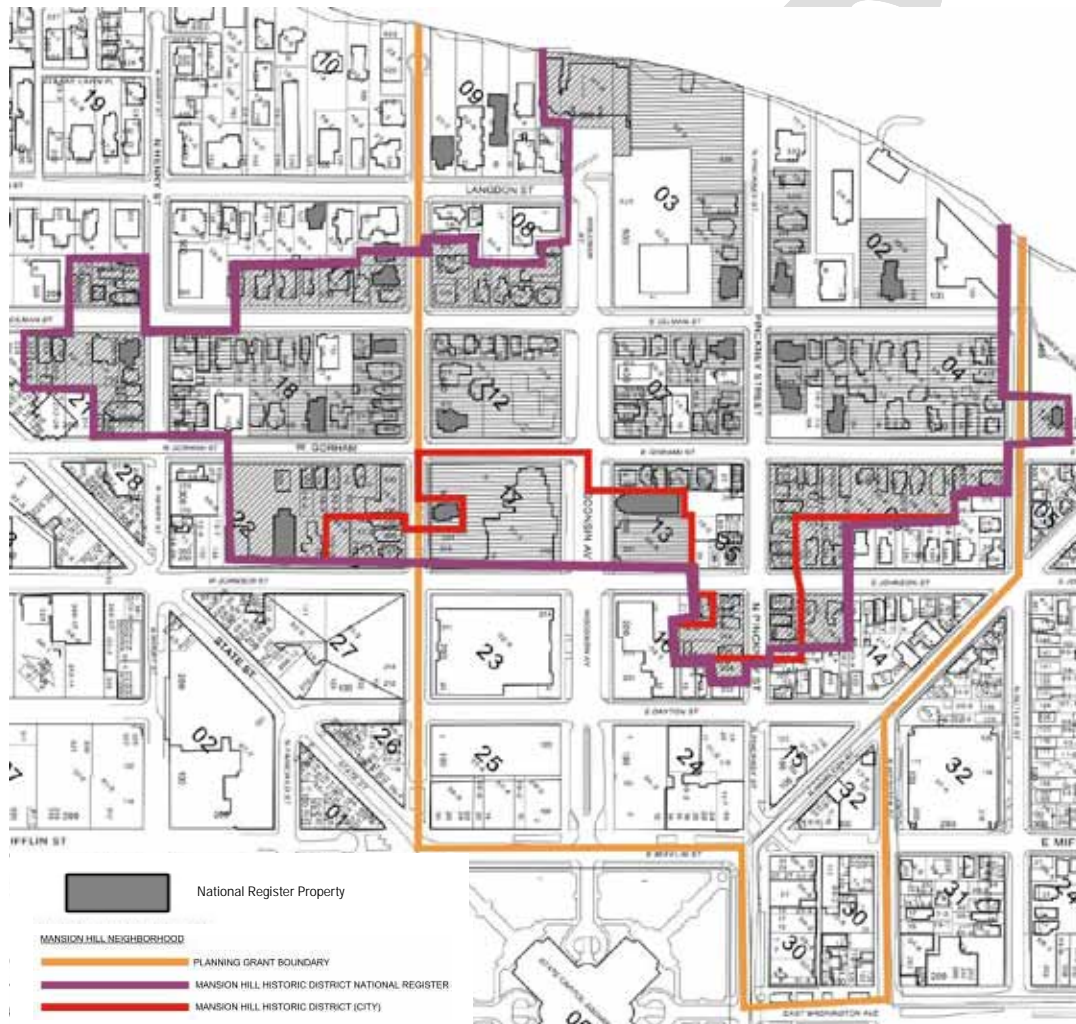


## Mansion Hill Local Historic District

The Mansion Hill Local Historic District, established by the City of Madison in 1976, extends beyond the boundaries of the Mansion Hill planning area into the State-Langdon District. The Mansion Hill Neighborhood includes 30 designated City of Madison landmarks, with 19 of these landmarked properties located in the Mansion Hill Local Historic District.

## Langdon Street National Historic District

The Langdon Street National Historic District, established by the City of Madison in 1986, overlaps the Mansion Hill Local Historic District in the northwest corner of the Mansion Hill planning area.



Map 3.5-2 Local Historic Districts

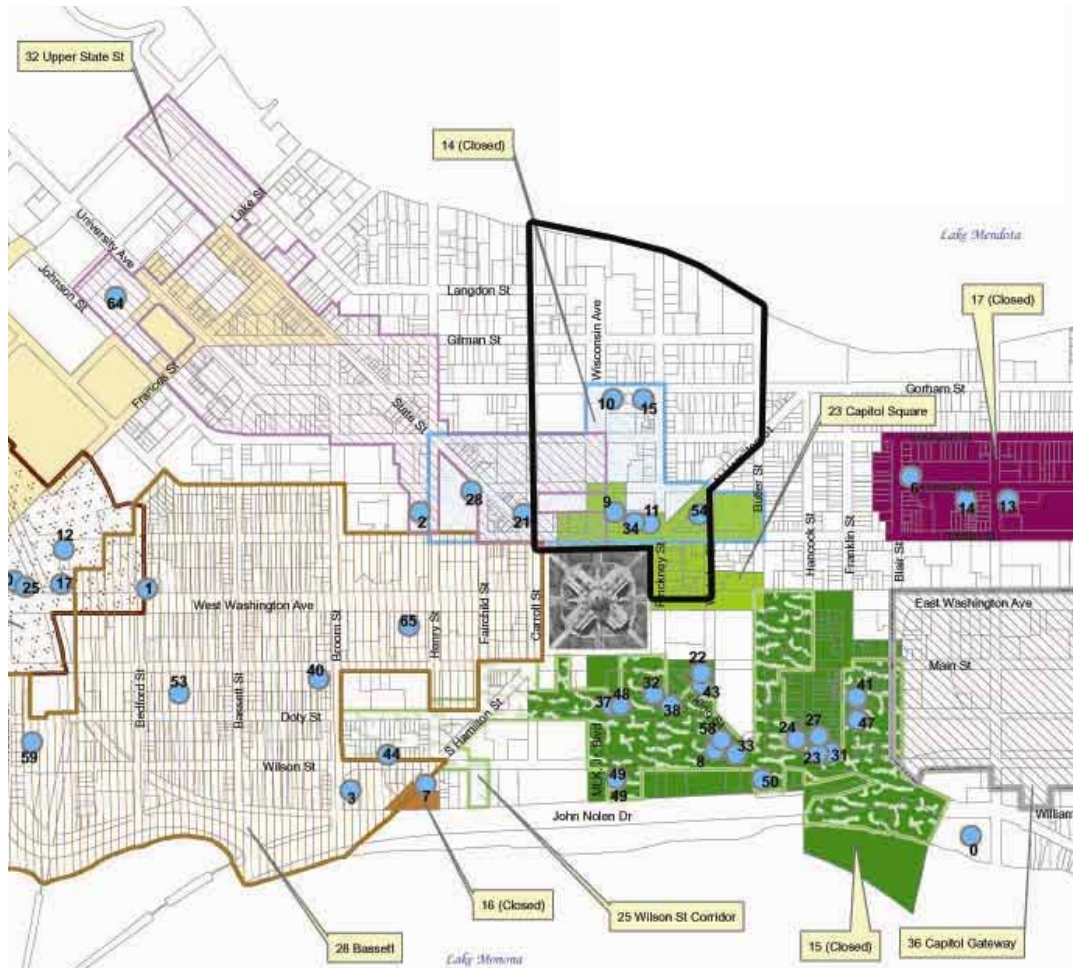
## Locally Landmarked Buildings within the Mansion Hill District

424 North Pinckney Street: Pierce House, 1857-58 (Landmarked 1971)  
28 East Gilman Street: Keenan House, 1858 (Landmarked 1971)  
130 East Gilman Street: Old Executive Residence, 1855 (Landmarked 1972)  
423 North Pinckney Street: Bashford House, 1857 (Landmarked 1972)  
510 North Carroll Street: Van Slyke House, 1859 (Landmarked 1972)  
104 East Gilman Street: Kendall House, 1855 (Landmarked 1972)  
102 East Gorham Street: Keyes House, 1853-54 (Landmarked 1972)  
116 East Gorham Street: Timothy Brown House, 1864 (Landmarked 1972)  
401 North Carroll Street: Breese Stevens House, 1864 (Landmarked 1972)  
420 North Carroll Street: Mears House, 1871 (Landmarked 1972)  
300 East Gorham Street: Gates of Heaven Synagogue: 1863 (Landmarked 1974)  
315 North Carroll Street: Steensland House, 1896 (Landmarked 1974)  
1 North Pinckney Street: American Exchange Bank, 1871 (Landmarked 1975)\*  
422 North Henry Street: Braley House, 1876 (Landmarked 1976)  
315 Wisconsin Avenue: First Church of Christ Scientist, 1929 (Landmarked 1980)\*  
28 Langdon Street: Brown House, 1905 (Landmarked 1983)  
16 Langdon Street: Phi Gamma Delta House, 1829 (Landmarked 1983)  
114 State Street: Lamb Building, 1905 (Landmarked 1983)\*  
120 West Gorham Street: Wootton-Mead House, 1907 (Landmarked 1984)  
125 West Johnson House: Holy Redeemer Church, 1865-69 and School, 1892 (Landmarked 1983 and 1999)  
301 Wisconsin Avenue: Masonic Temple, 1923-25 (Landmarked 1993)\*  
1 East Gilman: Quisling Tower Apartments, 1937 (Landmarked 1993)  
101 East Mifflin: Belmont Hotel, 1923-24 (Landmarked 1993)\*  
117 East Mifflin Street: Wakeley-Giles Building, 1869 (Landmarked 1993)\*  
216 State Street: Orpheum Theater, 1925-27 (Landmarked 1998)\*  
101 North Hamilton: Draper Brothers Block, 1867 (Landmarked 2002)\*  
240 West Gilman Street: Woman's Building, 1906 (Landmarked 2004)\*  
7-9 North Pinckney Street: Hobbins Block/Olson and Veerhusen Building, 1899 and 1906 (Landmarked 2008)\*  
21-23 North Pinckney Street: Maeder Building/Ellsworth Block, 1871 (Landmarked 2008)\*  
25-27 North Pinckney Street: Winterbotham Building, 1897 (Landmarked 2008)\*

*\*Not within the Mansion Hill Local Historic District*

### 3.6 Tax Incremental Finance Districts (TID)

**Map 3.6 -1** identifies the three Tax Incremental Finance Districts (TID) located within the Mansion Hill planning area: TID 14 (no longer active), TID 23 (Capitol Square), and TID 32 (Upper State Street).



### 3.7 Transportation and Parking System

The Mansion Hill Historic Neighborhood is well connected to the Downtown, community and the region by a multi-modal transportation system that includes automobile, pedestrian, bicycle, and transit facilities.

## Automobile Circulation

The Mansion Hill Historic Neighborhood is bisected by arterial streets, collector streets, and local streets. Traffic counts in the Mansion Hill Historic Neighborhood are higher than other residential areas because the neighborhood is adjacent to the Downtown and the University of Wisconsin and there are limited transportation routes available through the Isthmus. Generally, traffic counts have increased on most neighborhood streets (**Appendix A2**). The following list provides a summary of the arterial and collector streets within the neighborhood planning area:

- Johnson Street and Gorham Street are one-way arterial streets that provide multi-modal access for the Downtown and the UW Campus and are commuter routes through the Isthmus. The 2006 Average Weekday Traffic (AWT) for these streets is approximately 25,000 vehicles in the Mansion Hill planning area.
- Wisconsin Avenue serves as a primary north-south street between the Capitol Square and the Johnson/Gorham one-way pair. Wisconsin Avenue also provides connections to Gilman Street and Langdon Street which serve as access streets to State Street and the UW Campus. The 2006 AWT for Wisconsin Avenue is approximately 9,750 vehicles between the Johnson/Gorham one-way pair.
- Dayton Street and Webster Street are part of the Capitol Loop system around the Capitol Square with connections to Wisconsin Avenue and the Johnson/Gorham one-way pair. The 2006 AWT for these streets approach 16,000 vehicles within the Mansion Hill planning area.
- Langdon Street is a connecting street to State Street and the UW Campus with a 2006 AWT that exceeds 9,000 vehicles.
- North Carroll Street between Johnson Street and West Gorham Street has a 2006 AWT that exceeds 3500 vehicles. The AWT decreases to 1600 vehicles north of Gorham Street.
- West Gilman Street is a connecting street to State Street with a 2006 AWT that exceeds 3500 vehicles. East Gilman Street is a local street that provides access to two large employment uses, National Guardian Life Insurance and the Verex Plaza. The 2006 AWT for East Gilman Street is approximately 2500 vehicles.

## Pedestrian System

The Mansion Hill Historic Neighborhood is a compact neighborhood with a well-defined grid street system that supports walking and biking. For a neighborhood to feel walkable, destinations that support the daily needs of residents (retail shops, workplaces, schools, churches, and parks) should be located within a quarter mile or five-minute walking radius. This five-minute walk, which is often referred to as a pedestrian shed, is the basic structure for organizing a healthy neighborhood. **Map 1.2 -1** illustrates pedestrian shed for the Mansion Hill Historic Neighborhood which includes State Street, Capitol Square, James Madison Park, and other neighborhoods.

## Bicycle System

The Mansion Hill Historic Neighborhood is well-connected to the City's bicycle route system. Designated bicycle lanes are located on Johnson Street and Gorham Street and the Capitol Square. Wisconsin Avenue and Langdon are identified as streets that are suitable for bicycle travel with no designated bicycle lanes. Bicycle routes through the neighborhood provide connections to Madison's larger community wide bicycle trail system, including the Capitol City Trail, Isthmus Bicycle Trail, and the UW Lakeshore Path.

## Parking System

The parking supply available in the Mansion Hill Historic Neighborhood is comprised of private off-street surface parking lots, public off-street surface parking lots and parking ramps, and public on-street parking spaces. There is currently a deficiency of residential parking in the neighborhood with approximately 800 dwelling units served by approximately 550 off-street surface parking stalls (**Appendix A3**). This deficiency is caused by a variety of factors including that the neighborhood was built before the automobile was the primary mode of transportation, that the neighborhood has been intensively infilled, and that historic single family homes are now occupied by multiple tenants, mostly students, who may each have their own automobile.

Parking demand that cannot be met on each residential parcel and commercial parcels spills over onto neighborhood streets. The availability of the on-street parking supply for residential use is also affected by employee, special event, and visitor parking demand for these spaces. A popular event at the Edgewater Hotel often produces a demand for street parking that exhausts every available parking space in the district since there is not a nearby public ramp. On-street parking availability is also affected by time limit restrictions. On-street parking permits are available to neighborhood residents to allow for the extended use of on-street parking. These parking permits are oversold related to the available spaces.

In addition to the public on-street parking supply, there are two public parking ramps located on the neighborhood borders, the State Street Ramp (North Carroll Street and West Johnson Street) and the Capitol Square North Ramp (North Butler Street and East Mifflin Street). These ramps are not available for overnight residential parking.

There are also approximately 1500 off-street surface parking stalls located in the neighborhood that are used for commercial, institutional, or non-residential purposes. Some of these stalls are available for shared residential parking use by formal or informal agreement.

## 3.8 Parks and Open Space

There are several public open spaces located within or directly adjacent to the Mansion Hill Historic Neighborhood.

### Period Garden Park

This .17 acre pocket park, located at the corner of North Pinckney Street and East Gorham Street, was originally the front lawn of the historic Elijah Keyes residence. In 1972, neighborhood residents and community leaders established a non-profit corporation to purchase this property in response to a proposal to develop the property for a large apartment building. The park is landscaped and furnished in a manner consistent with its historic surroundings.

### James Madison Park and Beach

Mansion Hill overlooks the expansive 13 acre James Madison Park located immediately east of the neighborhood on Lake Mendota. James Madison Park which includes a swimming beach and the historic Bernard Boat House, provides for a range of passive recreation activities and is heavily used by students, neighborhood residents, and downtown employees and visitors.

### Capitol Square

Located on the southern border of the neighborhood, the State Capitol lawn is a popular public open space and gathering place that attracts downtown employees and visitors and neighborhood residents on a daily basis. A variety of special events are staged year round on the Capitol Square including the Saturday Dane County Farmers Market (April to November) and the popular Concerts on the Square (July). Capitol Square events are popular attractions for downtown residents and employees as well as City, County and statewide visitors.

### Old Executive Mansion

This large open space, located at 130 East Gilman Street, is part of the original Executive Mansion built in 1856 that was home to 17 governors. The site extends from Gilman Street to Lake Mendota and includes the Dane County Lake Rescue Station.

## **CHAPTER 4: KEY PLANNING ISSUES**

The following section of the plan summarizes the key planning issues for the Mansion Hill Historic Neighborhood based on the analysis of the existing conditions and public input received at neighborhood forums, focus groups, and stakeholder interviews.

### **Historic Preservation**

Neighborhood residents strongly believe that the historic character of their neighborhood must be preserved and protected. Key issues affecting the historic character of the neighborhood include incompatible alterations to historic buildings; poor property maintenance; unsightly parking; lack of landscaping; new construction that is out of character with existing historic buildings; lack of financial incentives for historic improvements; lack of knowledge and appreciation about historic values; and neighborhood areas that are not part of the Mansion Hill Historic District where existing zoning may allow incompatible property alterations. In order to succeed the historic district must be valued as a place to live.

### **Lack of Owner-Occupied Housing**

One of the most important issues raised by neighborhood residents throughout the planning process is the lack of owner-occupied housing. Attracting residents who can make a long-term commitment to the neighborhood is critical to preserving the historic character and the quality of life of the neighborhood. Key factors that may contribute to the low percentage of ownership housing include the high cost of property; deteriorating condition of properties; student residents; traffic; lack of parking; and crime and safety issues. Another key concern is that acquisition of property by owner occupants is difficult because many properties are sold without being placed on the market. In addition homes are being valued as income property which makes them overpriced for most people for owner occupancy.

### **Inappropriate Redevelopment Pressures**

Redevelopment is occurring in Downtown Madison and across the Isthmus and Mansion Hill is experiencing its share of development pressure. Neighborhood residents are concerned about the acquisition of multiple properties on the same block and the prospect of having to oppose development proposals which if implemented would destroy part of the historic fabric of the neighborhood. While residents are open to selective, sensitive infill as one way to increase owner-occupied housing, it must be of a size, scale, mass, and design that is compatible with Mansion Hill historic character and must not be done if it means sacrificing historic buildings or street end lake views.

### **Traffic**

Traffic is increasing on neighborhood streets and residents are concerned about the effect that this traffic has on the residential character and quality of life of the neighborhood. Specific concerns include traffic congestion; traffic noise and speed; cut through traffic on residential streets; bicycle and pedestrian safety; and the barriers that arterial streets present to pedestrian connectivity. Last century conversions of streets which were designed to be two-way streets to accommodate one-way traffic make these portions of the neighborhood less desirable to long-term residents.



## Parking

There is a deficiency of off-street parking for neighborhood residents due to both the transition of historic single family homes to multiple tenant dwellings and the intensive infill and redevelopment which has occurred in the neighborhood. There is also a limited supply of on-street parking available for residential use due to employee and visitor parking demands and a lack of enforcement of both two-hour parking restrictions and residential permit parking. Neighborhood residents also cited the appearance of private, off-street parking areas as having a negative effect on the neighborhood's aesthetic and historic character.

## Streetscape Character

Public and private streetscape improvements that impact the historic character of the neighborhood are a concern to neighborhood residents. Residents cited several streetscape issues related to private property that include incompatible alterations to historic building facades; unscreened trash areas; bicycle and moped parking in front yards; driveway expansions and loss of landscaping; inappropriate lighting; the proliferation of rental signs; and lack of signage about the history of the neighborhood and historic buildings. Concerns about the public streetscape include unsightly and poorly landscaped terraces; overhead wires; insensitive street tree pruning; unattractive street lighting; and the lack of pedestrian scale lighting. There is also a general concern about the eroding visual character of neighborhood edges such as Dayton Street.

## Community Issues

Many issues that affect the character and quality of life of the Mansion Hill Historic Neighborhood also affect other Downtown and Isthmus neighborhoods. Key issues include the design of arterial and collector streets that can balance traffic efficiency with pedestrian and bicycle safety and with land use goals; parking solutions that can balance the needs of downtown residents with the needs of downtown employees and visitors; policies and plans that encourage historic preservation, owner-occupancy, and affordable housing; and acquisitions and improvements that can allow for appropriate levels of public access to Lake Mendota. Maintaining the remaining public view sheds of the lake and the Capitol is a concern and a value for the whole community and one which is also a neighborhood priority and which benefits the neighborhood by increasing the confidence necessary to support and encourage owner occupancy and restoration of historic properties. Resolution of these issues where there may be inconsistencies or conflicts will require updates to community plans and policies in order to balance the needs of neighborhoods with broader community interests.



## CHAPTER 5: NEIGHBORHOOD VISION AND GOALS

This section of the Mansion Hill Historic Neighborhood Plan summarizes the neighborhood's 20 – 25 year vision based on the analysis of existing conditions, public input, and planning issues identified in the previous chapters.

### 5.1 Mansion Hill Vision

In the next 20 – 25 years, the Mansion Hill Historic Neighborhood will undergo many positive changes to achieve the vision identified by the neighborhood at the outset of the neighborhood planning process.

*The Mansion Hill Historic Neighborhood, founded in 1850, is committed to being a neighborhood recognized by the people of the City of Madison and the State of Wisconsin as a historic jewel; continuing the preservation and restoration of the neighborhood; and having a clean, safe community with more friends and neighbors while keeping growth compatible with the heritage and pride of Mansion Hill.*

The following changes will occur:

A gradual increase in owner-occupied housing will occur throughout the neighborhood with a goal of 50 % owner-occupancy. Many renter-occupied buildings will be converted to owner-occupied buildings and new, historically sensitive infill developments will provide high quality housing choices for new owners and long-term renters. While long-term renters are highly valued neighbors, owner occupants tend to maintain their properties better than do absentee landlords.

Residential density in the Mansion Hill Historic Neighborhood will be decreased as historic properties that have been converted to multiple tenant apartments transition back to owner-occupied properties. Newer, large apartment buildings that are scattered throughout the neighborhood may also convert to condominiums with fewer and larger units.

The neighborhood will continue to have a mix of employment, institutional, and commercial uses that will contribute to the neighborhood's diversity and vitality. North of Dayton Street, no new non-residential uses or expansions will be added and some smaller, existing commercial uses will transition to residential uses. Mixed use commercial developments will expand around the Capitol Square and State Street with uses that will support the needs and quality of life of the neighborhood residents.

The Mansion Hill Historic Neighborhood will be recognized by the citizens of Madison and the State of Wisconsin as a historic jewel. Historic landmark properties and contributing properties will be preserved and restored. Existing non-historic properties will be improved with landscaping, building and site maintenance, and appropriate parking. New infill development and redevelopments will be compatible with nearby historic structures in height, scale, massing, site design, and architectural features. Where there is rear yard parking it should be well designed and attractive. Joint use agreements between property owners will provide for a shared parking supply that can serve the needs of neighborhood residents.

Automobile traffic on residential streets will decrease and pedestrian and bicycle travel through the neighborhood will be safe, attractive and enjoyable. Improved pedestrian

connections to Lake Mendota including a safe, well-lit lakefront path will enhance recreation opportunities for neighborhood residents. Neighborhood streets will be improved with historic pedestrian-scale street lights, historic signage, and attractive landscaping to distinguish and recognize Mansion Hill as a historic neighborhood.

## 5.2 Key Goals

The following four key goals have been established to support the implementation of the Mansion Hill vision. In the following chapters, recommendations for improving the Mansion Hill Neighborhood are presented based on each of these key goals.

**Goal:** Increase owner-occupancy and occupancy by long-term renters to assist the short-term and long-term stabilization, improvement, and maintenance of the Mansion Hill Historic Neighborhood.

**Goal:** Maintain and expand non-residential uses in the State Capitol Zone and on the south side of Dayton Street as part of the Mansion Hill Neighborhood's future land use mix to enhance the neighborhood's quality of life and improve the economic health and vitality of Downtown Madison and the City of Madison as a whole.

**Goal:** Preserve, define, and enhance the historic character of the Mansion Hill Historic Neighborhood.

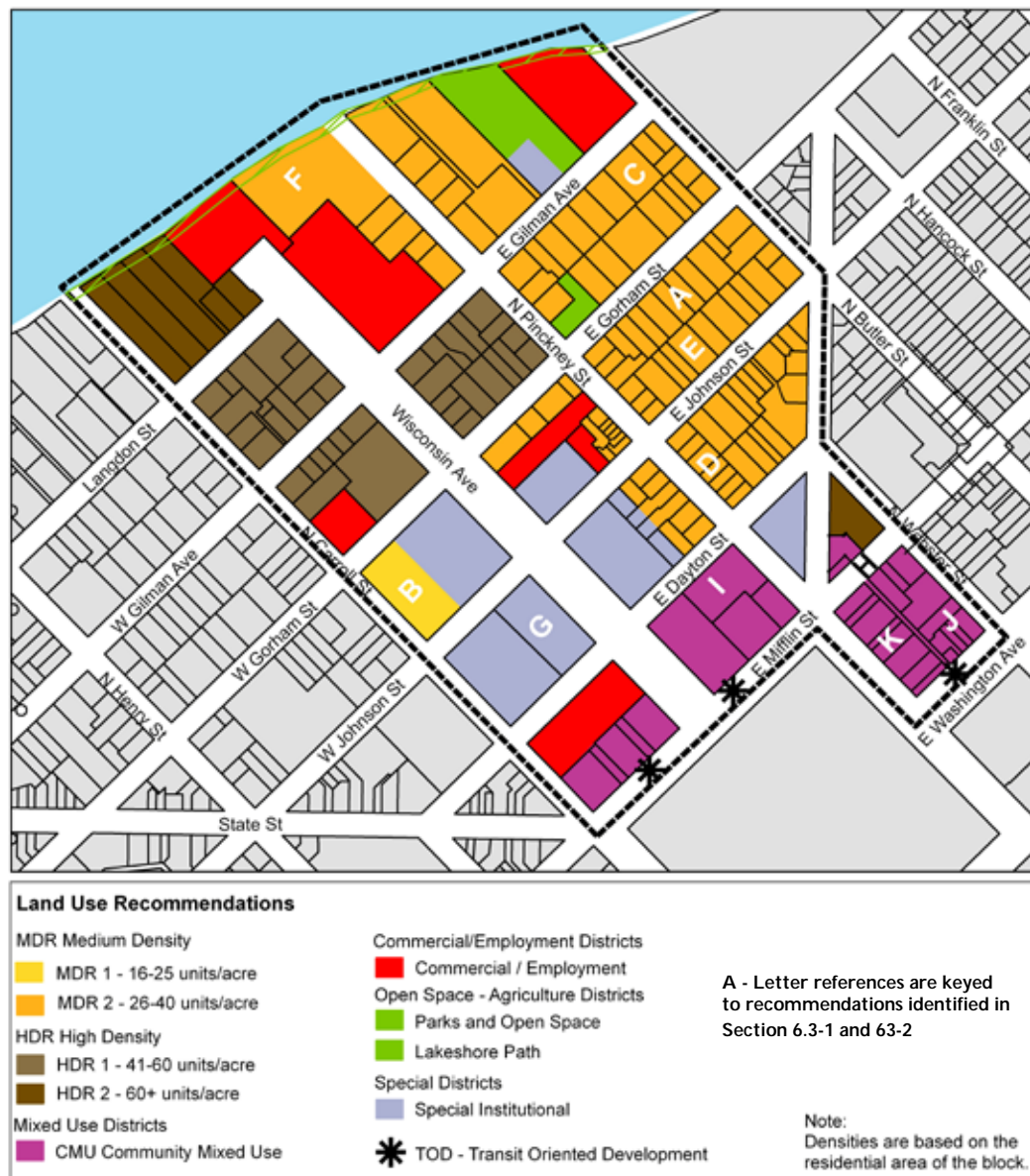
**Goal:** Improve the public infrastructure and physical environment of the Mansion Hill Historic Neighborhood to attract homeowners and long-term renters. Public improvements include such things as converting one-way streets back to two-way, convenient transportation options and parking, enhanced pedestrian and bicycle safety, streetscape beautification, and park and open space improvements.

## CHAPTER 6: LAND USE RECOMMENDATIONS

This section of the Mansion Hill Historic Neighborhood Plan includes the Future Land Use Plan and Land Use Recommendations in support of the neighborhood's 20 – 25 year vision.

### 6.1 Future Land Use Plan

**Map 6.1 -1** illustrates the Future Land Use Plan for the Mansion Hill Historic Neighborhood. This plan includes land use categories that have been established by the City of Madison as part of the 2005 Comprehensive Smart Growth Plan.



The Mansion Hill land use categories include the following:

MDR1 – Medium Density Residential, 16 – 25 Units/AC

MDR2 – Medium Density Residential, 26 – 40 Units/AC

HDR1 – High Density Residential, 41 – 60 Units/AC

HDR2 – Very High Density Residential, 60 + Units/AC

C – General Commercial (Office, Retail, Lodging, Employment)

CMU – Commercial Mixed Use (Retail, Office, Residential)

SI – Special Institutional (Schools, Churches, Civic Uses)

P – Parks and Open Space

\* Transit – Oriented Development (TOD).

The proposed residential land use categories reflect an overall reduction in average block density compared to what exists today (**Map 3.3 – 5**). This reduction will result from the gradual transition of multi-tenant rental properties to owner-occupied properties with a goal to reduce densities from a high to very high density range (greater than 40 units per acre) to a medium to high density range (26 to 60 units per acre). Further reduction in density will be difficult because of the presence of large apartment buildings scattered throughout the neighborhood that range in size from 12 units to 60 units. Some of these buildings, however, could see a reduction of units through a conversion to condominium ownership where smaller units may be combined to create fewer and larger units.

## 6.2 Land Use Zones

**Map 6.2 - 1** illustrates six zones that define the future of land use mix for the Mansion Hill Historic Neighborhood. The following summary includes a description of the desired land use mix and design character for each land use zone. The following summary includes a description of desired land use mix and design character for each land use zone.

### 1. Historic Residential Zone

This zone includes the historic residential core of the Mansion Hill Historic Neighborhood. Most existing buildings in this zone contribute to the historic character and texture of the neighborhood and should be preserved. The focus of the improvements in this zone include the preservation and restoration of historic properties and the rehabilitation of non-historic properties in a manner that complements the historic character of the neighborhood. Request for demolition of any building in this zone should be carefully reviewed to determine the value of the property to the neighborhood in terms of historic and architectural significance and its contribution to the fabric and texture of the historic district. No demolitions of pre-1950s dwellings should occur. Selective infill development may occur on sites currently occupied by surface parking lots or as replacement for structures built after 1950 that do not contribute to the historic character of the neighborhood. Heights for new buildings or additions to existing buildings should not exceed three stories. Any portion of the building that is occupied counts as a storey. Building and site designs should conform to the historic district standards and the Design Criteria which are an appendix to this document.

## 2. Lakefront Zone

The Mansion Hill lakefront is a mixed use zone that include two large office buildings, a hotel, and higher density residential properties located along Lake Mendota. Future improvements in this zone should include the transition of rental housing to owner-occupied housing, preservation of public and private open spaces, and the phased development of a public lakefront path between James Madison Park and North Carroll Street beginning with improvements to the existing street ends. Street end lake views and publicly owned street end property should be protected from development and all panoramic views should be retained. Selective residential infill development on the National Guardian Life Property may be considered up to 50 feet, including all mechanicals, as long as public lake views and lake views from existing buildings such as the National Guardian Life building are not obstructed.

## 3. Institutional Zone

This zone includes several institutional uses that occupy the four blocks fronting on Wisconsin Avenue between Dayton Street and Gorham Street. Institutional uses include Madison Area Technical College, Bethel Lutheran Church, the former First Church of Christ Scientist now occupied by a private business, and First United Methodist Church. Mansion Hill residents value these buildings and uses as community assets and defining features of the neighborhood that should be preserved as part of the long-term neighborhood land use mix. Building additions or redevelopment plans related to these properties should be compatible with the existing buildings and enhance the historic character of the adjoining properties. As in other parts of the Mansion Hill District, no pre-1950s buildings should be demolished and any changes or additions must adhere to historic district standards and design criteria. Existing setbacks along Wisconsin Avenue should be maintained.

## 4. State Capitol Zone

This zone includes the one block perimeter of the Capitol Square bordered by Dayton Street and Webster Street. Recent commercial and residential redevelopment has occurred on the blocks between Dayton Street and East Mifflin Street and some buildings have been built to the Capitol height limits. Parking ramps currently front on Dayton Street between Wisconsin Avenue and Webster Street. Future improvements along Dayton Street may include the replacement of ground floor parking with storefront retail to create a more pedestrian friendly street character for Dayton Street and a more attractive edge facing the Mansion Hill historic residential district. Any future infill development between Pinckney Street and Webster Street should maintain the historic buildings as well as the historic scale and character of the historic Pinckney Street and Mifflin Street blockfaces. Higher density redevelopment may occur at the southeast corner of the block bounded by East Mifflin, North Pinckney, East Washington and North Webster (i.e. the corner of East Washington Avenue and North Webster Street).

## 5. Wisconsin Avenue Zone

Wisconsin Avenue is one of Madison's most historic streets with dramatic views of the State Capitol and Lake Mendota. The street is characterized by a wide landscape terrace and a mix of institutional, commercial and residential uses. All pre 1950 buildings bordering Wisconsin Avenue should be maintained. Replacement of post 1950s buildings should be with buildings that maintain the charter of the street in terms of height, massing and setbacks. All existing setbacks should be maintained and improvements to front yard landscaping

should be made that enhance the visual character of the street. The view shed to Lake Mendota should be maintained.

## 6. Dayton Street Edge Zone

Dayton Street, east of Wisconsin Avenue represents an important visual transition between the higher density, mixed use commercial development around the Capitol Square and the Mansion Hill historic residential district. The neighborhood's priority is to restore and rehabilitate the existing buildings on the north side of Dayton Street to strengthen the historic identity for the neighborhood as viewed from this major travel corridor. Any new development or additions to existing buildings in this zone should occur only on the south side of the street (excepting the MATC property and the Methodist church property) and should complement the historic scale and character of existing buildings. New buildings or additions should not be built more than one story taller than directly adjoining buildings and no building should exceed 50 feet. New buildings or additions should be setback a minimum of 10 feet from the street to allow for a landscaped front yard. Any development or additions to the MATC property or the Methodist Church property should be limited to 50 feet and be in character with their surroundings.



Map 6.2-1 Land Use Zones

## 6.3 Land Use Recommendations

The following section of the plan includes a summary of land use recommendations. Each recommendation includes a priority ranking (high, medium, or low). This section of the Mansion Hill Historic Neighborhood Plan also provides a column which identifies the lead implementer. Recommendations that are location specific are coded to **Map 6.1 – 1: Future Land Use Plan**.

There are two important aspects of a successful implementation process: the creation of a organized and dedicated neighborhood association to undertake and monitor implementation projects; and the collaboration with key partners such as the City of Madison, State Historic Preservation Office, Madison Trust for Historic Preservation, Downtown Madison, Inc, and adjoining neighborhoods who can assist Mansion Hill in accomplishing their implementation goals.

It is also important to understand that implementation of plan recommendations will be contingent upon availability of funding, availability of City of Madison staffing and availability of significant volunteer efforts. Securing funding over time from a variety of sources and timing the implementation of key projects with other city projects will be important in successfully implementing the Mansion Hill Historic Neighborhood Plan.

### 6.3 .1 Residential Recommendations

**Goal:** Increase owner occupancy and occupancy by long-term renters to assist the short-term and long-term stabilization, improvement, and maintenance of the Mansion Hill Historic Neighborhood.

**Rationale:** The housing stock in the Mansion Hill Historic Neighborhood is roughly 94 percent renter-occupied, compared to 52 percent city-wide. The neighborhood believes there is an opportunity to increase owner occupancy in the neighborhood due to the number of historic buildings that have been converted to multi-tenant rental units, the recent construction of new student rental apartment buildings near the UW-campus, and the increasing appeal of neighborhoods like Mansion Hill that offer a mixed-use, historic, pedestrian friendly environment near the Downtown and the University. The following recommendations respond to these issues and opportunities with the intention of achieving a mix of high-quality housing choices for new owners and long-term renters that complements the neighborhood's historic character. None the strategies enumerated below will be achieved by accepting development that diminishes the historic and residential character of the neighborhood.

RECOMMENDATIONS	Priority	Lead Implementer
<b>Financial Strategies</b>		
1. Work with City of Madison to establish financial incentives that will assist in the acquisition, renovation, and rehabilitation of existing rental buildings and the conversion of rental properties to owner-occupied properties.	H	MH District of CNI and Department of Planning & Community & Economic



		Development (DPCED)
2. Work with the City of Madison and the State Historic Preservation Office to provide financial incentives for preservation and restoration of historic residential properties.	H	MH District of CNI and DPCED
3. Work with the City of Madison to designate the Mansion Hill neighborhood as a "neighborhood improvement district" with targeted educational, financial and building inspection programs focused on improving existing residential properties.	M	MH District of CNI and DPCED
<b>Marketing/Promotion</b>		
4. Establish a Mansion Hill web page as part of Capitol Neighborhood's website that provides information to potential new owners on purchasing and renovating existing buildings, information about financial programs, a list of qualified architects and contractors, and contacts within neighborhood property owners who have completed renovation projects and who are willing to serve as resources to new owners.	M	MH District of CNI
5. Work with the Madison Trust for Historic Preservation, Downtown Madison, Inc and the City of Madison to develop a marketing strategy focused on attracting new owners of all ages, professional and ethnic backgrounds, and income status to the neighborhood.	M	MH District of CNI and DPCED
6. Work with the University of Wisconsin to market the Mansion Hill Neighborhood to UW faculty and staff as a place to live.	H	MH District of CNI and DPCED
7. Work with the City to prepare a booklet on renovation and maintenance guidelines to distribute to all current property owners in the Mansion Hill Neighborhood.	H	MH District of CNI
<b>Safety/Quality of Life</b>		
8. Work with the University of Wisconsin to educate students that live off campus in residential neighborhoods like Mansion Hill about acceptable behavior.	H	MH District of CNI
9. Work with the Police Department to provide quick response to incidents of crime, excessive noise, and inappropriate behavior.	H	MH District of CNI & Police Department
10. Work with the City to assure that HVAC and other sources of ambient noise are minimized.	H	MH District of CNI and DPCED
<b>Rehabilitation/Historic Preservation</b>		
11. Work with the City to enforce building codes to prevent deterioration of existing residential properties in the neighborhood.	H	MH District of CNI and DPCED
12. Encourage property owners of existing rental housing to	H	MH District



rehabilitate and convert historic properties to owner occupied or responsible long-term rental residents.		of CNI and DPCED
13. Encourage the condominium conversion of large apartment buildings.	H	MH District of CNI and DPCED
14. Implement a comprehensive full-block preservation and rehabilitation strategy on Block 97 focused on converting rental housing to ownership housing similar to the Block 49 project in the Bassett Neighborhood. The goal of this project is to improve the physical environment in a way that will be conducive to residential ownership (see Concept Plan 1, page 44-45). Map code A, page 35.	M	Developers and MH District of CNI
15. Clearly communicate that pre-1950 buildings will not be moved or demolished whether actively or through neglect, anywhere within the Mansion Hill neighborhood.	H	MH District of CNI and DPCED
<b>Infill Development</b>		
16. Work with Bethel Lutheran Church on a new residential infill development project for the North Carroll Street blockface to include maintaining the historic Steensland home at its present location. Height, rhythm, massing and other attributes of such a development project must be in harmony with the historic district (see Concept Plan 2, page 45). Map code B, page 35.	M	MH District of CNI and DPCED
17. Promote residential infill development on the existing Verex Plaza surface parking lot at 139 East Gilman Street. Height, rhythm, massing and other attributes of such a development project must be in harmony with the historic district (see Concept Plan 3, page 46). Map code C, page 35.	M	MH District of CNI and DPCED
18. Promote residential infill development on an existing surface parking lot located at 209 North Pinckney Street. Height, rhythm, massing and other attributes of such a development project must be in harmony with the historic district. Map code D, page 35.	L	MH District of CNI and DPCED
19. Promote residential redevelopment of an existing one-story commercial building located at 122 West Johnson Street. Height, rhythm, massing and other attributes of such a development project must be in harmony with the historic district (see Concept Plan 1, page 44-45). Map code E, page 35.	L	MH District of CNI and DPCED
20. Work with National Guardian Life on the development of a residential plan. Such a development must not diminish public lake views (see Concept Plan 4, page 46). Map code F, page 35.	M	MH District of CNI and DPCED

### 6.3.2 Non-residential Recommendations

**Goal:** Maintain and expand non-residential uses in the State Capitol Zone and on the south side of Dayton Street as part of the Mansion Hill Neighborhood's future land use mix to enhance the neighborhood's quality of life and improve the economic health and vitality of Downtown Madison and the City of Madison as a whole.

**Rationale:** The Mansion Hill Neighborhood, like many downtown neighborhoods includes a mix of residential, commercial, and institutional uses. Mansion Hill residents value this diversity and recognize the importance of the neighborhood businesses and institutions to the economic vitality and quality of life of Downtown Madison. Mansion Hill is committed to the long-term success of neighborhood businesses and institutions while recognizing the need to work together to reduce effects on residential uses such as traffic on neighborhood streets, available parking supply, and neighborhood safety. The following recommendations identify opportunities to strengthen neighborhood businesses and institutions as a key part of Mansion Hill's land use mix.

RECOMMENDATIONS	Priority	Lead Implementer
<b>Marketing/Promotion</b>		
1. Establish and maintain a regular dialogue with Mansion Hill employers and businesses to promote a better understanding of their business needs. Work with the City of Madison and Downtown Madison, Inc to support improvements to neighborhood businesses that will ensure their continued viability and success. (Such businesses are primarily outside of the Mansion Hill Neighborhood.)	L	Business Community
2. Work with the City of Madison and Downtown Madison, Inc to attract new business to the Capitol Square area that will meet the needs of neighborhood residents.	H	Business Community
3. Encourage neighborhood residents to support Downtown businesses. (Such businesses are primarily outside of the Mansion Hill Neighborhood.)	H	MH District of CNI with Business Community & DMI
4. Encourage and support the continued growth of Downtown Madison as a residential, employment, retail, entertainment, and recreation center for Madison and the region in accordance with approved neighborhood plans.	L	MH District of CNI and DPCED
5. Maintain regular communication with Gilman Street and Wisconsin Avenue businesses to ensure that their operations and future growth plans are compatible with the residential neighborhood.	M	MH District of CNI
<b>Infill Development/Rehabilitation</b>		
6. Work with MATC on guidelines for the future expansion to the MATC building over its Wisconsin Avenue parking lot. A new	H	MH District of CNI and

building should be built no higher than the existing building and should include uses that are complementary to MATC. The design of the new building should retain the historic "portal" as the main entrance on Wisconsin Avenue and maintain the existing Wisconsin Avenue setback to allow for landscaping and open space improvements. Map code G.		DPCED
7. Promote the revitalization of East Mifflin Street between North Pinckney Street and North Webster Street including façade restorations, pedestrian streetscape amenities, retention of existing businesses including the Bartell Community Theater, and the recruitment of new complementary businesses. Map code H, page 35.	M	MH District of CNI and DPCED
8. Potential redevelopment of the south side of Dayton Street between Wisconsin Avenue and North Webster Street. Redevelopment should consider the replacement of part of the existing street level parking with retail storefronts that will enhance the pedestrian character of Dayton Street. Redevelopment should complement the character of residential uses on the north side of Dayton Street. Map code I, page 35.	M	MH District of CNI and DPCED
9. Potential redevelopment of the MATC ramp. Redevelopment should consider the replacement of part of the existing street level parking with retail storefronts that will enhance the pedestrian character of Carroll Street. Redevelopment should complement the character of residential uses on Carroll Street.	M	MH District of CNI and DPCED
10. Promote the high density, mixed use development with enclosed parking and street level retail uses on the northwest corner of the intersection of North Webster Street and East Washington Avenue. Map code J, page 35.	L	MH District of CNI and DPCED
11. Preserve the historic character of North Pinckney Street facing the State Capitol. Map code K, page 35.	H	Plan Commission & City Council

## 6.4 Concept Plans

The following concept plans illustrate possible improvements to specific sites in the Mansion Hill Historic Neighborhood.

### Concept 1: Block 97- Comprehensive Full Block Improvements (Recommendation # 15).

**Map 6.4 – 1** illustrates a comprehensive full block improvement strategy for Block 97 focused on improving the physical environment of the block in a way that will be more conducive to residential ownership. This is a key block that offers the opportunity for comprehensive and coordinated improvements because one owner controls almost one half of the properties on the block.

The approach to comprehensive improvements should be modeled after Block 49 in the Bassett Neighborhood which, under the majority control of McGrath Associates, has seen a dramatic increase in the number of owner-occupants over the past decade. This change was the result of comprehensive improvements that included:

- The preservation, restoration and conversion of existing 2 – 4 unit buildings to condominiums and owner-occupied properties.
- Selective infill condominium developments that complement the scale and character of the block.
- The consolidation of existing rear yard parking with new, enclosed and surface parking that provides at least one parking stall per unit.
- Expansion of landscaping and open spaces for each lot.
- The addition of historic, pedestrian-scale lighting standards on all streets.

The central feature of the Block 97 comprehensive approach is to consolidate the rear parking supply into a 60' wide improved parking area (paving, lighting, landscaping, stormwater infiltration areas, etc) at the center of the block and the expansion of rear yard open spaces and landscaping for all buildings. A 15' to 20' grade difference across the block provides the opportunity to construct one level of parking with access from East Gorham Street and one level of parking with access from East Johnson Street. The total parking supply can be shared in common to support block-wide parking needs while providing additional parking that can serve the needs of residents on other blocks.

The following potential improvements are keyed by number to **Map 6.4 -1**:

1. Two–levels of structured parking with access to the upper level from East Johnson Street and access to the lower level from East Gorham Street. Expansion of rear yard landscaping and open spaces for all lots.
2. Potential access drives to parking levels.
3. Rehabilitation/restoration of existing residential buildings and conversion from rental to owner-occupied housing.
4. Infill development of 122 East Johnson Street for a 2 – 3 story residential building that is consistent with the historic scale and character of the block.
5. Potential condominium conversion of existing apartment buildings.
6. Potential conversion of existing commercial uses to residential uses.



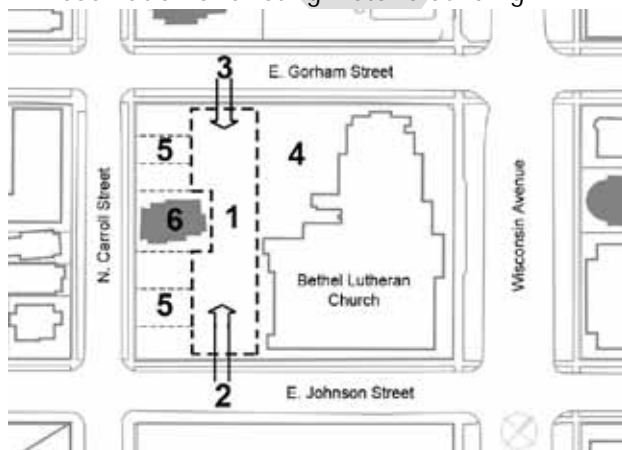
Map 6.4-1 Block 97 Comprehensive Full-Block Improvements

### Concept Plan 2: Bethel Lutheran Church Site

**Map 6.4 – 2** illustrates the potential to redevelop the west side of the Bethel Lutheran Church site to create a continuous residential blockface along North Carroll Street. This improvement can be accomplished by reconstructing the existing surface parking lot to create a 2 – level parking structure similar to the Block 92 Masonic Block redevelopment project. The lower level of parking would be accessed from East Johnson Street and the upper level would be accessed from East Gorham Street. The parking structure will maintain the existing church parking supply and provide additional parking to support the new residential uses. Infill development, which should include the preservation of the existing mid-block historic building, could be targeted for new construction and/or the relocation of historic homes that are displaced in the Downtown or adjoining neighborhoods.

The following potential improvements are keyed by number to **Map 6.4 – 2**:

1. Underground parking.
2. Lower level parking access from East Johnson.
3. Upper level parking access from East Gorham Street.
4. Surface parking and landscaping.
5. New infill residential building in scale and character with the west side of North Carroll Street.
6. Preservation of existing historic building.



Map 6.4-2 Bethel Lutheran Church

### Concept Plan 3: Residential Infill Development for 139 East Gilman Street

**Map 6.4 – 3** illustrates the potential coordinated development of two parcels: a residential infill development that replaces the existing surface parking lot at 139 East Gilman Street and a new driveway on 140 East Gorham Street that provides access to an enclosed parking level below 139 East Gilman Street. The enclosed parking will replace existing office parking and provide additional parking for new residential uses. This project could also include the historic preservation and rehabilitation of 130 East Gorham Street.

The following potential improvements are keyed by number to Map 6.4 – 3:

1. New residential buildings in scale and character with the East Gilman blockface.
2. Enclosed parking below the new residential infill development.
3. New driveway to access enclosed parking.
4. Preservation of existing historic building and site.



Map 6.4-3 Residential Infill Development

### Concept Plan 4: Lakefront Residential Development

**Map 6.4 – 4** illustrates the potential development of new medium density condominiums on the National Guardian Life (NGL) site. The new residential development replaces one bay of the existing surface parking lot on North Pinckney Street and part of the existing NGL open space. The new residential development should be built into the slope grade in a manner that maintains lake views from the NGL building. Enclosed parking for new residents and NGL employees can be built below the new residential building with access from Wisconsin Avenue. The Wisconsin Avenue access to parking will limit additional traffic on North Pinckney Street.

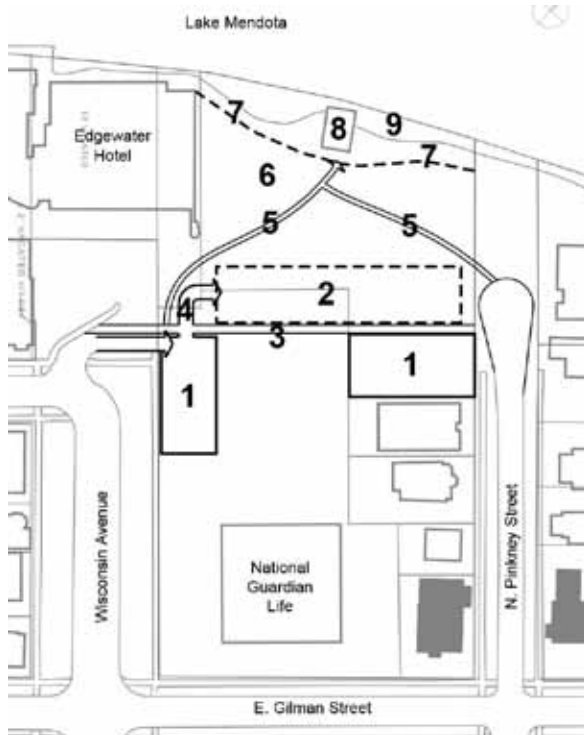
The new development should preserve the existing lakefront open space for neighborhood use. A potential lakefront path can be constructed with handicap accessible connections from Wisconsin Avenue and North Pinckney Street. Additional lakefront improvements could include boat docking and the restoration of the existing boathouse.

If at any time the National Guardian Life Building is demolished, the existing setback along Wisconsin Avenue and East Gilman should be maintained.

The following potential improvements are keyed by number to **Map 6.4 – 4**.

1. Existing surface parking lots.

2. New medium density residential condominiums with enclosed parking.
3. Walkway between North Pinckney Street and Wisconsin Avenue to access entrances to new residential units.
4. Driveway access to parking below new residential development.
5. Handicap accessible walkways to a new lakefront path.
6. Preservation and enhancement of the existing lakefront open space for neighborhood use.
7. New lakefront path and shoreline improvements.
8. Restoration of the existing boathouse.
9. Potential boat docking.



Map 6.4-4 Lakefront Residential Development

## CHAPTER 7: HISTORIC PRESERVATION RECOMMENDATIONS

This section of the neighborhood plan provides a summary of historic preservation recommendations, a summary of neighborhood design guidelines, recommendations and rationale for expanding the boundaries of the Mansion Hill Historic District, and recommendations for amending the Mansion Hill Historic District Ordinance including design standards for new buildings and alterations to existing buildings.

### 7.1 Historic Preservation Recommendations

The following section provides a summary of historic preservation recommendations. Each recommendation includes a priority ranking (high, medium, or low). This section of the Mansion Hill Historic Neighborhood Plan also provides a column which identifies the lead implementer.

There are two important aspects of a successful implementation process: the creation of a organized and dedicated neighborhood association to undertake and monitor implementation projects; and the collaboration with key partners such as the City of Madison, State Historic Preservation Office, Madison Trust for Historic Preservation, Downtown Madison, Inc, and adjoining neighborhoods who can assist Mansion Hill in accomplishing their implementation goals.

It is also important to understand that implementation of plan recommendations will be contingent upon availability of funding, availability of City of Madison staffing and availability of significant volunteer efforts. Securing funding over time from a variety of sources and timing the implementation of key projects with other city projects will be important in successfully implementing the Mansion Hill Historic Neighborhood Plan.

**Goal: Preserve, define, and enhance the historic character of the Mansion Hill Historic Neighborhood.**

**Rationale:** The Mansion Hill Neighborhood and Historic District contains the greatest concentration of 19<sup>th</sup> Century vernacular architecture in sandstone construction remaining in Madison, further with over 40% of the buildings constructed prior to 1940. Neighborhood residents have worked hard over the preceding decades to restore Mansion Hill to the historic gem that it is today. Neighborhood residents also recognize that preservation of Mansion Hill will require a continued commitment by residents and community leaders alike. The following recommendations seek to ensure that neighborhood and city resources are united behind the preservation of one of Madison's most valuable historical, cultural, and architectural resources.

RECOMMENDATIONS	Priority	Lead Implementer
<b>Historic District</b>		
1. Amend the Mansion Hill Historic District boundaries to more closely match neighborhood boundaries.	H	MH District of CNI and DPCED
2. Amend the Mansion Hill Historic District Ordinance to include detailed building and site design standards that provide	H	MH District of CNI and



specific directions for the restoration of historic buildings, rehabilitation of non-historic buildings, new construction, and demolition. A discussion of this recommendation is provided on page 47 of this chapter.		DPCED
3. Compile a survey of historic buildings and sites in the neighborhood including photographs and historic information to assist in preservation efforts.	M	MH District of CNI and DPCED
4. Coordinate historic preservation efforts with the State-Langdon District and the James Madison Park District who share neighborhood boundaries with Mansion Hill.	H	CNI districts
<b>Education/Marketing</b>		
5. Work with the Madison Trust for Historic Preservation and the City Preservation Office to inform property owners, residents, developers, and visitors about the history of the Mansion Hill Neighborhood through interpretive signage, publications, website links, historic design workshops, walking tours, and other educational programming.	M	MTHP, MH District of CNI and DPCED
6. Work with the Madison Trust for Historic Preservation, Downtown Madison, Inc, the Madison Area Chamber of Commerce, State Historic Preservation Office, the City Preservation Office and the Wisconsin Department of Tourism to promote the local and statewide historic values of the Mansion Hill Historic District.	M	MH District of CNI and DPCED
7. Work with the City of Madison to distribute the Mansion Hill design guidelines to all property owners in the Mansion Hill Historic District.	H	MH District of CNI and DPCED
8. Promote the Mansion Hill Historic Neighborhood through annual housing and garden tours to showcase the best examples of historic restoration, renovation, and landscape designs.	M	MTHP, MH District of CNI
<b>Landscaping, Streetscaping</b>		
9. Improve Period Garden Park to enhance its historic character and neighborhood use. Improvements should include period lighting and furnishings, restoration of the historic fence, expansion of the historic gardens, interpretive signage, and a map of the Mansion Hill Historic Neighborhood to facilitate self-guided walking tours. Map code A. Map 7.1-1.	H	MH District of CNI
10. Establish backyard design standards as part of the Mansion Hill Historic District Ordinance and include minimum requirements for parking including moped, bicycle and motorcycle parking layout and materials, landscaping, trash enclosures, driveway design, landscaping, usable open space, and stormwater management.	M	MH District of CNI and DPCED
11. Identify historic open spaces throughout the neighborhood that should be preserved such as the national Guardian Life front yard and side yard lawn areas. Ensure the preservation and maintenance of these open spaces as part of the design criteria for the Mansion Hill Historic District ordinance. Map	H	MH District of CNI and DPCED

code B. Map 7.1-1.		
12. Provide neighborhood identity signs for the Mansion Hill Historic Neighborhood on all street signs in the neighborhood so the street name is large with smaller print but very visible "Mansion Hill Historic Neighborhood" to enhance visitor awareness and appreciation for the neighborhood. The signs should have dark background with white letters in a Victorian style. Map code C. Map 7.1-1.	H	MH District of CNI and DPCED
13. Coordinate with the City of Madison, cable companies and MG&E to underground overhead lines and advocate for less intrusive options to "V" cutting existing trees on historic neighborhood streets.	H	MH District of CNI and DPCED
14. Work with property owners of historical residential properties and the City to maintain an attractive appearance for front yards and street terraces.	H	MH District of CNI and DPCED



Map 7.1-1 Historic Preservation Recommendations

## 7.2 Mansion Hill Design Criteria

In 2009, residents of the Mansion Hill Historic Neighborhood published design criteria to inform property owners and developers about the best methods for maintaining historic buildings as well as designing new buildings and improving existing buildings in a way that respects and preserves Mansion Hill's historic character. This document, which is including as part of the **Appendix** to this plan, includes design criteria for the following:

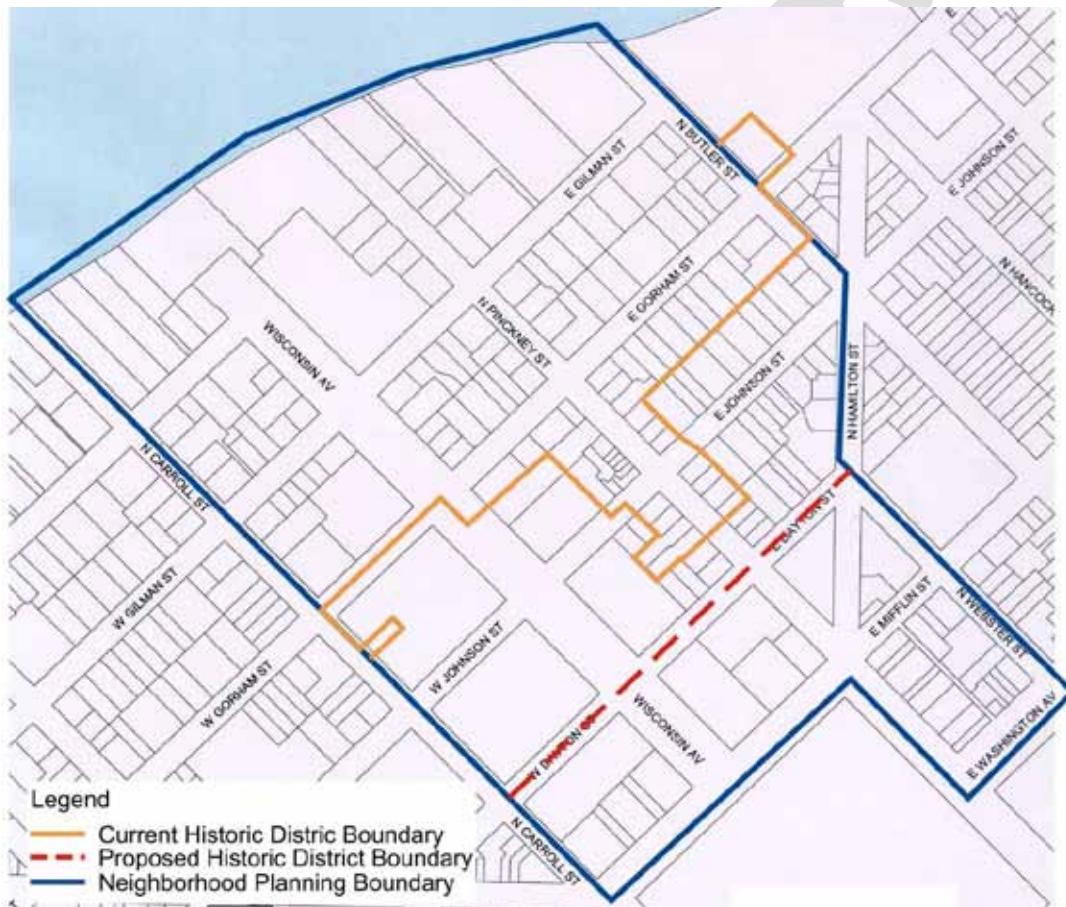
- Repair, rehabilitation, and restoration of existing buildings
- New construction
- Accessory structures including garages
- Building additions
- Interior renovations
- Streetscape and lot features

This document also includes useful information such as the history of Mansion Hill, and a summary of Mansion Hill's historic architectural styles, historic preservation principles, financial incentives, and information resources and contacts.

### 7.3 Mansion Hill Historic District Boundary

The Mansion Hill Historic Neighborhood Plan recommends that the current Mansion Hill Historic District boundaries, established by the City of Madison in 1977, be expanded to include 408, 409, 415, 508, and 510 North Henry Street, 212-240 and 205, 219-225 West Gilman, 140-212 West Gorham, as well as smoothing the West Johnson Street boundary between 120 West Johnson through 301 West Johnson and then down to East Dayton over to North Hamilton and then up North Butler to the lake. (Map 7.3 – 1).

*The Mansion Hill Steering Committee will provide a statement of rationale for amending the historic district boundaries.*



Map 7.3-1 Mansion Hill Historic District Boundary

### 7.4 Amendment to the Mansion Hill Historic District Ordinance

The Mansion Hill Historic Neighborhood Plan recommends that the Mansion Hill Historic District Ordinance, established by the City of Madison in 1977, be amended to include the design criteria as standards for new buildings and exterior alterations to existing buildings and sites.

## CHAPTER 8: PUBLIC IMPROVEMENT RECOMMENDATIONS

The following section of the plan summarizes the recommendations for public improvements. Each recommendation includes a priority ranking (high, medium, and low). This section of the Mansion Hill Historic Neighborhood Plan also provides a column which identifies the lead implementer.

There are two important aspects of a successful implementation process: the creation of a organized and dedicated neighborhood association to undertake and monitor implementation projects; and the collaboration with key partners such as the City of Madison, State Historic Preservation Office, Madison Trust for Historic Preservation, Downtown Madison, Inc, and adjoining neighborhoods who can assist Mansion Hill in accomplishing their implementation goals.

It is also important to understand that implementation of plan recommendations will be contingent upon availability of funding, availability of City of Madison staffing and availability of significant volunteer efforts. Securing funding over time from a variety of sources and timing the implementation of key projects with other city projects will be important in successfully implementing the Mansion Hill Historic Neighborhood Plan.

**Goal: Improve the public infrastructure and physical environment of the Mansion Hill Historic Neighborhood to attract new home owners and long-term renters and enhance the historic character of the neighborhood. Public improvements include transportation and parking, pedestrian and bicycle, streetscaping, and parks and open space improvements.**

**Rationale:** Safe, attractive and stable residential neighborhoods are integral and important parts of the Downtown Madison land use mix. While the Mansion Hill Historic Neighborhood experiences many benefits from its proximity to Downtown Madison, it also experiences impacts from the mix of land use and transportation systems that are needed to sustain a functional and economically viable central city. Investment in public improvements will be needed to stabilize and improve Mansion Hill while also balancing the needs of the larger community. The following recommendations identify improvements that can accomplish this goal.

RECOMMENDATIONS	Priority	Lead Implementer
<b>Transportation and Parking Improvements</b>		
1. Work with the City of Madison and other affected neighborhoods on transportation management strategies that will reduce the speed and volume of traffic on Johnson Street, Gorham Street and Wisconsin Avenue to include study with the intent of returning Johnson and Gorham Streets to two-way.	H	MH District of CNI and Traffic Engineering
2. Work with the City of Madison to evaluate and implement or retain traffic management and calming measures for residential streets such as Gilman Street, Langdon Street, Pinckney Street, Carroll Street, and Butler Street to discourage non-local, cut through traffic.	H	MH District of CNI and Traffic Engineering
3. Encourage the improvement and expansion of transit alternatives such as community car.	L	MH District of CNI



4. Encourage the City of Madison to work with major employers in Downtown Madison to promote alternative modes of travel that will reduce on-street parking demand on residential streets.	H	MH District of CNI & City of Madison
5. Encourage the City of Madison to develop a comprehensive transportation demand strategy that includes all forms of transportation (e.g. bikes, buses, commuter rail, cars, etc.) which also incorporates a parking (bike, cars, mopeds, etc.) strategy for Downtown Madison that accommodates and balances the needs of employees, visitors, and residents.	H	MH District of CNI & City of Madison
6. Maintain current street widths (i.e. do not widen) in and through the MH neighborhood.	H	Traffic Engineering & MH District of CNI
7. Maintain the current number and configuration of traffic lights on arterial streets.	H	Traffic Engineering
8. Improve the pedestrian friendliness of the Dayton/Carroll ramp and reduce and/or shield the lighting.	M	MH District of CNI & Parking Utility
9. If a parking structure is built at the Buckeye Lot, assure that traffic does not turn east on Gilman.	H	Traffic Engineering & MH District of CNI
<b>Pedestrian and Bicycle Improvements</b>		
10. Work with the City of Madison to implement crosswalks improvements on Johnson Street, Gorham Street, Dayton Street, and Wisconsin Avenue to promote safe pedestrian connections. Initial improvements should focus on existing signalized intersections and include signal timing that allows for longer pedestrian cycles, pedestrian signage, more visible crosswalks treatments, and, where appropriate, pedestrian refuge islands. Map code A. Map 8.1-1.	M	Traffic Engineering & MH District of CNI
11. Work with the City of Madison to evaluate the feasibility for constructing a lakefront path between James Madison Park and North Carroll Street. Feasibility issues include: <ul style="list-style-type: none"> <li>a. Acquisition of easements on private property. Some easements currently exist</li> <li>b. Safety and security issues for lakefront users and private property owners.</li> <li>c. Permitting and regulatory requirements related to shoreline improvements.</li> <li>d. Handicap accessibility to the lakefront path.</li> <li>e. Cost, funding strategies, and phasing</li> <li>f. Potential future expansion of the lakefront path to UW</li> </ul>	L	MH District of CNI and DPCED and Parks Department

Memorial Union.		
12. Work with the City of Madison to assure no more multistory above ground parking structures are built within or immediately adjacent to the neighborhood.	H	MH District of CNI and DPCED and Parking Utility
13. Designate on-street bicycle routes for Wisconsin Avenue and Langdon Street to connect the Johnson/Gorham bicycle routes to the UW Campus and the UW Lakefront Path. Clearly mark the Johnson/Gorham bicycle routes as one way to minimize two-way bicycle conflicts.	L	City Transportation Department
<b>Streetscape Improvements</b>		
14. Implement a phased, pedestrian-scale, historic street lighting program on all streets in the Mansion Hill Historic Neighborhood similar to the Bassett Neighborhood.	H	MH District of CNI and City Engineering Department
15. Construct streetscape improvements for Wisconsin Avenue, Pinckney Street, Gilman Street and Carroll Streets to improve the visual character of these streets as among Madison's most historic streets. Streetscape improvements may include historic lighting and furnishings, historic street signs, hanging floral baskets, and terrace landscaping with historic garden features at intersections. Enhance the historic vista between the State Capitol and Lake Mendota. Map code C. Map 8.1-1.	H	MH District of CNI and DPCED and City Engineering Department
16. Improve the streetscape character of North Carroll Street at the entrance to the Capitol Square including the redesign of the existing Cul de sac. Work with the Concourse Hotel to screen or enclose their service entrance.	H	MH District of CNI and DPCED
<b>Parks and Open Space Improvements</b>		
17. Develop lakefront overlooks at the ends of North Pinckney Street, North Carroll Street and North Butler Street with seating areas, landscaping, interpretive signage, and period lighting to enhance the scenic enjoyment of Lake Mendota for neighborhood residents and visitors. Investigate appropriation by private owners of public property at street ends. Map code E. Map 8.1-1.	M	MH District of CNI and Parks Department
18. Work with the City of Madison and the Edgewater to improve and publicize the mandated Edgewater parking ramp roof top public access and the required lake front public access so it is pleasant and inviting for neighborhood and general public use.	H	MH District of CNI and DPCED
19. Preserve and enhance National Guardian Life's existing lakefront open space for neighborhood use to be implemented as part of a future residential development plan for the NGL Property (see Concept Plan 4, Chapter 6, page 44). Improvements may include the restoration of the existing boathouse, development of the lakefront path, potential boat docking, and handicap accessible walkways to the lakefront	L	MH District of CNI and Parks Department

from the end of Wisconsin Avenue and North Pinckney Street. Public safety should be a primary focus of park and lakefront path improvements. Map code F. Map 8.1-1.		
20. Work cooperatively with the City, the James Madison Park District of CNI and the Tenney Lapham Neighborhood to identify improvements for James Madison Park that can better serve the needs of neighborhood residents. Potential improvements should emphasize passive recreation uses at the west end of the park and enhancement of the site around the historic Gates of Heaven Synagogue with garden landscaping, interpretive signage, and a map that facilitates a self-guided walking tour of the Mansion Hill Historic District. Map code G. Map 8.1-1.	H	

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## APPENDIX

A1 Census Tract Table – CT17.01/City of Madison

A2 Traffic Counts

A3 Parking Counts

A4 Mansion Hill Neighborhood Design Criteria

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