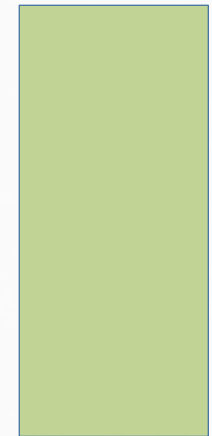


700 EAST JOHNSON
STREET

NEIGHBORHOOD MIXED USE DEVELOPMENT

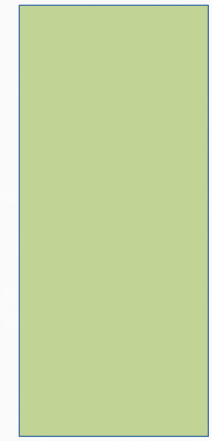


MEETING AGENDA

1. Project Background
2. Tenney-Lapham Neighborhood Plan
3. Other Considerations
4. Feedback to Date
5. Discussion

700 EAST JOHNSON STREET

PROJECT BACKGROUND



INVESTMENT IN EAST JOHNSON

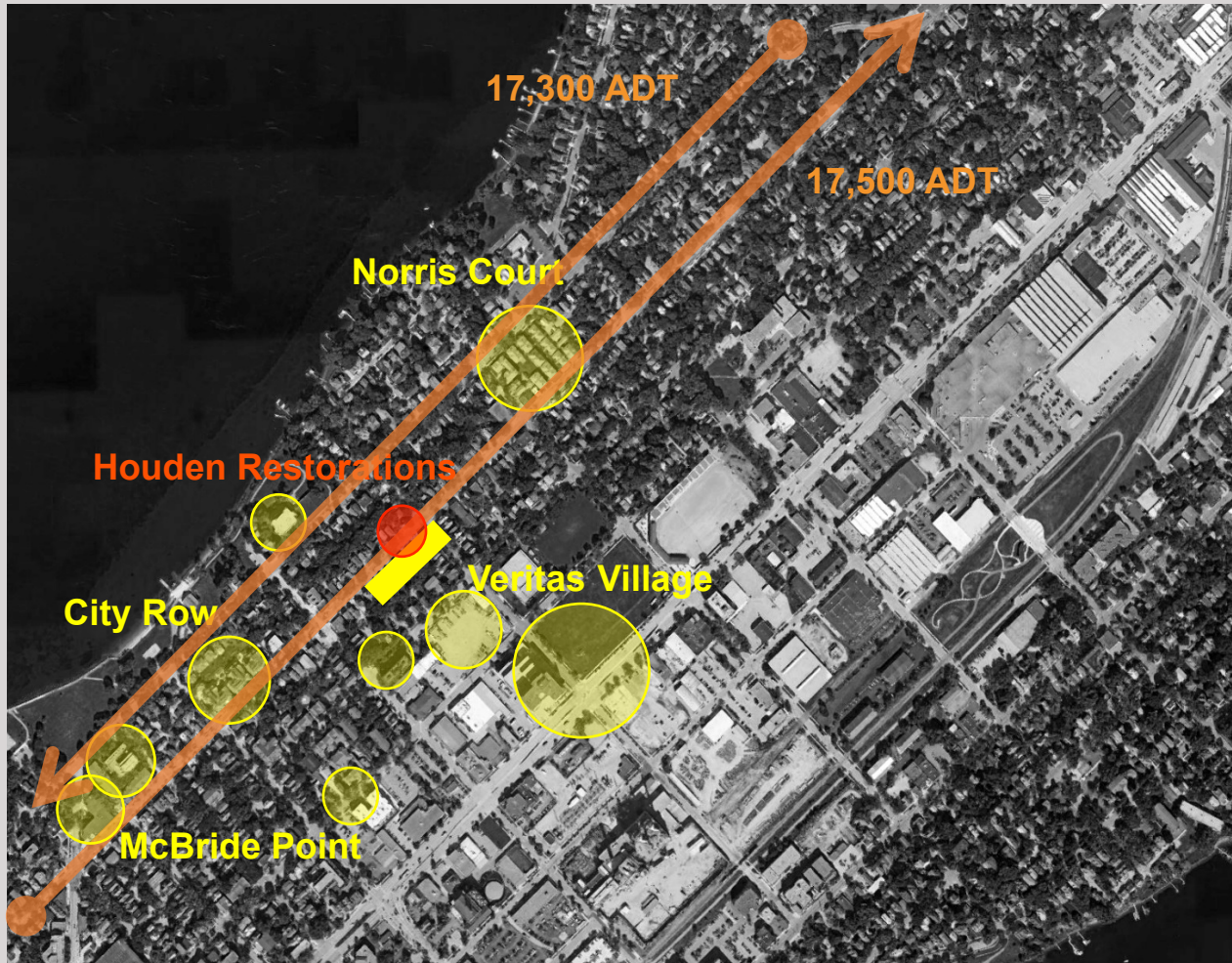


- ✓ Streetscape Improvements
- ✓ Pedestrian Crossings
- ✓ Bike Lanes



CITY ROW
APARTMENTS

CONTEXT



- Connectivity
 - Cars
 - Metro
 - Bikes
 - Pedestrians
- One Way Pair
- Traffic Count
- Multi-Family Housing
- Restoration
- Adjacent Growth

NEIGHBORHOOD



- Open Space
- Bikes
- Shopping and Dining
 - Forequarter
 - Robin Room
 - Caribou
 - Drunk Lunch
 - Upshift
 - Cork and Bottle
 - Bernie's Rock Shop
 - U Frame It
 - Sophia's
 - Juneberry
 - Salvatore's
 - Public House
 - Madison Food Mart
 - Lumen
 - Good Style
 - Black Moon
 - Spruce Tree Music
- Transit
- Schools
- Employment

WALKABILITY

Walk Score
87

Very Walkable

Most errands can be accomplished on foot.

Transit Score
53

Good Transit

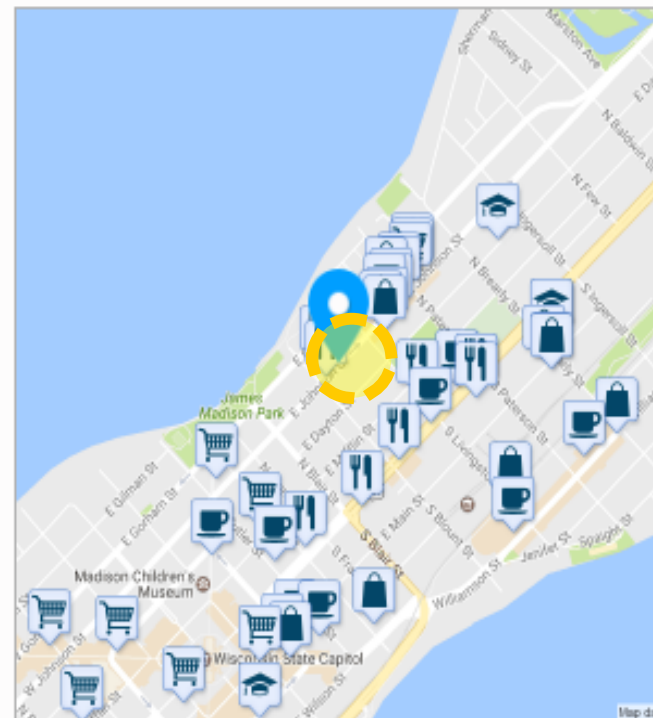
Many nearby public transportation options.

Bike Score
100

Biker's Paradise

Flat as a pancake, excellent bike lanes.

[About your score](#)



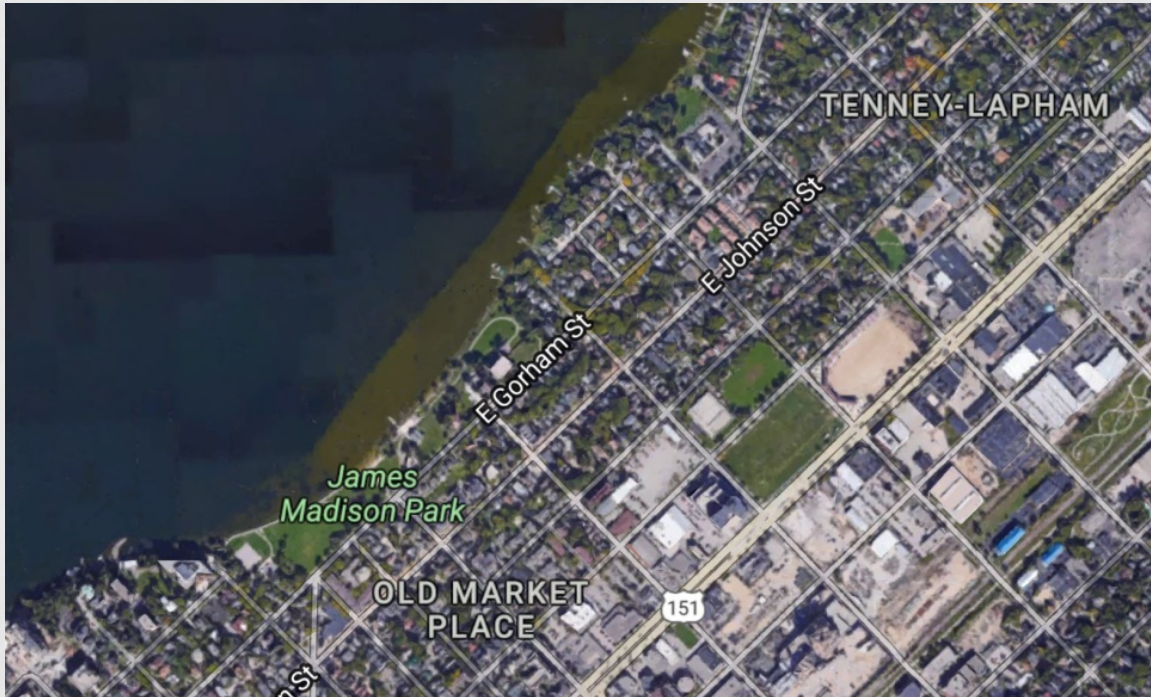
+ Add a Walk Score map to your site for free

700 EAST JOHNSON STREET PROPERTIES



- 717 – 2015
- 719 – 2015
- 725 – 2015
- 727 – 2015
- 731 – 2015
- 733 – 2015
- 737 - 2015
- 739/741 – 2015
- 743 – 2016
- 745 – 2014
- **751/753 – 2006**

OTHER INVESTMENTS



Houden Renovations

- 302/304 N. Livingston, 2000
- 727 / 728 E. Johnson, 2015
- 730 E. Johnson, 2015
- 715 E. Gorham, 2016

EXISTING CONDITIONS



Opportunities

- Walkability
- Bikeability
- Transit
- Traffic Counts
- Surrounding Commercial
- Adjacent Development

Issues

- Existing Land Use
- Existing Zoning
- “Toothaches”

STEPS FOR REDEVELOPMENT

- Amending the 2008 Tenney-Lapham Neighborhood Plan
- Rezoning
- Neighborhood Support
- Alder Support



TENNEY-LAPHAM

2008 NEIGHBORHOOD PLAN

SUMMARY NEIGHBORHOOD ISSUES

“Strengthening the vitality of the neighborhood commercial core on East Johnson Street by encouraging rehabilitation of existing buildings, some new commercial construction, and installation of a shared parking area.”



TENNEY-LAPHAM Neighborhood Plan 2008



Adopted by the Madison Common Council February 5, 2008
Legislative File ID 06761 (RES-08-0016)

FUTURE OF TENNEY-LAPHAM – LOOKING BACK FROM 2020

“Last but not least, Tenney-Lapham also has a traditional neighborhood business district along East Johnson near Paterson Street. With the influx of more families and long-term residents, **the business district has thrived and expanded along the 700, 800, and 900 blocks of East Johnson Street.**”



TENNEY-LAPHAM Neighborhood Plan 2008



Adopted by the Madison Common Council February 5, 2008
Legislative File ID 06761 (RES-08-0016)

NEIGHBORHOOD SPECIAL FEATURES

“**Housing.** A wide range of housing options fit the needs of individuals and families – including single family homes with lake frontage to smaller, moderately priced homes, co-op living, and **two/three flats to larger apartment complexes** – are found in different areas of the neighborhood.”



TENNEY-LAPHAM Neighborhood Plan 2008



Adopted by the Madison Common Council February 5, 2008
Legislative File ID 06761 (RES-08-0016)

EAST JOHNSON HOUSING



- Housing Diversity
- Community
- Walkability
- Customer Base

NEIGHBORHOOD SPECIAL FEATURES

“Neighborhood Shopping. The East Johnson Street Business District, where people can shop for groceries, do their laundry, get their hair cut, buy flowers, antiques, framing, wines and spirits, and more, **satisfies day-to-day needs and provides a strong sense of community.** The historic character of buildings is also seen in this local business district.”



TENNEY-LAPHAM Neighborhood Plan 2008



Adopted by the Madison Common Council February 5, 2008
Legislative File ID 06761 (RES-08-0016)

COMMERCIAL



1. Forequarter
2. Robin Room
3. Caribou
4. Drunk Lunch
5. Upshift
6. Cork and Bottle
7. Bernie's Rock Shop
8. U Frame It
9. Sophia's
10. Juneberry
11. Salvatore's
12. Public House
13. Madison Food Mart
14. Lumen
15. Good Style
16. Black Moon
17. Spruce Tree Music

CITY WITH A CITY



- Building on Other Commercial Districts
- Capitalize on Future Development
- New Urban Core

SPECIFIC RECOMMENDATION

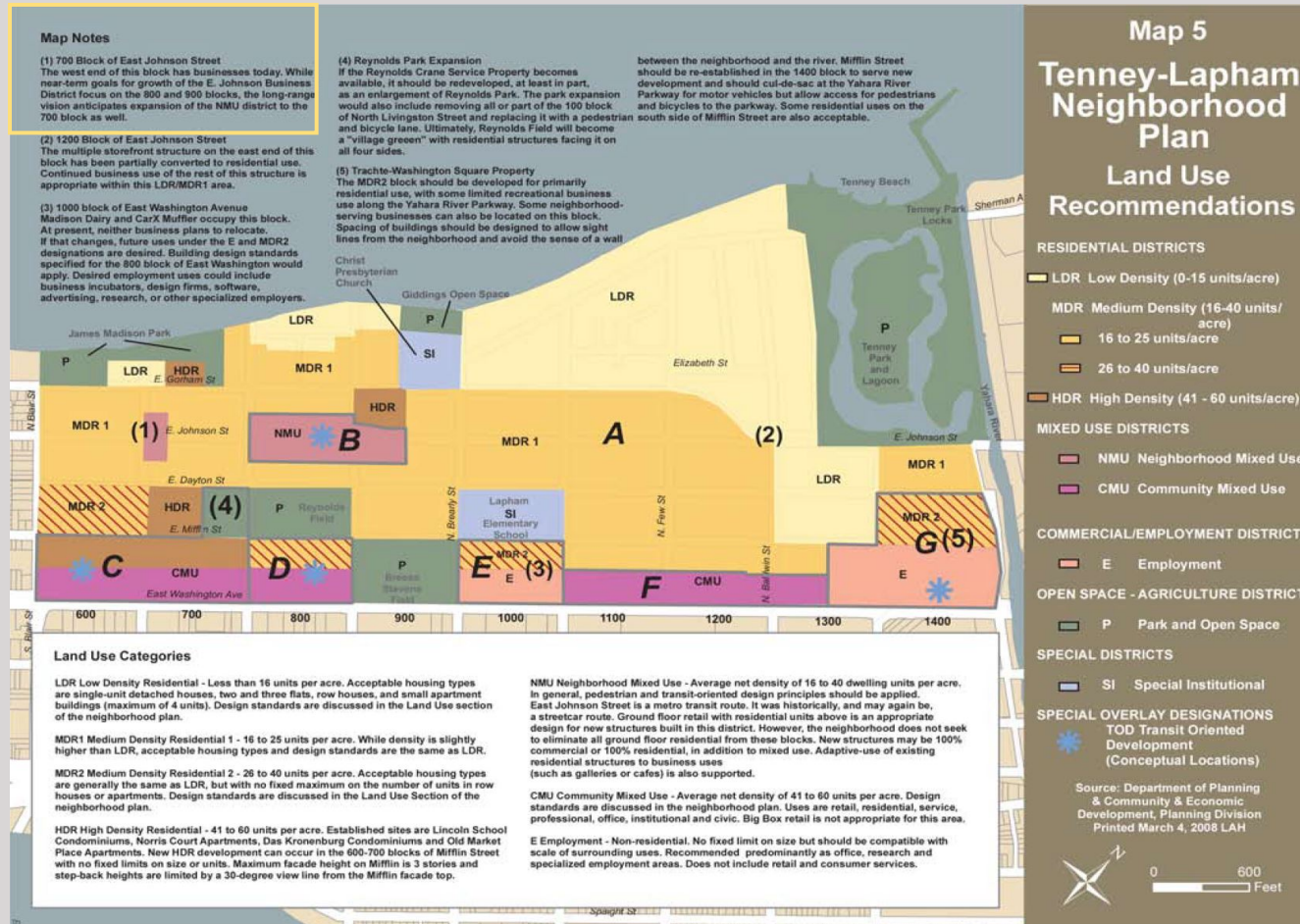
LAND USE GOALS, ACTION STEPS/PROJECTS, DESIGN STANDARDS, AND IMPLEMENTERS

Goal 3: Plan for growth of the East Johnson Street business district along both sides of the 700 and 800 blocks and part of the 900 block of East Johnson Street.

Discussion: A variety of businesses are currently located on these three blocks with the largest number being on the 800 block. The 700 and 900 blocks have businesses located only at their west ends. The other properties are residential. The neighborhood seeks to increase the business use of these blocks while keeping the residential flavor. Adaptive re-use of residential structures for specialty businesses is encouraged for this district. Replacement of existing structures with structures specifically designed for neighborhood mixed-use is also encouraged.

The continuation and growth of this district is vital to the neighborhood. As other areas of the neighborhood along East Washington Avenue and the Yahara River are developed for uses including business, all proposals must be evaluated to determine their impact on the viability of the East Johnson Street business district.

Neighborhood Plan - Map 5

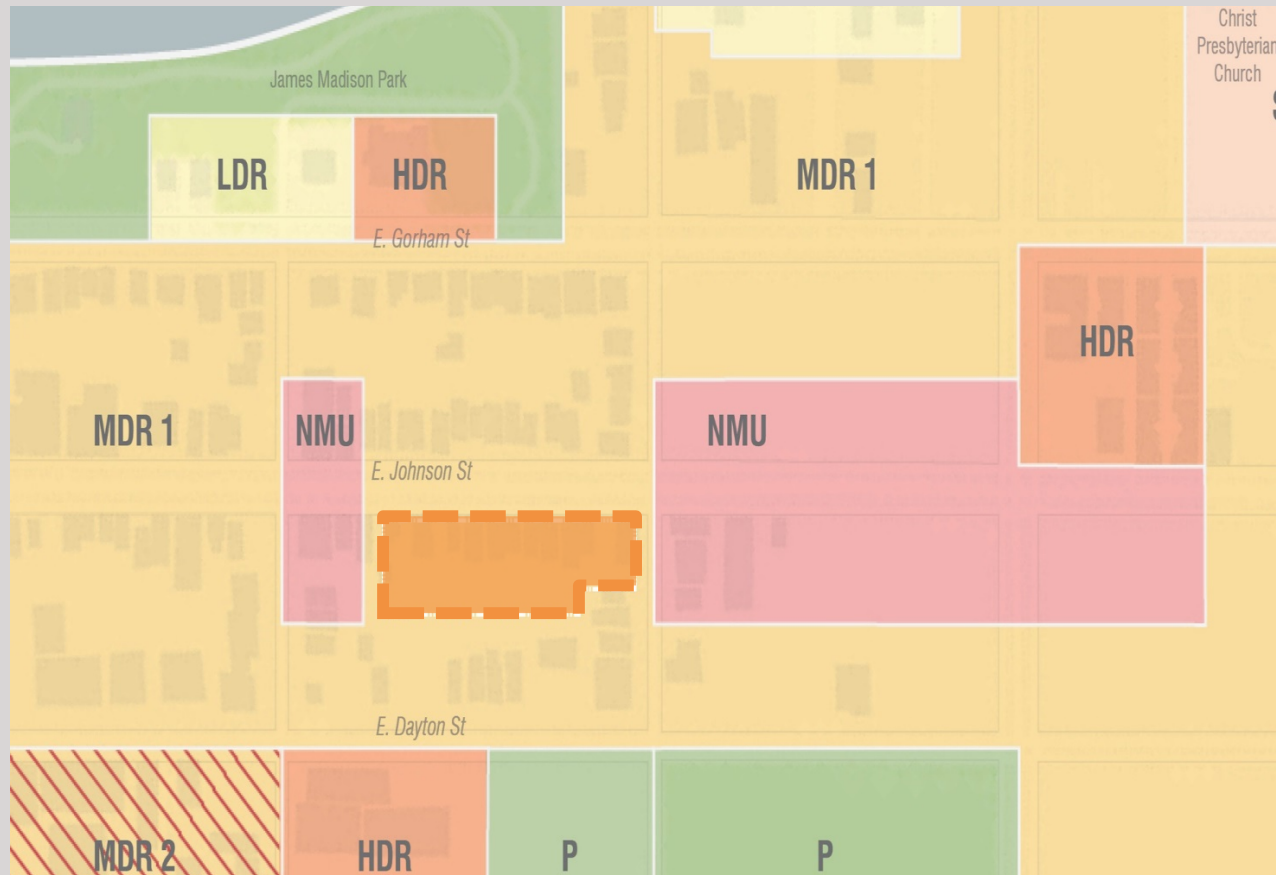


Neighborhood Plan - Map 5

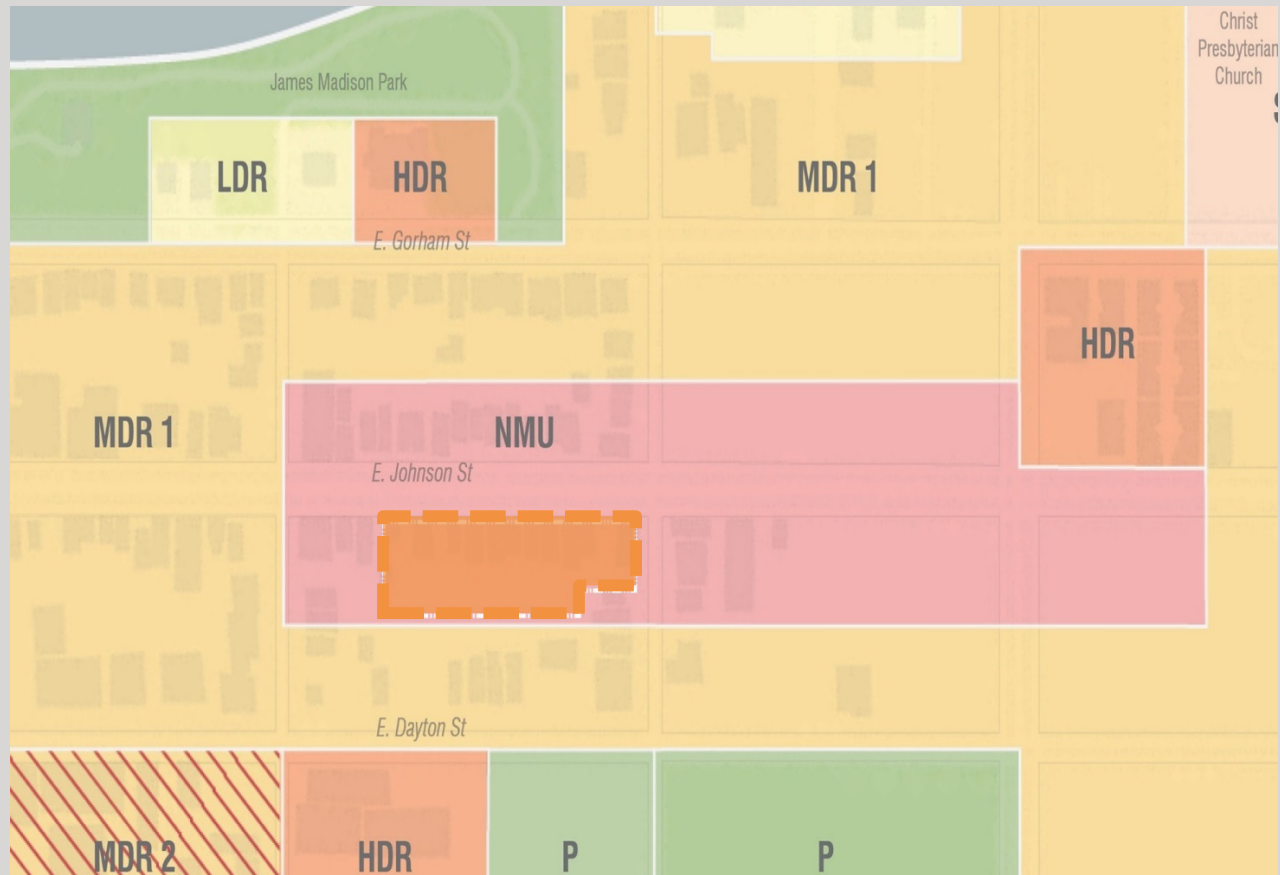
Note 1: 700 Block of East Johnson Street

The west end of this block has businesses today. While near-term goals for growth of the E. Johnson Business District focus on the 800 and 900 blocks, the long-range vision anticipates **expansion of the NMU district to the 700 block as well.**

Plan Existing Land Use



Proposed Land Use



700 EAST JOHNSON ST.

OTHER CONSIDERATIONS

TRANSIT ORIENTED DEVELOPMENT



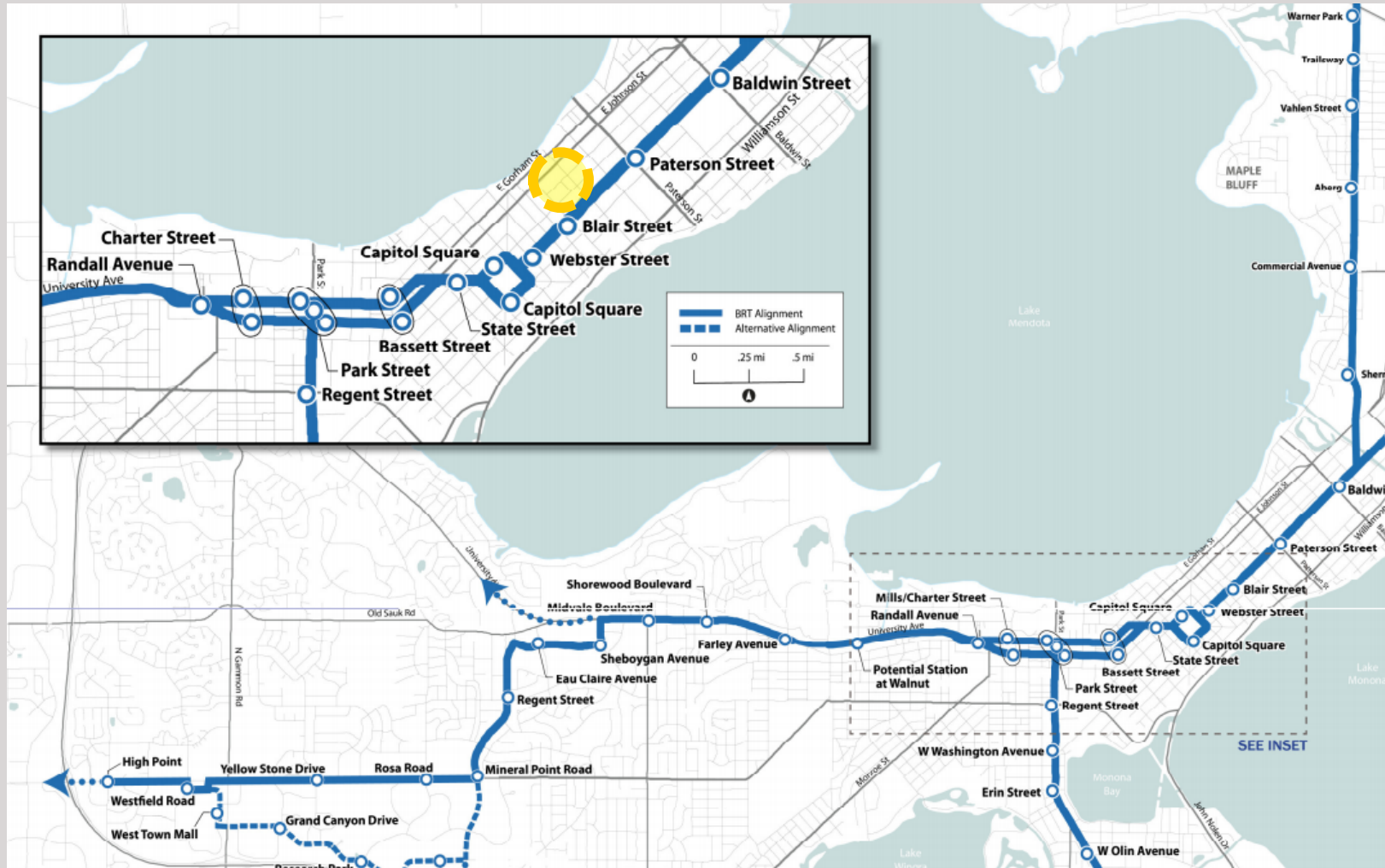
“Transit-Oriented Development is characterized by a compact, mixed-use development pattern that focuses the highest development densities and intensities in very close proximity to high capacity transit stops.”

*City of Madison
Comprehensive Plan, 2006*

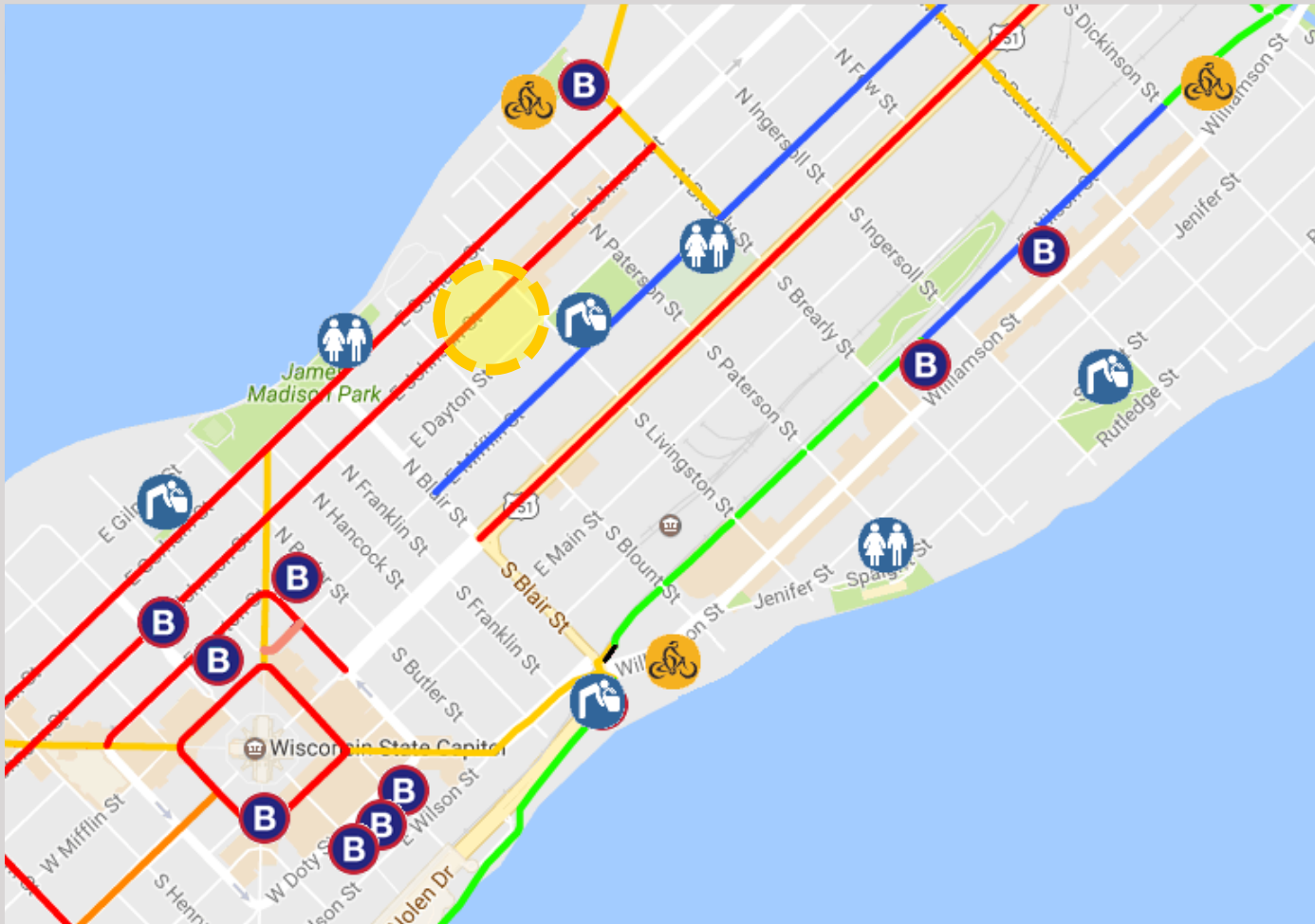
MADISON METRO



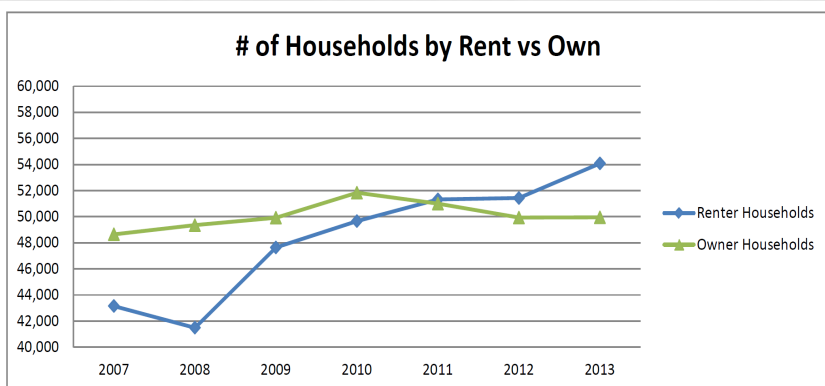
PROPOSED BRT



BIKING

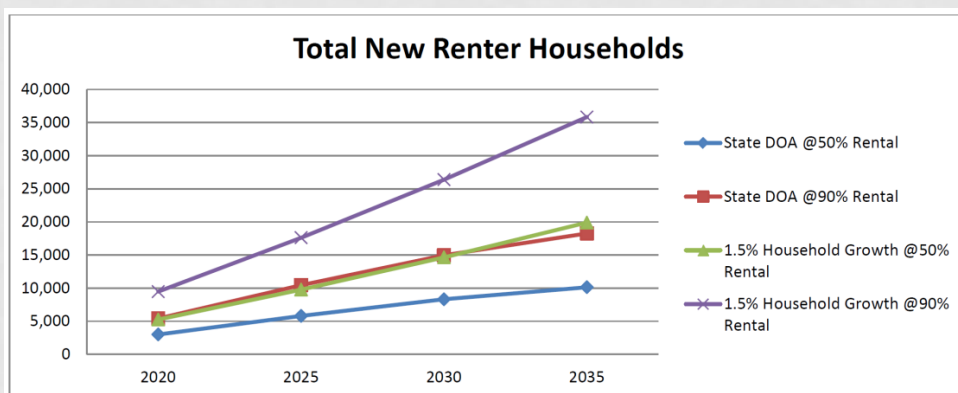


TRENDS IN RENTAL HOUSING



Source: 3-year American Community Survey

The combination of fast growth and strong preference for rental house made **Madison a majority renter community in 2011.**



Source: WI Department of Administration

2015 City of Madison Housing Report

Demand for rental housing is being driven by four main factors:

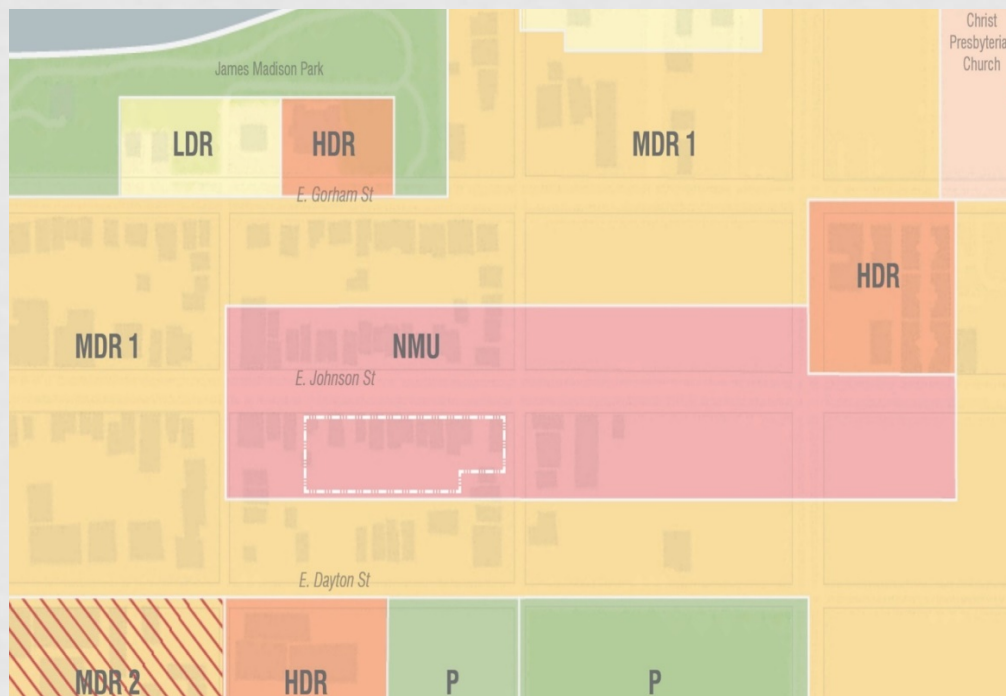
- Population growth and household growth has increased more rapidly 2007-2013 compared to 2000-2007
- Household growth is occurring primarily in the 25-34 age cohort (too early in career to commit to ownership and have the financial resources to purchase)
- There has been a reversion to historic lower rates of homeowners
- There is a shift in preferences amongst all income groups towards rental (even high earners)
- Upper middle class households (Over \$100,000) are the fastest growing group of renters and they account for

700 EAST JOHNSON STREET

FEEDBACK TO DATE

LAND USE: GOAL 3 - DESIGN STANDARDS

Expansion NMU



- Pedestrian and transit oriented principles
- Ground floor retail with residential above
- Limited set back
- Streetscape amenities
- 3 stories

ALDER ZELLERS



- City Row Fits Neighborhood
 - Sustainable features
 - Maintenance
 - Management
- Family Housing
- Usable Open Space
- 1/1 Parking
- Front Porches
- Bike Parking
- Good Landscaping and Maintenance
- Trees with Presence

CITY STAFF

Met with:

- Kevin Firchow, Planning
- Matt Tucker, Zoning
- Amy Scanlon, Planning



- Design Must Complement Existing Queen Anne Style
 - Windows
 - Gables
 - Porches
 - Scale
 - Rhythm
- Preserve Some Existing Buildings
- Family Supporting Units
- Consider Affordable Housing

PRECEDENT IMAGERY



CITY  ROW
APARTMENTS



PRECEDENT IMAGERY

Norris Court



PRECEDENT IMAGERY



PRECEDENT IMAGERY

Newbury Street, Boston



PRECEDENT IMAGERY



Greenwich Village, NYC



Gold Coast, Chicago

700 EAST JOHNSON STREET

DISCUSSION

CITY WITH A CITY



- Aligning with Other Commercial Districts
- Capitalize on Future Development
- New Urban Core