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ALLIED-DUNN'S MARSH NEIGHBORHOOD PLAN

September 1990

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Special thanks to Alderperson Jean Stewart; Sharon Black and Lynne Johnson of CAC; and residents Francine Sargent and Doris Brown for their assistance.

Allied-Dunn's Marsh Neighborhood Plan

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Introduction

Allied-Dunn's Marsh is a west side neighborhood with many distinguishing features. The West Beltline, Seminole Highway, and Verona Road create an island of single-family and multi-family housing bordered by a conservancy on the southern edge. It is the conservancy which gives this neighborhood its name (Map 1).

Over the last few years, the neighborhood has been experiencing physical, social and economic changes. An upsurge of non-violent crimes in the area has brought the issue of safety to the surface; multi-cultural diversity in the area has sparked some misunderstandings between communities; the devaluation of residential property along the Allied Terrace corridor has weakened reinvestment by its owners; and the inadequate or deteriorating public infrastructure, such as street lighting, has created a sense of neglect. Because of these, and other socio-economic factors, the Allied-Dunn's Marsh Neighborhood was selected to receive City planning assistance to help empower local residents to reverse the decline and resolve the problems.

Neighborhood Planning Process

In September 1988, the Community Development Block Grant Commission (CDBG) selected the Allied-Dunn's Marsh Neighborhood to receive planning assistance and funding to improve and enhance the area. The neighborhood plan was prepared by a ten member steering committee comprised of neighborhood residents and business representatives.

The steering committee was instrumental in formulating a two- to five-year strategy to improve the neighborhood, ranking projects to carry out the strategies, and networking with City, County and not-for-profit organizations to set the plan into motion. Their energy and determination has initiated communication among the diverse interests in the neighborhood which has helped build bridges between different cultures living in the area.

Neighborhood History

Historically, the area which became the Allied-Dunn's Marsh Neighborhood has gone through two transformations. In the first, beginning about 140 years ago, the oak savannah was converted to farmland. In the second, which still is underway, the farmland was converted to city.

This second transformation is a direct consequence of growth in the City of Madison. It has proceeded in stages.

Marlborough Heights was the first part of the neighborhood to be developed. The Dunn's Marsh part of this plat saw scattered home building until 1951 when National Homes moved in with new streets and dozens of prefabricated houses. Next to develop was Crawford Heights, which in 1951 hosted Madison's first Parade of Homes. Allied Terrace followed in 1963. Construction there was largely complete by 1965. Last to be developed was Belmar Hills, the

Fitchburg part of the neighborhood. Platting began in 1966 and continued over ten years. A few vacant lots remain even today.

Partly because of this staged development, there is an unusual mix of housing in the neighborhood. Marlborough's prefabs are small and were originally occupied by married air personnel from Truax Field. Crawford's houses—and lots—are larger. Largest of all are the houses of Belmar, which twice has hosted the Parade of Homes. There are some duplexes in the neighborhood and a few condominiums, but most residents live in apartments with the largest apartment complexes on Allied Drive.

As might be inferred from such heterogeneous housing, there is an eclectic mix of residents in the neighborhood with a broad range of incomes and ethnic backgrounds. Vocations range from blue-collar through professional to retired. Largely because of the preponderance of rental housing, the Allied-Dunn's Marsh Neighborhood has a rather transient population.

For some years this was a neglected corner of Madison. Neglect—and exceptionally affordable housing—spawned a kind of inferiority complex. It also spawned a wary independence, which is reflected in "Skunk Hollow," the name Marlborough Heights residents have chosen for their corner of the neighborhood.

The feeling of political impotence began to change early in the 1970s. In 1970, Madison Alderperson Jane Ruck persuaded the City of Madison to buy the deep water part of Dunn's Marsh. Two years later, a protest against apartments at the edge of the Marsh led Belmar into a bitter fight over annexation. In 1973, partly in response to these intruding apartments, a few residents organized the Dunn's Marsh Neighborhood Association (DMNA). Other associations have flowered over the years since—including groups in Belmar, Marlborough and Allied, but DMNA is the only one to have tried to represent the whole neighborhood.

Blighted housing remains a concern. It led in the 1970s to the establishment in Marlborough of a Neighborhood Preservation District. By offering low-interest (or no-interest) loans, the District enabled owners to spruce up their homes.

Crime and poverty, in addition to blighted housing, led the Community Action Commission to open an office on Allied Drive in 1988. A year later, the Allied Community Association was organized.

Apart from housing and the marsh itself, concerns of the neighborhood include, parkland, vandalism, bus service, development and Seminole Highway. Because it flanks homes, Seminole Highway has become a lightning rod for a host of transportation issues. Despite the 1976 acquisition of Marlborough Park, in parts of the neighborhood—notably the Allied area—recreational land is still in short supply. Over the years, instances of vandalism have increased both in number and seriousness. Bus service, which has gone from poor to good, remains a lifeline to the outside. Finally, the Factory Outlet Centre/Madison Plaza and Seminole Hills remind residents of their continuing vulnerability to development.

Neighborhood Associations

Three neighborhood-based associations function in the area. Their names and major objectives are as follows:

Allied Community Association

1. Foster a sense of neighborhood cohesiveness among the residents living in the area.
2. Promote programs, activities and events among residents of the neighborhood to create an environment where residents can gain a better understanding and acceptance of their social, economic and cultural differences.

Dunn's Marsh Neighborhood Association

1. Unite neighbors to solve mutual problems and promote fellowship among residents.
2. Preserve Dunn's Marsh and other environmentally sensitive areas from development.
3. Promote recreational facilities and activities.
4. Initiate neighborhood-based events to improve and enhance the beauty of the area.

Allied Terrace Property Owners Association

1. Continue improvement of the interior and exterior condition of apartments along Allied Terrace.
2. Improve the quality of life in the area through screening of potential tenants, by enforcing lease requirements, and by improving landlord-tenant relations.

Community Center

The Allied Community Center, established in 1988, has regular office hours, Monday through Friday, as well as evening and weekend scheduled activities and programs.

The Center staff and Allied Community Association have been successful in setting staff hours for coordinators, counselors, advocates and other neighborhood workers as well as for a public health nurse and a neighborhood police officer. Center activities include: sewing and art programs, cooking, health-related activities, multi-cultural programs, sports, recreation programs, youth programs, a range of adult and youth education, employment training, tutoring and mentoring programs. The Center also hosts English as a Second Language classes for Southeast Asian residents, a wholesale food buying group, a garden tool lending system. The center has a small library, a bulletin board and an informational materials collection. Meeting space and time are available for the area's neighborhood associations and other groups' activities. The Center serves as a vital hub for these and other area happenings.

A closer glimpse at the political nature of the neighborhood reveals that two municipalities—the Cities of Madison and Fitchburg—provide most of the public services and programs in the area. At times this creates confusion because of uncertainty among residents as to what jurisdiction is responsible for services. This is further compounded by the difference in the type and level of services the residents receive depending on the municipality in which they are living.

Separation between residents living in the neighborhood is accentuated by different school districts functioning across the municipal boundary. The Madison Metropolitan School District serves Madison students and the Verona School District serves Fitchburg students.

Neighborhood Profile

The demographic characteristics of the neighborhood are derived from the 1980 Census. Although it represents residents living in the area ten years ago, this census is still the best source of information available to us when analyzing the condition of the area. For this report, we have tried to consolidate the population information for Madison and Fitchburg residents.

Population

In 1980, the total population of Allied-Dunn's Marsh Neighborhood was 5,779. Because of the multi-family character of the Allied Drive area, the majority of the neighborhood residents were living along the five-block stretch of Allied Drive.

On the whole, the neighborhood was relatively young. Table 1 shows over one-half of the residents were between the ages of 18 and 34, with a median age of 25.8 years. It is perceived that the neighborhood has a relatively high single female head of household population with a number of younger children. (Table 2).

Recent school enrollment figures from the Madison Metropolitan and Verona School District show a significant child population, especially along the Allied Terrace corridor (Table 3). Of the total 235 school-aged children living in the Allied Terrace corridor, 136 (50 percent) are in elementary grades. Sixty percent of the children attending school are minority.

Minority communities constitute 8 percent of the neighborhood in 1980. The neighborhood has a large African-American population and has become an entry point and resettlement area for a significant number of southeast Asian refugee families.

Households

Persons living in family households represented 71 percent of the population of the area. The average household size was 2.29 persons per household. Thirty-five percent of all families residing in the area were headed by female householders with no husband present and included 215 children under eighteen years. Of the 114 persons receiving AFDC aid in March 1989, 69 percent of the recipients were from the Allied Terrace corridor.

In the Madison part only, of the total 524 wage-earning families, the median household income was \$16,600 compared to \$22,856 for the City ten years ago.

Madison residents were employed in a variety of occupations, including 317 persons (25 percent) in managerial and professional occupations; 467 (37 percent) in technical, sales and administrative support; 287 (23 percent) in service occupations; and the remaining 27 percent in other occupations.

Land Use

Land use in the neighborhood is mainly residential (Map 2). Out of the 338 acres north of the Wisconsin & Calumet Railroad tracks (excluding streets right-of-ways), 28 percent (94 acres) of the total area is single-family, 24 percent (82 acres) is multi-family, 15 percent (52 acres) is commercial, 14 percent (46 acres) is recreational, 13 percent (45 acres) is vacant land, and the remaining 5 percent (18 acres) is railroad right-of-way (Table 6).

South of Jenewein Road between Allied Drive and Red Arrow Road lie two undeveloped lots comprising 17.2 acres. Both lots are currently zoned for medium density residential use. A park easement, (Belmar) occupies 3.2 acres of the northern (Jenewein Road) lot and is currently zoned for park.

Housing

Red Arrow Trail is the dividing line between the predominantly single-family residential homes to the east and the multi-family residential dwellings to the west. Marlborough Heights, Crawford Heights, and the southern part of Belmar Hills are primarily single-family housing areas. Allied Terrace and the northern part of Belmar Hills are multi-family housing areas (Maps 3 and 7).

In the City of Madison, 264 of the total housing stock consists of single-family homes. The average housing value is \$54,600, compared to the City's \$77,873 (Table 5). The single-family home value in the Belmar Hills area is higher with an average price of \$75,000.

Multi-family complexes are owned by over 40 individual investors. All but one of these companies have offices located in Madison and include such owners/managers as Gill Building Company, Meyer Property Management, Roadie Investments, Metro Management, Zurich, Master Management, Cosgrove Construction and Coombs.

In 1988, an 8-unit residential property valued at \$195,000 sold for \$155,000. As a reaction to market demand, the City of Madison Assessor's Office reassessed all 8-unit apartment buildings in the area to reflect a 16 percent decline in value.

Commercial

Commercial establishments in the area are located along Verona Road and the West Beltline Highway (Map 4). Nakoma Plaza, located west of Verona Road, was constructed in 1969 and has a total area of 739,465 square feet. The anchor stores are Kohl's and Toys R Us. Across the street is the site of the former Factory Outlet Centre, a mall which closed in 1987. Construction of a new shopping center in its place is well underway. The Madison Plaza should open in the Summer of 1990 with three freestanding buildings on the 599,080 sq. ft. site. The shopping center anchor store will be a Sentry supermarket store. There may be as many as 20 other stores.

Some other establishments located along the West Beltline Highway are grocery stores, private business offices, gas stations and fast food restaurants. Day care centers are located in Belmar Hills on Thurston Lane and in Crawford Heights in the Prairie Society Meeting Hall.

Parks & Open Spaces

Existing parks and open spaces within the Allied-Dunn's Marsh Neighborhood area are Belmar Park, Marlborough Park and Dunn's Marsh (Map 5). Dunn's Marsh is part of the E-way, a project for the preservation of an area of 3,300 acres. Marlborough Park, located on 19.4 acres in Marlborough Heights, has facilities for basketball, soccer, and softball, and contains bikepaths, a drinking fountain, a playground and gardens. Belmar Park contains a softball diamond, a half court for basketball, and a playground in one corner of the park easement that is located in Belmar Hills (City of Fitchburg). The total area of the park is 3.2 acres. Another playground exists on a drainage easement next to Allied Drive. This "tot lot" is used by young children. The neighborhood has not been declared deficient in parklands; on the other hand, Allied Drive's residents must cross at least two roads to get to Marlborough Park.

Crime

Crime is a concern of the neighborhood. Allied Drive is the most affected with this issue. A total of 2,025 calls were received by the City of Madison Police Department during the period of January 1, 1987 to June 30, 1989. Of these, the top five types of calls were:

<i>Type of Calls</i>	<i>Number of Calls</i>
Noise disturbance	277
Parking complaint	248
Suspicious person	160
Information	142
Family Trouble	100

Statistics show that an average of 54 and 71 calls per month were made in 1987 and 1988, respectively. This represents an increase of 32 percent for Allied Terrace. Statistics for this current year (1989) indicate that there will be another increase. In comparison to the entire neighborhood, 41 percent of the total calls were placed by Allied Drive during a two-year period from January 1, 1987, to December 31, 1988.

Changes in the Neighborhood

Like all living systems, a neighborhood undergoes change. It is important for neighborhood residents to acknowledge those physical, social, and economic changes to anticipate the impact they will have on the neighborhood and to undertake actions to discourage change which is harmful.

Changes occurring in the Allied-Dunn's Marsh Neighborhood are as follows:

- There has been a steady increase in non-violent police calls for service amounting to a 32 percent rise in the last 1 1/2 years.
- A swell of school-aged children, numbering about 240, along Allied Terrace corridor alone, is taxing recreational space, facilities and programs.
- The former Factory Outlet Centre (the new Madison Plaza) site is being redeveloped into a new 75,000 square foot grocery store. Concomitantly, the dangerous intersection serving this site and the neighborhood (via Verona Road) is being reconstructed.
- Single-family homes are being constructed along the southeast fringe of the Dunn's Marsh Conservancy in the City of Fitchburg, impacting urban runoff and Seminole Highway.
- Reflecting market demand, multi-family residential properties in the neighborhood have been devalued by an average of 16 percent in 1989 alone.

Advantages of the Neighborhood

- Owners of private properties in the Allied Drive area maintain their multi-family residential units in relatively good condition with reasonable rents.
- For first-time homebuyers, the neighborhood contains many affordable homes with low-interest loan programs available from the City of Madison.
- Three neighborhood organizations—Allied Community Association, Dunn's Marsh Neighborhood Association, and Allied Terrace Property Owners Association—are working together to improve life in the neighborhood.
- The neighborhood contains a rich mix of cultures.
- Dunn's Marsh Conservancy, a preservation area with habitats ranging from wetlands to prairie to uplands, provides a barrier to development on the southern edge of the neighborhood.
- Marlborough Park, a City of Madison community park of 19 acres, lies in the heart of the neighborhood.
- Paths in the University of Wisconsin Arboretum along Seminole Highway offer beauty and solitude and provide neighborhood residents a place to walk, run and ski.

The goals and objectives of the neighborhood serve as a guide for selecting strategies for plan implementation. The goals and objectives of the Allied-Dunn's Marsh planning area include:

Neighborhood Identity and Image

1. Create a sense of neighborhood identity among the residents living in the area, promote the neighborhood as a good place to live, and improve the image of the area;
2. Foster better understanding and acceptance of social, economic and cultural differences.
3. Establish a permanent facility to adequately serve area health, nutritional, educational and other social needs.

Physical Appearance

4. Improve the physical appearance of the residential and commercial areas, including interior and exterior building conditions, landscaping of properties and the cleanup of vacant lots.
5. Improve, maintain and upgrade the residential housing stock of the neighborhood.
6. Maintain a variety of housing choices, including affordable housing for both renters and owners.

Neighborhood Safety

7. Discourage vandalism and other crime-related activities.
8. Increase residents' awareness of the types of crimes occurring in the area and how they can be prevented.
9. Ensure the safe and easy movement of pedestrians, including joggers and bicyclists, within and through the neighborhood.

Recreational Opportunities

10. Enhance recreational opportunities for the residents of the area.

1. The steering committee's foremost recommendation is to construct or rehabilitate space for a community center in the Allied Terrace area for the primary purpose of offering programs and services that meet the social, educational and economic needs of the residents of the Allied-Dunn's Marsh area.
2. Encourage the systematic inspection of rental properties in the neighborhood to ensure compliance with City minimum housing and property maintenance codes.
3. Encourage the City of Madison Parks Division to work with the City of Fitchburg Parks Department on the design of a plan incorporating Belmar and Allied Terrace Parks.
4. Encourage the acquisition and development of Belmar Park by the City of Fitchburg.

5. Continue to station a Neighborhood Foot Patrol Officer in the Allied Drive area and, most importantly, continue to have an officer available through the community center.
6. Encourage the Madison and Fitchburg Police Departments to enforce curfew ordinances.
7. Request that the City of Madison Building Inspection Unit monitor parking lot lighting in private parking lots and building entrance-ways.
8. Request that the City of Madison Streets and Engineering Division improve street lighting along Allied Drive.
9. Request that the City of Fitchburg investigate upgrading the street lighting along Jenewein Road.
10. Request that the Madison Metropolitan Transit System maintain a bus shelter off of Verona Road at Red Arrow Road intersection.
11. Request that the City of Madison Engineering Division install handicap ramps on Allied and Lovell Lane and Allied and Jenewein Road.
12. Encourage Madison Metropolitan Recreation Program to administer youth recreation programs year-round.

Plan Implementation

The effectiveness of a plan largely depends on the degree of commitment on the part of the neighborhood in carrying it out. Even though the neighborhood has put forth a great deal of time and effort, the real work has just begun. Implementing a plan requires continuous vigilance and involvement by the neighborhood.

A first crucial step in the implementation process is to establish a neighborhood committee to assume responsibility for monitoring the actions and activities proposed in the neighborhood plan. The committee should be composed of neighborhood residents, including but not limited to members of the planning group that developed the neighborhood plan.

The plan should be reviewed and updated annually by the neighborhood committee to ensure that it is in keeping with the needs and concerns of the neighborhood. Proposals for Community Development Block Grant funding must be submitted to the CDBG Commission before the deadline date in mid-June of each year. All projects and programs should be coordinated by the committee. In addition, the committee should work with City departments to incorporate neighborhood proposals into the departmental budget, along with CDBG funds, as a part of the City Capital Budget. The Madison Common Council begins formulating the Capital Budget in May and adopts it in November. Finally, the neighborhood should work with various public boards and commissions in seeking action on proposals.

Community Development Block Grant Office	267-0740
Engineering	266-4751
Parks	266-4711
Planning and Development	266-4635
Police (Neighborhood Response Unit)	271-5468
Transportation	266-4761
Traffic Engineering Division.	266-4761

Where to go for Help

Community Development Block Grant Commission

Determines priorities of the CDBG Program. Reviews project proposals and makes funding recommendations to the Mayor and Common Council.

Transportation Commission

Develops and recommends policies dealing with various aspects of transportation including: bus routes, automobiles, bicycles, pedestrians, streets and highways.

Pedestrian Bicycle Committee

Recommends pedestrian and bicycle safety improvements to the Transportation Commission.

Parks Commission

Oversees the creation, management and maintenance of City parks and open spaces.

Police Advisory Committee

Recommends priorities and goals concerning allocation of police resources.

The neighborhood should, on an ongoing basis, seek resources to match sources of public funding:

Funding Sources

Resource Organizations:

- United Neighborhood Centers of Dane County (UNC)
- Madison Mutual Housing Association (MMHA)
- Community Action Commission (CAC)

Private Sources of Funding:

- United Way of Dane County
- Private Foundations
- Corporate Grants

Other Units of Government:

- City of Fitchburg
- Dane County
- Madison Community Recreation
- State of Wisconsin

TABLE 1
Population by Age Group
Census Tract 6

Persons by age Group	Tract 6 City of Madison	Tract 6 City of Fitchburg	Total	Tract 6 % of Total	City of Madison % of Total
0-4	286	163	452	7.8	5.2
5-14	400	203	603	10.4	9.8
15-19	258	92	350	6.1	5.4
20-24	644	452	1096	19.0	24.5
25-34	1023	903	1926	33.3	21.4
35-44	266	209	475	8.2	9.6
45-54	188	131	319	5.5	8.0
65-74	87	81	168	2.9	4.9
75 & over	50	37	87	1.5	3.8
TOTAL	3402	2377	5779	99.9*	99.8*

Source: 1980 Census of Population and Housing

* Percentages may not total 100.0 due to rounding.

TABLE 2
Population Trends
Census Tract 6

	1970		1980		Change 1970-1980	
Person by Age Group	Number	Percent	Number	Percent	Number	Percent
0-4	515	15.4	452	7.8	-53	-10.3
5-14	456	13.7	603	10.4	147	32.2
15-19	175	5.2	350	6.1	175	50.0
20-24	702	21.0	1096	19.0	394	56.1
25-34	886	26.6	1926	33.3	1040	117.4
35-44	214	6.4	475	8.2	261	122.0
45-64	306	9.2	622	10.8	316	103.3
65 & over	83	2.5	255	4.4	172	207.2
Total Persons	3337	100.0	5779	100.0	2442	73.2

Source: 1970 and 1980 Census of Population and Housing

TABLE 3
School Enrollment by Race by Area
Madison Metropolitan School District, 1989

		Marlborough Heights & Crawford Heights	Allied Terrace	Total
Elementary School (K-5 Grades)	Native American	2		2
	Black		49	49
	Hispanic			0
	Asian		28	28
	White	58	59	117
	Sub Total	60	136	196
Middle School (6-8 Grades)	Native American	1		1
	Black		12	12
	Hispanic		1	1
	Asian		10	10
	White	28	18	46
	Sub Total	29	41	70
High School (9-12 Grades)	Native American	1		1
	Black	1	16	17
	Hispanic		1	1
	Asian	2	12	14
	White	32	29	61
	Sub Total	36	58	94
TOTAL		125	235	360

Source: Madison Metropolitan School District, 1989

TABLE 4
Housing Units by Type of Structure
Census Tract 6

Structure	City of Madison	City of Fitchburg	Total	% of Total	% of City of Madison
One Units	271	181	452	29.4	49.6
Two Units	32	40	72	4.7	8.1
Three to Nine Units	571	162	733	47.7	18.8
Ten or More Units	173	108	281	18.3	22.7
Total	1047	491	1538		99.2*

Resource: 1980 Census of Population and Housing

* Percentages may not total 100.0 due to rounding.

TABLE 5
Single-Family Residential Housing Values
Census Tract 6 (City of Madison)

1990 Value	Number	Percent
Less than \$30,000	2	0.8
\$30,000-\$34,999	7	2.7
\$35,000-\$39,999	16	6.1
\$40,000-\$44,999	40	15.2
\$45,000-\$49,999	47	17.8
\$50,000-\$54,999	37	14.0
\$55,000-\$59,999	51	19.3
\$60,000-\$64,999	36	13.6
\$65,000-\$69,999	21	8.0
\$70,000+	7	2.7
Total	264	100.2*
1990 Average Value:	\$54,600	
1990 City of Madison Average Value:	\$77,873	

Source: City of Madison Assessor's Office, January 1990

* Percentages may not total 100.0 due to rounding.

TABLE 6
Existing Land Use

Land Use	City of Madison	City of Fitchburg	Total	Percent of Total
1 Family	47.55	46.49	94.04	27.81
2-7 Family	10.02	9.76	19.78	5.85
7+ Family	33.38	29.17	62.55	18.50
Commercial	51.09	0.78	51.87	15.33
Recreational	32.63	13.19	45.82	13.55
Institutional	1.77	.00	1.77	0.52
Undeveloped	19.49	25.20	44.69	43.21
Railroad Right-of-Way	11.58	6.08	17.66	5.22
Total	207.51	130.67	338.18	99.99

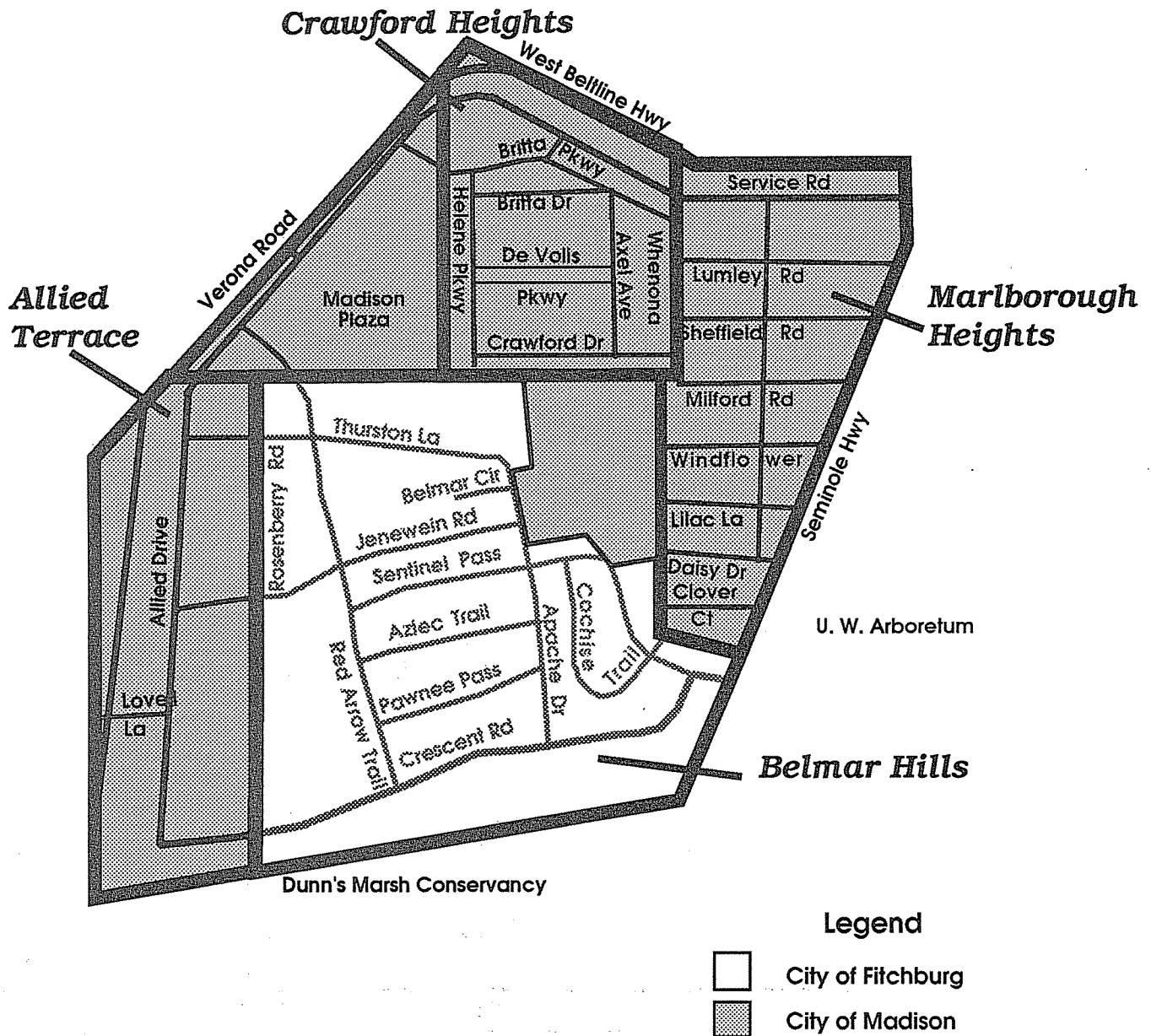
Source: City of Madison Planning & Development, 1990.

* Public right-of-ways are not included in land use calculations.

Map 1 Neighborhood Boundaries

Allied Drive–Dunn's Marsh Planning Area

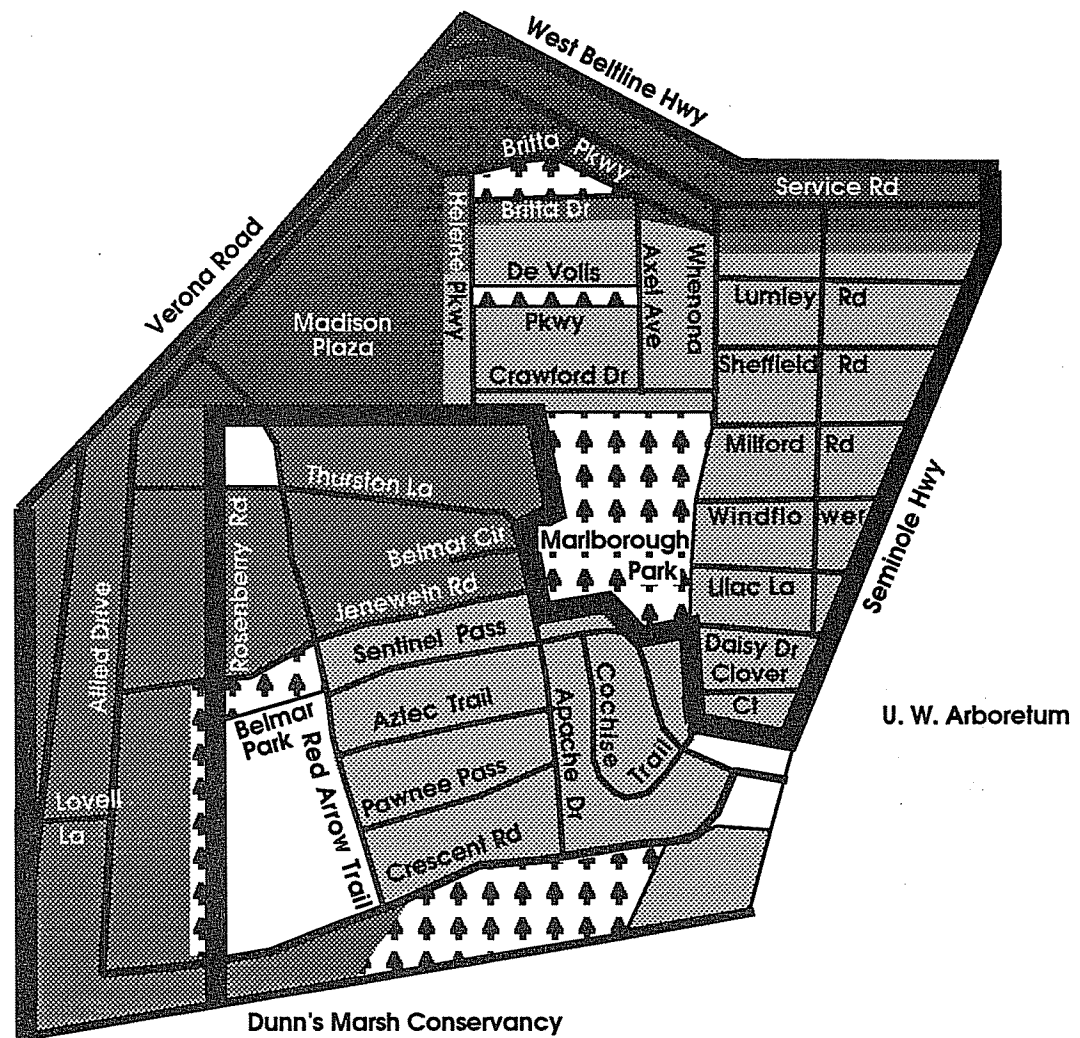
Department of Planning and Development



Map 2 Existing Land Use

Allied Drive–Dunn's Marsh Planning Area

Department of Planning and Development

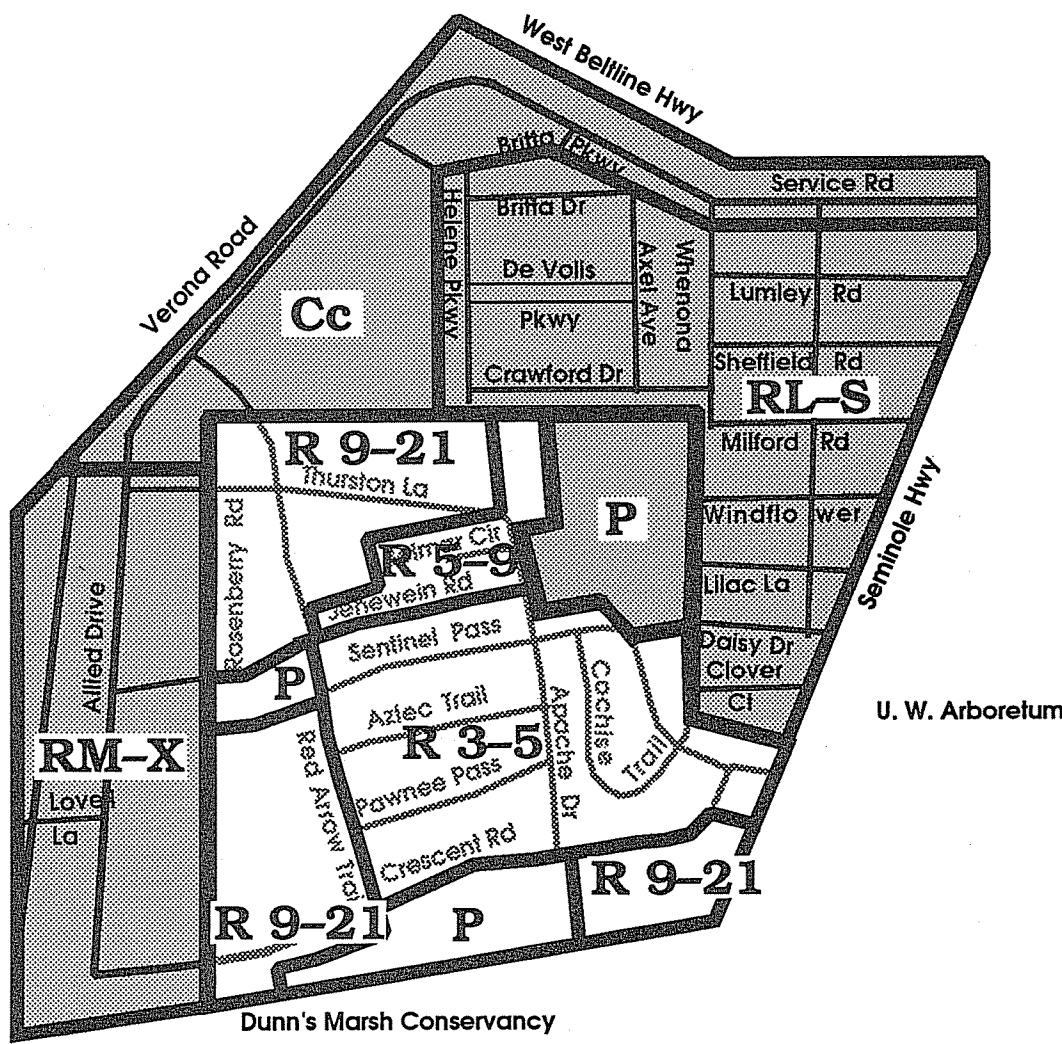


Legend

-  Single Family Homes
-  Apartments
-  Parks and Open Space
-  Retail and Service
-  Vacant
-  City Limits

Map 3
 Land Use Plan

Allied Drive–Dunn's Marsh Planning Area
 Department of Planning and Development



Legend

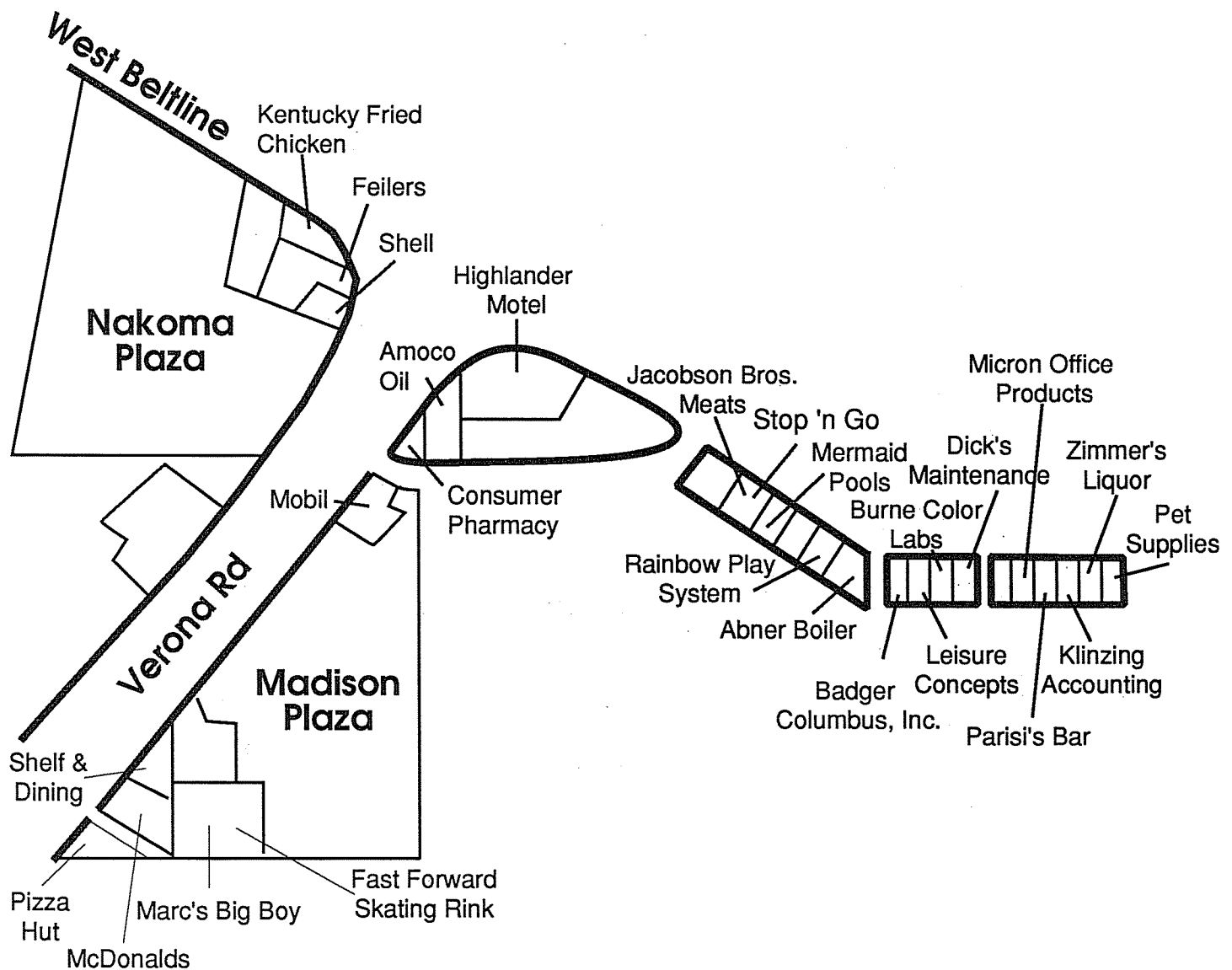
City of Fitchburg	City of Madison
R 3-5 Residential 3-5 units/acre	RL-S Low Density, single unit district, 1-8 units/acre
R 5-9 Residential 5-9 units/acre	RM-X Medium density, mixed housing types district, 16-25 units/acre
R 9-21 Residential 9-21 units/acre	P Parks, recation, open space and conservation
P Parks and Open Space	Cc Community commercial

Map 4

Major Commercial Establishments

Allied Drive-Dunn's Marsh Planning Area

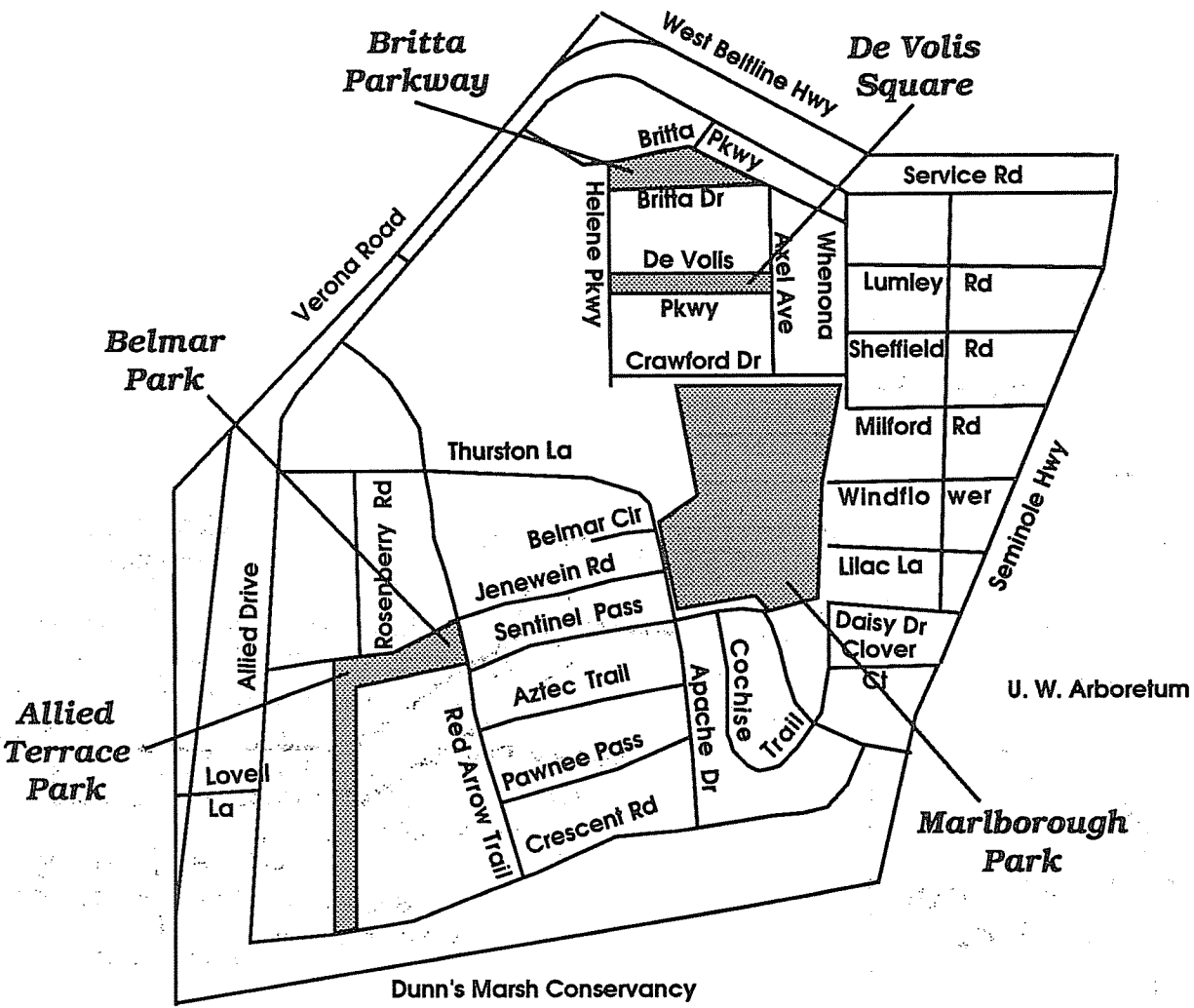
Department of Planning and Development



Map 5
Parks

Allied Drive–Dunn's Marsh Planning Area

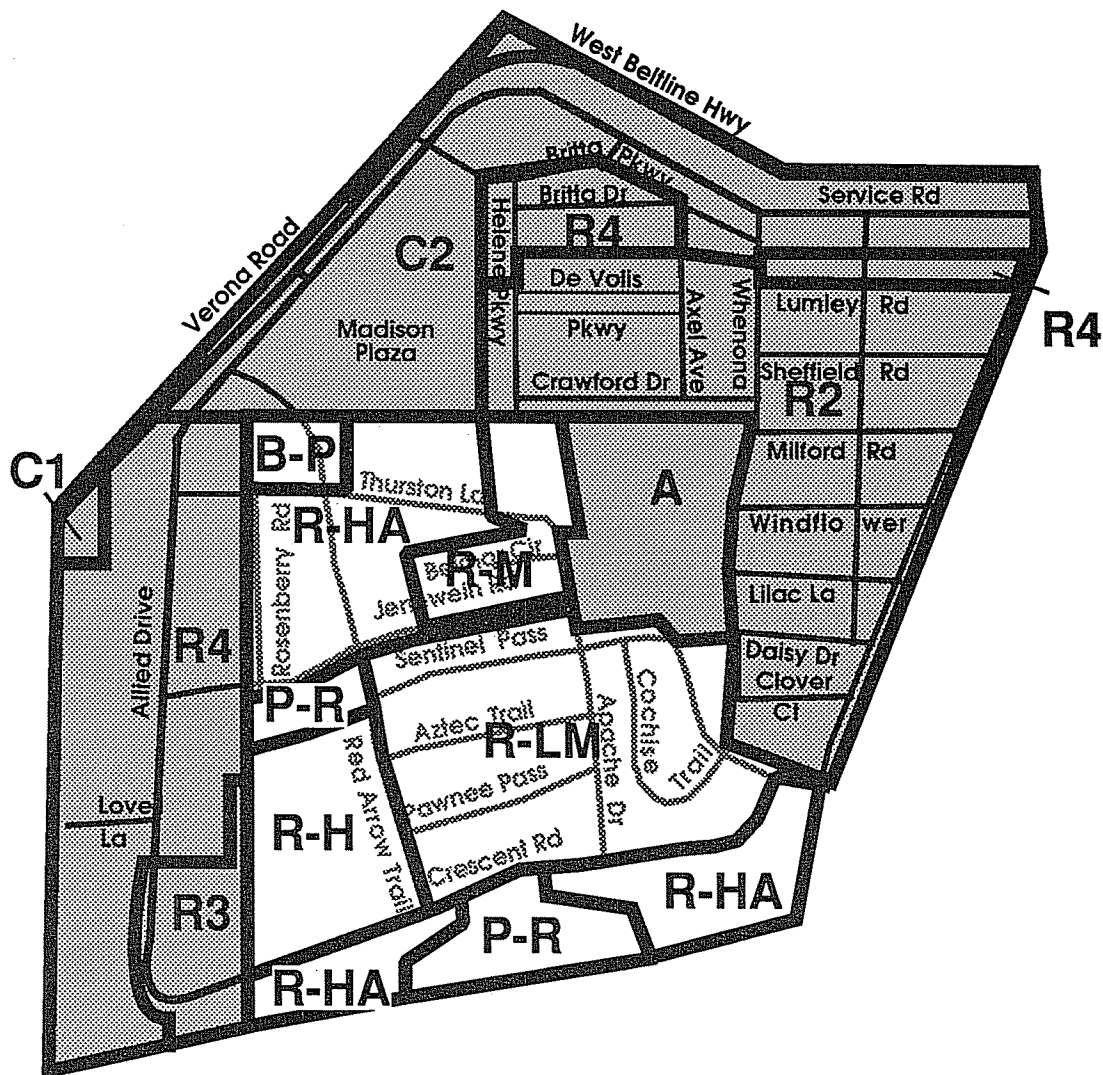
Department of Planning and Development



Map 6 Existing Zoning

Allied Drive–Dunn's Marsh Planning Area

Department of Planning and Development



Legend



City of Madson



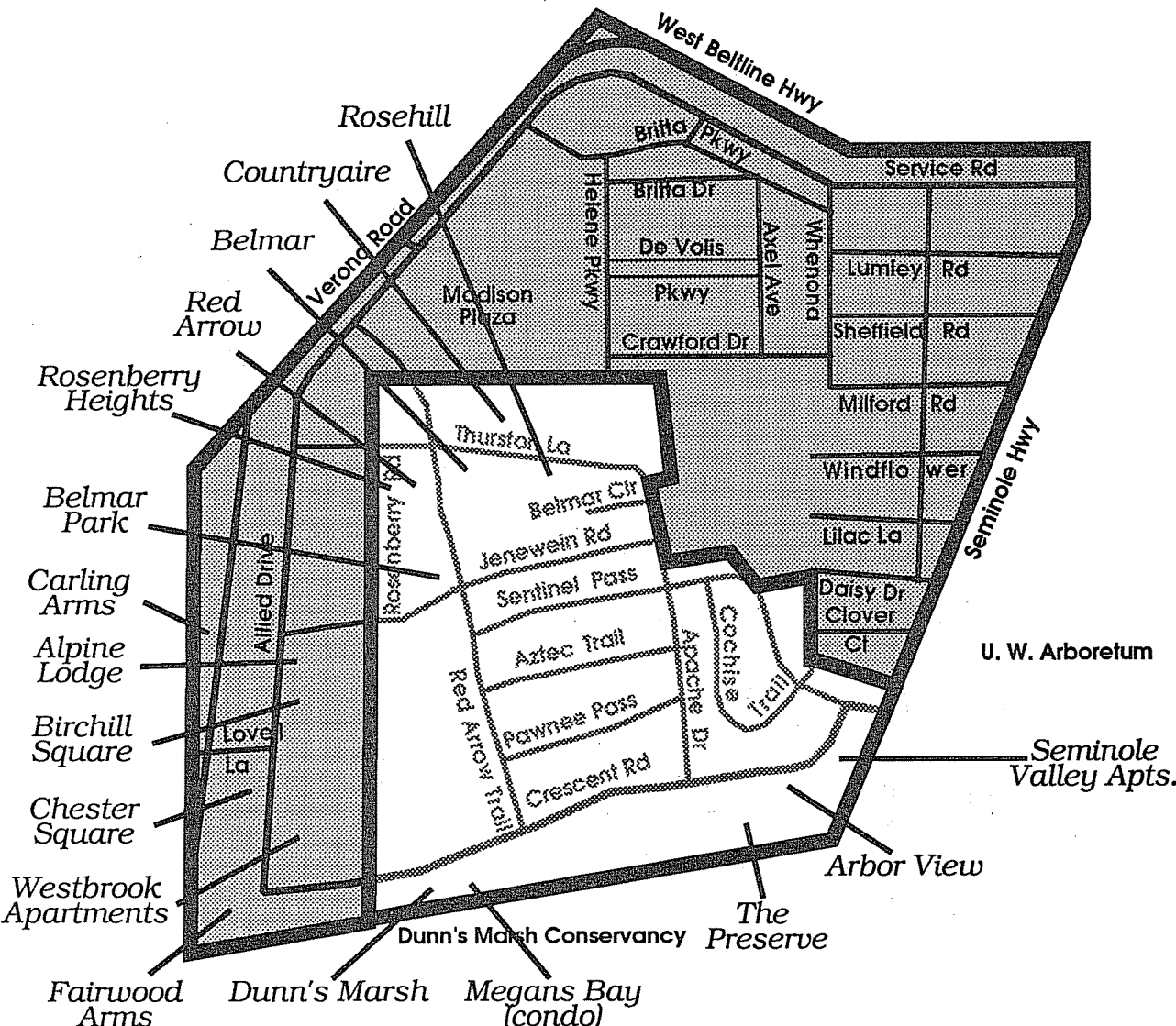
City of Fitchburg

- A Agriculture District
- R2 Single-Family Residence District
- R3 Single & Two Family Residence District
- R4 General Residence District
- C1 Limited Commercial District
- C2 General Commercial District

- P-R Park & Recreation District
- R-LM Low-Medium Density District
- R-M Medium Density District
- R-H High Density District
- R-HA High Density District
- B-P Business Office District

Map 7
Major Apartment Complexes

Allied Drive–Dunn's Marsh Planning Area
Department of Planning and Development



Legend

- ☐ City of Fitchburg
- ☒ City of Madison

AGENDA ITEM _____

Sent to Accounting _____
Sent to Mayor's Office _____
Sent to City Clerk _____
Copy Mailed _____
to Aldermen _____

City of Madison, Wisconsin

A SUBSTITUTE RESOLUTION _____

Adopting the Allied Drive-Dunn's Marsh
Neighborhood Plan and prioritizing selected
recommendations contained in the plan.

Presented July 24, 1990
Referred *Plan Commission, Parks Division,
CDBG Commission, Madison Metro, Planning &
Development, Board of Estimates, Madison Police
Department, Streets Division, Community Service
Commission, Common Council.
Report Back September 4, 1990

Drafted by: Jule A. Stroick, Department of Planning
and Development

Adopted ✓ POF _____
Rules Susp. _____ Tabled _____
Public Hearing _____

Date: July 18, 1990

APPROVAL OF FISCAL NOTE IS NEEDED
BY THE COMPTROLLER'S OFFICE

Fiscal Note: Common Council has approved 1990
funding request of \$51,662 (CDBG Commission
recommendation) to Friends Community Housing, Inc.
to provide affordable housing with a community center
to serve neighborhood residents.

Approved By _____

Comptroller's Office

SPONSORS: Ald. Jean Stewart (District 20)

SUBSTITUTE RESOLUTION NO. 47,175
I. D. NUMBER 7619

R E S O L U T I O N

WHEREAS, the adopted Land Use Plan for the City of Madison recommends the development of
neighborhood plans for older, transitional residential neighborhoods located in the City; and

WHEREAS, the Community Development Block Grant (CDBG) Commission has designated the Allied
Drive-Dunn's Marsh (CT 6) area a CDBG Concentration neighborhood for the purposes of providing planning
assistance and funding for neighborhood improvements; and

WHEREAS, the Plan was prepared through the cooperative efforts of neighborhood residents with planning
assistance provided through the Department of Planning and Development; and

WHEREAS, the Plan was prepared through the cooperative efforts of neighborhood residents with planning
assistance provided through the Department of Planning and Development; and

WHEREAS, the Plan recommendations have been approved by the appropriate City boards and commissions
and have received acceptance by the Allied Drive-Dunn's Marsh community;

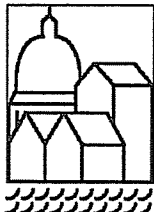
NOW, THEREFORE, BE IT RESOLVED that the Common Council does hereby adopt the Allied
Drive-Dunn's Marsh Neighborhood Plan as a supplement to the City's Land Use Plan and a part of the Master
Plan for the City of Madison.

BE IT FURTHER RESOLVED that appropriate City staff be directed to assign priority to the following projects and activities necessary for implementation of plan recommendations, namely:

1. Continue to provide technical and financial assistance to Friends Community Housing Inc. in their efforts to secure a building in the Allied Drive area for affordable housing along with a community center to serve area residents.
2. Encourage the systematic inspection of rental properties in the area to ensure compliance with the city minimum housing and property maintenance codes.
3. Encourage the City of Madison Parks Division to cooperatively work with the City of Fitchburg Parks Department to design a park plan incorporating Belmar and Allied Drive Parks.
4. Continue to station a Neighborhood Foot Patrol Officer in the Allied Drive area, and most importantly, continue to have the officer available through the Community Center.
5. Encourage the Madison Police Department to enforce curfew ordinances.
6. Request the City of Madison Building Inspection Unit to monitor parking lot lighting in private parking lots and building entrance ways.
7. Request the City of Transportation and Engineering Department to improve street lighting along Allied Drive.
8. Request the Madison Metropolitan Transit System to maintain a bus shelter off of Verona Road at Red Arrow Road.
9. Request the City of Madison Engineering Department to install handicap ramps on Allied Lane, Lovell Lane, Allied Road and Jenewein Road.
10. Encourage Madison Metropolitan Recreation Program to administer youth recreation programs year-round.

BE IT FURTHER RESOLVED that future City budget processes consider programming funds to implement priority projects.

City of
Madison



This project was supported by the City of Madison Department of Planning and Development and Community Development Block Grant funds from the U.S. Department of Housing and Urban Development.

