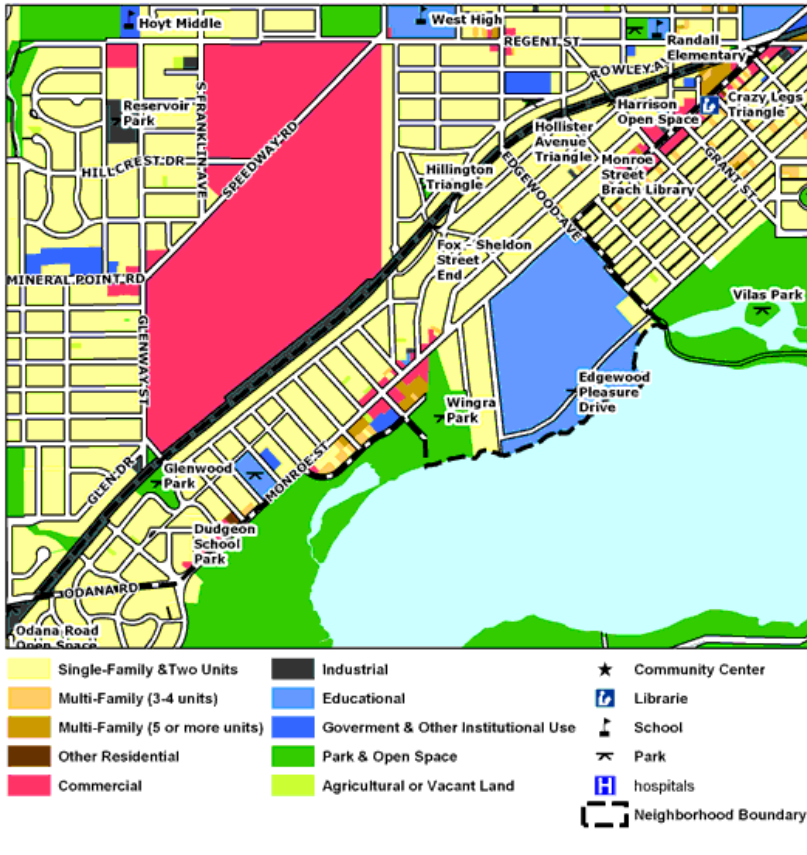


APPENDIX X

1a. The Dudgeon-Monroe Neighborhood Profile



Dudgeon-Monroe Neighborhood Profile

| | |
|---------------------------|---|
| Population (1990): | 2,969 |
| Boundaries: | Chicago and Northwestern Railroad on the north, Edgewood Avenue on the east, Lake Wingra on the south, Odana Road on the west |
| Size: | 308.4 Acres |

Governmental Officials

| | |
|--------------------------------|--|
| Madison Alderperson: | Kenneth Golden, Aldermanic District 10 |
| Dane County Supervisor: | David Worzala, Supervisory District 10 |
| State Representative: | Terese Berceau, Assembly District 76 |
| State Senator: | Fred Risser, Senate District 26 |

Public Facilities and Services

| | |
|-------------------------------|---|
| Fire Stations: | Fire Station #4 (1437 Monroe Street), Fire Station #9 (201 North Midvale Boulevard) |
| Public Health Clinics: | South Madison Health and Family Center (2202 South Park Street at Villager Shopping Center) |
| Library: | Monroe Street Branch (1705 Monroe Street), Sequoia Branch (513 South Midvale Boulevard) |
| Parks and Open Space: | Dudgeon School Park, Glenwood Park, Glenway Golf Course, Henry Vilas Park, Beach and Zoo, Hillington Green, Tillitson Greenway, Wingra Park |
| Police Districts: | South District , Capt. Randy Gaber, 825 Hughes Pl, 266-5938 |
| Polling Place: | Ward 65, Blessed Sacrament Catholic Church, 2131 Rowley Ave Ward 66, Dudgeon Center For Community Programs, 3200 Monroe St |
| Public Schools: | Randall Elementary School (1802 Regent St) or Franklin Elementary School (305 W Lakeside St) |

| |
|---|
| Thoreau Elementary School (3870 Nakoma Rd) |
| Hamilton Middle School (4801 Waukesha St) |
| Cherokee Heights Middle School (4301 Cherokee Dr) |
| West High School (30 Ash St) |

Neighborhood Facilities and Services

| | |
|----------------------------|---|
| Centers of Worship: | Blessed Sacrament Church (2131 Rowley Avenue), St. Andrew’s Episcopal (1833 Regent Street), Religious Society of Friends (1704 Roberts Court), Glenwood Moravian Community Church (725 Gilmore Street), Temple Beth El (2702 Arbor Drive) |
| Community Centers: | Dudgeon Center for Community Programs (3200 Monroe Street), Neighborhood House (29 S. Mills Street), Monroe Street Fine Arts Center (2526 Monroe Street) |
| Hospitals: | St. Marys Medical Center (707 South Mills Street), Meriter Hospital (202 South Park Street), University of Wisconsin Medical Center (600 Highland Avenue) |

Neighborhood Housing and Historic Districts

| | |
|---|-----------|
| Number of Single Family Homes: | 1,004 |
| Percent of Owner Occupied Single Family Homes: | 91.8 |
| Number of Condominiums: | 3 |
| Total Number of Units: | 1,262 |
| Average Assessed Value of Single Family Homes: | \$154,239 |

Source: <http://www.ci.madison.wi.us/neighborhoods/profiles.htm>

1b. The Vilas Neighborhood Profile



Neighborhood Profile

| | |
|---------------------------|--|
| Population (1990): | 1,928 |
| Boundaries: | Regent Street on the north, South Randall Avenue on the east, Vilas Park Drive on the south, Edgewood Avenue and Monroe Street on the west |
| Size: | 195.31 Acres |

Governmental Officials

| | |
|-----------------------------|--|
| Madison Alderperson: | Matt Sloan, Aldermanic District 13 |
|-----------------------------|--|

| | |
|--------------------------------|---|
| Dane County Supervisor: | Chuck Erickson, Supervisory District 13 |
| State Representative: | Terese Berceau, Assembly District 76 |
| State Senator: | Fred Risser, Senate District 26 |
| | |

| | |
|----------------------------|---|
| Places of Interest: | Curtis Effigy Mounds, James Bowen Historical House, Henry Vilas Zoo and Park, and shopping on Monroe Street |
|----------------------------|---|

Public Facilities and Services

| | |
|-------------------------------|---|
| Fire Stations: | Fire Station #4 (1437 Monroe Street) |
| Public Health Clinics: | South Madison Health and Family Center (2202 South Park Street at Villager Shopping Center) |
| Library: | Central Library (201 West Mifflin Street), Monroe Street Branch (1705 Monroe Street) |
| Parks and Open Space: | Edward Klief Park, Bear Mound Park, Henry Vilas Park, Beach, and Zoo |
| Public Schools: | Randall Elementary School (1802 Regent St) or Franklin Elementary School (305 W Lakeside St) Hamilton Middle School (4801 Waukesha St) West High School (30 Ash St) |

Neighborhood Facilities and Services

| | |
|----------------------------|--|
| Centers of Worship: | Beth Israel Center (1406 Mound Street), Islamic Center of Madison (21 North Orchard Street), Madison Chinese Christian Church (1510 Madison Street), Faith Community Bible Church (1517 Regent Street), University Bible Fellowship (1609 Monroe Street), St. James Catholic Church (1204 St. James Court), Trinity United Methodist Church (1123 Vilas Avenue). |
| Community Centers: | Neighborhood House (29 South Mills), Monroe Street Fine Arts Center (2526 Monroe Street) |
| Hospitals: | St. Mary's Medical Center (707 South Mills Street) Meriter Hospital (202 South Park Street), University of Wisconsin Medical Center (600 Highland Avenue) |

Neighborhood Housing and Historic Districts

| | |
|---|-----------|
| Number of Single Family Homes: | 395 |
| Percent of Owner Occupied Single Family Homes: | 84.3 |
| Number of Condominiums: | 0 |
| Total Number of Units: | 736 |
| Average Assessed Value of Single Family Homes: | \$203,359 |

Source: <http://www.ci.madison.wi.us/neighborhoods/profiles.htm>

1. General history /past studies

A number of studies that include this area have been conducted in the recent past among them are: the Dudgeon-Monroe Long-Range Neighborhood Plan (2000); Past and Present: A History of the Dudgeon Monroe Neighborhood and Association (1998); Insiders Guide to the Dudgeon-Monroe Neighborhood (1992); Walking and Biking through the Dudgeon Monroe Neighborhood (1979) and the West Campus Plan UW-Madison. The Dudgeon-Monroe Long-Range Plan address important neighborhood issues including: transportation, housing, commercial resources, community services and facilities and physical resources. The document provides general recommendation and action items for the community issues.

Table 2 - Social Characteristics

| Monroe Street Area Census Summary | | | | | | |
|--|-------------|---------|-------------|---------|-----------------|---------|
| | 2000 Census | | 1990 Census | | City of Madison | |
| | Total | | Total | | Total | Percent |
| | Total | Percent | Total | Percent | | |
| Social Characteristics | | | | | | |
| <i>Education Attainment - over 25 years</i> | 8,355 | | 8,951 | | 126,804 | |
| Less than 9th grade | 179 | 2.1% | 265 | 3.0% | 3,685 | 2.9% |
| 9th to 12th grade, no diploma | 129 | 1.5% | 281 | 3.1% | 5,934 | 4.7% |
| High school graduate (includes equivalency) | 654 | 7.8% | 968 | 10.8% | 22,974 | 18.1% |
| Some college, no degree | 813 | 9.7% | 1125 | 12.6% | 23,447 | 18.5% |
| Associate degree | 337 | 4.0% | 419 | 4.68% | 9,707 | 7.7% |
| Bachelor's degree | 2,657 | 31.8% | 2,707 | 30.2% | 34,603 | 27.3% |
| Graduate or professional degree | 3,516 | 42.1% | 3,186 | 35.6% | 26,454 | 20.9% |
| <i>Marital Status - over 15 years</i> | 14,384 | | | | 177,179 | |
| Widowed | 321 | 2.2% | | | | |
| Widowed Females | 284 | 2.0% | | | | |
| Divorced | 826 | 5.7% | | | 16,042 | 9.1% |
| Divorced Females | 503 | 3.5% | | | 9,557 | 5.4% |
| <i>Disability Status</i> | | | | | | |
| 21 to 64 years old | 9,974 | | | | | |
| Disability | 941 | 9.4% | | | 16,322 | 12.5% |
| 65 and above | 723 | | | | | |
| Disability | 310 | 42.9% | | | 6,442 | 35.2% |
| <i>Residence in 1995 - Population 5 years and over</i> | 15,488 | | | | | |
| Same House in 1995 | 5,683 | 36.7% | | | | |
| Elsewhere in the United States | 9,053 | 58.5% | | | | |
| Same County | 3,534 | 22.8% | | | | |
| Different County | 5,519 | 35.6% | | | | |
| Same State | 3,056 | 19.7% | | | | |
| Different State | 2,463 | 15.9% | | | | |
| Elsewhere | 752 | 4.9% | | | | |
| <i>Place of Birth</i> | | | | | | |
| Native - In the United States | 14,316 | 89.6% | | | 187,029 | 90.1% |
| In Wisconsin | 8,383 | 52.5% | | | 120,753 | 58.2% |
| Foreign Born | 1,503 | 9.4% | | | | |

Economic Characteristics

A large number of residents in the area, 70.4% of the work force were occupied in the fields of management, professional and related occupations. This is a significant increase from the percentage in 1990, 47.2% and the City of Madison in 2000, 46.9%. The second largest occupation category in the area was sales and office occupations at 24.8% of the work force.

| Monroe Street Area Economic Conditions | | | | | | |
|---|-------------|---------|-------------|---------|-----------------|---------|
| | 2000 Census | | 1990 Census | | City of Madison | |
| | Total | | Total | | Total | Percent |
| | Total | Percent | Total | Percent | | |
| Economic Conditions | | | | | | |
| <i>Commuting to Work</i> | | | | | | |
| Workers 16 years and over | 9,657 | | 9,196 | | 119,707 | |
| Car, truck, or van -- drove alone | 4,913 | 50.9% | 4,083 | 44.4% | 78,700 | 65.7% |
| Car, truck, or van -- carpooled | 628 | 6.5% | 865 | 9.4% | 11,477 | 9.6% |
| Public transportation (including taxicab) | 856 | 8.9% | 657 | 7.1% | 8,579 | 7.2% |
| Walked | 2,080 | 21.5% | 2,304 | 25.1% | 12,755 | 10.7% |
| Other means | 929 | 9.6% | 984 | 10.7% | 4,521 | 3.8% |
| Worked at home | 251 | 2.6% | 294 | 3.2% | 3,675 | 3.1% |
| Mean travel time to work (minutes) | | | | | 18.3 | |
| <i>Occupation - Employed 16 years and over</i> | 8,444 | | 9,500 | | 121,828 | |
| Management, professional, and related occupations | 5,942 | 70.4% | 4,483 | 47.2% | 57,139 | 46.9% |
| Service occupations | 1,214 | 14.4% | 941 | 9.9% | 17,217 | 14.1% |
| Sales and office occupations | 2,098 | 24.8% | 3,252 | 34.2% | 31,276 | 25.7% |
| Farming, fishing, and forestry occupations | 42 | 0.5% | 104 | 1.1% | 243 | 0.2% |
| Construction, extraction, and maintenance occupations | 257 | 3.0% | 281 | 3.0% | 5,406 | 4.4% |
| Production, transportation, and material moving occupations | 341 | 4.0% | 429 | 4.5% | 10,547 | 8.7% |
| <i>Income in 1989 - Households</i> | 5,856 | | 6,264 | | 89,267 | |
| Less than \$10,000 | 1,045 | 17.8% | 1,029 | 16.4% | 8,645 | 9.7% |
| \$10,000 to \$14,999 | 581 | 9.9% | 607 | 9.7% | 5,285 | 5.9% |
| \$15,000 to \$24,999 | 757 | 12.9% | 1,076 | 17.2% | 10,696 | 12.0% |
| \$25,000 to \$34,999 | 726 | 12.4% | 932 | 14.9% | 11,561 | 13.0% |
| \$35,000 to \$49,999 | 871 | 14.9% | 1,136 | 18.1% | 15,934 | 17.8% |
| \$50,000 to \$74,999 | 1,092 | 18.6% | 895 | 14.3% | 18,338 | 20.5% |
| \$75,000 to \$99,999 | 689 | 11.8% | 337 | 5.4% | 9,271 | 10.4% |
| \$100,000 to \$149,999 | 625 | 10.7% | 159 | 2.5% | 6,542 | 7.3% |
| \$150,000 to \$199,999 | 155 | 2.6% | 93 | 1.5% | 1,631 | 1.8% |
| \$200,000 or more | 207 | 3.5% | | | 1,364 | 1.5% |
| Median household income (dollars) | | | | | \$41,941 | |
| Per Capita Income | | | | | \$23,498 | |
| Median Male Full-Time, Year Around Worker | | | | | \$36,718 | |
| Median Female Full-Time, Year Around Worker | | | | | \$30,551 | |
| <i>Poverty Status (below poverty level)</i> | | | | | | |
| Families | 110 | | 134 | | 2,447 | 5.8% |
| With related children under 18 years | 52 | | | | 1,918 | 9.3% |
| With related children under 5 years | 8 | | | | 993 | 11.8% |
| Families with female householder, no husband present | 30 | | 34 | | 1,230 | 18.6% |
| With related children under 18 years | 20 | | | | 1,099 | 24.7% |
| With related children under 5 years | 8 | | | | 573 | 39.3% |
| Individuals | 3,807 | | 3,790 | | 29,287 | 15.0% |
| 18 years and over | 3,691 | | | | 25,136 | 15.7% |
| 65 years and over | 82 | | | | 812 | 4.5% |
| Related children under 18 years | 107 | | | | 4,045 | 11.4% |
| Related children 5 to 17 years | 97 | | | | 2,704 | 10.8% |
| Unrelated individuals 15 years and over | 3,498 | | | | 21,291 | 29.1% |

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Approximately 60% of the populations have a household income greater than the city of Madison's median household income of \$41,941. The largest portion of income in the Monroe Street area represents 18.6% of the households with incomes in the \$50,000-\$74,999. In the 2000 census, 110 households in the Monroe Street area had incomes below the poverty level.

A. Community Expectations and Preferences

As a part of the planning process a number of public participation tools were utilized.

The three public meetings were held at the Edgewood College Anderson Auditorium to receive public input and PDI/BDI conducted confidential stakeholder interviews and discussion groups with Monroe Street Merchants on March 18, 2004 with special attention to the following issues:

- Business mix & activities
- Traffic and parking concerns
- Physical environment of area: landscape/streetscape
- Neighborhood/business issues, conflicts
- Degree/effectiveness of city involvement & support
- Other issues/concerns for the consultants to know about

Following is a summary of the main points made by participants at the stakeholder interviews:

- The street needs more neighborhood-oriented shopping: the street now has “everything you want, nothing you need.” The street always had three “anchor” businesses: Kopp’s, Orange Tree, and the bank.
- Rents are high and tend to discourage “neighborhood essential” businesses. Rents are ranging at approximately \$16-\$20 per square foot.
- The amount of parking available for businesses is adequate. The small lot to the east of the Kopp’s site provides a central location for parking.
- There are a few “neighborhood hub” type stores: Ancora, Victor’s coffee and the Monroe Street library are examples.

- Monroe Street is a true destination. It attracts people from all over. There are other things for people do when they visit businesses or institutions that locate here.
- The effects of the recession are still lingering. It is easier for a business to weather a recession if it offers a mix of retail and service.
- The community support (sales) for the current Magic Mill store on Monroe Street has been less than anticipated.
- A grocery store could be supported. But in order for a grocery store to be successful in this area, it will be essential for it to draw upon a larger trade area than just the immediate Monroe and Vilas neighborhoods.
- It would be great to attract more restaurants to the area. In order to increase foot traffic it will be necessary to improve the quality of the streetscape and landscape along the street. In particular, it is necessary to make changes to make it easier for the elderly to get around.
- No big-box type facilities should be allowed (e.g. drive-through windows).
- Any new business that is brought in should complement and not compete with existing businesses.
- The bike path is becoming a neighborhood social gathering place. There is a need to tie it in better with the commercial districts.
- The library site is a potential redevelopment parcel. However, the library has stated a preference to not be on the 2nd floor of such a project.
- Any streetscape improvements proposed for Monroe Street should extend down to the “Glenway” district at the west end of the street.

- If any of the existing and former service stations along the street are redeveloped, it is important that they are in scale with residential areas behind the sites.
- Housing in the area is mostly owner-occupied white-collar single family. Homes recently have been selling \$50-100,000 over the assessed value.
- A market exists for “empty nester” housing in the neighborhood.
- There was a time when the university was looking into “alumni condos.”
- A playground would be a great addition to the area. It is important for the commercial districts to have a multiplicity of things for people of all ages to do-not just shopping.
- Make this seem like a community place, not just a row of shops.
- Create a signage plan for the district.
- Guidelines and incentives should be encouraged for storefront improvements.
- The green lot at the southwest corner of Regent & Breese Terrace is city-owned and may be a good location for a “Bike Park” with bike rider-friendly amenities such as bike racks, restrooms, and a map of the commercial area. This park would be a place for riders to stop along the trail and hopefully take a break and take a walk through the district.
- While a few of the existing homes within the commercial area along Monroe could be converted to commercial use, most are not in good condition and would probably not be worthy of adaptive re-use.
- In general there is a need to “soften” the street with plantings.
- The physical condition of Dudgeon Center is a concern of the neighborhood. In order to upkeep the building, some expensive mechanical and maintenance issues will need to be addressed. The cost of these repairs is probably beyond what the school can afford. A new partnership between a private concern (such as a developer of elderly housing) and the school may be advantageous. In this situation the school would occupy a portion of the building while elderly housing would be included in the structure. The developer would pay for necessary repairs and upgrades needed to ensure the preservation of the structure. St. Mary’s in Milwaukee is an example of this ‘intergenerational campus.”
- Most of the owners of the service stations want to stay in business as they are. Some of these (Budd’s) have already been upgraded. It seems that redevelopment of many of these parcels would be a long-term prospect.
- The University has a proposal to renovate the street area to the south of the Field House. Little Street would be closed and replaced with a plaza in front of the Field House. The plan also proposes closing Crazy Legs Drive to create a triangular green space between Regent, Monroe, and Breese Terrace. The plan is in preliminary stages at this time. Ken Saiki is the Landscape architect of the Camp Randall project and may be contacted for further information.
- Brick piers with ornamental fencing will be installed along the east side of Breese Terrace along the edge of Camp Randall Stadium. A new university “gateway” sign will be added at the northeast corner of Breese and Regent.
- The city will extend the bike trail further east from its current termination, and it will eventually link up to the pathway along Lake Monona near the Findorf headquarters.
- The university is working on a stormwater management plan for the portion of the arboretum that fronts Monroe Street near the Glenway intersection.

2. Listening Workshop summary of public comments

Activities and Uses

Promote resident-owner stores, not large national chains. This is more in keeping with the character of the neighborhood.

Smaller scale stores are nice but the rents are now quite high making it difficult for smaller operations to make it.

The neighborhood used to have core commercial uses (grocery) that drew people who would in turn patronize other businesses.

If a grocery store is brought in, it needs to have a special character to distinguish it (like Kopp's was known for meats).

It might be ok for certain national chains (like the Gap) to come to Monroe Street: they are the ones more likely to afford the high rents.

Live/Work units might be an appropriate use.

Affordable housing opportunities should be addressed.

There are some sites on which single story buildings now stand. It is realistic to assume that some of these could give way for multistory buildings. These could have retail on the ground floor and residential above. These types of residential units (condos) might be attractive to "empty nester" current neighborhood residents who no longer want a single family home but want to stay in the area.

Height will be an issue of concern for any new buildings.

The consultants were asked about what they mean by "redevelopment sites." The response was that there are several properties that appear underutilized and that it would be realistic to assume that in the next 10-15 years that the owner may sell or decide to redevelop the property in another use. Knickerbocker Place was mentioned as a good example of this type of project.

The community will have to reach a consensus on what acceptable building heights would be for any new construction. Buildings of at least three or four stories are probably what could be expected on these sites.

Higher buildings should have setbacks to diminish their apparent height: The Justice Building downtown was mentioned as a good example.

A new larger library should be built. There should be more meeting rooms available to the public.

A participant asked how this plan would be made into law: Alderman Golden responded that the recommendations of this neighborhood plan would be adopted as part of the official Madison comprehensive plan.

Physical/Visual Character

In general, the street needs attention with regard to better aesthetics.

There has been a "piecemeal" character that has developed as several small and unrelated street enhancement efforts have been implemented over the years.

There were previous discussions on creating an urban design district for the area but the discussions went nowhere.

A coordinated signage plan for the district needs to be done.

Lighting on redevelopment sites should be pedestrian-friendly (example: use cut-off fixtures in parking lots).

Since commercial buildings and redevelopment sites abut residential areas, the backs or service zones need to be screened and carefully considered.

A participant asked who determines building setbacks. The answer was that zoning code determines it.

In some commercial districts, a Business Improvement District (BID) is set up to deal with maintenance issues.

Rain gardens should be considered along the street to help clean stormwater runoff. A source of information is Roger Bannerman at the DNR.

The UW-Extension has a master gardener program to teach neighbors how to set up green spaces.

There is a need for a series of smaller parks or playgrounds throughout the commercial areas.

Small setbacks should be encouraged along new building edges. These “nooks and crannies” could help create small spaces for socialization.

There are too many overhead wires in some residential areas.

Opportunities should be studied for bulb-out areas at intersections (in particular at Commonwealth/Monroe intersection). This could provide small pockets of green space.

Traffic

Grant Street has become a traffic corridor. Has the city designated “official residential streets?”

The city seems to not have a clear designation or plan for classifying street types and function.

The university has come up with a plan for improving the area in front of the Field House and Crazy Legs drive. The status of this plan is preliminary at this point.

Traffic should be diverted to main corridors and away from residential areas.

There is a problem in some residential areas with people who park their cars on residential streets and then take the bus downtown to work, leaving their cars all day. One possible way to control this is to have 2 hour parking in front of homes but this is inconvenient to residents. Another possibility is to create permit parking only and issue these to residents.

A participant noted that it was important to coordinate any redevelopment with the city’s infrastructure plan.

Historic street lamps should be placed along the entire street.

Sustainability

The pedestrian/bike path is great, but it needs to be extended east to the downtown.

The current speed limit along Monroe is too high. Should be 25 mph throughout.

Crosswalks could feature textured pavement to help slow traffic.

Banners should be considered for commercial areas.

Crossing the street for pedestrians is difficult; some drivers ignore the flags.

More vehicles appear to be using Glenway Street since the traffic light was installed at Glenway & Mineral Point.

3. Results of design preference survey

Neighbors participated in a design preference survey at the public meeting held on May on May 6th at Edgewood College.

Approximately 100 people participated. The public responded to images that fell under five categories. These were:

1. Height, set back and relationship to street
2. Ground Floor Treatment of Retail
3. Parking
4. Signage
5. Streetscape/landscape character

[graphic not our document]



Below is an example image and score sheet for the Design Preference Survey conducted at the March 4th meeting. Meeting participants rated design character images on a scale of -5 (most negative) to +5 (most positive)

| Slide Number | NEGATIVE ← | | | | | NEUTRAL | → POSITIVE | | | | |
|----------------------------------|------------|----|----|----|----|---------|------------|---|---|---|---|
| Single Family Residential | | | | | | | | | | | |
| 1 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 2 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 3 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 4 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 5 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 6 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 7 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| Multi Family/Town Homes | | | | | | | | | | | |
| 8 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 9 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 10 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| 11 | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |

RESULTS

Height, setback and relationship to street - Highest Rated



Analysis: The highest rated images feature buildings of multiple stories with first floor elements attractive to pedestrians. The buildings are placed up near the sidewalk edge and feature setbacks and 'a house like' massing elements that break down the scale of the buildings.

The second image of a night shot may be more an indication of lighting than of the actual height acceptance.

Height, setback and relationship to Street - Lowest Rated



Analysis: Three of the lowest rated images are single-story buildings setback some distance from the sidewalk. The landscaped edge provides an uninteresting barrier to the pedestrian. The fourth image features a façade that is rather 'flat' and seems to close in towards the street.

Ground Floor Treatment of Retail-Highest Rated



Analysis: The highest rated images all contain elements that provide seasonal delight to pedestrians either in the form of signage, display of merchandise, attractive building detail or by featuring an activity.

Ground Floor Treatment of Retail - Lowest Rated



Analysis: The lowest rated images indicate a 'dead' streetscape character. Two images indicate closed windows or uses turning their backs to the street. The other image lacks an active pedestrian oriented use. The buildings have some architectural detail along the sidewalk but there is no activity or goods displayed.

Parking - Highest Rated



Analysis: These images all feature landscape elements that help reduce the amount of asphalt and provide elements that comfort the pedestrian, including special paving, trees and landscape, signage and streetscape elements.

Parking - Lowest Rated



Analysis: The low rated images indicate places with no or minimal relief from a 'sea of asphalt.' Some of the images show the negative impact of congestion or too many cars grouped into large parking lots.

Signage - Highest Rated



Analysis: The highest rated signs share some similar characteristics. They are at a pedestrian scale that fit in well with the character of the architecture. Signage can also consist of exhibiting a use, such as the presence of the table and chairs which say 'coffee house.'

Signage - Lowest Rated



Analysis: Two of the signs are too large and dominate over the building character. They look like they are meant to be seen by passing cars a great distance away. The Dairy Queen store features too many signs of several different styles.

Streetscape/landscape Character – Highest Rated



Analysis: The highest rated features use attractive pavement treatment and landscaped elements to enliven the pedestrian experience. Two of the images indicate attractive public art pieces.

Streetscape/landscape Character – Lowest Rated



Analysis:

The lowest rated images indicate featureless places with either a lack of streetscape attractions or building façades that don't engage the pedestrian.

F. Appendix

Appendix Table A-1

Monroe Street General Demographic Profile

| Monroe Street Area General Demographic Characteristics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------|---------|-------|---------|-------------|---------|------------|---------|------------|---------|------------|---------|----------------|---------|---------|---------|----------------|---------|-------------|---------|-------|---------|-------------|---------|-----------------|---------|--------|---------|---------|-------|
| | Tract 30.02 | | 1990 | | Tract 30.01 | | Block 2005 | | Block 2003 | | Block 1000 | | Adjusted Total | | Tract 1 | | Tract 1 - 1990 | | 2000 Census | | | | 1990 Census | | City of Madison | | | | | |
| | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | | |
| General Demographic Characteristics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Population | 3,258 | | 3,412 | | 5,272 | | 141 | | 106 | | 724 | | 2,287 | | 2,665 | | 2,681 | | 2,213 | | 6,330 | | 7,427 | | 15,970 | | 16,118 | | 207,525 | |
| Male | | | | | | | | | | | | | | | | | | | 985 | 44.5% | 3,220 | 50.9% | 3,834 | 51.6% | 8,039 | 50.3% | 8,220 | 51.0% | | |
| Female | | | | | | | | | | | | | | | | | | | 1,228 | 55.5% | 3,110 | 49.1% | 3,593 | 48.4% | 7,931 | 49.7% | 7,898 | 49.0% | | |
| Median Age | 29.9 | | 26.9 | | 40.5 | | | | | | | | | | 39.5 | | 31.2 | | 33.5 | | 24.7 | | 25.6 | | | | | | 30.9 | |
| 62 Years and Over | 296 | 9.1% | | | | | | | | | | | | | 380 | 14.3% | | | 187 | 8.5% | 503 | 7.9% | 535 | 7.2% | 1,225 | 7.7% | | | 22,743 | 11.0% |
| Households with individuals under 18 years | 514 | 37.5% | | | | | | | | | | | | | 309 | 24.3% | | | 248 | 27.7% | 370 | 13.6% | 579 | 17.6% | 1,197 | 17.3% | | | 20,887 | 23.4% |
| Households with individuals 65 years and over | 171 | 12.5% | | | | | | | | | | | | | 341 | 26.8% | | | 151 | 16.9% | 286 | 10.5% | 420 | 12.7% | 857 | 12.4% | | | 18,111 | 20.3% |
| Poverty Status (below poverty level) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Families | 44 | 5.8% | 48 | 6.7% | 9 | 0.6% | | | | | | | | | 17 | 2.4% | 22 | 3.0% | 12 | 2.4% | 68 | 8.7% | 30 | 2.3% | 110 | | 134 | | 2,447 | 5.8% |
| With related children under 18 years | 41 | 8.5% | | | 9 | 1.2% | | | | | | | | | 10 | 3.2% | | | 12 | 4.8% | 40 | 11.4% | 0 | | 52 | | | | 1,918 | 9.3% |
| With related children under 5 years | 37 | 15.5% | | | 9 | 4.4% | | | | | | | | | 6 | 5.9% | | | 8 | 6.8% | 8 | 6.8% | 0 | | 8 | | | | 993 | 11.8% |
| Families with female householder, no husband present | 34 | 12.1% | 37 | | 9 | 5.8% | | | | | | | | | 0 | 0.0% | 6 | 27.3% | 12 | 20.0% | 8 | 8.9% | 10 | 6.7% | 30 | | 34 | | 1,230 | 18.6% |
| With related children under 18 years | 31 | 13.3% | 32 | | 9 | 9.8% | | | | | | | | | 0 | 0.0% | | | 12 | 21.8% | 8 | 30.8% | 0 | | 20 | | | | 1,099 | 24.7% |
| With related children under 5 years | 27 | 20.5% | | | 9 | 34.6% | | | | | | | | | 0 | 0.0% | | | 0 | 0.0% | 8 | 100.0% | 0 | | 8 | | | | 573 | 39.3% |
| Individuals | 283 | 9.1% | 481 | 14.1% | 90 | | | | | | | | | | 194 | 7.3% | 142 | 5.3% | 92 | 4.8% | 1,975 | 31.7% | 1,740 | 24.2% | 3,807 | | 3,790 | | 29,287 | 15.0% |
| 18 years and over | 218 | 8.9% | | | 67 | | | | | | | | | | 174 | 8.0% | | | 74 | 4.9% | 1,877 | 33.5% | 1,740 | 28.1% | 3,691 | | | | 25,136 | 15.7% |
| 65 years and over | 6 | 3.2% | 4 | 80.0% | 27 | | | | | | | | | | 5 | 1.5% | 0 | 0.0% | 13 | 8.6% | 52 | 17.2% | 17 | 4.0% | 82 | | | | 812 | 4.5% |
| Related children under 18 years | 59 | 8.9% | | | 8 | | | | | | | | | | 20 | 4.1% | | | 18 | 4.6% | 89 | 14.7% | 0 | 0.0% | 107 | | | | 4,045 | 11.4% |
| Related children 5 to 17 years | 26 | 6.0% | | | 0 | | | | | | | | | | 12 | 3.4% | | | 18 | 6.2% | 79 | 17.1% | 0 | 0.0% | 97 | | | | 2,704 | 10.8% |
| Unrelated individuals 15 years and over | 176 | 16.8% | | | 73 | | | | | | | | | | 140 | 18.6% | | | 62 | 12.0% | 1,757 | 44.4% | 1,679 | 47.3% | 3,498 | | | | 21,291 | 29.1% |
| Race | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total population | 3,258 | | 3,412 | | 5,272 | | | | | | | | | | 2,665 | | 2,681 | | 2,203 | | 6,330 | | 7,427 | | 15,960 | | 16,118 | | 208,054 | |
| One race | 3,135 | 96.2% | | | 5,194 | 98.5% | | | | | | | | | 2,578 | 96.7% | | | 2,176 | 98.8% | 6,204 | 98.0% | 7,285 | 98.1% | 15,665 | 98.2% | | | 203,219 | 97.7% |
| White | 2,755 | 84.6% | 3,224 | 94.5% | 4,868 | 92.3% | | | | | | | | | 2,232 | 83.8% | 2,500 | 93.2% | 2,100 | 95.3% | 5,452 | 86.1% | 6,519 | 87.8% | 14,071 | 88.2% | 14,662 | 91.0% | 174,689 | 84.0% |
| Black or African American | 264 | 8.1% | 140 | 4.1% | 179 | 3.4% | | | | | | | | | 90 | 3.4% | 56 | 2.1% | 15 | 0.7% | 175 | 2.8% | 107 | 1.4% | 297 | 1.9% | 273 | 1.7% | 12,155 | 5.8% |
| American Indian and Alaska Native | 11 | 0.3% | 6 | 0.2% | 14 | 0.3% | | | | | | | | | 16 | 0.6% | 11 | 0.4% | 1 | 0.0% | 15 | 0.2% | 17 | 0.2% | 33 | 0.2% | 56 | 0.3% | 759 | 0.4% |
| Asian | 49 | 1.5% | 20 | 0.6% | 75 | 1.4% | | | | | | | | | 164 | 6.2% | 93 | 3.5% | 45 | 2.0% | 460 | 7.3% | 571 | 7.7% | 1,076 | 6.7% | | | 12,065 | 5.8% |
| Native Hawaiian and Other Pacific Islander | 0 | 0.0% | 0 | 0.0% | 3 | 0.1% | | | | | | | | | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 6 | 0.1% | 7 | 0.0% | 995 | 6.2% | 77 | 0.0% |
| Asian and Pacific Islander (1990) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Some other race | 56 | 1.7% | 22 | 0.6% | 55 | 1.0% | | | | | | | | | 75 | 2.8% | 21 | 0.8% | 15 | 0.7% | 101 | 1.6% | 65 | 0.9% | 181 | 1.1% | 132 | 0.8% | 3,474 | 1.7% |
| Two or more races | 123 | 3.8% | | | 78 | 1.5% | | | | | | | | | 87 | 3.3% | | | 27 | 1.2% | 126 | 2.0% | 142 | 1.9% | 295 | 1.8% | | | 4,835 | 2.3% |
| Hispanic or Latino (of any race) | 111 | 3.4% | 58 | 1.7% | 132 | 2.5% | | | | | | | | | 143 | 5.4% | 41 | 1.5% | 34 | 1.5% | 236 | 3.7% | 207 | 2.8% | 477 | 3.0% | 335 | 2.1% | 8,512 | 4.1% |

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Appendix Table A-3

Monroe Street Economic Conditions

| Monroe Street Area Economic Conditions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------|---------|----------|---------|-------------|---------|------------|---------|------------|---------|------------|---------|----------------|---------|---------|----------|----------------|----------|----------|----------|----------|----------|---------|----------|-------|---------|-------------|---------|-----------------|----------|----------|--|
| | Tract 30.02 | | 1990 | | Tract 30.01 | | Block 2005 | | Block 2003 | | Block 1000 | | Adjusted Total | | Tract 1 | | Tract 1 - 1990 | | Tract 10 | | Tract 12 | | Tract 9 | | Total | | 1990 Census | | City of Madison | | | |
| | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | | |
| Economic Conditions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Commuting to Work</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Workers 16 years and over | 1,962 | | 1,893 | | | | | | | | | | | | | 1,525 | | 1,703 | | 1,418 | | 3,746 | | 4,493 | | 9,657 | | 9,196 | | 119,707 | | |
| Car, truck, or van -- drove alone | 1,544 | 78.7% | 1,344 | | | | | | | | | | | | | 1,076 | 70.6% | 1,253 | 73.6% | 917 | 64.7% | 1,942 | 51.8% | 2,054 | 45.7% | 4,913 | 50.9% | 4,083 | 44.4% | 78,700 | 65.7% | |
| Car, truck, or van -- carpool | 234 | 11.9% | 220 | | | | | | | | | | | | | 145 | 9.5% | 175 | 10.3% | 116 | 8.2% | 177 | 4.7% | 335 | 7.5% | 628 | 6.5% | 865 | 9.4% | 11,477 | 9.6% | |
| Public transportation (including taxicab) | 89 | 4.5% | 65 | | | | | | | | | | | | | 167 | 11.0% | 86 | 5.0% | 96 | 6.8% | 221 | 5.9% | 539 | 12.0% | 856 | 8.9% | 657 | 7.1% | 8,579 | 7.2% | |
| Walked | 13 | 0.7% | 141 | | | | | | | | | | | | | 24 | 1.6% | 52 | 3.1% | 189 | 13.3% | 834 | 22.3% | 1,057 | 23.5% | 2,080 | 21.5% | 2,304 | 25.1% | 12,755 | 10.7% | |
| Other means | 30 | 1.5% | 91 | | | | | | | | | | | | | 50 | 3.3% | 35 | 2.1% | 71 | 5.0% | 481 | 12.8% | 377 | 8.4% | 929 | 9.6% | 984 | 10.7% | 4,521 | 3.8% | |
| Worked at home | 52 | 2.7% | 27 | | | | | | | | | | | | | 63 | 4.1% | 102 | 6.0% | 29 | 2.0% | 91 | 2.4% | 131 | 2.9% | 251 | 2.6% | 294 | 3.2% | 3,675 | 3.1% | |
| Mean travel time to work (minutes) | 20.3 | | 19 | | | | | | | | | | | | | 19.9 | | 17.1 | | 14.4 | | 16.5 | | 15.4 | | 15.4 | | 18.3 | | 18.3 | | |
| <i>Occupation - Employed 16 years and over</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Management, professional, and related occupations | 485 | 24.8% | | | | | | | | | | | | | | 1,533 | | 1,713 | | 7 | | 3,850 | | 4,587 | | 8,444 | | 9,500 | | 121,828 | | |
| Service occupations | 347 | 17.8% | | | | | | | | | | | | | | 948 | 61.8% | 822 | 48.0% | 917 | 13100.0% | 2,062 | 53.6% | 2,963 | 64.6% | 5,942 | 70.4% | 4,483 | 47.2% | 57,139 | 46.9% | |
| Sales and office occupations | 753 | 38.6% | | | | | | | | | | | | | | 205 | 13.4% | 524 | 30.6% | 290 | 4142.9% | 920 | 23.9% | 888 | 19.4% | 2,098 | 24.8% | 3,252 | 34.2% | 31,276 | 25.7% | |
| Farming, fishing, and forestry occupations | 0 | 0.0% | | | | | | | | | | | | | | 0 | 0.0% | 14 | 0.8% | 0 | 0.0% | 23 | 0.6% | 19 | 0.4% | 42 | 0.5% | 104 | 1.1% | 243 | 0.2% | |
| Construction, extraction, and maintenance occupations | 136 | 7.0% | | | | | | | | | | | | | | 76 | 5.0% | 67 | 3.9% | 41 | 585.7% | 120 | 3.1% | 96 | 2.1% | 257 | 3.0% | 281 | 3.0% | 5,406 | 4.4% | |
| Production, transportation, and material moving occupation | 231 | 11.8% | | | | | | | | | | | | | | 111 | 7.2% | 109 | 6.4% | 69 | 985.7% | 162 | 4.2% | 110 | 2.4% | 341 | 4.0% | 429 | 4.5% | 10,547 | 8.7% | |
| <i>Income in 1989 - Households</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Less than \$10,000 | 51 | 3.7% | | | | | | | | | | | | | | 1,272 | | 1,242 | | 45 | #DIV/0! | 412 | 15.8% | 588 | 18.1% | 1,045 | 17.8% | 1,029 | 16.4% | 8,645 | 9.7% | |
| \$10,000 to \$14,999 | 90 | 6.6% | | | | | | | | | | | | | | 83 | 6.5% | 117 | 9.4% | 23 | #DIV/0! | 311 | 11.9% | 247 | 7.6% | 581 | 9.9% | 607 | 9.7% | 5,285 | 5.9% | |
| \$15,000 to \$24,999 | 176 | 12.9% | | | | | | | | | | | | | | 169 | 13.3% | 191 | 15.4% | 34 | #DIV/0! | 308 | 11.8% | 415 | 12.8% | 757 | 12.9% | 1,076 | 17.2% | 10,696 | 12.0% | |
| \$25,000 to \$34,999 | 253 | 18.5% | | | | | | | | | | | | | | 179 | 14.1% | 189 | 15.2% | 68 | #DIV/0! | 417 | 16.0% | 241 | 7.4% | 726 | 12.4% | 932 | 14.9% | 11,561 | 13.0% | |
| \$35,000 to \$49,999 | 302 | 22.1% | | | | | | | | | | | | | | 225 | 17.7% | 230 | 18.5% | 171 | #DIV/0! | 349 | 13.4% | 351 | 10.8% | 871 | 14.9% | 1,136 | 18.1% | 15,934 | 17.8% | |
| \$50,000 to \$74,999 | 333 | 24.3% | | | | | | | | | | | | | | 225 | 17.7% | 224 | 18.0% | 245 | #DIV/0! | 361 | 13.8% | 486 | 15.0% | 1,092 | 18.6% | 895 | 14.3% | 18,338 | 20.5% | |
| \$75,000 to \$99,999 | 122 | 8.9% | | | | | | | | | | | | | | 137 | 10.8% | 81 | 6.5% | 191 | #DIV/0! | 199 | 7.6% | 299 | 9.2% | 689 | 11.8% | 337 | 5.4% | 9,271 | 10.4% | |
| \$100,000 to \$149,999 | 31 | 2.3% | | | | | | | | | | | | | | 147 | 11.6% | 56 | 4.5% | 83 | #DIV/0! | 142 | 5.4% | 400 | 12.3% | 625 | 10.7% | 159 | 2.5% | 6,542 | 7.3% | |
| \$150,000 to \$199,999 | 11 | 0.8% | | | | | | | | | | | | | | 56 | 4.4% | 32 | 2.6% | 12 | #DIV/0! | 48 | 1.8% | 95 | 2.9% | 155 | 2.6% | 93 | 1.5% | 1,631 | 1.8% | |
| \$200,000 or more | 0 | 0.0% | | | | | | | | | | | | | | 31 | 2.4% | | | 20 | #DIV/0! | 64 | 2.5% | 123 | 3.8% | 207 | 3.5% | | | 1,364 | 1.5% | |
| Median household income (dollars) | \$40,104 | | \$35,199 | | \$61,808 | | | | | | | | | | | \$48,000 | | \$35,119 | | \$60,455 | | \$31,787 | | \$39,617 | | | | | | \$41,941 | | |
| Per Capita Income | \$20,206 | | \$22,415 | | \$25,022 | | | | | | | | | | | \$33,285 | | \$27,358 | | \$27,358 | | \$19,049 | | \$26,852 | | | | | | | \$23,498 | |
| Median Male Full-Time, Year Around Worker | \$31,649 | | \$34,414 | | \$38,281 | | | | | | | | | | | \$41,222 | | \$47,632 | | \$47,632 | | \$35,403 | | \$50,979 | | | | | | | \$36,718 | |
| Median Female Full-Time, Year Around Worker | \$23,406 | | \$29,007 | | \$32,744 | | | | | | | | | | | \$31,736 | | \$38,309 | | \$38,309 | | \$31,555 | | \$36,098 | | | | | | | \$30,551 | |
| <i>Poverty Status (below poverty level)</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Families | 44 | 5.8% | 48 | 6.7% | 9 | 0.6% | | | | | | | | | | 17 | 2.4% | 22 | 3.0% | 12 | 2.4% | 68 | 8.7% | 30 | 2.3% | 110 | | 134 | | 2,447 | 5.8% | |
| With related children under 18 years | 41 | 8.5% | | | 9 | 1.2% | | | | | | | | | | 10 | 3.2% | | | 12 | 4.8% | 40 | 11.4% | 0 | | 52 | | | | 1,918 | 9.3% | |
| With related children under 5 years | 37 | 15.5% | | | 9 | 4.4% | | | | | | | | | | 6 | 5.9% | | | 0 | 0.0% | 8 | 6.8% | 0 | | 8 | | | | 993 | 11.8% | |
| Families with female householder, no husband present | 34 | 12.1% | 37 | | 9 | 5.8% | | | | | | | | | | 0 | 0.0% | 6 | 27.3% | 12 | 20.0% | 8 | 8.9% | 10 | 6.7% | 30 | | 34 | | 1,230 | 18.6% | |
| With related children under 18 years | 31 | 13.3% | 32 | | 9 | 9.8% | | | | | | | | | | 0 | 0.0% | | | 12 | 21.8% | 8 | 30.8% | 0 | | 20 | | | | 1,099 | 24.7% | |
| With related children under 5 years | 27 | 20.5% | | | 9 | 34.6% | | | | | | | | | | 0 | 0.0% | | | 0 | 0.0% | 8 | 100.0% | 0 | | 8 | | | | 573 | 39.3% | |
| Individuals | 283 | 9.1% | 481 | 14.1% | 90 | | | | | | | | | | | 194 | 7.3% | 142 | 5.3% | 92 | 4.8% | 1,975 | 31.7% | 1,740 | 24.2% | 3,807 | | 3,790 | | 29,287 | 15.0% | |
| 18 years and over | 218 | 8.9% | | | 67 | | | | | | | | | | | 174 | 8.0% | | | 74 | 4.9% | 1,877 | 33.5% | 1,740 | 28.1% | 3,691 | | | | 25,136 | 15.7% | |
| 65 years and over | 6 | 3.2% | 4 | 80.0% | 27 | | | | | | | | | | | 5 | 1.5% | 0 | 0.0% | 13 | 8.6% | 52 | 17.2% | 17 | 4.0% | 82 | | | | 812 | 4.5% | |
| Related children under 18 years | 59 | 8.9% | | | 8 | | | | | | | | | | | 20 | 4.1% | | | 18 | 4.6% | 89 | 14.7% | 0 | 0.0% | 107 | | | | 4,045 | 11.4% | |
| Related children 5 to 17 years | 26 | 6.0% | | | 0 | | | | | | | | | | | 12 | 3.4% | | | 18 | 6.2% | 79 | 17.1% | 0 | 0.0% | 97 | | | | 2,704 | 10.8% | |
| Unrelated individuals 15 years and over | 176 | 16.8% | | | 73 | | | | | | | | | | | 140 | 18.6% | | | 62 | 12.0% | 1,757 | 44.4% | 1,679 | 47.3% | 3,498 | | | | 21,291 | 29.1% | |

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Appendix Table A-4

Monroe Street Housing Characteristics

| Monroe Street Area Census Summary | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-------------|---------|----------|---------|-------------|---------|------------|---------|------------|---------|------------|---------|----------------|---------|-----------|---------|----------------|---------|-----------|---------|-----------|---------|-----------|---------|-------|---------|-------------|---------|-----------------|---------|
| | Tract 30.02 | | 1990 | | Tract 30.01 | | Block 2005 | | Block 2003 | | Block 1000 | | Adjusted Total | | Tract 1 | | Tract 1 - 1990 | | Tract 10 | | Tract 12 | | Tract 9 | | Total | | 1990 Census | | City of Madison | |
| | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent | Total | Percent |
| Housing Characteristics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Family Households | 765 | | 802 | 63.0% | 1,525 | 77.1% | 31 | | 36 | | 109 | | 589 | | 688 | | 620 | | 497 | | 781 | | 1,285 | | 2,563 | | 2,156 | | 42,458 | |
| Total Housing Units | | | | | | | | | | | | | | | 1,342 | | 1,279 | | 894 | | 2,712 | | 3,298 | | 6,904 | | 6,649 | | 92,394 | |
| Occupied Housing Units | 1,350 | | 1,324 | | 1,971 | | 66 | | 40 | | 335 | | 909 | | 1,269 | 94.6% | 1,230 | | 876 | 98.0% | 2,620 | 96.6% | 3,242 | 98.3% | 6,738 | 97.6% | 6,532 | 98.2% | 89,019 | 96.3% |
| Owner Occupied | 424 | 31.4% | 378 | 28.5% | 1,675 | 85.0% | 57 | 86.4% | 3 | 7.5% | 17 | 5.1% | 347 | 38.2% | 698 | 55.0% | 692 | 56.3% | 662 | 75.6% | 684 | 26.1% | 1,454 | 44.8% | 2,800 | 41.6% | 2,850 | 43.6% | 42,496 | 47.7% |
| Renter Occupied | 926 | 68.6% | 896 | 67.7% | 296 | 15.0% | 9 | 13.6% | 37 | 92.5% | 318 | 94.9% | 562 | 61.8% | 571 | 45.0% | 561 | 45.6% | 214 | 24.4% | 1,936 | 73.9% | 1,788 | 55.2% | 3,938 | 58.4% | 3,749 | 57.4% | 46,523 | 52.3% |
| Vacant Units | | | 50 | 3.8% | | | | | | | | | | | 73 | 5.4% | 49 | 3.8% | 18 | 2.0% | 92 | 3.4% | 56 | 1.7% | 166 | 2.4% | 117 | 1.8% | 3,375 | 3.7% |
| Female Householder (no husband present) | 280 | 36.6% | | | | | 13 | 36.1% | 33 | 91.7% | 45 | 41.3% | 189 | 32.1% | 81 | 11.8% | 69 | 11.1% | 60 | 12.1% | 90 | 11.5% | 150 | 11.7% | 300 | 11.7% | 388 | 18.0% | 6,943 | 16.4% |
| With related children under 18 years | | | | | | | | | | | | | | | 51 | 7.4% | 38 | 5.5% | 55 | 11.1% | 26 | 3.3% | 88 | 6.8% | 169 | 6.6% | 228 | 10.6% | 4,787 | 11.3% |
| Median Contract Rent | | | \$493 | | \$645 | | | | | | | | | | \$654 | | \$461 | | \$768 | | \$639 | | \$661 | | | | | | \$644 | |
| Gross Rent 35 percent or more of income | | | | | 101 | 34.1% | | | | | | | | | 129 | 23.0% | | | 37 | 17.3% | 808 | 41.7% | 1,046 | 58.5% | 1,891 | 48.0% | | | 16,523 | 35.6% |
| Value of Owner-Occupied Units | | | | | | | | | | | | | | | | | | | 582 | | 570 | | 1,361 | | 2,513 | | 2,510 | | 37,122 | |
| Less than \$50,000 | | | | | | | | | | | | | | | 0 | 0.0% | 13 | 2.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 78 | 3.1% | 275 | 0.7% |
| \$50,000 to \$99,999 | | | | | | | | | | | | | | | 45 | 6.6% | 394 | 62.8% | 18 | 3.1% | 14 | 2.5% | 7 | 0.5% | 39 | 1.6% | 1,755 | 69.9% | 4,613 | 12.4% |
| \$100,000 to \$149,999 | | | | | | | | | | | | | | | 311 | 45.3% | 118 | 18.8% | 243 | 41.8% | 181 | 31.8% | 133 | 9.8% | 557 | 22.2% | 491 | 19.6% | 17,731 | 47.8% |
| \$150,000 to \$199,999 | | | | | | | | | | | | | | | 160 | 23.3% | 40 | 6.4% | 253 | 43.5% | 203 | 35.6% | 536 | 39.4% | 992 | 39.5% | 111 | 4.4% | 8,701 | 23.4% |
| \$200,000 to \$299,999 | | | | | | | | | | | | | | | 89 | 13.0% | 39 | 6.2% | 57 | 9.8% | 103 | 18.1% | 473 | 34.8% | 633 | 25.2% | 61 | 2.4% | 4,156 | 11.2% |
| \$300,000 to \$399,999 (1990) | | | | | | | | | | | | | | | | | | | | | | | | | | 10 | 0.4% | | | |
| \$300,000 to \$499,999 | | | | | | | | | | | | | | | 46 | 6.7% | 12 | 1.9% | 11 | 1.9% | 69 | 12.1% | 204 | 15.0% | 284 | 11.3% | | | 1,404 | 3.8% |
| \$400,000 or more (1990) | | | | | | | | | | | | | | | | | | | | | | | | | | 4 | 0.2% | | | |
| \$500,000 to \$999,999 | | | | | | | | | | | | | | | 35 | 5.1% | 11 | 1.8% | 0 | 0.0% | 0 | 0.0% | 8 | 0.6% | 8 | 0.3% | | | 197 | 0.5% |
| \$1,000,000 or more | | | | | | | | | | | | | | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | | | 45 | 0.1% |
| Median Value | \$122,800 | | \$77,000 | | \$135,300 | | | | | | | | | | \$148,000 | | \$85,200 | | \$155,000 | | \$173,400 | | \$200,800 | | | | | | \$139,300 | |

Source: City of Madison Planning Dept and US Census Bureau 1990, 2000

Appendix Table A-5

Monroe Street Property Owners

| Parcel Number | Address | Land Use | Assessor Parcel Class | Exempt | Assessor Use | Owner Name 1 | Owner Name 2 | Owner Address | Owner City | Owner State | Owner Zipcode | Owner Zipcode 4 |
|---------------|-------------------|--|-----------------------|--------|----------------------|---------------------------|---------------------------|---------------------------|---------------|-------------|---------------|-----------------|
| 070922105014 | 323 N BREESE TER | Universities and colleges. | Commercial | Exempt | Commercial exempt | UNIV OF WIS REGENTS | VAN HISE HALL # 1860 | 1220 LINDEN DR | MADISON | WI | 53706 | 1525 |
| 070922112142 | 102 N RANDALL AVE | Laundrying and dry cleaning (self-service). | Commercial | | Laundromat | POTTHAST JR, RICHARD H | & SUZANNE C POTTHAST | PO BOX 166 | WINDSOR | WI | 53598 | 166 |
| 070922112043 | 1419 MONROE ST | Drinking places (alcoholic beverages) or taverns. | Commercial | | Tavern | FRANKLIN, MARK A | | 2918 MANCHESTER RD | MADISON | WI | 53719 | 0 |
| 070922112069 | 1429 MONROE ST | Universities and colleges. | Commercial | Exempt | Commercial exempt | UNIV OF WIS REGENTS | VAN HISE HALL # 1860 | 1220 LINDEN DR | MADISON | WI | 53706 | 1525 |
| 070922112077 | 1433 MONROE ST | Agricultural, business and personal credit services (including credit union) | Commercial | | Bank, s & 1 | UNIV OF WIS CREDIT UNION | | PO BOX 44963 | MADISON | WI | 53744 | 4963 |
| 070922112168 | 1499 MONROE ST | Highway and street right-of-way. | Commercial | Exempt | Commercial exempt | WI DEPT OF TRANSPORTATION | BUREAU OF RAILS & HARBORS | 4802 SHEBOYGAN AV RM 701 | MADISON | WI | 53705 | 0 |
| 070922112184 | 1437 MONROE ST | Fire protection and related activities. | Commercial | Exempt | Commercial exempt | CITY OF MADISON | FIRE STATION # 4 | CITY MUNICIPAL BLDG G100 | MADISON | WI | 53703 | 3352 |
| 070922406024 | 1501 MONROE ST | General Retail-Multi Tenant | Commercial | | Store & office lg. | WISCONSIN AVE ASSOC | % MADISON PROPERTY MNGMT | 10 N CHARTER ST | MADISON | WI | 53715 | 0 |
| 070922406040 | 1509 MONROE ST | Eating places or restaurants. | Commercial | | Tavern | 1509 MONROE STREET PRISHP | | 1501 MONROE ST | MADISON | WI | 53711 | 0 |
| 070922407022 | 701 CRAZYLEGS LN | Parks - general recreation, playgrounds, playfields or athletic fields | Commercial | Exempt | Commercial exempt | WI DEPT OF TRANSPORTATION | BUREAU OF RAILS & HARBORS | 4802 SHEBOYGAN AV RM 701 | MADISON | WI | 53705 | 0 |
| 070922406058 | 1511 MONROE ST | Eating places or restaurants. | Commercial | | Restaurant & apts. | HAEFER, LESTER & MARGARET | | 802 MARY AVE | REEDSBURG | WI | 53959 | 1119 |
| 070922407014 | 702 CRAZYLEGS LN | Parks - general recreation, playgrounds, playfields or athletic fields | Commercial | Exempt | Commercial exempt | WI DEPT OF TRANSPORTATION | BUREAU OF RAILS & HARBORS | 4802 SHEBOYGAN AV RM 701 | MADISON | WI | 53705 | 0 |
| 070922406066 | 1513 MONROE ST | Barber services. | Commercial | | Apartment & store | STAPLETON, TIMOTHY J | & KRISTINE H STAPLETON | 1515 MONROE ST | MADISON | WI | 53711 | 2020 |
| 070922308098 | 1614 MONROE ST | Eating places or restaurants. | Commercial | | Restaurant | MCCUE, KATHLEEN A | & TIMOTHY & MOLLY MCCUE | 1713 AURORA ST | MIDDLETON | WI | 53562 | 0 |
| 070922408054 | 1605 MONROE ST | Other medical and health services, NEC. | Commercial | | Office 2 sty or lg. | RR&R ENTERPRISES LLC | | 3121 NOR-DEL HILL | VERONA | WI | 53593 | 9733 |
| 070922408096 | 1619 MONROE ST | Insurance carriers. | Commercial | | Office - 1 story | FISHER, CLIFFORD D | | PO BOX 1601 | MADISON | WI | 53701 | 1601 |
| 070922408129 | 1627 MONROE ST | Beauty services. | Commercial | | Store & shop | LEUNG, JOHN | & MAE FONG LEUNG | 5202 SHORECREST DR | MIDDLETON | WI | 53562 | 1322 |
| 070922408153 | 1637 MONROE ST | Dairy products - retail. | Commercial | | Store 1 sty sm | RC VENTURE | | 1637 MONROE ST | MADISON | WI | 53711 | 2021 |
| 070922408161 | 1639 MONROE ST | General Retail-Multi Tenant | Commercial | | Apartment & store | GAVOL, THEODORE G | & LINDA S GAVOL | 8594 STONEBROOK CIR | MIDDLETON | WI | 53562 | 0 |
| 070922317015 | 1701 MONROE ST | Automobile surface parking. | Residential | Exempt | Vacant | CITY OF MADISON -PARKING | UTILITY | CITY MUNICIPAL BLDG G100 | MADISON | WI | 53703 | 3352 |
| 070922309054 | 1720 MONROE ST | Banking services. | Commercial | | Bank, s & 1 | ASSOCIATED BANK MADISON | | 1720 MONROE ST | MADISON | WI | 53711 | 2054 |
| 070922317023 | 1705 MONROE ST | Libraries. | Residential | Exempt | Vacant | CITY OF MADISON -LIBRARY- | | CITY MUNICIPAL BLDG G100 | MADISON | WI | 53703 | 3352 |
| 070922317031 | 1709 MONROE ST | Furniture - retail. | Commercial | | Store 1 sty sm | RICHMOND, MARK E | & SUSAN E BROWN | 305 CHAMBERLAIN AVE | MADISON | WI | 53705 | 0 |
| 070922317057 | 1717 MONROE ST | Groceries (with or without meat) - retail. | Commercial | | Apartment & store | SEVERSON PROPERTY LLC | | 1717 MONROE ST | MADISON | WI | 53711 | 2022 |
| 070922317065 | 1719 MONROE ST | General Retail-Multi Tenant | Commercial | | Store 2 sty small | KING KONA LLC | | 1612 N HIGH POINT RD #201 | MIDDLETON | WI | 53562 | 0 |
| 070922317073 | 1721 MONROE ST | Gifts, novelties and souvenir - retail. | Commercial | | Store 2 sty small | SCHROEDER, DEAN H & CAROL | | 1909 WEST LAWN AVE | MADISON | WI | 53711 | 2009 |
| 070922317081 | 1723 MONROE ST | Gifts, novelties and souvenir - retail. | Commercial | | Apartment & store | SCHROEDER, DEAN & CAROL | | 1909 W LAWN AVE | MADISON | WI | 53711 | 2009 |
| 070922317099 | 1725 MONROE ST | Books - Retail | Commercial | | Store 2 sty small | D & L INVESTMENTS LLC | | 1725 MONROE ST | MADISON | WI | 53711 | 0 |
| 070922318039 | 1802 MONROE ST | Automobile surface parking. | Residential | Exempt | Vacant | CITY OF MADISON -PARKING | UTILITY | CITY MUNICIPAL BLDG G100 | MADISON | WI | 53703 | 3352 |
| 070922318021 | 1864 MONROE ST | Laundrying and dry cleaning (self-service). | Commercial | | Store 1 sty sm | HIGH POINT PROPERTIES LLC | | 43 S WATER ST EAST | FORT ATKINSON | WI | 53538 | 0 |
| 070922323012 | 1801 MONROE ST | Floor coverings - retail. | Commercial | | Apartment & store | CANDINAS, JOSEPH S | | 1805 MONROE ST | MADISON | WI | 53711 | 2024 |
| 070922323020 | 1809 MONROE ST | Dairy products - retail. | Commercial | | Store 1 sty sm | SKOMBOURIS, STANLEY | | 9002 SETTLERS RD | MADISON | WI | 53717 | 0 |
| 070922323038 | 1825 MONROE ST | Gifts, novelties and souvenir - retail. | Commercial | | Store 1 sty sm | SKOUMBOURIS, STANLEY | | 9002 SETTLERS RD | MADISON | WI | 53717 | 0 |
| 070922323179 | 1831 MONROE ST | Liquor - retail. | Commercial | | Store 1 sty sm | SKOUMBOURIS, STANLEY | | 9002 SETTLERS RD | MADISON | WI | 53717 | 0 |
| 070922323161 | 1835 MONROE ST | Antiques - retail. | Commercial | | Store 1 sty sm | KERWIN, CHRIS N | & DANIEL W KERWIN | 3219 BAY VIEW LN | MCHENRY | IL | 60050 | 0 |
| 070922323046 | 1843 MONROE ST | Children's and infant's wear - retail. | Commercial | | Store 1 sty sm | CHRIS N KERWIN & DANIEL W | KERWIN LLC | 3219 BAY VIEW LN | MCHENRY | IL | 60050 | 0 |
| 070922323054 | 1851 MONROE ST | Drinking places (alcoholic beverages) or taverns. | Commercial | | Apartment & store | MOOKHERJEE, RANA & BONNIE | | 292 EUREKA ST | SAN FRANCISCO | CA | 94114 | 2437 |
| 070922322163 | 1906 MONROE ST | Other medical and health services, NEC. | Commercial | | Office medical | HELMAN, DOROTHY N | | 3105 CROSS ST | MADISON | WI | 53711 | 1813 |
| 070922323062 | 1859 MONROE ST | Eating places or restaurants. | Commercial | | Restaurant | MONROE ST VENTURES LLC | | 120 W GORHAM ST | MADISON | WI | 53703 | 0 |
| 070922322171 | 1902 MONROE ST | Large Office Building-Multi Tenant | Commercial | | Photography & office | SHAPIRO, JAMES A | % MADISON PROPERTY MGMT | 10 N CHARTER ST | MADISON | WI | 53715 | 1239 |
| 070922323070 | 1865 MONROE ST | Physicians' services. | Commercial | | Apartment & store | JORDAN, HELEN | | 1505 WINSLOW LA | MADISON | WI | 53711 | 3822 |

Appendix Table A-5

Monroe Street Property Owners Continued

| Parcel Number | Address | Land Use | Assessor Parcel Class | Exempt | Assessor Use | Owner Name 1 | Owner Name 2 | Owner Address | Owner City | Owner State | Owner Zipcode | Owner Zipcode 4 |
|---------------|----------------|---|-----------------------|--------|-----------------------|---------------------------|---------------------------|---------------------------|---------------|-------------|---------------|-----------------|
| 070922322155 | 1910 MONROE ST | 9-16 units. | Commercial | | Apartment & store | MONROE STREET MANOR LLC | | 120 W GORHAM ST | MADISON | WI | 53703 | 0 |
| 070922323088 | 1875 MONROE ST | Drug and proprietary - retail. | Commercial | | Apartment & store | RX TWO LLC | | 1875 MONROE ST | MADISON | WI | 53711 | 2024 |
| 070922322147 | 1914 MONROE ST | Large Office Building-Multi Tenant | Commercial | | Apartment & office | BEECH LLC | % MICHAEL & NORMA BRIGGS | 1519 STORYTOWN RD | OREGON | WI | 53575 | 0 |
| 070922322139 | 1920 MONROE ST | Medical clinics - out-patient services. | Commercial | | Office - 1 story | OWENS, RICHARD & AMY | | 1920 MONROE ST | MADISON | WI | 53711 | 2027 |
| 070922326016 | 1901 MONROE ST | General Retail-Multi Tenant | Commercial | | Office - 1 story | MONROE STREET ENTERPRISES | % HOLMES REALTY | 6650 UNIVERSITY AVE | MIDDLETON | WI | 53562 | 5035 |
| 070922322121 | 1930 MONROE ST | Large Office Building-Multi Tenant | Commercial | | Office 2 sty or lg. | LUEDTKE FAMILY TRUST | K & D LUEDTKE, TRUSTEES | 6225 MINERAL POINT RD C73 | MADISON | WI | 53705 | 0 |
| 070922326024 | 1905 MONROE ST | Radios and televisions - retail. | Commercial | | Office 2 sty or lg. | PUNTILLO, STEVEN | & MARY KAY PUNTILLO | 1911 ROWLEY AVE | MADISON | WI | 53705 | 4127 |
| 070922326032 | 1907 MONROE ST | Veterinarian services. | Commercial | | Apartment & office | VALENTA, JOSEPH | | 7530 MINERAL POINT RD | MADISON | WI | 53711 | 1795 |
| 070922326040 | 1911 MONROE ST | Eating places or restaurants. | Commercial | | Shop, 2 story sm. | SMITH REVOCABLE TRUST | M M & M K SMITH, TRUSTEES | W343 N6325 S BAYVIEW RD | OCONOMOWOC | WI | 53066 | 0 |
| 070922326058 | 1919 MONROE ST | Gifts, novelties and souvenir - retail. | Commercial | | Store 1 sty sm. | HERMAN LANDSCAPE SERVICE | INC | PO BOX 45017 | MADISON | WI | 53744 | 5017 |
| 070922326066 | 1921 MONROE ST | Bakeries - retail. | Commercial | | Store 1 sty sm. | W & E BUYING AND LEASING | | 43 S WATER ST E | FORT ATKINSON | WI | 53538 | 2052 |
| 070922322105 | 1934 MONROE ST | General Retail-Multi Tenant | Commercial | | Shop, 1 story sm. | LUEDTKE FAMILY TRUST | K & D LUEDTKE, TRUSTEES | 6225 MINERAL POINT RD C73 | MADISON | WI | 53705 | 0 |
| 070922326082 | 1925 MONROE ST | Eating places or restaurants. | Commercial | | Store 2 sty small | W & E BUYING AND LEASING | | 43 S WATER ST E | FORT ATKINSON | WI | 53538 | 2052 |
| 070922326090 | 1929 MONROE ST | Gifts, novelties and souvenir - retail. | Commercial | | Apartment & store | RURAL GRAVURE SERVICE INC | | 6501 MINERAL POINT RD | MADISON | WI | 53705 | 4231 |
| 070927200992 | 855 WOODROW ST | Universities and colleges. | Residential | Exempt | Vacant | EDGEWOOD INC | | 855 WOODROW ST | MADISON | WI | 53711 | 1997 |
| 070928102311 | 2410 MONROE ST | Legitimate theaters. | Residential | Exempt | Vacant | CITY OF MADISON - CEDU | LEASE TO MADISON THEATRE | PO BOX 2983 | MADISON | WI | 53701 | 2983 |
| 070928102303 | 2422 MONROE ST | Gasoline service stations. | Commercial | | Station, 1 bay | BUDD, DENNIS F & SHARON E | | 2422 MONROE ST | MADISON | WI | 53711 | 1905 |
| 070928116205 | 2425 MONROE ST | Parks - general recreation, playgrounds, playfields or athletic fields | Residential | Exempt | Vacant | CITY OF MADISON -PARKS- | WINGRA PARK & BOAT LIVERY | CITY MUNICIPAL BLDG #120 | MADISON | WI | 53703 | 5352 |
| 070928103179 | 2500 MONROE ST | Laundering, dry cleaning and dyeing services (except rugs). | Commercial | | Laundry | KLINKE MONROE STREET LLC | | 4518 MONONA DR | MADISON | WI | 53716 | 1051 |
| 070928103161 | 2526 MONROE ST | Art and music schools. | Commercial | | Store 1 sty sm | SKOUMBOURIS, STANLEY | | 9002 SETTLERS RD | MADISON | WI | 53717 | 0 |
| 070928115017 | 2501 MONROE ST | Engineering and architectural services. | Commercial | | Shop, 1 story sm. | ZANDERS INTERIORS INC | | 2501 MONROE ST | MADISON | WI | 53711 | 1906 |
| 070928115025 | 2503 MONROE ST | Furniture - retail. | Commercial | | Store 1 sty sm | STONE, GARY R & DAVID S | | 5495 CATFISH CT | WAUNAKEE | WI | 53597 | 9527 |
| 070928103153 | 2532 MONROE ST | General Retail-Multi Tenant | Commercial | | Store 1 sty sm | RIMMERT, FRANK A | | 642 KENSINGTON SQ | STOUGHTON | WI | 53589 | 0 |
| 070928115033 | 2505 MONROE ST | Drinking places (alcoholic beverages) or taverns. | Commercial | | Tavern & apartment | ZILLEY, PETER C | & DIANNE K ZILLEY | 7048 APPLEWOOD DR | MADISON | WI | 53719 | 4904 |
| 070928106206 | 2602 MONROE ST | Plumbing, heating and air conditioning services. | Commercial | | Apartment & store | BUTLER, WILLIAM | | 2602 MONROE ST | MADISON | WI | 53711 | 1802 |
| 070928106199 | 2606 MONROE ST | Two family unit. | Commercial | | Apartment & store | SHAPIRO, JAMES | % MADISON PROPERTY MGMT | 10 N CHARTER ST | MADISON | WI | 53715 | 0 |
| 070928115041 | 2531 MONROE ST | Dairy products - retail. | Commercial | | Rest drive-in w/ seat | ZILLEY, PETER & DIANNE | % MICHAELS FROZEN CUSTARD | 407 W VERONA AVE | VERONA | WI | 53593 | 0 |
| 070928106181 | 2620 MONROE ST | Gasoline service stations. | Commercial | | Station, 2 bay | RICE, THOMAS A | | 2620 MONROE ST | MADISON | WI | 53711 | 1802 |
| 070928115059 | 2607 MONROE ST | 25-50 units. | Commercial | | Apartment & store | CORCORAN, JAMES M | | 2702 MONROE ST | MADISON | WI | 53711 | 0 |
| 070928115083 | 2623 MONROE ST | Liquor - retail. | Commercial | | Shop center neighbor | TWENTIETH CENTURY MARKETS | % THE FIORE COMPANIES | 150 E GILMAN ST STE 1600 | MADISON | WI | 53703 | 0 |
| 070928107197 | 2702 MONROE ST | Large Office Building-Multi Tenant | Commercial | | Office - 1 story | LUEDTKE ET AL, KENNETH | | 2702 MONROE ST | MADISON | WI | 53711 | 1804 |
| 070928114019 | 2701 MONROE ST | General Retail-Multi Tenant | Commercial | | Shop center neighbor | TWENTIETH CENTURY MARKETS | % THE FIORE COMPANIES | 150 E GILMAN ST STE 1600 | MADISON | WI | 53703 | 0 |
| 070928114035 | 2717 MONROE ST | Undeveloped and unused land area (vacant land). | Commercial | | R-5 vacant | JACOBSON, WILLIAM D | | PO BOX 7204 | MADISON | WI | 53707 | 7204 |
| 070928226012 | 3200 MONROE ST | Nursery schools. | Residential | Exempt | Vacant | CITY OF MADISON -PARKS- | DUDGEON SCHOOL PARK | CITY MUNICIPAL BLDG #120 | MADISON | WI | 53703 | 5352 |
| 070928113110 | 2945 MONROE ST | Dental services. | Commercial | | Apartment & office | SHIMANSKI, GREGG T | | 1603 MONROE ST | MADISON | WI | 53711 | 0 |
| 070928224107 | 3402 MONROE ST | Bed and Breakfast. | Commercial | | Apartments & rooms | IMES, JOHN R & CATHIE | | 3402 MONROE ST | MADISON | WI | 53711 | 1702 |
| 070928224090 | 3414 MONROE ST | Insurance agents, brokers and services. | Commercial | | Office - 1 story | 3414 PARTNERSHIP | % RICHARD ANDERSON, ET AL | 3414 MONROE ST | MADISON | WI | 53711 | 1797 |
| 070928310097 | 3502 MONROE ST | Gasoline service stations. | Commercial | | Station, 2 bay | PARMAN JR, CLAYTON L | & KEITH A PARMAN | 3502 MONROE ST | MADISON | WI | 53711 | 1703 |
| 070928310089 | 3510 MONROE ST | Large Office Building-Multi Tenant | Commercial | | Apartment & store | MALLATT, MINNIE & WILLIAM | | 802 MIAMI PASS | MADISON | WI | 53711 | 2935 |
| 070928310063 | 3514 MONROE ST | Pressing, alteration and garment repair, laundry and dry cleaning pickup services (only). | Commercial | | Apartment & store | JOHNSON, KENNETH L | & RUTH-ANN JOHNSON | 457 OLD INDIAN TRL | BLACK EARTH | WI | 53515 | 0 |
| 070928310055 | 3526 MONROE ST | Beauty services. | Commercial | | Shop, 1 story sm. | DAVIES, LAURENCE E | | 6207 INDIAN MOUND DR | MC FARLAND | WI | 53558 | 9418 |
| 070928309115 | 3600 MONROE ST | Gasoline service stations. | Commercial | | Station, 1 bay | WRIGHT, STANLEY W | % WRIGHTS AUTO | 124 E BADGER RD | MADISON | WI | 53713 | 2705 |

Source: City of Madison Planning Department 2004

Appendix Table A-6

Monroe Street Businesses, Types and Owner information

| Name | Address | City | State | Zip Code | Phone Number | Listed Since | Type of Business |
|--------------------------------|----------------------|---------|-------|------------|--------------|--------------|---|
| 1040 Tax Preparation | 1910 Monroe St | Madison | WI | 53711-2089 | 608-255-3730 | 1984 | Tax Return Preparation, Accountants |
| A Cut Above Beauty Salon | 3526 Monroe St | Madison | WI | 53711-1703 | 608-231-1919 | 2001 | Beauty Salon |
| Acceleration Madison | 1501 Monroe St | Madison | WI | 53711-2095 | 608-255-0111 | 1997 | Health & Fitness Program Consultants |
| Acupuncture Works | 1605 Monroe St | Madison | WI | 53711-2083 | 608-250-2536 | 2002 | Acupuncture, Medical Technical Services |
| Adelman Travel Systems | 1440 Monroe St | Madison | WI | 53711-2051 | 608-255-9190 | 1992 | Travel Agencies and Bureuas |
| Affordable Futons | 1709 Monroe St | Madison | WI | 53711-2022 | 608-258-9888 | 1992 | Furniture Dealers - Retail |
| Alpine Tailor Shop | 3514 Monroe St | Madison | WI | 53711-1703 | 608-233-4112 | 1997 | Alterations - Clothing, Tailors |
| American Chiro Assoc-Political | 2702 Monroe St | Madison | WI | 53711-1888 | 608-231-2525 | 1993 | Chiropractors DC |
| American Family Insurance | 2702 Monroe St # 101 | Madison | WI | 53711-1896 | 608-231-2461 | 1990 | Insurance |
| Ancora Coffee | 1859 Monroe St | Madison | WI | 53711-2024 | 608-258-9881 | 2001 | Coffee House |
| Arbor House | 3402 Monroe St | Madison | WI | 53711-1702 | 608-238-2981 | 1986 | Bed & Breakfast |
| Arneson Tony | 3414 Monroe St | Madison | WI | 53711-1797 | 608-238-2686 | 1992 | Insurance |
| Arnett Barb | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 2002 | Marriage & Family Counselors |
| Associated Bank South Central | 1720 Monroe St | Madison | WI | 53711-2054 | 608-259-2000 | 2002 | Banks, Trust Companies, Loans, Real Estate Loans |
| Associated Investment Svc | 1720 Monroe St | Madison | WI | 53711-2054 | 608-259-2016 | 1997 | Stock and Bond Brokers |
| Atelier-Art To Wear | 2616 Monroe St | Madison | WI | 53711-1802 | 608-233-7575 | 1989 | Women's Apparel - Retail |
| Barrique's Wine Cave | 1831 Monroe St | Madison | WI | 53711-2024 | 608-284-9463 | 1989 | Wines, Liquor - Retail |
| Beaded Cottage Gallery | 1803 Monroe St | Madison | WI | 53711-2024 | 608-257-2710 | 2002 | Art Galleries & Dealers |
| Bery Creative Group | 1650 Monroe St | Madison | WI | 53711-2045 | 608-250-1996 | 1997 | Advertising - Agencies & Counselors |
| Better Way Marriage & Family | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 2001 | Marriage & Family Counselors |
| Better Way Marriage & Family | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1999 | Marriage & Family Counselors |
| Bill Paul Ltd Studio | 1904 Monroe St | Madison | WI | 53711-2027 | 608-280-0653 | 1997 | Men's Clothing & Furnishings - Retail |
| Bluephies | 2701 Monroe St # 700 | Madison | WI | 53711-1868 | 608-231-3663 | 1995 | Restaurants |
| Borokhim Oriental Rugs & Antqs | 1801 Monroe St | Madison | WI | 53711-2024 | 608-257-2222 | 1984 | Carpet and Rug Dealers, Oriental Goods |
| Budd's Auto Repair | 2422 Monroe St | Madison | WI | 53711-1905 | 608-238-1414 | 1984 | Auto |
| Burkhalter Travel | 1935 Monroe St | Madison | WI | 53711-2026 | 608-255-2774 | 1991 | Cruises |
| Calabash Gifts | 2608 Monroe St | Madison | WI | 53711-1802 | 608-233-2640 | 1996 | Gift Shops |
| Camp Randall Stadium | 1440 Monroe St | Madison | WI | 53711-2051 | 608-262-1866 | 1995 | Stadiums |
| Capital City Comics | 1910 Monroe St | Madison | WI | 53711-2089 | 608-251-8445 | 1984 | Comic Books |
| Care Net Pregnancy Ctr | 1605 Monroe St # A | Madison | WI | 53711-2083 | 608-259-1605 | 1991 | Human Services Organizations, Abortion Alternatives, Clinics, Crisis Intervention |
| Caryer-Ryan Interiors Ltd | 1934 Monroe St | Madison | WI | 53711-2027 | 608-284-0600 | 1992 | Interior Decorators, Draperies & Curtains |
| Central Billing | 2702 Monroe St # B | Madison | WI | 53711-1897 | 608-231-9152 | 2000 | Chiropractors DC |
| Chris Kerwin Antiques & Intrs | 1843 Monroe St | Madison | WI | 53711-2024 | 608-256-7363 | 1984 | Interior Decorators, Antiques - Dealers, Office Remodeling |
| Christian Science | 1821 Monroe St | Madison | WI | 53711-2024 | 608-256-6002 | 2002 | Churches |
| Corcoran Appraisals | 2702 Monroe St # 15 | Madison | WI | 53711-1897 | 608-233-4440 | 1995 | Real Estate Appraisers |
| Dardanelles | 1851 Monroe St | Madison | WI | 53711-2024 | 608-256-8804 | 1997 | Restaurants |
| DE Graff Frances | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1989 | Marriage & Family Counselors |
| Dental Designs | 1914 Monroe St | Madison | WI | 53711-2057 | 608-837-6061 | 1996 | Laboratories - Dental |
| Devett Fred | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 1998 | Marriage & Family Counselors |
| Dewitt Stephen R DC | 2702 Monroe St | Madison | WI | 53711-1888 | 608-231-3370 | 1990 | Chiropractors DC |
| Dittmann Douglas A | 3414 Monroe St | Madison | WI | 53711-1797 | 608-238-2686 | 1992 | Insurance |
| Dittmann Steven J | 3414 Monroe St | Madison | WI | 53711-1797 | 608-238-2686 | 1992 | Insurance |
| Dr Micheal C Fiore Ofc | 1930 Monroe St | Madison | WI | 53711-2059 | 608-262-8673 | 2003 | Physicians & Surgeons |
| Ducks in A Row | 1914 Monroe St | Madison | WI | 53711-2057 | 608-249-3321 | 1998 | Organizing Services, Business Management Consultants, Psychologists |
| Eastin Cristine P PhD | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 2001 | Marriage & Family Counselors |
| Edgewood High School | 2219 Monroe St | Madison | WI | 53711-1999 | 608-257-1023 | 1984 | Schools |
| Empire Photography Inc | 1911 Monroe St | Madison | WI | 53711-2026 | 608-257-2941 | 1990 | Photographers - Portrait |
| Events of the Heart | 1725 Monroe St | Madison | WI | 53711-2022 | 608-274-8285 | 2002 | Wedding Supplies & Services |
| Fannie's Hair Design | 1627 Monroe St | Madison | WI | 53711-2021 | 608-257-2672 | 1984 | Beauty Salon |

Appendix Table A-6

Monroe Street Businesses, Types and Owner information Cont.

| Name | Address | City | State | Zip Code | Phone Number | Listed Since | Type of Business |
|--------------------------------|----------------------|---------|-------|------------|--------------|--------------|---|
| Fiore Michael C MD | 1930 Monroe St | Madison | WI | 53711-2059 | 608-262-8673 | 2003 | Physicians & Surgeons |
| Flesch Construcion Inc | 2945 Monroe St | Madison | WI | 53711-1807 | 608-238-9588 | 2002 | General Contractors |
| Flower Shop | 1725 Monroe St | Madison | WI | 53711-2023 | 608-255-4414 | 1985 | Florists - Retail |
| Frederick T Elder & Assoc | 1501 Monroe St | Madison | WI | 53711-2095 | 608-257-6661 | 1984 | Engineers - Professional |
| Fritz & Assoc | 3526 Monroe St | Madison | WI | 53711-1703 | 608-231-1919 | 1984 | Beauty Salons, Cosmetics & Perfumes - Retail |
| Frugal Muse | 1863 Monroe St | Madison | WI | 53711-2024 | 608-310-9708 | 2002 | Second Hand Stores |
| Fruit of Earth Juice CO | 1719 Monroe St | Madison | WI | 53711-2022 | 608-294-7500 | 2000 | Restaurants |
| Grace Chosy Gallery | 1825 Monroe St | Madison | WI | 53711-2024 | 608-259-6404 | 1984 | Art Galleries & Dealers, Picture Frames - Dealers |
| Gregg Schimanski Realty Inc | 1603 Monroe St | Madison | WI | 53711-2021 | 608-232-1800 | 2001 | Real Estate |
| Gridiron Bar & Restaurant | 1509 Monroe St | Madison | WI | 53711-2020 | 608-256-3811 | 1984 | Restaurants, Night Clubs |
| Gulliver's Travels Inc | 1605 Monroe St # B | Madison | WI | 53711-2077 | 608-256-4444 | 1984 | Travel Agencies and Bureuas |
| Hale Wood's Edge Sharon | 1920 Monroe St | Madison | WI | 53711-2027 | 608-283-4199 | 1998 | Psychologists |
| Handled With Care | 1914 Monroe St | Madison | WI | 53711-2057 | 608-251-7766 | 1996 | Massage Therapists |
| Heitzinger & Assoc Inc | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-4419 | 1991 | Employee Assistance Programs |
| Helman Dorothy N | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1995 | Marriage & Family Counselors, Social Workers |
| Hoeft Brett D DC | 2702 Monroe St | Madison | WI | 53711-1888 | 608-231-3370 | 2002 | Chiropractors DC |
| Indigo Moon | 1809 Monroe St | Madison | WI | 53711-2024 | 608-257-9477 | 1994 | Women's Apparel - Retail |
| Integral Psychology Ctr | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 1984 | Mental Health Services, Psychologists, Marriage & Family Counseling |
| Ishatova Ciel | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 2000 | Marriage & Family Counseling |
| Ishatova Ciel | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1990 | Marriage & Family Counseling |
| J Lamore | 2701 Monroe St # 230 | Madison | WI | 53711-1868 | 608-238-2119 | 2000 | Women's Apparel - Retail |
| J Michael Real Estate | 2702 Monroe St # 15 | Madison | WI | 53711-1897 | 608-233-4440 | 1993 | Apartments |
| John Roach Projects Inc | 1501 Monroe St | Madison | WI | 53711-2095 | 608-259-0600 | 1991 | Video Production & Taping Service |
| Jorgensen Don A | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1996 | Psychologists, Marriage & Family Counseling |
| Katy's American Indian Arts | 1817 Monroe St | Madison | WI | 53711-2024 | 608-251-5451 | 1984 | Indian Goods, Jewelers-Retail |
| Kenneth Ferencek Lighting Dsgn | 2102 Monroe St | Madison | WI | 53711-1966 | 608-255-2716 | 1997 | Video Production & Taping Service |
| Klinke Cleaners | 2502 Monroe St | Madison | WI | 53711-1907 | 608-233-5099 | 1984 | Cleaners |
| Knitting Tree | 2614 Monroe St | Madison | WI | 53711-1802 | 608-238-0121 | 1984 | Yam - Retail, Craft Supplies |
| Krantz Randal J | 3414 Monroe St | Madison | WI | 53711-1797 | 608-238-2686 | 1992 | Insurance |
| Laurel Tavern | 2505 Monroe St | Madison | WI | 53711-1906 | 608-233-1043 | 1984 | Bars |
| Life Is Good | 1835 Monroe St | Madison | WI | 53711-2024 | 608-250-4663 | 2002 | Apparel & Garments - Retail |
| Luedtke-Storm-Mackey Chiro | 2702 Monroe St | Madison | WI | 53711-1888 | 608-231-3370 | 1989 | Chiropractors DC |
| Madison Aquatic Club | 2219 Monroe St | Madison | WI | 53711-1901 | 608-257-4823 | 1984 | Clubs |
| Madison Fire Dept Credit Union | 1437 Monroe St | Madison | WI | 53711-2018 | 608-266-4952 | 1990 | Credit Unions |
| Madison Health Food Store | 1717 Monroe St | Madison | WI | 53711-2096 | 608-255-7130 | 1984 | Vitamins, Health & Diet Foods - Retail |
| Madison Ministries Inc | 1605 Monroe St | Madison | WI | 53711-2083 | 608-257-2570 | 2000 | Religious Organizations |
| Madison Reading & Learning Ctr | 2702 Monroe St # D | Madison | WI | 53711-1897 | 608-238-7323 | 1999 | Tutoring, Reading Improvement Instruction |
| Madison Theatre Guild Inc | 2410 Monroe St | Madison | WI | 53711-1905 | 608-238-9322 | 1987 | Theatres - Live |
| Mahlberg Arden PhD | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 1999 | Psychologists, Marriage & Family Counseling |
| Mallatt Pharmacy Inc | 3506 Monroe St | Madison | WI | 53711-1799 | 608-238-3106 | 1984 | Pharmacies, Arts & Crafts Markets |
| Maloney Barbara D | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 1984 | Marriage & Family Counseling, Arbitration Services |
| Maurie's Candies | 1637 Monroe St | Madison | WI | 53711-2021 | 608-255-9092 | 1994 | Candy - Retail, Wholesale, Manufacturer |
| Mc Kay Nursery CO | 1919 Monroe St | Madison | WI | 53711-2026 | 608-255-6672 | 2003 | Nurserymen |
| Media Strategy Group | 1914 Monroe St | Madison | WI | 53711-2057 | 608-256-4540 | 1997 | Public Relations Counselor |
| Michael's Frozen Custard | 2531 Monroe St | Madison | WI | 53711-1906 | 608-231-3500 | 1987 | Ice Cream Parlors, Restaurants |
| Mickies Dairy Bar | 1511 Monroe St | Madison | WI | 53711-2020 | 608-256-9476 | 1988 | Restaurants |
| Milward Farrell Fine Art | 2701 Monroe St # 200 | Madison | WI | 53711-1868 | 608-238-6501 | 1995 | Art Galleries & Dealers, Gift Shops |
| Minor Procedures Clinic | 1920 Monroe St | Madison | WI | 53711-2027 | 608-251-6060 | 1984 | Physicians & Surgeons |
| Mitchell's Vineyard & Berry | 1931 Monroe St | Madison | WI | 53711-2026 | 608-257-0099 | 2001 | Vineyards |

Appendix Table A-6

Monroe Street Businesses, Types and Owner information Cont.

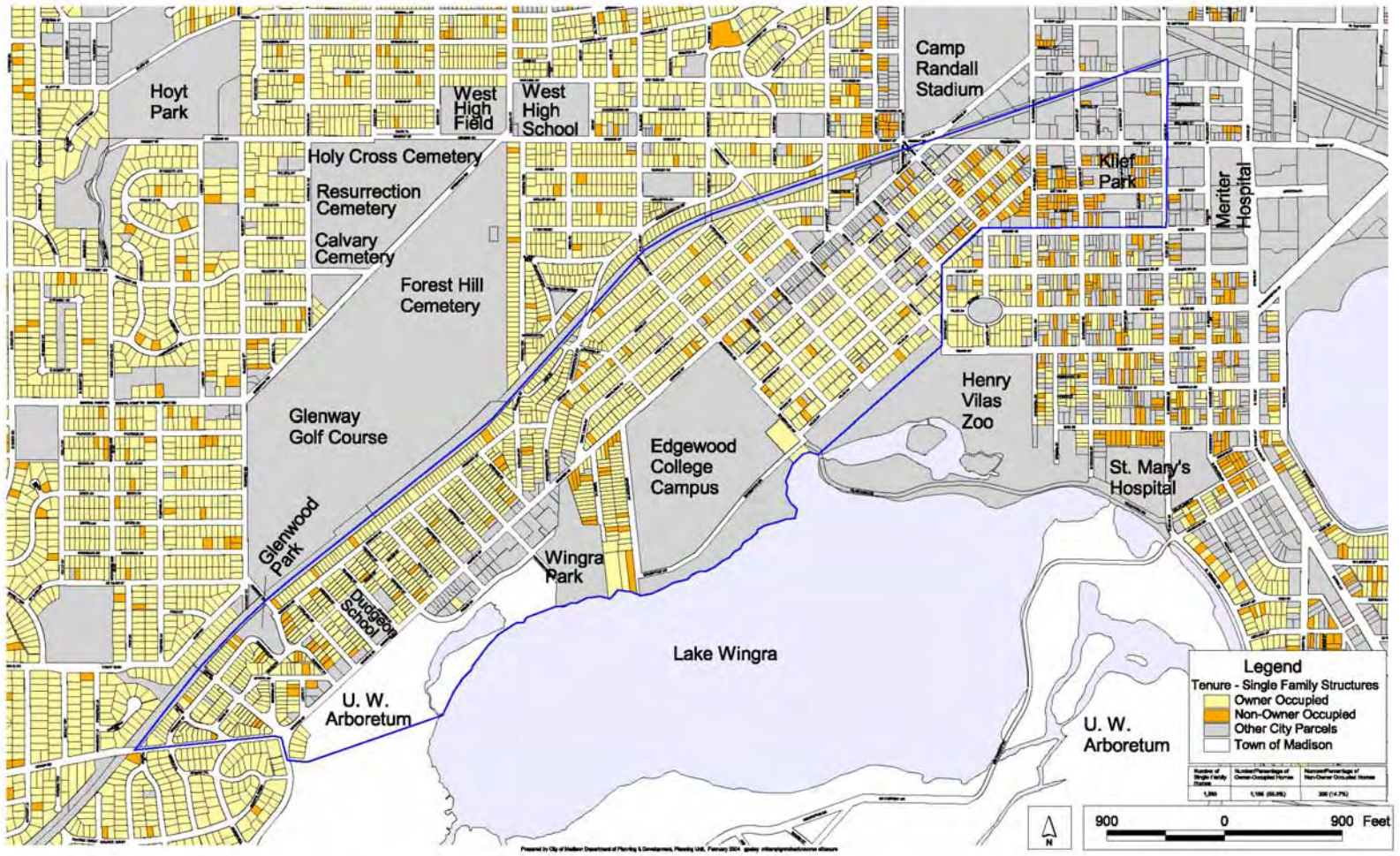
| Name | Address | City | State | Zip Code | Phone Number | Listed Since | Type of Business |
|--------------------------------|----------------------|---------|-------|------------|--------------|--------------|---|
| Monroe Street Fine Arts Ctr | 2526 Monroe St | Madison | WI | 53711-1907 | 608-232-1510 | 1998 | Music Instruction |
| Monroe Street Framing | 1901 Monroe St | Madison | WI | 53711-2098 | 608-255-7330 | 1989 | Picture Frames - Dealers |
| Monroe Street Laundromat | 1856 Monroe St | Madison | WI | 53711-2025 | 608-251-9800 | 1984 | Laundries - Self-Service |
| Monroe Street Library | 1705 Monroe St | Madison | WI | 53711-2022 | 608-266-6390 | 1984 | Libraries - Public |
| Monroe Street Shoe Repair | 2612 Monroe St | Madison | WI | 53711-1802 | 608-238-3171 | 1993 | Shoe & Boot Repairing, Shoes - Retail |
| National W Club Concessions | 1440 Monroe St | Madison | WI | 53711-2051 | 608-262-7717 | 1993 | Concessionaries, Non-Profit Organizations |
| Neckerman Agency | 3414 Monroe St | Madison | WI | 53711-1797 | 608-238-2686 | 1984 | Insurance |
| Neuhauser Pharmacies | 1875 Monroe St | Madison | WI | 53711-2024 | 608-256-8712 | 1984 | Pharmacies, Photo Finishing - Retail, Facsimile Transmission Services |
| New Morning Nursery Inc | 3200 Monroe St | Madison | WI | 53711-1870 | 608-233-0433 | 1984 | Schools - Nursery & Kindergarden, Childcare, Non-Profit |
| New Orleans Take Out | 1517 Monroe St | Madison | WI | 53711-2020 | 608-280-8000 | 2002 | Foods - Carryout |
| Odyssey Salon | 2623 Monroe St | Madison | WI | 53711-1869 | 608-218-0144 | 2001 | Beauty Salons |
| Orange Tree Imports | 1721 Monroe St | Madison | WI | 53711-2090 | 608-255-8211 | 1984 | Gift Shops, Utensils, Gourmet Shops, Housewares - Retail |
| Owens Richard MD | 1920 Monroe St | Madison | WI | 53711-2027 | 608-251-6060 | 1984 | Physicians & Surgeons |
| Paradyne Productions | 3606 Monroe St | Madison | WI | 53711-1704 | 608-270-9559 | 2002 | Recording Studios |
| Paragon Video & Stereo | 1905 Monroe St | Madison | WI | 53711-2026 | 608-251-6121 | 1988 | Television & Radio Dealers |
| Parmans Service Station | 3502 Monroe St | Madison | WI | 53711-1703 | 608-233-8912 | 1984 | Auto |
| Pasqual's At Onroe | 2534 Monroe St | Madison | WI | 53711-1907 | 608-238-4419 | 1988 | Restaurants |
| Percy's Service Station | 3600 Monroe St | Madison | WI | 53711-1704 | 608-231-3304 | 1987 | Auto |
| Personal Sage | 2502 Monroe St # 110 | Madison | WI | 53711-1907 | 608-236-4815 | 2001 | CAD Systems & Services |
| Personalsage | 2702 Monroe St | Madison | WI | 53711-1888 | 608-233-9840 | 2002 | Computer Training |
| Petcare Clinics | 1907 Monroe St | Madison | WI | 53711-2026 | 608-257-7688 | 1992 | Veterinarians, Pet Washing & Grooming |
| Police & Security | 1429 Monroe St | Madison | WI | 53711-2018 | 608-262-2957 | 1995 | Stock and Bond Brokers |
| Pooh Corner Bookstore | 1843 Monroe St | Madison | WI | 53711-2024 | 608-256-0558 | 2001 | Book Dealers - Retail |
| Relish Deli | 1923 Monroe St | Madison | WI | 53711-2026 | 608-255-8500 | 2000 | Restaurants |
| Restaino Bunbury & Assoc | 2945 Monroe St | Madison | WI | 53711-1807 | 608-232-7777 | 1997 | Real Estate, Real Estate Appraisers |
| Rice's Fill'Em & Fix'Em | 2620 Monroe St | Madison | WI | 53711-1802 | 608-233-6620 | 1984 | Auto |
| Sachtjen K R DDS | 1603 Monroe St | Madison | WI | 53711-2021 | 608-257-2626 | 1991 | Dentists |
| Salon Sundari Inc | 1719 Monroe St | Madison | WI | 53711-2022 | 608-255-8684 | 2000 | Beauty Salons |
| Schmedicke Joseph | 1605 Monroe St | Madison | WI | 53711-2083 | 608-294-7910 | 2001 | Educational Consultants |
| Seed Savers Garden Store | 1919 Monroe St | Madison | WI | 53711-2026 | 608-280-8149 | 1999 | Garden Centers, Gift Shops |
| Sepp Sport Inc | 1805 Monroe St | Madison | WI | 53711-2024 | 608-257-7956 | 1984 | Tennis Equipment, Sporting Goods - Retail |
| Shoe Gallery | 2701 Monroe St # 240 | Madison | WI | 53711-1868 | 608-238-0806 | 1997 | Shoes - Retail |
| Side Pocket Productions | 1605 Monroe St # 101 | Madison | WI | 53711-2052 | 608-268-1068 | 2001 | Video Production & Taping Service, Wedding Supplies & Services |
| Sieger Architects Inc | 1501 Monroe St | Madison | WI | 53711-2095 | 608-283-6100 | 1990 | Architects |
| Smith Laurie S PhD | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1994 | Psychologists, Marriage & Family Counseling |
| Smoking Cessation & Prevention | 1930 Monroe St | Madison | WI | 53711-2059 | 608-263-0573 | 2002 | Clinics, Smokers Information & Treatment Center |
| Society For the Study of Repro | 1619 Monroe St | Madison | WI | 53711-2063 | 608-256-2777 | 1993 | Non-Profit Organizations |
| Spanish Language Institute | 1605 Monroe St | Madison | WI | 53711-2083 | 608-256-6007 | 1991 | Language Schools |
| Spileman Rachel PhD | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1986 | Psychologists, Marriage & Family Counseling |
| Stadium Bar | 1419 Monroe St | Madison | WI | 53711-2018 | 608-256-2544 | 1999 | Bars |
| Stadium Barbers | 1515 Monroe St | Madison | WI | 53711-2060 | 608-255-1588 | 1984 | Barbers |
| Storm Harvey T DC | 2702 Monroe St | Madison | WI | 53711-1888 | 608-231-3370 | 2002 | Chiropractors DC |
| Strictly Discs | 1900 Monroe St | Madison | WI | 53711-2027 | 608-259-1991 | 1994 | Record Tapes and Compact Discs - Retail |
| Studio You | 2701 Monroe St # 245 | Madison | WI | 53711-1863 | 608-231-2505 | 1997 | Ceramic Products - Decorative, Pottery |
| Sweetnam Michael N PhD | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1989 | Psychologists, Marriage & Family Counseling |
| Theta Tau Fraternity | 1633 Monroe St | Madison | WI | 53711-2021 | 608-256-6752 | 1994 | Clubs |
| Tile Art | 2701 Monroe St # 240 | Madison | WI | 53711-1868 | 608-255-8453 | 2001 | Tile - Ceramic - Contractors & Dealers, Bathroom Fixtures |
| Twiggs | 1839 Monroe St | Madison | WI | 53711-2024 | 608-255-4363 | 2002 | Boutique Items - Retail |
| University of Wisconsin Cu | 1433 Monroe St | Madison | WI | 53711-2018 | 608-232-5000 | 1994 | Credit Unions |

Appendix Table A-6

Monroe Street Businesses, Types and Owner information Cont.

| Name | Address | City | State | Zip Code | Phone Number | Listed Since | Type of Business |
|--|----------------------|---------|-------|------------|--------------|--------------|--|
| Unson Delia O PhD | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 1996 | Psychologists, Marriage & Family Counseling |
| Urban Pizza CO | 1501 Monroe St | Madison | WI | 53711-2095 | 608-250-4797 | 1998 | Pizza |
| Utility Reduction Specialists | 1605 Monroe St # 110 | Madison | WI | 53711-2052 | 608-258-9660 | 1993 | Energy Conservation and Management Consultation |
| Utopia | 2623 Monroe St # 100 | Madison | WI | 53711-1869 | 608-218-9213 | 2000 | Toys - Retail |
| Vandermause Dennis | 1605 Monroe St | Madison | WI | 53711-2083 | 608-251-6120 | 2002 | Social Workers |
| Very Special Art Ctr | 3200 Monroe St | Madison | WI | 53711-1870 | 608-236-9681 | 1999 | Art Instruction & Schools |
| Victor Allen's Coffee & Tea | 2623 Monroe St | Madison | WI | 53711-1869 | 608-231-0622 | 1995 | Coffee Shops |
| Vintage Door | 2503 Monroe St | Madison | WI | 53711-1906 | 608-231-0040 | 1998 | Furniture Dealers - Retail |
| W F Butler Plumbing Inc | 2602 Monroe St | Madison | WI | 53711-1802 | 608-233-1608 | 1984 | Plumbing Contractors |
| Walter's Swim & Sun | 1639 Monroe St | Madison | WI | 53711-2021 | 608-256-7946 | 1984 | Swimwear and Accessories - Retail |
| Warner Debra PhD | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1999 | Psychologists, Marriage & Family Counseling |
| Whelan Meredith | 1619 Monroe St | Madison | WI | 53711-2063 | 608-255-9330 | 1997 | Marriage & Family Counseling |
| Wild Child | 1813 Monroe St | Madison | WI | 53711-2024 | 608-251-6445 | 1984 | Childrens & Infants Wear - Retail, Baby Accessories |
| Wild Grains Bakery | 2623 Monroe St # 130 | Madison | WI | 53711-1869 | 608-232-1597 | 2000 | Bakers - Retail |
| Wine & Hop Shop | 1931 Monroe St | Madison | WI | 53711-2026 | 608-257-0099 | 1988 | Beer, Wine - Homebrewing Equipment and Supplies |
| Wingra School Inc | 3200 Monroe St # 3 | Madison | WI | 53711-1895 | 608-238-2525 | 1984 | Non-Profit Organizations, Schools |
| Wingra Wine Shop | 2623 Monroe St # 140 | Madison | WI | 53711-1869 | 608-231-0404 | 1989 | Wines - Retail |
| Wisconsin Active Sportswear | 1501 Monroe St | Madison | WI | 53711-2095 | 608-251-2510 | 2001 | Sportswear - Retail |
| Wisconsin Institute | 1906 Monroe St | Madison | WI | 53711-2027 | 608-256-6205 | 1984 | Clinics, Mental Health Services, Psychologists, Marriage & Family Counseling |
| Wisconsin Tv | 1440 Monroe St | Madison | WI | 53711-2051 | 608-260-9725 | 2001 | Television & Radio Dealers |
| Women in Higher Education | 1934 Monroe St | Madison | WI | 53711-2027 | 608-251-3232 | 1993 | Publishers - Periodical |
| Youth Towne | 2701 Monroe St # 240 | Madison | WI | 53711-1868 | 608-233-1601 | 2000 | Childrens & Infants Wear - Retail, Baby |
| Zander's Interiors | 2501 Monroe St | Madison | WI | 53711-1906 | 608-231-1983 | 1988 | Interior Decorators, Draperies & Curtains |
| <i>Source: City of Madison Planning Department, 2004</i> | | | | | | | |

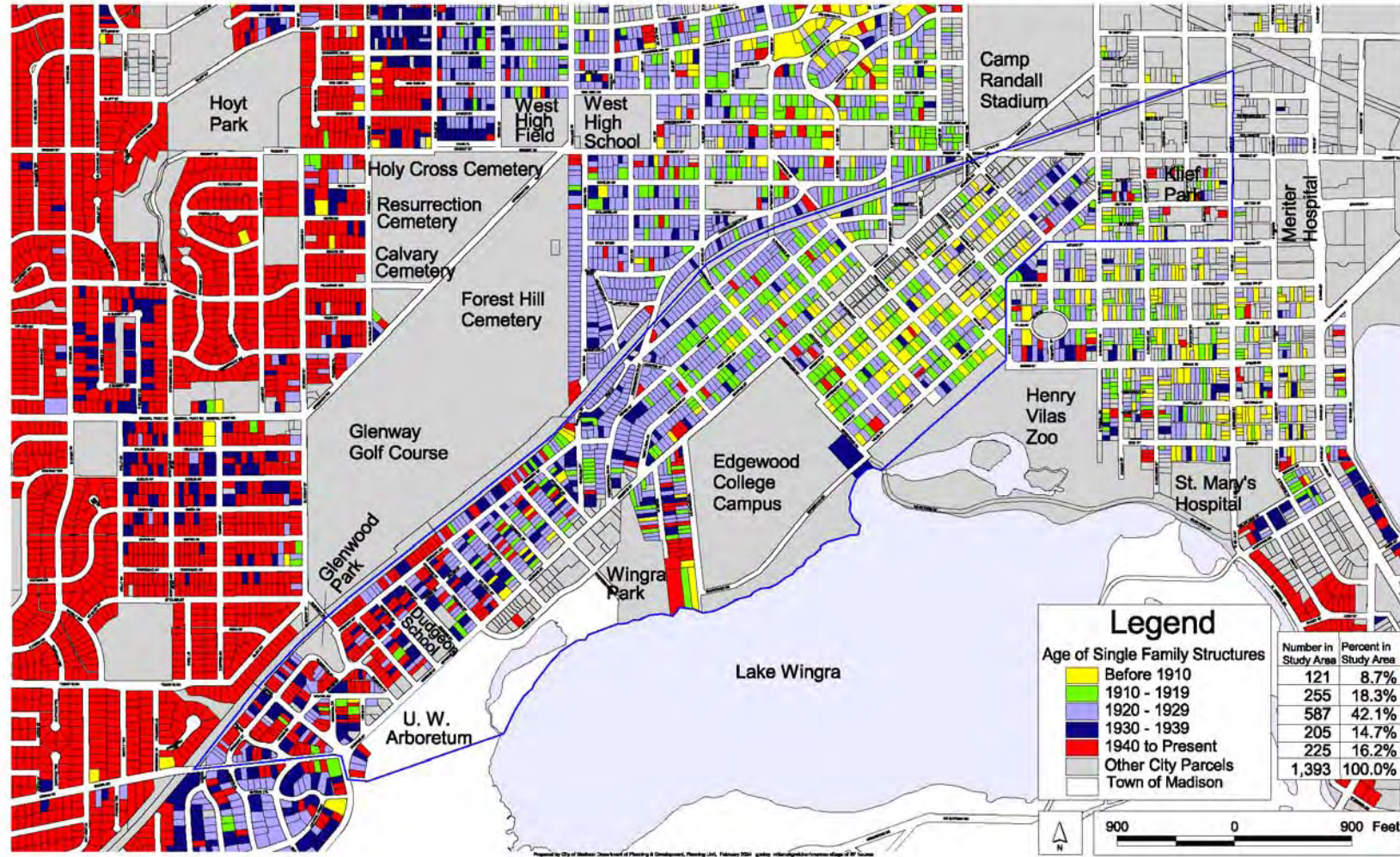
Monroe Street Planning Area - Tenure of Single Family Structures



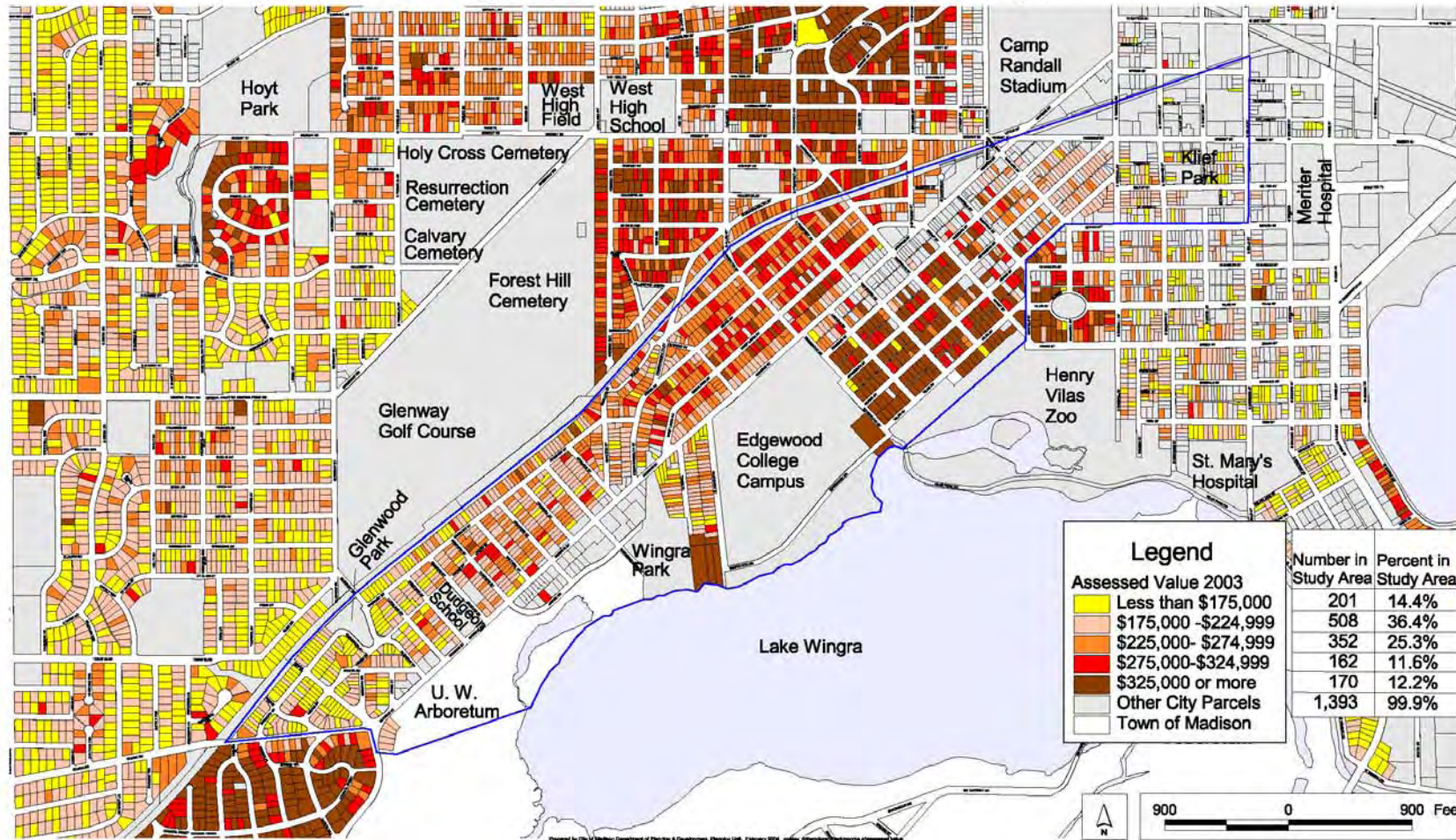
Monroe Street Planning Area - Type of Residential Structure



Monroe Street Planning Area - Age of Single Family Houses



Monroe Street Planning Area - Assessed Value Single-Family Structures January, 2003



Monroe Street Planning Area - Existing Zoning

