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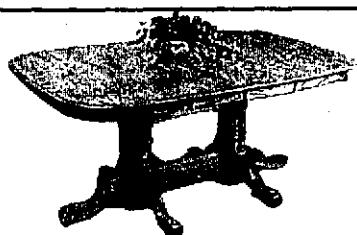
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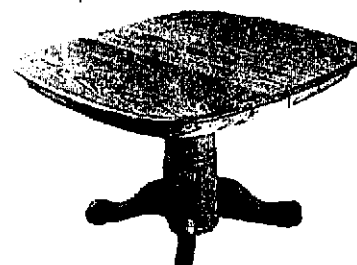
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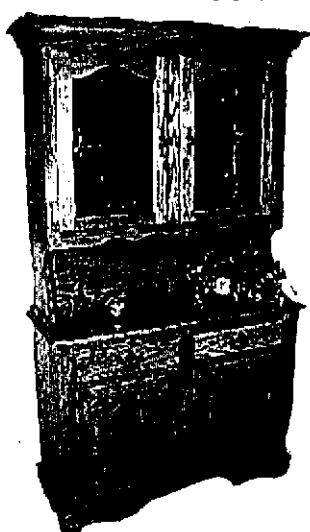


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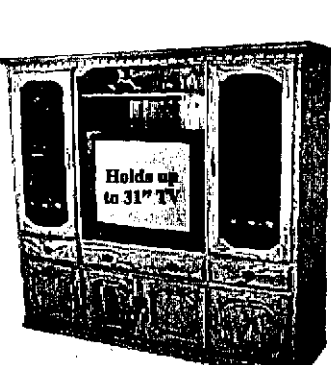
Mission Styled Entertainment Wall

• Leaded Ice Glass
• Solid Oak and Oak Plywood
78" H x 75" W x 20" D
1/2 PRICE \$1615



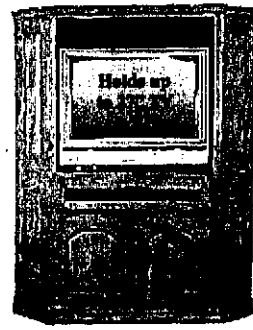
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• Built To Hold Up To 31" TV With All Of Your Components and Collectibles
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• Solid Oak and Oak Plywood Construction
72" H x 75" W x 22" D
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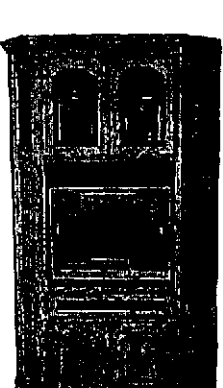
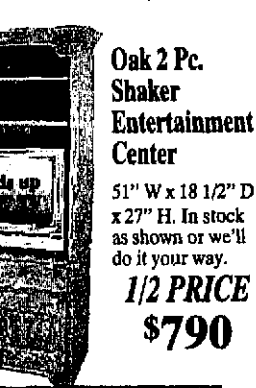
Traditional Oak Wall System

Solid Oak and Oak Plywood Construction
A. Glass Door\$590
B. Ent. Center\$810
C. Desk Unit\$618
D. Glass Door Corner\$390
All pieces 80" H. Many other pieces and designs available.



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A master plan of their own

Continued from Page 1A

The 27-page neighborhood master plan — which includes many designs but no general dollar totals — is a huge wish list. It is as detailed as suggestions on new ornamental street lights, benches, neighborhood signs, banners and concrete tile sidewalks. It suggests painting utility poles, hydrants and other features black to reduce visual clutter.

Proposals include reconfiguring some streets, including the sprawling mega-intersection of John Nolen, Blair, Williamson and Wilson.

"It was a very conscious attempt of the plan to provide a very strong framework," said Tim Anderson, master planning consultant of Schreiber/Anderson Associates, which prepared the plan for the neighborhood group.

Anderson said the more that is left open, the more likely it is that bad decisions will be made.

The proposals in the master plan are the kinds of things that could be financed under a proposed tax increment financing district, which will be considered Tuesday by the City Council.

First Settlement's master plan is sweeping in its assessment of the area's needs.

It says the city has done little to make its gateways to downtown, such as the approach to the Capitol on East Washington Avenue, attractive to visitors.

Another glaring need for improvement is John Nolen Drive, where the Monona Terrace convention center is being built, Anderson said.

The planners also see East Wilson Street, which overlooks Lake Monona, as ideal for high-density, high-rise housing.

The planners were aggressive in advancing ideas to create more parking spaces downtown, in some cases by constructing underground parking under existing buildings.

Two to three levels of parking could be constructed underneath the row of businesses on East Wilson Street from Rubin's Furniture to the Lake Terrace State Office Building, Anderson said.

Another important aspect of the plan is a shift away from an emphasis on travel by car. Because inner city streets have a limited ability for expansion, travel by pedestrians and bikes needs to be more inviting and light rail needs to be developed, he said. "That should be really pushed — the walk-to-work concept."

The First Settlement visionaries let their imaginations run free in small areas as well as large. One of the ideas would create a park-like spot on the roof of the reservoir on lower East Wilson Street across from the Cardinal Hotel. Gazebo-type structures with sunroofs and special lighting would be installed and trees planted. A

neighborhood entrance sign and a historic walking tour directory would be erected at that spot.

Jerry Tucker, tax increment financing coordinator for the city, says First Settlement's wish list is "way out there" in the number of things it seeks to accomplish.

"But I would say many of those things would be doable," said Austin. "I don't think anyone expects all of that in the next five to 10 years."

Austin said there are some blocks the First Settlement people would like to develop, such as the Brayton Lot, that are tall orders.

The Brayton Lot is the block containing Turner Hall and surface parking. The lot, which sits behind the GEF I building, is bordered by East Washington, South Butler, East Main and South Hancock.

The neighborhood plan proposes a mixed-use redevelopment that could include offices, housing, retail, leveled parking and open space to take advantage of lake views.

First Settlement people are particularly sensitive about that property because it forms a buffer between the residential blocks of the neighborhood and the downtown business district.

Controversy arose a few years ago when plans were aired to tear down Turner Hall. Houlihan said that using the property mostly for surface parking is "criminal" in an area where such prime space is so precious.

Another First Settlement idea that the city may consider a tall order is the systematic burying of power lines.

Anderson says Sheboygan is better than Madison about burying power lines and installing upgraded street lighting whenever a street is torn up.

Austin replied that undertaking something like that is expensive and requires the cooperation of utility companies.

A near-east-side preservation leader, Dick Wagner, said recent national surveys ranking Madison high among the most livable cities are basing that on the unique character of the city's isthmus and its institutions.

"So preserving that unique character is a very important asset for the area," said Wagner, who is a member of the Downtown Preservation Plan task force, chairman of the Isthmus 20/20 Committee and co-chairman of the Commuter Rail Committee.

Austin calls the First Settlement neighborhood a "real success story."

"We have had steady development in the First Settlement development in the last 10 years," he said. "We think Monona Terrace will accelerate the pace a bit and we want to capitalize on that opportunity in this area."

Not everyone is thrilled about that. Former alderman Bert Zipperer, who chose to get off the

City Council but now serves on the committee studying a Yahara River corridor plan, believes the development driven by Monona Terrace will be a threat to what the neighborhood is trying to preserve.

"We are abandoning the downtown to outsiders. We are abandoning the downtown to conventioners," Zipperer said.

"These aren't people who are going to walk by and give out apple pie. They are going to be looking for bars."

The neighborhoods near the convention center will be under huge pressures to develop nightclubs and the other kinds of business that will be attractive to conventioners, he said, adding that the attempt to open a club in the former Monastery Restaurant, which neighbors successfully blocked in July, is the type of thing that will be cropping up more frequently.

The new TIF district "will make the downtown a beautiful convention site. But I don't think it will make the downtown beautiful in a vibrant, residential neighborhood sense," he said.

The First Settlement master plan speaks to the residential question, which the city agrees is urgent. "The downtown will be dead without people living downtown," Tucker observed.

But the First Settlement people may be hard to please if projects don't precisely jibe with their vision.

For example, Houlihan complimented a proposal for 13 condominiums on South Franklin Street behind the Cardinal Bar, saying it's good because it would create high-density, owner-occupied, affordable housing.

But on the other hand, she said, it contradicts the dictates of the master plan. It would require demolition of two physically sound housing structures that have a lot of character, she said. They would be replaced with a condominium project much like two others — Canal Place and South Hancock — that already exist in the neighborhood.

"It takes another step toward tearing apart the fabric that makes this a unique and historic neighborhood," she said.

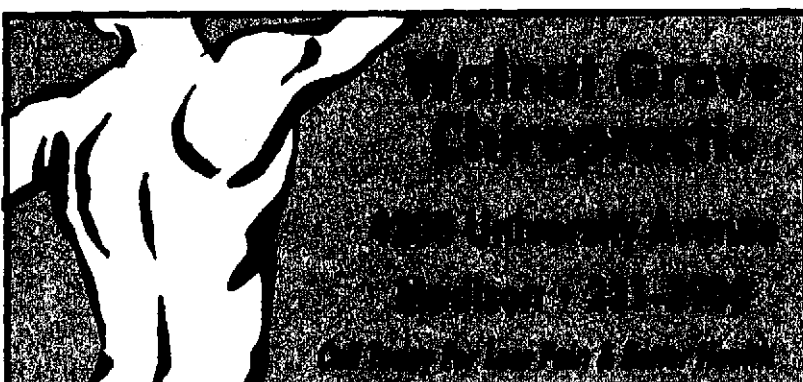
Houlihan suggested the developers should consult the master plan and take their condos to a site the First Settlement design arbiters deem more suitable.

A proposed redevelopment for the 700 block of Williamson Street, which the Plan Commission will consider Monday, likely would run afoul of the First Settlement's design principles. The proposal calls for tearing down the Sprecher building, a move that has been criticized in the past because it would leave a hole in the block. The First Settlement plan favors continuous building fronts there.

Houlihan says the city would also be wise not to stray from the plan. "This plan will be as good as the commitment of all the parties to carry it out," she said in an interview. "We simply can't tolerate a breach of the partnership that we have established."

Members of the planning task force, it should be noted, matched their devotion with dollars. To do the master plan, the neighborhood approached the city for funding and received \$6,250 from the Department of Planning and Development. Contributors, who were mostly residents, then matched the funds.

The neighborhood invited the city to appoint someone to the task force, which resulted in Archie Nicolette, a designer-planner for the city, joining the group.



Taking a vacation?



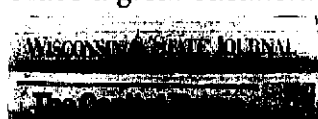
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