

**City of Madison**  
**INTER-DEPARTMENTAL**  
**Correspondence**

**DATE:** November 16, 2011

**TO:** Ped-Bike Motor Vehicle Commission

**FROM:** City Traffic Engineering Division

**SUBJECT:** Staff Response to PBMVC Referral of Legistar File 24357 on the Proposed Amendment to the Sprecher Neighborhood Development Plan

---

The subject amendment to the Sprecher Neighborhood Development Plan, Resolution ID 24357, was referred to PBMBC for review and comment.

This NDP Amendment is moving ahead of the specific site plan or GDP Rezoning change application. The GDP zoning ordinance change is just being formally introduced. A site plan rezoning change has been circulated by the Department of Planning & Development, however, staff comments are not due until December 8th. The applicant's traffic impact study is also still pending—staff do not have a report from the developer at this time.

Staff is aware enough of the potential plans and the NDP area to make a recommendation on the subject amendment before the PBMVC. Please also note that the NDP is intended to be more general in nature than the detailed level that a specific site plan typically brought before the Plan Commission.

Given the information available, TE staff recommend that the subject NDP Amendment be revised for several elements. Part of the problems with the current proposed amendment (and related GDP site plan) is that it does not provide a good or functional street or traffic plan. While the specific GDP provides internal private access lanes, it does not provide a strong enough and connected enough grid street or main street needed to support the proposed development and adjoining neighborhood. The proposal is called a "town center" but elements like a public main street are absent, thus the plan is not very well integrated and connected with the neighborhood and street system. The current plan also does not plan for or provide for reasonable and orderly development and access for the lands on the south side of Cottage Grove Road. A better and stronger public street plan and access management plan is required.

In addition, there is very little in the way of strong and connecting pedestrian and bicycle measures and connections for the proposed plan and GDP site plan. Connections and strong ped-bike facilities are needed from Mclean Dr, North Star, and points west of the Interstate, and south of Cottage Grove Rd. Good facilities are also needed on and through the subject site and connecting the large neighborhood to the north and east, in a way that promotes ped-bike modal share and minimizes auto-oriented trips to the extent possible.

The main TE staff recommendation is that the NDP (and related GDP site plan) be amended to provide a main street or public street through the site for several reasons:

- a. To provide adequate capacity, function, & connections for the site itself;
- b. To provide adequate capacity, circulation, & linkage to the approved, forthcoming traffic signal at North Star Drive for safe & manageable traffic control;
- c. To reduce unmanageable traffic & conflicts directly in front of a planned grocery store & same location as exiting & entering main source of site traffic on CTH BB;
- d. To provide a full complement of ped-bike, urban features of a public street;
- e. To align it properly to the south side of Cottage Grove Rd to orderly serve that parcel in the future; &
- f. To attain higher order recognition by Dane Co Hwys for access approval (public streets are given higher consideration).

Staff has been conveying this change to the developer multiple times now but is still in discussions and review. Recent developments that have done this are the Erdman University Crossing and the Hilldale Mall redevelopment with its main street from Heathercrest St extended at Midvale Blvd.

A second TE staff recommendation is that the NDP and related GDP be amended to include or provide a ped-bike master plan for the site and surrounding neighborhood. Such a plan would show linkages and connections in all directions, and also provide detail plans of the specific ped-bike facilities intended to be built, such as bike lanes, bike (shared) paths, bike parking, etc.. For example, how would a family with children bicycle to the proposed grocery store from Mclean Drive in a way that they feel safe and secure?

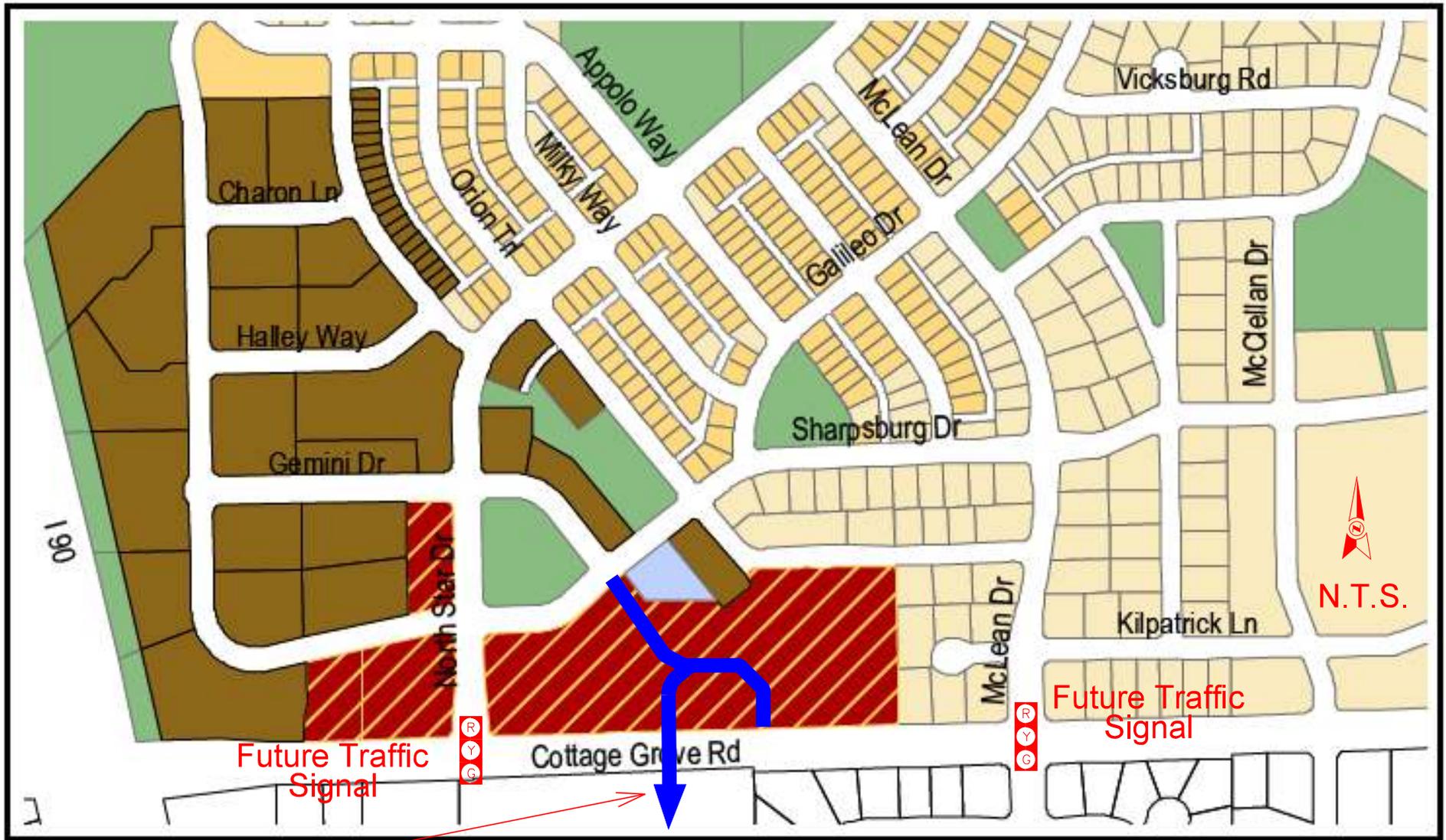
The **attached map** illustrates the recommended public main street plan.

# Sprecher Neighborhood Development Plan

As Adopted January 1998, Amended May 1999, May 2001, November 2001 & March 2005  
and \*implemented through subdivision and zoning approvals



Recommended Changes to  
Proposed Sprecher Neighborhood Development Plan  
11-16-11



Proposed Public Streets

City of Madison, Department of Planning & Community & Economic Development, Planning Division

1,550 FT