



The Stoughton Road Revitalization Project

Madison, Wisconsin 2005-2008

Eight Neighborhoods, One Vision

Stoughton Road Revitalization Project Plan

City of Madison, Wisconsin
Adopted: June 3, 2008



Prepared for:
The Stoughton Road Revitalization Project Group (SRRP) and the City of
Madison, Wisconsin

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CUNNINGHAM
GROUP



***Stoughton Road is more than just
a transportation corridor.***

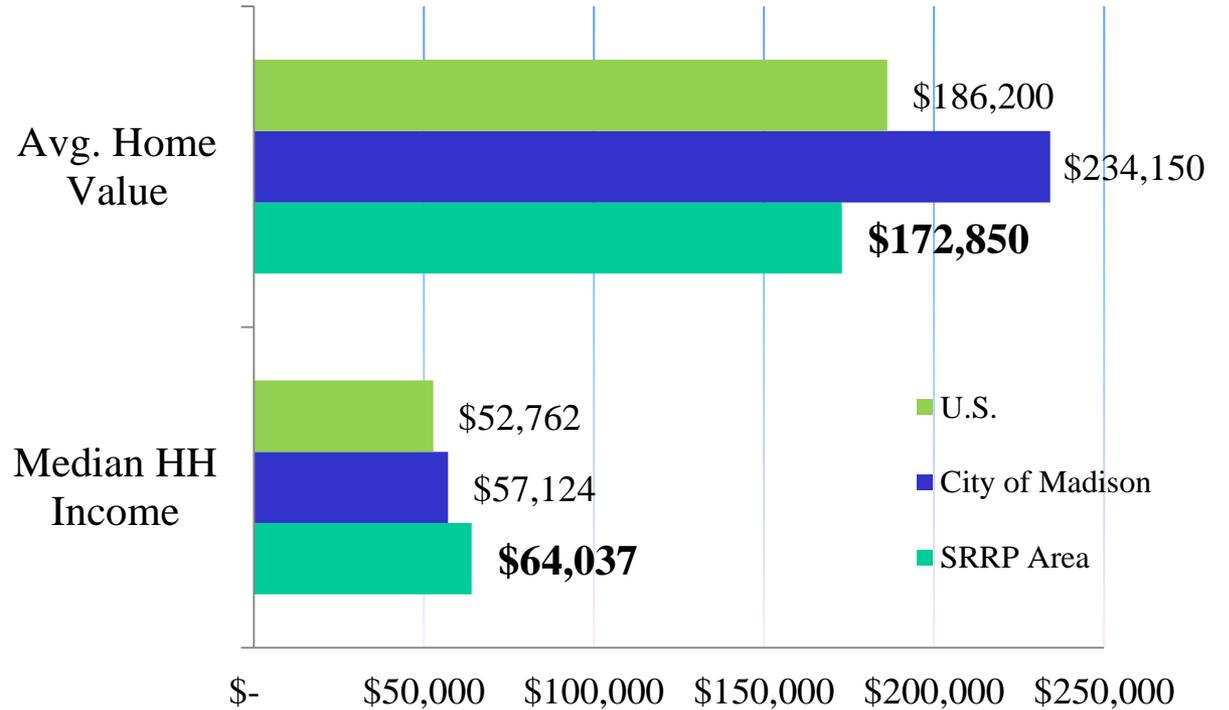
It is adjacent to 8 neighborhoods:

- 3916 acres or 8% of the city's acreage
- 22,154 people or 10% of the city's population
- Nearly 109,000 dwelling units



*Stoughton Road is more than just
a transportation corridor.*

Income and Home Value















SRRP Details

1. Members of 8 neighborhoods
2. 3 alders
3. Vision: improve the traffic, design and commerce along Stoughton Road



SRRP Plan Principles

1. Foster a sense of place for the East Side
2. Build on existing strengths
3. Provide clarity & predictability
4. Facilitate a collaborative process
5. Promote a balanced point of view



Principles Important to LRTPC

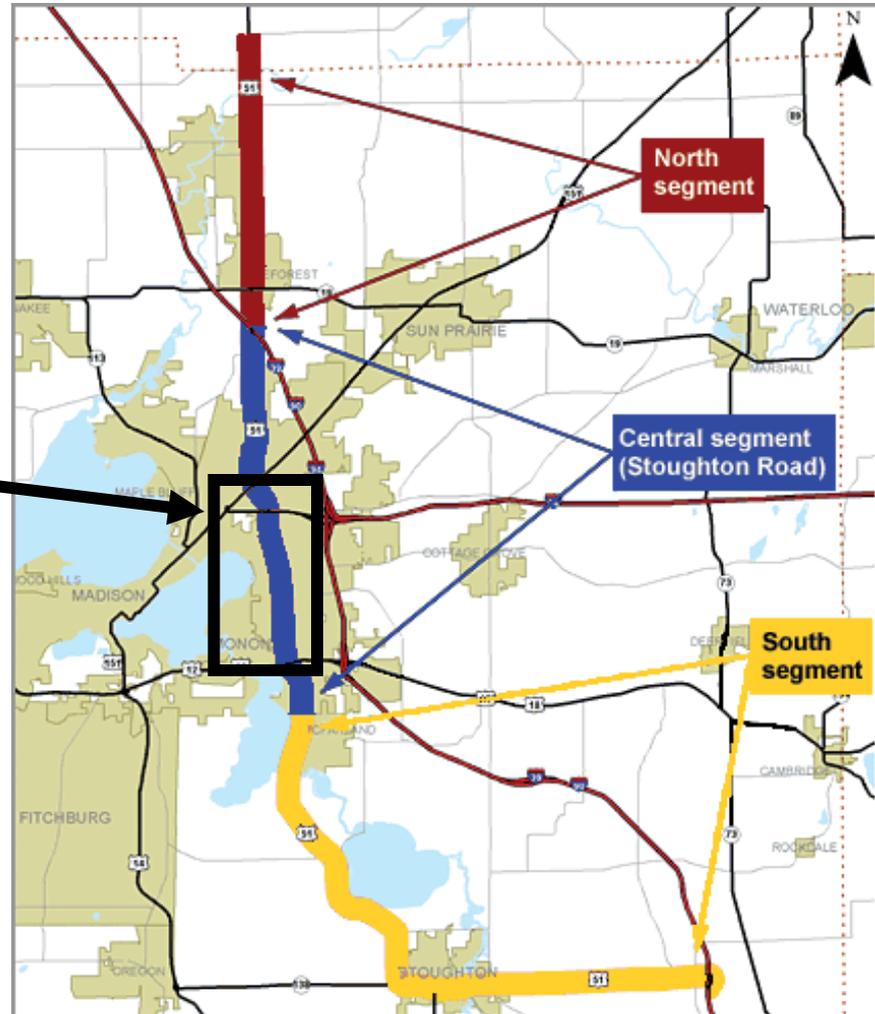
1. Foster connectivity between neighborhoods
 - a) Currently, neighborhoods are divided
 - b) School kids can't safely cross road to get to elementary, middle or high schools
 - c) Dangerous intersections discourage multi-modal transportation
2. Create place making
 - a) Natural features
 - b) Community destinations spots



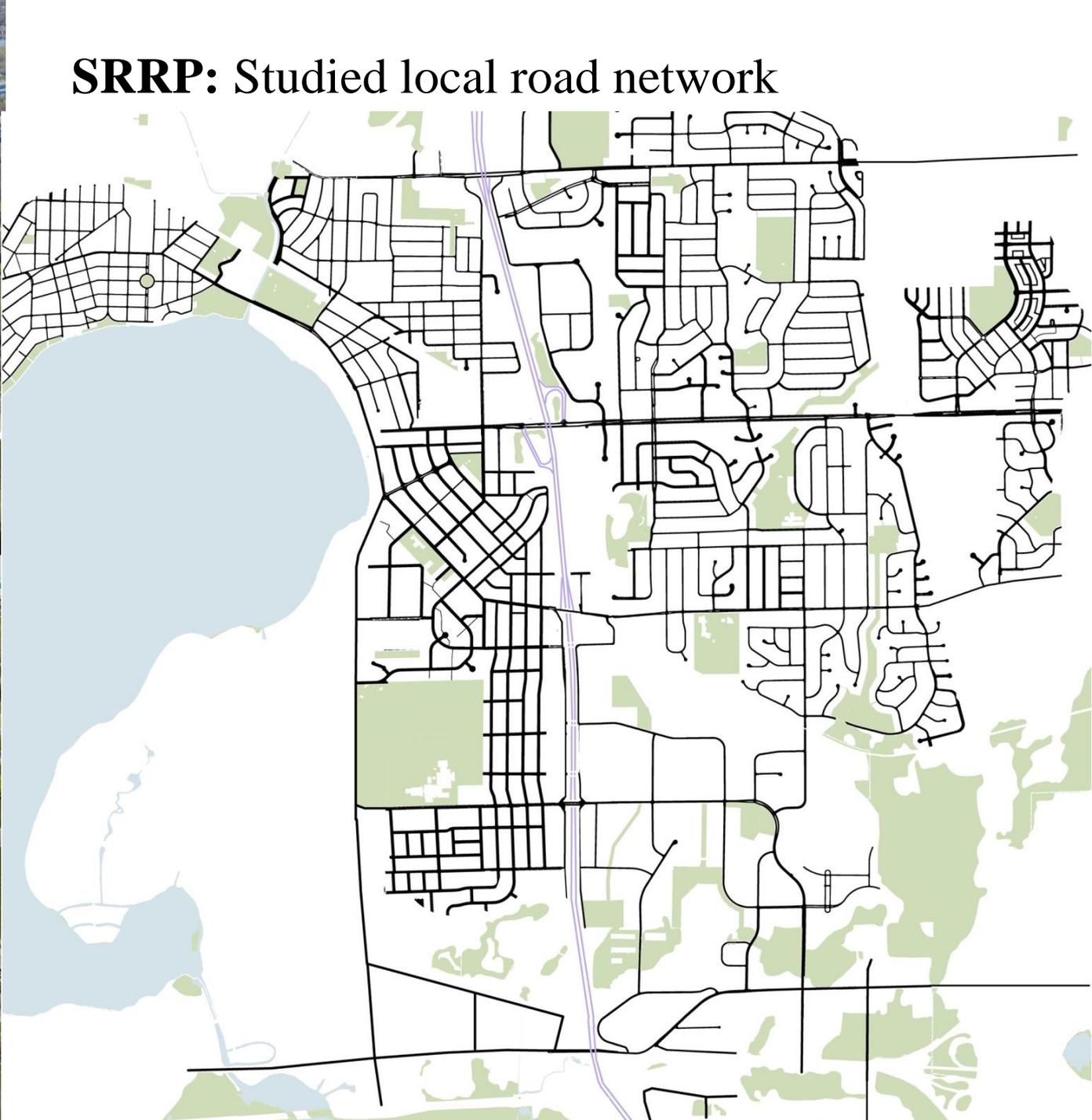
Two Plans:

- SRRP
- Wisconsin Department of Transportation Highway 51 Corridor Alternatives Study

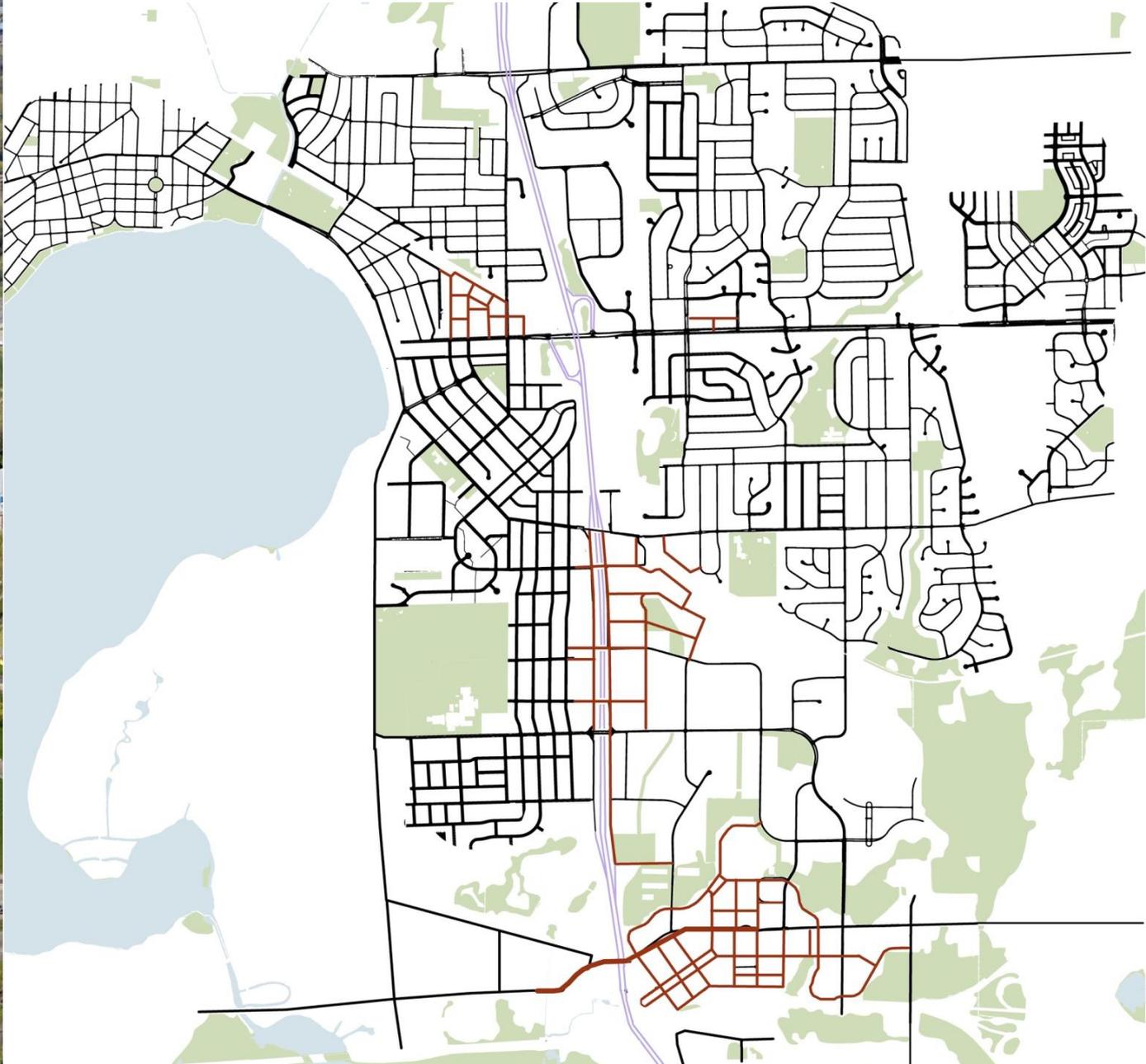
SRRP
Study
Area



SRRP: Studied local road network



SRRP: Visualized new local road connections





SRRP: Outcomes

1. Created a new vision for the corridor
2. Significantly impacted WisDOT alternatives
3. Land use plan incorporated into the Comprehensive Plan
4. Development visions for three areas
 - Garden
 - Grid
 - Gateway





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The Grid:

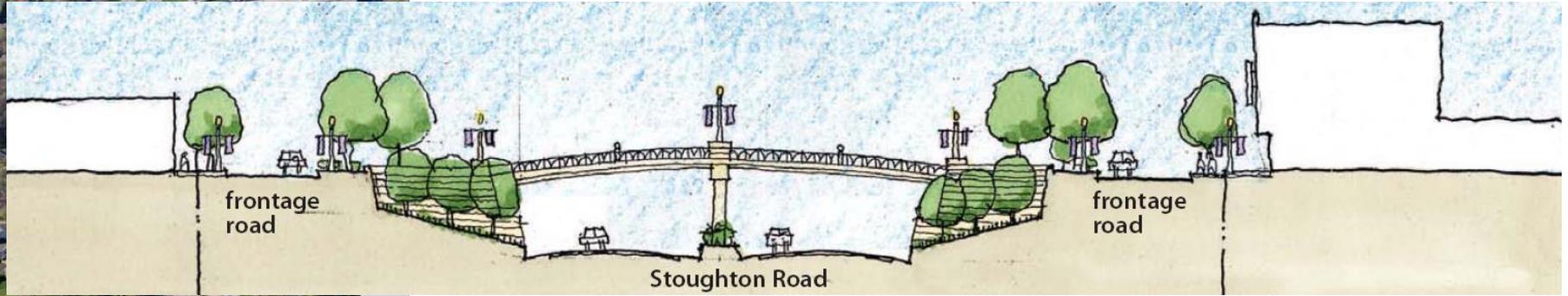
Buckeye to Pflaum

Development Potential

Current and Future
Employment Focus



Buckeye to Pflaum: Development Potential



Femrite and Broadway: Development Potential



Femrite and Broadway: Development Potential



Femrite and Broadway: Development Potential

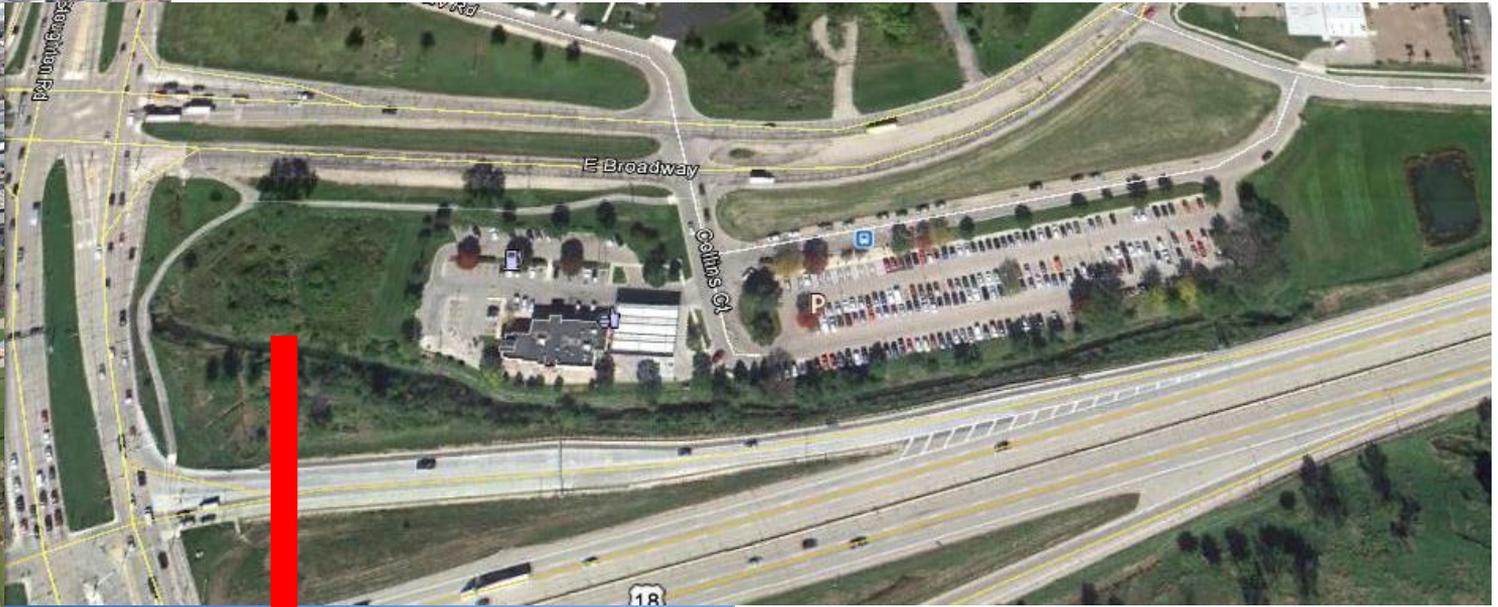




SRRP: Next Steps

- Catalytic Infrastructure Investment
 - Street Grid: Form & Function
 - Multimodal
- Land Assemblage
 - Some Fragmented Ownership
- Redevelopment Strategy
 - Employment Preservation
 - Regional Gateway Context

Growing Transportation Hub



Gateway to Madison - Today



Gateway to Madison – Strong Future Vision





Gateway to SE Madison – Timing

- Short – term opportunities during WI DOT planning and implementation of Stoughton Road project
 - Attracting/retaining business
 - Aesthetic improvements
- Long – term planning for post-Stoughton Road project
 - Street configuration
 - Dutch Mill Park ‘n Ride