



**M A P 1**

**SOUTH PARK STREET : WINGRA CREEK REDEVELOPMENT DISTRICT : PHASE II**

1 : St. Mary's Care Center	4 : United States Army Reserve	7 : Morningstar Dairy
2 : Dean Medical Center	5 : Madison Labor Temple	
3 : Copp's Grocery Store	6 : United States Post Office Branch	

prepared by:  
The City of Madison  
Department of Planning and Development  
Planning Unit  
April 2004

## PEDESTRIAN-BICYCLE-MOTOR VEHICLE COMMISSION COVER SHEET

<b>AGENDA ITEM</b> <p style="text-align: center;">F2</p>	<b>MEETING DATE</b> <p style="text-align: center;">6/28/05</p>
<b>ITEM</b> Resolution adopting the Wingra Creek Market Study and Redevelopment Plan as a supplement of the South Madison Neighborhood Plan	
<b>ID Number</b> <p style="text-align: center;">Legistar 01363</p>	<b>Council report back due date:</b>
<b>OTHER REFERRALS AND ACTIONS TAKEN TO DATE:</b> (Asterisk indicates lead agency.) Plan Commission, Urban Design Commission, Economic Development Committee, PBMVC, Board of Public Works, and LRTPC	
<b>STAFF DISCUSSION OF ITEM:</b>  From a transportation perspective, the hallmarks of the subject plan are the reorganization of the study area into different redevelopment sites. Major transportation elements supporting the plans objectives include: <ul style="list-style-type: none"> <li>• New Cedar Street extended from Park Street toward Fish Hatchery that will support a new grid street pattern and redevelopment and additional transportation and traffic demands.</li> <li>• A new traffic signal is planned at Cedar and Park Street; the signal would help anchor the existing Copp's grocery store and provide for additional access and capacity for redevelopment of the block. It would also provide for pedestrian crossing abilities along Park Street.</li> <li>• As a lesser priority, West Olin Avenue could be extended westward from Park Street to provide additional grid access; however, existing buildings at the intersection make this proposal more challenging.</li> <li>• Another important comment is that any of the transportation recommendations, such as the Cedar Street extension and traffic signal, would not occur until redevelopment occurred within the subject study area. This new development would need to occur to initiate demonstrated project needs and to bring new revenues into the capital budget to enable the public infrastructure elements to occur.</li> </ul>	
<b>FISCAL IMPLICATIONS:</b> See Resolution	
<b>MATERIALS PRESENTED WITH ITEM:</b> Resolution and report	
<b>STAFF RECOMMENDATION/RATIONALE:</b>  Approval, subject to the understanding that the transportation recommendations would not occur until major redevelopment occurs.	
<b>PREPARED BY:</b>  Dan McCormick, Assistant Traffic Engineer	<b>SIGNED</b>  David C. Dryer, City Traffic Engineer

cc: Ald. Isadore Knox, Jr. D13

**AGENDA # III.A.**

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 6, 2005

TITLE: Resolution, File I.D. 01363 – adoption of the Wingra Creek Market Study and Redevelopment Plan as a supplement of the South Madison Neighborhood Plan.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 6, 2005

ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Robert March, Cathleen Feland, Ald. Noel Radomski, Todd Barnett and Lou Host-Jablonski.

**SUMMARY:**

At its meeting of July 6, 2005, the Urban Design Commission **RECOMMENDED APPROVAL** of the resolution adopting the Wingra Creek Market Study and Redevelopment Plan. Appearing on behalf of the study and plan were Archie Nicolette and Jule Stroick of the Planning Unit, and John Stockham, consultant. The study/plan as presented emphasized the following:

- Comprehensive/cooperative development between ownership groups and parcels, including shared parking opportunities.
- Provides for high density development necessary to support mass transit on the Park Street Corridor for a prospective trolley line.
- An expansion of the “health care corridor” as an extension of existing facilities along Park Street.
- Maintains existing retail opportunities adjacent to the Kohl’s properties.
- Provides for modification to the Cedar Street/Park Street intersections; extending Cedar Street east-west to Fish Hatchery Road and the “cul-de-sac” termination of Beld Street.
- The former “Bancroft Dairy” site’s alternative uses for housing, specialized lodging for adjacent hospitals including a cooperative venture for medical conferencing, and education.

**ACTION:**

On a motion by March, seconded by Host-Jablonski, the Urban Design Commission **RECOMMENDED APPROVAL** of the resolution adopting the study redevelopment plan. The motion was passed on a unanimous vote of 7-0. The motion recommended approval with careful reconsideration of parking/greenspace issues and as follows:

- Further consideration shall be provided to eliminate conflicts between parking initiatives and green/open space issues.
- Examine potential open space linkages and opportunities with existing and proposed residential housing, the Arboretum, area parks and bikeway system, such as maintaining the existing Wingra Creek open space corridor in combination with new open space spine into the plan area, including the potential preservation of the wooded area on the Bunbury property, in association with proposed housing, along

with the maintenance of a portion of the existing open space on the Labor Temple property to facilitate the continuation of the “farmer’s market.”

- Applaud the provision for shared parking in the plan; the plan should further pursue shared parking arrangements with new development in combination with provisions for “on-street parking.”
- Office/commercial development shall place an emphasis on first floor retail opportunities along with the integration of housing.
- The report needs to evaluate and provide balance on the proposed level of parking and future development combined with consideration for existing and proposed mass transit opportunities in the Corridor, such as trolleys and the bus system.
- Modify the proposed centrally located parking area and ramp to preserve and create more green space adjacent to proposed residential development.
- Maintain the connectivity of Beld Street to Park Street at minimum levels with pedestrian and one-way connections.
- Address and investigate appropriate uses that face Wingra Creek to ensure that they are appropriate and compliment existing uses.
- In regards to the existing “Shenandoah Apartments” investigate the potential development alternatives for high or low rise structures along the buildings’ edge.
- The study/plan should provide address on maintaining and providing affordable housing opportunities and the effect that proposed development will have on assessments and taxes on existing development.
- Absent from the study is an assessment on gentrification (proposed within the plan) and the impact on home values in the study/plan area and adjacent areas.
- The report should include specific measures to ensure that the type of planned uses are established, for example, shared parking provisions.
- Make parking structures more “stealthy;” blending in with existing and proposed redevelopment with an urban character such as with the Fluno Center and Kennedy Place.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6, 6.5, 7, and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: Wingra Creek Market Study and Redevelopment Plan**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	6.5
	-	-	-	-	-	-	-	6
	5	-	-	-	-	5	6	6
	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

**General Comments:**

- Great beginning, but concerned about all issues discussed.
- This plan, while apparently comprehensive, is problematic in its lack of quantified concern for resultant gentrification of the existing neighborhoods. The large parking structures really deaden their surroundings. This is a rather suburban scheme, not an urban one.
- Can some of the planned parking be reduced to allow for more internal open space? Higher ramp? Link open spaces within the site to Wingra Creek and the Arboretum.

**From:** Jule Stroick  
**To:** pl roberts  
**Date:** 8/9/2005 11:14:52 AM  
**Subject:** Fwd: Southside PMA study regarding Cedar Street and Olin Avenue

Please put in Wingra file. Thanks, Jule

>>> MONDEST C RICHARDS <syzygyretired@yahoo.com> Saturday, August 06, 2005 11:05:12 AM  
>>>

I am responding to a request for feedback (published in the Bay Creek Bulletin) regarding the primary market area (PMA) study that recommended changes to Cedar Street and/or Olin Avenue to address traffic volumes.

I live in the tree street area and I am deeply opposed to both of these projects. The suggested changes to Cedar Street are particularly odious in that they would turn a very residential street into a commuter shortcut.

We should be looking at ways to reduce traffic, not encourage it. I would recommend any capital money that might have been targeted for this project instead be used to build park and ride lots in locations that encourage commuters to give up their cars for a bus connection instead of driving through these neighborhoods. Quite frankly, I would rather see traffic jams and delays (which might encourage better transportation behavior from our commuters) than to see more millions thrown at encouraging and enabling bad behavior.

Let's get some sanity and long-range thinking into our transportation policies. Both of these proposals (extending Cedar Street and/or extending Olin avenue) are very bad solutions.

If pedestrian safety is an issue, put in traffic lights at Spruce and Park (where a lot of residents from Romneys apartments cross Park to reach Copp's supermarket) and at Cedar/Park (for similar reasons).

Can we please, please, please(!) stop building high speed urban highways and begin doing some real thinking? While you are at it, try checking the speed of cars on these streets and how often they run red lights. It is pretty disgusting.

Thank you,

Rick Richards  
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