



# City of Madison

City of Madison  
Madison, WI 53703  
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## Master

**File Number: 09550**

**File ID:** 09550

**File Type:** Resolution

**Status:** Report of Officer

**Version:** 1

**Reference:**

**Controlling Body:** BOARD OF  
ESTIMATES

**File Created Date :** 03/11/2008

**File Name:** Adopting the Stoughton Road Revitalization Project  
Plan

**Final Action:**

**Title:** Adopting the Stoughton Road Revitalization Project Plan and the goals,  
recommendations, and implementation steps contained therein as a supplement  
to the City's Comprehensive Plan.

### Notes:

**Sponsors:** Judy Compton, Larry Palm and Lauren Cnare

**Enactment Date:**

**Attachments:** SRRP Plan 031708.pdf  
,StoughtonRdReport041608.pdf

**Enactment Number:**

**Author:** Rebecca Cnare, Planning Division

**Hearing Date:**

**Entered by:** rcnare@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Department of Planning and Community and Economic Development	03/11/2008	Referred for Introduction				
	<b>Action Text:</b> This Resolution was Referred for Introduction						
	<b>Notes:</b> Plan Commission, Urban Design Commission, Pedestrian/Bicycle/Motor Vehicle Commission, Long Range Transportation Planning Commission, Transit and Parking Commission, Board of Park Commissioners, Board of Estimates						
1	COMMON COUNCIL	03/18/2008	Refer	PLAN COMMISSION		05/19/2008	
	<b>Action Text:</b> This Resolution was Refer to the PLAN COMMISSION						
	<b>Notes:</b> Additional Referral(s): Urban Design Commission, Pedestrian/Bicycle/Motor Vehicle Commission, Long Range Transportation Planning Commission, Transit and Parking Commission, Board of Park Commissioners, Board of Estimates						
1	PLAN COMMISSION	03/18/2008	Refer	URBAN DESIGN COMMISSION		04/16/2008	
	<b>Action Text:</b> This Resolution was Refer to the URBAN DESIGN COMMISSION						
	<b>Notes:</b>						
1	PLAN COMMISSION	03/18/2008	Refer	PEDESTRIAN/BIC YCLE/MOTOR VEHICLE COMMISSION		04/29/2008	

**Action Text:** This Resolution was Refer to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION  
**Notes:**

1	PLAN COMMISSION	03/18/2008	Refer	LONG RANGE TRANSPORTATIO N PLANNING COMMISSION	04/17/2008
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**Action Text:** This Resolution was Refer to the LONG RANGE TRANSPORTATION PLANNING COMMISSION  
**Notes:**

1	PLAN COMMISSION	03/18/2008	Refer	TRANSIT AND PARKING COMMISSION	05/13/2008
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**Action Text:** This Resolution was Refer to the TRANSIT AND PARKING COMMISSION  
**Notes:**

1	PLAN COMMISSION	03/18/2008	Refer	BOARD OF PARK COMMISSIONERS	05/14/2008
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**Action Text:** This Resolution was Refer to the BOARD OF PARK COMMISSIONERS  
**Notes:**

1	PLAN COMMISSION	03/18/2008	Refer	BOARD OF ESTIMATES	05/12/2008
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**Action Text:** This Resolution was Refer to the BOARD OF ESTIMATES  
**Notes:**

1	PLAN COMMISSION	03/27/2008	Refer	ECONOMIC DEVELOPMENT COMMISSION	04/02/2008
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**Action Text:** This Resolution was Refer to the ECONOMIC DEVELOPMENT COMMISSION  
**Notes:**

1	ECONOMIC DEVELOPMENT COMMISSION	04/02/2008	Return to Lead with the Recommendation for Approval	PLAN COMMISSION	05/19/2008	Pass
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**Action Text:** A motion was made by Brandon, seconded by Selkove, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote.

**Notes:** Rebecca Cnare, Planning Division, explained there are two plans being developed for this area, one by the Wisconsin Department of Transportation (WisDOT) for Hwy 51 from Deforest to McFarland and the second plan, Stoughton Road Revitalization Project (SRRP) for a 4 mile section of Stoughton Road by eight neighborhood associations and the City of Madison. The Cunningham Group was hired by the City of Madison to work on the SRRP. The SRRP has been developed over a three (3) year time frame.

The SRRP divided the area into 3 development focus areas; the Garden Development from Hwy 30 south to Buckeye Road, the Grid Development from Buckeye Road to Pflaum Road and the Gateway Development south of Buckeye to McFarland. Ms. Cnare noted the proposed TID # 39 is adjacent to the Gateway Development area.

Gary Peterson, 210 Marinette Trail, registered as neither supporting or opposing the plan, commented that the SRRP is an example of the point made in the Economic Development Draft Plan about the lack of economic development culture in the City. He said the SRRP is a huge plan that lacks job creation. The summary of the plan uses the word "employment" only twice.

Alder Marsha Rummel, District 6, registered as neither supporting or opposing the plan, spoke as an Urban Design Commission member. She said the fly-over bridges proposed in the WisDOT plan are not good for this area.

Alder Judy Compton, District 16, registered as supporting the plan, stressed the importance of this area as a front door to the City of Madison, not just a gateway. She mentioned the WisDOT plan lacked input from the neighborhoods. She further stated this plan is a pro-active effort by the residents to say the southeast quadrant of Madison is important. This plan sets the framework for

adjacent industrial development.

Ms. Cnare added this plan does stress business more than other neighborhood plans.

Mark Olinger confirmed that this is a job generation corridor and the Gateway area is critical to the TID's future.

Alder Zach Brandon asked that if this plan is a facelift for Stoughton Road, do businesses buy into it? How would the facelift be enforced? Through an Urban Design District?

Ms. Cnare noted that businesses were involved and bought into this plan process. They are happy the frontage roads will be maintained.

Alder Zach Brandon asked if there any generators proposed for the TID?

Alder Compton responded the movie theater, the BioAg Incubator, Tradewinds Park, GE Healthcare, the Danisco expansion, and proposed hotel are all generators.

Ms. Selkove had spoken with Alder Palm and the County Supervisor and expressed their concern and her concern about the proposed Flyovers called for in the WiDOT plan. Could anti-Flyover language be added into the SRRP?

Ms. Cnare described the Flyovers as huge multi-story bridge structures that would limit access to some of the parcels in the Gateway Area. The SRRP does say Flyovers are not preferred, but also does give options for land use if they are constructed.

Ms. Torkildson expressed her concern about the visibility of the businesses and signage for the businesses along Stoughton Road if it is depressed as called for in two of the WisDOT options. Alder Compton responded that a street level Stoughton Road is more neighborhood oriented and the Flyover option is most expensive and probably will not be constructed.

Mr. Clarke stated the relationship between the SRRP and the neighborhood plans is not clear. On page 16 it mentions "supports" the neighborhood plans. He is concerned that this is similar to the East Washington BUILD plan and might be in conflict with other existing adopted plans. Mark Olinger stated this is a business corridor plan, which doesn't have the same type of conflict with neighborhood plans, as was the case with the East Washington BUILD.

Mr. Slone was concerned about the type of businesses and the continuity of design for businesses, called for in the SRRP. Ms. Cnare explained design guidelines are included in the SRRP. Alder Compton mentioned that if an urban design district is created, and the style is dictated, she would prefer the businesses voluntarily adhere to these guidelines.

Ms. Selkove mentioned the lack of metrics on the number of jobs or businesses this plan could create. Mr. Olinger said the proposed TID Project Plan could set a specific number for job creation.

1	BOARD OF PARK COMMISSIONERS	04/09/2008				
1	URBAN DESIGN COMMISSION	04/16/2008	Return to Lead with the Following Recommendation(s)	PLAN COMMISSION	05/19/2008	Pass
	<b>Action Text:</b>	A motion was made by Woods, seconded by Slayton, to Return to Lead with the Above Recommendation(s) to the PLAN COMMISSION. The motion passed by voice vote/other.				
	<b>Notes:</b>	The Urban Design Commission <b>RECOMMENDED</b> s and supports of the provisions and objectives of the Stoughton Road Revitalization Project Plan in regards to land use, design and neighborhood planning. The Urban Design Commission does not support WisDOT provisions contained in the plan relevant to fly overs, sunken roads and high speeds as a detriment to the corridor's economic, social and neighborhood fabric. The Commission recommends approval of the land use and design objectives. WisDOT Alternatives not acceptable; they are inconsistent with other objectives of the project plan. The Urban Design Commission specifically recommends against WisDOT Alternatives B and C, but supports Alternative A with WisDOT provisions requiring alteration to be more in support of the level of service (LOS) provisions of alternate modes of transportation for motorists, transit riders, pedestrians, and bicyclists. In				

general, the WisDOT alternatives don't work on the economic and sustainable basis and rationale of the plan. The Commission specifically recommends the following:

- No grade separated crossings or intersections, sunken roads or fly over provisions; detrimental to the plan and any additional development along the corridor.
- WisDOT Alternative A should be modified to be more of a "parkway" in the landscaped areas and more of a "boulevard" in urban areas.
- Support both a boulevard and parkway types of highway improvements.
- The corridor should have at grade intersections with additional median plantings and have a maximum 45 mph speed limit along the entire corridor.
- WisDOT Alternatives B and C are fundamentally detrimental to the goals of the plan and its vision and will be a detriment to the further development and unity of neighborhoods within the corridor.

1	LONG RANGE TRANSPORTATION PLANNING COMMISSION	04/17/2008	Return to Lead with the Following Recommendation(s)	PLAN COMMISSION	05/19/2008	Pass
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**Action Text:** Judy Bowser/Ald. Paul Skidmore submitted a motion to approve the SRRP plan.

Judy Bowser/Mike Rewey then submitted a motion to add some specific comments and recommendations to the approval of the SRRP plan: "The LRTPC does not support the "flyover" interchange at Stoughton Road and Broadway, supports a 45 mph roadway facility in the SRRP corridor (between STH 30 and the South Beltline), supports new multi-modal connections across Stoughton Road (between Buckeye Road and Pflaum Road), and supports the use of two-way frontage roads between Buckeye Road and Pflaum Road."

A motion was made by Bowser, seconded by Skidmore, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION. The motion passed by the following vote:

**Notes:**

Excused:	4	Kevin L. Hoag; Satya V. Rhodes Conway; Dave deFelice and Mark N. Shahan
Ayes:	5	Paul E. Skidmore; Michael A. Basford; Tim Gruber; Judy Bowser and Robbie Webber
Noes:	2	Michael W. Rewey and Robert J. Schaefer
Non Voting:	1	Tim Wong

1	PEDESTRIAN/BICYCLE/ MOTOR VEHICLE COMMISSION	04/29/2008	Return to Lead with the Following Recommendation(s)	PLAN COMMISSION	05/19/2008	Pass
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**Action Text:** This Resolution was Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION

The PBMVC recommended to approve the resolution with the following recommendations: (1) that there be five multi-modal bridges and no Texas U-turn bridges in the Grid Development Area; (2) that WisDOT should consider the needs of pedestrians, bicyclists and transit users and their connections to businesses on Stoughton Road when looking at frontage roads and/or other parallel routes to Stoughton Road; (3) consider how buildings interface with streets in the Garden Area; (3) that Stoughton Road be an at-grade 45 mile-per-hour boulevard in the SRRP corridor; (4) that there be no flyover interchange at Stoughton Road-Highways 12 & 18; (5) that WisDOT be encouraged to create a different park-and-ride facility than what is in place now; (6) that there be a transit connection from the park-and-ride lot to the East Transfer Point; and (7) that the Plan identify missing sidewalk segments.

#### DISCUSSION

Rebecca Cnare from Planning was present and distributed an 8-page summary of the project.

- The Plan focuses on the segment of Stoughton Road (Highway 51) from Highway 30 on the north to the Beltline interchange on the south, approximately 4 miles.
- The Plan is a vision of what the corridor could look like in the future.
- WisDOT is undertaking its own planning process for the reconstruction of Highway 51, and the SRRP segment is a small piece of the WisDOT project. To date, WisDOT has completed a needs assessment and alternatives analysis. WisDOT's study includes three alternatives.
- The SRRP tried to work with and relate to the WisDOT alternatives. However, the Plan is not a fan of the flyover ramp concept but if that is the way things go, the SRRP must be ready to make the best of it.
- The SRRP has three development areas: Garden Area, which includes the Post Office and American Family; Grid Area from Buckeye Road to Pflaum Road; and Gateway Area at the southern end.
- The Gateway neighborhoods want to see more development.
- The Grid Area wants better connections across Stoughton Road and more complete streets.
- The Garden Area goal is to maximize the landscaping and amenities for a parkway feel.
- The SRRP has been to three City commissions so far. The EDC recommended adoption and highlighted the need for more economic development. The UDC found WisDOT alternatives B (flyover) and C (sunken road) to be unacceptable and also recommended that Stoughton Road be a 45 mph roadway in this corridor. The LRTPC felt the SRRP has some good ideas but expressed concern about the WisDOT alternatives.
- The SRRP looked at Level of Service for all modes, not just motorized traffic. The SRRP wants to increase sidewalks and bike lanes.

There were two registrants on this item:

Fred Arnold, 1242 Meadowlark Drive, supported the resolution. He had to leave before the item came up on the agenda.

Jim Polewski, 5010 Starker Avenue, representing the Stoughton Road Revitalization Project, supported the resolution. The committee spent a lot of time working on the Plan. It is not a transportation plan per se; rather, the committee tried to make transportation work for the eight neighborhoods in the area. The neighborhoods have a real interest in how Stoughton Road will work and look for the people who live there. They want connections across Stoughton Road, including better ped/bike access, to knit the neighborhoods together. He urged the PBMVC to approve the Plan.

Webber expressed concern about one-way frontage roads. Bicyclists would have to cross Stoughton Road to travel in the opposite direction. It's fairly onerous to go a mile out of the way to travel in the other direction. Cnare indicated one-way frontage roads are also a concern to the neighborhoods. The Plan asks WisDOT to look at two-way frontage roads, even if it makes some intersections more crowded. Webber asked about the areas north of Buckeye or south of Pflaum, but Cnare indicated that the Grid Area is the only segment where WisDOT talks about one-way frontage roads.

In response to Shahan's question, Cnare was not sure whether the Texas U-turn bridges recommended by WisDOT allow for bike accommodations. Compton indicated that one reason the Plan recommended other bridges was to accommodate bikes. Shahan emphasized that the bridges need to be bike friendly. Cnare noted that the Plan says all bridges should be multi-modal.

Motion by Webber/Compton to suspend the PBMC Rules & Procedures to continue the meeting past 8:00 p.m., carried unanimously.

Shahan mentioned that that Garden Area section does not contain much detail about setbacks from the sidewalk and orientation to the street. Cnare said the Plan tries to emphasize the landscaping elements and looks at this area a little differently than the others. Shahan suggested adding language to place more emphasis on the orientation of buildings and how they interface with the streets.

Shahan noted that the Gateway Area section talks about an expanded park-and-ride but it's not shown on the map. Cnare explained that an expansion of the park-and-ride is envisioned as part of a redevelopment project so it's not sure where it would be located. Compton noted that WisDOT owns the park-and-ride and has a strong interest to create something more pleasant than what's there if the plan is to redevelop the parcel as multi-level shopping facility. Cnare pointed out that the existing facility is indicated on the map.

Shahan commented that WisDOT is talking about rebuilding Stoughton Road in 10-15 years. If that doesn't happen, how are the Plan recommendations affected. Cnare stated that the Gateway Area improvements could start next year since it's in a TIF district. The neighborhoods want to get ahead of the WisDOT plans. Shahan was more concerned about the Grid Area because WisDOT alternatives B and C recommended depressing Stoughton Road. Cnare felt development could happen without a sunken roadway. Compton emphasized that the neighborhoods' desire is to keep traffic at 45 mph. Some things could and should happen regardless of what WisDOT does.

De Vos asked if there is a transit corridor. Cnare indicated that one potential light rail line would come down just north of the Garden Area. Webber suggested that Metro run a bus from the park-and-ride lot to the East Transfer Point, which would eliminate some of the trips up and down Stoughton Road.

Webber commented that the LRTPC had pointed out a lack of graphics for ped and bike connections in the Plan. The neighborhoods have expressed how important ped and bike connections are, so better representation in the Plan would be good. Cnare indicated she will look into it. She noted that the Plan does talk about how a better street system is good for bikers as well as motor vehicles. Webber noted that there is a disconnect between some of the streets and the Plan should identify where connections need to be made.

Shahan suggested that missing sidewalks should be shown in the Plan and identified as things to be fixed. Also, key locations for any additional transit service should be identified in the Plan.

Motion by Compton/Webber to approve the resolution, reserving approval for one-way frontage roads and Texas U-turns, making bridges multi-modal in the event overpasses are required (the road is dropped), paying attention to the garden area and how the buildings interface with streets, recommend a 45 mph. boulevard with at-grade levels and no fly-over at Hwys 12/18 & 51, encourage WisDOT to create a different park-and-ride than what is in place now with a transit connection from the park-and-ride to East Transfer Point, and identify missing sidewalk segments.

Compton indicated that the Plan tries to create a pallet of recommendations for a blighted area. The City needs to create another business area so people don't have to travel to the other side of town. The neighborhoods want to create a different atmosphere, something that is more bike/ped friendly. A boulevard would be a little more mid-speed rather than the high speed roadway envisioned by WisDOT. The Plan would encourage an economic development quadrant (Gateway Area) by offering employers something for their employees (places to eat, shop, etc.).

Webber asked for clarification of the motion, was Compton in favor of Texas U-turns? Compton replied no. She didn't want the PBMVC to go on record approving one-way frontage roads or Texas U-turns. When DOT presents its plan, she doesn't want them saying "you approved this." Her intent was to reserve approval on both Texas U-turn bridges and one-way frontage roads until such time as WisDOT has a plan.

Friendly amendment by Webber to remove the language about reserving approval and instead say that the PBMVC goes on record as recommending that there be five multi-modal bridges, not including Texas U-turns; that WisDOT should consider the needs of pedestrians, bicyclists and transit users and their connections to businesses on Stoughton Road when looking at frontage roads and/or other parallel routes to Stoughton Road.

Webber believed that if consideration is given to the needs of peds and bikes, two-way frontage roads will be the logical choice. However, she also recognized that two-way frontage roads require more right-of-way and this may not be accepted by all the neighborhoods so she did not want to specifically recommend two-way frontage roads.

Motion: The PBMVC recommends approval of the resolution with the following recommendations: (1) that there be five multi-modal bridges and no Texas U-turn bridges in the Grid Development Area; (2) that WisDOT should consider the needs of pedestrians, bicyclists and transit users and their connections to businesses on Stoughton Road when looking at frontage roads and/or other parallel routes to Stoughton Road; (3) consider how buildings interface with streets in the Garden Area; (3) that Stoughton Road be an at-grade 45 mile-per-hour boulevard in the SRRP corridor; (4) that there be no flyover interchange at Stoughton Road-Highways 12 & 18; (5) that WisDOT be encouraged to create a different park-and-ride facility than what is in place now; (6) that there be a transit connection from the park-and-ride lot to the East Transfer Point; and (7) that the Plan identify missing sidewalk segments; motion carried unanimously.

**Notes:** This Resolution was Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION

The PBMVC recommended to approve the resolution with the following recommendations: (1) that there be five multi-modal bridges and no Texas U-turn bridges in the Grid Development Area; (2) that WisDOT should consider the needs of pedestrians, bicyclists and transit users and their connections to businesses on Stoughton Road when looking at frontage roads and/or other parallel routes to Stoughton Road; (3) consider how buildings interface with streets in the Garden Area; (3) that Stoughton Road be an at-grade 45 mile-per-hour boulevard in the SRRP corridor; (4) that there be no flyover interchange at Stoughton Road-Highways 12 & 18; (5) that WisDOT be encouraged to create a different park-and-ride facility than what is in place now; (6) that there be a transit connection from the park-and-ride lot to the East Transfer Point; and (7) that the Plan identify missing sidewalk segments.

1	BOARD OF ESTIMATES	05/12/2008	Return to Lead with the Recommendation for Approval	PLAN COMMISSION	05/19/2008	Pass
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**Action Text:** A motion was made by Verveer, seconded by Rhodes Conway, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.

**Notes:**

1	TRANSIT AND PARKING COMMISSION	05/13/2008	Return to Lead with the Following Recommendation(s)	PLAN COMMISSION	05/19/2008	Pass
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**Action Text:** A motion was made by Solomon, seconded by Poulson, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION: The Commission recommended approval of the Plan with the recommendation that the parking and transit utilities be encouraged to work together to create a bus route that would run from the E. Broadway Park and Ride directly to Metro's East Transfer Point, straight up Stoughton Road. The motion passed by voice vote/other.

**Notes:** The Commission recommended approval of the Plan with the recommendation that the parking and transit utilities be encouraged to work together to create a bus route that would run from the E. Broadway Park and Ride directly to Metro's East Transfer Point, straight up Stoughton Road.

1	BOARD OF PARK COMMISSIONERS	05/14/2008	Return to Lead with the Recommendation for Approval	PLAN COMMISSION	05/19/2008
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**Action Text:** This Resolution was Return to Lead with the Recommendation for Approval to the PLAN COMMISSION

**Notes:**

1	PLAN COMMISSION	05/19/2008	RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATION S - REPORT OF OFFICER	Pass
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**Action Text:** A motion was made by Cnare, seconded by Bowser, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER.

That the Common Council adopt a substitutue resolution adding the following four "Be it Further Resolved Clauses" to the original resolution:

BE IT FURTHER RESOLVED, that Planning Staff is directed to include language in the Plan that supports the under-grounding of overhead utilities as redevelopment occurs and high-voltage transmission wires, as well as include language that supports expansion of the Broadway Park'n'ride lot, and language and graphics that illustrate potential bike route connections, as well as missing sidewalks and other pedestrian facilities as part of the Community Connections sections of the Draft Plan on pages 42, 54 and 68, and

BE IT FURTHER RESOLVED, that the City of Madison supports the Stoughton Road Revitalization Project Plan's Grid traffic arrangement, and opposes the Texas U-turn Bridges at Pflaum and Buckeye Roads and opposes the flyover at Broadway as currently proposed in the Wisconsin Department of Transportation's Draft Alternative Concepts for the US Highway 51 Central Segment, and

BE IT FURTHER RESOLVED, that specific recommendations and statements from City of Madison Boards and Commissions during the adoption process of the Stoughton Road Revitalization Project Plan that refer to the WisDOT transportation facility alternatives should be considered during the time that a formal response to the WisDOT US Highway 51, Stoughton Road Draft Environmental Impact Statement is made by the City of Madison, and

BE IT FURTHER RESOLVED, that the City of Madison urge WisDOT to carefully consider the impacts that the transportation facility options being considered for Stoughton Road have on the land use and redevelopment alternatives contained in the Stoughton Road Revitalization Project Plan, as the US Highway 51/Stoughton Road Environmental Impact Statement evaluation process moves forward, and

The motion passed by voice vote/other.

**Notes:**

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**Text of Legislative File 09550**

**Fiscal Note**

There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

**Title**

Adopting the Stoughton Road Revitalization Project Plan and the goals, recommendations, and implementation steps contained therein as a supplement to the City's Comprehensive Plan.

**Body**



WHEREAS, the South Stoughton Road Corridor is a major transportation route, commercial and employment center and is adjacent to more than eight different neighborhoods, with over 25,000 residents on Madison's East Side; and

WHEREAS, the Wisconsin Department of Transportation is currently undergoing a Stoughton Road/US Highway 51 Planning and Design Process to determine future transportation needs and design reconstruction alternatives, and will be completing an Environmental Impact Study of proposed design alternatives in 2008 and 2009; and

WHEREAS, declining physical conditions, the presence of numerous underutilized parcels, an increased level of real estate development speculation, and potential Wisconsin Department of Transportation Design Alternatives suggest that the corridor could be poised for some significant changes; and

WHEREAS, the Stoughton Road Corridor does not have a detailed special area plan that establishes policies and makes recommendations to guide decisions regarding the future of this corridor, as recommended in the City of Madison *Comprehensive Plan* (adopted on January 17, 2006); and

WHEREAS, the Stoughton Road Revitalization Project is a multi-year effort led by neighborhood residents, neighborhood association representatives, business representatives and local elected officials, including three City of Madison Alderpersons, and two Dane County Supervisors; and

WHEREAS, the Cuninghame Architecture Group P.A. was retained to work with the Stoughton Road Revitalization Project Planning Group, City staff, and area stakeholders to develop this plan that focuses on the Stoughton Road Corridor between State Highway 30 on the North to US Highway 12/18 on the South; and

WHEREAS, this effort was funded through a \$20,000 City of Madison Neighborhood Planning Grant, \$15,000 in City of Madison Preliminary Planning TIF funds, \$24,600 in Public Participation funds donated by the Wisconsin Department of Transportation, a \$12,000 grant from Dane County's Better Urban Infill Development (BUILD) program, as well as over \$25,000 in private fundraising from neighborhood associations, East Side residents, businesses and other contributors; and

WHEREAS, the Stoughton Road Revitalization Project Group met over thirty-three times between June 2005 and February 2008, and oversaw a public participation process that included four large-scale public meetings, three rounds of focus groups, two open houses, several local neighborhood association meetings, neighborhood newsletter notifications, a project website, local business outreach and a business survey to receive input throughout the planning process; and

WHEREAS, on February 11, 2008, the Stoughton Road Revitalization Project Group unanimously approved the draft *Stoughton Road Revitalization Project Plan* and recommended that it be submitted to the City for adoption; and

WHEREAS, the plan makes a series of recommendations concerning subjects such as: land use, urban design, streetscape enhancements, pedestrian and bicycle enhancements, and parking and traffic circulation, among others.

NOW, THEREFORE BE IT RESOLVED, that the *Stoughton Road Revitalization Project Plan* and the goals, recommendations and implementation steps contained therein is hereby adopted

as a supplement to the City's *Comprehensive Plan*; and

BE IT FURTHER RESOLVED, that any changes to the *Comprehensive Plan*'s Generalized Future Land Use Plan Map recommended in the *Stoughton Road Revitalization Project Plan* be considered for adoption during the next annual *Comprehensive Plan* evaluation and amendment process; and

BE IT FINALLY RESOLVED, that the appropriate City agencies consider including the recommendations of the *Stoughton Road Revitalization Project Plan* in future work plans and budgets.