



**City of Madison**  
**Meeting Minutes - Approved**  
**LONG RANGE TRANSPORTATION**  
**PLANNING COMMISSION**

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

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Thursday, December 20, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd., Room LL-110  
Room LL-110 (Madison Municipal Building)

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**1 CALL TO ORDER / ROLL CALL**

**Present:** 9 -

Tim Gruber; Kevin L. Hoag; Mark N. Shahan; Paul E. Skidmore; Michael A. Basford; Michael W. Rewey; Robbie Webber; Dave deFelice and Robert J. Schaefer

**Excused:** 2 -

Judy Bowser and Satya V. Rhodes Conway

**2 APPROVAL OF MINUTES**

**A motion was made by Rewey, seconded by Webber, to Approve the Minutes. The motion passed by voice vote/other.**

**3 PUBLIC COMMENT**

There were no members of the public wishing to speak in regard to future LRTPC agendas.

**4 [07613](#)**

Adopting the Pumpkin Hollow Neighborhood Development Plan as a supplement to the City of Madison Comprehensive Plan, and authorizing the City's applications to amend the Central Urban Service Area as required to implement the development staging recommendations in the neighborhood plan.

**The Commission voted unanimously to refer Resolution ID 07613 to a future meeting, on a motion submitted by Michael Basford/Ald. Tim Gruber.**

Scott McNab (T. Wall properties) offered a number of comments on the Pumpkin Hollow NDP:

- We need a plan that respects existing topography
- Tiny employment district severely restricts possible tenants
- Residential on interstate not appropriate (noise pollution, visibility: houses looking at interstate, health impacts, marketability of houses and loss of value to City and developer - land used for berms)
- T. Wall Properties supports City's goal of higher density residential, as shown in our proposed plan.
- More limited public streets limit long-term city costs (over 3 miles of road in this . quadrant in City plan)
- Interchange should be considered (connection to north Airport entry, better access esp. with Hanson closing at 51, connects to Sun Prairie and Hoepker is already planned as a 4-lane arterial)

Mike Rewey said that local traffic should not be using the Interstate and objected to an interchange at

Hoepker Road.

Michael Barrett (2137 Sommers Ave) offered a number of other comments on the Plan. He felt that Portage Road was a good bike route out of town and that it should be maintained as such. He stressed the importance of a grid street pattern and said that good businesses attract employees that bike. He felt that the NDP should accommodate higher densities and that bicycle linkages should be provided to the American Family development. Barrett said that there should be more than one bicycle link per mile in that area. He also did not support the Interstate interchange at Hoepker Road or a bike path parallel to Hoepker.

Mark Shahan agreed that there do not appear to be many bicycle paths accessing the American Family development.

Michael Waidelich then highlighted the NDP area recommendations and how they differ from the T Wall comments. He pointed out that the area T Wall wants to develop is not suitable for large-scale commercial development, and should be planned more as a neighborhood.

Mike Rewey agreed that there does not need to be a path along Hoepker, but said that a path should be aligned at the crossing of Anderson Road. Rewey also supported a north/south into the American Family development.

Bob Schaefer said that residential uses along the Interstate would have to address noise concerns, which is a problem for him. Schaefer also said that American Family could be opened up to new bicycle connections.

Ald. Robbie Webber submitted a number of comments, noting that a grid street pattern should be planned, including connections to adjacent cities/villages. She agreed that there need to be strong bicycle and pedestrian connections off of Hoepker Road into the adjacent developments (including American Family). She did not support the new interchange to the Interstate and felt that impact fees should be used to construct bicycle and pedestrian facilities/connections (as they are for roadway facilities) as the development takes place. Ald. Webber also said that circumferential bike routes are confusing and should be avoided, if possible.

Mark Shahan said that new crossings of the Interstate (not full interchanges) are needed and should be planned for. He also felt that closing the access of USH 51 from Hanson Road should not be pursued, as it will affect traffic movements in other areas (like Pumpkin Hollow).

The Commission voted unanimously to refer Resolution ID 07613 to a future meeting, on a motion submitted by Michael Basford/Ald. Tim Gruber.

5 [08483](#)

**UPDATE ON ACTIVITIES OF THE LONG RANGE METRO TRANSIT  
PLANNING AD-HOC COMMITTEE: OVERVIEW BY MARK  
OPITZ (COMMITTEE CHAIR)**

Mark Opitz summarized the key recommendations of the Metro Long Range Planning Ad-Hoc Committee. Some of the highlight include:

- Regional Transit Authority -Urge the state government to grant local governments the authority to establish an RTA while still protecting current funding
- Increased State/Federal Revenue -Request the state to be a stable funding partner by covering one-third or more of Metro's operating costs. Look to increased federal gas taxes for 20% of operating costs.
- Advertising - One-percent of Metro's budget should come from advertising.
- Unlimited Ride Pass Programs - Pursue small employer bus pass program as well as increasing large employer agreements (i.e. State of Wisconsin, Dane County)
- Bus Size and Type - Develop a scope of work for outside party review as to appropriate bus size/type for Metro fleet.

- TDM - Develop demand/response taxi service in at least one periphery zone to see if this is more efficient than traditional bus service.
- Schedule - revise schedules where currently unrealistically tight
- Bus Rapid Transit (BRT)/Express Service - reduce travel times from periphery to core, and between transfer points.
- Unlimited Ride Pass Programs - With more large employers, smaller employers, realtors, apartment/owner associations, hotels, centers of employment
- Increased Marketing Budget: Metro's marketing budget of \$163,000 comprises only 0.4% of Metro's overall budget, as compared to compared to peer systems averaged at \$492,600 and 1.5% of overall budget.

Tim Wong felt that the State share of operating expenses should be 1/3 or more. He also said that Metro should focus services more on the non-commuter population, which may mean more service during evenings and weekends.

Bob Schaefer said that bus users should help pay for the service, rather than have free passes for those who can afford it. Schaefer also said that new neighborhoods should have transit service in place before residents move there so that those areas can attract more transit-oriented homeowners.

Ald. Tim Gruber said that it is important to encourage transit-oriented development (TOD) at major transit hubs. Michael Basford said that the north side should be an important part of future transit plans, especially more frequent express-type service.

Mark Shahan said that the technologies employed in Metro's future infrastructure should respect the needs of all users, not just the most technically savvy.

The Commission thanked Mr. Opitz for his overview and looked forward to reviewing the Committee's final products.

**6      [08485](#)      DISCUSSION OF POSSIBLE MODIFICATIONS TO THE STANDING  
LRTPC MEETING DATE/TIME**

The Commission discussed potentially moving the standing LRTPC meeting time, to help accommodate the Dane County Board member. However, there were too many other conflicts and the Commission agreed to keep the 3rd Thursday as the standing meeting date.

**This Miscellaneous was Discuss and Finalize**

**7      [08484](#)      INFORMATION AND ANNOUNCEMENTS BY CHAIR AND  
COMMISSION MEMBERS**

**- Note: No Discussion of Specific Items**

There were no announcements or information submitted by the Chair or Commission members.

**8      [08486](#)      SCHEDULE OF FUTURE MEETINGS**

David Trowbridge noted that the next LRTPC meeting would be held January 17, 2008.

**9      ADJOURNMENT**

The LRTPC adjourned at 7:25 p.m.