

Existing Conditions

A Photographic Inventory

A photo sampling illustrates some key issues for the future of the corridor. These issues helped shape the goals and vision of the SRRP Group.

Rural Cross Section on Highway 51

While the city has grown around the original “East Beltline,” Stoughton Road remains a highway with a rural cross section. This cross section is exemplified by limited curb, gutter, and sidewalk along the frontage roads, a large median drainage swale, and few trees or other vegetation. As the East Side continues to redevelop and WisDOT explores the expansion of the roadway, there may be opportunities to add trees and other more urban amenities within the highway right-of-way.

Signs & Billboards

Large commercial signs and billboards are present throughout the corridor. As new development occurs, there may be an opportunity to remove some billboards, create a more cohesive wayfinding system, and encourage more attractive and effective commercial signs.

Employment & Industry

One of the positive aspects of Stoughton Road noted by participants in the public meetings was the variety of employment opportunities along the corridor. The Southeast Business District and BioAg Gateway Campus can provide the stability and opportunity necessary to promote new growth and development along the corridor.

Land Use Conflicts

Many areas along the corridor have old town zoning classifications that were not updated upon being annexed by the city. These areas, found at several key neighborhood gateways, often suffer from being underutilized. While there is a strong employment base along Stoughton Road, storage of automobiles, trucks, and other industrial materials continue to cause conflict between neighborhood, commercial, and industrial uses.



Rural Cross Section: Stoughton Road has a wide cross section typical of rural settings, with limited curb and gutter and a large central swale for drainage and lane separation.



Signs & Billboards: Signs and billboards along the highway create a cacophony of visual clutter.

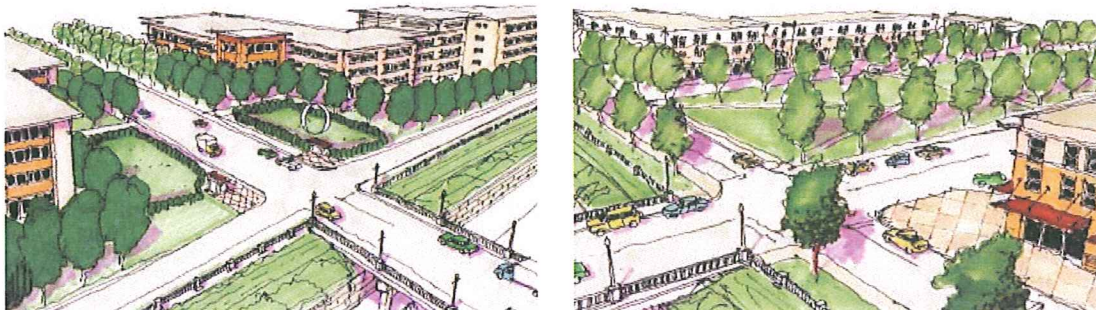


Employment Opportunities: There are many successful and stable employers in the corridor. This strength should be used to generate additional development and growth opportunities.



Underutilized Land: Underutilized and vacant land parcels are prime examples of potential redevelopment opportunities.

4b. Grid Development Area



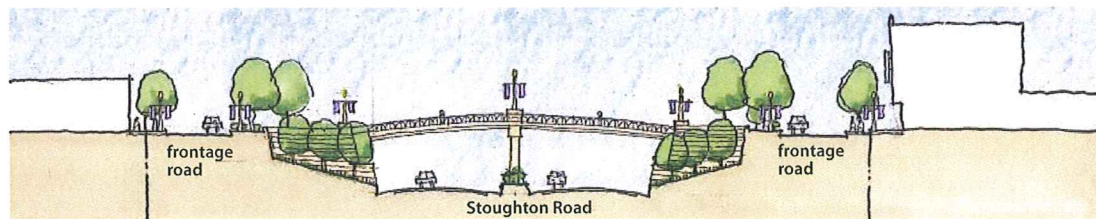
Grid Area Sketches: This pair of sketches shows how the five bridges, public spaces, public art, and gateway buildings can help establish a strong identity for the Grid Development Area.



Frontage Road Conditions: This pair of images shows one way to improve the frontage road streetscape south of Buckeye Road and west of Stoughton Road. New trees, attractive lighting, and monument signs are ways to unify and define the area.



Bridges & Identity: Bridges can do more than make connections. They can be places for people, artwork, and features that reinforce the character and identity of an area.



Stoughton Road Street Section: This section shows Stoughton Road under one of the proposed new bridge crossings. Attractive landscaping along the road edge, artistic bridge elements, and refined frontage road conditions help reinforce a sense of place.

Strategic Phasing

The implementation process can begin immediately and should occur incrementally. Although the WisDOT project will not come online for many years, improvements can occur independent of, and in preparation for, possibly depressing Stoughton Road and building bridges across it. These investments can occur as property ownership changes or owners wish to expand their businesses, or invest in their property. Potential redevelopment will help improve the appearance of the area and give it a more uniform identity. New connections will necessitate additional storm sewer capacity and more efficient drainage systems to alleviate current, and prevent future, flooding problems.



Phase 1: Immediate opportunities for change include improving the streetscape with trees, lights, and sidewalks. Phase 1 also includes updating building facades, signs, lights, exteriors, and landscapes.

Phase 1

Since the right-of-way limits are essentially already determined by WisDOT, changes outside of the construction limits can begin immediately. Changes to the Grid Development Area can come from both the public and private sectors. General recommendations for early Phase 1 changes include:

Public Investments

- Gateway landscaping and additional street trees.
- Build new and improve existing sidewalks.
- Add new street lights.

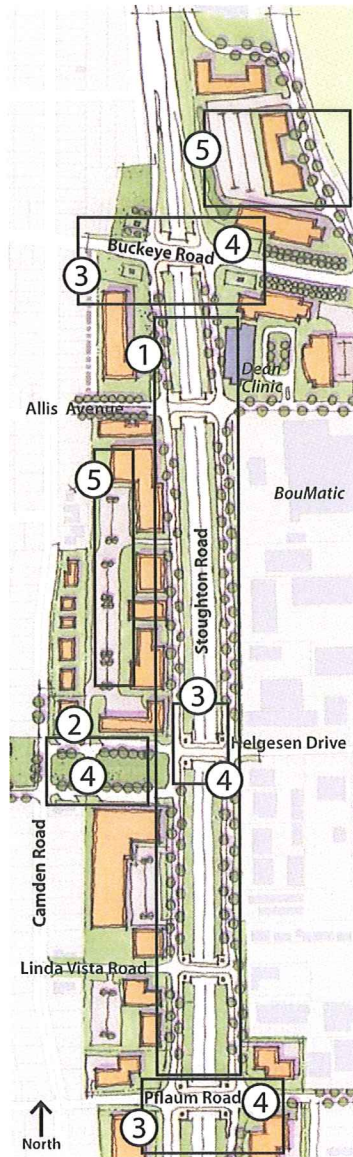
Private Investments

- Improve building exterior conditions.
- Update building facades and improve landscaping.
- Install attractive signs.
- Improve lighting design.



Phase 1 Opportunities: Neighbors like the facade improvements at Pelayo's (top) and the attractive landscaping at BouMatic (bottom). These examples show what can be done elsewhere in the Grid Development Area for immediate improvements.

Landscape Types



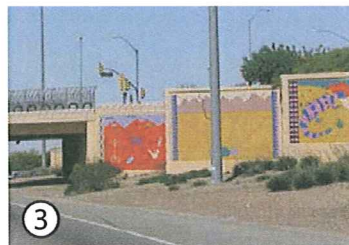
Streetscape

- New and reconstructed frontage roads to be enhanced with sidewalks, street trees, regularly spaced curb-cuts, and coordinated signs and lighting.
- Overhead utilities and high voltage lines should be buried as new development occurs.



Neighborhood Park

- Park to be designed for public gathering, civic activities, and neighborhood events.
- Park to be a neighborhood amenity designed to maximize safety and security for residents.
- Park to be designed in conjunction with redevelopment.
- Park to create a transition between it and the commercial areas.



Bridges

- Bridges to reinforce area character and identity to passing motorists.
- Bridges to incorporate coordinated lighting, landscaping, and signs.
- Bridges can be coordinated with additional street improvements.



Art

- Art elements can be installed in public areas such as parks and streetscapes.
- Art elements to be present in visible locations such as gateway intersections.
- Art elements to be incorporated into private development projects.



Surface Parking Lot

- Parking lots to be no more than 60 feet wide when located in front of buildings.
- Parking lots to be heavily landscaped and with edges well defined by hedges or short fences.
- Parking lots to incorporate clear pedestrian markings to connect to building entries and sidewalks.
- Parking lots to be designed to minimize impacts on neighbors when located behind buildings.

Sign Code Ordinance

The purpose of the Sign Code is to create the legal framework for a comprehensive but balanced system of street graphics, or signs on private property. The Sign Code is written to promote signs that are compatible with their surroundings, appropriate to the type of activity to which they pertain, expressive of the identity of individual proprietors or the community as a whole, legible, and designed so as not present any hazard to traffic safety. Several zoning-based districts and uses have added requirements for signs and building advertisements. These districts include the Central Commercial District, Historic Districts, Urban Design Districts, Planned Community Development Districts, and Planned Unit Developments.

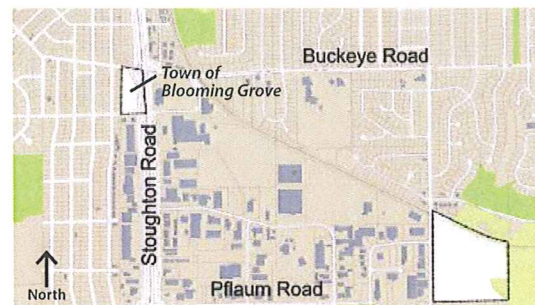
The Sign Code is also currently undergoing study for a major code revision. The SRRP Plan and Design Guidelines will help advise the Urban Design Commission and city planning staff as they make recommendations to city boards and commissions and enforce the sign ordinance for special districts that fall within the South Stoughton Road corridor.



Sign Code Ordinance: The sign code can address visual clutter created by the array of signs in the corridor. This Plan recommends that wayfinding, commercial, and other signs in the corridor be part of a coordinated signage effort that treats the overall corridor as a district.

Annexation Agreements

The City of Madison has a Boundary Agreement with the Town of Blooming Grove. Several areas adjacent to the corridor are currently located in the Town of Blooming Grove. Some of these areas may be annexed to the city at any time the property owner wishes to be annexed upon approval of the annexation by the Plan Commission and the Common Council. Several areas of the Town of Blooming Grove, including the small development at the northeastern corner of South Stoughton Road and Milwaukee Street, are in a protected area, as stated in the Cooperative Plan between the City of Madison and the Town of Blooming Grove. Upon the completion of a Protected Annexation Period, in November of 2027, all areas still remaining in the Town of Blooming Grove will be annexed into the City of Madison upon the approval of a final annexation attachment.



Town of Blooming Grove: Several areas within the SRRP Plan study area lie within the Town of Blooming Grove.