



City of Madison

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

Meeting Minutes - Approved PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION

This meeting can be viewed LIVE on Madison City Channel at www.madisoncitychannel.tv

Tuesday, November 22, 2011

5:00 PM

Meets the 4th Tuesday of the month;
215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)
(After 6 pm, use Doty St. entrance.)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:02 p.m.

Present: 6 -

Michael W. Rewey; Robbie Webber; Robert M. Holloway; Ron J. Prince;
Susan M. De Vos and Ronald B. Steinhofer

Excused: 4 -

Lisa Subeck; Bridget R. Maniaci; Jill Johnson and Aaron S. P. Crandall

A. APPROVAL OF MINUTES - October 25, 2011

A motion was made by De Vos, seconded by Steinhofer, to Approve the Minutes. The motion passed by voice vote/other.

Crandall arrive at 5:03 after the approval of minutes. A new roll call is shown to reflect this.

Present: 7 -

Michael W. Rewey; Robbie Webber; Aaron S. P. Crandall; Robert M. Holloway; Ron J. Prince; Susan M. De Vos and Ronald B. Steinhofer

Excused: 3 -

Lisa Subeck; Bridget R. Maniaci and Jill Johnson

B. PUBLIC COMMENT

Registrant: Noel Hooper Lofton, 118 Van Deusen St, Madison requested that the timing for the street cleaning be looked at in his neighborhood so that it does not coincide with school pickup/drop off times. Because of the timing conflict, the streets in his neighborhood are not being cleaned. Staff will follow up with this request. Hooper Lofton also suggested that the B-Cycle bicycles have electric assists. Webber stated that B-Cycle is run by a privately owned company and the City does not maintain those bicycles. Webber suggested he contact the company directly with the suggestions.

C. DISCLOSURES AND RECUSALS - None

D. POLICE DEPARTMENT REPORTS

D.1. [24560](#) Madison Police Department Traffic Reports, third Quarter 2011

Lt. Bitterman presented the third quarter 2011 traffic report. The Police Department issued 6,192 citations of which 4,194 were hazardous offenses. This is an increase from the citation totals from the 2nd quarter of 2011, but still lower than the third quarter of 2010. Arrests for OMVWI remained stable. There were several significant investigations in the third quarter of 2011 which may have resulted in an overall decrease of citations compared with the third quarter of 2010. There were 7 significant crashes resulting in 6 fatalities in the period. Alcohol was a factor in at least 3 of the significant crashes. Holloway asked why hit and run falls into the category of non-hazardous offenses. Bitterman responded that this category primarily involves parked, unattended vehicles which is why it is categorized as non-hazardous.

Webber asked if PD communicates with other Departments when there is a serious accident to determine if anything could be done from an engineering standpoint to prevent similar accidents. Bitterman stated that the condition of the driver is most often the largest contributing factor to accidents, but that there is communication between departments. Dryer stated that TE reviews crashes to determine if there are contributing factors from the street.

Alder Johnson arrived at 5:22 after item D.1. A new roll call is shown to reflect this.

Present: 8 -

Jill Johnson; Michael W. Rewey; Robbie Webber; Aaron S. P. Crandall; Robert M. Holloway; Ron J. Prince; Susan M. De Vos and Ronald B. Steinhofner

Excused: 2 -

Lisa Subeck and Bridget R. Maniaci

E. NEW BUSINESS

E.1. [24357](#)

Amending the Sprecher Neighborhood Development Plan to revise the land use recommendations for lands located within and adjacent to the Grandview Commons Neighborhood Center Mixed Use District.

Michael Waidelich of City Planning gave a presentation on the proposed neighborhood plan development amendment. The amendment is one of three related approvals that are in process. The Comprehensive Plan and the Grandview Commons GDP would also need to be amended to allow for the development. This amendment was requested by the developer to allow for the development of a large 58,000 square foot grocery store in the Grandview Commons area to serve as an anchor store. The proposed grocery store is not currently compatible with the Comprehensive Plan and Sprecher Neighborhood Plan which specifies that the commercial development be walkable, mixed-use, pedestrian oriented, relatively compact, and a relatively small scale area that would serve as a neighborhood destination. The only reason to amend to the plan is if the Commission supports the grocery store development, otherwise, the plan does not need to be amended.

Registrants:

Brian Munson, 120 East Lakeside, Madison, representing Veridian Homes, spoke in support of the amendment and presented information on the proposed development to the Commission. Munson has been working on Grandview commons since 1998, and has been working to create a functional,

walkable, mixed-use area. Munson stated that the family housing is there, but the commercial component of the development has lagged and needs an anchor store.

Dan Day, 7530 Westward Way, Madison, representing Veridian Homes, registered in support of the amendment.

Daniel Brinkman, 2800 Royal Ave #101, Madison, representing PSI Real Estate Group and Veridian Homes, registered in support of the amendment.

Paul Reilly, 1218 Alexandria Lane, Madison, spoke in opposition to the amendment. Reilly stated that the proposal would create three or four additional curb cuts into the pedestrian and bike path on the north side of Cottage Grove Road which would create safety issues and a Traffic Study review should be conducted. The existing neighborhood development plan states that "it would be difficult for large businesses or uses requiring extensive parking for example to be compatible with the compact pedestrian oriented development concept". Reilly said that nothing has changed and this statement is still true. Reilly stated that he questioned whether a large grocery store positioned at one end of the neighborhood and separated by a large parking lot really serves the purpose of a neighborhood town center. Some in the planning community would argue that the large grocery would be a detriment to development of a town center rather than to facilitate future development. Reilly stated that there are a lot of reasons why the town center hasn't built out, and probably mostly the economy.

John Driscoll, 801 McLean Drive, Madison, spoke in opposition. Driscoll stated that he agreed with all of Paul Reilly's statements and also disclosed that while he is representing only himself, that he is a member of the McClellan Park Neighborhood Association Board of Directors. The neighborhood remains a compact, pedestrian-oriented development. Driscoll requested that the Commission act in a way that preserves the safety and quality of life for pedestrians and cyclists in the area. Driscoll stated that he thinks this is a dangerous proposal.

Barbara Davis, 729 Orion Trail, Madison, spoke in opposition. Davis noted that the drawing from Veridian represents Cottage Grove Road as a four lane road, but it is in fact only a two lane road with a bike path that connects east Madison to the Glacial Drumlin Trail in Cottage Grove. If the grocery store goes in, it is likely that the 25,000 square foot Sentry a mile down the road which serves the local community would go out of business. The community that the Sentry serves is primarily seniors and low-income residents, most of whom walk to the grocery store to do their shopping. There is no bus line, and the people in the community would have to walk even further to get to a grocery store if it were to go out of business. Davis stated that she purchased her home in this community and was drawn to Veridian because of their statement that the area would contain limited neighborhood commercial uses and focus on meeting the pedestrian and local residents' daily needs. Davis stated that she would not walk to a 60,000 square foot grocery store for daily shopping. There is a commercially zoned area down the road that would be a more appropriate site.

Andrea Hogan, 6025 Sharpsburg Dr, Madison, registered in opposition. (See attached written comments on registration statement).

Robert Hogan, 6025 Sharpsburg Dr, Madison, registered in opposition. (See attached written comments on registration statement).

Mary Driscoll, 801 McLean Dr, Madison, registered in opposition.

Dean Matuszak, 738 McLean Dr, Madison, registered in opposition. (See attached written comments on registration statement).

Peter Anderson, 809 Callisto Dr, Madison, registered in opposition.

Sarah Herwig, 809 Callisto Dr, Madison, registered in opposition.

Heather McFadden, 617 North Star Dr, Madison spoke in opposition. McFadden stated that biking and pedestrian safety is a big concern. People in the neighborhood all purchased their homes because they were promised that it would remain a pedestrian and bicycle friendly area. There is already a commercially zoned area down the road that would be more appropriate for a large grocery store.

Nicole Jenkel, 617 North Star Drive, Madison, registered in opposition. (See attached written comments on registration statement).

Armando Hernandez, 637 Copernicus Way, Madison, spoke in opposition. To squeeze in a large structure in the neighborhood without looking at the needs of the community is concerning. Hernandez is concerned over the impact that the development will have on the community. Hernandez stated that the developers consulted with people looking at a national level, but asked if the developers had talked to local consultants and people in the community. Without doing a traffic study, they don't know what impact the development would have. The neighborhood does want to have development, but they want it to be fitting with their community, and they want development that won't affect the safety of the children or negatively impact the pedestrian and bicycling community that they want to promote.

Pete Leonard, 6029 Sharpsburg Dr, Madison, registered in opposition. (See attached written comments on registration statement).

Leann Leonard, 6029 Sharpsburg Dr, Madison, registered in opposition. (See attached written comments on registration statement).

Discussion:

Rewey stated he was surprised at the number of median cuts which create conflict at driveways and is concerned about the impact on traffic.

Holloway asked what feedback from the neighborhood drove this amendment. Waidelich responded that the amendments were drafted at the request of the developer, and the language was drafted based on what the developer wants to accomplish. An extensive list of comments on the amendments can be found on the comprehensive plan website at Madisonplan.org. The majority of comments thus far are against the proposal, but some of the recent ones have been in support.

Holloway asked the residents in attendance that since the business development has not come along as planned, if people are willing to wait indefinitely for development that will fit into the current parameters. Hernandez responded yes. Steinhofner asked if they knew what others in the community wanted. Hernandez stated that he feels that the majority of people in the community do not want a big box store. Davis stated that she has been collecting data and that the proposal is opposed by 3 – 1 by people in Grandview Commons. Birchwood has conducted their own studies but Davis has heard 80% are opposed to the amendment.

Rewey asked Munson if they have talked to Pierces or other small grocery stores. Munson stated that yes, they have tried for years to get a smaller grocer to go in at this location and would like to have a smaller store such as a Trader Joes, but no smaller grocer is willing to locate at this site.

Rewey stated that he is troubled by the singular access for the entire Grandview Commons Neighborhood. Rewey asked how someone could get to the store from Grandview Commons. There is only one motor vehicle access from the neighborhood and it is at the same area that pedestrians and bikes would need access the store. There will be a connection from Big Dipper to the front of the store, but the specific details are not known at this time.

Prince stated he was concerned that the development would put Sentry out of business, which means all of those people who currently walk to the store for their groceries, will no longer be within walking distance of a grocery store. Prince stated that the development would add a store that people within walking distance would not want to walk to and puts a store currently serving as a walkable destination out of business.

Crandall stated that even with more information, he could not support amending the neighborhood plan which would have many impacts and would significantly alter the character of the neighborhood.

Steinhofner stated that he would support this amendment and that the developer has put a good compromise in place. The weather in Wisconsin limits the amount that people would walk or bike, and unless people are within four or five blocks of the store, they probably will not walk there. Steinhofner moved approval, no second on the motion.

Holloway stated that none of the neighbors present said they would want this grocery store even if it meant nothing else would go in place. If what the Commission has seen from residents at this meeting is representative of the neighborhood, the neighborhood should not be told what to do and the amendment should not be approved.

Johnson stated that there are residences within 200 feet of the proposed development. People purchased property in this neighborhood based on the new urbanism design. Johnson questioned how the neighborhood and traffic will be impacted with large trucks servicing the store.

Webber stated that staff seems to be either neutral or negative to the amendment and that the only one who has come forward in support is the developer.

A motion was made by Rewey, seconded by Ald. Johnson, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION, to deny approval of the amendment, but in the event that the amendment is approved, the PBMVC recommends that the Kilpatrick cul de sac be connected to Big Dipper, and that a traffic impact study be completed and reviewed by staff and PBMVC that specifically addresses median cuts and driveways on Cottage Grove Road, the mitigation and dispersal of neighborhood traffic, and pedestrian and bicycle access and impact. The motion passed by the following vote:

Ayes: 6 -

Jill Johnson; Michael W. Rewey; Aaron S. P. Crandall; Robert M. Holloway; Ron J. Prince and Susan M. De Vos

Noes: 1 -

Ronald B. Steinhofer

Excused: 2 -

Lisa Subeck and Bridget R. Maniaci

Non Voting: 1 -

Robbie Webber

E.2. [24306](#) All-way stop review at the intersection of Farley and Regent Street

This item was referred at the alder's request to the next PBMVC meeting.

E.3. [24592](#) Approval of 2012 Neighborhood Traffic Management Program Candidate list

A motion was made by Ald. Johnson, seconded by De Vos, to Approve. The motion passed by voice vote/other.

E.4. [24603](#) Annual Traffic Signal Priority List

There will be a public hearing on the 2012 traffic signal priority list at the January PBMVC meeting. Commission members will review the list and make recommendations on intersections for staff to complete additional studies on.

E.5. [24593](#) Adult School Crossing Guard Studies

- Leopold Elementary School: Post Road at Leopold Way
- Randall/Franklin Elementary Schools: Drake at Randall

This item was referred at the alder's request to the next PBMVC meeting.

F. REPORTS

F.1. 15487 Reports of other Committees/Commissions (verbal reports for information only)

Plan Commission
Long Range Transportation Planning Committee
Joint West Campus Area Committee
Joint Southeast Campus Area Committee

There was an update on the Memorial Union renovations at the Joint Southeast Campus Area Committee meeting. They are looking at increasing the number of bike parking up to about 420 bike spaces, spread throughout the front and

side on Lake Street. Crandall stated that they are looking at a different type of bike racking system that allows for more density. The Lakeshore path will continue to be pedestrian only.

G. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

- G.1. General announcements by Executive Secretary - None
- G.2. General announcements by Chair - None
- G.3. Commission member items for future agendas

Prince requested an update and discussion on the Pedestrian Plan to discuss the status and who should be involved in the plan, and to have a representative from Planning attend to discuss how the Pedestrian Plan will be included in the Comprehensive Transportation Plan.

Rewey requested information on moped parking and what changes are expected now that a state law change gives the authority to local governments on moped parking.

A review of a potential four-way stop at Baldwin and East Wilson and review of potential reversal of the stop signs at Dickinson and E Wilson.

Johnson requested information/discussion regarding parking for residents during construction projects.

ADJOURNMENT

A motion was made by Prince, seconded by Holloway, to Adjourn. The motion passed by voice vote/other. The meeting adjourned at 8:21 p.m.