

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 16, 2008

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.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 16, 2008

ID NUMBER:

Members present were: Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Jay Ferm and Lou Host-Jablonski.

SUMMARY:

Cnare distributed a summary of the plan, utilizing it as a basis of an overview of its components. She noted the history and origin of the underlying planning process behind the plan, its acceleration with a Dane County BUILD Grant, as well as partial funding for public participation efforts by the Wisconsin Department of Transportation (WisDOT). She noted that the plan's recommendations were both land use and design based. Cnare detailed the plan's principles and goals, including the analysis process, the plan's land use classifications with an emphasis on the three distinct development areas within the plan which act as examples to guide development throughout the whole corridor. The development areas consist of the Garden, the Grid and the Gateway. Cnare further noted that portions of the plan area also comprise TID 39. Following the presentation James Polewski, Vice Chair of the Project Group, and resident of the Elvehjem Neighborhood, spoke in favor of the project. He noted that the plan wanted to make the area a place you want to stay at, not just to get through it. The plan provides jobs and amenities, the plan is a vision to accomplish goal for area to look like a unified whole. Fred Arnold, Chair of the Project Group, and resident of the Elvehjem Neighborhood, provided a detailed history of the pre-planning which occurred as the basis for development of the plan which led to a vision statement that provided a basis for initiating of the planning process. Ald. Judy Compton noted the critical impacts from WisDOT planning to the area. She remarked on the plan's address of the maintenance of business within the corridor, the plan's emphasis on support for development, as well as its use as a tool to help deal with neglect and appearance of properties within the area. Following testimony the Commission noted the following:

- WisDOT's goal to move more traffic through the area is inconsistent with the objectives of the plan.
- The Stoughton Road right-of-way could be a parkway and still function to move people but not at high speeds.
- The "fly over" provisions within WisDOT Alternatives B and C encourages speed and disrespects goals and objectives of the plan.
- WisDOT's desire to make Stoughton Road a traffic mover; better suited to the Interstate. Concern about the one-way looped roads, "Texas U-turn bridges."
- The community mixed-use land use designation without residential will create strange places at night with issues about the quality of life.

- The plan doesn't go far enough in favor of Stoughton Road as a boulevard versus a highway. Not in favor of fly over ramps, issue with plan allowing for fly over ramps and sunken roads.
- Plan should be stronger to communicate a different message to WisDOT on its inconsistent planning for the corridor. Fly over/sunken road provisions and high speeds instead of a controlled boulevard.
- Plan needs more expression of opinions and requires to be stronger on its requirements with less nuance.
- The next 30 years of fuel issues provide that "fly overs" won't be practical.
- The document needs to spell out what plan wants to see and what is not acceptable more clearly.
- Plan should emphasize Stoughton Road being both a parkway and boulevard Plan's objectives for sustainability and economics strengthened versus WisDOT provisions should be the emphasis.
- The Level of Service (LOS) provisions within the plan should be the criteria of the report for motorists, transit riders, pedestrians, and bicyclists. The report should include the economic side argument for providing LOS relative to the fly over proposals for Stoughton Road versus practical issues of limited peak use.
- Relevant to the Grid Development Area; it should extend into the Fish Lumber vicinity.

ACTION:

The Urban Design Commission **RECOMMENDS** 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.