

From: [Linda](#)
To: [All Alders](#)
Subject: Agenda #17, Legistar #90545, renaming Ruskin
Date: Tuesday, November 25, 2025 11:16:43 AM

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The businesses on Ruskin Street apparently object to renaming the street. The staff memo states: "Ultimately, in the long run, this change in name is better for wayfinding for the public and also for emergency response with a single street name for the entire length of the north-south alignment."

That rationale seems to make sense. However, in 2024 Council approved renaming Cherokee Park Lane (about 160-170 feet in length) to Players Drive. Renaming Cherokee Park Lane to Perfect Drive would likely have been more in line with the street renaming standards. Yet, for some reason, this small stretch of a street was permitted to have a different name. It would be interesting to know why this small stretch of street (less than the length of Ruskin Street) was allowed to have a different name – surely the reason has to be based on more than relative wealth.



Document #3 of Legistar 83429

Respectfully Submitted,
Linda Lehnertz

From: [Alex Saloutos](#)
To: [Matthews, Julia](#)
Cc: [All Alders](#); [Munger, Sam R.](#); [Baumel, Christie](#)
Subject: Public comment on Renaming Ruskin Street, Legistar, Item 17 on November 25, 2025 Common Council Agenda
Date: Monday, November 24, 2025 11:56:07 PM
Attachments: [251124 LEGISTAR90545 RENAMINGRUSKIN MEMORANDUM.pdf](#)

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Julia,

I've attached a memo on the renaming of Ruskin Street, Legistar 90545, Item 17 on November 25, 2025, Common Council Agenda. This may seem like a small matter, but the principle couldn't be bigger: the developer gets \$7 million in subsidies and \$14 million in fees, while small local businesses get stuck with the bill. When we subsidize the big guys, we shouldn't screw the little guys. Let's make this right.

Cheers.

--

A handwritten signature in black ink, consisting of a large capital 'A' followed by a horizontal stroke that extends to the right and then curves back down.

Alex Saloutos

Cell phone: (608) 345-9009

Email: asaloutos@tds.net

M E M O R A N D U M

Date: November 24, 2025

To: Julia Matthews

CC: Common Council, City of Madison

From: Alex Saloutos

Re: Reimbursement for Businesses Affected by Ruskin Street Name Change, Legistar ID No. 90545

I am writing, ahead of tomorrow's Council meeting, to request that you sponsor an amendment or companion resolution to agenda item 17, Legistar [90545](#), that would provide reimbursement to businesses located on the 250-foot section of Ruskin Street that is being renamed Huxley Street. This reimbursement would cover reasonable costs these businesses will incur due to the street name change necessitated by the Huxley Yards development.

Alternatively, given the compressed timeline, you could request that the item be referred to allow staff time to find a funding source and to consult with the affected business owners on appropriate reimbursement language. Or, given that the City currently has numerous streets with two different names, you could ask staff to reconsider the need for the name change, withdraw your sponsorship, and recommend a no vote if the mayor or other alders sponsor it.

The principle is simple: when the City gives millions in subsidies to a developer for a profitable project, local businesses shouldn't be stuck with the bill for the consequences. Do the right thing.

Background

The Huxley Yards affordable housing project, which is driving the street changes, has received substantial public subsidies:

- \$6,000,000+ in Tax Incremental Financing from the City of Madison
- \$1,356,300 in 0% interest DNR Ready for Reuse Brownfields Cleanup Loans
- Federal Low-Income Housing Tax Credits from the WHEDA (amount not publicly disclosed)
- Solar Tax Credits from the National Equity Fund (amount not publicly disclosed)
- Brownfield Idle Sites Grant from the WEDC (amount not publicly disclosed)
- Opportunity Zone Fund Investment from Federal program (amount not publicly disclosed)

The confirmed public subsidies total \$7,356,300, though the actual total is significantly higher when undisclosed tax credits and other subsidies are included. When completed, the \$150 million project will generate approximately \$1,080,000 annually in property tax revenue to the City of Madison (in 2025 dollars, assuming a city tax rate of \$7.20 per \$1,000 of assessed value).

In addition to these subsidies, Lincoln Avenue Communities stands to earn a developer fee under Wisconsin's LIHTC program limits. For new construction projects with 55 or more units using 9% tax credits, WHEDA (Wisconsin Housing and Economic Development Authority) allows developer fees of

12% for the first 55 units and 9% for the remaining units, capped at \$25,000 per unit.¹ For this 553-unit project, that translates to a maximum developer fee of approximately \$13.8 million. Once operational, the property will generate approximately \$2.25 million in net operating income annually (based on the typical \$4,063 per unit for LIHTC properties² across 553 units), and the investors will own a \$150 million asset.

The Problem

As documented in public comments from Don Lindsay, Dolores Kester, and Jennifer Argelander, businesses on the affected 250-foot section of Ruskin Street will be forced to incur costs including updating stationery, business cards, and marketing materials; redesigning and updating websites; changing physical signage; notifying all customers of the address change; and managing customer confusion during the transition.

These businesses have not requested public assistance and are not benefiting from the development that necessitates this street name change. They are being asked to absorb costs because of infrastructure changes required by a heavily subsidized, for-profit development project.

Worse yet, these same businesses have already suffered significant harm during the construction of Huxley Yards. According to Jennifer Argelander's November 3, 2025, public comment, the City cut off these businesses' access across the former Hartmeyer property even though these businesses had an easement allowing access; the developments have increased flooding issues for these businesses; their roads have been blocked, preventing customers from reaching the businesses; and there have been losses of profit to these businesses.

As Ms. Argelander notes, "This move would be adding insult to injury for these local businesses. The City should be supporting local businesses and the jobs that they provide."

The Fairness Issue

This situation exemplifies a typical pattern in municipal governance: large developers with resources to navigate the system receive millions in public subsidies for profitable ventures. At the same time, small business owners are left to absorb the costs and complications those projects create.

Proposed Solution

As the alder for this district, I ask that you sponsor an amendment or a companion resolution that acknowledges the unfair burden placed on existing Ruskin Street businesses and commits, in principle, to reimbursing reasonable costs incurred by these businesses. The resolution should direct economic development staff to identify affected businesses, secure cost estimates from them, recommend funding sources, and return to the Council within 90 days with a specific reimbursement plan.

¹ Wisconsin Housing and Economic Development Authority (WHEDA), "Appendix J: Developer Fee Policy," 2025-26 Wisconsin Qualified Allocation Plan, September 2024, <https://www.wheda.com/globalassets/documents/tax-credits/hc/2025/appendices/appendix-j---developer-fee-2025.pdf>. For new construction projects over 55 units using 9% tax credits, developer fees are limited to 12% for the first 55 units and 9% for remaining units, with a maximum cap of \$25,000 per unit.

² Net operating income data based on Novogradac's analysis of LIHTC properties. "Is Projecting 3% Annual Growth for Operating Expenses and 2% Annual Growth for Revenues of LIHTC Properties still the Best Course of Action?" Novogradac, August 25, 2022, <https://www.novoco.com/notes-from-novogradac/projecting-3-annual-growth-operating-expenses-and-2-annual-growth-revenues-lihtc-properties-still>

An Alternative Solution

It's also worth noting that the City could avoid this problem entirely by keeping the Ruskin Street name, at least to the intersection with Coolidge Street (the first cross street north). Many Madison streets don't maintain the same name for their entire length, including Williamson Street and Winnebago Street; Atwood Avenue and Monona Drive; Fordem Avenue and Sherman Avenue, East Washington Avenue and Commercial Avenue; North Street and Milwaukee Street; Fair Oaks Avenue and Maple Avenue; and Hammersley Road and Nakoma Road. And then there is Commercial Avenue, which is broken into five unconnected segments, one of which is also named East Washington Avenue. Suppose staff's rationale that "in the long run, this change in name is better for wayfinding for the public and also for emergency response with a single street name for the entire length" is genuinely the governing principle. Wouldn't all of these streets need to be renamed, too? See Attachment B for aerial photographs of these existing examples.

Alignment With Madison's Mission and Values

This proposal aligns with the City's stated values:

- Equity: "We are committed to fairness, justice, and equal outcomes for all." Reimbursing businesses harmed by a subsidized development ensures fair treatment.
- Shared Prosperity: "We are dedicated to creating a community where all are able to achieve economic success." Supporting local businesses against losses from city decisions promotes this goal.
- Our Service Promise: "Involve those who are impacted before making decisions" and "Treat everyone as they would like to be treated." These businesses were impacted without being involved in subsidy decisions and are not being treated as the developer was treated.

Recommendation

As the alder for this district, I urge you to sponsor legislation that ensures these small businesses are made whole. Given that the City has provided over \$7.3 million in subsidies to facilitate this development, the developer stands to earn approximately \$13.8 million in fees, and the City will receive approximately \$1 million in new property tax revenue annually. Reimbursing local businesses for their costs on this 250-foot section of Ruskin Street is both fair and fiscally responsible.

Given that Legistar 90545 (Agenda Item 17) is scheduled for a vote at tomorrow's November 25 Common Council meeting, I recommend one of three approaches:

- Option 1: Sponsor an amendment or companion resolution to provide reimbursement to affected businesses.
- Option 2: Request that Item 17 be referred back to allow time for staff to consult with affected businesses and develop specific reimbursement language.
- Option 3: Request that the resolution be placed on file with prejudice, given that the City currently has numerous streets with two different names and the staff's own admission that the two Ruskin segments cannot physically connect due to wetlands.

While the timing is compressed, the facts are clear, and the principle is straightforward: businesses should not bear costs from subsidized developments they didn't request.

When we give millions to the big guys, we shouldn't stick the little guys with the bill. Do the right thing.

I have attached draft language for a resolution that could either amend Legistar 90545 or stand as a companion resolution.

Please let me know if you would like to discuss this further or if you need additional information.

Attachment A: Draft Amendment to Legistar 90545 for Business Reimbursement

Attachment B: Aerial Photographs With Examples of Madison Streets That Have Multiple Names

ATTACHMENT A
AMENDMENT TO LEGISTAR 90545

Moved by Alder Matthews, seconded by _____

To amend Legistar File 90545 by adding the following resolved clause:

BE IT FURTHER RESOLVED that the Common Council directs Economic Development staff to:

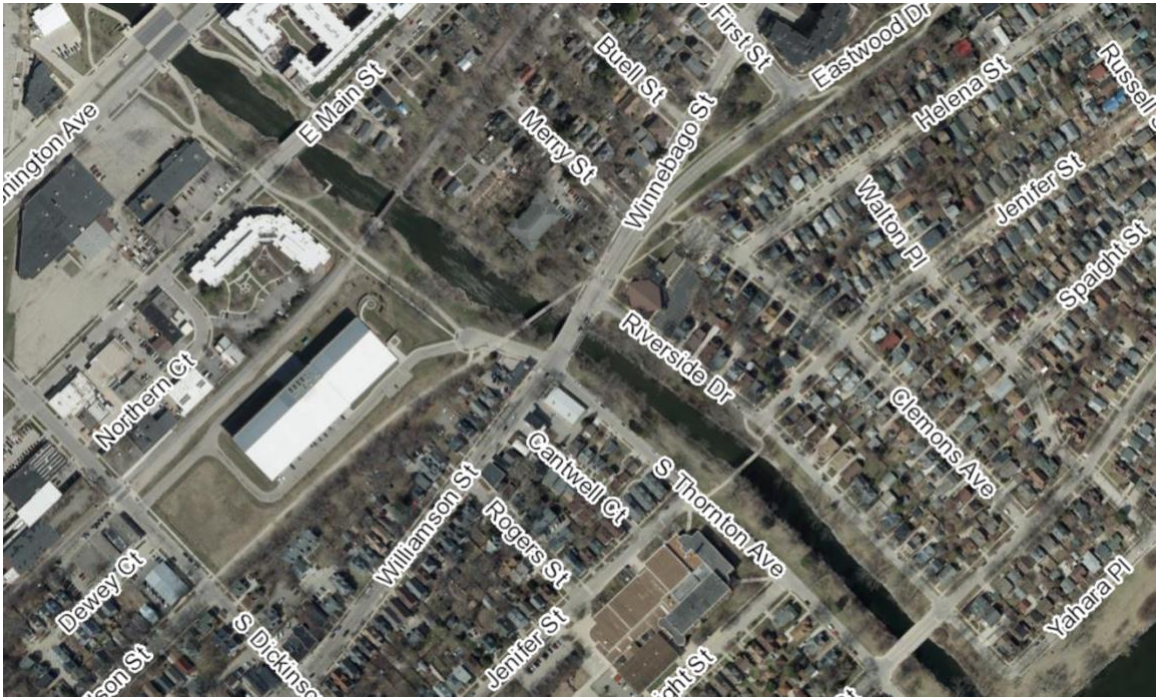
1. Identify all businesses located on the 250-foot section of Ruskin Street being renamed to Huxley Street that will incur costs due to this street name change;
2. Develop a reimbursement program to compensate these businesses for reasonable, documented costs, including signage replacement, business stationery and cards, website modifications, and direct customer notification expenses;
3. Recommend appropriate funding sources for the reimbursement program; and
4. Return to the Common Council within 90 days with a specific reimbursement plan and funding recommendation for approval.

BE IT FINALLY RESOLVED that the effective date of the street name change shall be delayed until the Common Council has approved the reimbursement plan required above.

Rationale: The businesses on this section of Ruskin Street did not request this development or the resulting street name change. These same businesses have already suffered losses during the construction of Huxley Yards due to blocked access, flooding, and road closures. Given that more than \$7.3 million in public subsidies were provided for this project, the developer stands to earn millions in development fees, and investors will earn millions annually in profits and will own a \$150 million asset, requiring these local businesses to absorb additional costs is neither equitable nor consistent with the City's stated values of fairness and shared prosperity.

Attachment B
Aerial Photographs With Examples of Madison Streets That Have Multiple Names

Williamson Street/Winnebago Street



Atwood Avenue/Monona Drive



Attachment B
Aerial Photographs With Examples of Madison Streets That Have Multiple Names

Fordem Avenue/Sherman Avenue



East Washington Avenue/Commercial Avenue

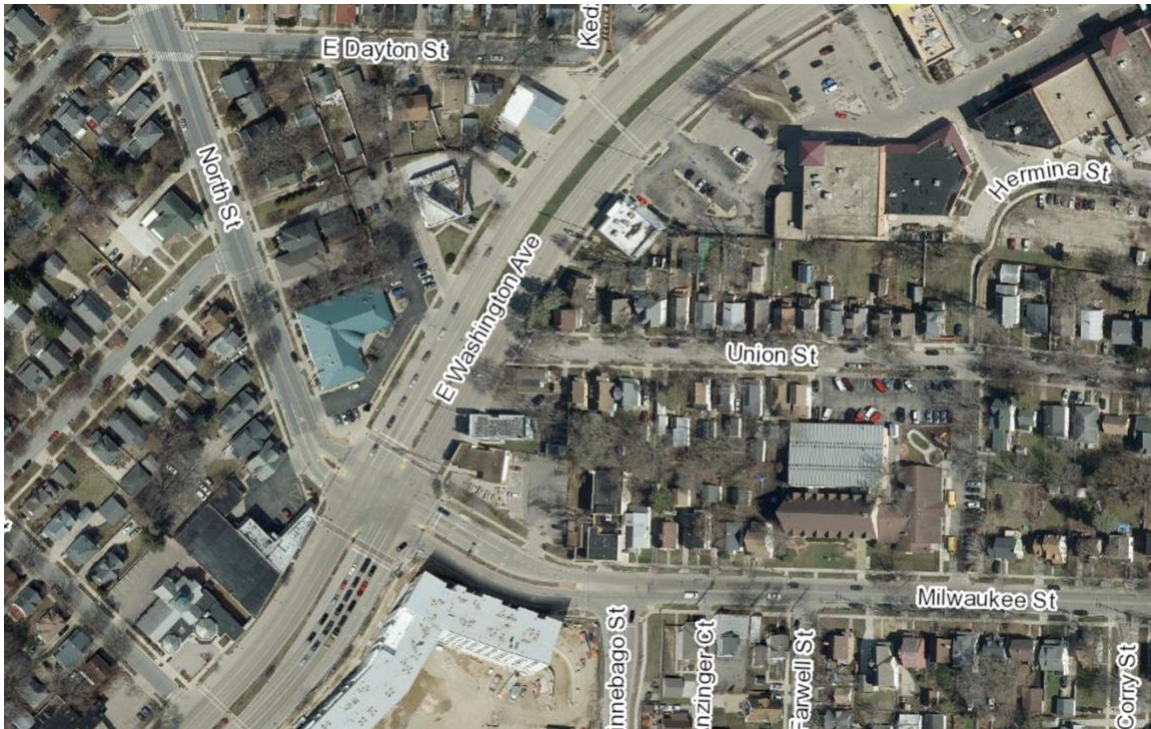


Attachment B
Aerial Photographs With Examples of Madison Streets That Have Multiple Names

Commercial Avenue/North Stoughton Road



North Street/Milwaukee Street



Attachment B
Aerial Photographs With Examples of Madison Streets That Have Multiple Names

Fair Oaks Avenue/Maple Avenue



Hammersley Road/Nakoma Road



Attachment B
Aerial Photographs With Examples of Madison Streets That Have Multiple Names

Segments 1, 2, and 3 of Commercial Avenue



Segments 4 and 5 of Commercial Avenue



From: [Alex Saloutos](#)
To: [All Alders](#)
Cc: [Wolfe, James](#)
Subject: TPC Wisconsin Precedent - Ruskin Street Renaming (Legistar 90545, Item 17, November 25, 2025)
Date: Tuesday, November 25, 2025 2:36:20 PM
Attachments: [251125 LEGISTAR90545 RENAMINGRUSKIN MEMORANDUM.pdf](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Common Council Members,

Please find attached my memorandum regarding the TPC Wisconsin precedent and its application to tonight's Ruskin Street renaming (Legistar 90545, Item 17, November 25, 2025). I have copied City Engineer Wolfe, given his statutory responsibility under MGO 10.34 for street naming approvals, and in the interest of ensuring consistency in the application of precedent.

Respectfully,

--

A handwritten signature in black ink, appearing to be the letter 'A' with a stylized flourish.

Alex Saloutos
BHHS True Realty
Cell phone: (608) 345=9009
Email: asaloutos@tds.net

M E M O R A N D U M

Date: November 25, 2025

To: Common Council, City of Madison

CC: James Wolfe, City Engineer

From: Alex Saloutos

Re: TPC Wisconsin and Players Drive Precedent Requires Equitable Treatment for Ruskin Street Businesses (Legistar [90545](#), Common Council Agenda Item 17, November 25, 2025)

Since sending my memo about this legislation to Alder Matthews late yesterday, I have discovered that in June 2024, the Common Council approved renaming a 185-foot section of Cherokee Club Lane to Players Drive at the request of TPC Wisconsin, a private country club (Legistar [83429](#), enacted June 24, 2024, as RES-24-00425). This precedent is directly relevant to the Ruskin Street decision before you tonight.

The Comparison

The staff memo supporting the Ruskin Street renaming states: “Ultimately, in the long run, this change in name is better for wayfinding for the public and also for emergency response with a single street name for the entire length of the north-south alignment.” Last year, the Council approved TPC Wisconsin’s request to rename a 185-foot section of what is also named Perfect Drive Players Drive. The principle applied to Ruskin Street—that one street should not have two different names—was not applied to Perfect Drive/Players Drive.

The Key Difference

TPC Wisconsin requested a name change to Players Drive for marketing purposes for its golf and tennis club. The petition cited concerns about avoiding “racial insensitivity” with the “Cherokee” name. The club agreed to pay all costs, including \$350 in street signage. The Council approved the request within three months.

The businesses on Ruskin Street did not request any name change. The change is being driven by a \$150 million development that has received over \$7.3 million in public subsidies. These businesses were already harmed during Huxley Yards construction through blocked access, flooding, and road closures. Now they will be required to absorb all costs—signage, stationery, business cards, websites, and customer notifications—with no reimbursement.

Linda Lehnertz’s Question

As Linda Lehnertz wrote in her public comment this morning: “It would be interesting to know why this small stretch of street (less than the length of Ruskin Street) was allowed to have a different name—surely the reason has to be based on more than relative wealth.” My measurement using the City’s online tools confirms Players Drive is 185 feet—significantly shorter than Ruskin Street’s 250 feet. The answer appears to be exactly what she suspected: relative wealth.

The Question of Consistency

When TPC Wisconsin wanted a 185-foot section of street renamed for marketing purposes, they paid the costs, and the Council approved it. When Ruskin Street businesses face renaming a 250-foot section due to a publicly subsidized development, they receive no reimbursement. The wayfinding standard—that one street should not have two different names—is being applied to Ruskin Street but not to Perfect Drive/Players Drive.

Additional Context

My earlier memo to Alder Matthews detailed \$7.3 million in subsidies for Huxley Yards, \$13.8 million in developer fees, businesses already harmed during construction, and numerous Madison streets with multiple names, including Williamson/Winnebago, Atwood/Monona Drive, and North/Milwaukee. The TPC Wisconsin precedent provides a clear framework for resolving this issue equitably.

Recommended Actions

To ensure consistent and equitable treatment, the Council must take one of the following actions:

- Option 1: Withdraw or reject the resolution, applying the same flexibility to Ruskin Street that was applied to Players Drive and many other streets in Madison with two names.
- Option 2: Amend to require reimbursement for affected businesses before implementation (see Attachment A).
- Option 3: Refer Item 17 to develop reimbursement provisions consistent with the TPC Wisconsin precedent, where the requesting party paid all costs.

The Bottom Line

In 2024, when TPC Wisconsin requested a street name change, they paid the costs. In 2025, when Ruskin Street businesses face a name change from a subsidized development, they receive no reimbursement. This inconsistency must be addressed.

Do the right thing.

Attachments

- A: Draft Amendment to Legistar 90545 for Business Reimbursement
- B: Petition to Rename Cherokee Club Lane to Players Drive with Site Plan
- C: Legistar 83429 - TPC Wisconsin/Players Drive Legislation
- D: Linda Lehnertz Public Comment (November 25, 2025)

ATTACHMENT A
AMENDMENT TO LEGISTAR 90545

Moved by Alder Matthews, seconded by _____

To amend Legistar File 90545 by adding the following resolved clause:

BE IT FURTHER RESOLVED that the Common Council directs Economic Development staff to:

1. Identify all businesses located on the 250-foot section of Ruskin Street being renamed to Huxley Street that will incur costs due to this street name change;
2. Develop a reimbursement program to compensate these businesses for reasonable, documented costs, including signage replacement, business stationery and cards, website modifications, and direct customer notification expenses;
3. Recommend appropriate funding sources for the reimbursement program; and
4. Return to the Common Council within 90 days with a specific reimbursement plan and funding recommendation for approval.

BE IT FINALLY RESOLVED that the effective date of the street name change shall be delayed until the Common Council has approved the reimbursement plan required above.

Rationale: The businesses on this section of Ruskin Street did not request this development or the resulting street name change. These same businesses have already suffered losses during the construction of Huxley Yards due to blocked access, flooding, and road closures. Given that more than \$7.3 million in public subsidies were provided for this project, the developer stands to earn millions in development fees, and investors will earn millions annually in profits and will own a \$150 million asset, requiring these local businesses to absorb additional costs is neither equitable nor consistent with the City's stated values of fairness and shared prosperity.

Attachment B



WISCONSIN

March 18, 2024

To: City of Madison Engineering Department

We are submitting a formal petition to change the street name within the plat called "The Turn" which serves as the entrance and address to our club, TPC Wisconsin.

Legal name, address and contact information of petitioner

TPC Wisconsin

Dennis Tiziani

1659 Cherokee Club Lane

Madison, WI 53704

Phone: 608-886-3649

Email: dtiziani@tpcwisconsin.com

Current Street Name

Cherokee Club Lane

Proposed Street Name

Players Drive

Reason for Street Name Change

1. The original name change from Sherman Avenue to Cherokee Club Lane was done through documents dated March 14th, 2016 from the Department of Planning & Community & Economic Development Planning Division. Cherokee Country Club is no longer in existence and has not been for two years now. Therefore, Cherokee Club Lane can be confusing and misleading to the public, delivery vehicles, USPS and emergency vehicles to name a few who rely on street names and addressing.
2. The use of the name Cherokee can be construed as racially insensitive. And the public in general is more attune to insensitive and racially charged names. Many schools, mascots, professional sports teams, and companies are no longer using Native American names. Names that have been used for many, many years.

The Cleveland Indians are now the Cleveland Guardians. The Washington Redskins are now the Washington Commanders. Locally, James Madison Memorial High School changed its name to Vel Phillips Memorial High School by the Madison Metropolitan School District board after concern was raised by the public over James Madison's ownership of enslaved people, following a petition started by a student in 2017. In the last couple years, Chuck Hoskin, Jr., principal chief of the Cherokee Nation asked Jeep to stop using the Cherokee name. This is a vehicle that is well recognized and has been on the roads for close to 50 years.

3. Players Drive is a descriptive and appropriate name for the street and address. TPC Wisconsin has golf and tennis members. When you play a sport, you are a "player" of that sport.
4. The name is also short as your street naming policy dictates in section B. Engineering Street Name Policy Criteria, sub section 10 states, saying short road lengths shall have short names. Players Drive is 13 characters and spaces. Cherokee Club Lane is 17 characters and spaces.

Based on your Madison Engineering Division – Street Naming Policy for New Streets and your Policy for Street Name Changes documents, I don't see anything in either document that would indicate our proposed street name goes against rule or guideline that the City of Madison has created. The new name is more descriptive for the business (TPC Wisconsin) that is here now and will be for years to come. It is a shorter name which is appropriate for the shorter street as your policy indicates. The new name also eliminates any future potential issue of racial insensitivity that the current Cherokee name could cause. And we are agreeing to pay for any costs that may be associated with the name change.

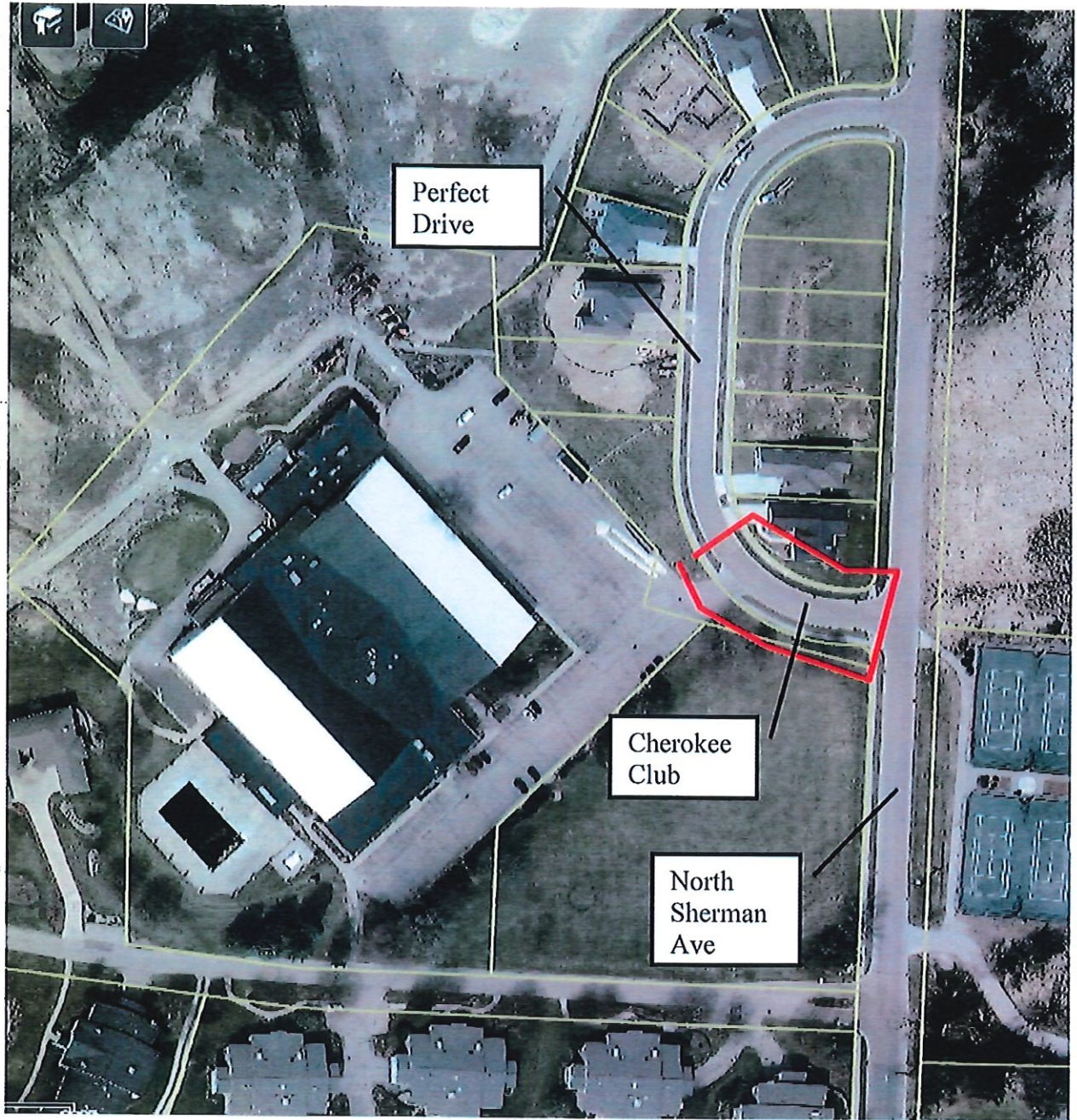
We appreciate your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Dennis Tiziani", written in a cursive style.

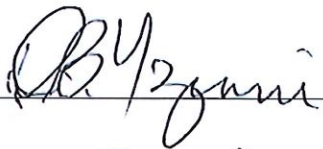
Dennis Tiziani
Owner & President
TPC Wisconsin

Street Name Change Location Map



Agreement to Reimburse Costs
Street Name Change

TPC Wisconsin agrees to pay all reasonable costs associated with the request to change the street name including the cost of new street signs.

Signature: 

Printed Name: Dennis Tiziani

Title: OWNER / PRESIDENT CPI

Date: 2-23-24

Signature Sheet of Owners on Sherman Avenue

Lot #	Address #	Street Name	Parcel ID #	Owner Name	Owner Signature	Agree with Name Change
1	5201	Perfect Drive	0809-244-4801-5	Michael & Karilynn Heller		Yes

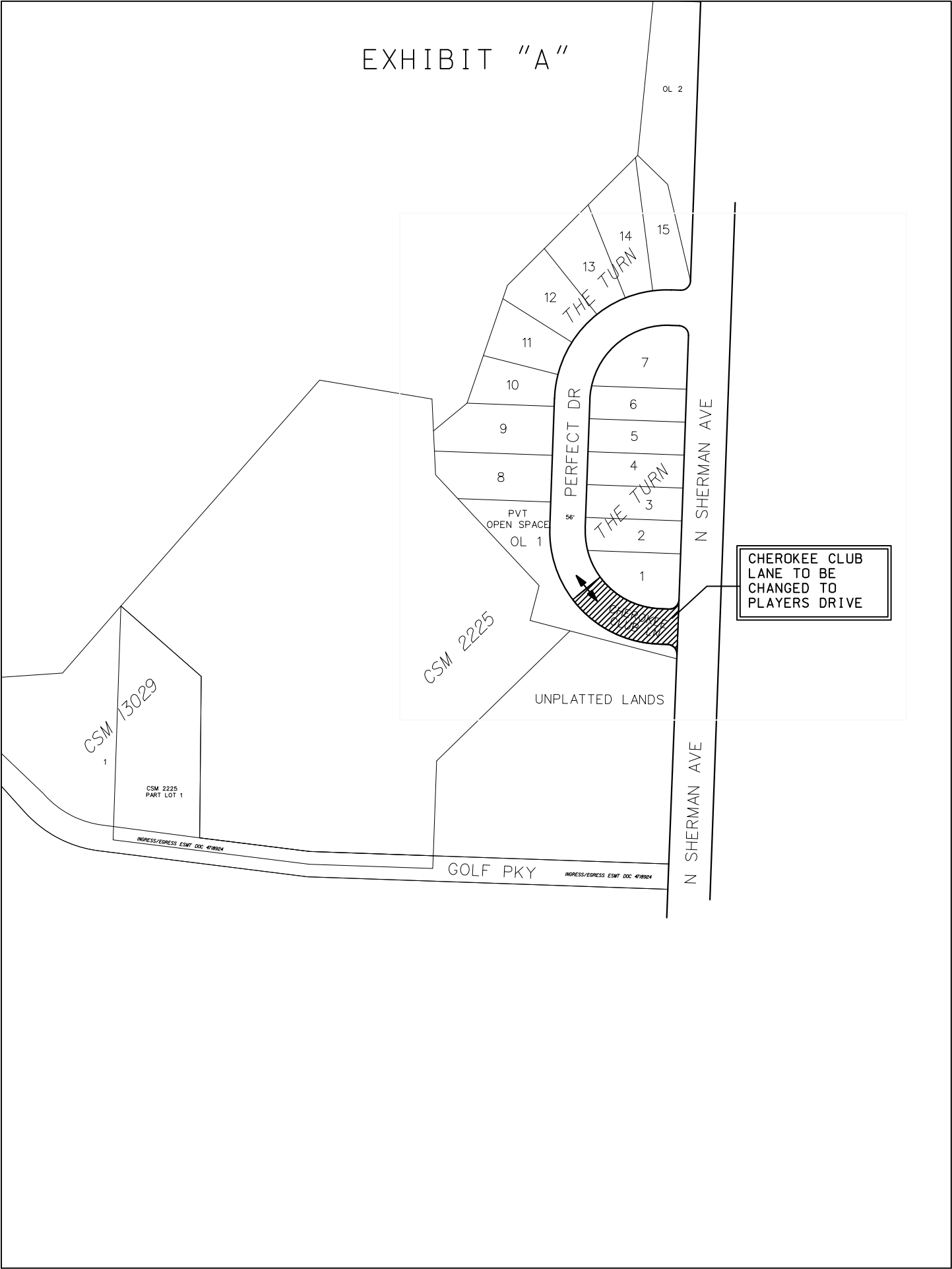
Note: N Sherman Avenue is the current street name for TPC Wisconsin. The street name within the annexation petition proposed by the City is Cherokee Club Lane. The petitioner would like to instead have the street name be consistent with the Perfect Drive name that exists in front of the club house.

Signature Sheet of Owners on Sherman Avenue

Lot #	Address #	Street Name	Parcel ID #	Owner Name	Owner Signature	Agree with Name Change
1	5000	N Sherman Ave	08092444613	TPC Wisconsin		Yes

Note: N Sherman Avenue is the current street name. The street name within the annexation petition proposed by the City is Cherokee Club Lane. The petitioner would like to instead have the street name be consistent with the Perfect Drive name that exists in front of the club house.

EXHIBIT "A"





Attachment C City of Madison

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

Legislation Details (With Text)

File #:	90545	Version:	2	Name:	SUBSTITUTE: Renaming a section of Ruskin St to Huxley St
Type:	Resolution	Status:		Status:	Report of Officer
File created:	10/21/2025	In control:		In control:	BOARD OF PUBLIC WORKS
On agenda:	11/25/2025	Final action:		Final action:	
Enactment date:		Enactment #:		Enactment #:	
Title:	SUBSTITUTE: Amending the records, including maps and databases, of the street address numbers and street names by the City Engineer, referred to in Sections 10.34, Madison General Ordinances by changing the name of a 250' long isolated portion of Ruskin St on the north side of Commercial Ave to Huxley St (District 12)				
Sponsors:	Julia Matthews				
Indexes:					
Code sections:					
Attachments:	1. Exhibit A.pdf, 2. Exhibit B.pdf, 3. Vicinity Map.pdf, 4. Aerial Photo.pdf, 5. Public Comments_11-03-25.pdf, 6. Staff Comments re: Street Naming.pdf, 7. BPW Public Comment Oppose Item 9 Ruskin to Huxley street name change.pdf, 8. BPW Registrants Report_10-29-25.pdf, 9. Lindsay Comments_10-31-25 (attached late).pdf				

Date	Ver.	Action By	Action	Result
11/3/2025	1	PLAN COMMISSION	Return to Lead with the Recommendation for Approval	Pass
10/29/2025	1	BOARD OF PUBLIC WORKS		
10/28/2025	1	BOARD OF PUBLIC WORKS	Refer	
10/28/2025	1	COMMON COUNCIL	Refer	Pass
10/21/2025	1	Engineering Division	Referred for Introduction	

Fiscal Note

Estimated signage replacement and new signage costs, not to exceed \$500.00, are available within Traffic Engineering's existing operating budget.

Title

SUBSTITUTE: Amending the records, including maps and databases, of the street address numbers and street names by the City Engineer, referred to in Sections 10.34, Madison General Ordinances by changing the name of a 250' long isolated portion of Ruskin St on the north side of Commercial Ave to Huxley St (District 12)

Body

WHEREAS, Section 10.34, City of Madison General Ordinances, requires the City Engineer to maintain records, including maps and databases, of the street address numbers and street names; and

WHEREAS, the City of Madison Common Council adopted Resolution RES-24-00122, File ID 81590 on March 5, 2024 approving the "Madison Engineering Division - Street Naming Policy for New Streets" and the revised "Policy for Street Name Changes"; and

WHEREAS, an existing 250' long stub portion of Ruskin St (hereinafter the "Ruskin Stub"), lying immediately north of Commercial Ave, was conveyed to the City of Madison and dedicated for public street purposes as per Warranty Deed recorded on September 15th, 1966 in Volume 824 of Deeds, pages 313 - 318 as Document No.

1169963, Dane County Register of Deeds and named Ruskin Street. The Ruskin Stub is as shown and labeled on attached Exhibit A and Vicinity Map, both attached hereto and made part of this resolution; and

WHEREAS, on June 21, 2022, the City of Madison Common Council adopted Resolution Enactment Number RES-22-00478, File ID 69519, amending the City of Madison Official Map establishing mapped reservations for future Streets and Highways in the City of Madison being. The reservations being consistent with recommendations in the adopted Oscar Mayer Special Area Plan. The resolution for the map amendment included extending and connecting Huxley St southerly to the existing Ruskin Stub. The area of reservation and connection per the Resolution amending the Official Map is as shown on attached Exhibit B, attached hereto and made part of this resolution; and

WHEREAS, on December 12, 2022, per Legistar File ID Numbers 74056 and 74721, the City of Madison Plan Commission approved conditional uses for a multi-family 250-unit apartment building and also for a 303-unit apartment building on two lots to be created via a Certified Survey Map; and

WHEREAS, a Certified Survey Map (CSM) was conditionally approved by the City of Madison Common Council by Resolution Enactment Number RES-23-00002, File I.D. Number 74065, as adopted on the 3rd of January 2023. The staff report having found the proposed lots and right of way dedications of the proposed CSM follow the official mapping street reservations as approved by the Common Council per said Resolution RES-22-00478; and

WHEREAS, the said CSM was subsequently recorded at the Dane County Register of Deeds as Certified Survey Map 16404 in Volume 122 of Certified Surveys, pages 166-193 as Document No. 5939504 dedicated Huxley Street from the north end of the said Ruskin Stub, northerly to the intersection with Roth Street. The dedication created a continuous public right of way connection from Commercial Ave northerly to Roth Street.

WHEREAS, the recorded CSM also contains a note that the Ruskin Stub is to be renamed to Huxley Street by a separate future resolution as shown the attached Exhibit A; and

WHEREAS, the City of Madison Common Council adopted Resolution Number RES-23-00697, File No. 80424 on November 7, 2023, approving plans and specifications authorizing the Mayor and City Clerk to execute a Contract (Private Contract No. 9284, Engineering Project No. 14534) for the construction of public improvements required to complete the continuous street connection from Commercial Ave, northerly to Roth St; and

WHEREAS, the public improvements per Private Contract No. 9284 are under construction and the public road connection is anticipated to be open in November of 2025; and

WHEREAS, the road connection is a southerly extension of existing Huxley Street and does not connect to the existing portion of Ruskin Street lying northerly of Roth Street; and

WHEREAS, the City of Madison Engineering Division determined the proposed name change is in conformance with the said street name change policy and supports the name change of the Ruskin Stub from Ruskin Street to Huxley Street.

NOW THEREFORE BE IT RESOLVED, by approving this resolution, the City of Madison Common Council hereby approves the street name change of a 250' long portion of Ruskin St (the "Ruskin Stub") to Huxley St. The portion of Ruskin St to be renamed to Huxley St as shown on attached Exhibit A. The street name change shall be effective on ~~December 1, 2025~~ January 12, 2026.

NOW THEREFORE BE IT FUTHER RESOLVED, upon approval and adoption of the street name change that the City Assessor's Office and City Engineer's Office be permitted to change the Address-Parcel-Owner data in the City's databases and mapping data as required to complete this street name change; and

NOW THEREFORE BE IT FURTHER RESOLVED, that one (1) total, public street signage change is required as a result of approval of this resolution and will be completed by the City of Madison Traffic Engineering Division at the intersection of Commercial Avenue and Huxley St on or by the effective date of ~~December 1,~~ 2025 January 12, 2026.

Attachment D

From: Linda [mailto:lehnertz.l@att.net]
Sent: Tuesday, November 25, 2025 11:17 AM
To: 'allalders@cityofmadison.com' <allalders@cityofmadison.com>
Subject: Agenda #17, Legistar #90545, renaming Ruskin

The businesses on Ruskin Street apparently object to renaming the street. The staff memo states: "Ultimately, in the long run, this change in name is better for wayfinding for the public and also for emergency response with a single street name for the entire length of the north-south alignment."

That rationale seems to make sense. However, in 2024 Council approved renaming Cherokee Park Lane (about 160-170 feet in length) to Players Drive. Renaming Cherokee Park Lane to Perfect Drive would likely have been more in line with the street renaming standards. Yet, for some reason, this small stretch of a street was permitted to have a different name. It would be interesting to know why this small stretch of street (less than the length of Ruskin Street) was allowed to have a different name – surely the reason has to be based on more than relative wealth.



Document #3 of Legistar 83429

Respectfully Submitted,
Linda Lehnertz