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To: [Plan Commission Comments](#)
Cc: [Punt, Colin](#); kevin@lincolnavenue.com
Subject: File #: 87879; Transcripts from Neighborhood Meeting – 4506 & 4514 Verona Road (Sean Malloy and Timothy Sobota)
Date: Monday, June 23, 2025 2:16:33 PM
Attachments: [Timothy Sobota Transcript from Neighborhood Meeting May 8, 2025, 4506 & 4514 Verona Road.pdf](#)
[Sean Malloy Transcript From Neighborhood Meeting of May 8, 2025 4506 & 4514 Verona Road.pdf](#)

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Dear Plan Commission Members and Planning Staff,

Attached are transcripts from the Neighborhood Meeting held on May 8, 2025, regarding the proposed development at 4506 & 4514 Verona Road. The transcripts include only the statements made by:

- **Sean Malloy**, City of Madison Traffic Engineering, and
- **Timothy Sobota**, City of Madison Capital Project Coordinator, Metro Transit.

Sincerely,

Robert Procter

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Sean Malloy, City of Madison Traffic Engineering.

Transcript of Presentation At Neighborhood Meeting on May 8, 2025 at 1:04.

4506 & 4514 Verona Road

[Madison City Channel - Redevelopment Proposal for 4506 & 4514 Verona Road: Meeting of May 8, 2025 5/8/2025 6:03 PM](#)

<https://media.cityofmadison.com/mediasite/Showcase/madison-city-channel/Presentation/e57bc06b798a4535a7d6c6bba49b987c1d>

Sean Malloy: I can. I can jump in if that's all right. Shawn Malloy, I'm with the traffic Engineering division. I review most development projects for obviously, traffic engineering portion. So you know we are, you know. Look at the site. And reviewing it. And you know, we- we did come up with the you know, an estimate of, you know the amount of trips that this would generate, and you know it's around. You know, we're estimating maybe maybe 200 trips in a day, which is relatively.

Meeting Participant: Who made that estimate?

So I use the it trip generation manual, which is kind of a national standard for trip generation. It, you know, goes around the country, and they have manual to kind of oh you know, nationwide, that's kind of the accepted methodology for it and you kind of plug in the amount of units. And it gives you that that estimate. So you know we did that, you know. We came around, you know, 200, 250, you know, with great access to transit, and the bike pass, and we can assume that you know, many of those trips are, you know, are gonna be using that. But I would just like to say, you know, put in perspective from what you know, the Home Depot and the Strip Mall what that generates, you know that's more like 4,000, 4,500 trips. So you know, this, you know, residential is relatively low. You know the grand scheme of things, you know, compared to commercial and retail. We just see a lot less trips from that than some of the other uses and you know we do have some counts on the front row. They are fairly outdated. You know. So 2019, we had concepts. You know, 8,000, about 8,000 trips, you know, in a day. And I don't think we would have. Yeah, I don't think, I don't

expect counts today to be too much different than that. You know a lot of the same existing you know, stores are here and so I would think that we'd be around there. So you know, adding an extra you know, 200 trips or so you know, I think that's you know, it's a relatively small amount, you know, in the grand scheme of things. So I I think you know, from a capacity perspective you know our concern is low, but we're, you know. I'm taking this feedback. You know, looking at it. And you know, reviewing it.

Some of the other things I want to touch on was the crosswalk and all that was brought up. So there is an existing crosswalk on the north side. That's kind of shown there.

Meeting Participant: People aren't gonna walk up there to cross though.

Sean Malloy: Yep so that's that's that's a very good point. So we are gonna have this development team install a crosswalk on the south side more south than the cursor. There's actually an existing ramp on the other side. So we're gonna have them connect a ramp over and that's where the bus you know, one of the bus stops is. So you know. We think that that is gonna be the path that people are gonna take, you know. Here's the path, or to the you know. What have you. So that is going to be requirements.

Meeting Participant: Well, aren't a lot of them going to go to the bus stop that's right on Verona Road. So aren't people going be crossing over there.

Sean Malloy: Yeah, there's a bus stop in both locations, right.

Meeting Participant: And people cross there, and there's no crosswalk. So they're crossing all over the place.

Sean Malloy: Yep, that's why we're installing the Crosswalk to get have people cross their logically.

And then the the other thing. You know, people were talking about the tunnel. I just wanted to note that, you know it is. And we actually do have security cameras in the tunnel on each end. So we do have that. But you know I do understand. That may be uncomfortable for some to go through there, but we do have lights and and cameras there. So I just wanted to let everyone know that. So okay.

Tomothy Sobota, City of Madison, Capital Project Coordinator at Metro Transit.

Transcript of Presentation At Neighborhood Meeting on May 8, 2025, at 1:42:37.

4506 & 4514 Verona Road

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The frontage road and Verona road. Yeah, that transit service on the frontage road itself that is, half hourly bus service all day long, every day between West Town Mall and South Park Street Row, rapid route B area. And then the routes that are using Verona Road and through the Allied neighborhood to the south of here. That is trips every 30 minutes on weekdays, hourly nights and weekends. This area from a so the United States Green Building Council has an arbitrary standard to quantify access to what they call quality transit. That, measurement, it's an optional standard, but as a standard it would say that to meet minimum standards to get green building points you would need 72 trips on weekday and 40 trips on a weekend. This site currently has 67 trips on a weekday and 52 on a weekend. So it would be just short of qualifying for that lead quality access to transit standard. But again, with the half hourly bus service that that service does go to, and from it goes past the Woodman's on the west side. It goes past the Meadowood Library, and then in the opposite direction it gets over to the Village on Park and the South Madison Library. The other route that goes up and down Verona road between Nacoma Road Allied neighborhood that continues south to the multiple grocery stores that are at Mckee and Fitch Rona area, and again goes then Nacoma Road, where there's other shopping options and kind of