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TO: Sustainable Madison Committee Members

FROM: Jeanne Hoffman, Facilities and Sustainability Manager

RE: Hoyt Park Area Neighborhood Plan Economic Development

There are a number of sustainability goals and actions as stated in The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience that should be considered when reviewing this plan. Below are just a few.

In Natural Systems Goal 1: Improve Air Quality

Action 1: Promote land use patterns, such as residential densities and infill development to reduce reliance on single occupancy vehicle use and increase use of alternative modes of transportation (walking, biking, transit).

In Planning and Design Goal 1: Improve Transportation Planning and Systems to Provide better Access for Community's Needs.

Action 5: Foster corridor planning, transit oriented development and high density, mixed use development along corridors

To achieve this goal the committee should forward to the Plan Commission language that calls for greater density along University Avenue, Speedway Road. and at the Mount Olive site than the draft neighborhood plan currently calls for.

In particular:

Allow greater building height, more than a maximum of 4 stories, along the University Avenue Corridor. Allowing more space for employment and residential along the existing University Avenue Corridor will take advantage of already good transit service that currently exists and potentially increase transit usage and frequency. University Avenue has been recommended for Bus Rapid Transit (BRT) – higher density and increase employment will support and be supported by BRT.

Allow greater building height at the Speedway intersection. Mixed use developments can provide jobs, services that serve the area and a range of housing types for residents.

Allow for denser type of development at the former Mount Olive site. This site has potential to provide the City with an enhanced tax base and offer the neighborhood residents a variety of housing options and employment opportunities. The first draft of the plan provided “concepts” for an infill project for the block that was 2 and 3 stories (multifamily), but based on neighborhood input, the concepts were removed and/or requested not to be shown. These 2-3 concepts for infill development on the former Mount Olive site should be put back into the plan.

In Planning and Design Goal 2: Foster Holistic Land Use

Action 1: Plan and create walkable neighborhood opportunities for Madison’s increasing population. Upgrade walkability in already built out neighborhoods.

In Transportation Goal 1: Madison must continue to strive to become the best bicycling city in North America,

In part by creating a connected, robust system of bike paths, bike lanes and bikeable streets.

In Health Goal 4: Promote Wellness Activities

Action 2: Implement complete streets that are designed to enable safe and convenient travel for all users including pedestrians, bicyclists, bus riders, motorists, children, older adults and the disabled

Related to density is the ability of people to access transit in a safe manner. Encouraging sidewalks that allow for the safe passage of people to transit stops and other destinations should be strongly encouraged by providing a dedicated, grade-separated right-of-way for pedestrians away from vehicular traffic when both walking to bus stops and waiting to board the vehicle. People will have a more difficult time access destinations and transit stops if they do not have sidewalks and bus shelters. This is especially true for the elderly and school-aged transit riders, as well as passengers with restricted mobility or assistive devices like walkers or wheelchairs.

Maps 7.1 and 7.2, according to the plan, shows an expanded pedestrian pathway network and bicycle routes and connections through the Hoyt Park Area, however, there seems to be little on the map of how bicycle and pedestrian will have an expanded network of pathways and routes through the park. The Committee should consider asking for a more robust network of pathways and bicycle routes in the Hoyt Park Area.