



# The Stoughton Road Revitalization Project

## Madison, Wisconsin 2005-2008

### *Eight Neighborhoods, One Vision*

#### **Stoughton Road Revitalization Project Plan**

City of Madison, Wisconsin

Adopted: June 3, 2008



Prepared for:

The Stoughton Road Revitalization Project Group (SRRP) and the City of Madison, Wisconsin

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CUNNINGHAM  
GROUP





*Stoughton Road is more than just  
a transportation corridor.*

It is adjacent to 8 neighborhoods:

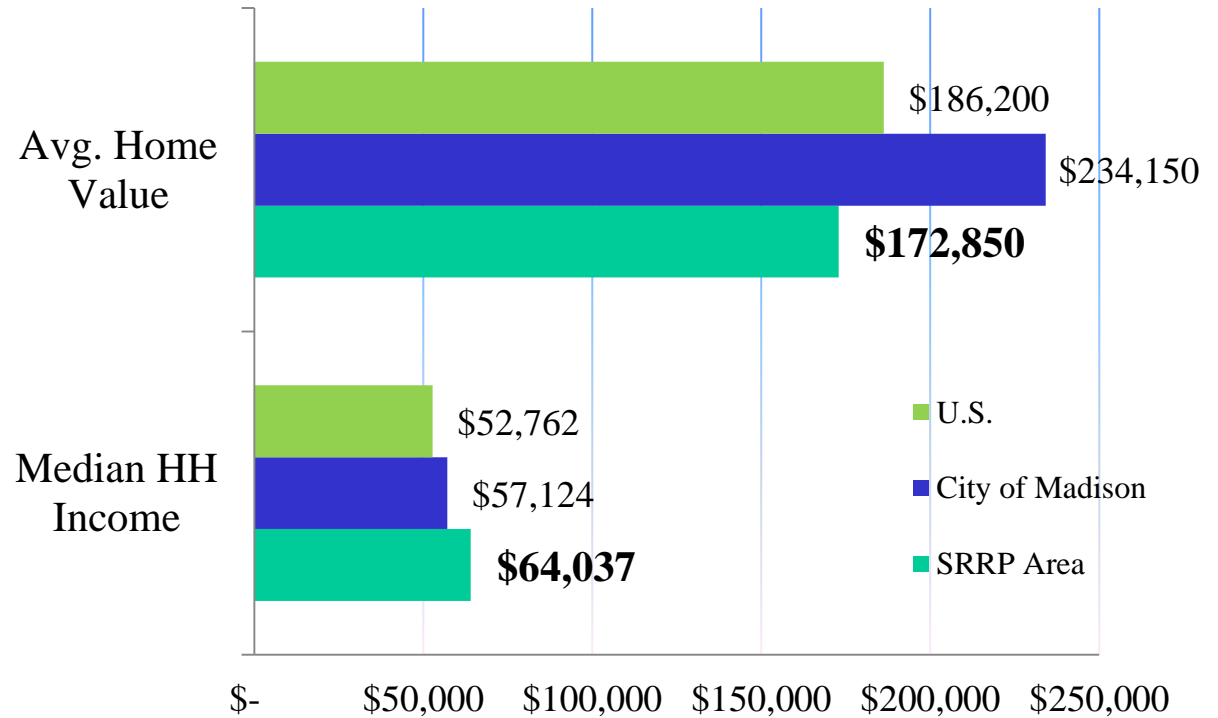
- 3916 acres or 8% of the city's acreage
- 22,154 people or 10% of the city's population
- Nearly 109,000 dwelling units





*Stoughton Road is more than just  
a transportation corridor.*

### Income and Home Value



























## SRRP Details

1. Members of 8 neighborhoods
2. 3 alders
3. Vision: improve the traffic, design and commerce along Stoughton Road





## **SRRP Plan Principles**

1. Foster a sense of place for the East Side
2. Build on existing strengths
3. Provide clarity & predictability
4. Facilitate a collaborative process
5. Promote a balanced point of view





# Principles Important to LRTPC

1. Foster connectivity between neighborhoods
  - a) Currently, neighborhoods are divided
  - b) School kids can't safely cross road to get to elementary, middle or high schools
  - c) Dangerous intersections discourage multi-modal transportation
2. Create place making
  - a) Natural features
  - b) Community destinations spots

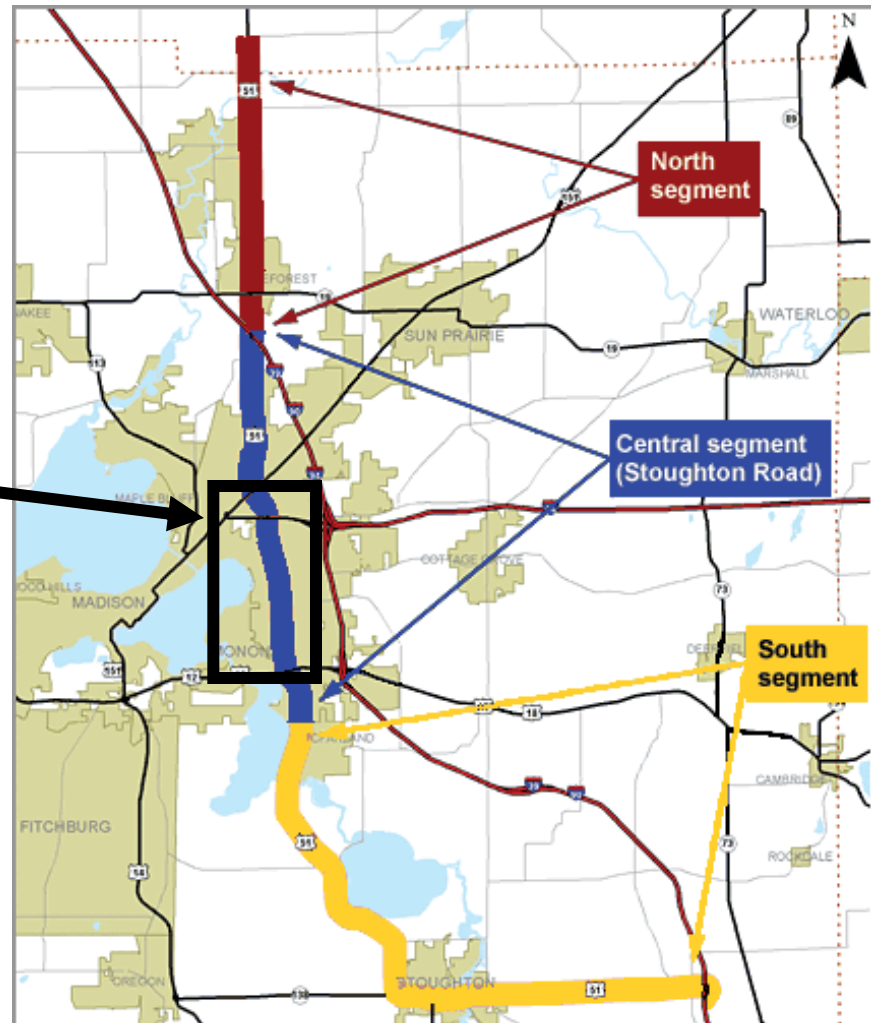




## Two Plans:

- SRRP
- Wisconsin Department of Transportation Highway 51 Corridor Alternatives Study

SRRP  
Study  
Area



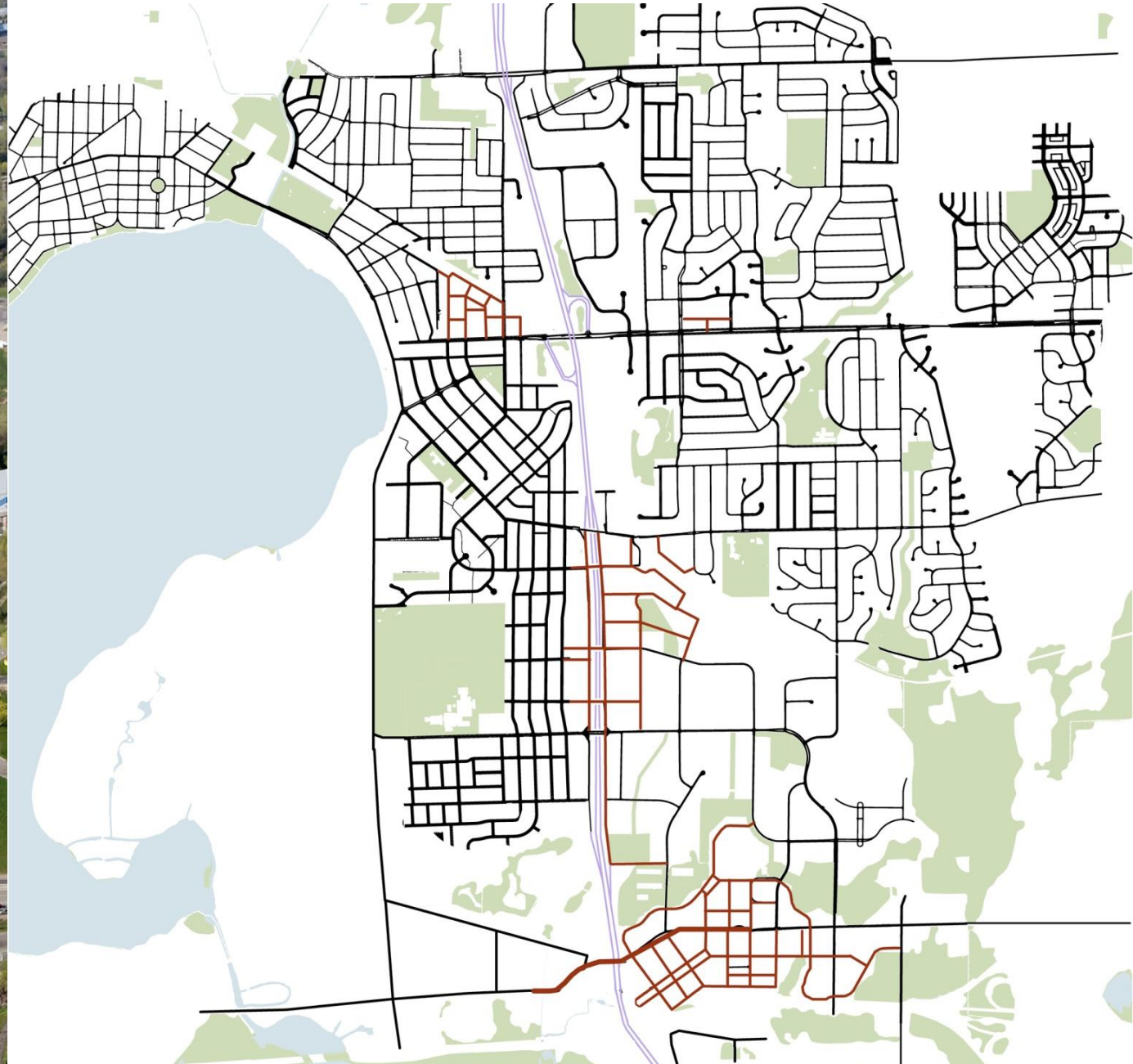


## **SRRP:** Studied local road network





## **SRRP:** Visualized new local road connections







# SRRP: Outcomes

1. Created a new vision for the corridor
2. Significantly impacted WisDOT alternatives
3. Land use plan incorporated into the Comprehensive Plan
4. Development visions for three areas
  - Garden
  - Grid
  - Gateway







# SRRP: Outcomes

1. Created a new vision for the corridor
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  - Garden
  - Grid
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# The Grid: Buckeye to Pflaum Development Potential

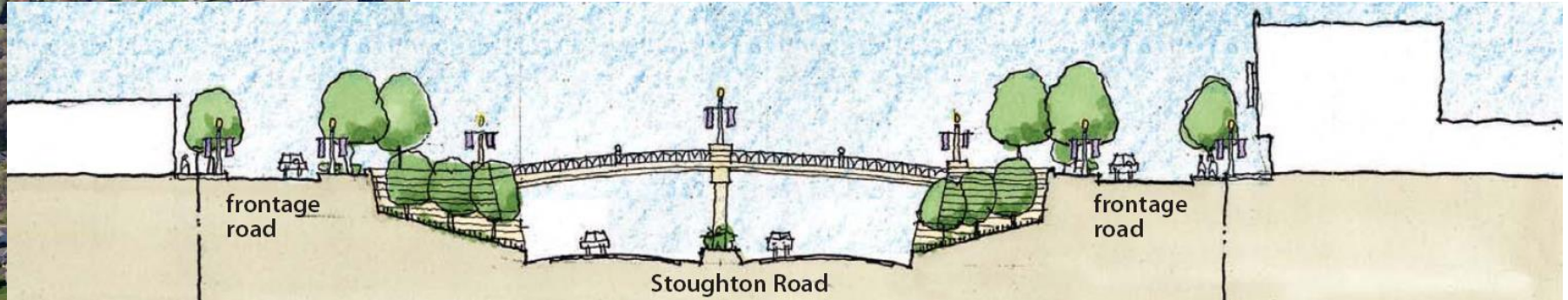
Current and Future  
Employment Focus







# Buckeye to Pflaum: Development Potential





# Femrite and Broadway: Development Potential





# Femrite and Broadway: Development Potential





# Femrite and Broadway: Development Potential



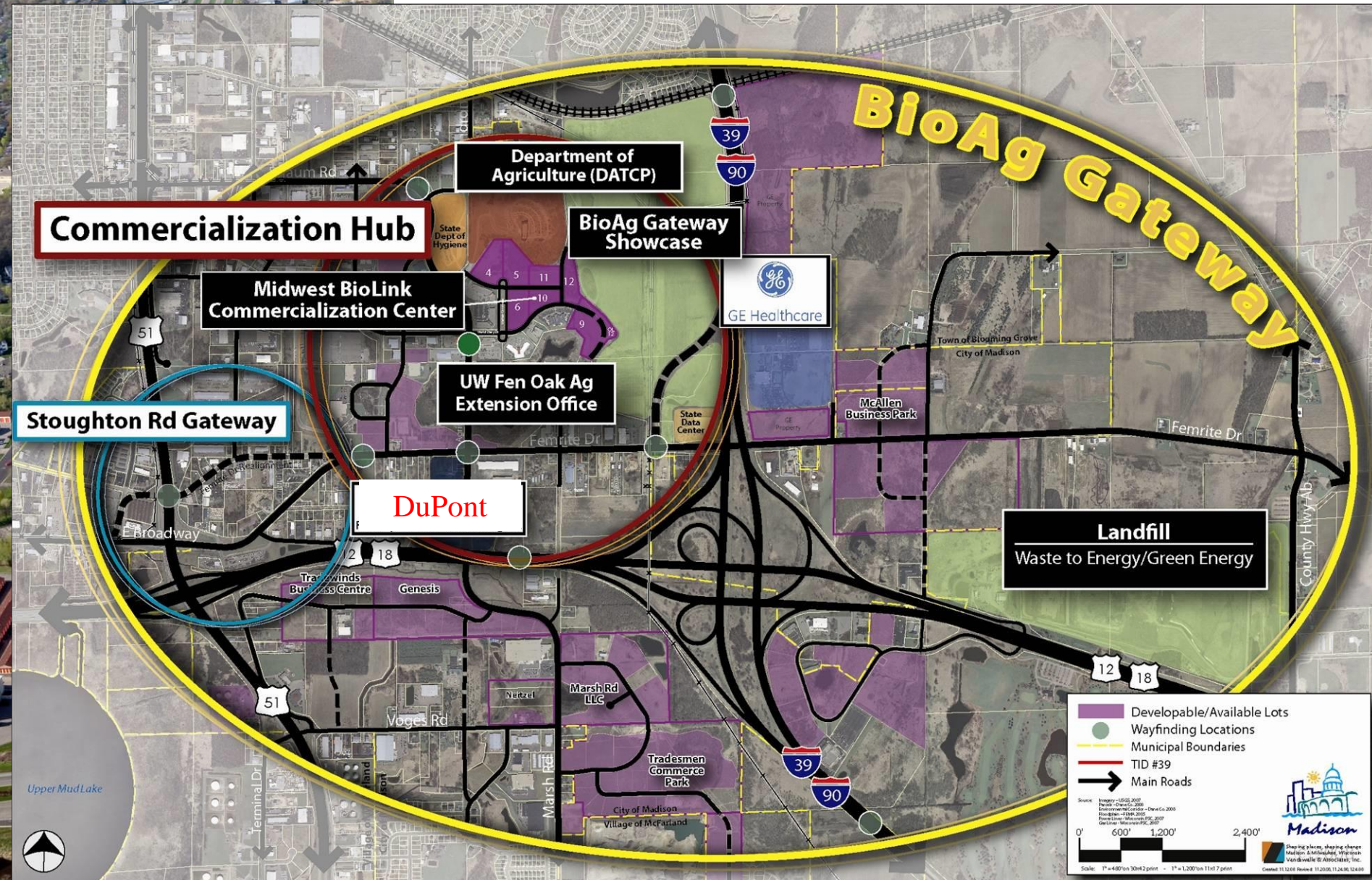


# Femrite and Broadway: Development Potential





# Economic Development Potential of SE Madison







## **SRRP: Next Steps**

- Catalytic Infrastructure Investment
  - Street Grid: Form & Function
  - Multimodal
- Land Assemblage
  - Some Fragmented Ownership
- Redevelopment Strategy
  - Employment Preservation
  - Regional Gateway Context



# Growing Transportation Hub



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# Gateway to Madison - Today





# Gateway to Madison – Strong Future Vision







## Gateway to SE Madison – Timing

- Short – term opportunities during WI DOT planning and implementation of Stoughton Road project
  - Attracting/retaining business
  - Aesthetic improvements
- Long – term planning for post-Stoughton Road project
  - Street configuration
  - Dutch Mill Park ‘n Ride