



Department of Planning & Community & Economic Development  
**Planning Division**

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## MEMORANDUM

**TO:** Madison Plan Commission  
**FROM:** Planning Division Staff  
**DATE:** **October 2, 2017**  
**SUBJECT:** Cottage Grove Road Activity Centers Plan – Referral Committee Recommendations

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### Housing Strategies Committee

On Thursday, September 28, 2017, the Housing Strategies unanimously recommended approval of the plan. The Committee discussed the Market Study results and were surprised by the low viability of retail.

### Economic Development Committee

On Wednesday, September 27, 2017, the Economic Development Committee unanimously recommended approval of the plan. Although they did not make it a part of the formal motion, they spent a considerable amount of time talking about the implementation matrix (which they really liked) and who would take the lead on some of the items where the City is not listed as the lead (like starting a business and property owner's association).

- **Staff Recommendation: staff will work further with City Agencies to find suitable leads before final publication.**

### Pedestrian, Bicycle and Motor Vehicles Commission

On Tuesday, September 26, 2017, the PDMVC approved the Plan and had the following comments:

- Susan Devos - Don't remember seeing much discussion about sidewalks about how wide they would be. There is nothing on the maps in the plan about walking.
  - **Staff Recommendation: Since the Cottage Grove cross section has been recently, reconstructed, staff did not go into sidewalk widths during this planning process. The plan does recommend a new multi-use path off of Busse Street, and makes several recommendations to encourage walking and improve pedestrian safety on page 15.**
- Susan Devos - For these activity centers when parking was mentioned there was no indication of what the ratio of parking will be to residential units, what the costs would be, whether that would be separated from the rent of residential units or how that would be treated and what the comparison of paying money for parking would be relative to making transit or bus service more accessible. Because if we are looking to include affordable housing at these centers someone who is trying to figure out cost of living that is a fundamental issue.
  - **Staff Recommendation: The concept illustrations took minimum zoning requirements into account and assumed a 1 parking stall per residential unit and/or 400 square feet of commercial space.**
- Ledell – I like the plan implementation matrix. Are all these short term? What is the expectation or goal for accomplishing those?
  - **Staff recommendation: staff assumed a short to medium term for most of the implementation matrix, but didn't label as such, as many recommendations depend upon**

**budgets, private redevelopments, and capacity of outside groups that are outside of city control. The matrix is more of a prioritization exercise.**

- Grant Foster – I also appreciate the implementation matrix. One area to improve in the future I noticed the lead agencies that are listed like neighborhood associations, community partners etc. My Neighborhood Association didn't come up with these recommendations or agree with them so to assign an entity who is not a full participant I think that these will not come to pass. There probably is some merit in these ideas so one action item could be for city staff to contact the Neighborhood Association and encourage them to do these otherwise these would die with this report, maybe there is still opportunity to tweak it. The way these neighborhoods are build and interact with cottage grove road I support the concept of buildings fronting the roads and parking on the back however it seems these will be just a façade in the end, pretty quickly the building gets oriented to the back as customers start coming through the parking and the building gets oriented that way. I wonder how this would work with Pinney Library for example. I think when actual projects come in through urban design etc. let's think what we can do to try and bring that activity from the front. Design ideas of outdoor seating etc. I personally think doing this on Cottage Grove Road may be at some times of day, but it is a busy road so I think we might want the design promoting interior of sites for people places, don't use for parking but use for outdoor seating and those sorts of things. My last comment is I think there wasn't much done to improving bike pedestrian connectivity to these spaces. People in my neighborhoods and Eastmorland walk like crazy and they can walk to these activity centers but they generally would not want to walk along Cottage Grove Road so think about bike-pedestrian connectivity from the neighborhoods. Southern section of Atwood activity center has no mockups, Lake Edge neighborhood is pretty much closed off from the back so with the redevelopment there might be some opportunities for bike-pedestrian access from the back side that can go a long way to promote the bike-pedestrian connectivity.
  - **Staff Recommendation: Staff worked with residents and stakeholders to come to conclusions that could be mostly supported by most residents. Many of recommendations were specifically changed in response to resident and stakeholder comments. Staff received feedback that Neighborhood Associations wanted to be productive partners in the success of Cottage Grove Road, so including them in the recommendations was a way to start forging partnerships. Concept plans were only shown on vacant or soon to be vacant parcels to be sensitive to the importance of the existing businesses as strongly heard throughout the planning process.**
- Mike Rewey - Page 21 top illustration should show bike connection to south and the area that is being redeveloped not just the sidewalk.
  - **Staff Recommendation: Any right-of way designation would have to be negotiated with the owner at the time of approval however staff is hay to show a dotted line in the illustration on page 21 before final publication.**
- Mike Rewey - Page 23 should show ROW dedication for Acewood at least in that block. Recommendation says that but this should be visually shown because there is an opportunity.
  - **Staff Recommendation: Staff would be happy to illustrate the bike land recommendation in the drawing before final publication.**
- Mike Rewey - Question to Traffic Engineering staff do we have resources to implement these recommendations. Even though in the plan these might not happen. Arthur said staff might be able to do a walk/bike audit. Arthur said TE Budget has been totally allocated for 2017 or 2018 for RFB etc. Mike said it's great to have implementation recommendations but agencies should have the resources to implement it.