



## Traffic Engineering Division

Yang Tao, PhD, PE, City Traffic Engineer

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August 22, 2019

**To: Property owners within the Commerce Drive and Watts Road Traffic Signal Assessment District**

In the next month, the Board of Public Works and the Madison Common Council will consider plans and assessment schedules to fund the new traffic signal at Commerce Drive and Watts Road. The total estimated cost to install the traffic signals is \$ 120,000.

The estimated traffic signal assessment was apportioned among all parcels within the assessment district based on estimated trips generated by each parcel using Institute of Transportation Engineers Trip Generation Handbook.

The traffic signal is expected to be installed sometime during the fall months of 2019.

You can contact me at 266-4899, if you have any questions or comments.

Sincerely,

Gretchen Avilés Piñeiro  
Engineer II  
City of Madison

CC: Ald Paul E. Skidmore, District 9  
City Clerk  
City Engineering

**BOARD OF PUBLIC WORKS**

To Property Owners:

Enclosed is your notice of a Public Hearing on Commerce Drive and Watts Road Traffic Signal Installation. Our records indicate that you are a property owner within the area benefited by Traffic Signal. Please read this notice carefully, and if you have any questions, contact Gretchen Avilés Piñeiro (266-4899) at the City Traffic Engineering Division, Suite 109, 215 MLK Jr. Blvd. We suggest that it is better to call rather than to wait for the Board of Public Works meeting itself.

If you wish to appear before the Board of Public Works, you may do so at the time and place stated in the notice. To expedite the public hearing process, please complete the form below and submit it to the Board Secretary at the hearing.

If you have sold or transferred ownership of all or part of the property in question, please forward this notice to the new owner.

It is the policy of the City of Madison to assess the initial cost of installation and materials for traffic signals to the benefited property owners. This is a one-time assessment and all maintenance and operating costs, once the traffic signals are installed, are paid by the City of Madison.

Rob F. Phillips, P.E.  
BOARD OF PUBLIC WORKS  
Executive Secretary

Date \_\_\_\_\_

**Commerce Drive and Watts Road Traffic Signal Assessment District**

Your Name \_\_\_\_\_

Your Address \_\_\_\_\_

Support and wish to speak

Support but do not wish to speak

Oppose and wish to speak

Oppose and do not wish to speak

Your signature \_\_\_\_\_

Parcel Number \_\_\_\_\_

**REPORT OF:** City Traffic Engineer

For Approving Plans and Specifications and  
Assessing Improvement Cost for The Installation  
of Traffic Signal in the  
**Commerce Drive and Watts Road  
Assessment District**

Filed in the Office of the City Traffic Engineer:  
**August 22, 2019**

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**TO THE MAYOR AND COMMON COUNCIL:**

The Common Council having ordained that the full cost, including inspection and supervision, of the initial installation of traffic signals shall be assessed to the benefited properties and that assessment for traffic signals shall be in accordance with Section 66.0701 of the Wisconsin Statutes, has directed that when the City Traffic Engineer proposes the installation of traffic signals assessed to the benefited properties, he shall prepare a report listing traffic signals to be installed and schedule of assessments.

Now, therefore, in compliance with said instruction, the City Traffic Engineer reports as follows:

1. That traffic signals are proposed to be installed and assessed to benefiting properties listed on Exhibit A attached hereto, said listing including schedule of assessments.
2. That pursuant to such listing, the entire cost of the traffic signal and installation improvement will be \$120,000.00.
3. After having carefully viewed and examined the entire territory and the said several parcels of land or real estate affected by said improvement, and having first viewed, examined and considered severally and separately each parcel of real estate in said territory, the City Traffic Engineer has found and determined and do hereby so find and determine that the City of Madison should pay the sum of \$18,362.94 as the cost properly chargeable to the City and covered by said improvement.

DATED: August 22, 2019

**Yang Tao, P.E.**  
City Traffic Engineer

**NOTICE OF PUBLIC HEARING  
BEFORE THE BOARD OF PUBLIC WORKS  
FOR  
PLANS, SPECIFICATIONS, AND SPECIAL ASSESSMENTS  
FOR  
PUBLIC WORKS IMPROVEMENTS  
MADISON, WISCONSIN**

**PART I**

The Common Council of the City of Madison, Wisconsin, having heretofore decided that it is expedient and necessary that the improvements as listed in Part II hereof be improved at the expense of the property thereby on which would be conferred some special benefit.

NOW, THEREFORE, NOTICE IS HEREBY GIVEN:

That the City Engineer has prepared plans, specifications, a proposed schedule of assessments, and an estimate of the entire costs of the improvement for each of the districts listed in Part II hereof, and;

That the plans, specifications, a proposed schedule of assessments, and an estimate of the entire cost of the improvements listed hereto are available and open to inspection by all interested persons in the office of the City Engineer, Room 115, City-County Building, 210 Martin Luther King Jr. Blvd., between the hours of 7:30 a.m. and 4:00 p.m., Monday through Friday, and will so continue to be for ten (10) working days from the first published date of this notice, and;

That on **WEDNESDAY, SEPTEMBER 4, 2019 AT 5:30 P.M.**, the Board of Public Works will hold a public hearing in **ROOM 108 (PARKS CONFERENCE ROOM) OF THE CITY COUNTY BUILDING** and will consider any objections that may be filed in writing or in person and hear all persons desiring to be heard, and;

**That special assessments may be paid over an eight (8) year period, with the owner paying 1/8 of the principal each year plus four (4%) percent interest on the unpaid balance, as determined by the Board of Public Works.**

That if the total assessment is paid in full before October 31st in the year that the billing is made, irrespective of project completion, then no interest shall be charged.

If you require an interpreter, materials in alternate formats, or other accommodations to access this public hearing, please contact the Engineering Division at phone (608) 266-4751 or email us at [engineering@cityofmadison.com](mailto:engineering@cityofmadison.com). Please make contact at least 24 hours prior to the date of this public hearing so that we can make proper accommodations.

**PART II**

**COMMERCE DRIVE AND WATTS ROAD TRAFFIC SIGNAL ASSESSMENT DISTRICT**

By Order of the Board of Public Works  
Madison, Wisconsin

PUB: WSJ AUGUST 23, 2019

## REGARDING THE CRITERIA OF REASONABLENESS AND BENEFIT

This report was prepared and submitted to satisfy the requirements that the City is required to show that the assessments will benefit the properties assessed in the Commerce Drive and Watts Road Traffic Signal Assessment District as per Wisconsin State Supreme Court Decision (Berkvam vs. The City of Glendale, 79 Wis, 2d 279.255 NW 251 (1979)).

### Criteria of Reasonableness

It is the opinion of this office that the assessments are, in fact, reasonable, the assessments have been calculated in accordance with the Madison General Ordinances Section 4.09 for assessing costs for street improvements and the City of Madison Traffic Signal Assessment Policy. The cost of this signal is assessed to the various parcels based on the estimated trips generated by each parcel.

### The Properties Against which the Assessments are proposed are Benefited as follows:

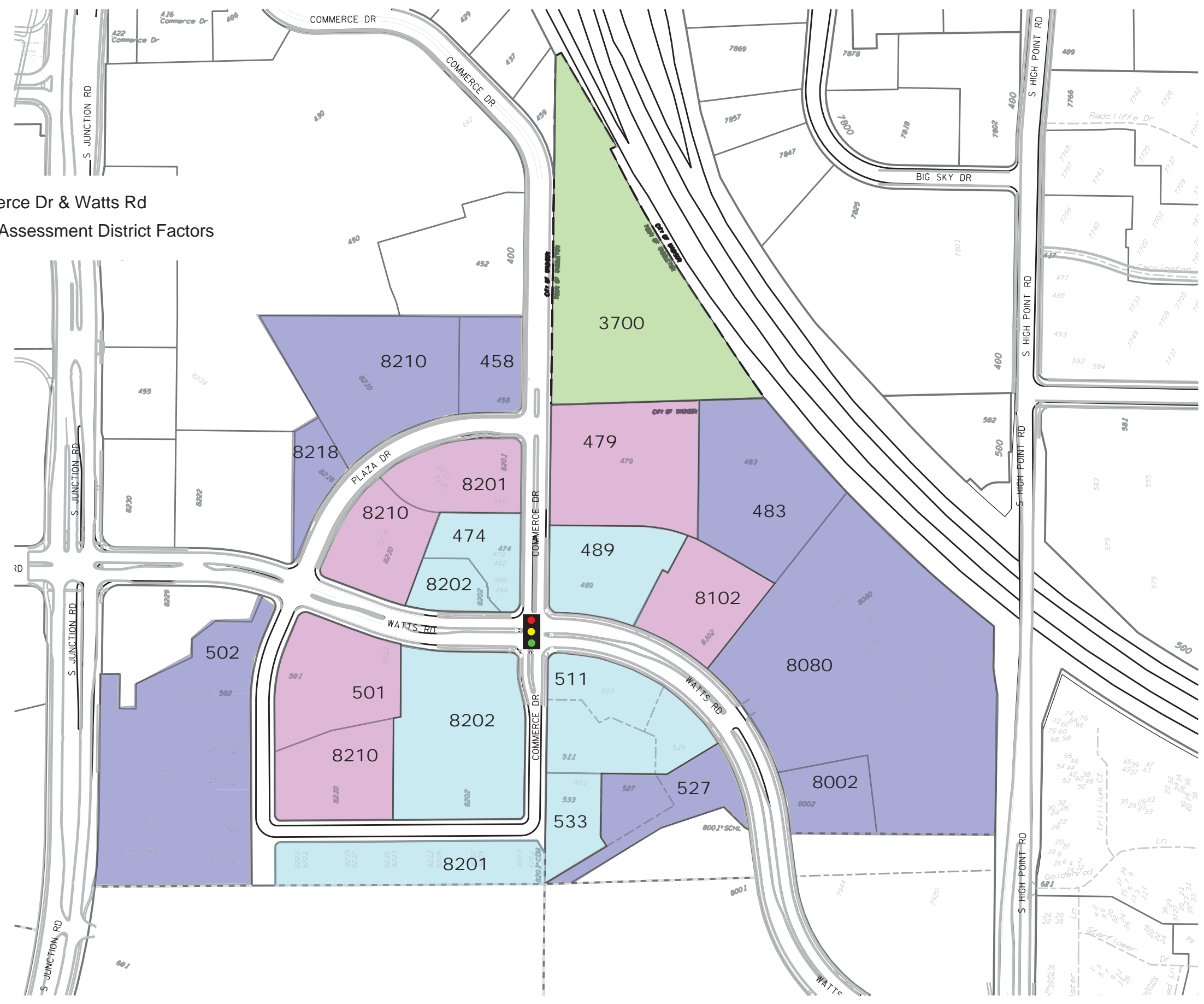
The installation of traffic signals will effect orderly traffic movement through an appropriate assignment of right-of-way. The proposed traffic signal is needed to accommodate existing developments and to minimize traffic impacts on the surrounding transportation system. The proposed improvement will provide positive benefit and traffic relief for all of the land uses in the assessment district. The proposed traffic signal at Commerce Drive and Watts Road will interrupt traffic flow on Watts Road at intervals to allow traffic on Commerce Drive to enter Watts Road.

This traffic signal will provide better access for the residents, employees, customers, and other traffic associated with the commercial and residential land uses in this assessment district.



### Commerce Dr & Watts Rd Traffic Signal Assessment District Factors

- 1.0
- 0.75
- 0.50
- 0.25



PLOT SCALE:

PLOT NAME:

REV. DATE:

ORIGINATOR: CITY OF MADISON, TRAFFIC ENG. DIV.

**EXHIBIT A - SCHEDULE OF ASSESSMENTS  
COMMERCE DR & WATTS RD TRAFFIC SIGNAL ASSESSMENT DISTRICT 2019**

| Parcel Number(s) | Owner Address | Address   | Unit | Land Use    | ITE Land Use   | Site Specific Data | Trip Generation Rate   | Traffic Signal                           |                    |                 | Owner Share (factored trips) | City Share (factored trips) | Estimated Total Assessment |            |
|------------------|---------------|---|------|-------------|--|--------------------|--|--|--------------------|-----------------|------------------------------|-----------------------------|----------------------------|------------|
|                  |               |   |      |             |  |                    |  | Trips Generated                          | City Share (trips) | Distance Factor |                              |                             |                            |            |
| 1                | 070827101125  | 458 COMMERCE LLC<br>870 GOLDEN MEADOW CT<br>BROOKFIELD, WI 53045                            | 458  | Commerce Dr | Tire Superstore  | 849                | 10<br>Servie Bays  | 30.55                                    | 306                | 43              | 0.5                          | 131                         | 22                         | \$1,713.35 |
| 2                | 070827101133  | AEI NET LEASE PORTFOLIO<br>VI DST % PETS MART INC<br>19601 N 27TH AVE<br>PHOENIX, AZ 85027  | 8210 | Plaza Dr    | Pet Suplpy Superstore                                      | 866                | 26.988<br>1000 SqFt<br>GFA   | 3.55<br>x 9.8 for 24 hrs in a<br>weekday | 939                | 141             | 0.5                          | 399                         | 71                         | \$5,218.53 |
| 3                | 070827101208  | MENARD INC<br>CORPORATE ACCOUNTING<br>5101 MENARD DR<br>EAU CLAIRE, WI 54703-9625           | 8218 | Plaza Dr    | Vacant - Use Average                                       | -                  | 31,399<br>Lot SqFt using<br>Commercial<br>Average                            | 0.00674                                  | 212                | 29              | 0.5                          | 91                          | 15                         | \$1,190.19 |
| 4                | 070827104020  | CORTLAND POND APTS LLP<br>2428 PERRY ST<br>MADISON, WI 53713                                | 502  | Plaza Dr    | Multifamily Housing<br>(Low-Mid Rise)                      | 220-221            | 96 low - 42<br>mid<br>Dwelling<br>Units                                      | 7.32<br>low<br>5.44<br>mid               | 931                | 254             | 0.5                          | 339                         | 127                        | \$4,433.79 |
| 5                | 070827103048  | CORTLAND COMMONS LLC<br>% FRED ROUSE<br>2428 PERRY ST<br>MADISON, WI 53713                  | 474  | Commerce Dr | Shopping Center  | 820                | 16.368<br>1000 SqFt<br>GFA   | 37.75                                    | 618                | 42              | 1                            | 576                         | 42                         | \$7,533.51 |
| 6                | 070827103014  | CORTLAND COMMONS LLC<br>% FRED ROUSE<br>2428 PERRY ST<br>MADISON, WI 53713-2449             | 8201 | Plaza Dr    | Multifamily Housing<br>(Low-Mid Rise) -<br>Shopping Center | 220-221, 820       | 22 low - 30<br>mid 4,777<br>shopping<br>Dwelling<br>Units - 1000<br>SqFt GFA | 7.32 low, 5.44 mid,<br>37.75 shopping    | 505                | 61              | 0.75                         | 333                         | 46                         | \$4,355.31 |
| 7                | 070827103030  | FAJ ASSOCIATES 2 LLC<br>2428 PERRY ST<br>MADISON, WI 53713                                  | 8210 | Watts Rd    | Shopping Center  | 820                | 20.383<br>1000 SqFt<br>GFA   | 37.75                                    | 769                | 64              | 0.75                         | 529                         | 48                         | \$6,918.80 |
| 8                | 070827103022  | CORTLAND COMMONS II LLC<br>2428 PERRY ST<br>MADISON, WI 53713-2449                          | 8202 | Watts Rd    | High-Turnover (Sit-<br>Down) Restaurant                    | 932                | 4.629<br>1000 SqFt<br>GFA  | 112.18                                   | 519                | 26              | 1                            | 493                         | 26                         | \$6,447.96 |
| 9                | 070827105010  | CITY OF MADISON PARKS<br>HILLPOINT PARK<br>210 MLK JR BLVD RM 104<br>MADISON, WI 53703-3342 | 501  | Plaza Dr    | Public Park  | 411                | 2.25<br>Acres  | 0.78                                     | 2                  | 90              | 0.75                         | 0                           | 1                          | \$0.00     |
| 10               | 070827105036  | ALL SAINTS ASSISTED<br>LIVING CENTER INC<br>210 MLK JR BLVD RM 104<br>MADISON, WI 53744     | 8210 | Highview Dr | Assisted Living  | 254                | 42.859<br>1000 SqFt<br>GFA   | 4.19                                     | 180                | 74              | 0.75                         | 79                          | 56                         | \$1,033.24 |

**EXHIBIT A - SCHEDULE OF ASSESSMENTS  
COMMERCE DR & WATTS RD TRAFFIC SIGNAL ASSESSMENT DISTRICT 2019**

| Parcel Number(s) | Owner Address     | Address   | Land Use<br>Unit   | Traffic Signal |  |   |                 |                    |                 |                              |                             |                    | Estimated Total Assessment |
|------------------|-------------------|---|--|----------------|--|---|-----------------|--------------------|-----------------|------------------------------|-----------------------------|--------------------|----------------------------|
|                  |                   |   |  | ITE Land Use   | Site Specific Data                               | Trip Generation Rate                      | Trips Generated | City Share (trips) | Distance Factor | Owner Share (factored trips) | City Share (factored trips) |                    |                            |
| 11               | 070827105028      | ALL SAINTS RETIREMENT CENTER INC<br><br>PO BOX 46550<br>MADISON, WI 53744               | 8202 Highview Dr<br><br>Continuing Care Retirement Community | 255            | 144<br><br>Units                                 | 2.40                                      | 346             | 152                | 1               | 194                          | 152                         | <b>\$2,537.33</b>  |                            |
| 12               | 070826210084      | ALL SAINTS ASSISTED LIVING CENTER INC<br><br>702 S HIGH POINT RD<br>MADISON, WI 53719   | 511 Commerce Dr<br><br>Continuing Care Retirement Community  | 255            | 111<br><br>Units                                 | 2.40                                      | 266             | 111                | 1               | 155                          | 111                         | <b>\$2,027.25</b>  |                            |
| 13               | 070826210092      | CATHOLIC CHARITIES INC<br><br>702 S HIGH POINT RD<br>MADISON, WI 53719                  | 527 Commerce Dr<br><br>Vacant - Use Average                  | -              | 74,181<br><br>Lot SqFt using Residential Average | 0.00313                                   | 232             | 68                 | 0.5             | 82                           | 34                          | <b>\$1,072.48</b>  |                            |
| 14               | 070826209053      | MSNW SPE HOTEL I LLC<br><br>PO BOX 620994<br>MIDDLETON, WI 53562-0994                   | 479 Commerce Dr<br><br>All Suites Hotel                      | 311            | 122<br><br>Rooms                                 | 4.46                                      | 544             | 132                | 0.75            | 309                          | 99                          | <b>\$4,041.42</b>  |                            |
| 15               | 070826209061      | MSNW SPE HOTEL II LLC<br><br>PO BOX 620994<br>MIDDLETON, WI 53562-0994                  | 483 Commerce Dr<br><br>Hotel                                 | 310            | 132<br><br>Rooms                                 | 8.36                                      | 1104            | 130                | 0.5             | 487                          | 65                          | <b>\$6,369.48</b>  |                            |
| 16               | 070826209079      | WATTS HILL APARTMENTS LLC<br><br>2428 PERRY ST<br>MADISON, WI 53713                     | 489 Commerce Dr<br><br>Multifamily Housing (Mid-Rise)        | 221            | 80<br><br>Dwelling Units                         | 5.44                                      | 435             | 74                 | 1               | 361                          | 74                          | <b>\$4,721.53</b>  |                            |
| 17               | 070826209011      | MADISON WEST PRINCETON INVESTORS I LLC<br><br>PO BOX 620994<br>MIDDLETON, WI 53562-0994 | 8102 Watts Rd<br><br>Hotel                                   | 310            | 106<br><br>Rooms                                 | 8.36                                      | 886             | 70                 | 0.75            | 612                          | 53                          | <b>\$8,004.36</b>  |                            |
| 18               | 070826209029      | PRINCETON CLUB WEST REAL ESTATE LLC<br><br>1726 EAGAN RD<br>MADISON, WI 53704           | 8080 Watts Rd<br><br>Health/Fitness Club                     | 492            | 158,448<br><br>1000 SqFt GFA                     | 3.45<br><br>x 9.8 for 24 hrs in a weekday | 5357            | 428                | 0.5             | 2465                         | 214                         | <b>\$32,239.78</b> |                            |
| 19               | 070826209037      | WATTS ROAD INVESTORS I LLC ETAL<br><br>8002 WATTS RD<br>MADISON, WI 53719               | 8002 Watts Rd<br><br>Medical-Dental Office Building          | 720            | 6.138<br><br>1000 SqFt GFA                       | 34.80                                     | 214             | 44                 | 0.5             | 85                           | 22                          | <b>\$1,111.72</b>  |                            |
| 20               | TOWN OF MIDDLETON | 7POINTS LLC<br><br>74 HALBACH CT<br>FOND DU LAC WI 54937                                | 3700 COMMERCE DR<br><br>Mini-Warehouse                       | 151            | 47<br><br>1000 SqFt Rentable                     | 1.65                                      | 78              | 132                | 0.25            | 0                            | 19                          | <b>\$0.00</b>      |                            |









