



Department of Planning & Community & Economic Development

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To: Transportation Policy and Planning Board
From: Madison Planning Division Staff
Date: June 14, 2021
Subject: Amendment to the Hanson Road Neighborhood Development Plan

City staff response to questions and concerns raised at the 5/17/2021 TPPB meeting regarding the proposed amendment to the Hanson Neighborhood Development Plan.

Is increased density appropriate for the edge of the city?

Staff feels the development pattern proposed in the Hanson NDP Amendment is not unique within the City of Madison. The proposed additional development is a natural extension of development to the south. The area is identified as a Growth Priority Area in the City's Comprehensive Plan, based on the area's proximity to existing development and utilities and location within the Central Urban Service area. The proposed change from the planned single-family residential use to a mix of housing types would utilize this well-located land more efficiently and is intended to produce a variety of housing types. While the parcels in the amendment area are generally undeveloped, the area is interior to a significant amount of Madison development to the north and east. This portion of the Town of Burke will come into Madison in 2036 and staff anticipates the city will continue to grow in the general area consistent with the Comprehensive Plan.

Concerns over adding density to land within the DeForest Area School District

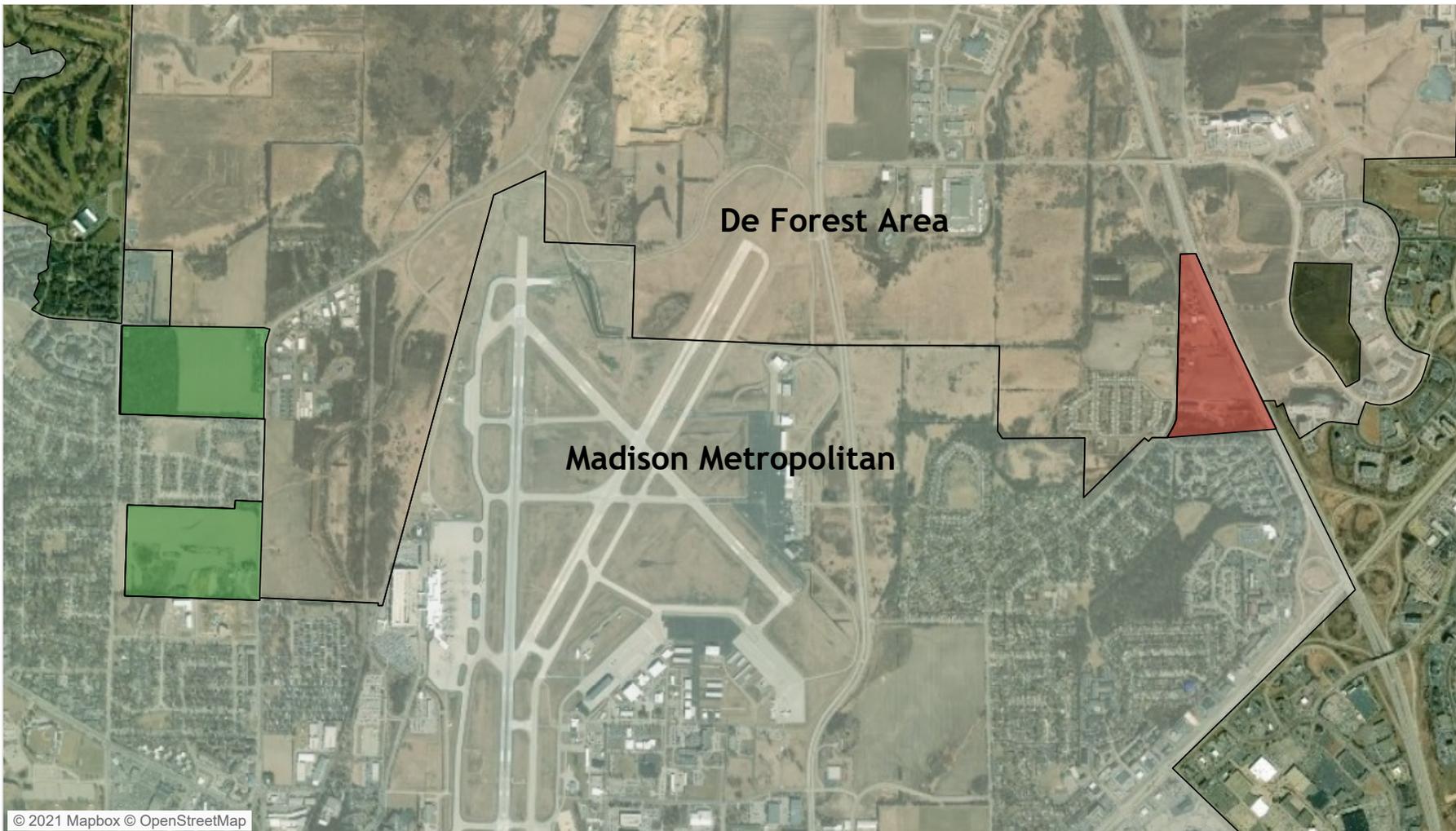
On January 25, 2021, the Madison Metropolitan School District (MMSD) and DeForest Area School District (DASD) agreed to a boundary change. This boundary change was initiated in response to the City of Madison's review of a development proposal. DASD transferred two parcels between Packers Avenue and Sherman Avenue to MMSD in exchange for a triangle shaped area of land between Portage Road and the Interstate (see attached map). Generally, the justification for the boundary change was that the area along Portage Road was more proximate to the DeForest Area School District than the area along Packers Avenue.

For the 2019-2020 school year, there were 43 students bused to DeForest Area Schools from the Churchill Heights subdivision west of Portage Road and one student attending MMSD schools from the Hidden Creek Apartments east of Portage Road. The proposed development in the NDP Amendment is expected to generate an additional 72 students in the DeForest Area School District through 2035. Those students would attend Windsor Elementary School (7 miles from the amendment area), DeForest Middle School (9 miles) and DeForest High School (9 miles).

The City of Madison overlaps or borders nine different school districts. Staff feels city growth should continue to occur in these areas, if it is consistent with our growth policies. The Pumpkin Hollow NDP to the northeast of the amendment area is entirely within the DeForest Area School District. It includes

| | | | | | | | |
|----------|--|---------------------------------------|--------------------------------|----------------|-------------------------------------|-------------------------------------|---------|
| Overview | Land Swap with Student Address Overlay | Demographics of Students Near Parcels | Parcels within Land Swap Areas | Parcel Details | Details on Northern Parcel (gained) | Details on Southern Parcel (gained) | G ai .. |
|----------|--|---------------------------------------|--------------------------------|----------------|-------------------------------------|-------------------------------------|---------|

Proposed Land Swap



an area recommended for a new DASD school, which if developed would reduce travel distance and time for DASD students living in the amendment area. Families also have the option to open enroll students if that best suits their situation.

Currently Portage Road north of Hayes Road has an average weekday traffic volume (AWDT) of 2,950 trips and is projected to have a traffic volume of between 5,500 and 6,500 AWDT by 2050. The proposed development in the NDP amendment is projected to produce approximately 4,000 new daily trips at buildout (see table below). Traffic Engineering Division staff have indicated that a collector street like Portage Road should be able to handle these additional trips.

| Land Use | ITE Land Use (Code) | Units | Daily Rate | | AM Peak | | PM Peak | |
|---------------|---------------------------------------|------------|------------|--------------|---------|------------|---------|------------|
| | | | Rate | Trips | Rate | Trips | Rate | Trips |
| Housing Mix 1 | Single-Family Detached Housing (210) | 94 | 9.44 | 887 | 0.76 | 71 | 1 | 94 |
| Housing Mix 2 | Multifamily Housing (Low Rise) (220) | 105 | 7.32 | 769 | 0.56 | 59 | 0.67 | 70 |
| Housing Mix 3 | Multifamily Housing (Low Rise) (220) | 219 | 7.32 | 1603 | 0.56 | 123 | 0.67 | 147 |
| Housing Mix 4 | Multifamily Housing (Mid Rise) (221) | 136 | 5.44 | 740 | 0.32 | 44 | 0.41 | 56 |
| Total | | 554 | | 3,999 | | 296 | | 367 |

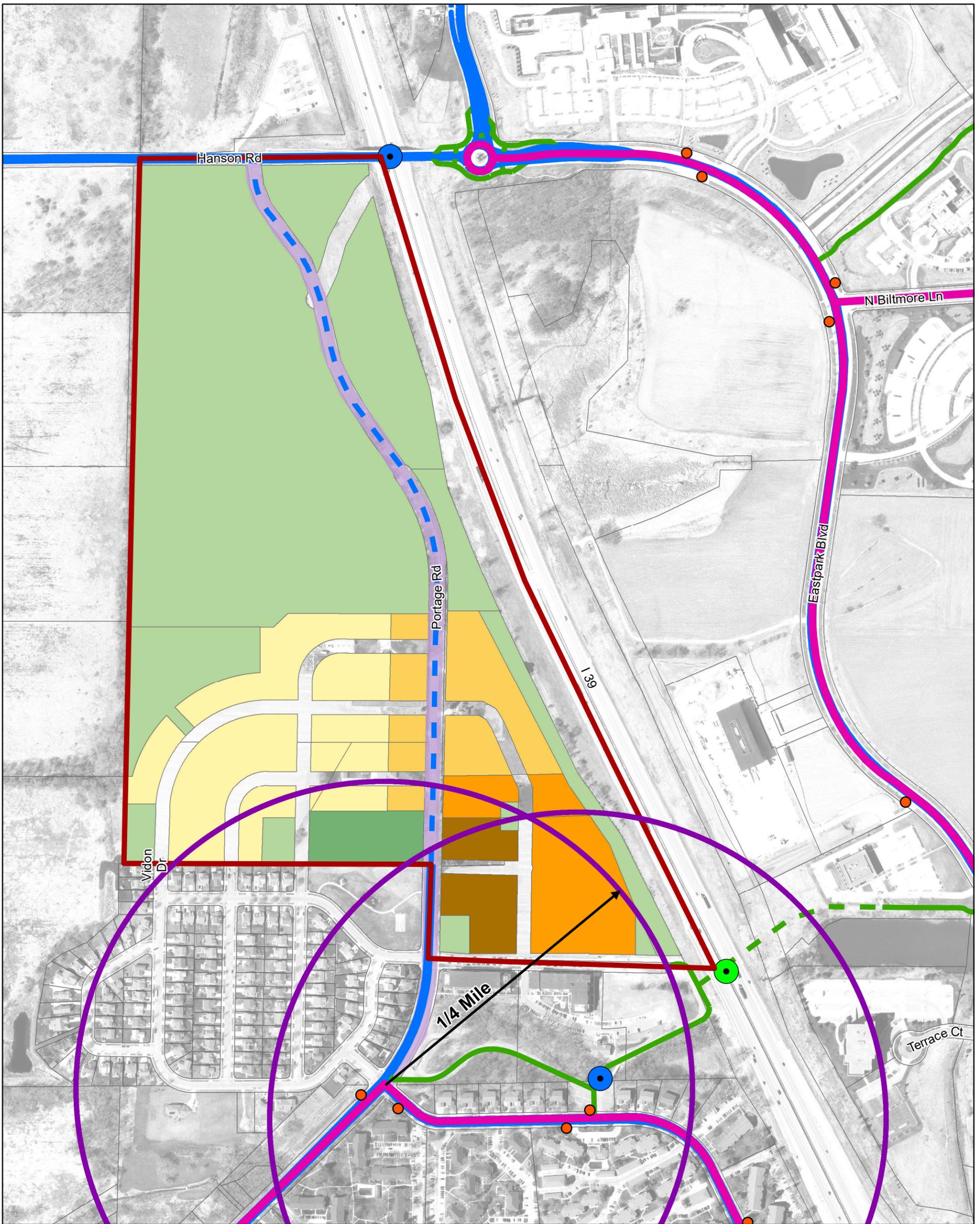
What is the potential to extend transit service to the north along Portage Road?

The nearest bus stop to the amendment area is at the corner of Portage Road and Hayes Road. Route 6 currently serves this area with all day service every 60 minutes. Metro Transit staff indicated that a property is considered served by transit if it is within ¼ mile of a bus stop. The majority of the proposed multi-family is located within a ¼ mile of the bus stop at Portage Road and Hayes Road (see attached map). Metro staff also indicated that the on-going Transit Network Redesign will present two contrasting options for the city, one focusing on coverage and one focusing on ridership. The actual design, completed later this year, will likely fall somewhere in between these two ends of the spectrum. Due to the existing multi-family land uses in this area and after consultation with Metro Transit, staff’s working assumption is that eliminating all-day transit service is unlikely and service on Portage and Hayes will remain, but service on Portage north of Hayes may or may not be added. The route structure will need to change because of the BRT project and elimination of Route 6.

Concern over lack of ped/bike access to American Center

Developing areas of the city often experience a disconnected pedestrian and bicycle network for a period of time. Properties do not typically develop in a sequential order. The Hanson NDP is not immune from these development patterns. Due to the way ped/bike networks are built, full connectivity is not achieved in a developing area until it is fully developed.

The proposed ped/bike crossing of the Interstate will likely occur when WisDOT has an Interstate construction project adjacent to the amendment area. Currently WisDOT is conducting a study of this stretch of the Interstate. A ped/bike connection to Hanson Road will occur as development occurs in this area.



Bus Stop 1/4 Mile Service Area

Hanson Neighborhood Development Plan - Amendment

DRAFT

- Amendment Area
- Existing Shared-Use Path
- Proposed Shared-Use Path
- Existing On-Street Bicycle Facility
- Proposed On-Street Bicycle Facility
- Bridge Planned - Feasible
- Bridge - Existing
- Metro Transit Routes
- Potential Future Transit Corridor*

* Future corridor depicted is conceptual and subject to change.

- Metro Bus Stop

0 200 400 Feet

