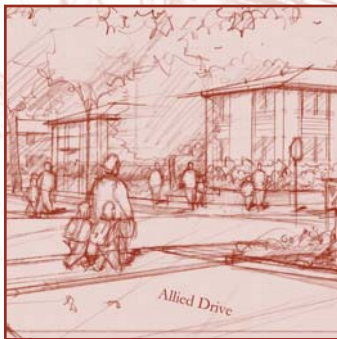
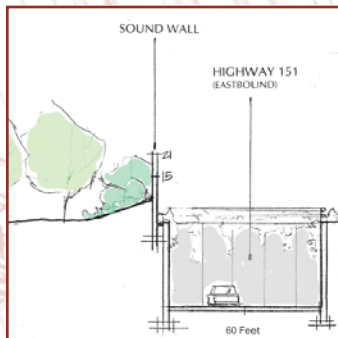




# Allied - Dunn's Marsh Belmar Neighborhood's Physical Improvement Plan



# February, 2005

## Acknowledgements

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## Letter of Introduction

The Allied-Dunn's Marsh Neighborhood of Madison and the Belmar Neighborhood of Fitchburg have historically contained a diverse range of businesses, housing types, and residents. The neighborhoods are surrounded by regional open spaces and transportation corridors that isolate the neighborhoods from other parts of Madison and Fitchburg. This project identifies physical improvements within the Allied-Dunn's Marsh and Belmar neighborhoods that will improve neighborhood connectivity, functionality, safety, and appearance. These recommendations are directed toward improving residents' day to day quality of life and encourage a sense of community pride in their environment.

This project is partly in response to the Wisconsin Department of Transportation (WISDOT) Verona Road/West Beltline Study, which provides regional and local roadway improvement alternatives for the Beltline and Verona Road.

This project has the following planning objectives:

- Understand residents' concerns and wishes regarding their physical environment
- Determine existing site conditions through a thorough site analysis
- Design a traffic circulation system and physical improvement plan to reduce neighborhood isolation
- Mitigate the negative effects associated with the Verona Road/Beltline reconfiguration
- Recommend uses for under-utilized and undeveloped properties
- Recommend other physical infrastructure improvements
- Create an implementation timeline
- Estimate a project implementation budget

## Design Process

- Background research
- Public survey
- Existing site conditions and inventory
- Public meetings
- Site and opportunity analysis
- Physical improvement recommendations

Vandewalle & Associates reviewed the following studies as part of this project:

- *Allied-Dunn's Marsh Neighborhood Plan, 1990*
- City of Fitchburg, Dane County BUILD Program  
*Lots 12 and 13 Belmar – Better Urban Infill Development, 1999*
- *Allied Drive Commercial Area Redevelopment Study, 2002*
- *Mayo/REDI Allied Drive Housing Study, 2003*



## Summary of Recommendations



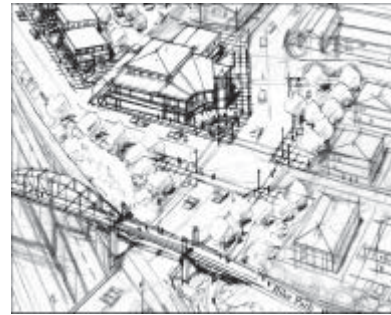
### *Neighborhood Commercial Center*

Neighborhood commercial centers provide services within walking distance to residents. The existing commercial center is not suitable as a neighborhood center because of its large scale and orientation toward Verona Road. This area should be revitalized into a human-scale neighborhood center with a mix of uses that serve the neighborhood. Proposed buildings should be oriented toward the neighborhood. Summit Drive

should extend into the site to allow residents to enter the site interior and break the site into smaller redevelopment parcels. Retail uses should serve the community.

### *Raymond Road Extension*

Extending Raymond Road into the neighborhood will provide an important connection to other parts of Madison. Residents will have another path across Verona Road and will not need to rely only on Verona Road to travel locally.



### *Britta Parkway*

The WISDOT Verona Road/West Beltline study will impact the existing parkway due to roadway expansion. A new frontage road should be constructed to the south of the Beltline to direct traffic away from residents. The neighborhood park should remain between the existing residential buildings and the proposed frontage road.

### *Physical Improvements Plan*

Physical improvements should be made to improve safety, circulation, and quality of life for neighborhood residents. These improvements include traffic calming islands, sidewalks, lighting, park improvements, and trail enhancements.

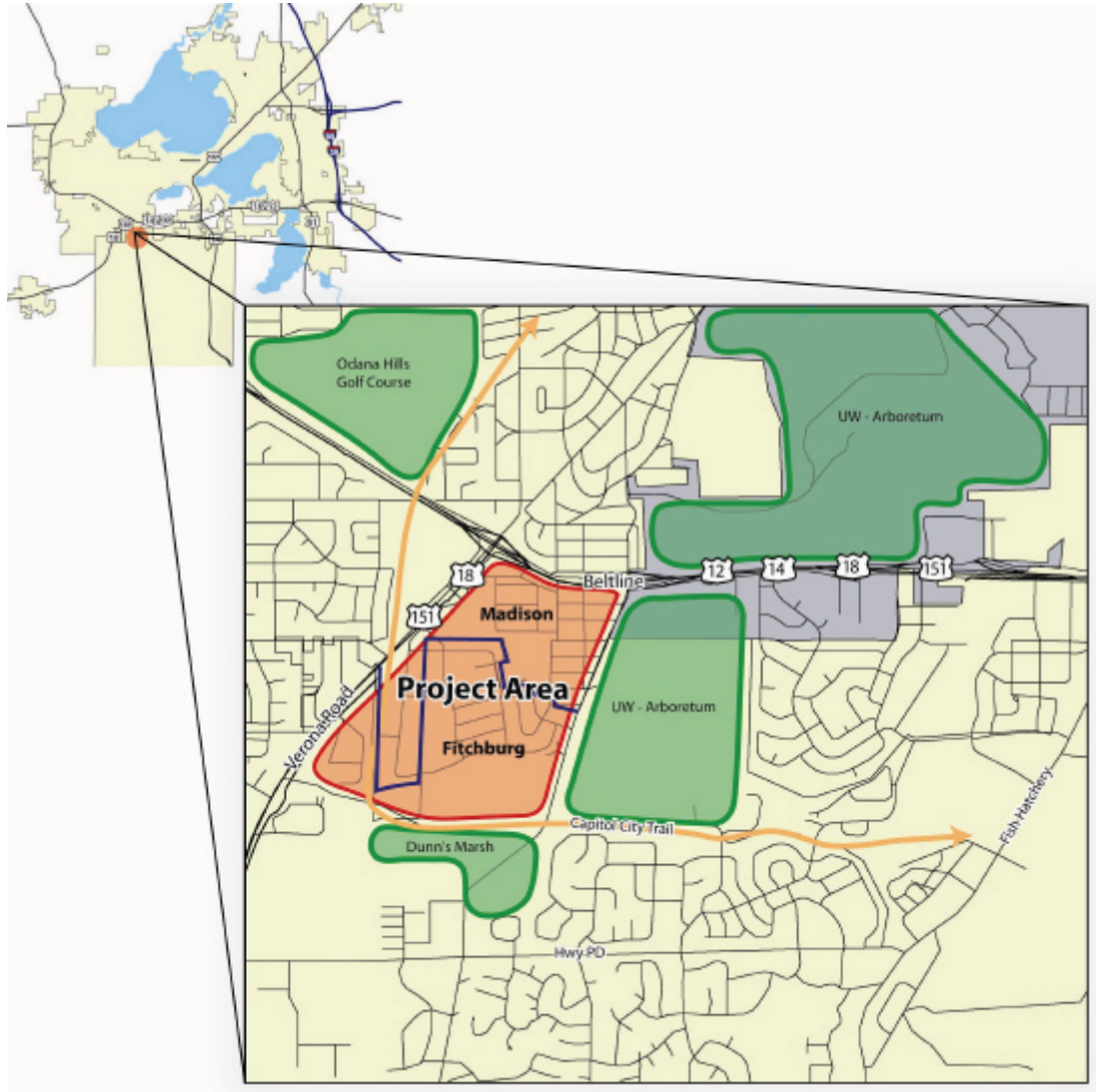


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## Introduction

The Allied-Dunn's Marsh Neighborhood of Madison and the Belmar Neighborhood of Fitchburg have historically contained a diverse range of housing types and residents. The unique housing mix includes 1950's era prefabricated homes in the Marlborough Park area, original Parade of Homes sites in the Crawford Heights area, large lot homes in the Belmar Neighborhood, duplexes throughout both neighborhoods, and apartments concentrated in the Allied Drive area. In addition to a mix of housing types, the neighborhood contains a mix of people with different backgrounds, incomes, and beliefs.



The neighborhoods are surrounded by regional amenities such as the University of Wisconsin Arboretum, Dunn's Marsh Conservancy Area, and the Southwest Bicycle Path, which is part of the Capitol City Trail. While beneficial to the neighborhoods, these amenities act as barriers to neighborhoods that surround the project area. Verona Road and the Beltline (Hwy 12/18) form other neighborhood edges, which further isolate these neighborhoods from other parts of the city.

## **Project Purpose**

This project identifies physical improvements within the Allied-Dunn's Marsh and Belmar neighborhoods that will improve neighborhood connectivity and how residents live, work, and play within their neighborhood. This project was completed in response to the Wisconsin Department of Transportation (WISDOT) Verona Road/West Beltline study which examined alternatives to the existing roadways. The recommended alternatives will increase mobility and decrease congestion for both local and regional traffic. The WISDOT study also examined secondary impacts of roadway improvements as part of the Environmental Impact Statement. The roads project will have a significant impact on the quality of life for the residents of the Allied-Dunn's Marsh and Belmar Neighborhoods.

## **Planning Objectives**

- Understand residents' concerns and wishes regarding their physical environment
- Determine existing site conditions through a thorough site analysis
- Design a traffic circulation system and physical improvement plan
- Mitigate the negative effects associated with the Verona Road/Beltline reconfiguration
- Recommend uses for under-utilized and undeveloped properties
- Recommend physical infrastructure improvements
- Create an implementation timeline
- Estimate a project implementation budget

## **Planning Process**

- Background research
- Public survey
- Existing site conditions and inventory
- Public meetings
- Site and opportunity analysis
- Physical improvement recommendations

## Inventory & Analysis

### Background Research

Vandewalle & Associates reviewed the following studies as part of this project:

- *Allied-Dunn's Marsh Neighborhood Plan, 1990*
- City of Fitchburg, Dane County BUILD Program  
*Lots 12 and 13 Belmar – Better Urban Infill Development, 1999*
- *Allied Drive Commercial Area Redevelopment Study, 2002*
- *Mayo/REDI Allied Drive Housing Study, 2003*

The following summarizes the findings of the *Allied Drive Commercial Area Redevelopment Study* that are important to this study:

- Madison Plaza could likely support 60,000 to 70,000 square feet of retail space, as opposed to 128,000 square feet currently available.
- Existing major tenants visible from Verona Road including Walgreen's, McDonald's, Einstein's Bagels and Blockbuster Entertainment are successful.
- Physical design and layout of Madison Plaza contributes to its failure to function successfully as a neighborhood shopping center.
- There is no market support for a supermarket on the site.
- The most probable tenants of the former supermarket and smaller strip mall are 'back office' uses, service businesses, social service agencies, neighborhood-oriented services, and other businesses not dependent on high visibility or access.
- Market demand currently supports 40 to 50 housing units in the Allied Drive area, which could be located in portions of the Allied Drive Commercial Area.

The following summarizes the findings of the *Mayo/REDI Allied Drive Housing Study* that are important to this study:

- The area has 1,526 dwelling units, 1,101 of which are rental units.
- The City of Madison contains 105 rental buildings and 725 rental units in this area.
- Allied Drive contains 73 rental buildings, which house 344 rental units (5-8 units per building).
- Average vacancy is estimated at 3.25%.
- The area has market demand for 41 additional rental units and 46 owner-occupied units.
- Study recommends no net loss of housing.

At the time of this study no major capital improvements were scheduled in either the Allied-Dunn's Marsh or Belmar Neighborhoods.



## **Public Survey**

Vandewalle & Associates created a survey to understand how residents view their neighborhood. The survey questions included topics such as neighborhood destinations, traffic routes, positive and negative neighborhood attributes, and desired physical improvements. A total of 2,600 surveys were distributed to the neighborhood residents, which included mailing 2,400 surveys. Two hundred additional surveys were available at neighborhood gathering spots. A total of 229 surveys were returned, which equals a 9% return rate. Madison residents returned 60% of the surveys, while 40% came from Fitchburg.

According to survey results, the neighborhood top destinations are stores such as Walgreens and Cub Foods. Residents do not heavily use the numerous neighborhood parks, though parks were recognized as the top positive neighborhood attribute. Residents are most concerned about crime and drugs. The overwhelming top physical improvement was streetscape enhancements, which includes lighting, sidewalk improvements and landscaping.

A copy of the survey can be found in Exhibit A at the end of this document. Complete survey results can be found in Exhibit B.

## **Public Meetings**

The cities of Madison and Fitchburg hosted further public meetings as part of the planning process. The purpose of the meetings was to involve the public in the planning process by offering a forum for public input and opening communication between residents and the planning team.

The first meeting, which occurred on February 12, 2003, contained two parts. In the first half of the meeting, consultants updated the community on the status of the Verona Road/West Beltline Study. In the second half, planners facilitated a series of exercises to gain an understanding of how residents view their neighborhood, and to determine the study area issues and opportunities. Residents also had the opportunity to express their concerns regarding their physical environment. Specific topics discussed included streets and amenities, Verona Road/Beltline, transportation, business and retail development, and park and open space. A complete summary of this meeting can be found in Exhibit B.

The second public meeting occurred on October 8, 2003. Vandewalle & Associates presented the physical improvement recommendations. After the formal presentation, residents had the opportunity to respond to the recommendations. Approximately a dozen public meetings were conducted during the WISDOT planning process. At these meetings, residents discussed issues such as housing, quality of life, physical environment, safety, circulation and physical environment. A complete summary of this information can be found in Exhibit D.

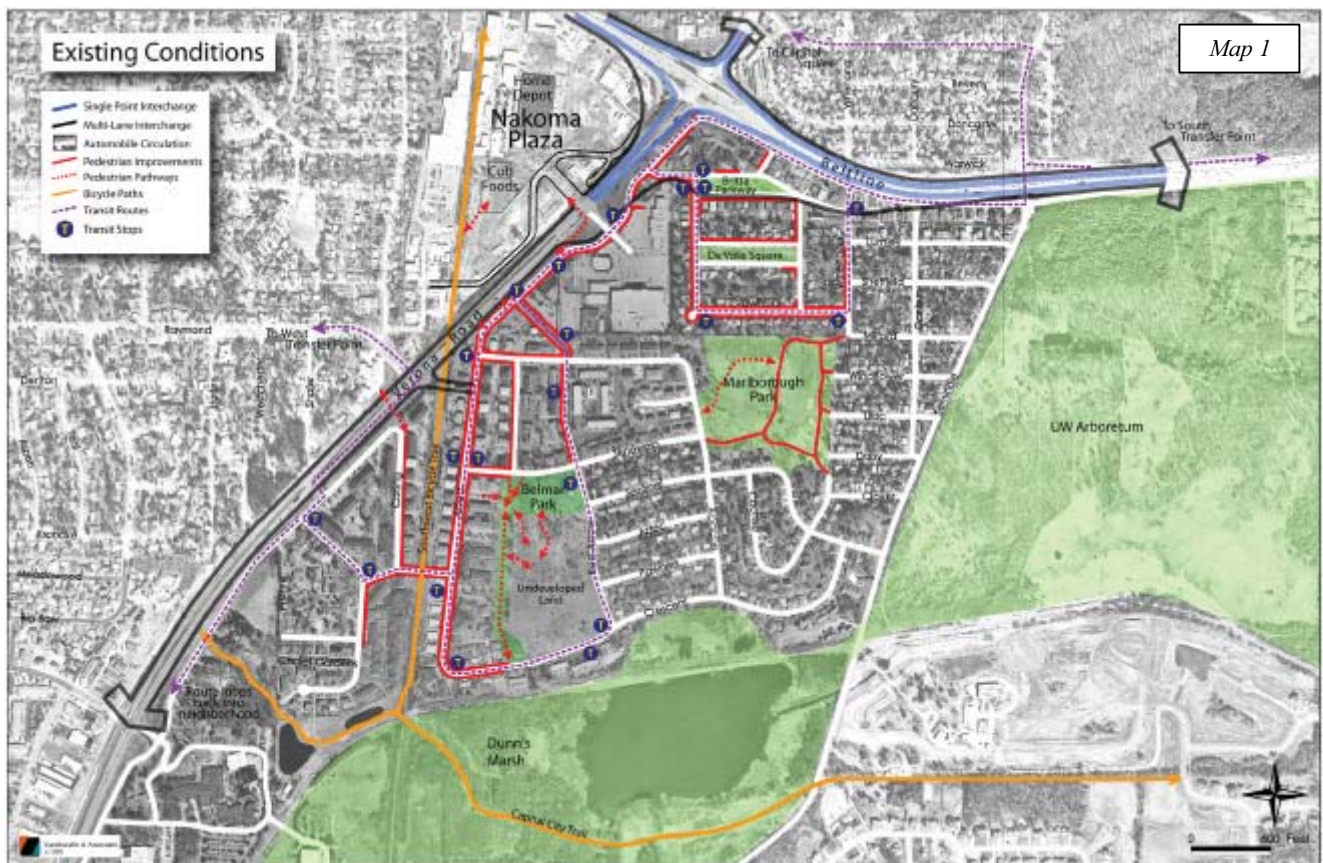
The third public meeting occurred on October 21, 2004. At this meeting neighborhood residents interacted with City staff and service providers who presented information on elements included in the Mayor's vision plan for Allied, including the Physical

Improvements Plan. The primary comments expressed by residents related to impacts associated with the WISDOT Project, redevelopment of the Super Saver site and the potential renovation/redevelopment of residential buildings by property owner Troy Hauk.

## Existing Conditions & Site Inventory/Analysis

### Existing Conditions

The Allied-Dunn's Marsh and Belmar Neighborhoods are located on south side of Madison and northwest side of Fitchburg. The neighborhoods are bounded by two highways, Verona Road (Hwy 151) to the west and the Beltline (Hwy 12/18) to the north. The U.W. Arboretum and Dunn's Marsh form the eastern and southern neighborhood edges. All of these features isolate the neighborhoods from other areas of Madison and Fitchburg.



Automotive circulation is fragmented because no roads traverse the entire neighborhood. Currently, two Madison Metro bus routes serve the neighborhood. Route 18 runs between the south and west transfer points, while Route 19 runs from the Capitol Square to the neighborhood. Bus stop locations are concentrated in the western half of the neighborhoods near apartment buildings.

The neighborhoods have limited sidewalks, forcing residents to walk in the street. Most sidewalks are located in the western half of the neighborhood near transit stops and are in

good physical condition. The dashed lines labeled “Pedestrian Pathways” on Map 1 are desired circulation routes where no sidewalks or trails currently exist. Residents have worn walking paths in the grass along these circulation routes. Pedestrian pathways are located near the Summit Drive neighborhood entrance, leading across Verona Road to the gas station at the Raymond Road intersection and through parks and open spaces.

The Southwest Bicycle Trail, which is part of the Capitol City Trail, runs through the western half of the neighborhood. Generally, neighborhood pedestrians use the path as a means to cross Verona Road to access Nakoma Plaza, while the path serves as a regional trail link for cyclists. Nakoma Plaza contains Home Depot and Cub Foods which are popular neighborhood destinations.

Neighborhood residents have access to numerous open spaces. The neighborhoods contain four parks and are adjacent to the UW Arboretum and Dunn's Marsh. Churches, community groups, and schools use the parks as gathering spaces. Amenities within the parks include playground equipment, basketball courts, and open play fields.

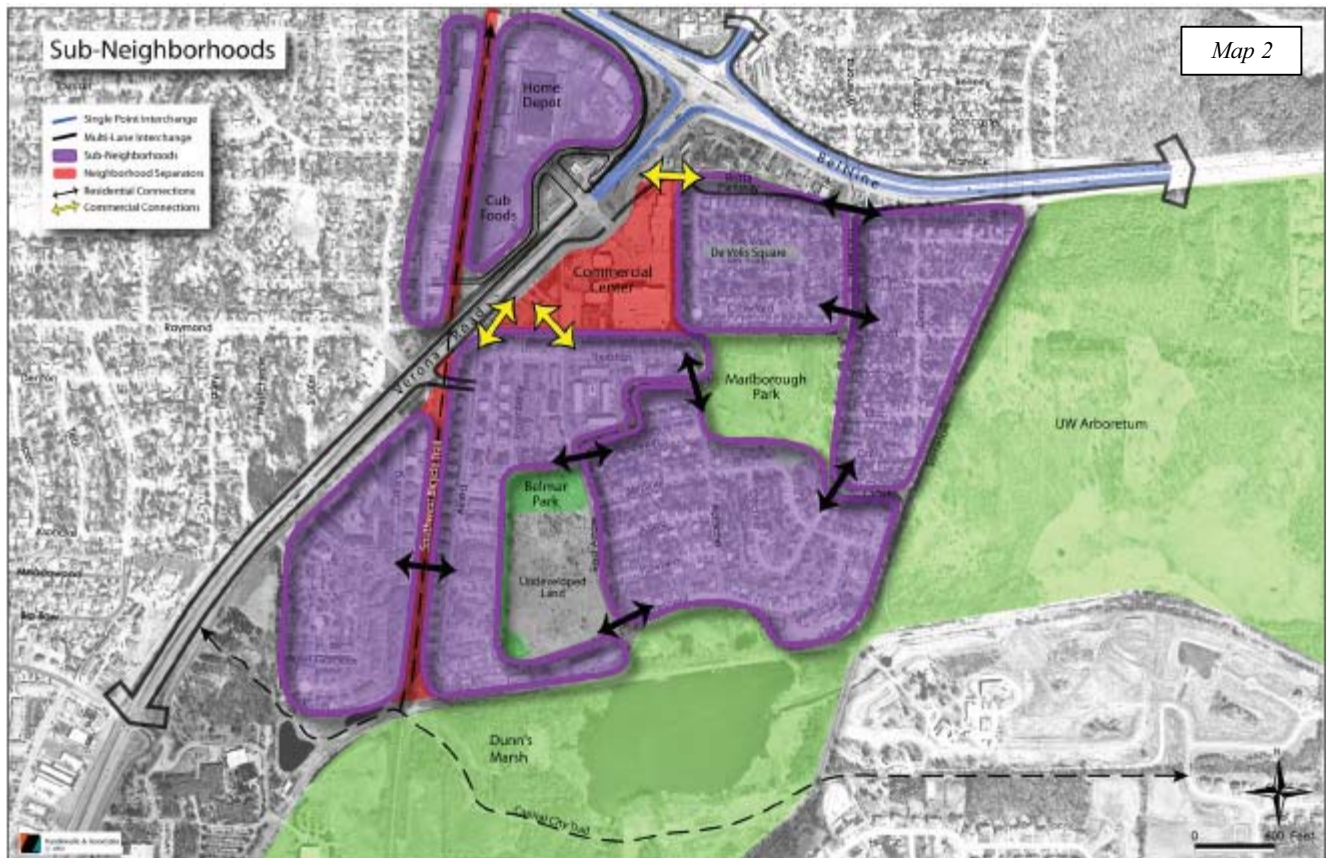
There are a variety of neighborhood recreation, education, and community service programs operating in the neighborhood. The Allied Community Center, run by the Boys and Girls Club, is adjacent to Belmar Park, and the MMSD Learning Center is across Jenewein Street. These programs, along with others, are actively pursuing the expansion of their facilities and programs.



## Sub-Neighborhoods

Not only are the Allied-Dunn's Marsh and Belmar Neighborhoods isolated from other parts of the city, the neighborhoods are fragmented into smaller sub-neighborhoods. Map 2 shows the areas that are separated from each other by limited access points, large parks, and vacant parcels. The few connections between the sub-neighborhoods are identified with arrows.

Areas identified as neighborhood separators impede pedestrian and vehicular circulation. The Southwest Bicycle Trail and Commercial Center are the two major neighborhood separators. The bike trail is lined with private residential properties, and the only access point across or onto the bike path is at Lovell Street. A steep grade change and fence limits neighborhood access into the commercial center. Residents are required to walk around the entire center to get across the neighborhood as represented with yellow arrows.





### Physical Neighborhood Analysis

The purpose of the Physical Neighborhood Analysis is to determine opportunities and constraints within the project area. Opportunities include redevelopment sites and a new access point into the neighborhood. Constraints include impacts from the proposed WISDOT freeway and the commercial center configuration.



The project area contains three possible redevelopment sites, including the Commercial Center, parcels near the proposed Raymond Road extension, and the undeveloped Belmar Lots 12 and 13.

Due to its orientation and building scale, the Commercial Center does not relate to the surrounding neighborhood. The store fronts are oriented toward Verona Road while surrounding homes are adjacent to store backs and loading areas. A grade change and fence between the Commercial Center and residential buildings further emphasizes the disjointed relationship between the two uses. The large, existing buildings are not at a human scale and impede pedestrian circulation through the center.

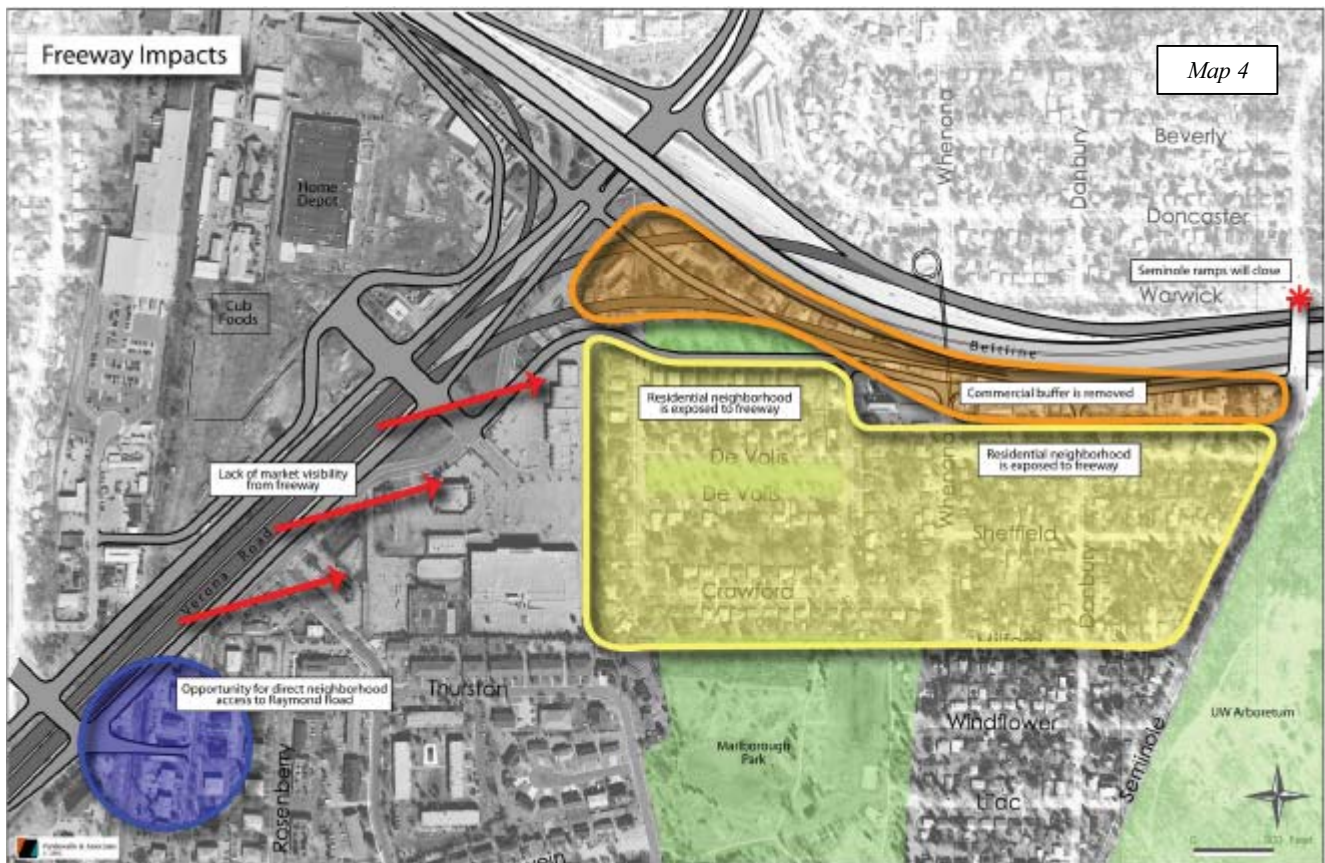
The *Allied Drive Commercial Area Redevelopment Study* indicates that the Madison Plaza can support roughly half of the current retail space. The tenants most likely to be interested in the available retail space would not require visual access or the large space available in the former grocery store.

Currently, two vehicular access points into the neighborhood exist. Summit Drive, which is located directly across from the entrance into Nakoma Plaza, is the main access point. Residents who live in the western half of the neighborhood primarily use this entrance. Seminole Highway provides the other access opportunity into the neighborhood and is used mainly by residents of the eastern half of the neighborhood. The WISDOT Verona Road/West Beltline Study has evaluated the potential to extend Raymond Road into the neighborhood to serve as a third access point.

The WISDOT freeway concept is a multi-lane roadway. Regional and local traffic are separate in this roadway alternative. Currently the regional traffic on Hwy 151 stops at the Verona Road/Beltline intersection. In this alternative, regional traffic would make a free flow movement through the intersection. The expanded footprint of this freeway alternative will affect the neighborhood; twenty-one retail buildings and five residential buildings will need to be relocated.

### Freeway Impacts

Two different interchange alternatives are proposed in the WISDOT Verona Road/West Beltline Study. The first interchange alternative has a single point configuration, and all traffic lanes meet at one controlled intersection. The second interchange alternative is a freeway concept, which separates regional and local traffic. This concept is shown in Map 4. In this alternative, Highway 151, primarily carrying regional traffic, is entrenched below grade and freely flows through the interchange. Local traffic remains at existing grade. The freeway concept manages traffic more efficiently than the single point interchange, but has a larger footprint and greater impacts on the neighborhood. Funding will not be available to begin construction until 2012 at the earliest.



The USH 151/USH12/14 (Verona Road/West Beltline) Environmental Impact Statement (EIS) explains free-flow freeway impacts in great detail. The following explains the major impacts of the interchange alternative as they relate to possible future physical improvements. These impacts are expanded on in Resolution I.D. 36137 and City staff comments provided in Exhibit E.

- Currently, commercial buildings line the Beltline edge of the neighborhood. These commercial buildings serve as a noise and visual buffer between the freeway and residential buildings. The construction of the highway access ramps on the free-flow interchange will require the relocation of 26 buildings containing 23 businesses, 28



apartments and a school. Map 5 shows the locations of these buildings. The space that once contained the commercial building buffer will now contain highway ramps, and the residential buildings will be adjacent to the proposed highway.



- The Seminole Highway ramps will be removed to allow for the construction of the Beltline access ramps. Removing the Seminole ramps eliminates a neighborhood access to the regional transportation system and further isolates this neighborhood from other parts of the city. Elimination of the Seminole ramps also impacts Metro Transit buses coming from the South Transfer Point along the Beltline from being able to directly serve the eastern parts of the neighborhood.
- The proposed Highway 151 will be entrenched below grade. This will limit or eliminate the highway visual access to the commercial center, which reduces the market for regional retail uses in the commercial center.
- Part of the WISDOT study involves the possible creation of a new access point by extending Raymond Road into the neighborhood. The new road will dead end into Allied Drive. The new connection across Verona Road is beneficial to the Allied-Dunn's Marsh and Belmar Neighborhoods because it provides better connectivity to surrounding neighborhoods. The new connection, however, will not connect to the Chalet Gardens area of Fitchburg and will further isolate this part of the neighborhood west of the bike path, including their access to direct transit service.



### Improvement Concentration Areas

This Physical Improvements Plan focuses on four improvement areas.

1. Britta Parkway: The WISDOT freeway alternative will greatly impact this area and the park and frontage road will need to be redesigned.
2. Commercial Center: The large scale and orientation of this center is not consistent with a pedestrian-scale neighborhood commercial center. This area should be redesigned into a walkable center with a mix of beneficial neighborhood uses.
3. Raymond Road Extension: This study will further analyze alignments that better connect to the neighborhood.
4. Belmar Lots 12 and 13: Appropriate land uses and design guidelines are proposed for this area.



## Physical Improvement Recommendations

Design recommendations were made for the four improvement concentration areas as well as physical improvements for the entire neighborhood.

### Neighborhood Commercial Center

A neighborhood commercial center is a place where residents live, work, and shop. This mix of uses provides an opportunity to obtain daily needs within walking distance, thereby reducing the need to travel long distances by automobile.

The Madison Plaza shopping area is designed as a regional destination center. Businesses have not historically been successful in this area. The *Allied Drive Commercial Area Redevelopment Study* found that the physical design of Madison Plaza contributes to its failure to function as a neighborhood shopping center. The fronts of the buildings are located away from the neighborhood, toward Verona Road. The area can support approximately one-half of the existing retail space, and existing uses do not benefit the neighborhood. In addition, the regional/auto-oriented scale of the center is not suitable for a neighborhood commercial center. This area should be revitalized into a human-scale commercial center that serves the neighborhood and additional housing.



\* See Exhibit D on p.43 for estimated development for sites 1-5.

The following are the revitalization goals for the Neighborhood Commercial Center:

- Redesign the center to serve the community – not the region
- Provide pedestrian access into the site from all directions
- Orient the center toward the surrounding neighborhood
- Break up the scale of the site
- Explore home-ownership opportunities
- Supply rental units for those displaced by the Raymond Road extension
- Reduce the amount of retail space to a level the market can support
- Create an identifiable pedestrian-oriented neighborhood center

The following section represents the best redevelopment opportunities of those identified and evaluated. The timing of these projects will depend on the further discussions with property owners and potential developers.

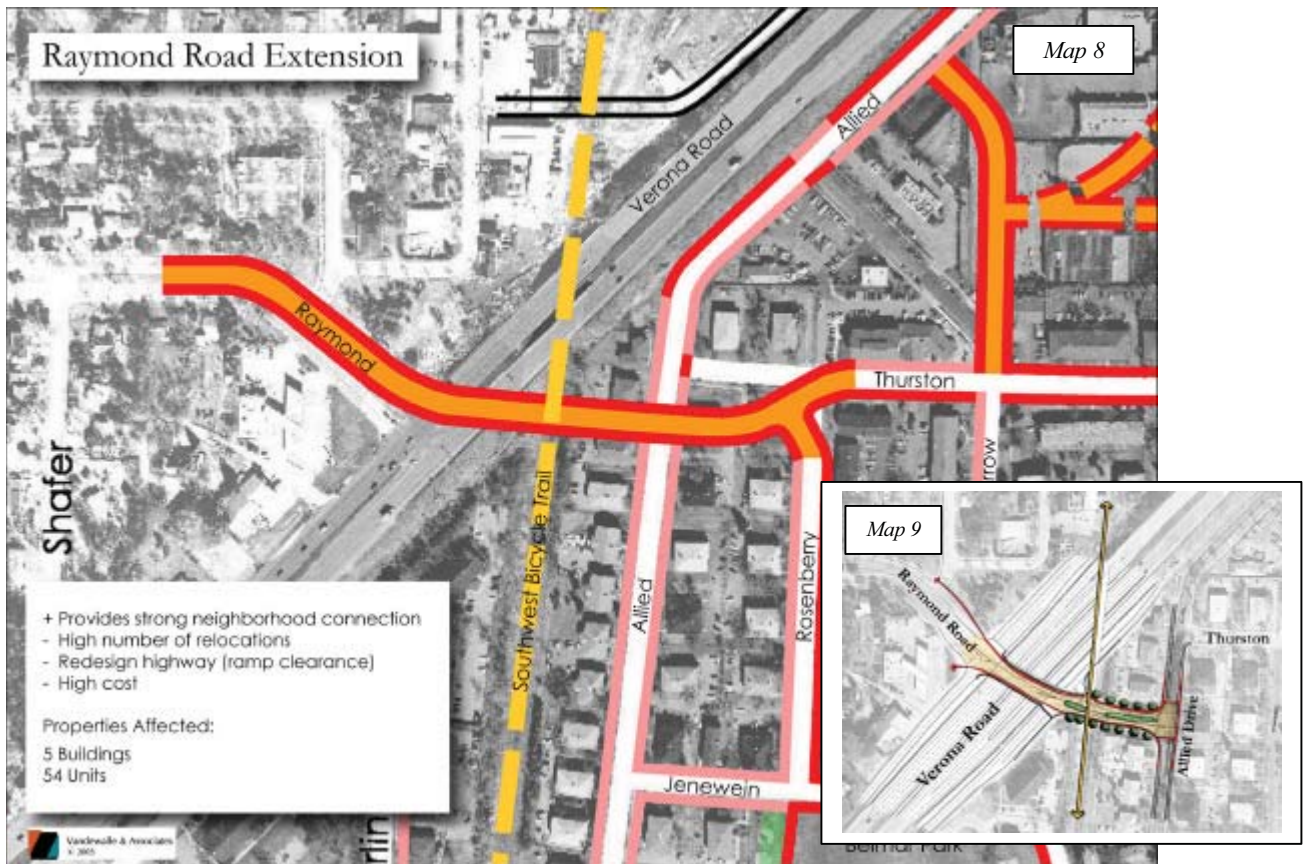
- Summit Road extends into the site and curves to the west where it intersects with a realigned Red Arrow Trail. This new road network sets the framework for the site redevelopment. The street configuration allows pedestrians and vehicles to access the center of the site and breaks the site into smaller redevelopment parcels. The exact alignment of Summit Road has not yet been determined. Two possible alignments are shown on Map 7.
- The *Allied Drive Commercial Redevelopment Study* found that retail is viable close to the highway due to visual access from Verona Road. For this reason, Walgreens, McDonald's and the northern half of Madison Plaza all remain in the center revitalization. This plan provides two new retail areas that could house some of the businesses that may be relocated as part of the Verona Road/West Beltline Study.
- The area between the retail and existing residential neighborhoods is proposed to contain new owner-occupied condominium housing or new rental housing. The buildings should have front porches, shallow street setbacks and each unit should have its own entrance. This area also could contain a mixed-use area with limited retail or commercial space on the ground level and rental units above. The new center could have up to 100 additional new residential units.
- Possible retail/commercial uses include those businesses relocated from the frontage road, day care, medical clinic, incubator offices, food pantry and community center. All uses should directly benefit the neighborhood.
- Other design alternatives can be found in Exhibit E. These alternatives were explored and discussed with City Staff, but did not satisfy the neighborhood center design goals. Exhibit E also contains general revenue and project cost projections for the alternatives considered.



## Raymond Road Extension

One of the early WISDOT Raymond Road alternatives can be seen in Map 9. Raymond Road extends into Allied Drive to form a three-way intersection. Sidewalks provide residents the opportunity to safely walk across Verona Road. While this alignment provides the neighborhood with an important connection to other neighborhoods, the connection into the Allied Drive-Dunn's Marsh neighborhood could be further improved.

An improved alternative to this alignment is shown in Map 8. This alignment connects directly into Thurston Lane providing a stronger neighborhood connection between the Allied-Dunn's Marsh Neighborhood and the neighborhoods west of Verona Road.

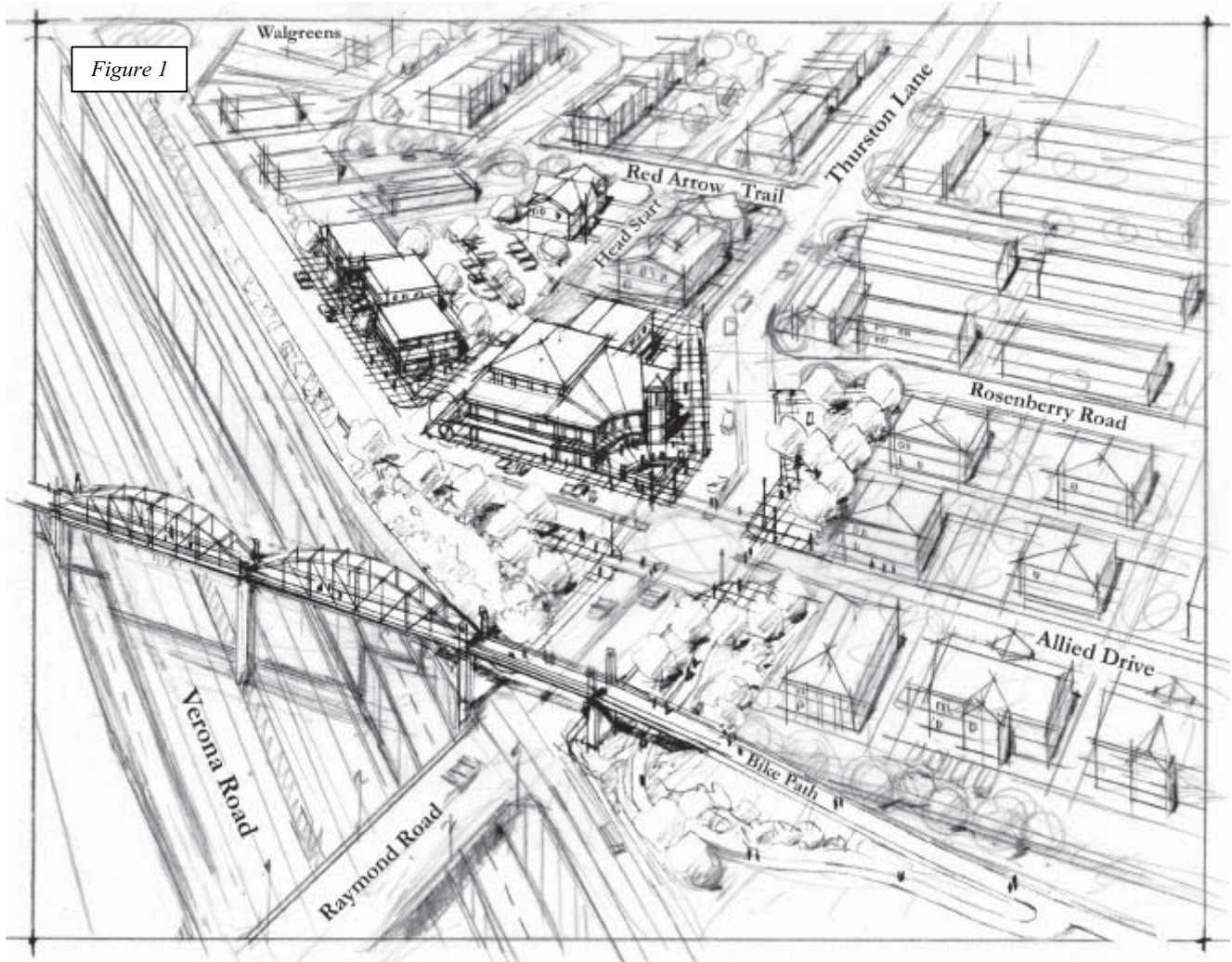


Properties north of Raymond Extended could be redeveloped into land uses that serve the community. The newly formed intersection should contain entry features that identify the neighborhood including public displays and plantings.



Figure 1 depicts Raymond Road extending into the neighborhood. The bike path, which may become an overhead bridge, is accessible at the Raymond Road/Allied Drive intersection. The redevelopment site is illustrated to show a possible community, office, or retail use at the corner.

The proposed alignment affects five existing properties. New residential development in the neighborhood commercial center could mitigate the loss of these buildings.



Other road alignment alternatives are found in Exhibit F. These alternatives were evaluated with City Staff and neighborhood residents during the design process.

## Britta Parkway

The WISDOT Verona Road/West Beltline study proposes additional Beltline lanes, which will impact the Britta Parkway area. WISDOT has proposed a new configuration for the Britta Park area. The following describes an early configuration and another design alternative to the parkway.

### *Alternative 1*

An early WISDOT alternative recommended shifting the frontage road into the current Britta Parkway alignment. The park would be located between the frontage road and the Beltline. The existing parkway roads would be eliminated.

The following alternatives to the earlier alternative are recommended:

- Install traffic calming at Helene and Axel
- Install a mid-block pedestrian crosswalk between the residential buildings and the park
- Build a sound wall between Highway 151 and the park
- Plant additional vegetation to screen the sound wall

Alternative 1 is not recommended for the following reasons:

- Park is dangerous to access – safety is a high neighborhood priority
- Current parkway becomes frontage road – traffic speed was identified as a negative neighborhood attribute in the public survey
- Residential parking is removed
- No sound mitigation is provided



### Recommended Alternative

The recommended alternative presents a new design solution for the Britta Parkway area, which better integrates the park into the neighborhood. The frontage road is slightly south of its current location. The southern road in the parkway remains in its current location and serves as a local street. The park is between the frontage road and the existing residential buildings. As in the first design, a sound wall lined with plantings is proposed to mitigate highway noise.

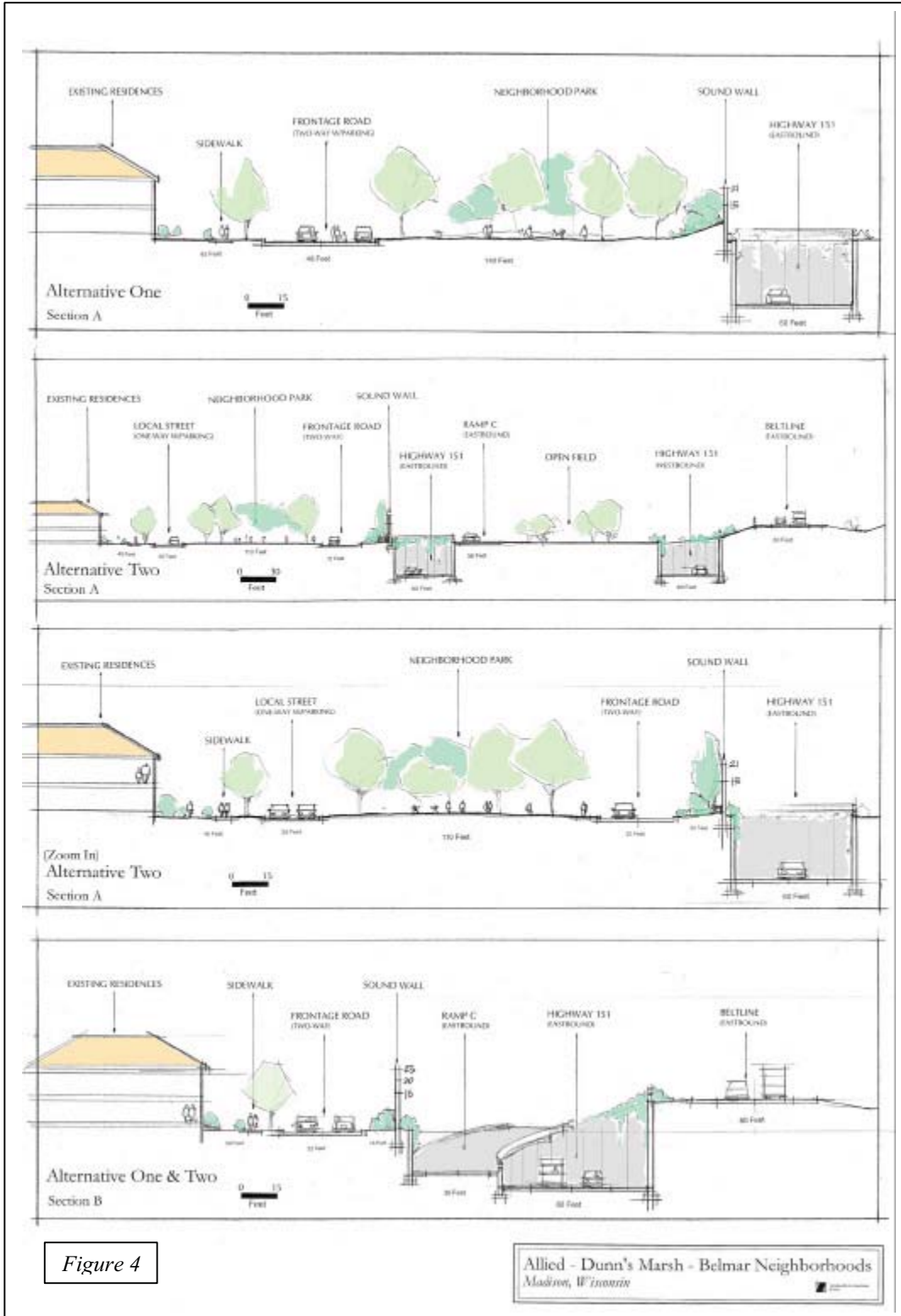
This alternative is the recommended design for the following reasons:

- Frontage Road traffic remains in its current location away from the residential buildings – traffic was found to be top five concern in the public survey
- Park has a strong relationship to the neighborhood – community parks are the top positive neighborhood attribute identified in the public survey
- Park is safely accessible



Figure 3 on the next page shows cross sections of the two design alternatives. The first sketch shows Section A of Alternative 1. The relationship between the existing residential properties, frontage road and park is clearly illustrated. The second sketch shows Section A of the Recommended Alternative. This sketch shows the relationship between the residential buildings, park, frontage road and both Highway 151 (Beltline) lanes. The third sketch, an enlarged portion of Section A of the Recommended Alternative, illustrates the increased safety of crossing a narrow local street rather than a frontage road (as in Alternative 1). The fourth sketch shows Section B of both Alternatives.







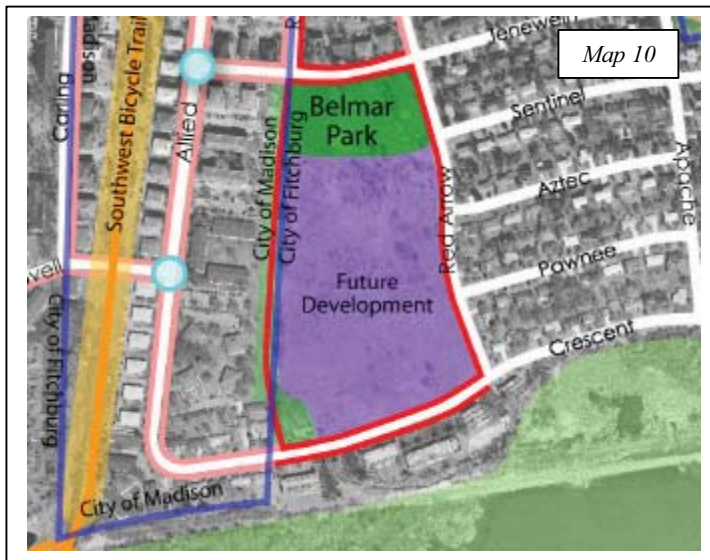
## Belmar Site Development

Vacant Belmar Lots 12 and 13 are currently zoned for multi-family development in the City of Fitchburg. The site is currently used as a pedestrian transportation corridor and a play field for children. The Dane County BUILD Program Study of 1999 recommends these lots be developed with single family housing. Goals of this study were to provide home ownership opportunities, reduce development intensity, and increase the livability of the neighborhood. The following are site development recommendations.

### *Belmar Park*

Belmar Park should front on the extension of Sentinel Pass. Residential units on the south side of Sentinel Extended should face the park, thus making Belmar Park a central green with maximum public exposure, which should increase the public “eyes” on the park. Backing units up to the park will not benefit the new development and may create a less safe public park environment. The extension of Sentinel Pass will require some revisions to the park to keep adequate buffer space for all facilities. The development plan should preserve all the park functions and the uses it provides to the adjacent community center.

Belmar Park is adjacent to a City of Madison-owned stormwater drainageway as well as the Allied-Dunn's Marsh Community Center. Improvements to these three areas should be simultaneous, resulting in an inter-governmental effort that benefits both the City of Fitchburg and the City of Madison. The possible use of a portion of Belmar Park for a new neighborhood center, with replacement parkland provided adjacent to Belmar Park should be fully evaluated and supported if determined to be feasible.



### *Land Use*

The site should be developed to provide affordable home ownership in an attached or detached configuration. The majority of the site should be single-family detached units. Creative design, housing options and lot layout should be explored to create the highest quality, pedestrian-oriented, affordable, residential neighborhood possible.

### *Design*

New public streets that connect to Red Arrow Trail should align with existing streets (Sentinel, Aztec and Pawnee). Sidewalks and street trees should be placed on both sides of all streets. A public trail connection from Belmar Park to Crescent Road on the western property boundary should be explored.

## Physical Improvements

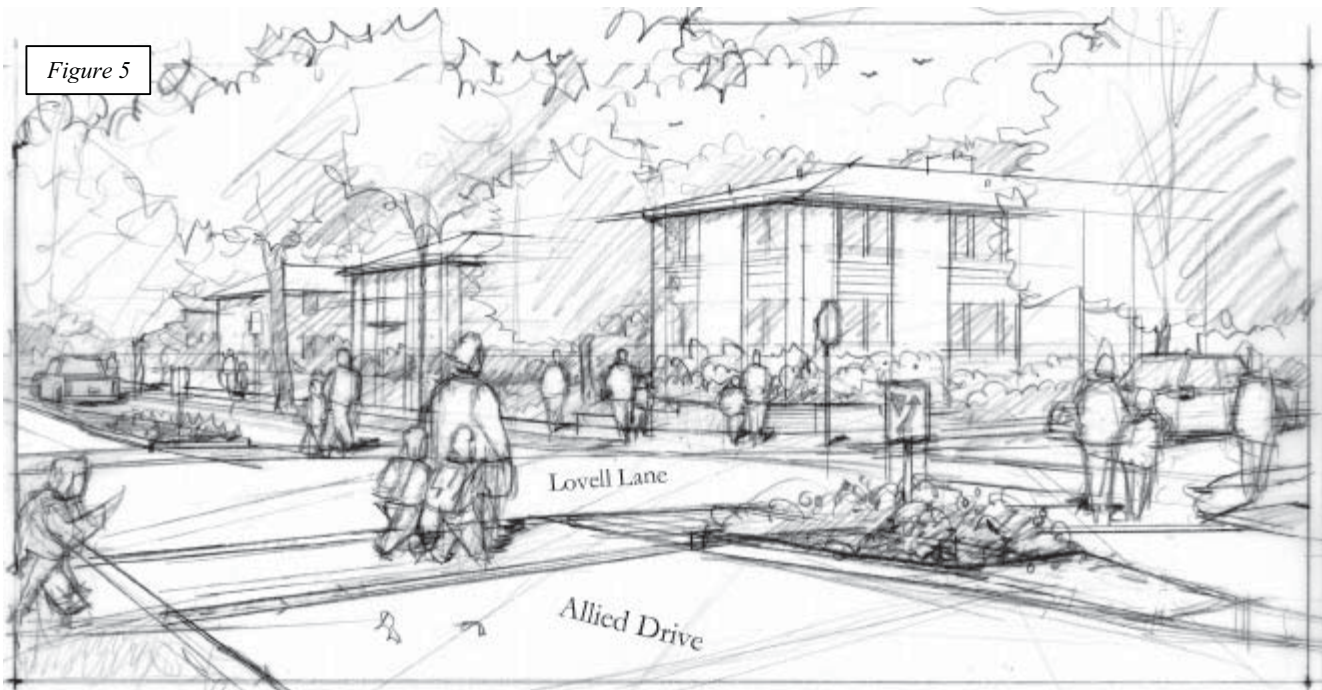
This section highlights the physical features of the neighborhood that should be improved. Please refer to Map 11 on page 24.

Below are the physical improvement recommendations followed by detailed descriptions.

- Install traffic calming islands at Allied Drive intersections\*
- Install missing sidewalk segments
- Improve parks with plantings, paths and pedestrian lighting
- Create a Belmar Park master plan
- Install community identity signage at neighborhood entrances
- Install waste receptacles along the Southwest bike path
- Widen the bike path between Cub Foods and Verona Road
- Acquire land and construct a pedestrian/bike path connection between Allied Drive and the Southwest bike path just south of the Thurston/Allied intersection

### *Safety and Traffic Calming Enhancements*

Traffic speed was identified as one of the top neighborhood concerns in both the public survey and meetings. For this reason, safety and traffic calming enhancements are recommended in six areas throughout the neighborhood. Four intersections along Allied Drive are proposed to contain traffic islands as seen in Figure 5. These islands narrow the road, which naturally slows vehicular traffic. The perceived distance across the street is also reduced, because pedestrian can cross one lane of traffic and wait in the protected median before crossing the other lane. These traffic calming areas contain plantings and designated cross walks.



\* Based on advice given during the planning process, the City of Madison installed traffic islands in November of 2003.

### *Sidewalks*

Sidewalks are proposed in areas that do not currently have them to increase neighborhood connectivity. These areas are mainly found on the western half of the neighborhood and include sidewalks along proposed Summit Drive and extended Raymond Road.

### *Park Improvements*

Park improvements are recommended in Britta Parkway and De Volis Square. These improvements include additional tree plantings and pedestrian paths. Pedestrian-scale lighting should be installed in both parks to provide illuminated sidewalks and a safe night time environment. Lighting and safety were the top concerns found in the public survey.

A park master plan should be created for Belmar Park in conjunction with development plans for the remaining Belmar properties. The continued use of Marlborough and Belmar Parks for community center programs should be maintained or expanded. Further changes to the parks and vacant land in the neighborhood should not occur until decisions are made about community center facilities and programs.

### *Gateway Enhancement Zones*

Three areas at neighborhood entrances have been designated as Gateway Enhancement Zones.

1. Summit Road and Allied Drive: This is by far the most used entrance into the neighborhood. The empty parcels near the entrance should contain neighborhood identification signage and plantings that represent the diverse population of the neighborhood. Neighborhood groups may be interested in maintaining entry display areas.
2. Raymond Road Extension: This newly formed intersection will become an important gateway into neighborhood due to its connectivity into the community and visibility from Verona Road. Entry signage should be incorporated into the redevelopment site on the north side of Raymond Road or on the new overhead bike/pedestrian bridge.
3. Seminole Highway and the Frontage Road: This is a popular entrance for residents who live in the eastern half of the neighborhood. This intersection should contain neighborhood signage and in the future may require street lights.

### *Trail Corridor Enhancements*

Four waste receptacles should be installed at trail/street intersections along the Southwest Bike Path. This path is heavily traveled by pedestrians going to Cub Foods, which is the top neighborhood destination. People need a place to deposit garbage. The public survey showed litter was a major concern of the neighborhood. The City should acquire land for a pedestrian/bike path connection between Allied Drive and the Southwest bike path just south of Thurston Road. A new connection to the bike path should also be planned to connect to the potential Raymond/Thurston connection.

The chart on page 25 is a complete list of physical improvement recommendations and an approximate budget.

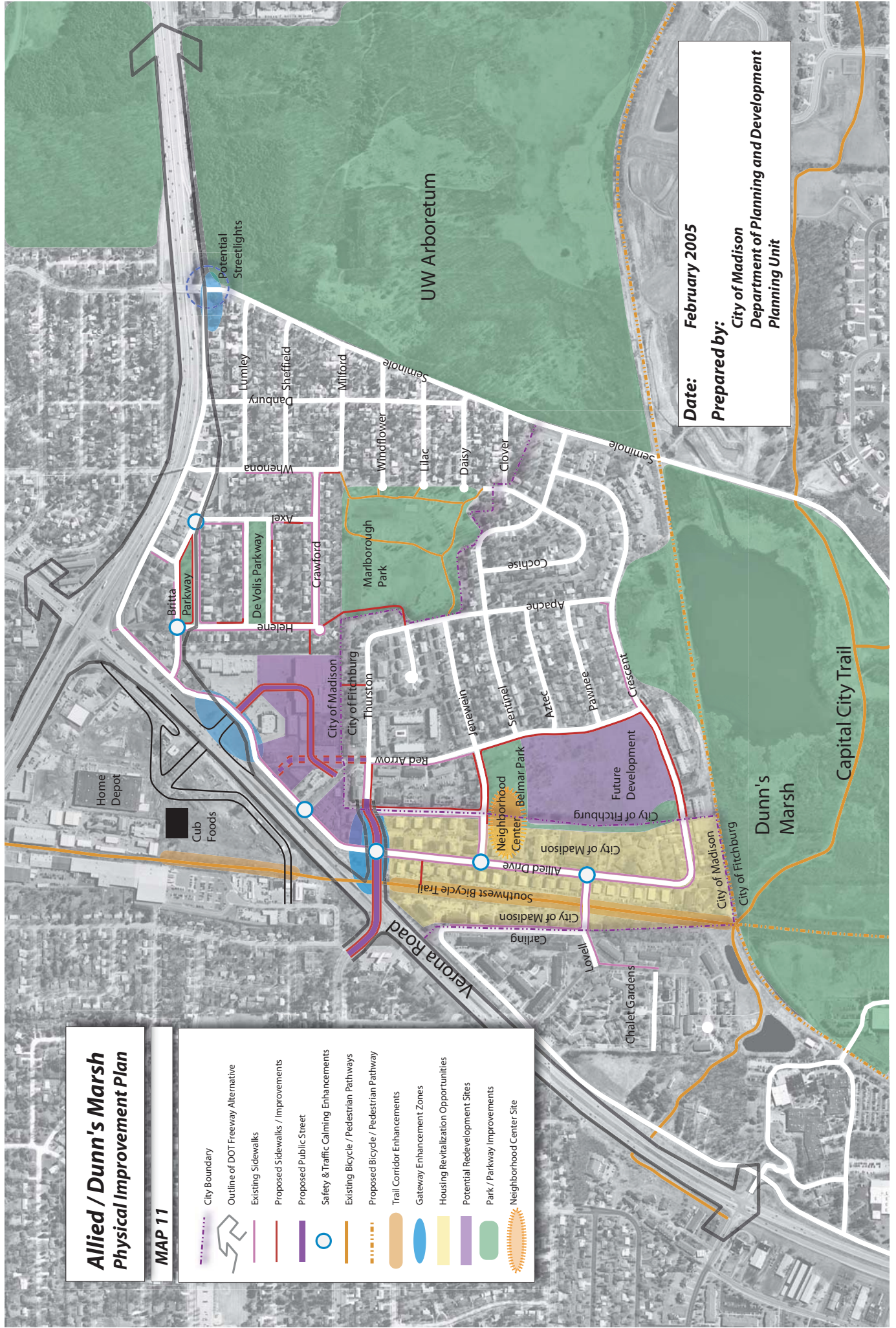


# Allied / Dunn's Marsh Physical Improvement Plan

MAP 11

- City Boundary
- Outline of DOT Freeway Alternative
- Existing Sidewalks
- Proposed Sidewalks / Improvements
- Proposed Public Street
- Safety & Traffic Calming Enhancements
- Existing Bicycle / Pedestrian Pathways
- Proposed Bicycle / Pedestrian Pathway
- Trail Corridor Enhancements
- Gateway Enhancement Zones
- Housing Revitalization Opportunities
- Potential Redevelopment Sites
- Park / Parkway Improvements
- Neighborhood Center Site

Date: February 2005  
Prepared by:  
City of Madison  
Department of Planning and Development  
Planning Unit



Allied-Dunn's Marsh-Belmar Neighborhoods  
Physical Improvements

Streetscape Improvements	Physical Improvement	Units	Quantity	Cost/Unit	*Estimated Cost	**Timing Priority	Priority I	Priority II	Priority III
Sidewalks	North side of Allied Drive b/w Thurston & Red Arrow	L.F.	700	\$30	\$21,000	I	\$21,000		
	North side of Allied Drive b/w Red Arrow & Summit	L.F.	500	\$30	\$15,000	I	\$15,000		
	East side of Helene b/w Britta Dr & De Voils Pkwy	L.F.	200	\$35	\$7,000	I	\$7,000		
	East side of Helene b/w De Voils Pkwy & Crawford	L.F.	300	\$35	\$10,500	I	\$10,500		
	South side of De Voils Pkwy b/w Helene & Axel	L.F.	600	\$35	\$21,000	I	\$21,000		
	West side of Axel b/w De Voils Pkwy & Crawford	L.F.	150	\$35	\$5,250	I	\$5,250		
	West side of Whonona b/w Crawford & Milford	L.F.	100	\$35	\$3,500	I	\$3,500		
	Both sides of Thurston b/w Red Arrow & Jenewein	L.F.	2,900	\$35	\$101,500	I	\$101,500		
	East side of Rosenberg b/w Thurston & Jenewein	L.F.	800	\$35	\$28,000	I	\$28,000		
	North side of Jenewein b/w Rosenberg & Red Arrow	L.F.	400	\$35	\$14,000	I	\$14,000		
	All sides of Belmar Park/Future Development Block	L.F.	3,750	\$35	\$131,250	I	\$131,250		
	South side Crescent b/w existing sidewalk & Red Arrow	L.F.	900	\$35	\$31,500	I	\$31,500		
	Signage, Hardscape, Landscaping	L.S.	1	\$50,000	\$50,000	I	\$50,000		
	Traffic Island - Intersection of Allied & Red Arrow	Ea	1	\$4,000	\$4,000	I	\$4,000		
	Traffic Island - Intersection of Allied & Thurston	Ea	1	\$4,000	\$4,000	I	\$4,000		
	Traffic Island - Intersection of Allied & Jenewein	Ea	1	\$4,000	\$4,000	I	\$4,000		
	Traffic Island - Intersection of Allied & Lovell	Ea	1	\$4,000	\$4,000	I	\$4,000		
Bike Path	Trash receptacle at Lovell	Ea	1	\$250	\$250	I	\$250		
	Trash receptacles at bicycle/pedestrian bridge entrances	Ea	2	\$250	\$500	I	\$500		
	Trash receptacle at Frontage Road	Ea	1	\$250	\$250	I	\$250		
	Trash receptacle at Cub Foods	Ea	0	\$250	\$0	I	\$0		
Park Improvements	Detailed estimate is in progress (fernandez)	L.S.	1	\$30,000	\$30,000				
	Lighting	Ea	8	\$4,000	\$32,000	I	\$32,000		
	Site Features	Ea	1	\$50,000	\$50,000	I	\$50,000		
	Other Park Improvements		--	\$50,000	\$50,000	I	\$50,000		
Commercial Center Redevelopment	Red Arrow Extension	L.F.	700	\$400	\$280,000	II		\$280,000	
	Summit Extension	L.F.	900	\$400	\$360,000	II		\$360,000	
	15' tall lights 200' o.c. along Summit and Red Arrow	Ea	9	\$5,000	\$45,000	II		\$45,000	
	Neighborhood Redevelopment Zones		--	\$6,200,000	\$6,200,000	II		\$6,200,000	
Freeway Related Improvements	Signage, Hardscape, Landscaping	L.S.	--	\$150,000	\$150,000	III			\$150,000
	Sidewalks spanning all edges of Britta Parkway	L.F.	1,500	\$40	\$60,000	III			\$60,000
	Traffic Island - Intersection of new frontage (Britta) & Helene	Ea	1	\$4,000	\$4,000	III			\$4,000
	Traffic Island - Intersection of new frontage (Britta) & Axel	Ea	1	\$4,000	\$4,000	III			\$4,000
	15' tall lights 200' o.c.	Ea	4	\$4,000	\$16,000	III			\$16,000
TOTALS					\$7,737,500		\$588,500	\$6,885,000	\$234,000

\*All above cost estimates are for planning purposes only. Estimate refinement should be completed prior to final budgeting.

\*\*Timing Priority  
Phase I - As soon as budgeting allows. Traffic calming features installed Fall, 2003  
Phase II - Before end of TIF, September 19, 2007, if possible. Implementation feasibility contingent on future discussions with property owners & potential developers.  
Phase III - At time of DOT Improvements

\*\*\*Estimated cost based on assessed value total x 1.5

## Exhibit A: Public Survey

### Why Prepare a Physical Improvement Plan?

- The Cities of Madison and Fitchburg hired Vandewalle & Associates to prepare a physical improvement plan, which is anticipated to be completed in March 2003.
- The timing of the Physical Improvement Plan coincides with the selection of Verona Road/Beltline alternatives to take advantage of the new opportunities provided through this project.\*
- The City of Madison has a funding source in place (a Tax Increment Financing District), which could fund some physical improvements to enhance your neighborhood within the next six years.

### Purpose of Physical Improvement Plan

To identify physical improvements within the Allied-Dunn's Marsh Neighborhood that will enhance the physical environment of the neighborhood in order to improve how residents live, work, travel, and play within their neighborhood.

### What are Physical Improvements?

Physical improvements help determine how you use your neighborhood. They affect how your neighborhood looks, how safe it feels, and how you are connected to surrounding areas.

What types of improvements will be addressed in this plan?

- Streets (new and old)
- Connections to Madison Plaza, Cub Foods, and surrounding neighborhoods
- Potential location for new development
- Type of new development, such as housing and shopping
- Sidewalks
- Lighting
- Landscaping
- Parks

What types of improvements will not be addressed by this plan?

- New programs (e.g., social services, youth recreation)
- New community center
- Neighborhood school issues

These issues will be addressed in future planning processes.



## Purpose of the Survey

The survey is designed to help project planners understand how you use your neighborhood. Before making recommendations for your neighborhood, it is very important to determine how those who live within the neighborhood use the existing streets, sidewalks, and parks or how they would like to use those things.

All responses will remain anonymous. They will be compared to others to see if there are common issues, problems, or opportunities.

Please answer the questions below and indicate your answers (when appropriate) on the included map with the associated symbol.

What City do you live in? ? Madison or ? Fitchburg (check one)

What street do you live on? \_\_\_\_\_

How long have you lived in the neighborhood? \_\_\_\_\_

? Rent or ? Own (check one)

How old are you? \_\_\_\_\_

Are you currently employed? \_\_\_\_\_

Survey results are anonymous.

1. Where do you go in your neighborhood at least once every month? List those places in the space provided or circle them on the map.

_____	_____
_____	_____
_____	_____
_____	_____

How do you get to those places from your home? (Draw lines on the map showing the routes you take.)

2. Where are the places you don't go in your neighborhood? List those places or mark them with an X on the map.

_____	_____
_____	_____
_____	_____
_____	_____

Why don't you go to these places? Please explain in the space provided below.

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3. If you have children, where do they play in the neighborhood? List those places in the space provided or place a star (\*) on the map.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Places	Parks	Trails
Community Center	Britta Parkway	Capital City Trail
MMSD Learning Center	De Volis Square	Southwest Trail
	Marlborough Park	
	Belmar Park	
	Allied Terrace	
	Playground	
	Dunn's Marsh	
	U.W. Arboretum	

4. List three words or short phrases that describe your neighborhood in a positive way.

1. 

---
2. 

---
3. 

---

What can be done to enhance this?

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---



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5. List three words or short phrases that describe your neighborhood in a negative way.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What can be done to improve these things?

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6. Name up to five physical improvements you would like to see changed. Physical improvements may deal with things like streets, intersections, signs, sidewalks, paths, existing buildings, bus stops, lighting, landscaping, type and location of new development, and parks, to name a few.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**To return the survey, flip the blue sheet of paper on the outside this packet to display the return address (Vandewalle & Associates), seal the bottom, and drop in a mailbox. If you have misplaced this sheet, please return your completed survey to:**

**Vandewalle & Associates  
Attn: Allied-Dunn's Marsh Physical Improvement Plan  
120 East Lakeside Street  
Madison, WI 53715**

**Please note that survey results will be kept anonymous.**

Thank you for taking the time to fill out this survey. Results will be presented in February. For further information, please contact Jamie Radel with Vandewalle & Associates at 255-3988.



## Exhibit B: Survey Results

General Information	#	% of total respondents
<b>Total Responses</b>	229	
Madison	136	59.4%
Fitchburg	83	36.2%
<b>Tenure</b>		
average	8.8	
median	3.0	
<b>Age</b>		
average	38	
median	35	
<b>Employed</b>		
yes	145	63.3%
no	70	30.6%

Residence*:	
Allied	51
Crescent	26
Sentinel	12
Chalet Gardens	10
Carling	10
Thurston	9
Red Arrow	8
Cochise	8
Crawford	8
Helene	7
Clover	5
Seminole	5
De Volis	5
*all streets with at least 5 responses	

Neighborhood Draws	#	% of total respondents
Cub Foods	178	84.0%
Walgreen's	146	68.9%
McDonald's	85	40.1%
Mobil	83	39.2%
Home Depot	82	38.7%
St. Vincent	49	23.1%
Marlborough Park	48	22.6%
Goodwill	47	22.2%
KFC	35	16.5%
Community Center	34	16.0%
Einstein's	32	15.1%
Blockbuster	32	15.1%
Head Start	30	14.2%
Fast Forward	29	13.7%
Mall (Madison Plaza)	29	13.7%
Speedway	28	13.2%
Area Trails	23	10.8%
Gino's	23	10.8%
Arboretum	21	9.9%
Belmar	20	9.4%
Staples	18	8.5%
MMSD	15	7.1%
Zimmer's	15	7.1%
Dunn's Marsh	14	6.6%
MC Sports	11	5.2%
Playground	6	2.8%
JB Arts & Crafts	6	2.8%
Allied Terrace	5	2.4%
De Volis Square	4	1.9%
Blarney Stone	3	1.4%
Britta Parkway	1	0.5%
Montessori	0	0.0%

west	east	north
178		
	146	
	85	
	83	
82		
		49
	48	
47		
35		
	34	
	32	
	32	
	30	
	29	
	29	
28		
23		
23		
18		
	15	
		15
11		
5		
		3
450	563	67

Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan

Neighborhood Non-Draws		% of total respondents
Belmar	44	24.0%
Montessori	43	23.5%
Zimmer's	43	23.5%
Allied Drive	39	21.3%
Head Start	38	20.8%
Blarney Stone	36	19.7%
Community Center	34	18.6%
Allied Terrace	32	17.5%
MMSD	30	16.4%
Goodwill	27	14.8%
St. Vincent	22	12.0%
Marlborough	21	11.5%
De Volis Square	21	11.5%
Mall (Madison Plaza)	20	10.9%
Speedway	20	10.9%
Staples	20	10.9%
Mobil	16	8.7%
Britta Parkway	14	7.7%
Home Depot	14	7.7%
Playground	12	6.6%
Chalet Gardens	9	4.9%
Carling	7	3.8%
Cub	5	2.7%
Dunn's Marsh	3	1.6%
McDonald's	3	1.6%
Area Trails	2	1.1%
Arboretum	2	1.1%

west	east	north
	44	
		43
		43
	38	
		36
27		
		21
	20	
20		
20		
	16	
14		
5		
	3	
2		
88	121	143

Physical Improvements		% of total respondents
Lighting	76	40.6%
Signage	43	23.0%
Sidewalks	35	18.7%
Landscaping	27	14.4%
Park Facilities	21	11.2%
Bus Routes/Stops	14	7.5%
Streets	13	7.0%
Speed Bumps/Street Narrowing	11	5.9%
Litter Reduction	11	5.9%
Stop Sign Issues	9	4.8%
Seminole/Frontage Road/Beltline Interchange	8	4.3%
Garbage/Recycling Receptacles	8	4.3%
Bus Shelters	7	3.7%
Path Facility Improvement	8	4.3%
Speed Limit Signs	7	3.7%
Verona Foot Bridge	8	4.3%
Community Center	6	3.2%
No Paking Signs (too many)	4	2.1%
Sound Reductin along Beltline	3	1.6%
Public Phones/Emergency Phone Stations	3	1.6%
Street Cameras	3	1.6%
Chain-Link Fence Removal	3	1.6%
Bike Tunnel on Trail	3	1.6%
Community Gardens	2	1.1%
Remove Billboards	1	0.5%
Curb paint for no parking	1	0.5%
Remove Exotic Vegetation	1	0.5%
Bury Electric Lines	1	0.5%
Neighborhood Signs	1	0.5%
Bat Houses	1	0.5%
Raymond/Verona/Thurston Extension	1	0.5%
Neighborhood Pedestrian Entrance to Arboretum	1	0.5%
Info./Educational Signs in Parks	1	0.5%

Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan

Business/Institution Development	#
<b>TYPE</b>	
Boys/Girls Club-type	9
School	5
Daycare	4
Grocery (east side of Verona)	3
Family Oriented	3
Church	3
Medical Facility	3
Not Fast Food	1
Nice Restaurant	1
Not Bar/Liquor	1
Corner/Drug Store	1
Food Court	1
Library	1
Bookstore	1
Coffee Shop	1
Health Club	1
Farmers' Market	1
Copy Store	1
Police Station	1
Assisted Living	1
<b>LOCATION</b>	
Madison Plaza	13
Sentry	3
Supersaver	3
Highlander	1
Pizza Hut	1

Play Areas	#	% of respondents
Marlborough	44	50.6%
Belmar	28	32.2%
Area Trails	23	26.4%
Community Center	19	21.8%
Playground	18	20.7%
MMSD	17	19.5%
Dunn's Marsh	15	17.2%
Allied Terrace	12	13.8%
Arboretum	13	14.9%
Britta Parkway	11	12.6%
De Volis Square	4	4.6%
Front Yard	4	4.6%
Head Start	3	3.4%
Don't Play in Neighb	1	1.1%

Positive Neighborhood Attributes	#	% of respondents
Parks and Neighborhood Vegetation	61	31.9%
Location/Access	46	24.1%
Quiet	41	21.5%
Convenient	35	18.3%
Friendly	26	13.6%
Neighbors	25	13.1%
Cost of Living/Affordable	23	12.0%
Neighborhood Centers/Resources	23	12.0%
Diverse	21	11.0%
Cleanliness, Well-Kept	19	9.9%
Area Trails	16	8.4%
Feeling of Community	13	6.8%
Rural Feeling/Scenic	11	5.8%
Bus Line	11	5.8%
Safe	8	4.2%
Age of Residents	7	3.7%
Schools	6	3.1%
Private	5	2.6%
Neighborhood Ownership	4	2.1%
Potential	3	1.6%
Infrastructure (Streets)	2	1.0%
Family-Oriented	2	1.0%
Low Traffic	2	1.0%
Nice Housing	2	1.0%
Good Apartment Management	2	1.0%
Unique	2	1.0%
No Sidewalks	1	0.5%
Low Crime	1	0.5%
Small Scale of Streets	1	0.5%
Lively	1	0.5%
Less Police Presence	1	0.5%
Police Presence	1	0.5%
Dense Population	1	0.5%

Negative Neighborh	#	% of respondents
Crime/Drugs	76	39.0%
Noise	37	19.0%
Litter/Graffiti/Junk	38	19.5%
Speeding	26	13.3%
Traffic	26	13.3%
Proximity to Allied	19	9.7%
Noisy Cars	18	9.2%
Loitering/Transients	19	9.7%
No Curb Appeal	15	7.7%
Low Income	14	7.2%
Reputation	14	7.2%
Too Dense	12	6.2%
Lighting	11	5.6%
Vacant Storefronts	11	5.6%
No Activities for You	11	5.6%
Not Connected	11	5.6%
Not Safe	11	5.6%
No Sidewalks	9	4.6%
Unsafe and Dirty Par	8	4.1%
Lack of Programs	8	4.1%
Used as Traffic Thou	7	3.6%
Infrastructure (streets	6	3.1%
Bus Problems	6	3.1%
Bad Housing and Ap	6	3.1%
No Community Pride	5	2.6%
Street Parking	4	2.1%
Unfriendly	4	2.1%
Disrespect	4	2.1%
Too Much Police Pre	6	3.1%
Too Much Rental	3	1.5%
Low Property Values	3	1.5%
No Community Gard	3	1.5%
No Library	3	1.5%
No Good Community	2	1.0%
Fear	2	1.0%
Landscaping	2	1.0%
Poor Security	1	0.5%
No Communication	1	0.5%
Dogs Unleashed in P	1	0.5%
No Recreation in Wi	1	0.5%
No Police Presence	1	0.5%
No Community Pride	1	0.5%
Short Tenure	1	0.5%
Lack of Good-Paying	1	0.5%
Racial Tension	1	0.5%



## Exhibit C: Public Meeting Results

### *February 12, 2003 Public Meeting:*

#### Streets and Amenities

- Concern about location of new (Britta frontage road) off the Beltline relative to housing.
- Location of noise barrier – which side of frontage road? Depends on how close barrier would be to housing units. Don't want it jammed up against housing.
- Would berms or landscaping be preferable to a wall?
- Problems of ease to get onto Beltline at Todd Drive. Todd Drive access would need improvement. Look at impact on Todd Drive if Seminole access to Beltline is closed.
- Increased neighborhood traffic/traffic control due to Seminole L/C closure (Danbury).
- Connect a local street (Crawford, De Volis) to Summit (by Walgreen's).
- Don't want sidewalks – Dunn's Marsh area. Short streets are not busy, don't need them.

#### Verona Road/Beltline and Transportation

- If coming up (north) Verona Road, how do you get on Beltline going west?
- Access! Isolated.
- Don't need a bigger highway.
- Existing access is good enough downtown.
- Traffic circulation patterns – feeding from existing frontage road.
- Two halves of neighborhood are separated
- Lumley south to Clover, not adequate bus system.
- Take buses to West Towne and downtown.
- Frequency and cost of buses.
- Expansion of turning lane on Seminole Hwy.
- Stop lights at Seminole Hwy and Beltline – eliminate 4-way stop.
- Lights off the Seminole Hwy bridge – why?
- Additional lighting on Allied Drive.
- Playground for southern Allied.
- Affordable housing is a newsletter controlled issue.

#### Business and Retail Development

- How do we keep current businesses and services (St. Vincent De Paul, child care, etc.) in the neighborhood?
- Is there state money to help do this?
- Neighborhood could use a copy store.
- Gas stations – area is sort of over served (4) but the ones in danger are most used by neighborhood.

- Long timeline is negative for businesses – they will vacate and stores will be empty & deteriorate.
- Move businesses into empty Super Saver area.
- Frontage Road businesses are hard to get to now – maybe move them into shopping center.
- Cities buy shopping center; rent to businesses?
- Draw people to shopping center with public services (i.e. library, health center).
- Must make shopping center accessible to whole quadrant – hook Marlborough Park paths to center.
- Lights in Marlborough Park.
- Policing issue, if you connect the center to neighborhood.
- Bus circulation; don't want it to suffer – have to go further into neighborhood.
- Closing Seminole ramps makes neighborhood more isolated.
  - Todd Drive – poor access.
  - Summit intersection; lots of traffic
- Improve viability of shopping center with rerouted streets.

#### Business and Retail Development

- Community center
  - Friendly
  - Gathering place
  - Classes
  - Gym
  - Sports, basketball
  - Programming activities
  - Support services
  - Day care
- Library – walkable
- Grocery need – Aldi
- Convenience of Walgreen's
- Dangerous crossing – bridge important to Cub Foods.
- Stores – walk to
- Restaurants – walk to
- Bagel – well used.
- Evening restaurants
- Bank
- Laundromat
- Walkable businesses – reorganize design
- Kid activities
- Jobs – need for more closer – childcare businesses
  - Cub
  - Subway
  - Home Depot
- Business Incubator
  - Start businesses

- Orientation services for starting businesses.
- English Language Services
- Ethnic business
  - Market wares
- Ethnic – multicultural center
  - Understand others
  - Library

### Parks and Open Space

- Dogs – running off leash (Marlborough Park)
- Safety
- Cleanup litter – empty trash cans
  - Marlborough
  - Belmar
- Flatter surface for soccer
  - Belmar
- Shelters – need roof
  - No picnic tables
  - Benches
  - BBQ
- Snowplow bike paths
  - Access to transit to bus
- Litter and glass on bike path.
- Need more trees
- Shade for Summer
  - Trees around apartments and streets
- Community Gardens – more
  - Expand in Marlborough Park as amenity for apartments
- Lighting

### Hot Buttons

- Vandalism
- PM drinking
- Trash/glass in the parks

### Where

- Belmar – top priority
- Britta

### *Additional Comments*

### Parks

- Belmar Park – developed into greater family facility with grills, shelter, playground equipment, and soccer fields.
- Belmar – lots 12 & B maintained as green space/prairie park.
- Need a shelter house at Belmar Park – Allied Terrace Playground.



- Need a drinking fountain at Allied Terrace Playground with water (hose) connection for community garden.

#### Transportation

- Where will the first off/on ramps be on the freeway spur south?
- What about Beltline west connection given price tag and no mention whatsoever?
- What will happen to stormwater in the sunken roadway? Where will drainage go?
- We need bus services on Saturday and Sunday to go to Farmer's Market and other functions downtown at the University, Civics Center, etc. We need this service for the senior citizens and low income people.

#### Housing

- Besides this meeting, how can a resident or what a resident do to have an impact on the highway plan?
- Many houses behind Mobil Station are affordable – below median value for Madison. By eliminating them than many affordable houses are not available to Madisonians.
- Where will these 50-60 housing units be located?
- Who will decide where the location will be?
- How will this plan affect the neighborhood schools?
- How will this project affect neighborhood property taxes?
- Will this affect values of homes?

#### Business

- City should put a committee together of residents to study grocery store needs along with redevelopment and highway plan.
- Sentry building turned into recreation/family service center that all Allied-Dunn's Marsh residents could utilize.

## **Exhibit D: WISDOT Verona Road/West Beltline Study EIS Public Participation Results**

The WISDOT study team summarized the following concerns from approximately one dozen public meetings:

### **Housing**

- Bigger apartments needed to accommodate larger or extended families
- Need all the affordable housing there is; if it is removed, it must replace it with housing that is of comparable or better quality
- Residents need opportunities to own their homes—low interest loans, other programs to help

### **Quality of Life**

- Too much noise from traffic
- Residents don't feel connected to community—try to get out of neighborhood as soon as they can

### **Physical Environment**

- Poor appearance, some buildings not being maintained
- Lack of greenspace
- No neighborhood “entrance”

### **Safety**

- Pedestrians and bike crossing is very dangerous across Verona Road and Beltline
- People don't feel safe in community—real and/or perceived crime, violence

### **Circulation**

- Allied Drive area is isolated by busy roads and natural areas
- Shopping is across Verona Road, difficult to access
- Poor access to bike paths and bus stops
- Poor bus service
- Poor access for cars—only one entrance to neighborhood
- Car, ped. and bike circulation within neighborhood is poor
- Shopping center turns its back to neighborhood—is not oriented for neighborhood shopping

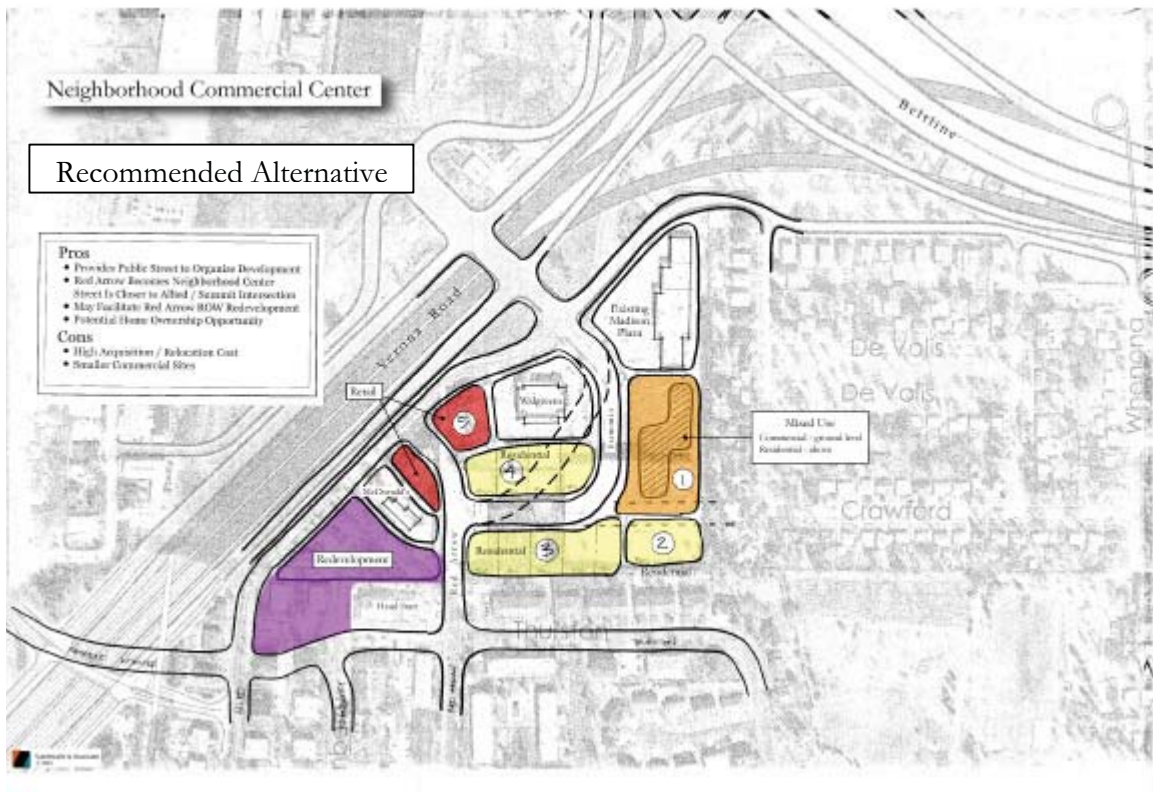
### **Economics**

- Lack of neighborhood-serving businesses
- Existing businesses are leaving the neighborhood
- Successful businesses are across the road, hard to get to
- Many residents don't have access to education, jobs—leads to crime, “hanging out”
- Home Depot project was supposed to provide jobs and help neighborhood—that hasn't happened (I.e. Home Depot won't hire anyone with a record, TIF money hasn't done anything for neighborhood yet)

## Exhibit E: Neighborhood Center Alternatives









**General Estimates for Commercial Redevelopment - Allied  
Alternative One**

**Estimated Acquisition/Relocation/Demolition Cost**

Site	Assessed Value		Total		Acquisition/ Relocation Cost
	Land	Improvement			
A*	\$ 875,000	\$ 1,250,000	\$ 2,125,000	x 1.5 =	\$ 3,187,500
B	\$ 175,000	\$ 265,000	\$ 440,000	x 1.5 =	\$ 660,000
C	\$ 215,000	\$ 125,000	\$ 340,000	x 1.5 =	\$ 510,000
D	\$ 100,000	\$ 270,000	\$ 370,000	x 1.5 =	\$ 555,000
E	\$ 75,600	\$ 374,000	\$ 449,600	x 1.5 =	\$ 674,400
<b>TOTAL</b>	<b>\$ 1,440,600</b>	<b>\$ 2,284,000</b>	<b>\$ 3,724,600</b>		<b>\$ 5,586,900</b>

\* Big Box only; Land based on square foot value

**Estimated Development**

Site	Size (square feet)	Price/foot	Revenue	Use	Development	Cost	Value
1	100,000	\$ 3.00	\$ 300,000	retail	12,000	\$85/foot	\$ 1,020,000
				residential	30 du	\$60,000/unit	\$ 1,800,000
2	32,000	\$ 2.00	\$ 64,000	residential	8 du	\$100,000/unit	\$ 800,000
3	52,000	\$ 2.00	\$ 104,000	residential	16 du	\$100,000/unit	\$ 1,600,000
4	88,000	\$ 2.00	\$ 176,000	residential	24 du	\$100,000/unit	\$ 2,400,000
5	64,000	\$ 5.00	\$ 320,000	retail	14,000 sq.ft.	\$85/foot	\$ 1,190,000
<b>TOTAL</b>			<b>\$ 964,000</b>				<b>\$ 8,810,000</b>

**Estimated Improvement Costs**

1580 lf road x \$400/foot	\$ 632,000
Grading	+ \$ 100,000
Enhancements/Improvements	+ \$ 250,000
	<b>\$ 982,000</b>
+ 10% design	+ \$ 98,200
+ 10% contingency	+ \$ 108,000
<b>TOTAL</b>	<b>\$ 1,188,200</b>

**Alternative One - Cost/Value Summary**

Costs

Site Acquisition	\$ 5,586,900
Improvement Cost	+ \$ 1,188,200
<b>TOTAL</b>	<b>\$ 6,775,100</b>

Net Project Value

Potential Project Value	
(Development Value + Land Sale Revenue)	\$ 9,774,000
Loss of Assessed Improvement Value	- \$ 2,284,000
<b>TOTAL</b>	<b>\$ 7,490,000</b>

- All numbers are estimates. Development and costs are "order of magnitude" projections.
- Detailed development and tax increment projections should be run.

**General Estimates for Commercial Redevelopment - Allied  
Alternative Two**

**Estimated Acquisition/Relocation/Demolition Cost**

Site	Assessed Value		Total		Acquisition/ Relocation Cost
	Land	Improvement			
A*	\$ 875,000	\$ 1,250,000	\$ 2,125,000	x 1.5 =	\$ 3,187,500
B	\$ 175,000	\$ 265,000	\$ 440,000	x 1.5 =	\$ 660,000
C	\$ 215,000	\$ 125,000	\$ 340,000	x 1.5 =	\$ 510,000
D	\$ 100,000	\$ 270,000	\$ 370,000	x 1.5 =	\$ 555,000
E	\$ -	\$ -	\$ -	x 1.5 =	\$ -
F (House)	\$ 33,900	\$ 92,600	\$ 126,500	x 1.5 =	\$ 189,750
<b>TOTAL</b>	<b>\$ 1,398,900</b>	<b>\$ 2,002,600</b>	<b>\$ 3,401,500</b>		<b>\$ 5,102,250</b>

\* Big Box only; Land based on square foot value

**Estimated Development**

Site	Size (square feet)	Price/foot	Revenue	Use	Development	Cost	Value
1	100,000	\$ 3.00	\$ 300,000	retail	12,000	\$85/foot	\$ 1,020,000
2	32,000	\$ 2.00	\$ 64,000	residential	30 du	\$60,000/unit	\$ 1,800,000
3	52,000	\$ 2.00	\$ 104,000	residential	10 du	\$100,000/unit	\$ 1,000,000
4	60,000	\$ 2.00	\$ 120,000	residential	20 du	\$100,000/unit	\$ 2,000,000
5	64,000	\$ 5.00	\$ 320,000	residential	12 du	\$100,000/unit	\$ 1,200,000
6	60,000	\$ 2.00	\$ 120,000	retail	14,000 sq.ft.	\$85/foot	\$ 1,190,000
				residential	30 du	\$60,000/unit	\$ 1,800,000
<b>TOTAL</b>			<b>\$ 1,028,000</b>				<b>\$10,010,000</b>

**Estimated Improvement Costs**

2100 lf road x \$400/foot	\$ 840,000
Grading	+ \$ 100,000
Enhancements/Improvements	+ \$ 250,000
	<b>\$ 1,190,000</b>
+ 10% design	+ \$ 119,000
+ 10% contingency	+ \$ 130,900
<b>TOTAL</b>	<b>\$ 1,439,900</b>

**Alternative Two - Cost/Value Summary**

Costs

Site Acquisition	\$ 5,102,250
Improvement Cost	+ \$ 1,439,900
<b>TOTAL</b>	<b>\$ 6,542,150</b>

Net Project Value

Potential Project Value	
(Development Value + Land Sale Revenue)	\$ 11,038,000
Loss of Assessed Improvement Value	- \$ 2,002,600
<b>TOTAL</b>	<b>\$ 9,035,400</b>

- All numbers are estimates. Development and costs are "order of magnitude" projections.
- Detailed development and tax increment projections should be run.

**General Estimates for Commercial Redevelopment - Allied  
Alternative Three**

**Estimated Acquisition/Relocation/Demolition Cost**

Site	Assessed Value		Total		Acquisition/ Relocation Cost
	Land	Improvement			
A*	\$ 875,000	\$ 380,000***	\$ 1,255,000		\$ 580,000 **
B	\$ 175,000	\$ 265,000	\$ 440,000	x 1.5 =	\$ 660,000
C	\$ 215,000	\$ 125,000	\$ 340,000	x 1.5 =	\$ 510,000
D	\$ 100,000	\$ 270,000	\$ 370,000	x 1.5 =	\$ 555,000
E	\$ -	\$ -	\$ -	x 1.5 =	\$ -
<b>TOTAL</b>	<b>\$ 1,365,000</b>	<b>\$ 1,040,000</b>	<b>\$ 2,405,000</b>		<b>\$ 2,305,000</b>

\* Big Box only; Land based on square foot value

\*\* \$200,000 building improvement

\*\*\* Minus 19,000 square feet at \$20/square foot

**Estimated Development**

Site	Size (square feet)	Price/foot	Revenue	Use	Development	Cost	Value
1			\$ -				
2			\$ -				
3	52,000	\$ 2.00	\$ 104,000	residential	24 du	\$60,000/unit	\$ 1,440,000
4	68,000	\$ 2.00	\$ 136,000	residential	24 du	\$60,000/unit	\$ 1,440,000
5	64,000	\$ 5.00	\$ 320,000	retail	14,000 sq.ft.	\$85/foot	\$ 1,190,000
<b>TOTAL</b>			<b>\$ 560,000</b>				<b>\$ 4,070,000</b>

**Estimated Improvement Costs**

1350 lf road x \$400/foot	\$ 540,000
Grading	+ \$ 100,000
Enhancements/Improvements	+ \$ 250,000
	<b>\$ 890,000</b>
+ 10% design	+ \$ 89,000
+ 10% contingency	+ \$ 97,900
<b>TOTAL</b>	<b>\$ 1,076,900</b>

**Alternative Three - Cost/Value Summary**

Costs

Site Acquisition	\$ 2,305,000
Improvement Cost	+ \$ 1,076,900
<b>TOTAL</b>	<b>\$ 3,381,900</b>

Net Project Value

Potential Project Value	
(Development Value + Land Sale Revenue)	\$ 4,630,000
Loss of Assessed Improvement Value	- \$ 1,040,000
<b>TOTAL</b>	<b>\$ 3,590,000</b>

- All numbers are estimates. Development and costs are "order of magnitude" projections.
- Detailed development and tax increment projections should be run.

**General Estimates for Commercial Redevelopment - Allied  
Alternative Four**

**Estimated Acquisition/Relocation/Demolition Cost**

Site	Assessed Value		Total		Acquisition/ Relocation Cost
	Land	Improvement			
A*	\$ 875,000	\$ 1,250,000	\$ 2,125,000	x 1.5 =	\$ 3,187,500
B	\$ 175,000	\$ 265,000	\$ 440,000	x 1.5 =	\$ 660,000
C	\$ 215,000	\$ 125,000	\$ 340,000	x 1.5 =	\$ 510,000
D	\$ 100,000	\$ 270,000	\$ 370,000	x 1.5 =	\$ 555,000
E	\$ -	\$ -	\$ -	x 1.5 =	\$ -
F (House)	\$ 33,900	\$ 92,600	\$ 126,500	x 1.5 =	\$ 189,750
<b>TOTAL</b>	<b>\$ 1,398,900</b>	<b>\$ 2,002,600</b>	<b>\$ 3,401,500</b>		<b>\$ 5,102,250</b>

\* Big Box only; Land based on square foot value

**Estimated Development**

Site	Size (square feet)	Price/foot	Revenue	Use	Development	Cost	Value
1	100,000	\$ 3.00	\$ 300,000	retail	12,000	\$85/foot	\$ 1,020,000
				residential	30 du	\$60,000/unit	\$ 1,800,000
2	32,000	\$ 2.00	\$ 64,000	residential	10 du	\$100,000/unit	\$ 1,000,000
3	52,000	\$ 2.00	\$ 104,000	residential	20 du	\$100,000/unit	\$ 2,000,000
4	60,000	\$ 2.00	\$ 120,000	residential	12 du	\$100,000/unit	\$ 1,200,000
5	64,000	\$ 5.00	\$ 320,000	retail	14,000 sq.ft.	\$85/foot	\$ 1,190,000
6	60,000	\$ 2.00	\$ 120,000	residential	30 du	\$60,000/unit	\$ 1,800,000
<b>TOTAL</b>			<b>\$ 1,028,000</b>				<b>\$ 10,010,000</b>

**Estimated Improvement Costs**

2450 lf road x \$400/foot	\$	980,000
Grading	+ \$	100,000
Enhancements/Improvements	+ \$	250,000
Enhancements/Improvements	+ \$	150,000
	<b>\$</b>	<b>1,480,000</b>
+ 10% design	+ \$	148,000
+ 10% contingency	+ \$	162,800
<b>TOTAL</b>	<b>\$</b>	<b>1,790,800</b>

**Alternative Four - Cost/Value Summary**

Costs

Site Acquisition	\$	5,102,250
Improvement Cost	+ \$	1,790,800
<b>TOTAL</b>	<b>\$</b>	<b>6,893,050</b>

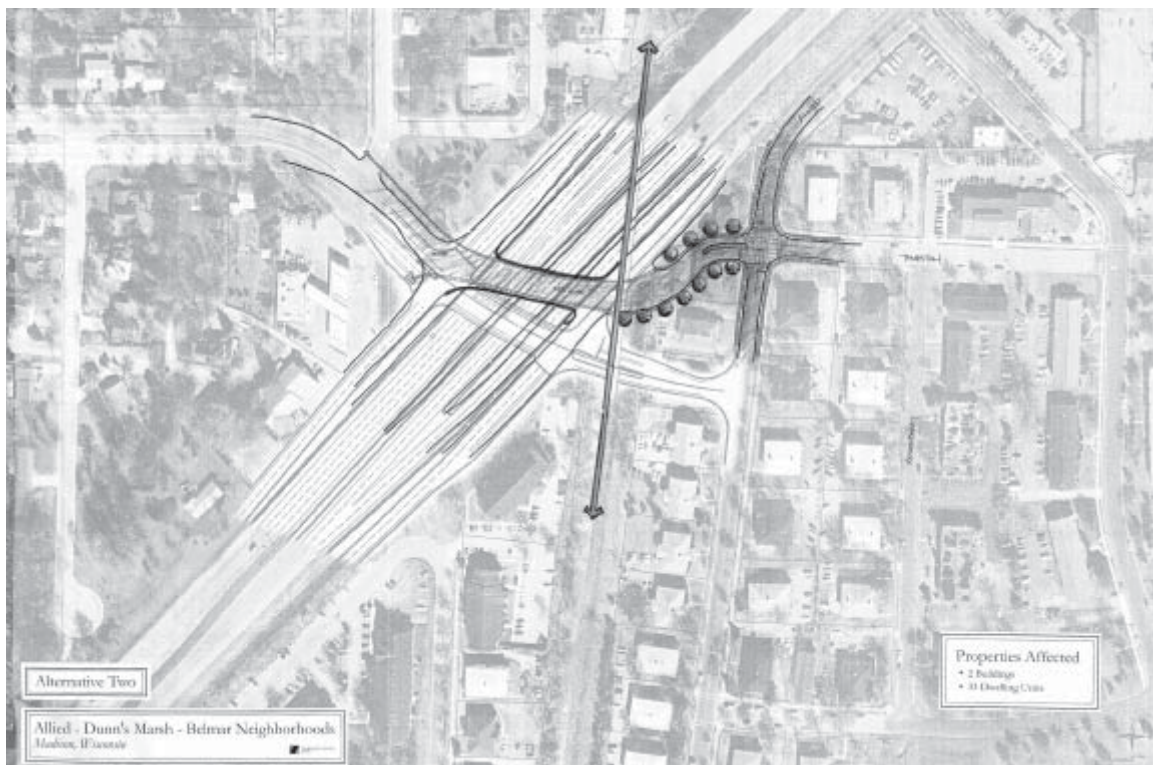
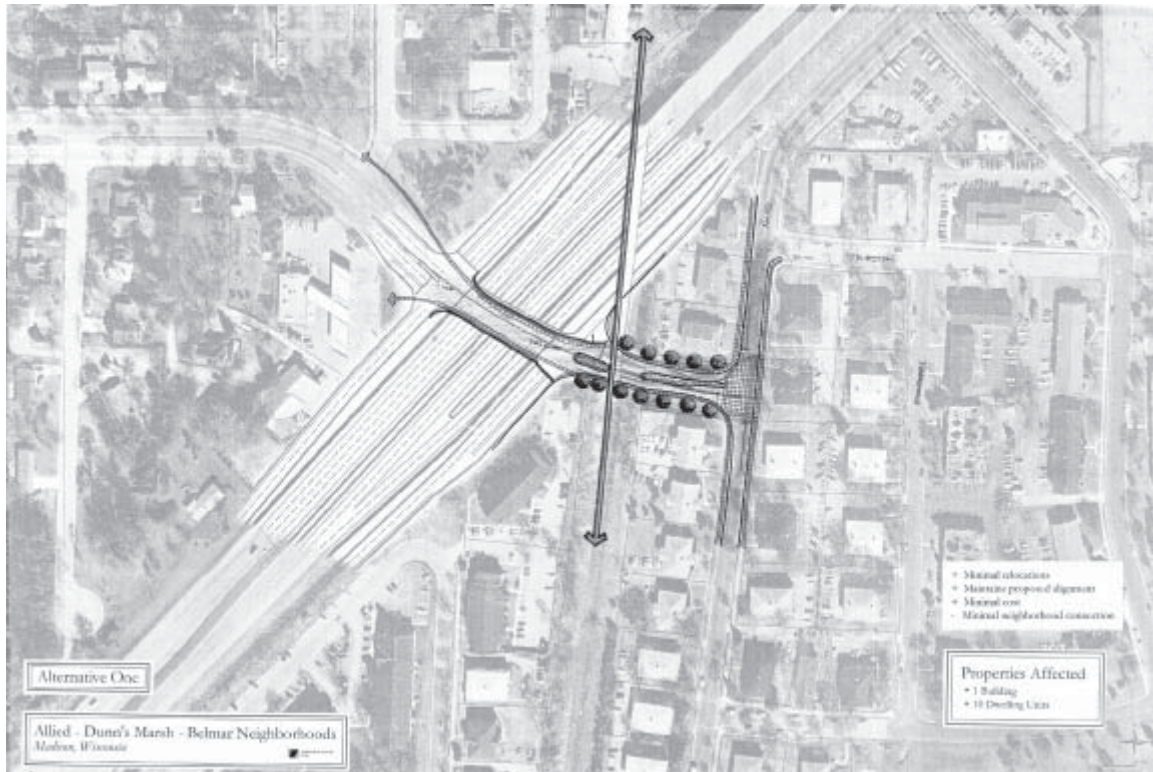
Net Project Value

Potential Project Value		
(Development Value + Land Sale Revenue)	\$	11,038,000
Loss of Assessed Improvement Value	- \$	2,002,600
<b>TOTAL</b>	<b>\$</b>	<b>9,035,400</b>

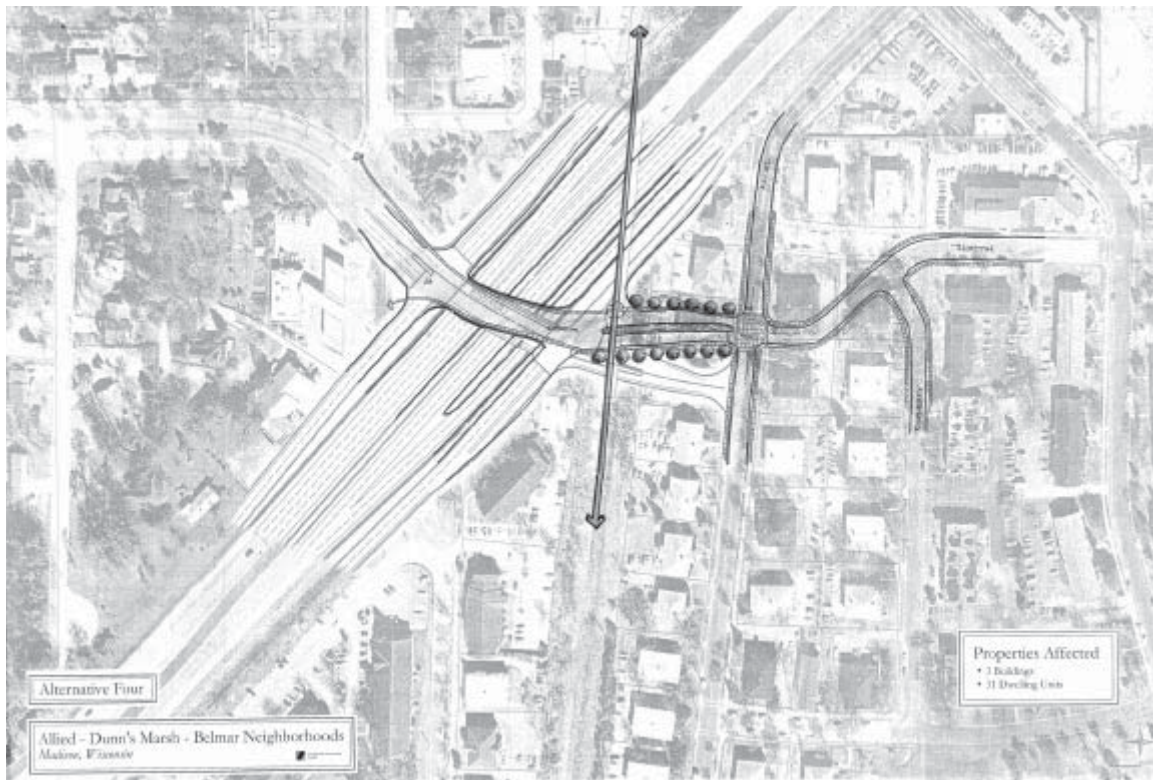
- All numbers are estimates. Development and costs are "order of magnitude" projections.
- Detailed development and tax increment projections should be run.



## Exhibit F: Raymond Road Extension Alternatives







# Exhibit G: Comments on EIS

AGENDA # \_\_\_\_\_

Copy Mailed to Alderperson \_\_\_\_\_

City of Madison, Wisconsin

## AN AMENDED SUBSTITUTE RESOLUTION \_\_\_\_\_

Providing the Wisconsin Department of Transportation with the City of Madison's comments on the Draft Environmental Impact Statement (DEIS) for the Verona Road/West Beltline Highway Project.

Drafted By: Bradley J. Murphy, Planning Unit  
Director

Date: August 30, 2004

Fiscal Note: Although the project will have significant fiscal implications, no expenditure is required to convey the City comments on the Environmental Impact Statement via this Resolution.

Sponsors: Mayor David J. Cieslewicz  
Ald. Ken Golden

PRESENTED 5-18-04

REFERRED Long-Range Transportation Planning  
Commission, Pedestrian, Bicycle, Motor Vehicle  
Commission, Transit and Parking Commission,  
Plan Commission, Board of Public Works

REREFERRED Above (7-6)

REPORTED BACK JUL 06 2004; SEP 07 2004

ADOPTED X POF \_\_\_\_\_

RULES SUSPENDED \_\_\_\_\_

PUBLIC HEARING \_\_\_\_\_

APPROVAL OF FISCAL NOTE IS NEEDED  
BY THE COMPTROLLER'S OFFICE

Approved By

\_\_\_\_\_  
Comptroller's Office

AMENDED SUBSTITUTE  
RESOLUTION NUMBER \_\_\_\_\_

61822

ID NUMBER \_\_\_\_\_

36137

WHEREAS the Wisconsin Department of Transportation (WDOT) has prepared a Draft Environmental Impact Statement (DEIS) to address the long-term needs of the Madison area's West Beltline Highway and Verona Road as the first step in planning for long-term infrastructure investments within this area; and

WHEREAS the DEIS includes three major focus areas, including:

- The segment of the U.S. Highway 151 corridor centering on the Verona Road interchange and Verona Road south to County Trunk Highway PD;
- The U.S. Highway 12/14 (West Beltline Highway) corridor from the U.S. Highway 14 (University Avenue) interchange to the Todd Drive interchange; and
- The U.S. Highway 12/14 crossings (interchanges and grade-separated crossings) between U.S. Highway 14 and Todd Drive; and

WHEREAS the Wisconsin Department of Transportation has conducted a planning process which included a large technical committee comprised of representatives from the affected municipalities; formed an advisory committee comprised of elected officials and representatives from the affected neighborhoods; partially funded the preparation of a draft physical improvement plan for the Allied-Dunn's Marsh-Belmar Neighborhood; and

worked closely with City agencies and policy makers throughout the “needs assessment” process and DEIS process dating back to the beginning of the process in 1997.

WHEREAS the DEIS acknowledges that the Verona Road/West Beltline project will have several impacts on surrounding neighborhoods, and the DEIS outlines mitigation measures proposed to avoid, minimize or mitigate the negative impacts. The City appreciates the open and inclusive process used to prepare the DEIS, the financial participation of WisDOT in the preparation of the Draft Allied Dunn’s Marsh Physical Improvements Plan, and the extensive outreach efforts made to engage the community during the development and evaluation of the alternatives. Furthermore, the City of Madison acknowledges the efforts that WisDOT has made toward minimizing and mitigating the negative impacts.

NOW THEREFORE BE IT RESOLVED that the Madison Common Council hereby endorses the submittal of the attached comments on the DEIS entitled “Summary Comments on the Draft Verona Road/West Beltline Highway Environmental Impact Statement” dated May 25, 2004 and further specifically requests the Wisconsin Department of Transportation to integrate ~~include~~ these comments in the Final Environmental Impact Statement (FEIS), commit to the implementation of ~~along with~~ the following specific recommendations, and where noted, enter into a formal agreement with the City to ensure adequate implementation.

- **U.S. Highway 151/Verona Road from U.S. Highway 12/14 (the West Beltline Highway) to County Trunk Highway PD.**

The requirements of Executive Order 12898 (Environmental Justice) have not been adequately addressed by the current DEIS. **However, the requirements of Executive Order 12898 (Environmental Justice) can be adequately addressed if the final EIS, final project design, and final implementation plan (including improvements to the Allied/Dunn’s Marsh neighborhood), includes all of the recommendations contained in this resolution.**

The requirements of Executive Order 12898 state that federally funded projects shall identify and address, as appropriate, disproportionately high and adverse human health or environmental effects on minority populations or low-income populations, including the inter-related social and economic effects. The DEIS indicates that the project “results in several impacts having disproportionately high and adverse effects on minority or low-income populations in the Allied-Dunn’s Marsh Neighborhood.” “Disproportionately high and adverse effects include residential relocations, business relocations, neighborhood access changes, and parkland changes.” The DEIS also states that “these changes will affect minority and low income populations more than the non minority and non low-income population because a large minority and low-income population resides in the neighborhood areas surrounding the corridor.” The depressed freeway portion of the project - which at this time includes the construction of a 30-foot deep depressed freeway with walls, fencing and 55 mile-per-hour traffic - **will could** significantly increase the psychological and physical isolation of neighborhoods separated by the freeway. The DEIS acknowledges the physical isolation of the Allied Dunn’s Marsh neighborhood.

The City of Madison does not support the free flow alternative concept as currently proposed. In particular, the City believes that the free flow alternative, as currently proposed, will have disproportionately high and adverse human health and environmental effects on minority and low-income populations - including the inter-related social and economic effects. The most significant negative impacts associated with the free flow alternative affect neighborhoods in the southeast quadrant of the interchange (Allied Drive, Dunn’s Marsh, Belmar, Marlborough Heights, Crawford Heights and Chalet Gardens), an area which generally contains a much higher level of minority and low-income residents than the City as a whole.



The City staff “Summary of Comments on the DEIS” from May 25, 2004, and the recommendations outlined below, comment extensively on the impacts described within the DEIS and highlight those recommendations that the City believes the Wisconsin Department of Transportation must commit to in the Final Environmental Impact Statement (FEIS) in order to address these concerns. In particular, recommendations 1, 2, 4, 6, 7, 10, 11, 12 **and** 13 **and** 17 all are intended to mitigate the negative effects of the free flow alternative on neighborhoods in the southeast quadrant of the interchange, an area the DEIS indicates contains much higher levels of minority and low-income residents than the City as a whole.

The City’s specific recommendations, outlined below, will more adequately address the negative effects of the free flow alternative on the psychological and physical isolation of neighborhoods in the southeast quadrant, the reduced transit access to the neighborhood, reduced safety and emergency vehicular accessibility to and from the neighborhood, the loss of housing within the neighborhood and the loss of businesses serving and employing neighborhood residents. While the DEIS outlines some mitigation measures proposed to avoid, minimize or mitigate the negative impacts, the recommendations listed below - and commitments from the Department to implement them – are specifically intended to further mitigate negative effects on residents within the southeast quadrant, and would allow WisDOT to fully address the environmental justice requirements of Executive Order 12898, building upon their efforts to-date.

~~(previous #1) The requirements of Executive Order 12898 (Environmental Justice) have not been adequately addressed; in particular, the disproportionately high and adverse human health and environmental effects directed toward minority and low income populations, including the inter-related social and economic effects of the free flow alternative. The most significant negative impacts associated with the free flow alternative effect neighborhoods in the southeast quadrant of the interchange (Allied Drive, Dunn’s Marsh, Belmar, Marlborough Heights, Crawford Heights and Chalet Gardens), an area which generally contains a much higher level of minority and low income residents than the City as a whole.~~

~~The City of Madison does not support the freeway concept as currently proposed. The City requests the WDOT to cover the depressed freeway between Summit and Williamsburg Way. The DEIS contains no information which evaluates this alternative, its costs and the opportunities to mitigate the negative impacts associated with the construction of a 30-foot deep depressed freeway with walls, fencing and 55 mile an hour traffic which will significantly increase the psychological and physical isolation of neighborhoods separated by the freeway. The FEIS must include an evaluation of this alternative, including the consideration of covering portions of the depressed highway to further reduce noise impacts, to create additional land for development, to provide opportunities for additional landscaped open space and parklands above the tunnel, and to significantly improve the visual and physical connections between neighborhoods east and west of U.S. Highway 151.~~

*Note: Where indicated with \*\* below, the City of Madison requests that a formal implementation agreement be entered into with WisDOT, to ensure adequate implementation.*

1. \*\* The City requests WisDOT to cover the depressed freeway between Summit and Williamsburg Way. As part of the FEIS, the City requests that WisDOT fully evaluate the feasibility of covering this part of the depressed freeway, in order to further mitigate the negative impacts associated with the freeway alternative. The DEIS currently contains no information

pertaining to the evaluation of this alternative, including the costs and opportunities to mitigate the negative effects associated with the construction of a 30-foot deep depressed freeway with walls, fencing and 55 mile-per-hour traffic (which will increase the physical and psychological isolation of neighborhoods separated by the freeway).

The City of Madison requests that the FEIS include an evaluation of this alternative (including an evaluation of the covering of portions of the depressed freeway, if the depressed freeway is not completely covered). Covering significant portions of the depressed freeway is intended to further reduce noise impacts in the area, create additional land for development, provide opportunities for additional landscaped open space and parklands above the covered roadway, and to significantly improve the visual and physical connections between neighborhoods east and west of U.S. Highway 151.

~~(previous #2) The City requests the FEIS to include an evaluation of the potential impacts of reducing the design speed of the curves to allow a ramp speed limit of 45 miles per hour.~~

2. The City requests that the FEIS include complete documentation of WisDOT's interchange design evaluation (including the full range of interchange design options considered and dismissed prior to the release of the DEIS), and the impacts of these options on the other quadrants. One of the options evaluated and documented should be reducing the design speed of the curves in the southeast quadrant of the interchange, to allow a ramp speed limit of 45 miles per hour.
3. \*\* The FEIS should include the construction of the Raymond Road crossing of U.S. Highway 151 on an alignment consistent with that shown in the Draft Allied-Dunn's Marsh-Belmar Physical Improvement Plan dated May 6, 2004, which aligns the crossing with Thurston Lane.
4. ~~If the depressed freeway between Summit and Williamsburg Way is not completely covered, the width of the Raymond Road, Williamsburg Way and Summit Crossing must be a minimum of 175 feet in order to incorporate improvements which will result in attractive plaza-like connections between neighborhoods east and west of the freeway, incorporating wide pedestrian sidewalks, bicycle lanes, adequate areas for pedestrian amenities including pedestrian level lighting and landscaping, in addition to the travel lanes.~~
5. The City requests the FEIS to include an evaluation of the potential to eliminate the frontage road in the southeast quadrant extending from Raymond Road to Summit.
6. If the freeway facility is covered, the Southwest Bicycle Path should be integrated into that design in a manner that maintains the best access for users of the path. In addition, the City request that WisDOT evaluate all pertinent accessibility issues (including access to the Allied Drive and commercial districts in that area), design options, screening possibilities, or other features in order to minimize the feeling of isolation on the Southwest Bicycle Path facility.
7. The City requests WisDOT to investigate the pedestrian/bicycle crossing at its current Williamsburg Way location.
8. \*\* The FEIS should include a commitment by the WDOT to fully participate in the costs to redevelop the Madison plaza commercial center to transform this unsuccessful shopping center into a mixed-use commercial and residential area, including the extension of Summit Avenue to

Red Arrow Trail. These commitments should be incorporated into a development agreement which will be made part of the FEIS.

9. \*\* The City recommends that the WDOT commit to the redevelopment of the Madison Plaza commercial center, the early acquisition of some residential and commercial properties and the construction of replacement housing within the center. The FEIS should evaluate alternatives to the standard WDOT relocation process to include early acquisitions of properties and commit funding to provide replacement housing well in advance of the actual construction schedule. This commitment should be in the form of a development agreement between the City of Madison and WDOT which adequately mitigates these impacts and becomes a commitment in the FEIS.
10. \*\* The City requests the construction of noise barriers within the locations identified in the DEIS with the noise barrier in the southeast quadrant located in conformance with the Draft Allied Drive-Dunn's Marsh-Belmar Physical Improvement Plan dated May 6, 2004. The frontage road south of the noise barrier should also be constructed north of Britta Parkway (a City of Madison park).
11. \*\* The City supports the mitigation measures for area parks which are included in the DEIS, including the commitment to improve Belmar Park and Marlborough Park and the possible expansion of Doncaster Park.
12. \*\* The FEIS must commit to a high level of urban streetscape improvements along all reconstructed streets and a high level of landscaping between the freeway, and local arterial streets and between the local arterial streets and frontage roads. All fencing of the freeway must be of high aesthetic quality and adequately screened. Architectural/aesthetic treatments and textures should be applied to all concrete structures associated with bridges, crossings, walls of the depressed freeway, noise barriers and all above ground structures. Entrance features and public art should be incorporated into the project.
13. The FEIS should recognize and acknowledge the negative impact on market values and the appreciation of properties and structures scheduled for acquisition and demolition/relocation. The FEIS should acknowledge the negative economic effects of stagnating market values and appreciation resulting from the likely diminished property maintenance which will occur between the time the FEIS is approved and acquisition occurs.
12. The FEIS should evaluate the changes in response times for safety and emergency service agencies and Madison Metro which would result from the closing of the Seminole Highway ramps.
13. \*\* The FEIS should commit to mitigate the negative impacts associated with disruptions to the transit routing and potential loss of service in parts of the neighborhood east of Verona Road.
14. The DEIS does not adequately address the secondary impacts from the freeway alternative. These impacts will include additional development further from the urban core, additional vehicle miles of travel that otherwise would not occur, and increased reliance on the automobile. The DEIS also does not include enough information on the origins and destinations of travel trips south of Highway PD. Additional information must be provided to adequately consider the types of trips utilizing the Verona Road corridor, and the split between regional trips and local trips, and the external to external, external to internal and internal to internal trips along this corridor.

The City requests that WisDOT provide the definition/clarification of the three types of trips addressed, e.g., regional, metropolitan and local. This information should be provided to local units of government and the public participation process should consider this additional critical information prior to the FEIS being approved.

15. The City requests WisDOT to identify the transit alternatives that were considered in the Verona Road Corridor.
16. The City request WisDOT to provide to the Common Council and Long Range Transportation Commission available information as it related to emissions and pollution (specifically ozone impacts).
17. \*\* The FEIS should commit to improvements in the Allied Drive neighborhood area beyond the normal policy of one quarter mile from the corridor to help mitigate impacts to this neighborhood from the project and to help meet the Department's Environmental Justice obligations in the neighborhood.

- **U.S. Highway 12/14 (the West Beltline Highway) from Todd Drive to U.S. Highway 14**

1. The City of Madison supports Alternative A ~~B~~ (the ramp meters and auxiliary lanes ~~and a third lane added in each direction~~) provided that adequate right-of-way is maintained to accommodate future high capacity transit service along the corridor.
2. \*\* The City requests that the FEIS include an acknowledgement that the WDOT will construct noise barriers between Verona Road and Mineral Point Road if requested by the City of Madison.
3. The FEIS should include a complete listing of the plans considered during the preparation of the FEIS, including the City's Peripheral Area Development Plan and all adopted neighborhood development plans.
4. \*\* The FEIS must include a commitment to address aesthetic improvements along the U.S. Highway 12/14 corridor and include a high level of aesthetic treatment and context sensitive architectural design and landscaping for all investments made along the corridor.
5. \*\* The DEIS recognizes that the West Beltline Highway is both a major transportation facility serving the Madison Metropolitan Area and, at the same time, a major barrier which has prevented the construction of a fully-connected and integrated grid system of local collector and arterial urban streets to serve the greater west side. As such, additional crossings of the West Beltline Highway must be committed to as part of the FEIS and the Beltline itself will need to be fully utilized to accommodate metropolitan traffic. The DEIS indicates that the Mineral Point Road interchange will be reaching capacity and that improvements will be needed. The FEIS must provide a commitment by the Wisconsin Department of Transportation to participate in an area-wide long-range regional study of Beltline interchanges, in particular, the Mineral Point Road interchange and west side major arterial and collector streets to explore all options to meet the transportation needs of the area, including the consideration of grade separated intersections and additional Beltline crossings.



6. \*\* The City requests that the Junction Road Overpass be considered a part of this project vs. a stand-alone enhancement project.
7. The City requests WisDOT to conduct a traffic modeling evaluation of the freeway alternative, one modeling the removal of the Summit ramps and one model run leaving them in, and ensure that the traffic modeling effort includes a larger geographic area (which includes local streets in the vicinity).
8. The FEIS must fully analyze the impacts of the project on roadways connecting the Beltline Highway to the downtown Central Business District.
9. The City requests WisDOT to evaluate all of the traffic impacts caused by the freeway alternative and the additional lanes proposed for the West Beltline. In particular, the traffic impacts on the Beltline (between Rimrock Road and Mineral Point Road) and other roadways in the Mineral Point Road area should be evaluated.
10. \*\* The City notes in its review of the DEIS that USH 12/14 between Old Sauk Road and Mineral Point Road is proposed for auxiliary ramp lanes in both directions; however, noise issues related to this segment have not been addressed. The City requests WisDOT to expand the extent of its noise analysis and include noise mitigation in the FEIS Document. Specifically, any lane additions, including auxiliary ramp lane additions, be reviewed for noise impacts and mitigation measures provided and committed to.

- **U.S. Highway 12/14-Additional Crossings of the Beltline**

1. \*\* The City of Madison supports the additional grade separated crossings of the Beltline identified in the DEIS. The following priority should be placed on these projects:
  - a. Watts Road extension under the Beltline connecting to Research Park Boulevard.
  - b. Wal-Mart to West Towne crossing.
  - c. Struck Street crossing.
  - d. D'Onofrio Drive crossing.

The FEIS must commit to undertake detailed follow-up studies of the Beltline crossings (including an evaluation of the traffic impacts the new crossings will have on area local streets), and should prioritize these crossings for construction prior to the Verona Road/West Beltline Highway interchange project. These crossings should be funded by the WDOT.

2. \*\* An additional study of the Mineral Point Road/West Beltline Highway interchange as part of the follow-up study mentioned under the previous section, should be committed to in the FEIS.
3. \*\* The FEIS should acknowledge the impacts on the Madison Metro transit system as outlined in the attached comments, and should commit to mitigating these impacts.
4. The City requests WisDOT to conduct an evaluation of reconnecting Hammersley as an east-west connector, including an evaluation of all the impacts on the Southwest Bicycle Path.

## ***SUMMARY COMMENTS ON THE DRAFT VERONA ROAD/WEST BELTLINE HIGHWAY ENVIRONMENTAL IMPACT STATEMENT***

**Prepared by the Planning Unit based on comments from City Engineering, Traffic Engineering, Planning and Development staff, CDBG Office, Office of Business Resources, and Madison Metro. These summary comments are a compilation of the comments from all agencies. The comments from individual agencies are attached.**

The Draft Environmental Impact Statement (DEIS) contains three major components:

- U.S. Highway 151/Verona Road from U.S. Highway 12/14 (the Beltline) to County Trunk Highway PD.
- U.S. Highway 12/14 (the Beltline) from U.S. Highway 14 to U.S. Highway 151.
- U.S. Highway 12/14 crossings (interchanges and grade-separated crossings) between U.S. Highway 14 and Todd Drive.

The City of Madison would like to recognize the efforts of the Wisconsin Department of Transportation to include City agencies and policy makers in the preparation of the draft Environmental Impact Statement. The Department of Transportation managed a process which included a large technical committee comprised of representatives from the affected municipalities, and formed an advisory committee comprised of elected officials and representatives from the affected neighborhoods. The Department of Transportation also partially funded the preparation of a draft Physical Improvement Plan for the Allied-Dunns Marsh-Belmar Neighborhood in response to a request from the City of Madison. City staff and policy makers have been working with the Wisconsin Department of Transportation including their lead consultants, Strand Associates, since 1997 throughout the preparation of the “needs assessment” for this area and throughout the process to identify and evaluate the alternatives which were the basis for the preparation of the DEIS.

### ***U.S. Highway 151/Verona Road From U.S. Highway 12/14 (The West Beltline Highway) To County Trunk Highway PD***

Of the alternatives considered, most City agencies commenting on the alternatives, support the freeway concept for the interchange between Verona Road (U.S. Highway 151) and the West Beltline Highway (U.S. Highway 12). These comments acknowledge the traffic flow benefits that this alternative provides to the metropolitan area, which continues to experience significant growth and development. The freeway alternative addresses regional mobility needs by separating regional from local traffic. It removes several signalized intersections from a highly congested high speed highway. The freeway alternative also addresses congestion at the Verona Road interchange, Summit Avenue (the Home Depot intersection), Raymond Road, and County Trunk Highway PD. All intersections are projected to experience significant traffic problems in the future. The depressed freeway alternative provides opportunities to address noise impacts and provide better pedestrian circulation than exists today. The freeway alternative also reduces traffic on some nearby Madison streets, such as Seminole Highway and Reetz Road. The alternative single point intersection (the urban roadway alternative) can accommodate only minimal traffic volume increases (7-15%) before falling to congested levels of service versus the freeway alternatives which accommodate traffic volumes 140% greater than existing volumes.

The City of Madison believes that the DEIS does not adequately address the requirements of Executive Order 12898 (Environmental Justice) in particular the disproportionately high and adverse human health and

environmental effects directed toward minority and low income populations, including the interrelated social and economic effects of the free flow alternative. While most City agencies commenting on the alternatives support the freeway concept, it is also recognized that this alternative results in significant negative impacts, most of which are concentrated in the southeast quadrant of the interchange (Allied Drive, Dunn's Marsh, Belmar, Marlboro Heights and Chalet Gardens). This area generally contains a much higher level of minority and low-income residents than the City as a whole. The following comments expand on the impacts described in the DEIS and highlight the impacts that the City believes have not been fully mitigated.

The City should be willing to work with the Wisconsin Department of Transportation to ensure a free-flow corridor's 2020 highway system, the highest-order roadway network which focuses on interstate mobility. However, the neighborhoods in the southeast quadrant should not bear the brunt of the negative effects of improving the State's corridor's 2020 network. The City should support the concept of separating local, regional and State traffic within this area, conditioned upon all adequate measures being implemented to mitigate negative effects on City neighborhoods. These negative effects are outlined extensively within the DEIS. If the City supports the freeflow concept outlined in the DEIS, the following commitments should be sought from the Wisconsin Department of Transportation and recognized as commitments in the Final Environmental Impact Statement (FEIS) and in an agreement between the City and WisDOT.

1. **Cover the depressed freeway between Summit and Williamsburg Way.** In a letter from Mark Olinger, Director of the Department of Planning and Development, dated May 16, 2002, the City requested that an additional alternative be studied as part of the EIS process. This alternative included the placement of the local road system serving the southeast and southwest quadrants of the interchange directly over the top of U.S. Highway 151 or covering portions of the depressed Highway. In other words, a portion of the freeway would be in a tunnel beneath the local road system. While this alternative would undoubtedly cost more, it would presumably reduce noise impacts further, possibly create additional land for development, provide additional opportunities to provide landscaped open space above the tunnel, and would significantly improve the visual and physical connections between the neighborhoods east and west of U.S. Highway 151.

The DEIS indicates that the depressed freeway and the possibility of a Raymond Road connection to Allied Drive will reduce the isolation of the Allied Drive neighborhood. While everyone would agree that Verona Road (U.S. Highway 151) is a major barrier today and a safety issue for pedestrians trying to cross it, it is none-the-less, an at-grade urban arterial with urban arterial speeds. The construction of a 30-foot deep depressed freeway with walls and fencing to accommodate 55 mile per hour traffic, can only add to the psychological and physical barrier that exists today and will further contribute to the isolation of the neighborhoods in the southeast quadrant. Covering the depressed freeway between Summit and Williamsburg Way (or at least to Raymond Road) would significantly improve the connectivity between neighborhoods and would allow the Wisconsin Department of Transportation to address many of the negative effects associated with the construction of a freeway between neighborhoods on Madison's southwest side.

2. **Consider a slower design speed.** The City of Madison supports the concept of a freeflow movement between Verona Road and the West Beltline Highway for interstate and inter-city traffic. However, by reducing the design speed of the curves to something less than the current 60 or 65 mph (and considering a design speed that would allow for a free flow ramp speed limit of 45 mph), the amount of land needed to accommodate the free flow movement and the associated implications for land acquisition, residential and business relocations, and the need to close the Seminole Highway ramps may all be reduced. These are serious concerns for the City that warrant closer consideration.

3. **Raymond Road crossing of U.S. Highway 151.** The DEIS indicates that the Wisconsin Department of Transportation will construct a Raymond Road crossing of U.S. Highway 151 as part of the project if the City of Madison requests it. The City of Madison requests that the Department of Transportation construct the Raymond Road crossing of U.S. Highway 151 on an alignment consistent with that shown in the draft Allied-Dunn's Marsh-Belmar Physical Improvement Plan dated May 6, 2004. Raymond Road would cross Verona Road and align with Thurston Lane. The City believes that this crossing is critical to help to mitigate the negative effects of the freeway alternative. While the City's recommended alignment will require the acquisition of a few more residential buildings, the alternative shown in the DEIS has Raymond Road (a collector) dead ending in a "T" intersection at Allied Drive. This crossing isolates the two buildings to the north and significantly reduces the livability of these buildings.
4. **Appropriate width for the Summit, Williamsburg Way, and Raymond Road crossings.** If the depressed freeway between Summit and Williamsburg Way is not completely covered, the width of the Raymond Road, Williamsburg Way, and Summit crossing must be a minimum of \_\_\_\_\_ feet in order to incorporate travel lanes, bicycle lanes, pedestrian sidewalks, and adequate areas for pedestrian lighting, pedestrian amenities, and landscaping in order to provide an adequate plaza-like connection between the neighborhoods east and west of the freeway.
5. **Consider eliminating the frontage road between Raymond Road and Summit in the southeast quadrant.** The City believes that the frontage road in the southeast quadrant extending from Raymond Road to Summit is unnecessary. The City would prefer to utilize these lands to accommodate additional landscaping, infill development and possible redevelopment opportunities.
6. **The support for the redevelopment of the Madison Plaza as a Mixed-Use Commercial and Residential Center.** The City recommends that the Wisconsin Department of Transportation commit to fully participate in the cost to implement the redevelopment plan for the Commercial Center to transform this unsuccessful shopping center into a mixed-use commercial and residential center, including the extension of Summit Avenue to Red Arrow Trail. Several alternatives are included in the draft Allied-Dunn's Marsh-Belmar Physical Improvement Plan and are continuing to evolve through the follow-up design process. These commitments should be incorporated into a development agreement which will be made part of the FEIS.
7. **Acquisition of residential and commercial properties.** The timing or time-lapse between the approval of the FEIS and the actual right-of-way assembly will have an additional substantial negative effect on the Allied-Dunn's Marsh-Belmar neighborhoods. These are significant impacts which have not been fully acknowledged by the DEIS or mitigated. The City of Madison recommends that the Department of Transportation commit to the redevelopment of the Madison Plaza Commercial Center, the early acquisition of some residential and commercial properties, and the construction of some of the replacement housing in the center.

The FEIS should evaluate measures that can incorporate relocation efforts, and the redevelopment plans of the City of Madison and City of Fitchburg to make the neighborhoods safer and more livable for its residents. The normal timeline for project development, funding approval, land assembly and relocation has the potential to further destabilize the Allied Drive-Dunn's Marsh-Belmar neighborhoods and adjoining neighborhoods, particularly those to the west.

The residential and commercial structures slated for acquisition and demolition as a result of the construction, will not be acquired for many years. Yet, the property owners will recognize that these



properties will eventually be acquired and will respond, as most property owners would, by discontinuing to invest the improvement and maintenance of their properties. Many of these residential structures and businesses are assets to the neighborhood. The City would expect these properties to deteriorate between the date the FEIS is approved and the time of acquisition, which we understand may be a decade or more in the future. These delays can only exacerbate the existing problems being experienced within these neighborhoods. This comes at a time when the leaders of the City of Madison, City of Fitchburg and Dane County along with the Verona and Madison Metropolitan School District are coming together to focus the community's resources to address the revitalization needs of these neighborhoods. The Wisconsin Department of Transportation needs to be a full partner in this revitalization effort. The City requests that the Wisconsin Department of Transportation enter into a development agreement with the City that mitigates these impacts and becomes a commitment in the FEIS.

8. **Noise abatement.** The DEIS indicates in the freeway alternative that noise barriers are feasible and reasonable for the northeast and southeast quadrants of the U.S. Highway 151/Verona Road interchange. WisDOT requires that the City of Madison supply a formal resolution supporting the proposed noise barriers before they will commit to build them. The City of Madison supports the construction of noise barriers within these locations provided that they occur in conformance with the recommendations included in the Draft Allied Drive-Dunn's Marsh-Belmar Physical Improvement Plan dated May 6, 2004. This plan calls for the frontage road south of the noise barrier to be constructed north Britta Parkway (a City of Madison park).
9. **Improvements to area parks.** The freeway alternative will negatively affect both Britta Parkway and Doncaster Park. The City of Madison supports the mitigation measures included in the DEIS, including the commitment to improve Belmar Park and Marlboro Park and the possible expansion of Doncaster Park.
10. **Aesthetics.** The DEIS must commit to a high level of urban streetscape improvements along all reconstructed streets and a high level of landscaping between the freeway, and local arterial streets and between the local arterial streets and frontage roads. All fencing of the freeway must be adequately screened. All fencing should be of high aesthetic quality. The DEIS provides a commitment to apply aesthetic treatments and textures to all structures associated with the depressed freeway. The DEIS should also commit to apply aesthetic treatments and textures to all noise barriers constructed and to all aboveground structures. The DEIS commits to reconstruct the southwest bike path to provide an entrance feature for the Madison metropolitan area. The DEIS should commit to apply a high level of aesthetic treatment to the Raymond Road Bridge and to consider incorporating the entrance feature treatments into both the bridge and the bike path. Context sensitive design principles and funding will be applied to the project. This commitment is so general that it is difficult to understand what is really being committed to. The DEIS should also commit to incorporating public art into the project.
11. **Economic Impacts.** The DEIS will have an impact on market values and appreciation of properties and structures scheduled for acquisition and demolition/relocation. Market value and appreciation will stagnate between the time the DEIS is approved and acquisition occurs. The Wisconsin Department of Transportation should not financially benefit from causing this market value stagnation without reimbursing property owners for their loss of investment. The DEIS does not mention the economic effects of the likely diminished property maintenance between the time the DEIS is approved and acquisition occurs.

The DEIS indicates that the freeway alternative will make the Madison Plaza Shopping Center more attractive by reducing congestion. It is difficult to understand how burying the regional traffic, which now travels right by the front door of the shopping centers on either side of Verona Road, will help these centers. The reduced visibility of these centers to the regional traffic will actually have a negative economic impact on both centers.

12. **Seminole Highway Ramps.** The City of Madison Police and Fire Departments and Madison Metro do not support the closing of the Seminole Highway ramps. Under the Freeway alternative, the proposed closure of the ramps at Seminole Highway would cause disruption to transit routing and potential loss of service hours in parts of the neighborhood south of Britta Parkway and east along the southern Beltline Frontage Road. The Urban Roadway alternative would maintain the Seminole Highway ramps with little impact to existing transit service delivery levels. The DEIS should evaluate changes in response times resulting from the closure versus the existing response times and the cost to maintain the current service levels.
13. **Madison Metro Impacts.**
  - Under both alternatives, the proposed closure of the access at Chalet Gardens Road would cause significant disruption to transit routing and potential loss of service in parts of the neighborhood east of Verona Road. It is strongly recommended that the extension of Raymond Road, between Verona Road and Allied Drive, be pursued under both alternatives to mitigate impacts to transit service routing and bus stop accessibility to residents and businesses.
  - Under the Freeway alternative, the proposed one-way conversion of the eastern Verona Road Frontage Road, between Chalet Gardens Road and Williamsburg Way, would cause significant disruption to transit routing and potential loss of service in parts of the neighborhood east of Verona Road.

### **U.S. Highway 12/14 (The Beltline) from Todd Drive to U.S. Highway 14**

1. **The City of Madison supports Alternative B (ramp meters, auxiliary lanes and a third lane added in each direction.**
  - The west side of Madison is poised for continued and significant growth in office, commercial and residential development. Alternative B with the additional capacity of the Beltline Highway will accommodate some of this growth.
  - Right-of-way impacts for the third lane are minor.
  - State action in the corridor must necessitate careful review and consideration of noise concerns and potential mitigation in existing neighborhoods.
2. **Noise barriers.** The City of Madison will need to request the construction of additional noise barriers between Verona Road and Mineral Point Road if it desires them.
3. **Consideration of Adopted Plans.** The DEIS includes a listing of adopted plans considered during the preparation of the environmental impact statement. Missing from this list are several significant City of Madison adopted plans, which we believe were considered but need to be listed. These include the City's Peripheral Area Development Plan, and all adopted neighborhood development plans including the seven plans covering the west side of the City of Madison.

4. **Aesthetic Commitments.** The DEIS includes no commitments to address aesthetic improvements along the US 12/14 Corridor between Verona Road and Mineral Point Road. This is an omission, which needs to be corrected.
5. **Follow-up Studies.** The DEIS recognizes that the Beltline is both a major transportation facility which accommodates significant amount of the travel demand within the metropolitan area and at the same time is a major barrier which prevents the construction of a fully-connected and integrated grid system of local collector and arterial urban streets to serve the greater west side. As such, additional crossings of the Beltline need to be actively pursued and the Beltline itself needs to be fully utilized to accommodate metropolitan traffic recognizing that it has prevented the construction of a fully-integrated local street system on the west side.

The DEIS indicates that the Mineral Point Road interchange will be reaching capacity and that improvements will be needed. It suggests that the reconstruction as a single point interchange will be needed. The City of Madison recommends that the Final EIS provide a commitment by the Department of Transportation to participate in area-wide long-range regional study of beltline interchanges (in particular the Mineral Point Road interchange and west side major arterials and collectors to explore all options to meet the transportation needs of the area including the consideration of grade separated intersections and additional beltline crossings).

### **U.S. Highway 12/14 – Additional Crossings of the Beltline**

1. **Beltline Freeway Crossings.** The City of Madison supports additional grade-separated crossings of the Beltline. New crossings would reduce traffic currently utilizing Beltline interchanges and would improve performance. Some traffic currently utilizing the Beltline for short trips and some future traffic could be diverted to these new crossings. The additional crossings would also benefit businesses within the area and potentially stimulate additional economic development. The additional beltline freeway crossings with the most near term potential include the Watts Road extension and the Wal-Mart Crossing. For both alternatives, further careful consideration needs to be made regarding the intersection of Watts Road and Gammon Road, specifically the intersection's capability to accommodate more redirected traffic.

The DEIS should commit to undertake a detailed follow-up design study of possible beltline crossings. This design study should prioritize new crossings and should lead to a detailed design for each of the recommended crossings. The Department of Transportation should include the recommended new crossings in their designs and should fund the cost of these improvements in advance of the Verona Road/West Beltline Interchange project. The DEIS gives the impressions that additional crossings are mutually exclusive from existing interchange improvements. This should be clarified as even with alternative crossings, some of the existing interchanges will require expansion and can be easily modified to improve safety.

2. **Mineral Point Road.** The interchange at Mineral Point Road and the West Beltline Highway is anticipated to fail with the build out of all west side neighborhoods. The single point conversion of this interchange will need to be revisited with the University of Wisconsin Research Park II Traffic Review Study.

3. **Madison Metro Impacts.**

- The proposed interchange improvements at Greenway Boulevard, Old Sauk Road, Mineral Point Road, Gammon Road and Whitney Way would require maintaining or upgrading passenger access to existing bus stop locations with new sidewalks and boarding pads, as well as creating potential new bus stop locations.
- The proposed interchange improvements at Todd Drive would significantly impact current bus stop locations and would require further reaching infrastructure upgrades to maintain or relocate bus stops with accessible passenger amenities (i.e. sidewalks, boarding pads).
- The proposed interchange improvements at Mineral Point Road and Gammon Road have possible impacts to existing diamond/HOV lane facilities used by transit. It is strongly recommended that these lane designations be maintained and even expanded to facilitate transit routing in these major corridors.
- The proposed street crossing of Highway 14 at Research Park Boulevard-Watts Road-Forward Drive would provide the greatest potential benefit to alternative transit routings across the Beltline. The connection between West Towne Mall and Wal-Mart would also give some benefit to transit routing options between Watts Road and Gammon Road. The proposed crossing at D'Onofrio Drive would require a traffic signal at the intersection of West Towne Way and D'Onofrio Drive to be of any benefit for transit routing. The proposed connection between Struck Street and Grand Canyon Boulevard would have little impact to existing transit corridor





# City of Madison

## Master

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

**File Number: 00337**

**File Number:** 00337

**File Type:** Resolution

**Status:** Passed

**Version:** 2

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**Controlling Body:** PLAN  
COMMISSION

**Requester:** PLAN COMMISSION

**Cost:**

**Introduced:** 01/20/2005

**File Name:** Adopting the Allied-Dunn's Marsh-Belmar  
Neighborhood's Physical Improvement Plan.

**Final Action:** 04/19/2005

**Title:** SUBSTITUTE - Adopting the Allied-Dunn's Marsh-Belmar Neighborhood's Physical  
Improvement Plan. 10th Ald. Dist.

**Notes:** Refer: PC, BOE, Ped/Bike, Parking & Transit, LRTPC, Public Works

### Code Sections:

**Agenda Date:** 04/19/2005

### Indexes:

**Agenda Number:**

**Sponsors:** David J. Cieslewicz and Kenneth Golden

**Enactment Date:** 04/25/2005

**Attachments:** AlliedPlan113004.pdf, LRTPC Comment.pdf, Map.  
pdf

**Enactment Number:** RES-05-00401

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	BOARD OF ESTIMATES	01/24/2005	Rerefer	BOARD OF ESTIMATES		02/14/2005	Pass
1	PEDESTRIAN/BICYCLE/ MOTOR VEHICLE COMMISSION	01/25/2005	Refer	PEDESTRIAN/ BICYCLE/MOTOR VEHICLE COMMISSION		02/22/2005	Pass
1	Planning Unit	01/25/2005	Rerefer	PLAN COMMISSION		02/07/2005	
1	PLAN COMMISSION	01/27/2005	Refer	COMMON COUNCIL		04/19/2005	
1	COMMON COUNCIL	02/01/2005	Refer	PLAN COMMISSION	05/03/2005	03/17/2005	Pass
1	COMMON COUNCIL	02/01/2005	Refer	BOARD OF ESTIMATES	05/03/2005	01/24/2005	
1	COMMON COUNCIL	02/01/2005	Refer	PEDESTRIAN/ BICYCLE/MOTOR VEHICLE COMMISSION	05/03/2005	02/22/2005	
1	COMMON COUNCIL	02/01/2005	Refer	TRANSIT AND PARKING COMMISSION	05/03/2005	02/08/2005	

1	COMMON COUNCIL	02/01/2005	Refer	LONG RANGE TRANSPORTATI ON PLANNING COMMISSION	05/03/2005	07/26/2005	
1	PLAN COMMISSION	02/07/2005	Refer	PLAN COMMISSION		03/17/2005	Pass
1	TRANSIT AND PARKING COMMISSION	02/08/2005	Return to Lead with the Recommendation for Approval	PLAN COMMISSION		03/17/2005	Pass
1	BOARD OF ESTIMATES	02/14/2005	Return to Lead with the Recommendation for Approval	PLAN COMMISSION		03/17/2005	Pass
1	PEDESTRIAN/BICYCLE/ MOTOR VEHICLE COMMISSION	02/23/2005	Return to Lead with the Recommendation to Approve as Substituted	PLAN COMMISSION		03/17/2005	Pass
1	PLAN COMMISSION	03/07/2005	Rerefer	PLAN COMMISSION		03/17/2005	Pass
2	PLAN COMMISSION	03/31/2005	Fiscal Note Required / Approval	Comptroller's Office/Approval Group	03/31/2005	04/04/2005	
2	Comptroller's Office/ Approval Group	04/04/2005	Approved Fiscal Note By The Comptroller's Office	PLAN COMMISSION		04/04/2005	
2	PLAN COMMISSION	04/04/2005	Refer	PLAN COMMISSION		04/04/2005	
2	PLAN COMMISSION	04/04/2005	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER				Pass
2	COMMON COUNCIL	04/19/2005	Adopt				Pass

### Text of Legislative File 00337

#### ..Fiscal Note

The adoption of the plan establishes recommendations to guide future investments in capital facilities and infrastructure within the neighborhood. As such, the adoption of the plan does not approve specific expenditures. Any additional capital expenditures to implement plan recommendations will require specific Common Council review and approval.

#### ..Title

SUBSTITUTE - Adopting the Allied-Dunn's Marsh-Belmar Neighborhood's Physical Improvement Plan. 10th Ald. Dist.

#### ..Body

WHEREAS the City of Madison, in cooperation with the City of Fitchburg and Wisconsin Department of Transportation jointly funded the preparation of a physical improvement plan for the Allied-Dunn's Marsh-Belmar Neighborhood focusing on physical infrastructure improvements within the neighborhood, redevelopment of underutilized and undeveloped properties, traffic circulation system improvements, and recommendations to address the negative effects associated with the Wisconsin Department of Transportation's Verona Road/West Beltline Highway reconfiguration; and

WHEREAS in order to inform the recommendations included in the plan, the City funded the preparation of the "Allied Drive Commercial Area Redevelopment Study", which produced findings and recommendations for the Madison Plaza (Super Saver) area and the "Allied Drive Housing Study" that provided findings related to



the demand for additional owner-occupied and rental housing within the area which are summarized in the Plan; and

WHEREAS the physical improvement plan recommendations informed the City's adoption of a resolution in September, 2004 commenting on the Draft Verona Road/West Beltline Highway Environmental Impact Statement; and

WHEREAS as part of the plan preparation, three public meetings were held to review findings and recommendations; and

WHEREAS the Draft Physical Improvements Plan has informed the preparation of the broader "vision for the Allied community" plan, which provides a statement of goals and strategies to guide City staff and policy bodies as they work to carry-out neighborhood improvement activities within the Allied Drive area; and

WHEREAS the Draft Physical Improvements Plan has served as a basis for ongoing discussions related to the development and implementation of neighborhood improvement activities; and

WHEREAS it is important to recognize that the recommendations included in the plan were developed with the cooperation and involvement of the City of Fitchburg as much of the area lies within the City of Fitchburg.

NOW THEREFORE BE IT RESOLVED that the Common Council hereby adopts the Allied-Dunn's Marsh-Belmar Neighborhood's Physical Improvement Plan as an element of the City's Master Plan to guide the City's future investment decisions related to physical infrastructure improvements, traffic circulation system improvements, ongoing efforts to work with the Wisconsin Department of Transportation on the Verona Road/West Beltline Highway Reconfiguration Project, and the redevelopment of underutilized and undeveloped properties within the neighborhood.

BE IT FURTHER RESOLVED that the Common Council accepts the findings of the Allied Drive Commercial Area Redevelopment Study focused on the Madison Plaza (Super Saver) area and the Allied Drive Housing Study focused on the market for owner-occupied and rental housing within the area, as summarized in the Physical Improvements Plan.

**BE IF FURTHER RESOLVED that the recommendations from the reviewing commissions are incorporated into the adopted plan and Planning staff are directed to make the necessary changes to the maps and text to incorporate the comments.**

**BE IT FINALLY RESOLVED that the Allied Drive Task Force should explore, with the assistance of the Police Department, returning parking to Allied Drive (and other streets) to further assist in traffic calming measures.**