



RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN

Report for the
RIDGEWOOD NEIGHBORHOOD ASSOCIATION
AND THE CITY OF MADISON

November 2002

Archived on September 10, 2024

This plan no longer guides development
approvals or other City actions.

Replaced by Northeast Area Plan

Schreiber/Anderson Associates, Inc.
Madison, Wisconsin

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Home Depot
M & I Bank
Nelson Group
Oil Equipment Company
PDQ Foods Stores, Inc.
Goldleaf Development, LLC
Madison Gas and Electric Company
Wal-Mart Stores, Inc.
Don Simon Homes
The Zeier Family
Midland Builders
T. Wall Properties
Neighborhood Residents

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INTRODUCTION

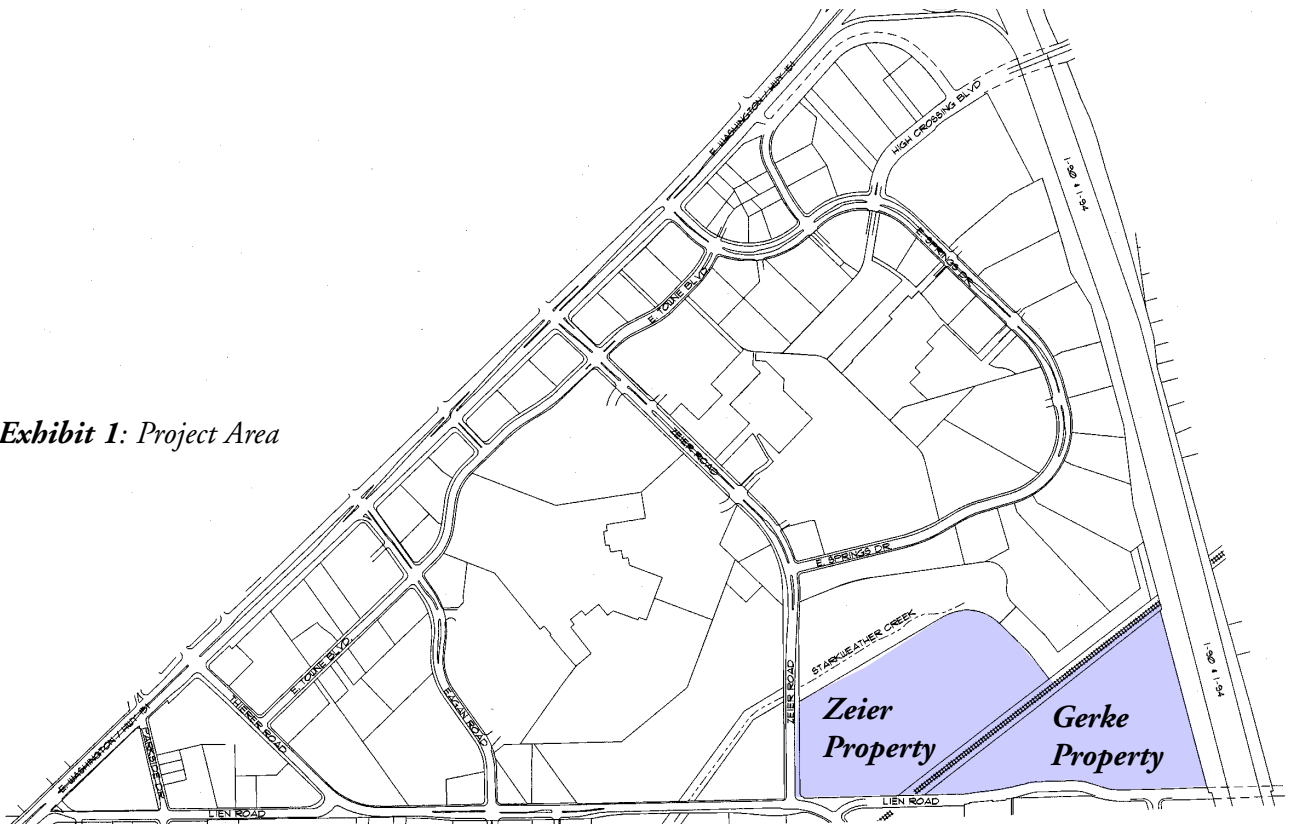
This project was initiated by the Ridgewood Neighborhood and the City of Madison Planning Department out of neighborhood concerns over the development of two parcels in the east central portion of the neighborhood, straddling the transition between the residential neighborhood and the East Towne retail area. The goal of the project was to establish a land use and development plan for these undeveloped parcels along Lien Road addressing the common interests of neighborhood residents, area businesses, and the property owners. More specifically the study objectives were twofold:

1. Establish consensus with the neighborhood, businesses, and property owners on a land use and development plan for the parcels.
2. Conduct a transportation study for a larger geographic area examining the long-term affects of future development on the Ridgewood Neighborhood's current transportation system, particularly to the east.

In addressing these objectives, the following study references three distinct geographic areas: the Project Area, the Transportation Study Area, and the Ridgewood Neighborhood. The primary focus of this study is on the Project Area, shown in **Exhibit 1**. The Project Area refers to the undeveloped parcels of land north of Lien Road that are bounded on the west and north by Starkweather Creek and on the east by I-90/94. The Project Area is divided by a rail corridor with the parcel west of the rail corridor owned by Zeier and the parcel to the east owned by Gerke.

The Transportation Study Area refers to a much larger area, bounded by Highway 30 on the south, Stoughton Road/USH 51 on the west, E. Washington Avenue/USH 151 on the north, and Reiner Road on the east. The Transportation Study Area includes three formally recognized neighborhood associations—Ridgewood, Sycamore-MacArthur, Burke Heights, and developing neighborhoods east of I/90/94. The Transportation Study Area and its location relative to the Project Area are shown in **Exhibit 2**.

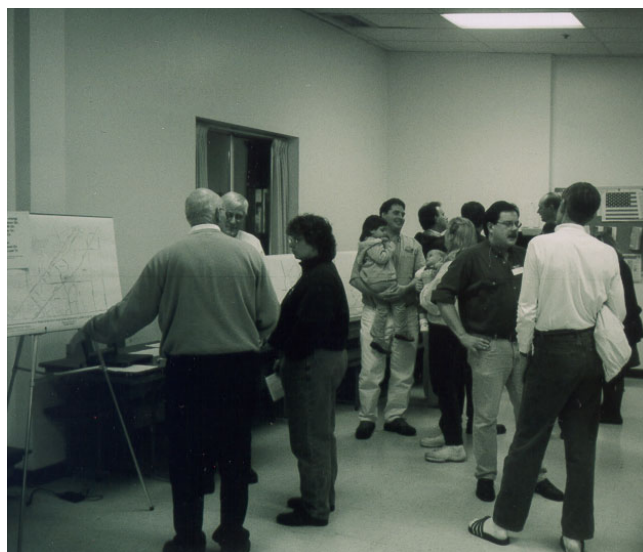
Exhibit 1: Project Area



The third area is the Ridgewood Neighborhood itself, bordered by the Sycamore/MacArthur and Burke Heights Neighborhoods on the west, USH 30 on the south, rail corridor on the north, and I-90/94 on the east. This is also shown in Exhibit 2. The Ridgewood Neighborhood consists of two distinct subareas. The Ridgewood north area is bounded by the rail corridor on the north, I-90/94 on the east, and Sycamore Avenue on the south; it includes 735 housing units of which 379 are single-family units. The Ridgewood south area, bounded by Sycamore Avenue on the north, I-90/94 on the east, Commercial Avenue on the south and Sycamore Park on the west, includes 631 housing units, 179 of which are single family units.



Neighborhood Forum #1: Goals and Priorities



Neighborhood Open House

PLANNING PROCESS

The planning process was guided by a Project Team, which included residents of the Ridgewood, Sycamore-MacArthur and Burke Heights Neighborhoods and a representative from the local business association. **Exhibit 2** shows the boundaries of all three neighborhoods. The Project Team was responsible for coordinating and publicizing public events and providing input and advice on plan activities and recommendations. The process began with two neighborhood forums designed to kick-off the project and allow the community an opportunity to voice their overall likes and dislikes about the area and to brainstorm ideas for future land use of the project area. The forums were attended by over sixty neighborhood residents who participated in a small group discussion or a focus group facilitated by a member of the Project Team. A total of ten focus groups were conducted to gather community input. The Appendix includes a summary of the community input. Likes and dislikes revolved around issues of traffic, proximity to retail, access and city services.

Each small group developed a number of scenarios for the future land use of the Project Area. Land use categories for the area included: civic uses, retail and commercial uses, parks and open space and senior housing. Groups were asked to rank their top choices. Based on the priorities of the neighborhood, a series of land use scenarios were developed and illustrated and shown to the neighborhood during a Neighborhood Open House.

The Open House, attended by over one-hundred residents, offered participants an opportunity to choose their preferred land use option. A brief survey was also distributed to elicit further input on various land use options. Participants also voiced their opinion on recommended transportation improvements in the study area.

Once the results were tallied, a final community event was held to present the final proposals to the neighborhood. This event was attended by over 60 residents who had the opportunity to see a formal presentation given by members of the Project Team on land use and transportation recommendations. They were also able to ask questions about the process and the plan recommendations.

Throughout the process, a number of project team and city staff meetings were held to review progress and brainstorm ideas.

PLANNING FOUNDATIONS

The Ridgewood Neighborhood is an integral part of the larger community of Madison's East Side, Madison, and Dane County. The neighborhood land use plan must fit into the context of these larger regions, so the plan strives to be consistent with the key planning goals set forth by both the City and State.

City of Madison Land Use Plan

The land use plan for the City of Madison includes a number of transportation and land use objectives that also guide this plan. They are:

- Physically arrange land use activities in compact, efficient and functional districts to permit energy-efficient and convenient movement between residential, shopping, employment and recreation areas.
- Maintain economically viable neighborhood commercial districts as a source of local employment, a focus of neighborhood activity and a convenience shopping and service center for residents of surrounding areas.
- Provide the direction and guidance necessary to ensure that Madison's physical growth and development occurs in a manner consistent with the community's objectives.
- Require that new development be sensitive to the natural environment and existing urban development.
- Require all new development be consistent with the objectives and policies of a current land use plan.
- Discourage cut through vehicular traffic from the interior of residential neighborhoods.
- Zone a neighborhood consistent with the objectives of an adopted land use plan and the use of land desired by local residents, property owners and business persons.
- Provide safe, convenient and comfortable pedestrian circulation within developed portions of the city.
- Recognize the role of the bicycle as a major mode of transportation and vehicle for recreation by providing safe, convenient and pleasant bicycling facilities to all major employment, recreation, retail, housing and educational centers in Madison.

State of Wisconsin Smart Growth Law

In October 1999, the Wisconsin Legislature passed the most comprehensive planning legislation in state history. The law, which is often referred to as “Smart Growth”, requires every community in the state to base future land use decisions on a comprehensive plan to include nine specific elements. Fourteen State planning goals are also detailed in the law and communities are encouraged to develop policies to accomplish these goals. The broad objectives of the law include: increase the number of local plans; improve the quality of local plans; and change the pattern of development across the State. All City of Madison plans should adhere to the requirements stipulated in the new law, which details fourteen state planning goals. They are:

1. Promotion of the redevelopment of land with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience, and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.



*Ridgewood Neighborhood
Entry feature: N. Thompson
& Oak Valley*

NEIGHBORHOOD GOALS

Based on the public input gathered throughout the planning process and through meetings of the Project Team, the following goals have been identified to guide future development in and around the project site. This list does not reflect an order of preference or priority.

- Design the area to promote convenient circulation by pedestrians and bicyclists.
- Provide a system of trail linkages throughout the site.
- Provide adequate and accessible open space areas for pedestrian activity and recreation.
- Encourage the location of suitable community and/or civic buildings within the area.
- Promote feasible, economically viable land uses.
- Create a viable, upscale commercial district to be a center of neighborhood activity.
- Encourage use of arterials and highways instead of using residential and collector streets.
- Ensure that streets serve the needs of pedestrians, bicyclists and automobiles.
- Use natural open space areas as a framework for enhancing other land uses.
- Take advantage of natural resources and physical features to develop linkages and connect opens space areas and connect the neighborhood to surrounding land uses.



View of the Project Area looking Northeast

SITE FEATURES

There are a number of natural and other unique physical features in the Project Area. The tracks of the Soo Line bisect the area from North Stoughton Road to the Interstate. Starkweather Creek also bisects the area and parallels the Soo Line tracks. Several large wetland areas adjoin the Creek. There are also some steep slopes along the south side of the tracks, which includes much of the Gerke site. The following section details the specific site features that are shown in **Exhibit 2A**.

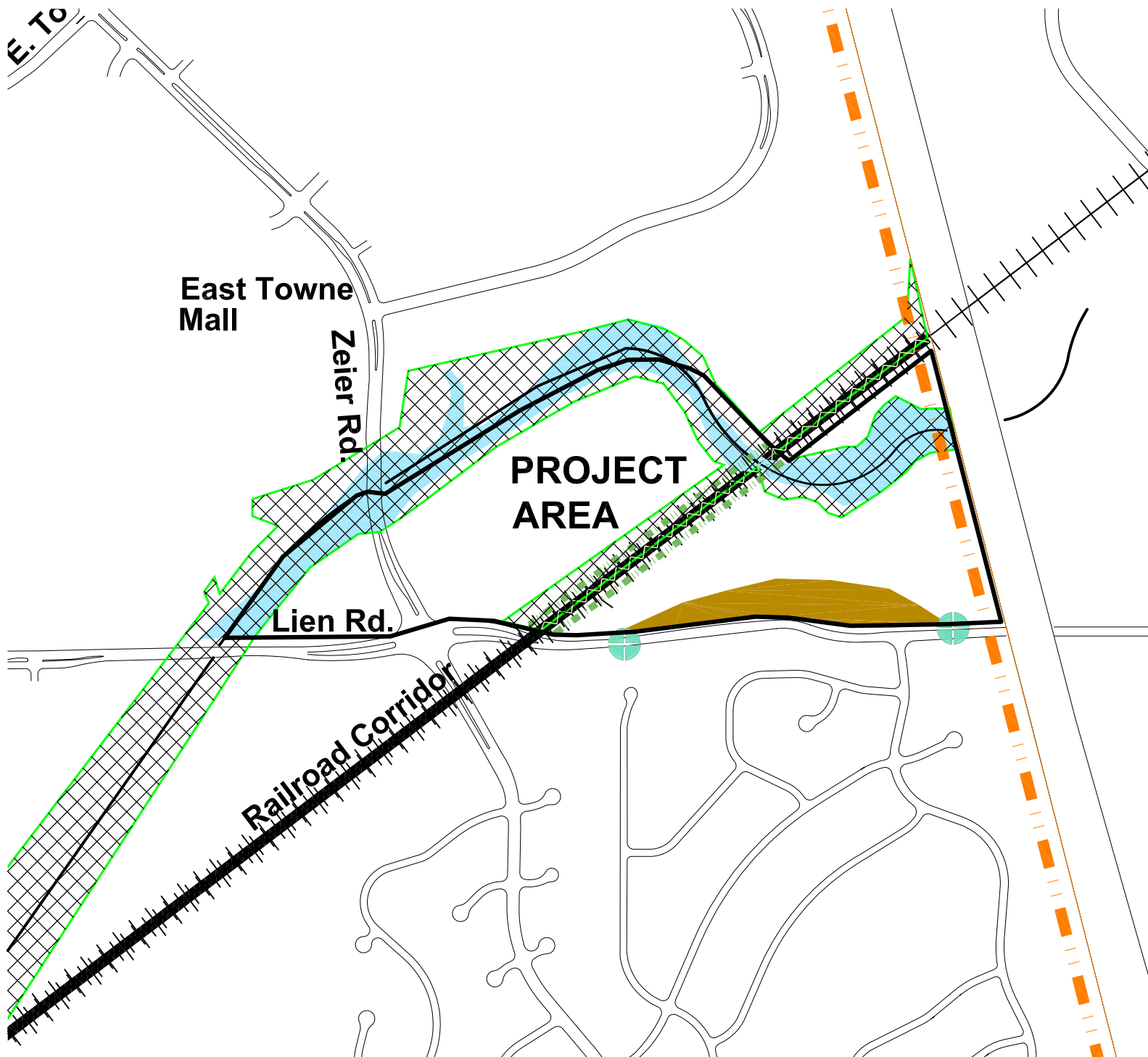
Topography




The Project Area is mostly flat and gently rolling except for some steep slopes exceeding 12 percent occurring along a portion of the southern and eastern edge. The steep grades also occur along the I-90/94 embankment and along the railroad tracks.





Soils



Soil borings were performed at various locations on the Zeier site. The area just north of Lien Road and east of Zeier consists of a surface layer of topsoil followed by gray to brown organic clayey silt. This organic silt is underlain by deposits of fine to medium sand, brown clayey silt and fine to coarse sand and gravel. This represents poor to fair subsoil conditions for foundation purposes. The north part of the site includes a surface layer of topsoil underlain by varying depths of mottled silty clay followed by strata of fine to coarse sand and gravel. This represents fair to good subsoil for foundations.

The soil types existing in the Gerke site are typically characterized by seasonal high water tables and some limitations for development due to the fill material placed on the site. The site is a demo landfill that has received much concrete rubble over past years; however, the site was never monitored by the Department of Natural Resources.



-  100-YEAR FLOODPLAIN
-  WDOT 50' SETBACK REQUIREMENT
-  RAILROAD CORRIDOR

-  30' LANDSCAPE BUFFER
-  ACCESS POINTS
-  HIGH VOLTAGE ELECTRICAL LINE
-  PROJECT AREA

-  ENVIRONMENTAL CORRIDOR
-  STEEP SLOPE (>12%)



0 250 500

Date: 10/29/02
Project No. 1725
File: siteconstraints.dwg

RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN

City of Madison, Wisconsin
DEVELOPMENT CONSTRAINTS

Exhibit 2A

RIDGEWOOD NEIGHBORHOOD ASSOCIATION
CITY OF MADISON



Soo Line Railroad

Surface Hydrology

The site is part of the Starkweather Creek watershed area and drains to the Creek. The Starkweather Creek runs parallel to the north property line before turning southward and entering the site and following the project limits along the rail tracks. Throughout both sites, there are intermittent streams, wetlands and areas within a 100-year flood plain. There is a pond located outside the property line at the northern most tip of the project site and a pond located on the Gerke site. The environmental corridor areas including flood plains and wetlands are shown in **Exhibit 2A**.

Vegetation and Habitats

Areas along the Starkweather Creek are delineated into an environmental corridor along with steep grades, exceeding 12 percent, existing along Lien Road. The areas not included in the environmental corridor north of the railroad track are either in agricultural use or vacant. The area south of the tracks includes two residential properties and the remaining area is vacant. The vacant areas within the site have a tall grass covering and pockets of deciduous and evergreen trees. There are specimen trees within the site along with invasive species that have moved in and established large stands.

Utilities

The Project Area is divided by overhead utilities that parallel the railroad tracks. The Project Area does have the capability to access the full range of utilities, including water and sanitary sewer.

Access

Currently there are three private access points into the Project Area. There are two access points from Lien Road and one from Zeier Road. Along Lien Road there is a service drive along the rail tracks; two driveways serving residential uses; and an informal entry, between Glacier Hill Drive and the Interstate. The access from Zeier Road is an informal entrance near the northwest end of the property.

Existing Structures

The existing structures on the site include the railroad tracks that bisect the project site and one residential home just east of the rail road tracks along Lien Road.

PHYSICAL CONSTRAINTS

Development of the portion of the Project Area abutting Interstate 90/94 is restricted due to a combination of a landscaped buffer, State required 50-foot building setback, a noise abatement berm, and steep slopes. A 30-foot wide landscape buffer is also required along the property's frontage with the Soo Line Railroad. The northern portion of the Project Area includes a delineated wetland, an intermittent stream bed, and flood plain areas. On the property's boundary with Lien Road, steep slopes (exceeding 12 percent) require a minimum 60-foot setback from the development.

These site constraints are shown in **Exhibit 2A**.



Ridgewood Neighborhood

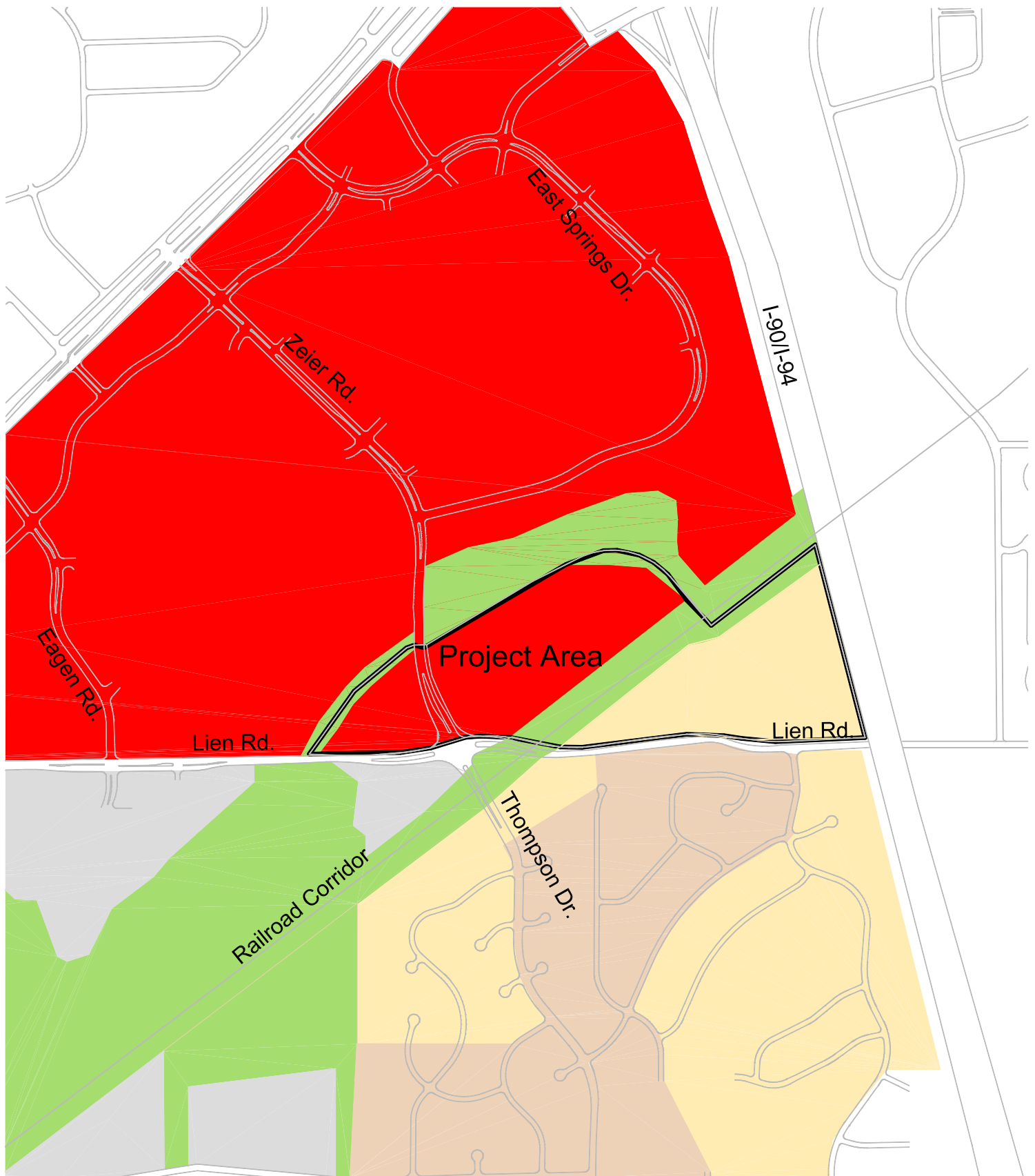
PREVIOUS PLANNING EFFORTS

The last neighborhood plan for the Project Area, the East Towne -Burke Heights Development Plan, was published in May 1987. This plan includes recommended land uses for the Project Area. The Development Plan also includes the East Towne-East Springs Commercial District Plan, which is a more detailed plan for the development of the commercial areas north of Lien Road. It focuses specifically on the area bound by East Washington Avenue, Lien Road, the Soo Line tracks and the Interstate. This includes the Zeier property.

The East Towne-Burke Heights Development Plan established a series of goals for the commercial district, including:

Land Use/Business Enhancement:

- Encourage compact, relatively intensive development that utilizes the available land efficiently and strengthens the district's function as a center for regional employment, retail and service center.
- Increase market linkages and mutual attraction among commercial activities that share potential customers.
- Avoid introduction of non-compatible activities or developments.
- Arrange the pattern of land uses and stage the sequence of development so that public services can be provided to the district in an efficient manner and can be extended in logical increments.



- | | | | | | |
|---|----------------------------------|---|------------|---|---------------------|
|  | Low Density Residential |  | Commercial |  | Park and Open Space |
|  | Low - Medium Density Residential |  | Industrial | | |



0 200 400 800

Date: 10/29/02
Project No. 1725
File: burkeheightsdevel.dwg

— RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN — City of Madison, Wisconsin

Exhibit 2B

 **SCHREIBER / ANDERSON ASSOCIATES, INC.**
1435 East Main Street Madison, WI 53703 608-255-0800
LANDSCAPE ARCHITECTS URBAN DESIGNERS PLANNERS CIVIL ENGINEERS

BURKE HEIGHTS PROPOSED DEVELOPMENT PLAN

RIDGEWOOD NEIGHBORHOOD ASSOCIATION
CITY OF MADISON

Transportation:

- Provide convenient automobile access to the district and to the various centers of commercial activity-without congestion and with parking available at convenient locations.
- Provide bus service to the district with service within reasonable distance of most major ridership destinations.
- Provide for the movement of goods and servicing of the establishments within the district without interfering with customer access or creating traffic congestion.
- Provide for convenient pedestrian movement within the district, and especially among groupings of commercial activities with strong market linkages.

Urban Design:

- Encourage high standards of building design, landscaping, lighting and signage to create an attractive environment for the district's businesses, customers, and employees and to create a high-quality image for this major regional center.

Development Plan Recommended Land Uses

The recommended land use for the Zeier portion of the Project Area is Professional and Business Offices. According to the East Towne-Burke Heights Development Plan, the open space corridor along the Creek provides an opportunity to relate office development to a landscaped natural feature. Office uses include clinics and medical offices, law offices, engineering and architectural services, accounting services and other similar types. The plan also recommends an alternative land use if there is insufficient demand for office sites. Heavier retail and service uses are one alternative.

The East Towne-Burke Heights Development Plan also includes land use recommendations for the Gerke portion of the Project Area. The recommended land use for this area is low-medium density residential development to include approximately 8 units per acre. The Plan also recommends preservation of natural features as an open space corridor along Starkweather Creek and the Soo Line Tracks. **Exhibit 2B** shows the recommended land use plan for the Project Area from the East Towne-Burke Heights Development Plan. It should be noted that many of the developments approved in the East Towne-Burke Heights Development Area are significantly different than what the Development Plan recommends.

Recent Proposals

More recently, a development was proposed for the southeastern portion of the Project Area. The existing area of 24 acres was proposed to be developed as a 197-unit apartment development with nine buildings at 3.5 stories in height. The site plan was submitted in early 2000, but was not approved, primarily due to opposition from the neighborhood.

CURRENT ZONING AND LAND USE

The Gerke property portion of the Project Area is a 24 acre parcel of vacant land with one single-family home. The existing zoning is Temporary A-Agriculture.

The Zeier property portion of the Project Area is also a vacant parcel of approximately 27 acres. The existing zoning is C-3-Highway Commercial. **Exhibit 3** shows the current zoning for the properties surrounding the Project Area.

SURROUNDING LAND USES

Exhibit 3A illustrates existing land uses in the Ridgewood Neighborhood area:

North: Vacant undeveloped lands zoned C-3-Commercial lie to the north of the Project Area.

East: Interstate Highway 90/94 lies to the east of the Project Area.

West: Vacant undeveloped property zoned M-1-Industrial lies west of Zeier Road.

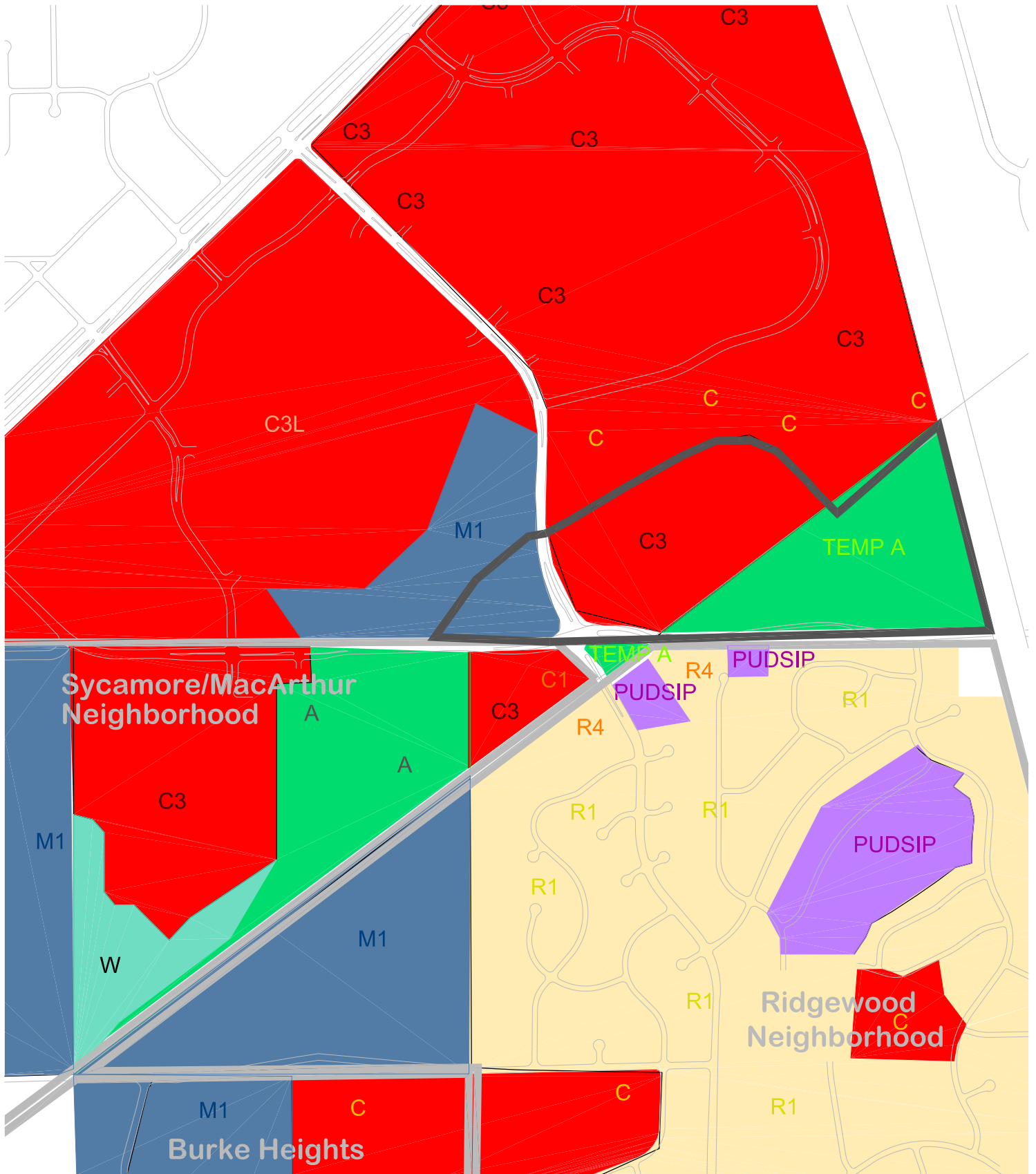
South: Residential uses and zoning lie to the south of the Project Area.

TRANSPORTATION AND CIRCULATION

The Transportation Study Area includes three arterial highways: USH 151/East Washington Avenue, USH 51/North Stoughton Road, and Highway 30. Lien Road is the major east-west road and Thompson Drive is a major north-south street. The area has existing traffic and circulation concerns as Thompson Drive functions as a minor arterial between Highway 30 and East Towne Mall. It currently functions as the main north-south arterial for the Ridgewood Neighborhood and for several other neighborhoods and communities south of Hwy 30.

The *Thompson Drive Traffic and Land Use Conditions Report*, completed by the City's Traffic Engineering Division in May 2000 noted that the 1987 East Towne-Burke Heights development plan stated that Thompson Drive (then named Bultman Road) "although identified as a collector street...would probably function as an arterial highway in the future because together with Zeier Road...it will be a major north-south route between Buckeye Road and East Washington Avenue. As the neighborhood plan predicted, Thompson Drive functions as an arterial street, unfortunately due in part to the pattern of development along Thompson Drive with homes fronting the street or accessing the street directly, this is a role that is in conflict with the desire of residents to live on a street that is more local or collector in nature." Thompson Drive does currently function as a minor arterial street north of Commercial Avenue. The pattern of development along Thompson Drive with homes fronting the street and cul-de-sacs accessing the street is due to the connections it makes with the current street system and the failure of existing north-south highways and arterials. The most significant failure is N. Stoughton Rd. (Hwy 51) and E. Washington Ave. (Hwy 151 between I39/90/94 and N. Stoughton Rd.), which fails to provide motorists from south and west of the East Towne area a more appealing route to and from that area rather than using N. Thompson as the back way short cut.

Thompson Drive currently carries about 13,500 vehicles per day on the stretch between Lien Road and Commercial Avenue. The posted speed limit is 30 mph.



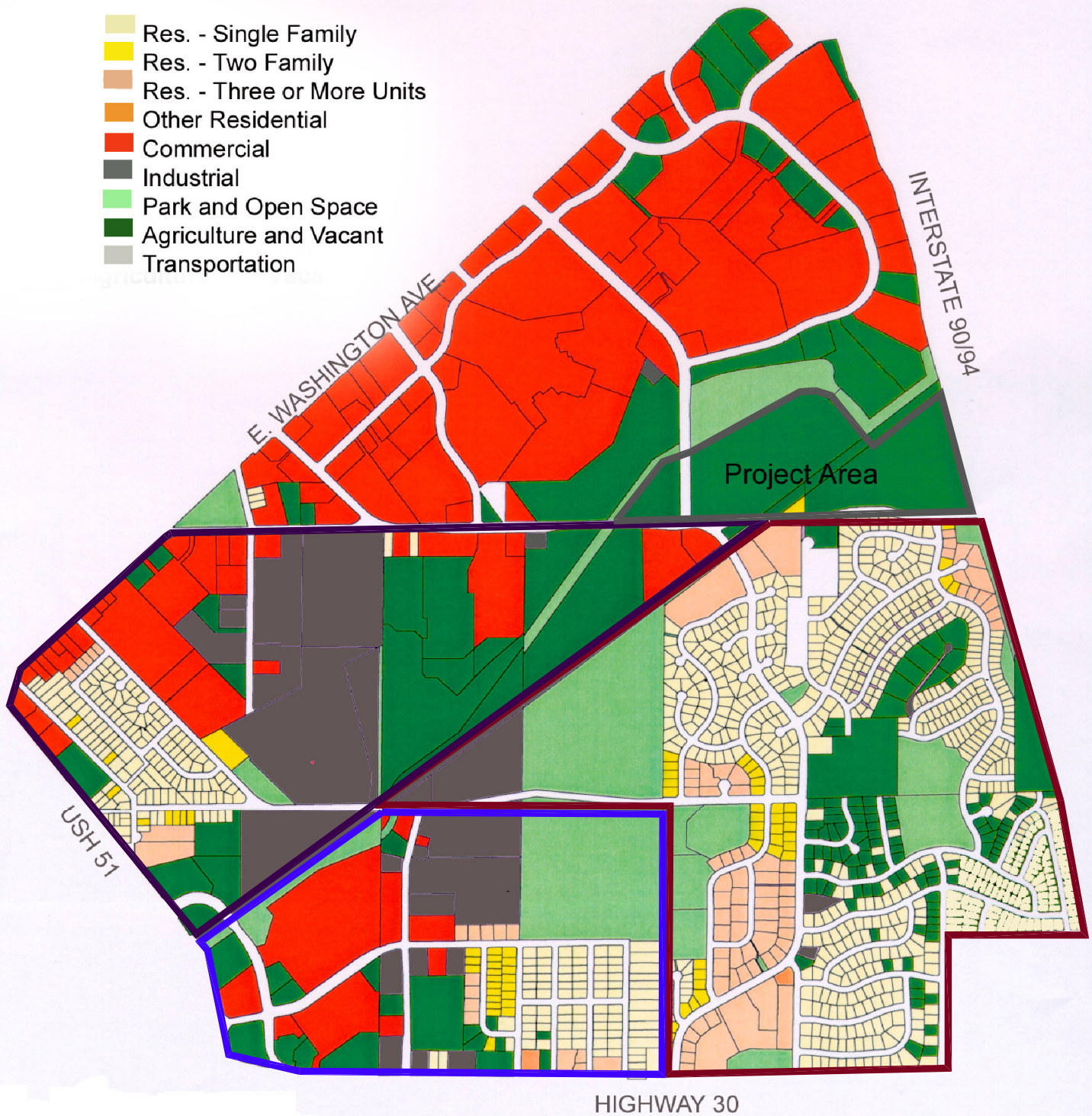
 Project Area



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Date: 10/29/02
Project No. 1725
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- Res. - Single Family
- Res. - Two Family
- Res. - Three or More Units
- Other Residential
- Commercial
- Industrial
- Park and Open Space
- Agriculture and Vacant
- Transportation



- Ridgewood Neighborhood
- Sycamore/MacArthur Neighborhood
- Burke Heights Neighborhood

Exhibit 3

Date: 10/29/02
Project No. 1725
File: landuseplancolor.dwg

RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN

City of Madison, Wisconsin

RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

Exhibit 3A

RIDGEWOOD NEIGHBORHOOD ASSOCIATION
CITY OF MADISON



North Thompson Drive

The *Conditions Report* recommends the following: “to help reduce the rate of increase or stabilize the growth of traffic volume on Thompson Drive, new parallel routes, capacity expansions to existing routes, or combinations of select street improvements with corresponding reductions in travel demand must be made.”

The report recommends a number of specific changes to Thompson Drive, some of which have since been implemented. The City has restriped the northern half of Thompson Drive for two traffic lanes, a center turn lane, bike lanes and a parking lane in the spring of 2001. The southern half was similarly restriped in the fall of 2002. A small area between Sycamore and Oak Valley remains to be completed. A number of additional route connections are also provided for consideration to provide alternative routes to Thompson Drive. Additional route connections include:

- Extend Lien Road to Reiner Road.
- Extend Milwaukee Street to Gaston Road.
- Provide a new north-south street connection across I-94 west of Gaston Road between Milwaukee Street extended and CTH T.
- Provide a north-south arterial connector east of Sprecher Road between Buckeye and Cottage Grove Roads.
- Extend Parkside Drive

The City Traffic Engineering Division also recommended the realignment or improvement of Lien/Thompson/Zeier intersection which the City has scheduled to complete as part of a two-phase reconstruction project. Phase 2 is still awaiting federal funding from the Transportation Improvement Program for the City and Dane County. If federal funding is not realized, then the city would consider other sources of funding, such as impact fees and special assessments.

Land use is inextricably tied to transportation, and the type of transportation options available. In turn, the design and efficiency of streets and highways are influenced by the current and future land uses they must serve. The traffic study conducted for this report includes both the Project Area and the Transportation Study Area, which is much larger than the development site alone. In order to understand the traffic in the development area, one must understand the traffic patterns in this larger area. For the purposes of the traffic portion of the study, this larger area is roughly bounded by Highway 30 to the south, Stoughton Rd./Hwy US 51 to the west, US 151 to the north and Reiner Road to the east. Again, **Exhibit 2** illustrates the Transportation Study Area.

The primary purpose of the current Transportation Study is to develop a traffic access plan for the Project Area which complements the proposed land use. A secondary purpose of the Transportation Study is to identify existing and future traffic patterns in the area and develop a long-term strategy for addressing both existing and future problems areas.

Existing Traffic Patterns

The current Transportation Study Area has a land use pattern that consists of large retail development on the north with residential to the south. Major north/south corridors include I-90/94, Hwy 51 and Thompson Drive. East of I-90/94, these also include Felland and Sprecher/Reiner Road. East/west corridors include East Springs Drive/High Crossing Boulevard, Lien Road, Sycamore Avenue, and Commercial Avenue/CTH T, Highway 30, and I-94. Because of the railroad, wetland, and Starkweather Creek constraints, there are limited north/south street connections linking the residential to the commercial areas. The I-90/94 system also acts as a barrier for east/west traffic connections across its boundary, particularly the neighborhood street connections. Likewise I-94 acts a barrier for north/south access between the Felland and Sprecher neighborhoods.

Exhibit 4 shows 1999 average daily traffic volumes on major streets in the Transportation Study Area, along with long-term future estimated volumes based upon full build-out of Madison's East Side.

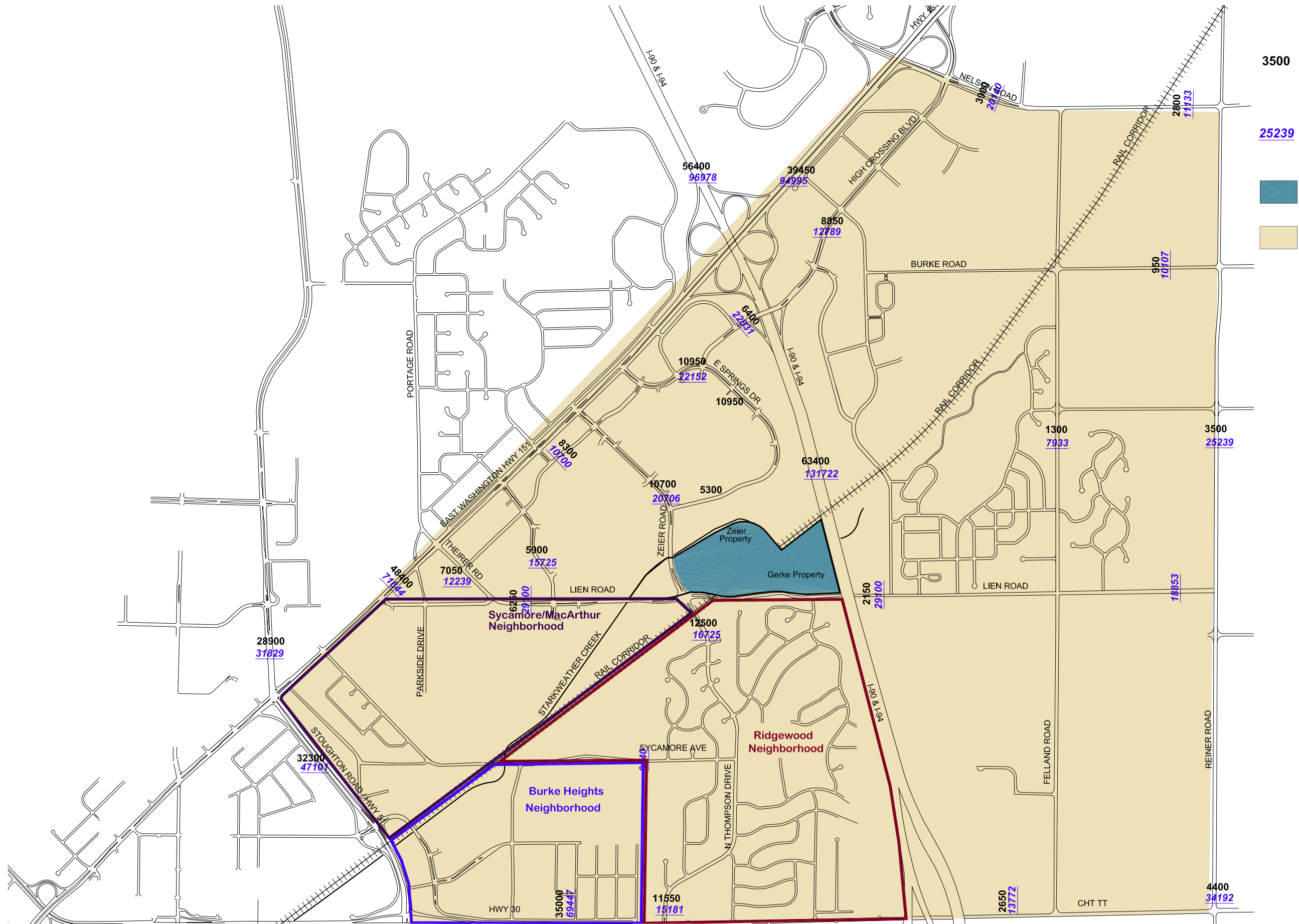
Future Traffic Conditions

Traffic estimates were taken from the East Side Arterial/Collector Roadway Needs Study conducted in 2001-2002 by the Madison Area Metropolitan Planning Organization. The projections are based on the full build-out of the east side neighborhoods, particularly those east of I-90/94. This includes the Sprecher neighborhood area on the south to the Nelson Road neighborhood on the north. The total population of the neighborhoods east of I-39/90/94 between State Highway 30 and USH 151 under full build-out was assumed to be 27,000 people, with 13,400 dwelling units and 4,000 employees. Traffic estimates under the full build-out scenario with the above-listed planned roadway improvements are shown in **Exhibit 4**.

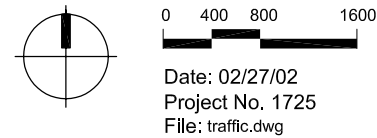
Exhibit 5 illustrates estimated future volume/capacity ratios for the major roadways in the Transportation Study Area under a land use scenario assuming the full build-out of planned City of Madison neighborhoods on the East Side and other growth areas east of I-39/90/94. A ratio greater than one indicates that the projected volume on the road exceeds its design capacity in the peak hours with full build-out.

In estimating future traffic volumes, all future improvements included in the Vision 2020 Dane County Land Use and Transportation Plan were assumed to be constructed. On the east side study area this included:

1. Four-lane Lien Road from Zeier/N. Thompson Drive to Reiner Road.
2. Reiner Road improved to four lanes.
3. New collector street connection across I-94 west of Gaston Road from Milwaukee Street extended to CTH T.
4. Six-lane freeway on USH 151 from American Parkway to Sun Prairie.
5. Milwaukee Street extended to Gaston Road.
6. Six-lane freeway on I-94.
7. New collector streets within the Felland and Reiner Road Area Neighborhoods.

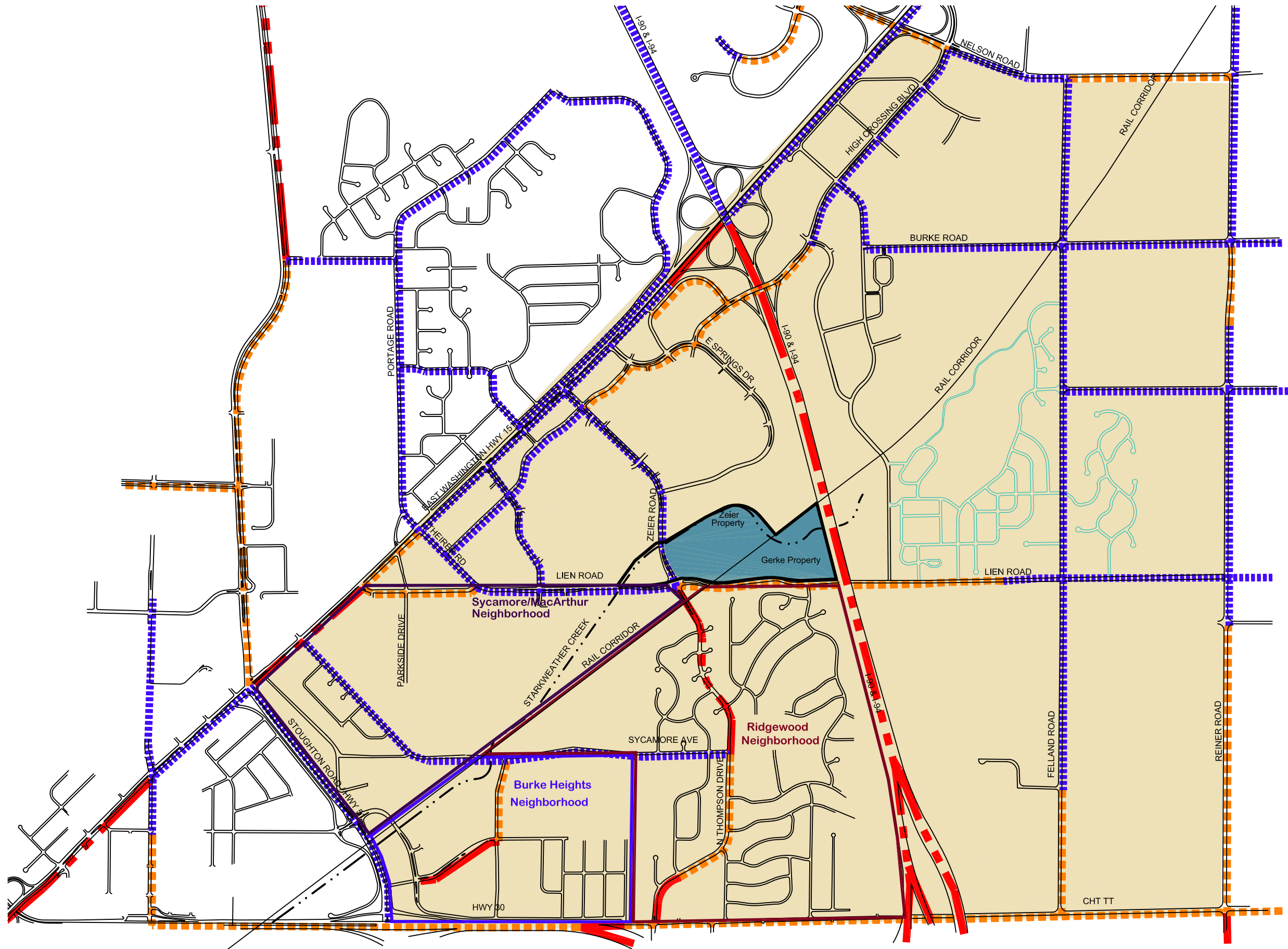


- 3500 1999 Average Traffic Daily Volumes*
- 25239 "Future (Full Development Buildout)" Average Traffic Daily Volumes
- Project Area
- Transportation Study Area



RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN

Madison, Wisconsin EXISTING & FUTURE TRAFFIC VOLUMES



LEGEND

Volume / Capacity Ratio

..... <1.00

..... = 1.00 - 1.25

..... > 1.25

Project Area

0 400 800 1600

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Project No. 1725
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RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN

Madison, Wisconsin

FUTURE ROADWAY - VOLUME / CAPACITY RATIO

The traffic estimates indicate that several roadways will undergo significant increases in traffic volumes, particularly as the area to the east of the Project Area develops. This includes Lien Road, which will increase from its current 2,000 ADT (Average Daily Trips) to 29,000 ADT. Sprecher/Reiner Road is projected to increase from its current 3,500 ADT to 25,000 ADT. North Thompson Drive is estimated to increase from its current 13,500 to 15-16,000 ADT. This estimated increase in traffic volumes could require additional improvements, such as intersection improvements, to transportation facilities both in and adjacent to the Project Area beyond the assumed widening of Lien Road to four lanes.

PLAN RECOMMENDATIONS

The following section details recommendations for both key aspects of the Ridgewood Neighborhood East Central Development Plan: land use and transportation. Land use recommendations are based on a balance of community input and the economic feasibility of various land use options. Transportation recommendations are based on previous studies and community input and expertise.

Land Use Plan

The recommended land use concept plan for the Project Area represents a balance between neighborhood preferences as provided through several community forums, market and economic feasibility of the various options discussed through out the planning process and landowner concerns. The concept plan as illustrated in **Exhibit 6** meets the neighborhood goals established by residents and reflects the desired options of the neighborhood. It includes neighborhood commercial for the Zeier property and a mix of senior housing, and civic use for the Gerke Property. The concept plan also includes a series of trail linkages and open space areas.

Neighborhood Commercial

The Zeier site is envisioned as future neighborhood commercial, to be developed as a pedestrian-friendly neighborhood-oriented shopping district serving both the nearby neighborhoods and the broader area around the site. This is a very visible space in the neighborhood and design of the development should be scrutinized to create an area that reflects the desire of the neighborhood to achieve a walkable, attractive gathering space. A coffee house, restaurant and services uses, for example, would draw customers from the neighborhood and from pass-by traffic.

Senior Residential and Public Gathering Space

The Project Team preferred senior residential to any other type of residential development for a number of reasons. First, there has been neighborhood opposition to multi-family development that includes children, due to both traffic concerns and the potential effect on the school system. Opposition from the school system arose because of the perilous location with respect to child safety, the locations segregation from the neighborhood, and potential environmental hazards. Senior residential includes very low trip generation rates, as compared to other types of residential and to retail, commercial and office uses. Generally, property values are positively influenced by this type of development. Finally, there will be no



View of the Project Area looking Northeast

impact on the school system or any school bus transportation issues to address. There may also be opportunities for use of space in such a development for community gatherings and events. Many senior developments include community rooms or centers, which can be made available to the neighborhood for civic space.

Open Space and Green Linkages

Any development plan submitted for the Project Area must include ample open space to act as a buffer and to provide linkages within the Area and to surrounding land uses. This is the primary priority of the neighborhood and was expressed in each public meeting and each project team meeting. Green space would include the environmental corridor, railroad buffer, and I-90/94 buffer. Interconnection of these open space features with pedestrian/bicycle facilities will help reduce the need for auto travel within the Project Area.

Transportation

In addition to the programmed future improvements, more improvements are needed in the Transportation Study Area to provide alternative routes for traffic to have access through the Neighborhood and Project Area. Of particular concern is the additional traffic added to the local street system due to continued development on the east side of I-90/94. This traffic needs to be provided with more opportunities for both east-west and north-south connections. Lien Road will become a major four-lane east/west corridor. North Thompson Drive will continue to function as a minor arterial collector street connecting the residential areas in the south to the commercial areas in the north. As recommended and implemented by City staff, Thompson Drive should remain a three-lane facility, including a middle turn lane and parking with bicycles lanes on both sides.

In order to discourage traffic from cutting through the neighborhood as development in the surrounding area increases, it is recommended that the affected stakeholders and neighborhood association work with the City within its Neighborhood Traffic Management Program (NTMP) and Council- appropriated funds on amelioration projects. The City's annual NTMP priority list is used as the mechanism for projects on an annual basis.

The recommended transportation improvements for the Transportation Study Area are shown in **Exhibit 7**.

Improvements for Transportation Study Area

1. Four-lane Lien Road from Zeier/N. Thompson Drive to Reiner Road.
2. Improve USH 51 and USH 151 to carry more arterial traffic between East Towne area and the area south of STH 30.
3. Evaluate the possibility of expanding Felland Road south across I-94.
4. Establish a north/south collector street between Felland and Reiner Roads (from Burke Road south to CTH T).
5. Evaluate the need for a bike path from Felland Road under I-90/94 to the Ridgewood Neighborhood between Lien Road and CTH T. The key to keeping regional traffic out of the neighborhoods is to provide principal routes which get travelers to and from destinations faster than going through neighborhoods.
6. Extend a bike lane along the Railroad corridor and interconnect it to the local developments.
7. Establish a series of east/west collector streets between Burke Road and CTH T.
8. Evaluate and discuss with Madison Metro and neighborhood residents the need for a new transit transfer station in the East Towne area and the possibility for a rail transit station.
9. Extend Crossroads Drive/City View Drive to Lien Road as shown in the Felland Neighborhood Plan. If a larger P&R lot is being considered, the neighborhood may be opposed to the project.
10. Extend Parkside Drive to Sycamore Avenue as environmental conditions permit.
11. Eliminate any plans for an interchange at I-90/94 and Lien Road.

Neighborhood Commercaill, Senior Residential and Civic Use

Legend

- NEIGHBORHOOD COMMERCIAL
- RESIDENTIAL
- GREENSPACE/ PARK/ RECREATION
- CIVIC
- WATER QUALITY FEATURE
- LANDSCAPE AND BERM BUFFER
- PROPOSED TRAILS
- HIKING TRAILS/ ALTERNATE BIKE TRAIL
- NEIGHBORHOOD ENTRY FEATURE
- ✱ NEIGHBORHOOD TRANSIT STATION
- ↕ ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY

LAND USE TYPE	ACREAGE
Neighborhood Commercial	18
Residential	9.5
Civic	2.5
Greenspace/ Park/ Recreation	15
Road Improvements	6



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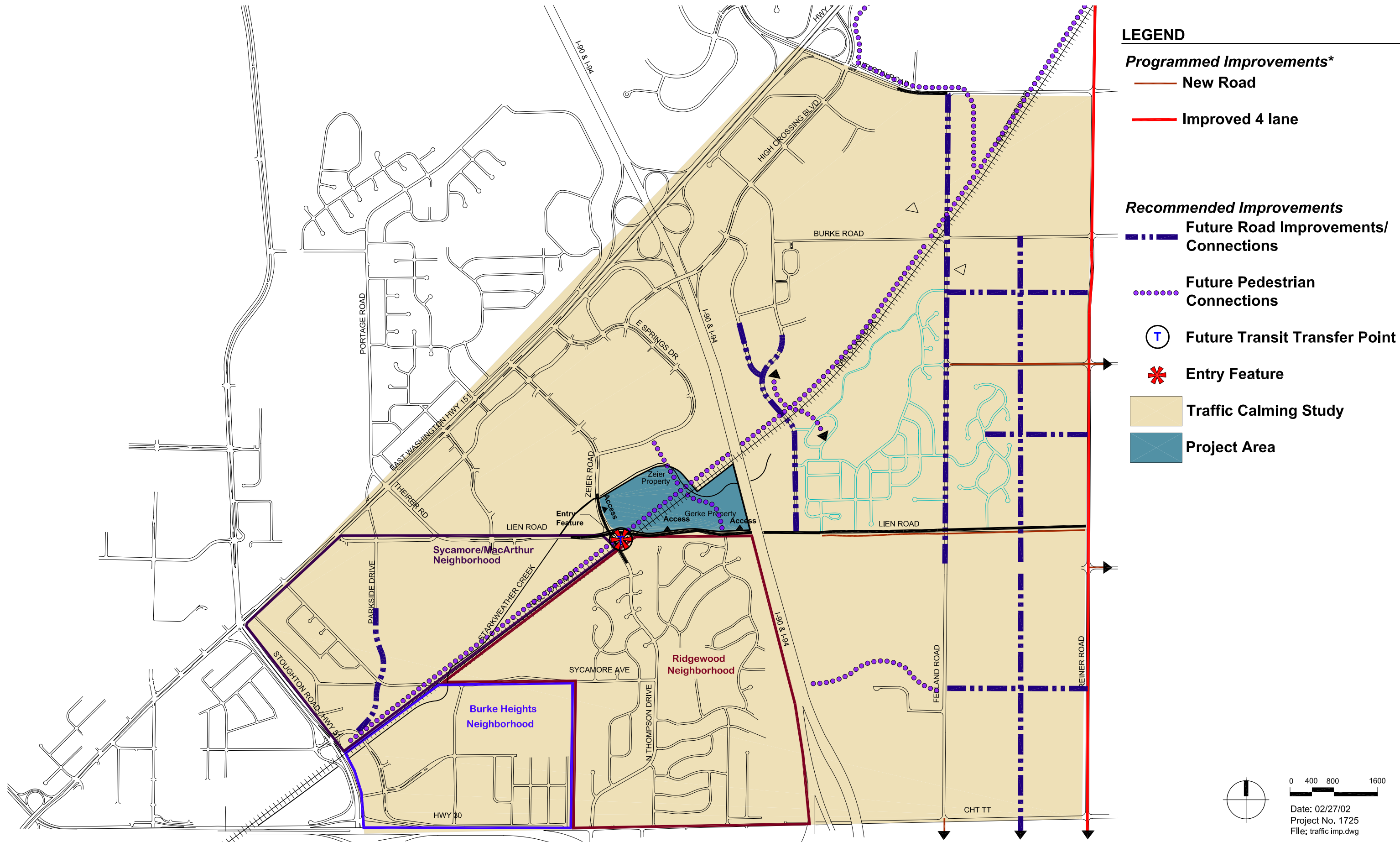
RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

Madison, Wisconsin

RECOMMENDED LAND USE CONCEPT

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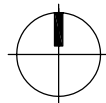
LEGEND

Programmed Improvements*

- New Road
- Improved 4 lane

Recommended Improvements

- Future Road Improvements/Connections
- Future Pedestrian Connections
- Future Transit Transfer Point
- Entry Feature
- Traffic Calming Study
- Project Area



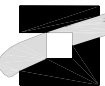
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RIDGEWOOD NEIGHBORHOOD EAST CENTRAL DEVELOPMENT PLAN

Madison, Wisconsin

RECOMMENDED TRANSPORTATION IMPROVEMENTS



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The recommended access for the Project Area is also shown in **Exhibit 7**. It is assumed that there will not be an interchange of I-90/94 at Lien Road. Due to the topographic constraints on the site, it is recommended that the site have two independent access points: one on Lien Road and one on Zeier Road.

Improvements for Project Area

1. Two access points on Lien Road on the west side and east side of the site.
2. One access point off of Zeier Road.
3. Established bikeway along the rail corridor.
4. Pedestrian path system along the creek and linking the neighborhood to the commercial center.
5. Consider bus turnout on Lien Road as future traffic volumes increase.
6. Provide a entryway feature as a part of the Lien Road/North Thompson/Zeier Road improvements.

Land Use Plan Development

During the first series of community forums, residents detailed their goals for future land use options for the Project Area. Residents brainstormed in small group sessions, which included ten separate focus groups, to develop their preferred land use options. During this first round of land use plan development, goals or options were developed without regard to the economic or market feasibility of those uses. The land use options represent a “wish list” of what residents would like to see, if possible. The following land use options were preferred by the community:

- Green Space—parks, open space, trails and recreational opportunities
- Civic Uses—community center, library, police, fire stations, educational services
- Neighborhood Commercial—coffee house, take-out food, neighborhood grocery
- Senior Housing
- Other options noted by residents included office development and a transit station

Residents also had some clear preferences as to what type of development is not preferred in the Project Area. These options include big box retail and large high-density multifamily housing development.

During the second community forum—a neighborhood open house—residents were shown six alternatives for land use in the Project Area, based on the results of the first community forum. These six alternatives are included in the Appendix as **Exhibits 8 to 13**. The intent of the neighborhood open house was to establish the neighborhood priorities. Then, the Project Team was charged with balancing these priorities with market realities and site constraints.

Of the six alternatives, the preferred land use scenarios were Alternative Five—civic and green space—and Alternative Three—civic uses and neighborhood commercial. The top preferences in terms of the eight priorities offered for public comment include: open space; civic uses; neighborhood commercial and senior residential development. Based on these priorities and acknowledging the market realities of the sites, the Project Team agreed that economic viability dictates that the Zeier property is more suited to commercial uses, due to its location on a key intersection and the traffic volumes. The Gerke property is less suitable for neighborhood commercial due to its lack of visibility and topographical constraints.

The dedication of large amounts of open space for recreational use in the Project Area is not economically feasible from the City standpoint, as the area has two City-maintained parks nearby. A more viable concept would combine some open space and open space connections to create buffers and linkages, with the other priority land uses as developed by the neighborhood.

PLAN IMPLEMENTATION

The Ridgewood Neighborhood East Central Development Plan is intended to provide a framework for the City, neighborhood residents and prospective developers to discuss specific proposals. It is not intended to represent the only approach to development of the Project Area. Evaluation of development proposals must consider the neighborhood goals detailed in this plan and recommended land uses as developed by the neighborhood.

The exact timing of development in the Project Area depends on prospective developer and landowner timelines. Market demand will drive these timelines to a significant extent. This section begins to organize the next steps toward achieving the goals established by the neighborhood residents.

General Activities

- The Project Team should continue to guide future efforts by helping both the City of Madison and prospective developers to understand neighborhood goals and land use and transportation recommendations.
- The Project Team should encourage early involvement of the community in the development process-preferably at the initial concept stage
- Development of senior residential adheres to the current adopted land use plan for the area (East Towne-Burke Heights). Current zoning of the area may have to be changed from Agriculture to a Planned Unit Development (PUD) District or Medium Density Residential (R4), which must be considered in conjunction with a development plan.
- Development of neighborhood commercial is not consistent with current zoning of the Zeier property. The existing zoning is Highway Commercial (C3). In order to become Neighborhood Commercial, the property would need to be rezoned C1.
- The Project Team should continue to encourage quality development and urban design in the area to ensure that any proposed development meets with the goals set forth in this Plan.

Neighborhood Priorities

The following represents the neighborhood priorities for development of the sites and for transportation improvements to the areas. An implementation schedule for both the land use and transportation recommendations of this study is shown on page 20, and lists the recommendations in order of priority.

Land Use

Development of the two sites within the Project Area will be driven by market demand and property owner timetables. The following represents a general framework for recommended land use activities as the property owners begin to seriously consider development of their respective sites:

1. Preparation of concept plans for the Gerke site.
 - a. Review of concept plan for consistency with neighborhood goals and priorities.
 - b. Neighborhood education and outreach addressing questions and concerns with conceptual plan.
 - c. Monitoring of process by Project Team as necessary as plans pass through various government entities and construction begins.

2. Preparation of concept plan for the Zeier site.
 - a. Review of concept plan for consistency with neighborhood goals and priorities.
 - b. Neighborhood education and outreach addressing questions and concerns with conceptual plan.
 - c. Monitoring of process by Project Team as necessary as plans pass through various government entities and construction begins.

Transportation

The following specific transportation recommendations are listed in priority order. The Project Team is the organization responsible for guiding and overseeing implementation efforts.

1. Request City Traffic Engineering to complete North Thompson Drive traffic calming enhancements, including remarking and conversion to a three-lane facility. If appropriate, islands should also be constructed for pedestrians. Traffic calming measures should be evaluated after they are in place for a period of time to measure their effectiveness.
2. Request that the City Traffic Engineering and Pedestrian/Bicycle-Motor Vehicle Commission work with the affected residents and undertake or contract for a traffic calming study for the neighborhood associations on various neighborhood traffic management projects within the Plan areas as part of the City's annual Neighborhood Traffic Management priority list process.
3. Request the Engineering Division to complete the planned construction of the new intersection at Zeier/N. Thompson/Lien and the widening of Lien Road to four lanes. As a part of this design, excess right of way on the southeast corner should be explored for the location of a neighborhood entryway feature.
4. Work with the State, County and City to complete and implement a traffic management study in the area of North Thompson Drive and Commercial Avenue/Highway 30 and Swanton Road.
5. As development occurs east of the Interstate, encourage the establishment of a series of north-south and east-west collector streets east of I-90/94 to alleviate traffic through the Neighborhoods.
6. Request the Engineering Division and Department of Planning and Development explore the feasibility of constructing a bike path from Felland Road under I-90/94 to the Ridgewood Neighborhood between Lien Road and CTH TT.
7. To develop an attractive entryway into the residential neighborhood, request the City to work with the neighborhood on developing signage and landscaping on the southeast corner of North Thompson and Lien Road and north of the railroad line.
8. Request the Engineering Division explore the extension of Parkside Drive to Sycamore Avenue.

IMPLEMENTATION SCHEDULE

Land Use

Year	Gerke Site	Zeier Site	Responsibility
1	Site Analysis/Preparation of Concept Plans Review for consistency with goals and priorities Neighborhood education and outreach		Developer Project Team City
2	Neighborhood education and outreach		Developer Project Team
3	Project Team monitoring of process Construction		Developer Project Team City
4-5	Project Team monitoring of process Construction		Developer Project Team City
5-10		Site Analysis/Preparation of Concept Plans Review for consistency with goals and priorities Neighborhood education and outreach	Developer Project Team

Transportation

Year	Project	Responsibility	Costs/Funding Sources
1	North Thompson Drive upgrades Traffic Calming Study	Project Team Traffic Engineering	City Estimate \$30,000
2	Lien Road Realignment and Improvements Neighborhood Entryway features	Project Team City Engineering City Planning	City Estimate
3	Parkside Road Bike Paths	Project Team City Engineering Parks Division	City Estimate \$66,000*
4	Local connector streets	Project Team City Engineering	
5-10	Local connector streets	Project Team City Engineering	

* Note: estimate is for portion of bike path through project area only (10' wide asphalt path, including clearing and grubbing, 4" gravel base and 2" asphalt).

APPENDIX

I. Alternative Land Use Scenarios:

Alternative 1: Neighborhood Mixed Use Development (Neighborhood Commercial, Office, Residential)

- Pedestrian friendly small shops for neighborhood residents (coffee house, book store, bank, take-out foods, neighborhood grocery).
- Small offices (insurance, dentists).
- Residential above shops or offices.
- System of walking and bicycle trails through the sites and linked to neighborhoods.

Alternative 2: Transit-Oriented Neighborhood Mixed Use

- Transit station (bus and/or train).
- Pedestrian-friendly and compatible neighborhood mixed uses (coffee house, bagel shop, book/newspaper shop, food market, and small offices, residential above offices).
- Small-scale elderly residential.
- Parks and Open Space-pedestrian walkways and linkages.

Alternative 3: Civic Campus and Neighborhood Commercial

- Urban Civic Center: community center; library; post office outlet; transit station (some combination of several of these uses).
- Neighborhood Commercial: Small shops for neighborhood residents (coffee house, book store, bank, take-out foods, neighborhood grocery, restaurant, small offices).
- Parks and Open Space: pedestrian walkways and linkages.

Alternative 4: Recreation and Office/Retail

- Green space, recreational uses.
- Offices: small-and medium-sized (dentists, insurance, other services).
- Neighborhood Retail to support businesses and residents.
- Parks and Open Space: pedestrian walkways and linkages.

Alternative 5: Civic Campus and Green Space

- Civic Center and Open Space: Community Center and Library; Post-office outlet; Church.
- Neighborhood Commercial.
- Parks and Open Space: pedestrian walkways and linkages.

Alternative 6: Low Density Residential/Service Distribution/Office (generated from discussions with city staff)

- Low-density residential (single family)
- Offices: small sized.
- Service distribution/warehousing/high-tech. uses
- Parks and Open Space: pedestrian walkways and linkages.

II. Priority Ranking of Land Use Options

Priority Rank	Open Space, Bike/Ped Linkages	Neighborhood Commercial (small shops, service-oriented offices)	Civic Uses (library, community center)	Office (small and medium scale offices)	Mixed Use (small shops, small offices, residential above shops)	Senior Residential	Single-Family Residential	Service Distribution
1	52	8	30	0	9	3	4	0
2	17	19	29	3	4	8	2	0
3	7	21	10	11	13	23	6	1
4	5	15	18	22	19	10	6	2
5	5	9	6	18	18	14	7	3
6	3	4	5	17	7	16	9	12
7	4	1	3	10	5	9	18	22
8	1	4	1	4	7	8	31	40

Residents were also asked to provide a priority ranking of different land use options, which included:



Alternative 1: Neighborhood Mixed Use Development

Legend

- MIXED USE
- GREENSPACE/ PARK/ RECREATION
- LANDSCAPE AND BERM BUFFER
- MULTI-USE TRAIL IN RAIL CORRIDOR
- PATH SYSTEM
- NEIGHBORHOOD ENTRY FEATURE
- ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY



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RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

Madison, Wisconsin
LAND USE SCENARIOS - ALT. #1



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Alternative 2: Transit-Oriented Mixed Use Development

Legend

- RESIDENTIAL
- MIXED USE
- GREENSPACE/ PARK/ RECREATION
- LANDSCAPE AND BERM BUFFER
- MULTI-USE TRAIL IN RAIL CORRIDOR
- PATH SYSTEM
- NEIGHBORHOOD ENTRY FEATURE
- TRANSIT STATION
- ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY



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RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

Madison, Wisconsin

LAND USE SCENARIOS - ALT. #2



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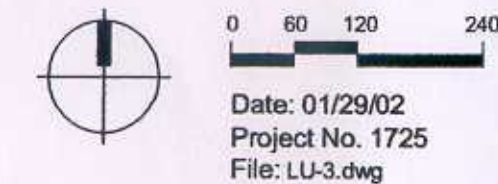
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Alternative 3: Civic Campus and Neighborhood Commercial Development

Legend

- NEIGHBORHOOD COMMERCIAL
- GREENSPACE/ PARK/ RECREATION
- CIVIC
- WATER QUALITY FEATURE
- LANDSCAPE AND BERM BUFFER
- MULTI-USE TRAIL IN RAIL CORRIDOR
- PATH SYSTEM
- NEIGHBORHOOD ENTRY FEATURE
- TRANSIT STATION
- ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY

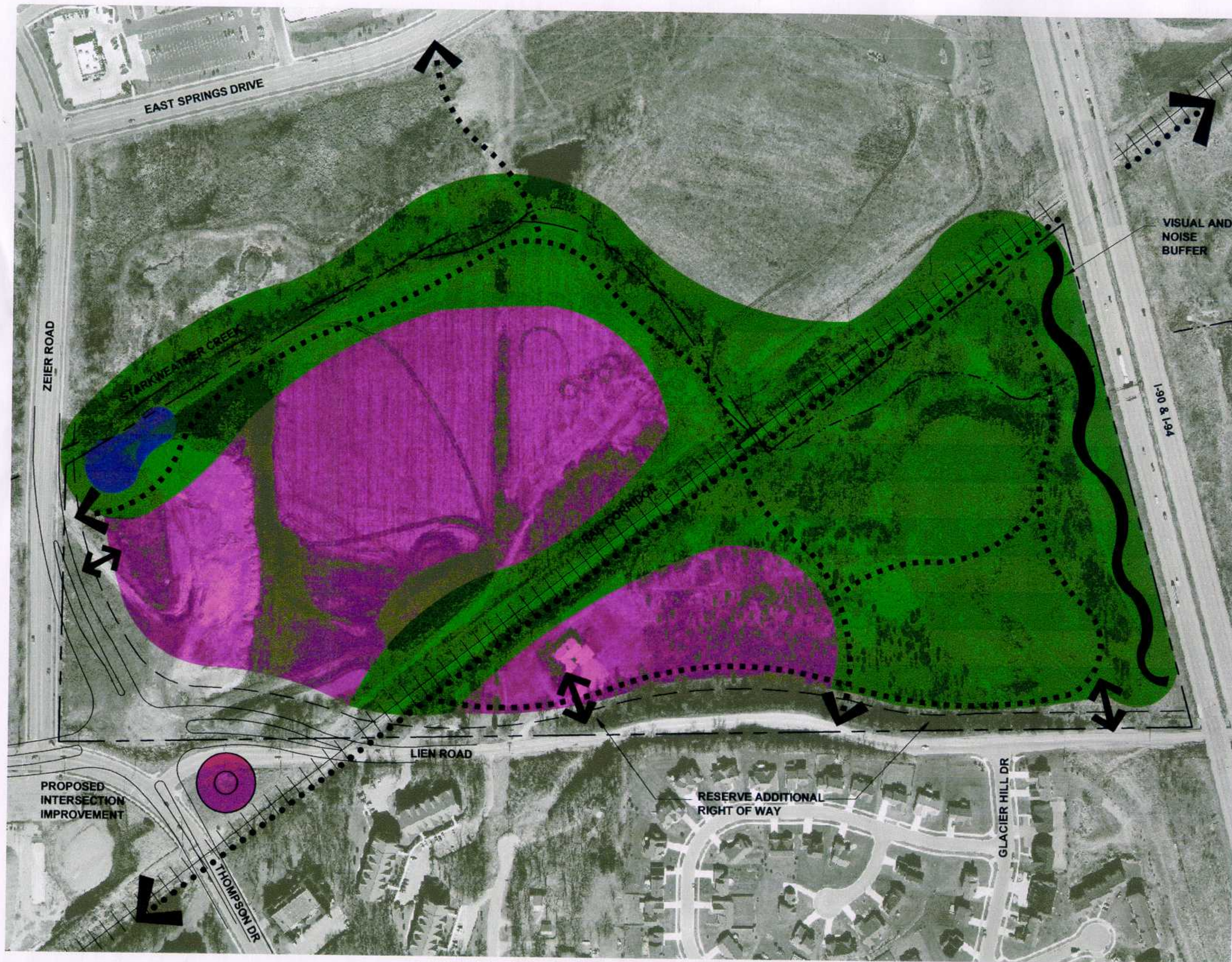


RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

Madison, Wisconsin
LAND USE SCENARIOS - ALT. #3

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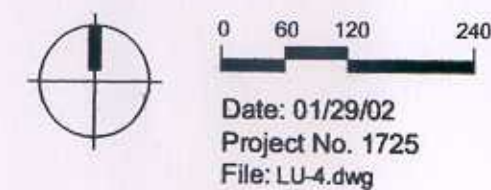
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Alternative 4: Recreation and Office Development

Legend

- OFFICE/ RETAIL
- GREENSPACE/ PARK/ RECREATION
- WATER QUALITY FEATURE
- LANDSCAPE AND BERM BUFFER
- MULTI-USE TRAIL IN RAIL CORRIDOR
- PATH SYSTEM
- NEIGHBORHOOD ENTRY FEATURE
- ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY



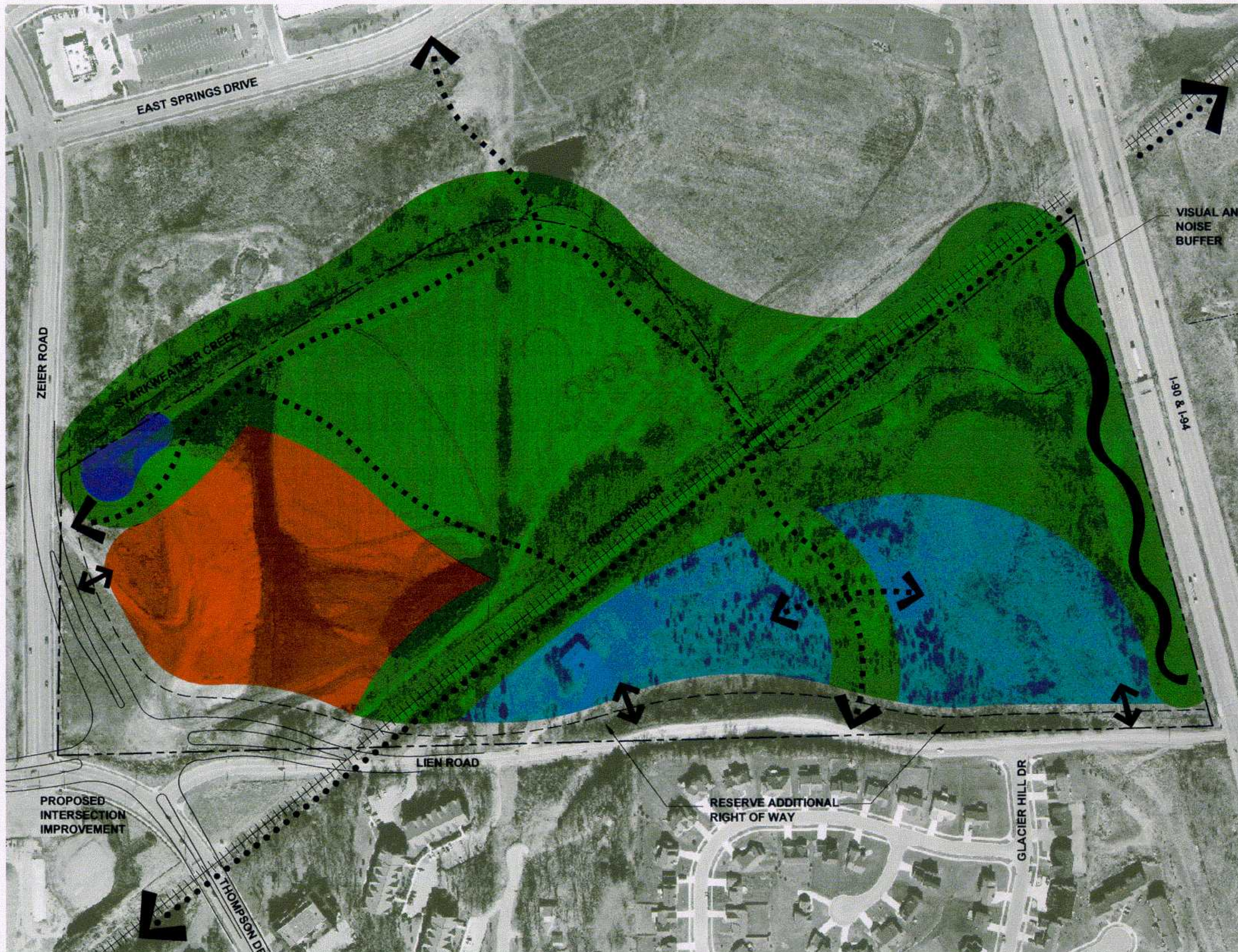
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LAND USE SCENARIOS - ALT. #4

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Alternative 5: Civic Campus and Green Space Development

Legend

- NEIGHBORHOOD COMMERCIAL
- GREENSPACE/ PARK/ RECREATION
- CIVIC
- WATER QUALITY FEATURE
- LANDSCAPE AND BERM BUFFER
- MULTI-USE TRAIL IN RAIL CORRIDOR
- PATH SYSTEM
- ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY



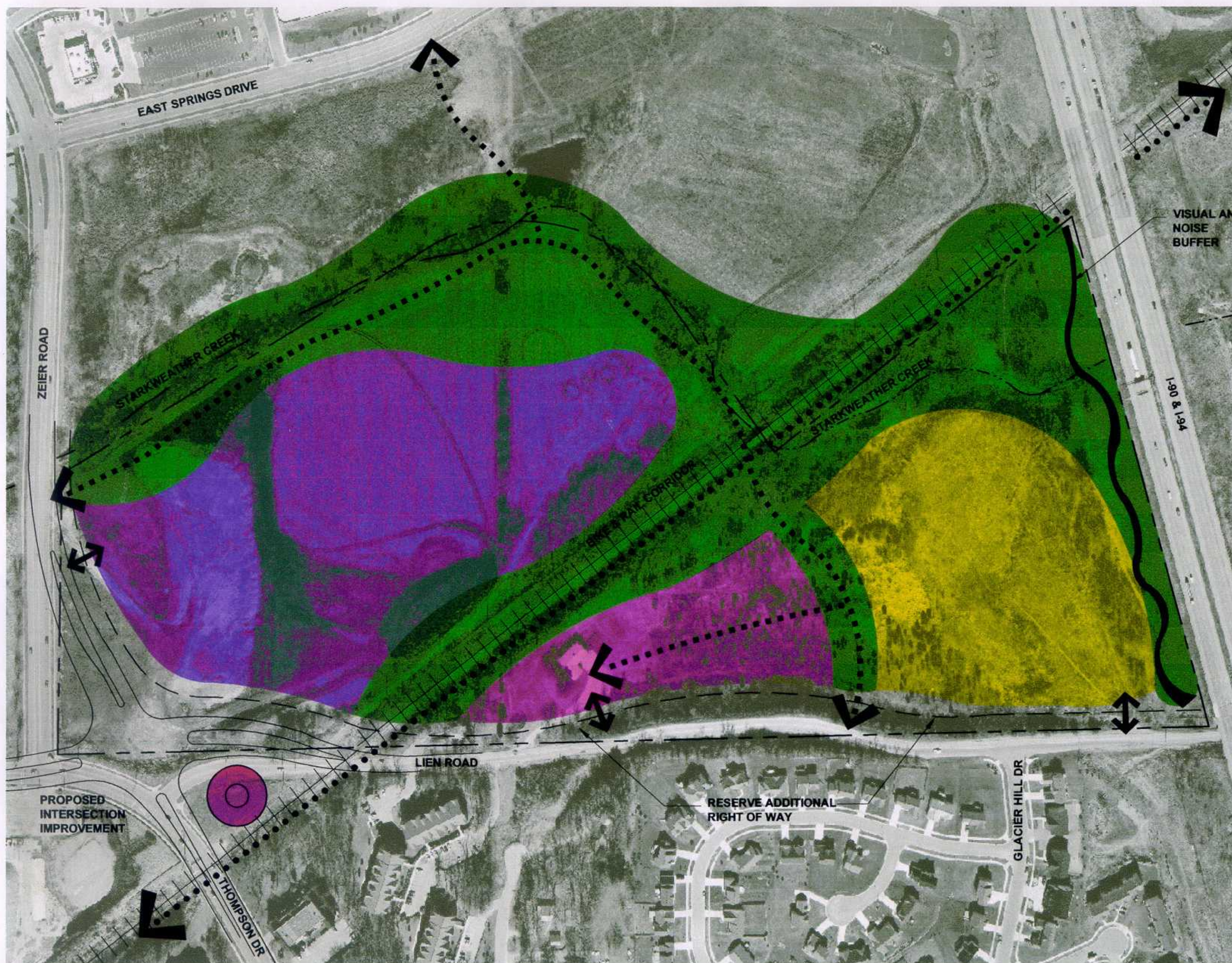
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RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

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 LAND USE SCENARIOS - ALT. #5

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Alternative 6:
Low Density Residential/
Service Distribution/ Office
Development
 (Generated from Discussions
 with City Staff)

Legend

- RESIDENTIAL
- SERVICE DISTRIBUTION
- OFFICE/ RETAIL
- GREENSPACE/ PARK/ RECREATION
- LANDSCAPE AND BERM BUFFER
- MULTI-USE TRAIL IN RAIL CORRIDOR
- PATH SYSTEM
- NEIGHBORHOOD ENTRY FEATURE
- ACCESS POINT
- PROPERTY LINE
- PROPOSED RIGHT OF WAY



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RIDGEWOOD NEIGHBORHOOD LAND USE PLAN

Madison, Wisconsin
 LAND USE SCENARIOS - ALT. #6



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