

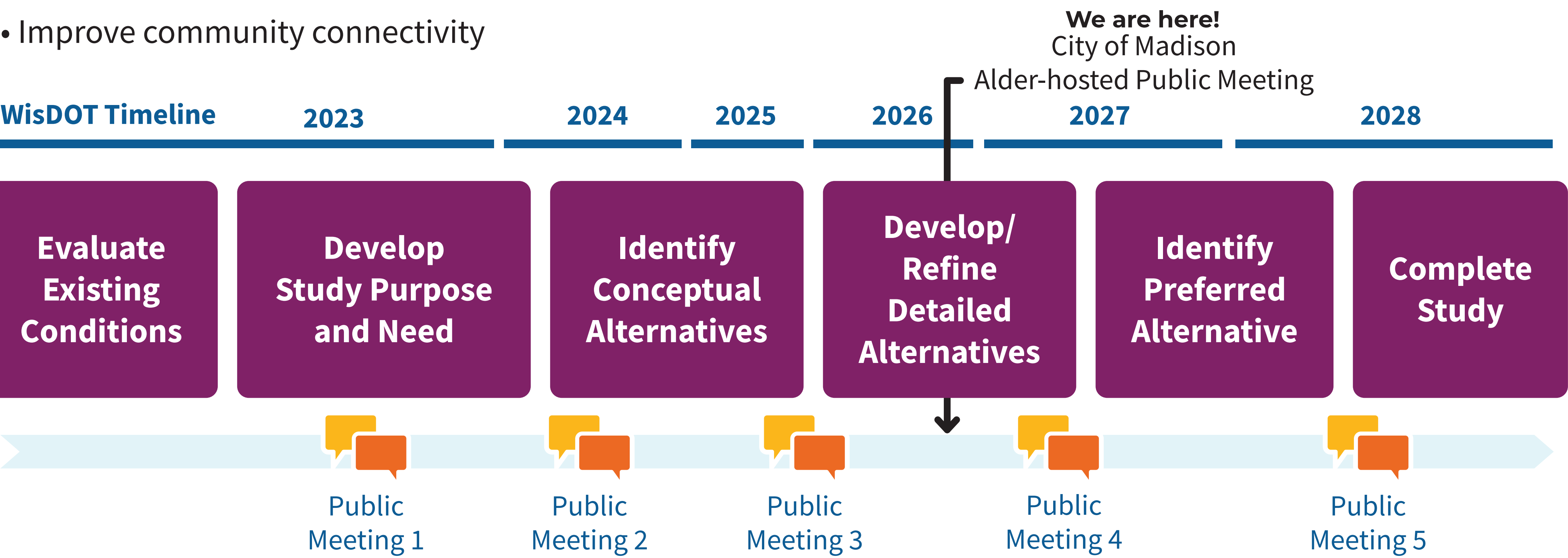
Project Overview

The Wisconsin Department of Transportation (WisDOT) is developing alternatives (options for future design work) for the future of S. Stoughton Road in Madison. **The Preferred Alternative selected through this process will shape the far east side of Madison for decades.**

The project’s Purpose and Need identifies **three key goals** for the corridor:

- Improve safety
- Improve mobility for all modes
- Improve community connectivity

What is a **Preferred Alternative**?
The overall vision and design concept that would advance if the project moves forward.



Why are we here today?

- Understand the options being considered
- Explore tradeoffs and why they matter
- Learn how the options align with adopted City plans and goals
- Share what matters to you

What is the City of Madison’s role?

The City is a key stakeholder, advocating for safety, connectivity, and economic development and wants residents to understand how this project could affect our community.

WisDOT’s current cost share policy depends heavily on local tax dollars to support bicycle and pedestrian improvements. Landscaping is also expected to require local funds.

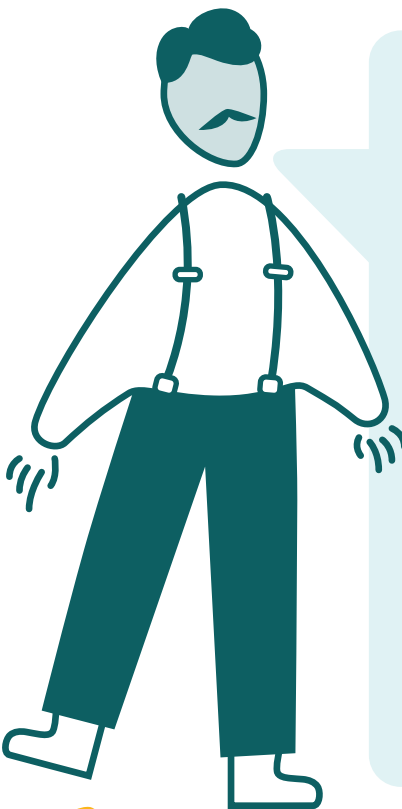


This project is a **corridor study**, not a construction project. That means there is no guaranteed funding for future design or construction of the project.

Now let’s meet some people who use or want to use S. Stoughton Road:



I’m **Alicia**. I’m a student at LaFollette High School. My friends and I live on both sides of S. Stoughton Road.



I’m **Carl**. I work for a delivery company. I frequently drive a box truck to make deliveries around S. Stoughton Road and beyond.



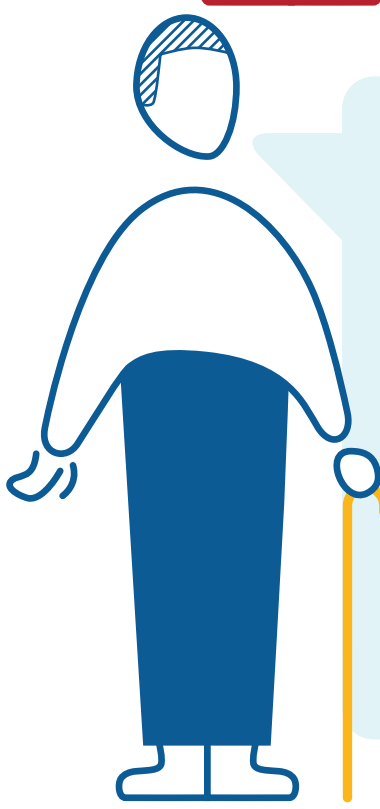
I’m **Eleanor**. I own a business on S. Stoughton Road. I chose the location for its visibility and access.



I’m **Ben**. I work in the business park off Pflaum Road.



I’m **Tori**. I live around Cottage Grove Road. I do not drive.



I’m **Michael**. I live in McFarland and use S. Stoughton Road to commute to my job at Madison Area Technical College (MATC).

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Study Area

Corridor Limits:

Voges Road/Terminal Drive to South of WIS 30

Corridor Length:

4.4 Miles

Municipalities:

City of Madison, City of Monona, Village of McFarland, Town of Blooming Grove

DEMOGRAPHIC SNAPSHOT

Within 1/2 Mile:

- 11,400 people
- 5,700 households
- 9,600 jobs
- 5 K-12 schools
- 7% Car-free Households
- 38% Single-car Households
- 14% of people living with a disability
- 19% of people age 65+
- 21% of people considered low-income
- 65% of workers drive alone to work
- 7% of workers carpool to work
- 3% of workers take transit to work

AREAS OF INTEREST

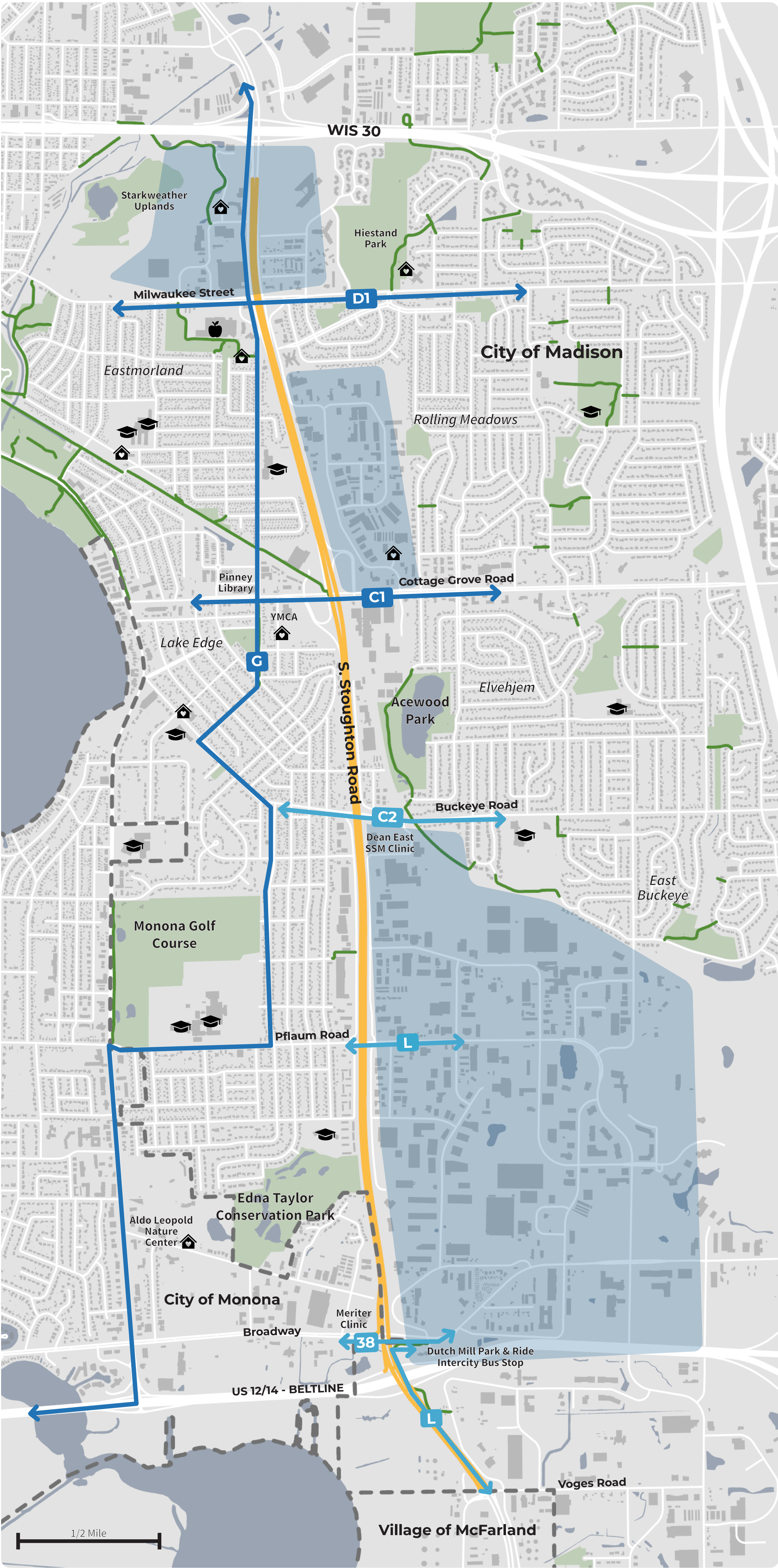
Major Employment Areas (2,000+ jobs per sq mi)

Nearby Metro Transit Routes

Schools, Medical Centers, Parks, Neighborhoods, and other Key Community Destinations Labeled

Daycare Centers K-12 Schools Major Grocery Stores

Sources: U.S. Census Bureau, City of Madison



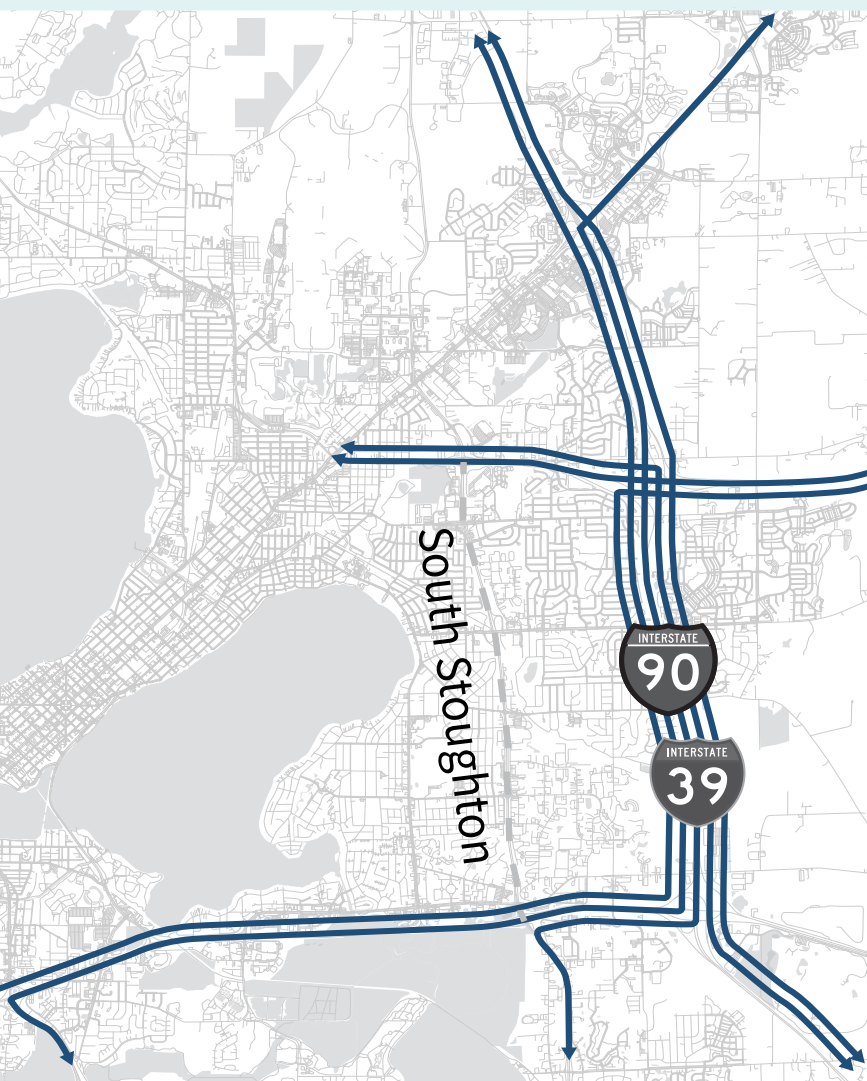
City of Madison meeting materials. Not a WisDOT document.

What role does S. Stoughton Road play today?

Today, S. Stoughton Road is caught between two roles.

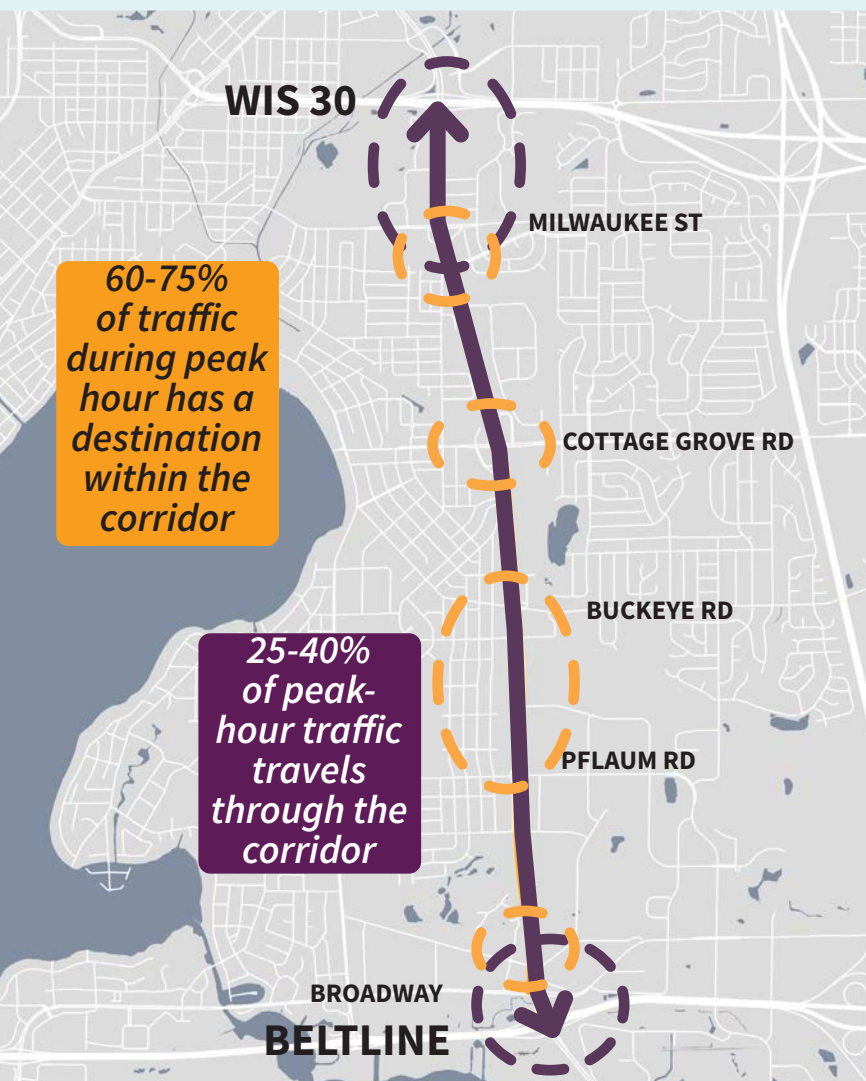
It functions partly as a highway intended to move traffic through the area and partly as a local street providing access to neighborhoods, businesses, and destinations. Those two roles require different things from the roadway.

Most regional through trips have a faster route.



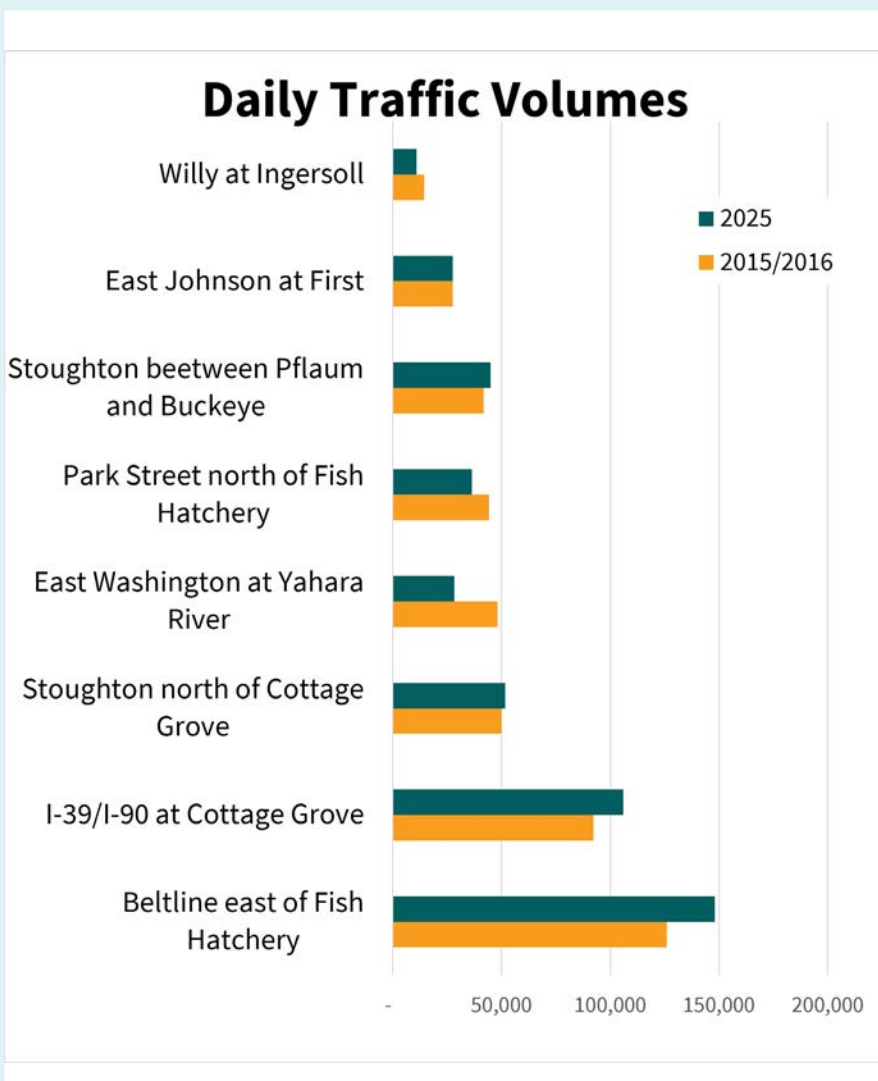
The interstate provides the fastest route for most regional trips.

Most peak hour traffic has a destination within the corridor.



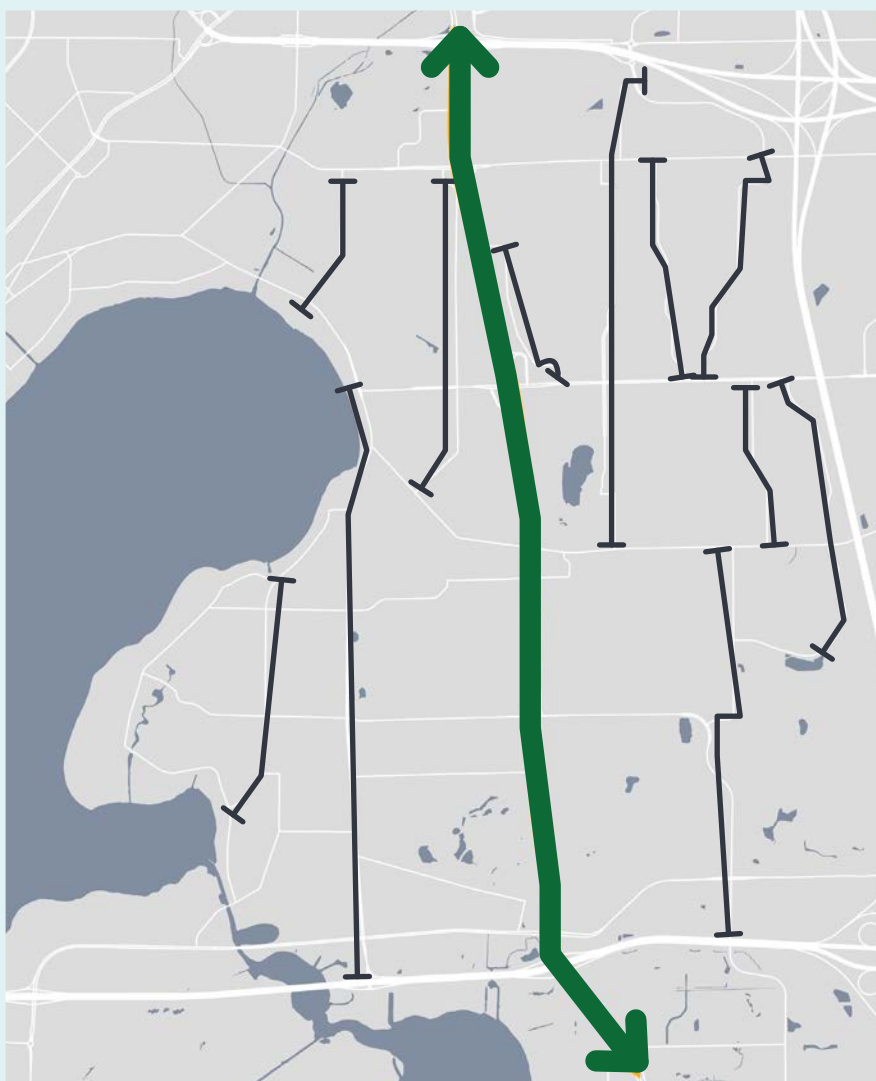
60-75 percent of traffic during peak hour has a destination between Cottage Grove Road and Broadway.

Traffic volumes on S. Stoughton Road are comparable to other Madison arterials.



Traffic volumes on some parts of the corridor have grown in the last 10 years, while on others it has stayed steady or declined.

Stoughton is one of the few continuous north-south connections east of Lake Monona.



This connection is important for drivers and critical to creating a connected bike and transit network in the future.

What role should S. Stoughton Road play in the future?

HIGHWAY

Prioritize regional thru travel?

- HIGHER SPEEDS
- FEWER CROSSINGS
- MORE ACCESS CONTROL
- GRADE SEPARATION
- FRONTAGE ROADS



STREET/BOULEVARD

Prioritize access and connections?

- LOWER SPEEDS
- MORE CROSSINGS
- MORE DIRECT ACCESS
- MORE WALKABLE
- POTENTIAL FOR FUTURE TRANSIT

WHAT DID RESIDENTS WANT FOR S. STOUGHTON ROAD IN THE SOUTHEAST AREA PLAN?

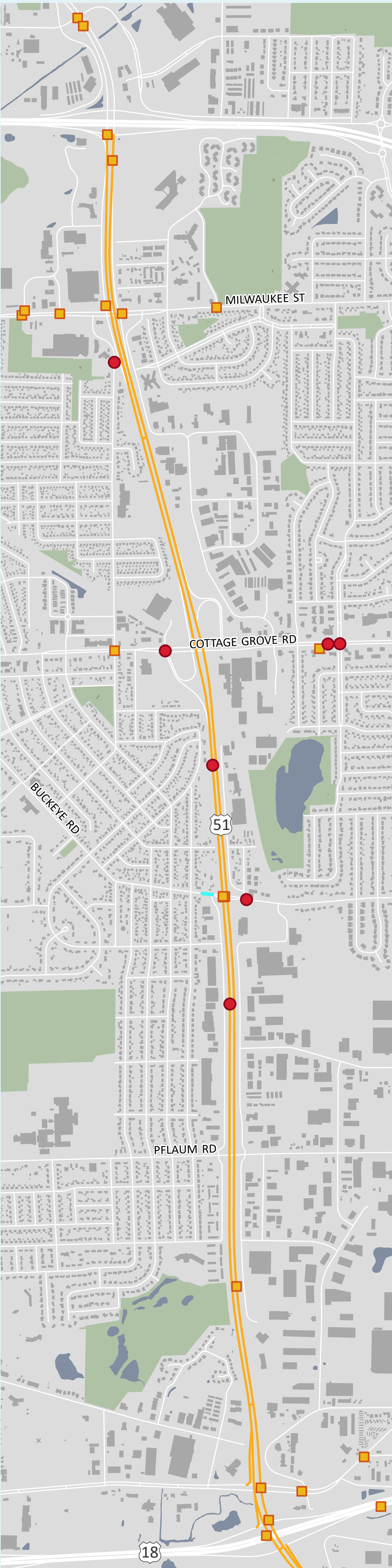
Residents expressed support for **lower speeds, better crossings, safer walking and biking, improved local connections, future transit, and more walkable mixed-use development.**



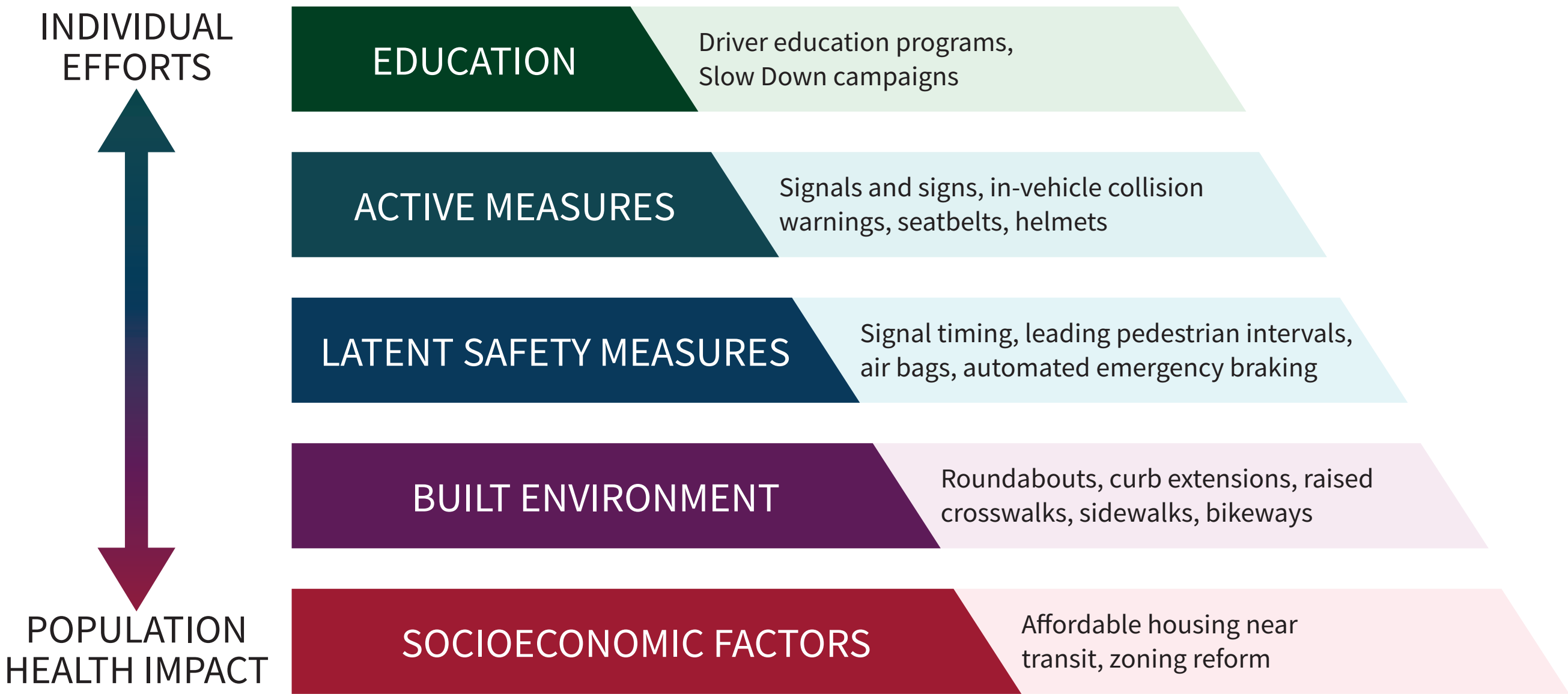
Safety & Mobility for Everyone

Fatal and Serious Injury Crashes

- Fatal Crash
- Serious Injury Crash
- S. Stoughton Road



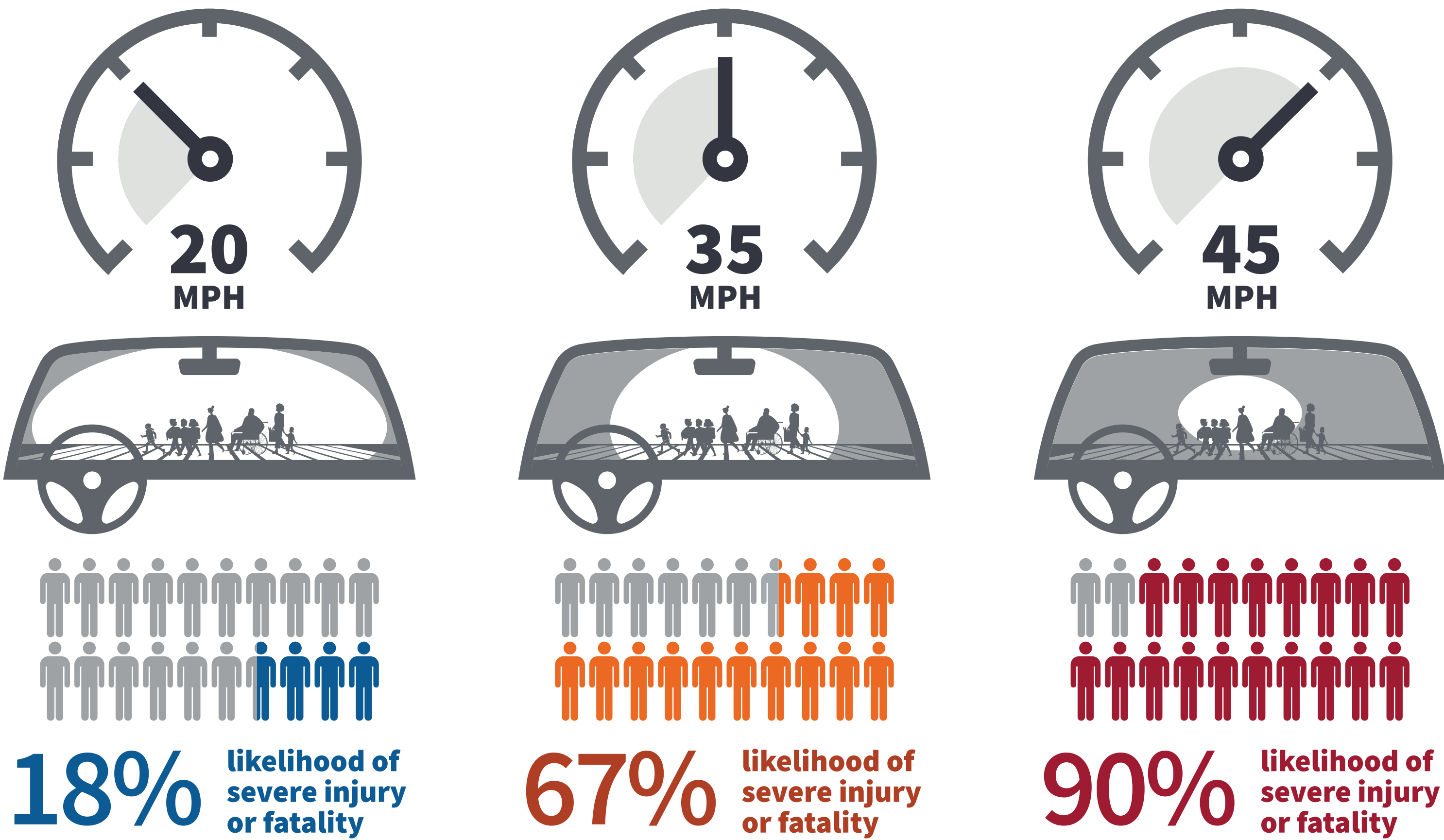
S. Stoughton Road is one of the most dangerous corridors in Madison. Additionally, connecting streets have elevated crash rates due to high-speed traffic turning onto them.



The Safe System Pyramid shows that the most effective safety strategies focus on the built environment and system design, rather than relying on individual effort.

A Safe System is designed around people.

SAFER ROADS = DESIGN + SPEED + CONTEXT



Slower speeds save lives
Speed affects if a crash occurs and how severe it is

Design for human mistakes
Safe roads prevent severe crashes and limit harm

Design for a street’s context
Roadway design and speed should work together

Separate people where needed
Physically separate users who can’t safely share road space

How can we redesign S. Stoughton Road to be the safer road we want for our future?

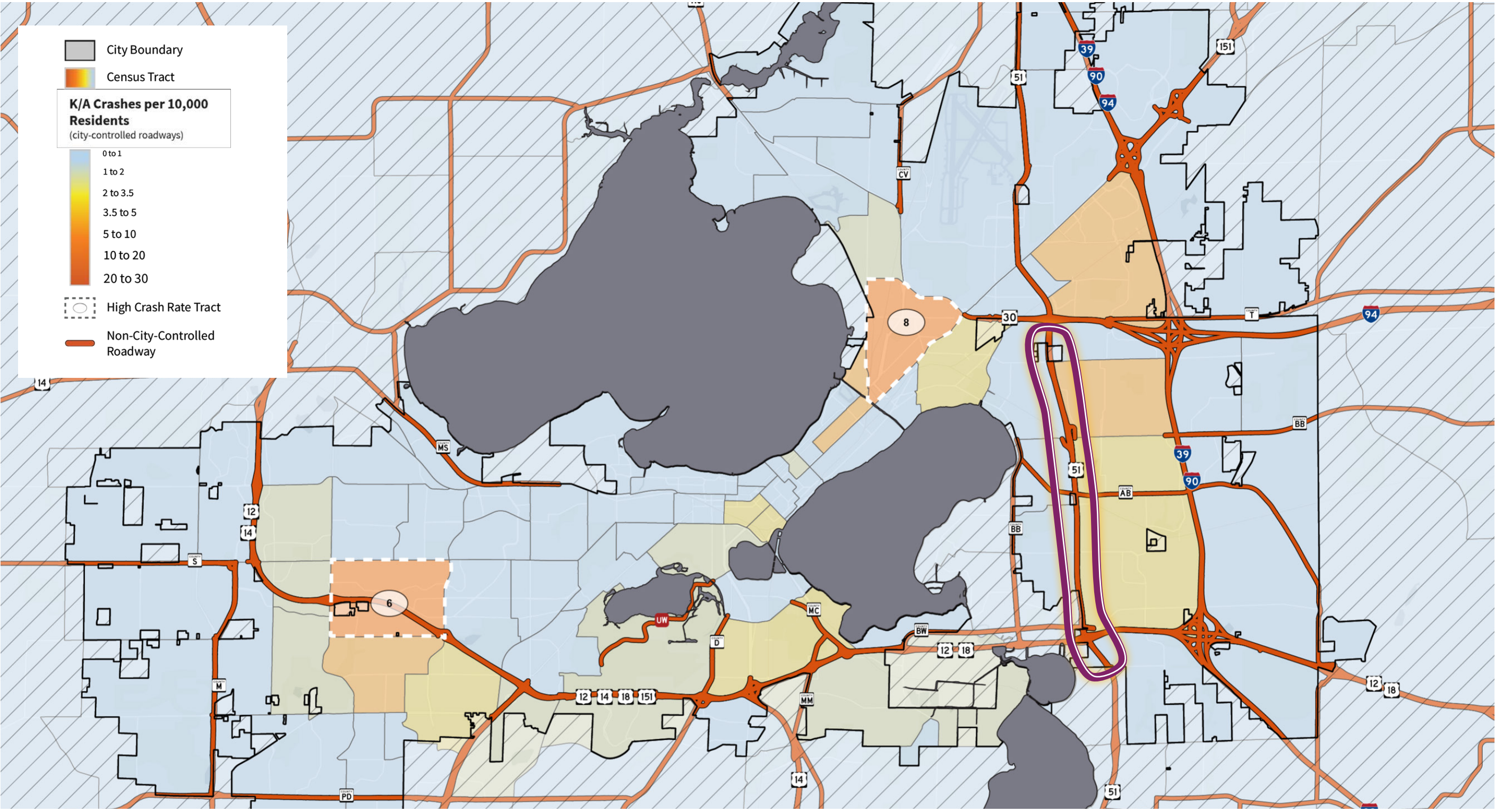
FHWA Safe System Approach for Speed Management Safe System Pyramid adapted from Health Impact Pyramid by Vision Zero Network Monfort & Mueller (2025). A modern injury risk curve for pedestrian injury in the United States: the combined effects of impact speed and vehicle front-end height. Journal of Safety Research.

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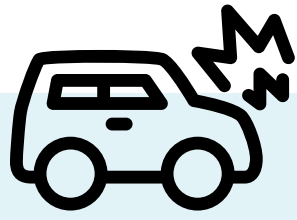
Intersections and Safety

Both grade-separated hybrid and at-grade intersection types involve trade-offs.

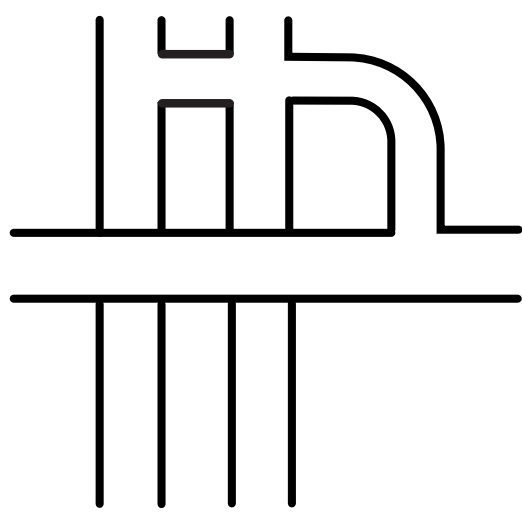
Where are serious and fatal crashes happening in Madison?



University of Wisconsin-Madison Wisconsin Traffic Operations and Safety (TOPS) Laboratory, US Census Bureau, City of Madison

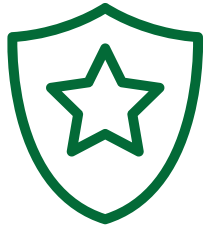


The data shows that higher speed roadways tend to have more fatal and serious injury crashes. **Streets connecting to these roadways also show concentrations of serious crashes**, highlighting the importance of managing speeds and designing transitions between roadway types carefully.



Grade-Separated Hybrid Intersections

As seen in the 40- and 45-mph Alternatives



Physically separates major traffic movements



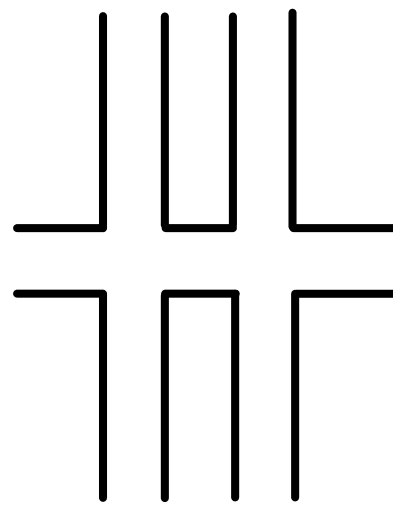
Reduces some intersection conflicts



Can reinforce a higher-speed, freeway-like environment



Connecting streets and frontage roads introduce other conflict points

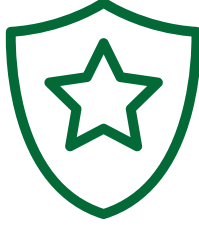


At-Grade Intersections

As seen in the Wide Boulevard Alternative



Signals separate conflicting movements in time



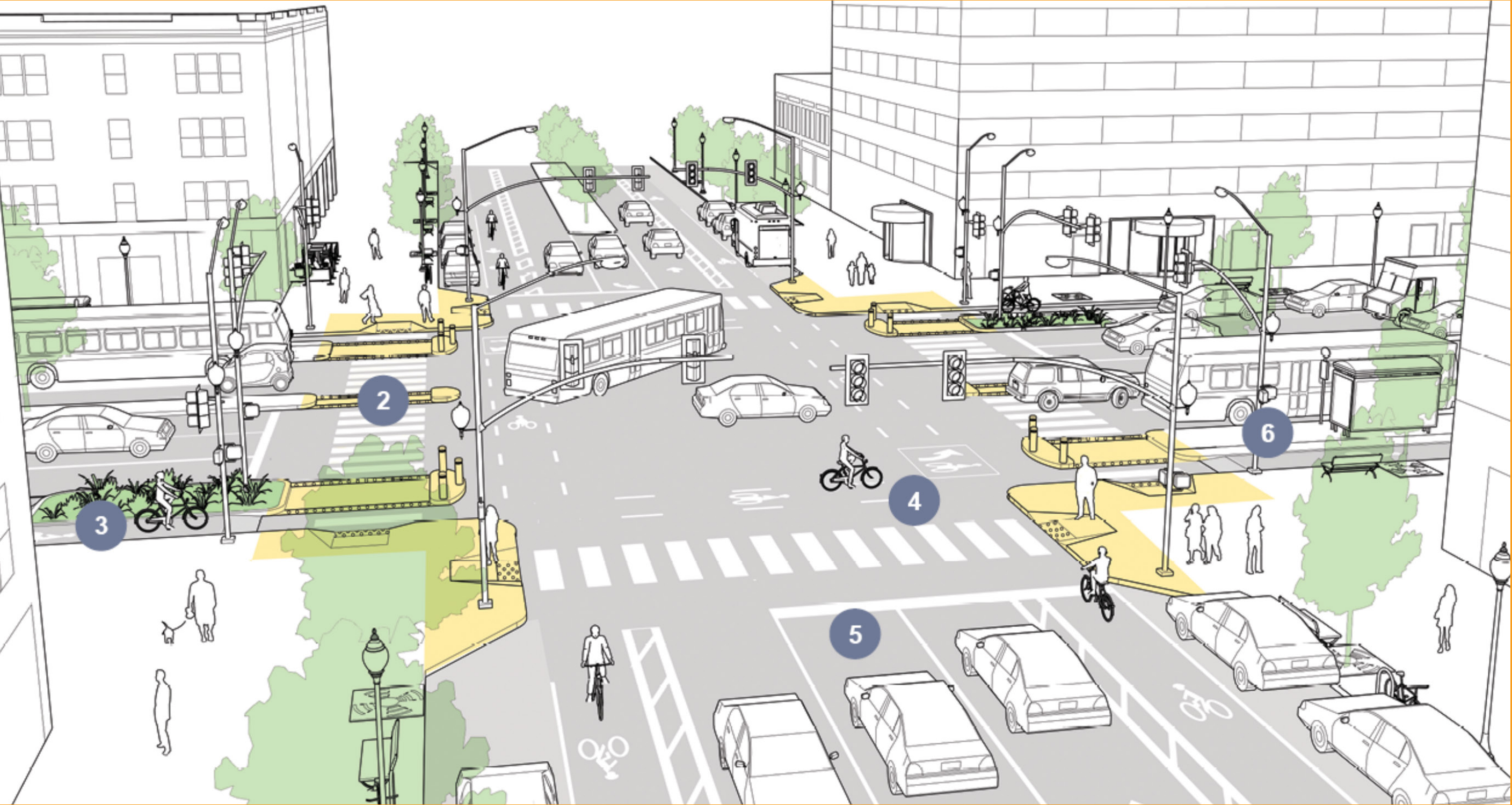
Signals require drivers to slow down and stop



Large intersections and lack of refuge areas can create long crossings



Right turn slip lanes and other turning movements can create conflicts with people walking and biking



Sources: NACTO, Urban Street Design Guide, Major Intersections

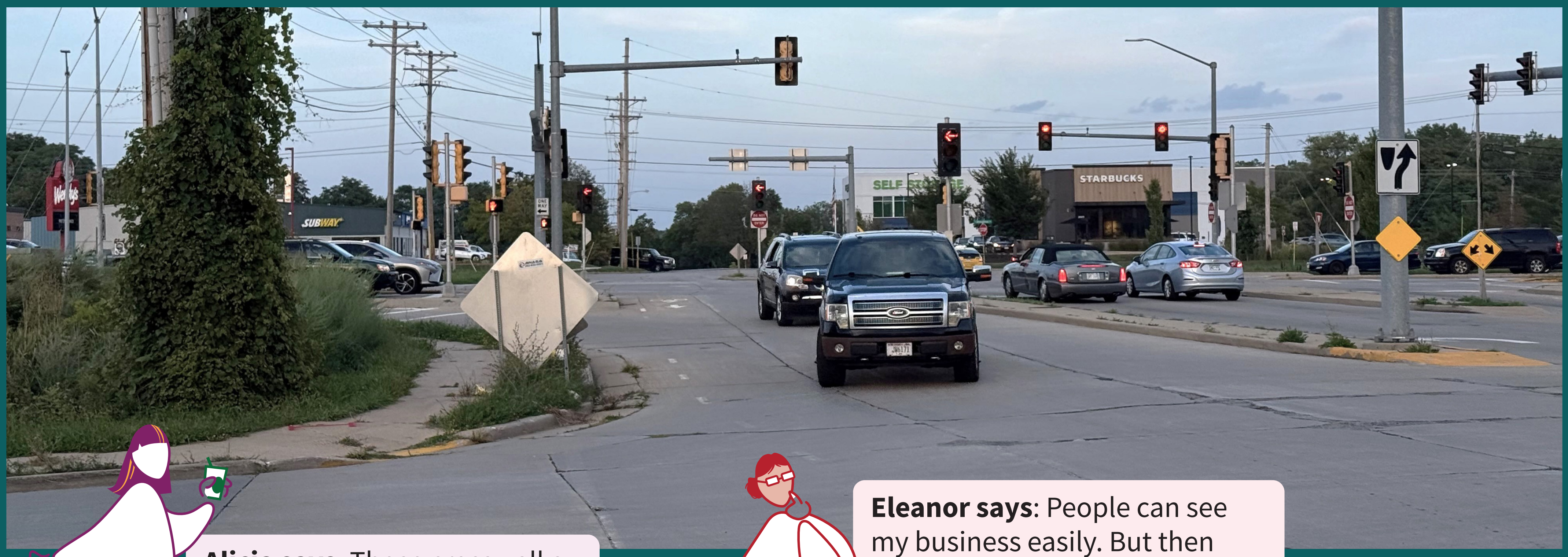
Large at-grade intersections can be designed for lower speeds and shorter, safer crossings through:

- narrower lanes
- pedestrian refuge islands
- shorter crossings
- avoiding slip lanes
- daylighting for better visibility

S. Stoughton Road Today

Today, Stoughton Road is grade-separated north of Buckeye Road. South of Buckeye, it generally has four mainline lanes—two in each direction—with two-way frontage roads along most sections. At Buckeye and Pflaum, intersections are fully at grade. Cross-street traffic must cross a frontage road at a stop sign, the Stoughton Road mainline at a traffic signal, and then the opposite frontage road at another stop sign.

Speed Limit	Frontage Road
45-55 mph depending on segment	Both Sides between Buckeye Road and Pflaum Road
New Intersections	Driveways with Direct Access
N/A	None



Alicia says: Those crosswalks scare me – I have to cross the frontage roads without a signal and crossing Stoughton is intimidating.



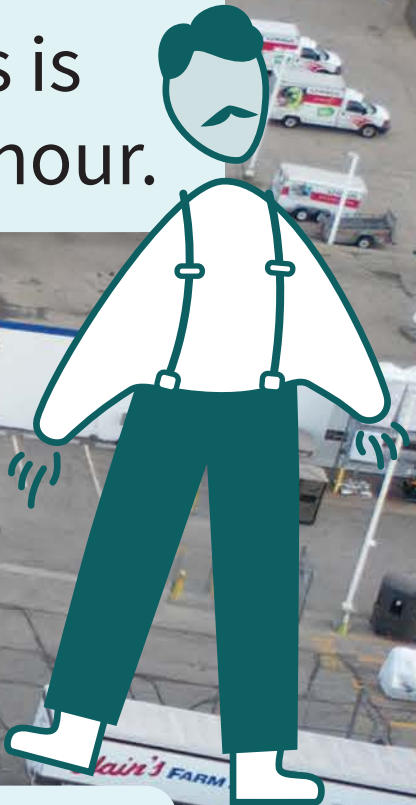
Eleanor says: People can see my business easily. But then they have to double back to get here.



Tori says: If I want to get to the other side of Stoughton Road, I take the bus. Otherwise, I have to ask friends for a ride or stay within my neighborhood.



Ben says: I just avoid Stoughton Road whenever I can.

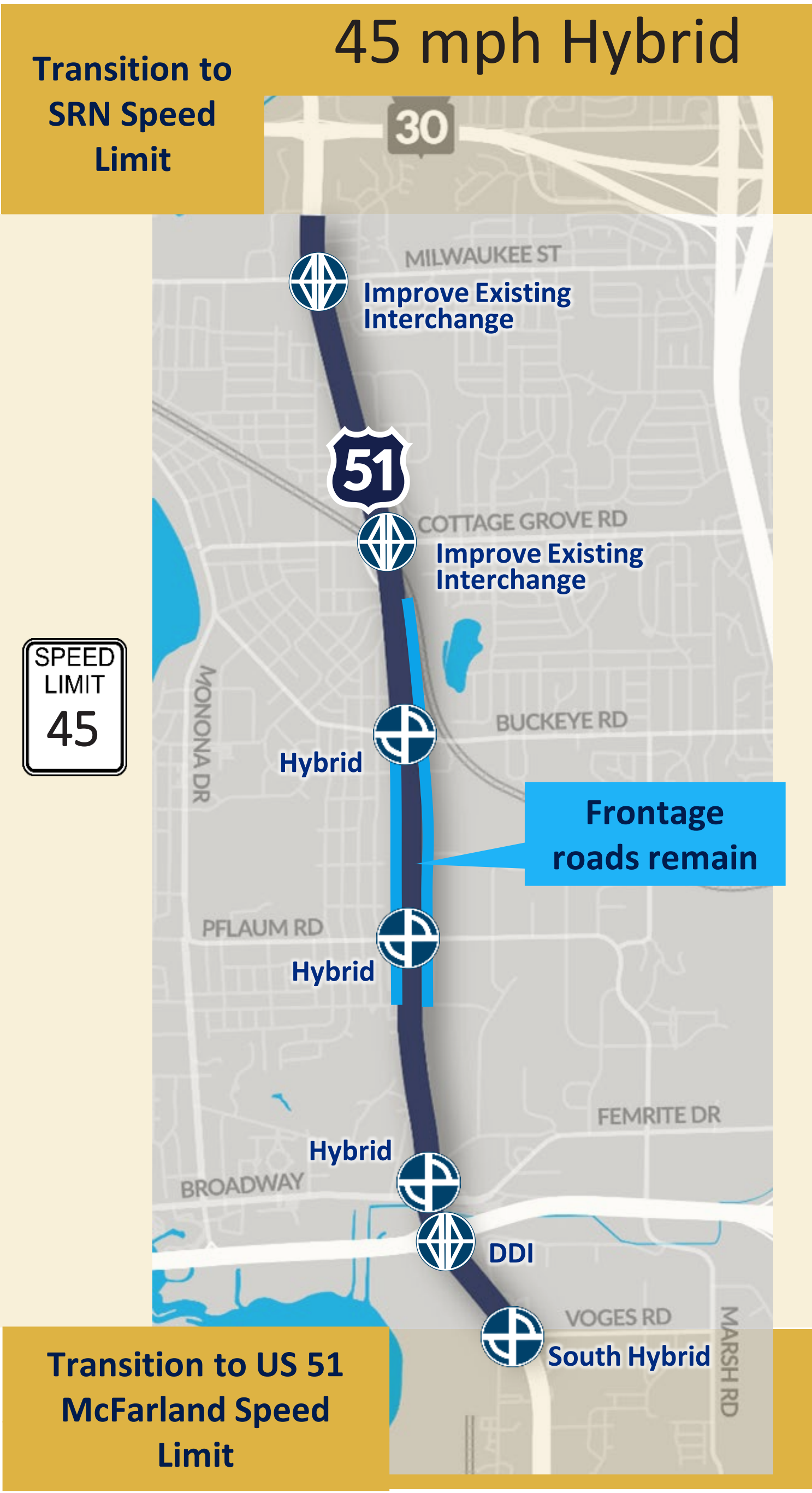
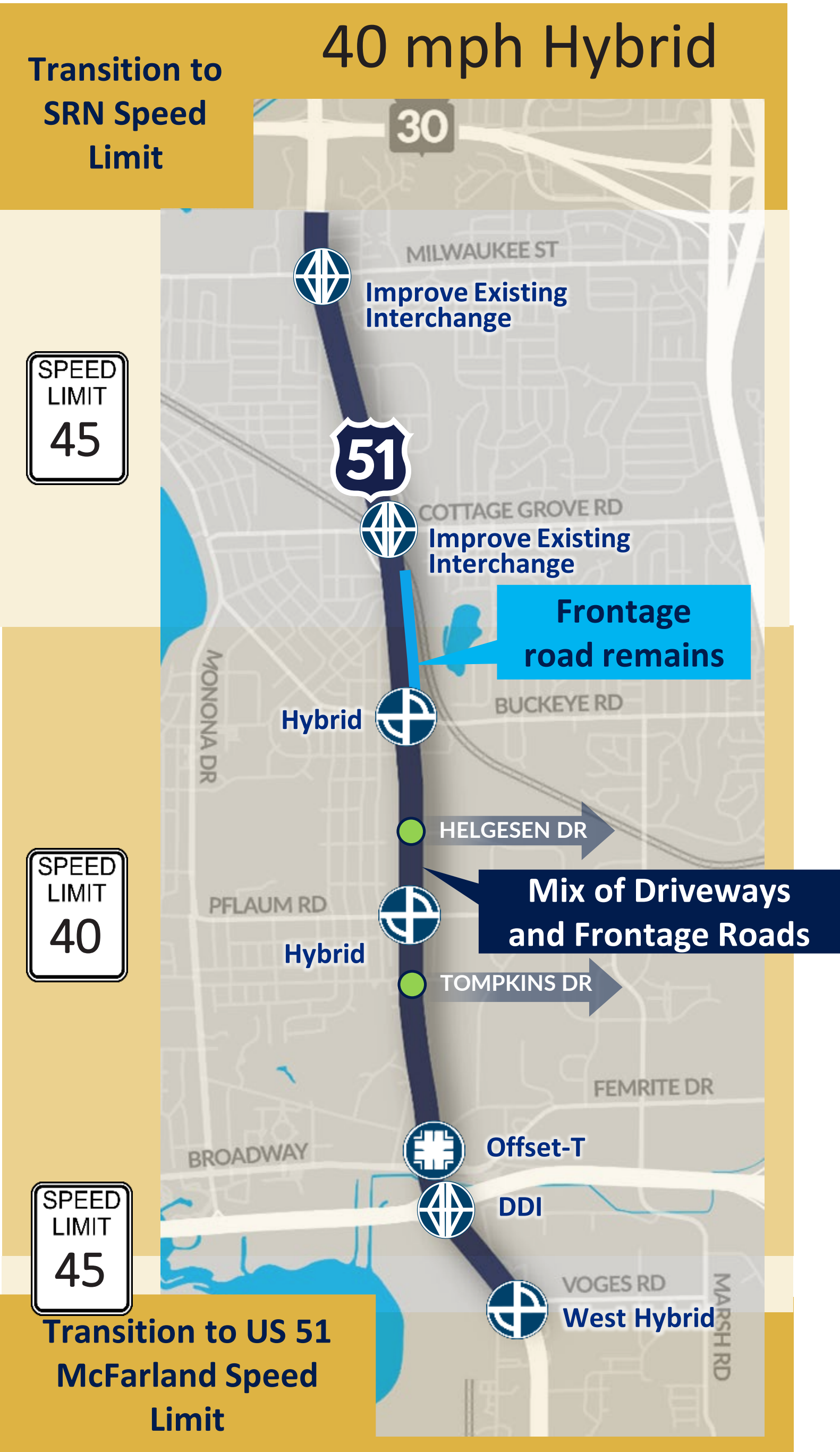


Carl says: I have to use the frontage roads to get to businesses, and making those turns is really hard at rush hour.



Michael says: On a good day the lights line up and it's a nice fast trip. On a bad day, I'm waiting in long lines at red lights.

Alternatives Overview



Wide Boulevard Alternative

This option would relocate S. Stoughton Road to where the frontage roads are today, **widen each direction to three lanes each** (six lanes total), provide direct access to businesses on S. Stoughton Road, and place **green space between each carriageway**. New intersections would have traditional at-grade intersection pairs. **Multi-use paths are proposed throughout the corridor**. This design could allow for future transit service.

Speed Limit

35 mph

New Intersections

4

(Tompkins Drive, Helgesen Drive, Allis Avenue, Robertson Road)

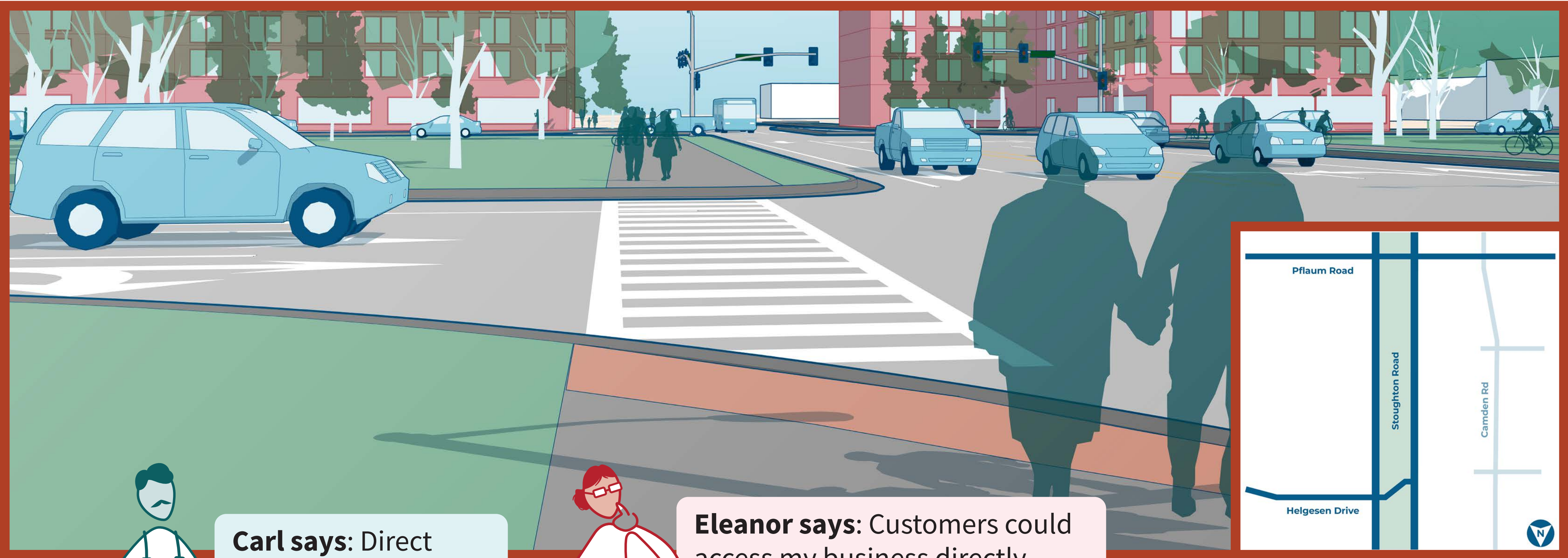
Frontage Road

None

between Buckeye Road and Pflaum Road

Driveways with Direct Access

25-40



Carl says: Direct access to businesses could make some of my deliveries simpler and more direct.

Eleanor says: Customers could access my business directly from Stoughton instead of the frontage road. That could make us easier to reach.

Alicia says: I'd have more places to cross and a more direct route to the other side, but Stoughton would still be a wide street to cross.

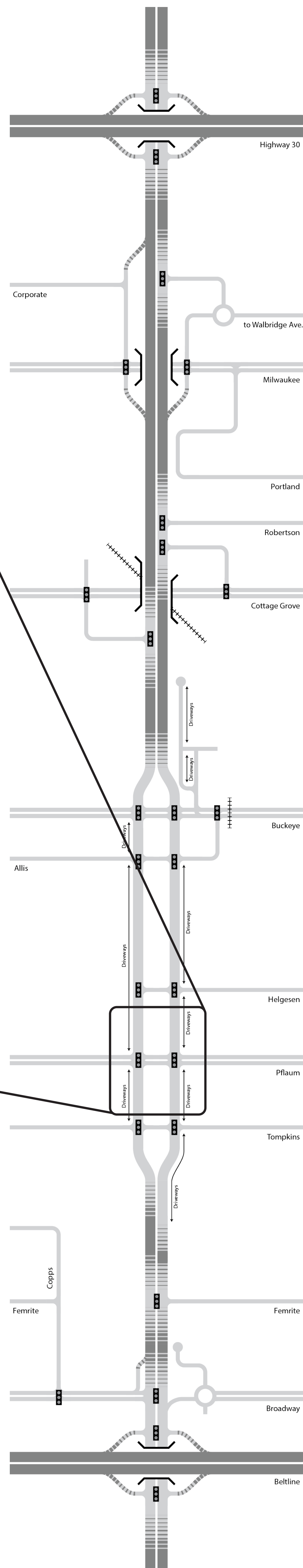
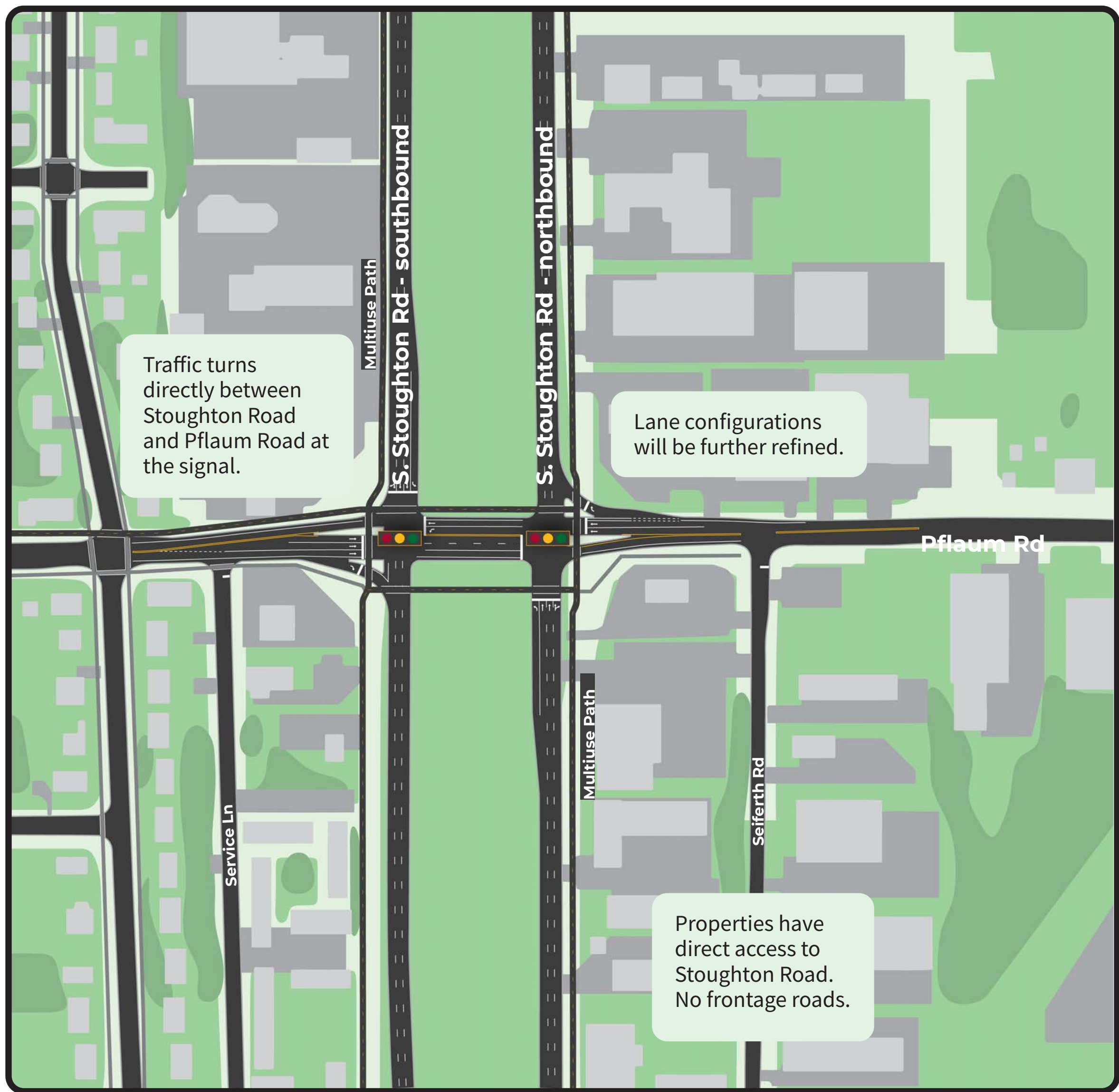
Ben says: More direct local connections could make it easier to get to nearby businesses—maybe I could even walk or bike!

Tori says: The multi-use paths, more frequent crossings, and potential for future transit could make it possible for me to get around independently.

Michael says: More intersections and direct access could add some delay to my commute, especially during busy times. I might just take the interstate instead.

Wide Boulevard Alternative

Conceptual illustration of Pflaum Road intersection



Speed Limit

40mph

New Intersections

2

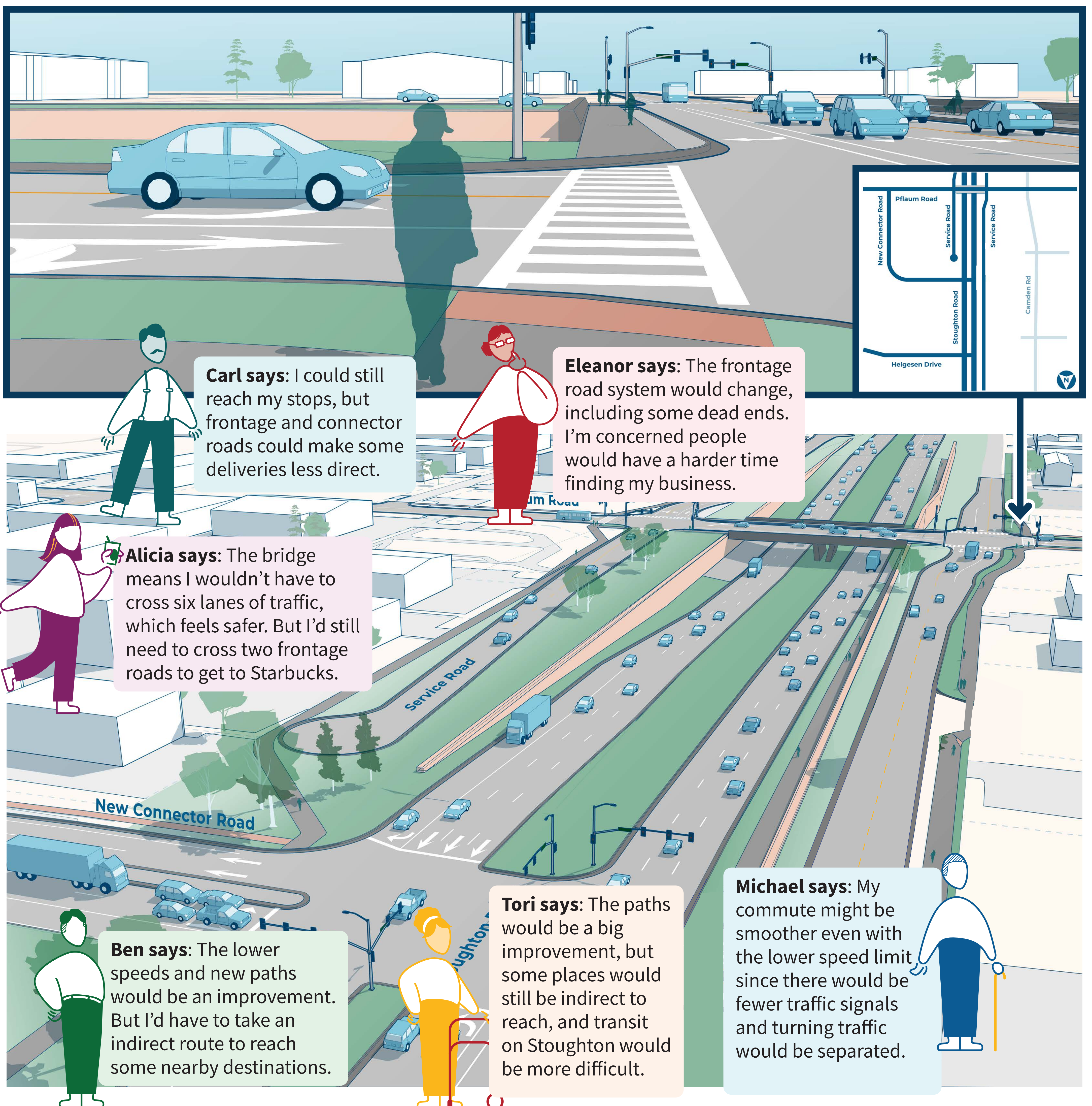
(Tompkins and Helgesen)

Frontage Road

Combination of Frontage Roads and Driveways between Buckeye Road and Pflaum Road

Driveways with Direct Access

2-5



New Connector Road

Traffic traveling between Pflaum Road and Stoughton Road uses a new two-lane connector and signalized intersection.

S. Stoughton Rd

Pflaum Road crosses over Stoughton Road on a bridge, without a direct intersection.

Pflaum Rd

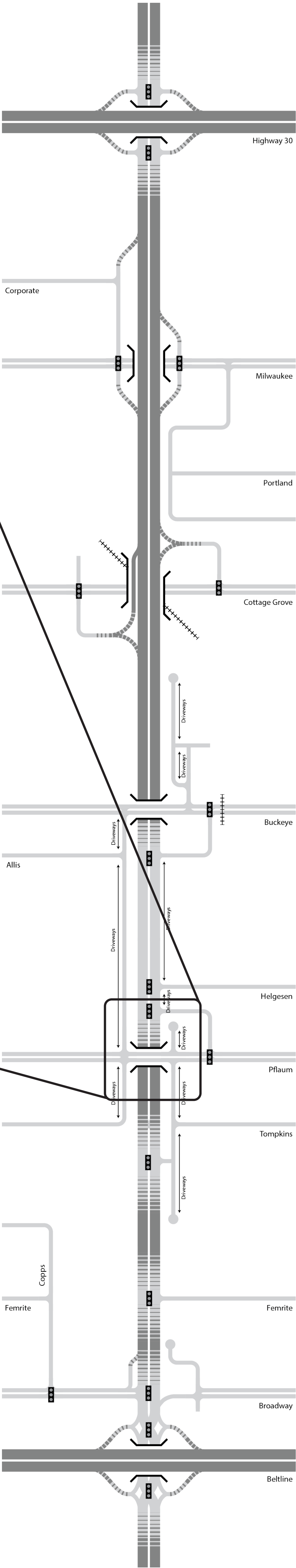
Frontage roads run along both sides of Stoughton Road. Access to Stoughton is limited to designated connections; most local access is from cross streets.

Service Ln

Multilane Path

Seiferth Rd

Multilane Path



45 MPH Hybrid Alternative

This option would **widen the southbound and northbound carriageways to 3 lanes each** (6 lanes total). Hybrid intersections at Pflaum Road and Buckeye Road would **route turning drivers onto new connector roadways**. The speed limit would **be reduced to 45 mph**.

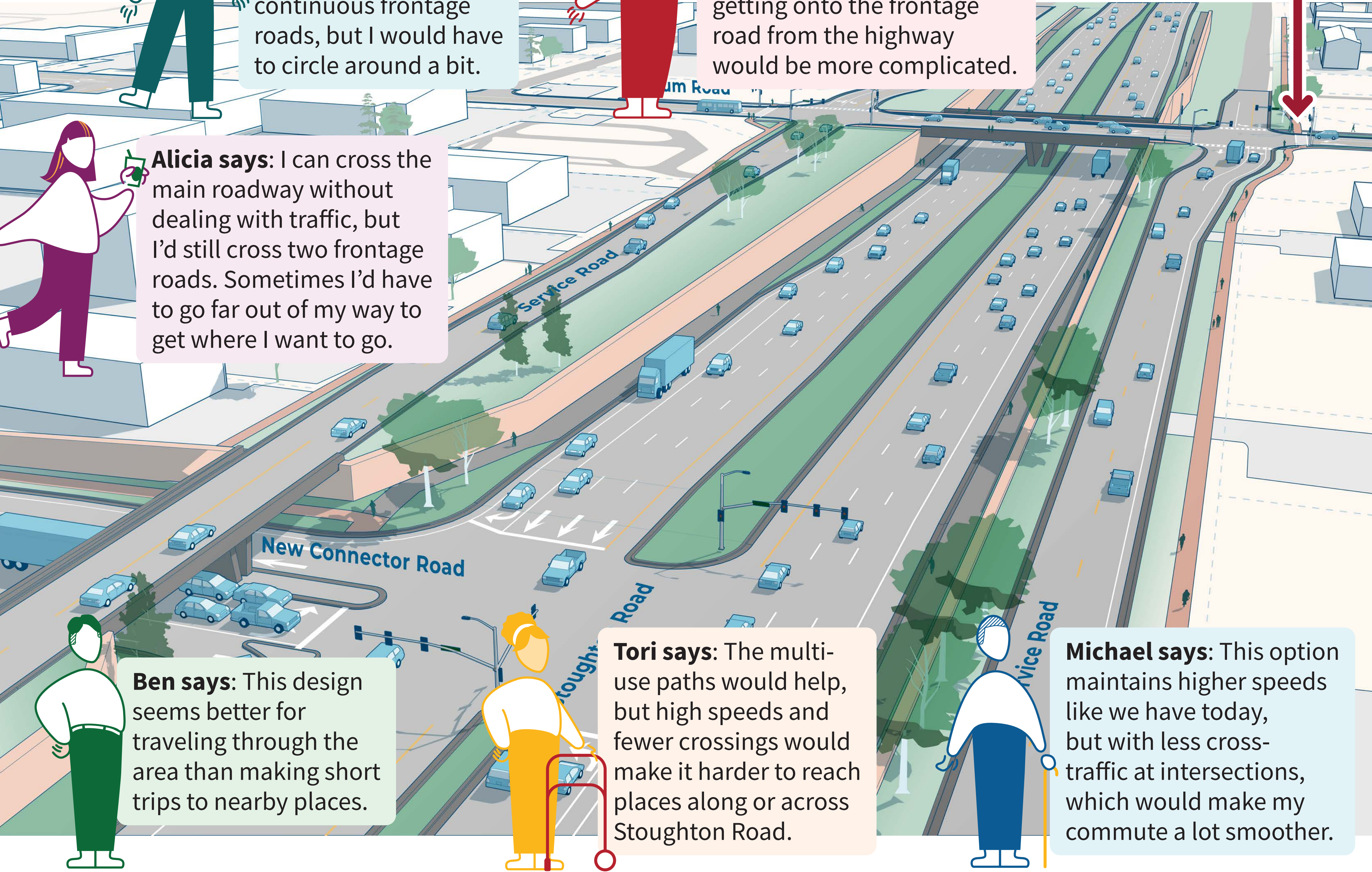
Speed Limit	Frontage Road
45mph	Both sides between Buckeye Road and Pflaum Road
New Intersections	Driveways with Direct Access
None	None



Carl says: My delivery routes would be more predictable with continuous frontage roads, but I would have to circle around a bit.

Eleanor says: My business would be accessed from a frontage road, like today, but getting onto the frontage road from the highway would be more complicated.

Alicia says: I can cross the main roadway without dealing with traffic, but I'd still cross two frontage roads. Sometimes I'd have to go far out of my way to get where I want to go.



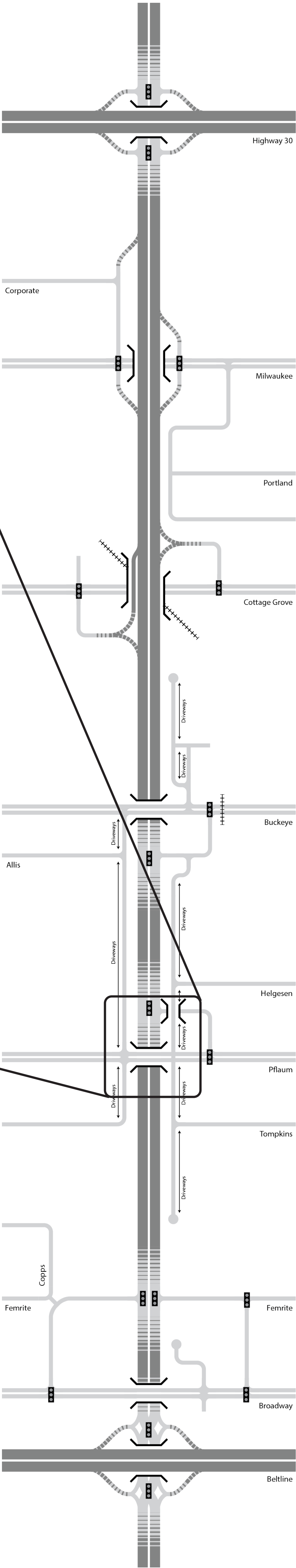
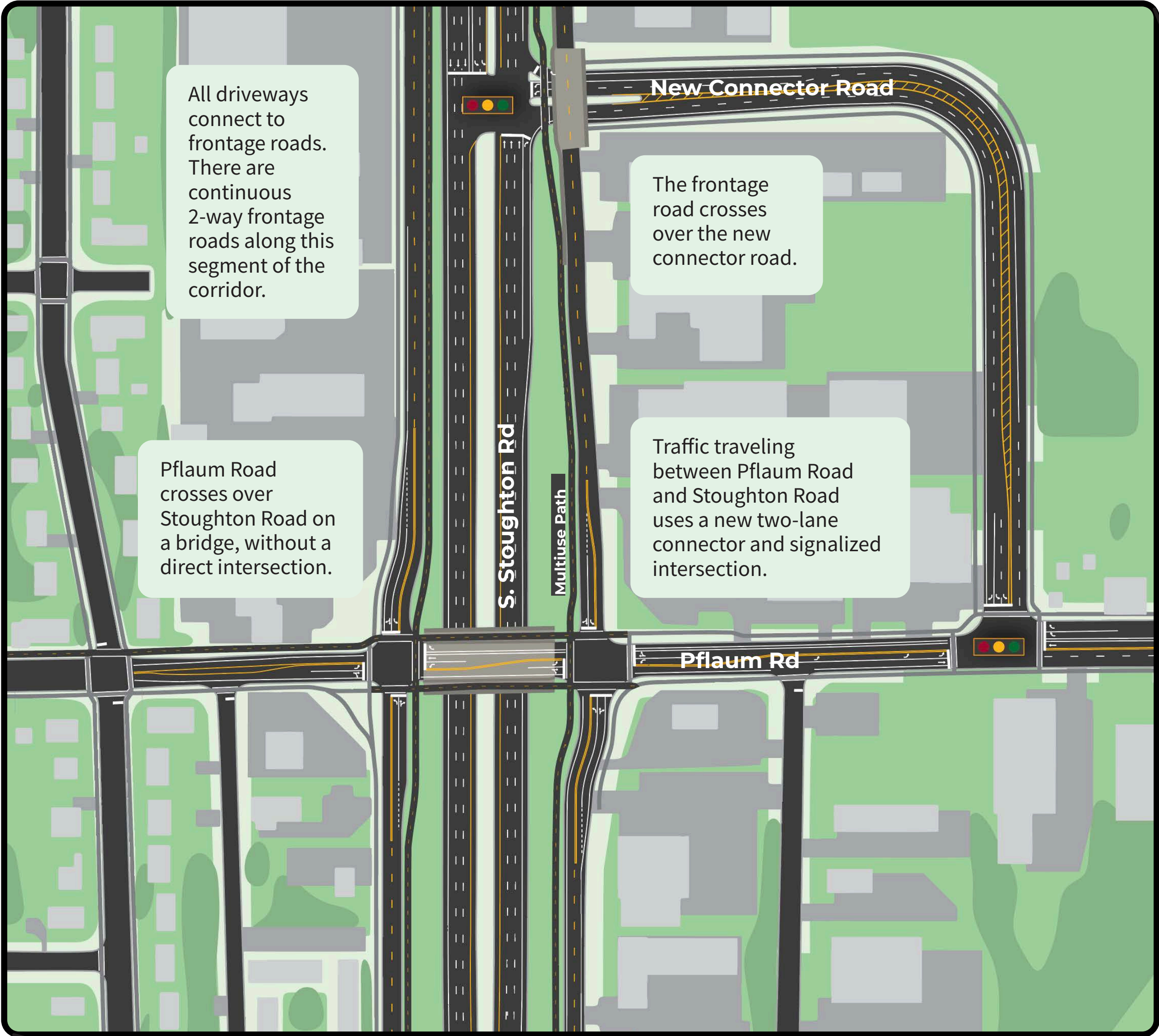
Ben says: This design seems better for traveling through the area than making short trips to nearby places.

Tori says: The multi-use paths would help, but high speeds and fewer crossings would make it harder to reach places along or across Stoughton Road.

Michael says: This option maintains higher speeds like we have today, but with less cross-traffic at intersections, which would make my commute a lot smoother.

45 MPH Hybrid Alternative

Conceptual illustration of Pflaum Road intersection



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Comparing Access and Connections at Pflaum Road

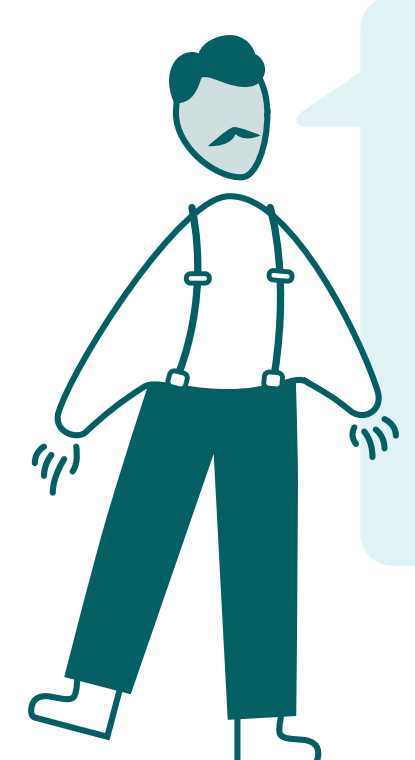
The same intersection serves different people in different ways. The three alternatives have different layouts of intersections, frontage roads, and connections. That can make a big difference to all sorts of trips.



I'm walking along Stoughton Road to get tacos.



A customer coming from the south is trying to turn into my business.



I'm making a delivery to a warehouse off of Pflaum Road.



I'm walking to get coffee with my friends after school.



I'm passing through on my way to work.



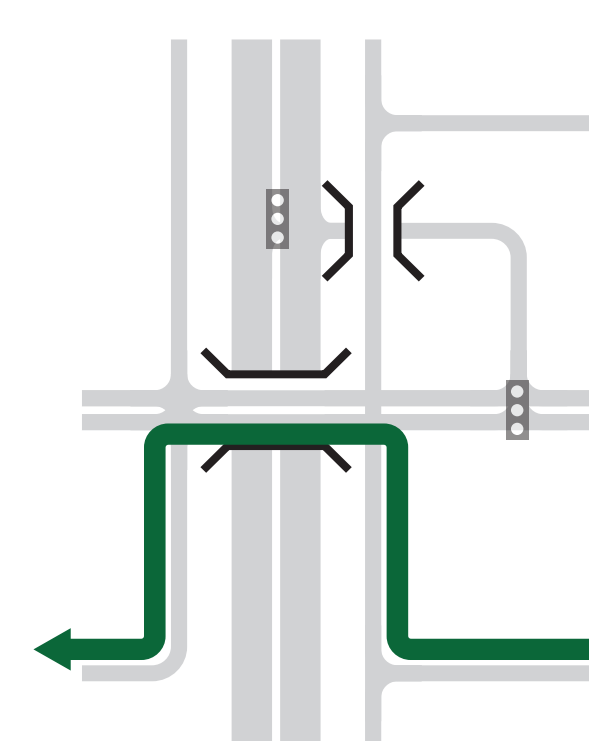
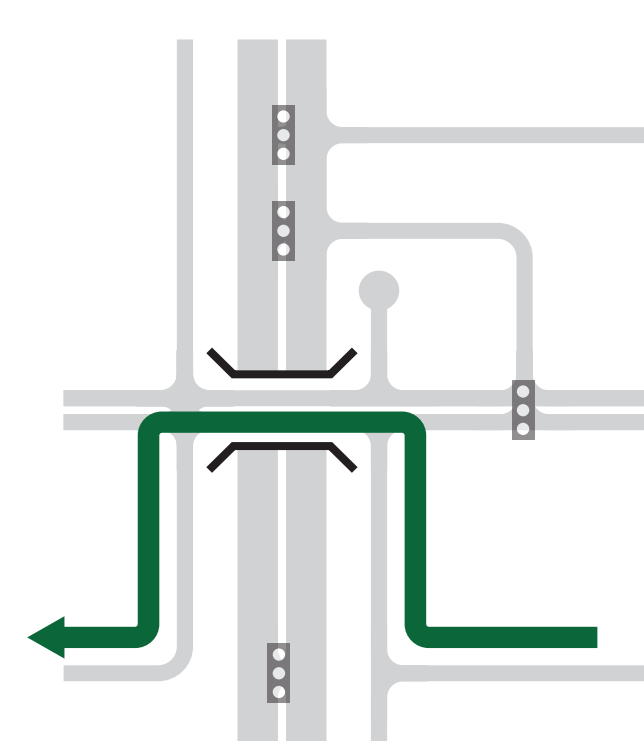
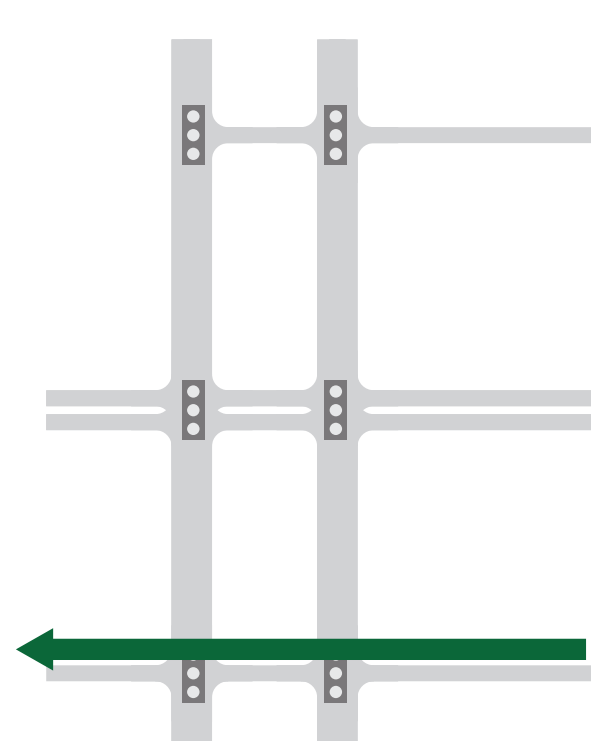
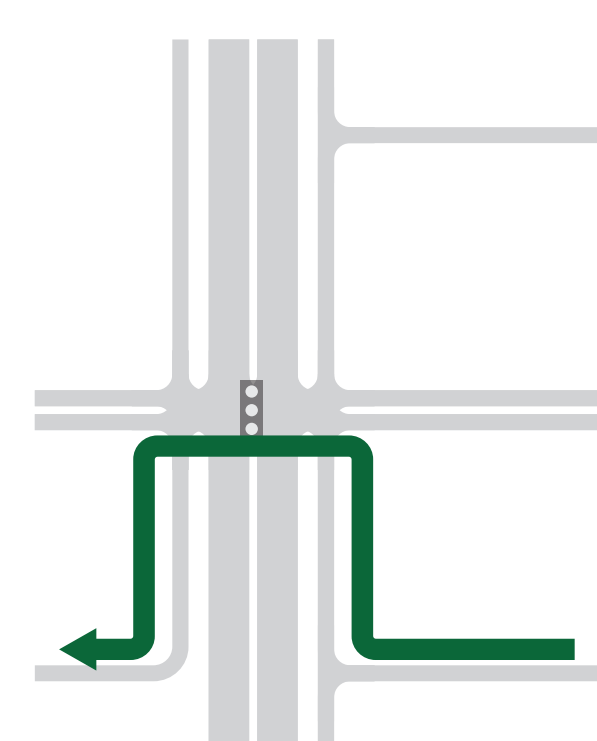
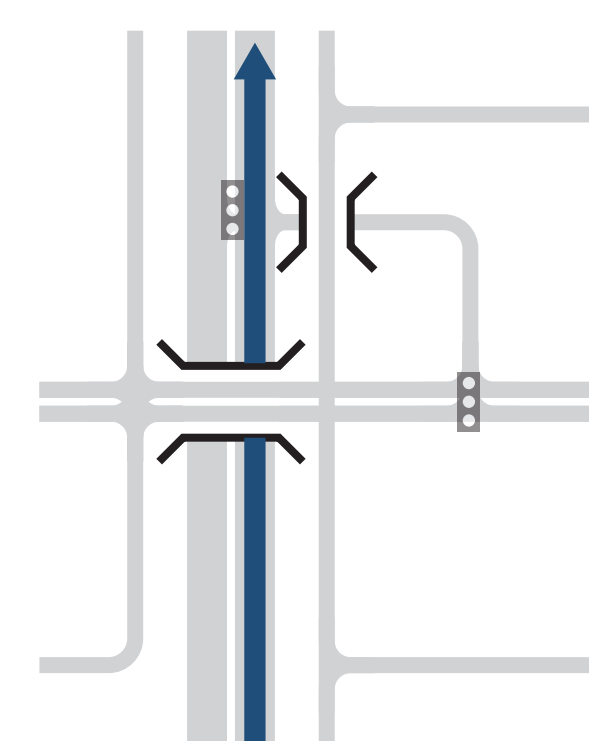
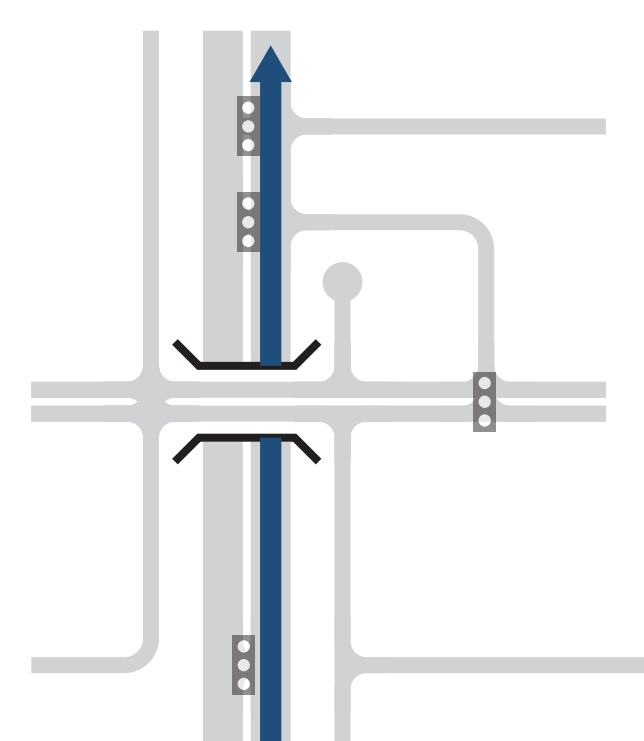
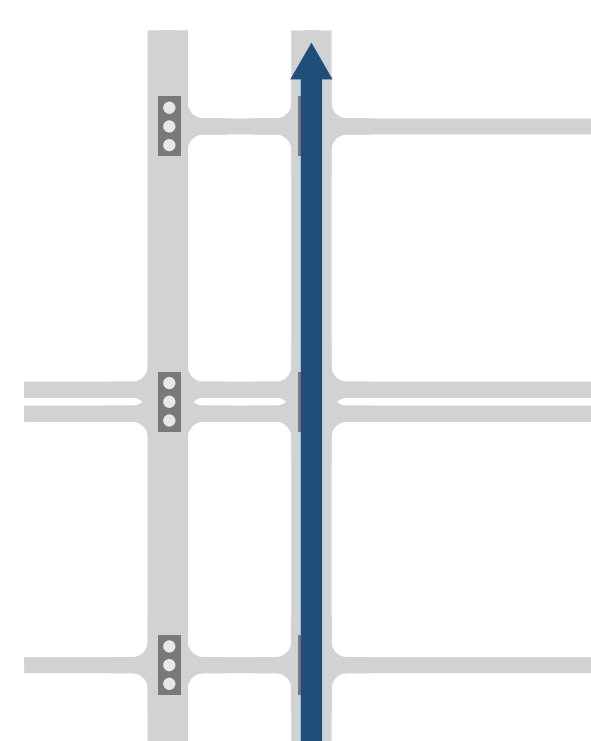
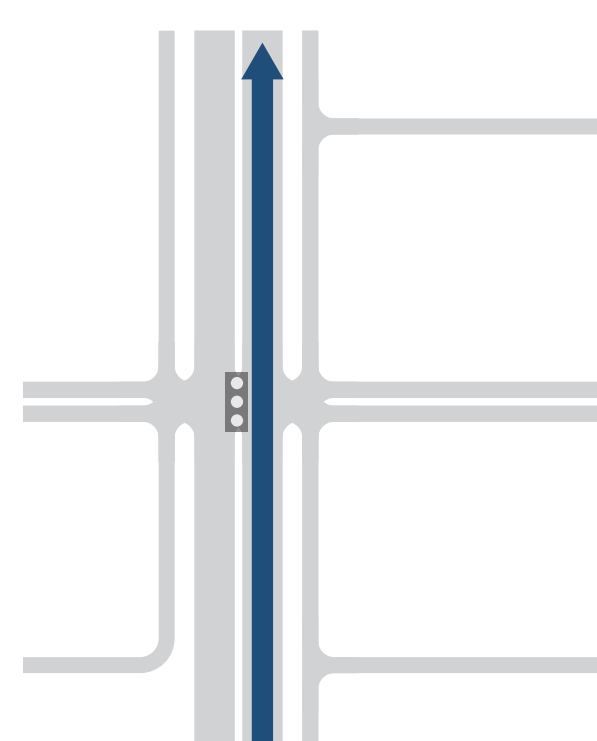
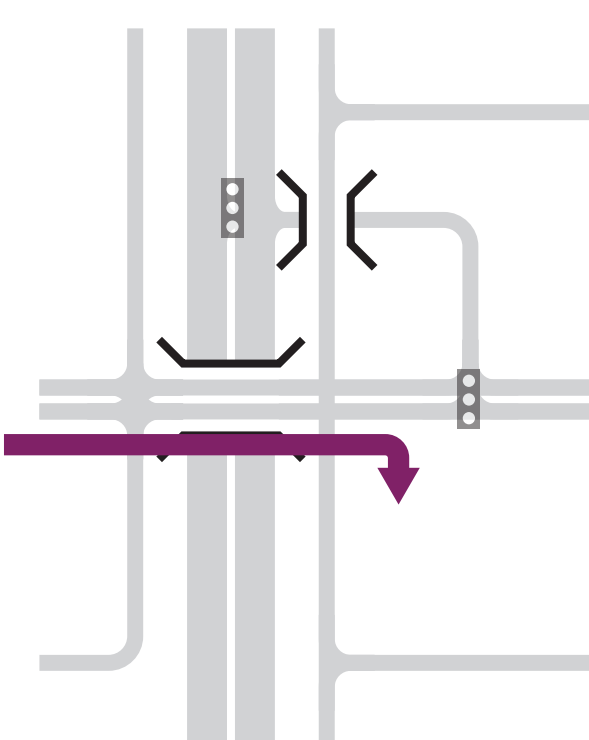
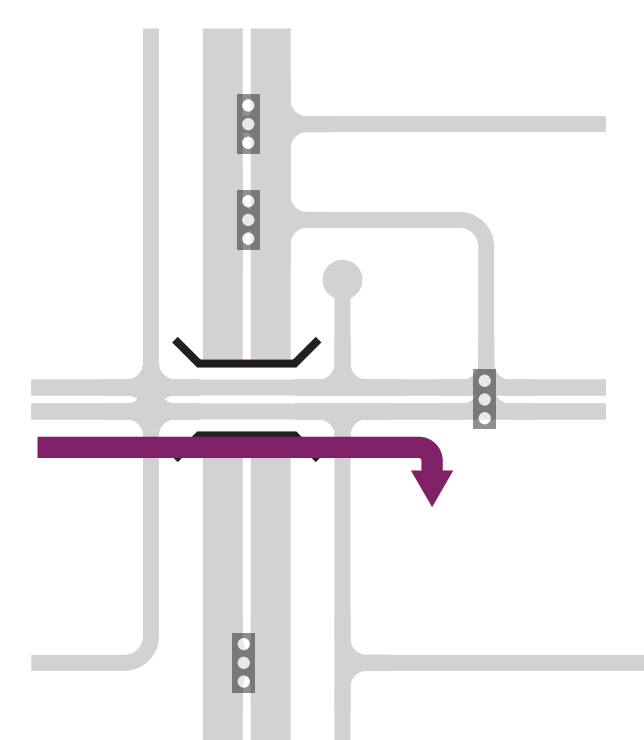
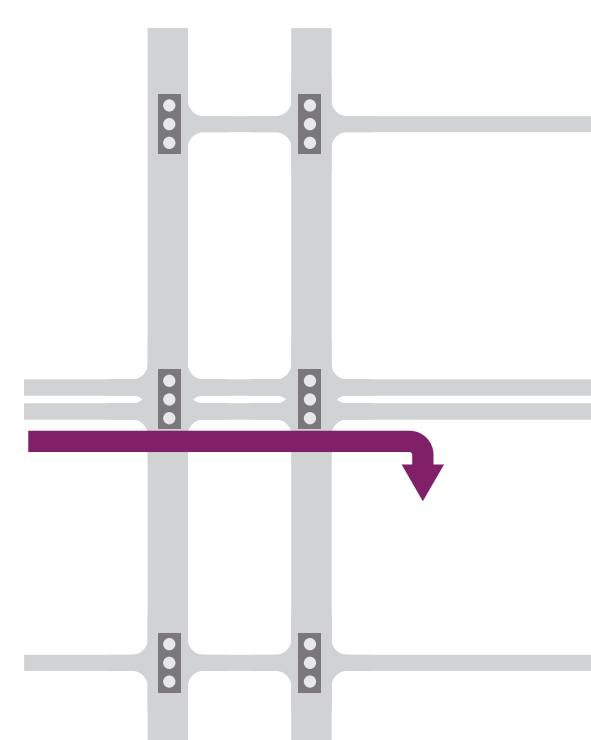
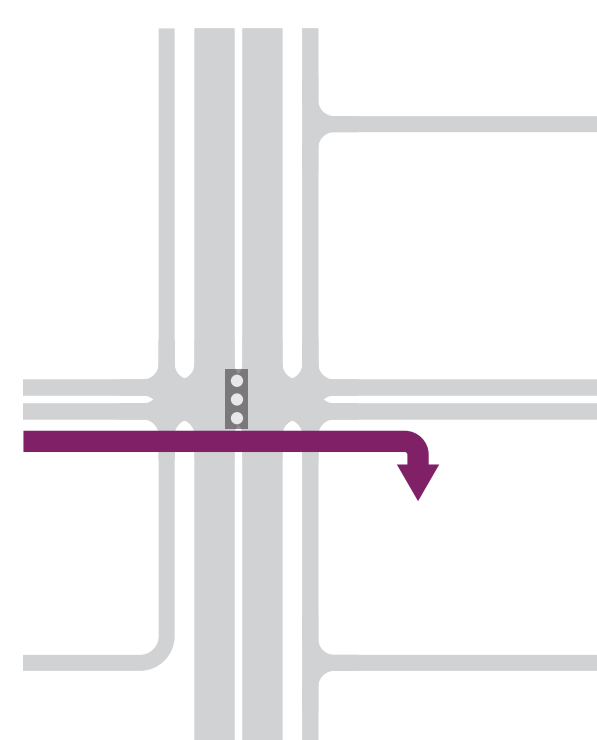
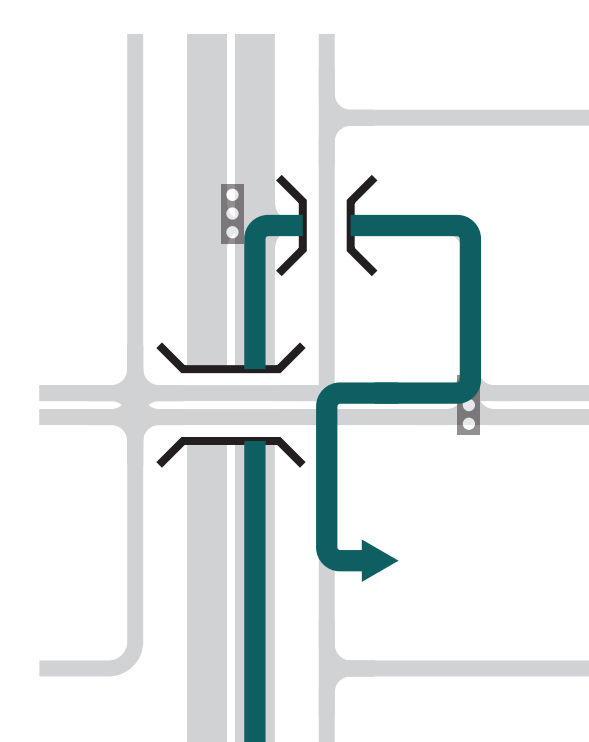
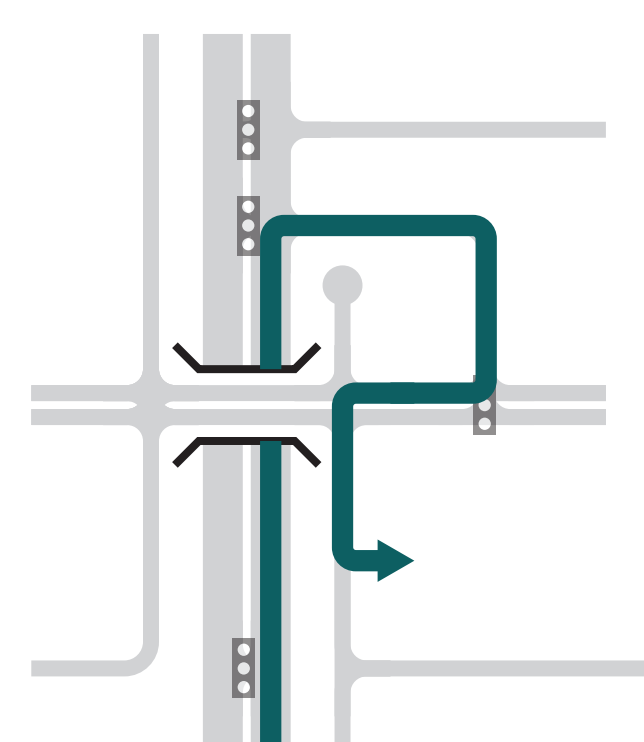
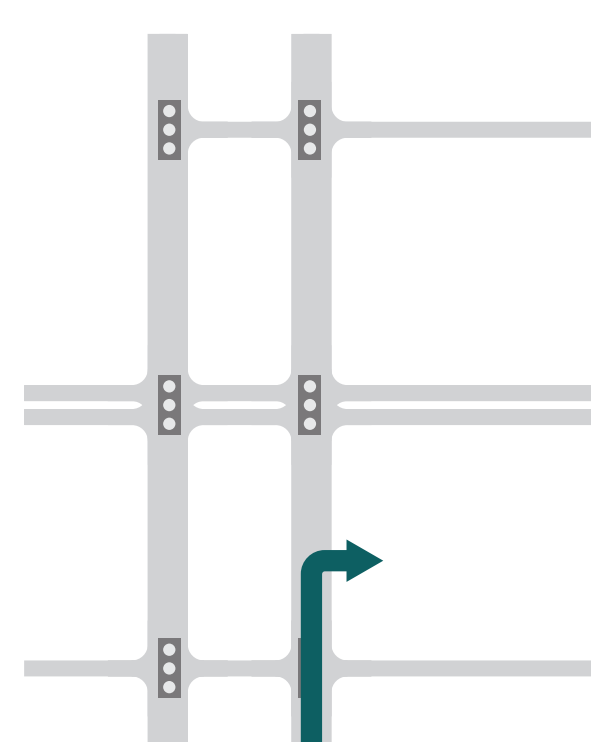
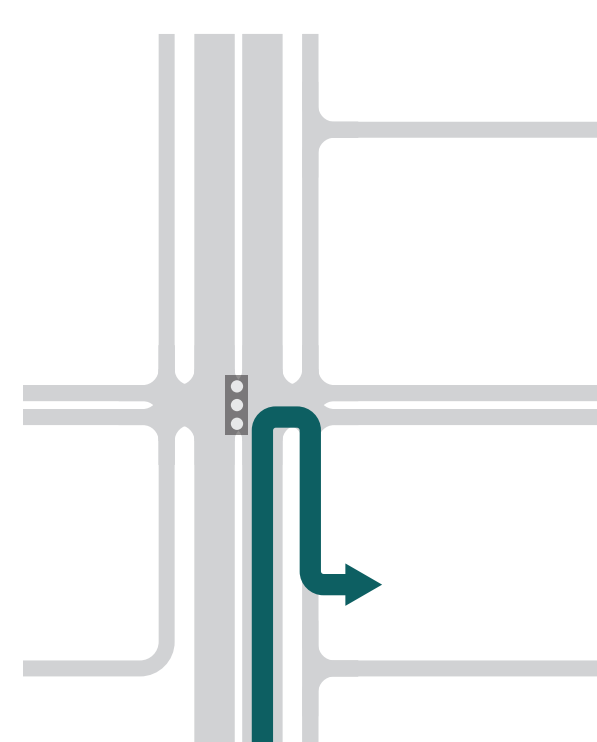
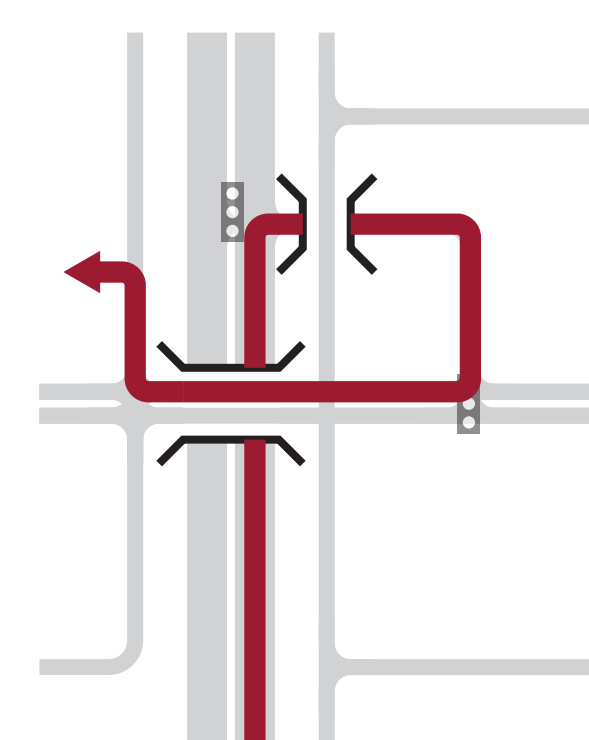
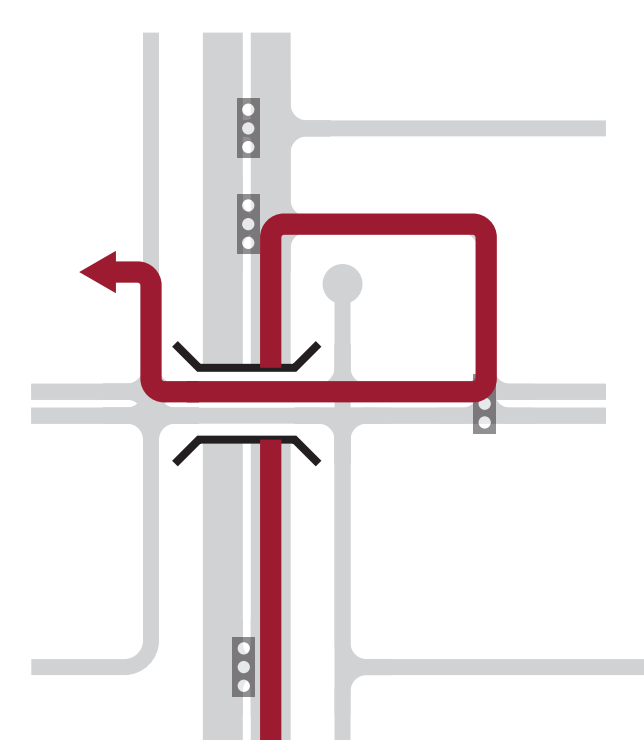
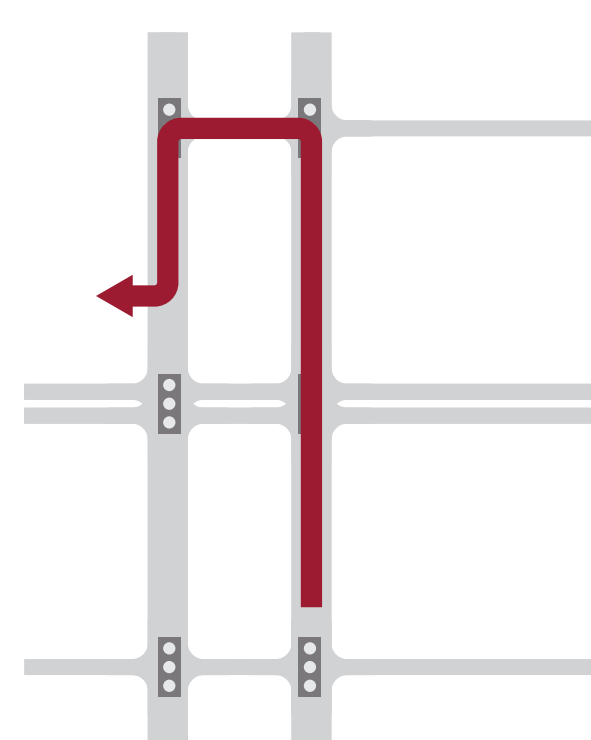
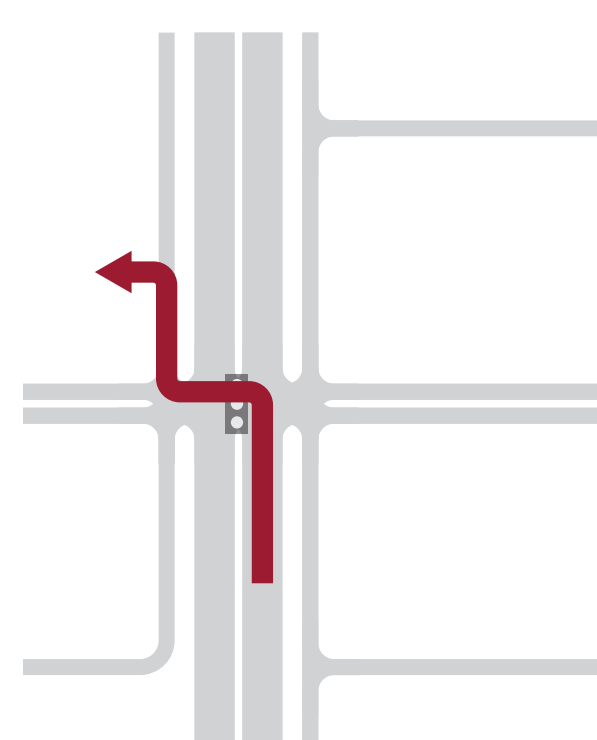
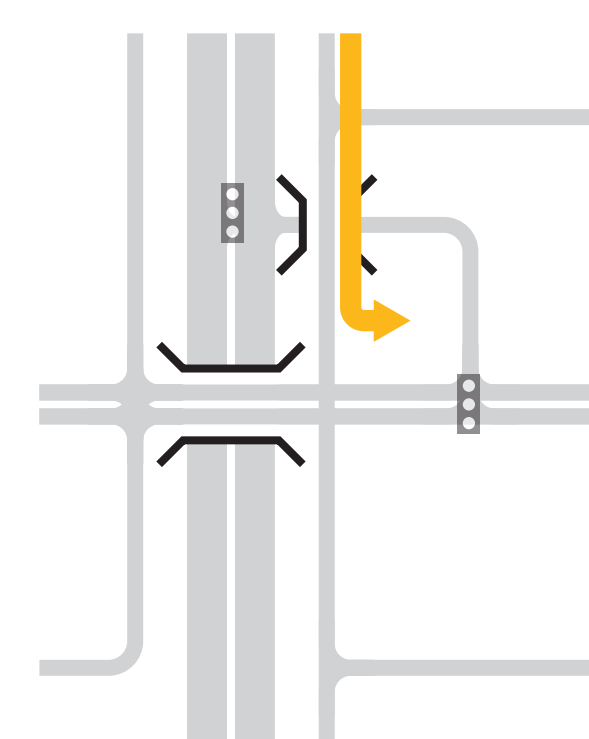
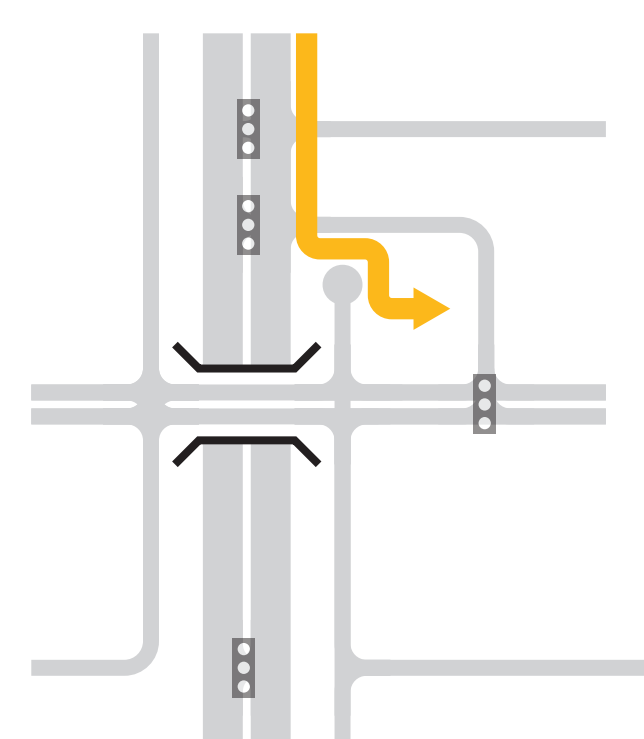
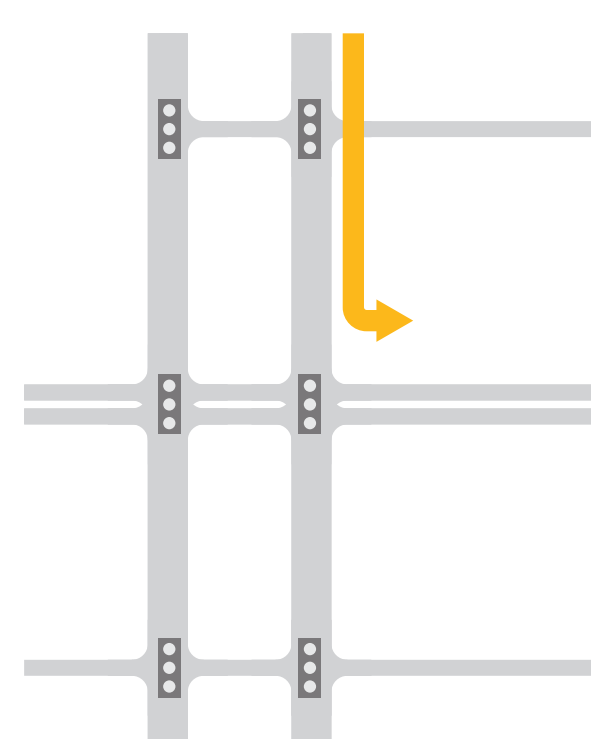
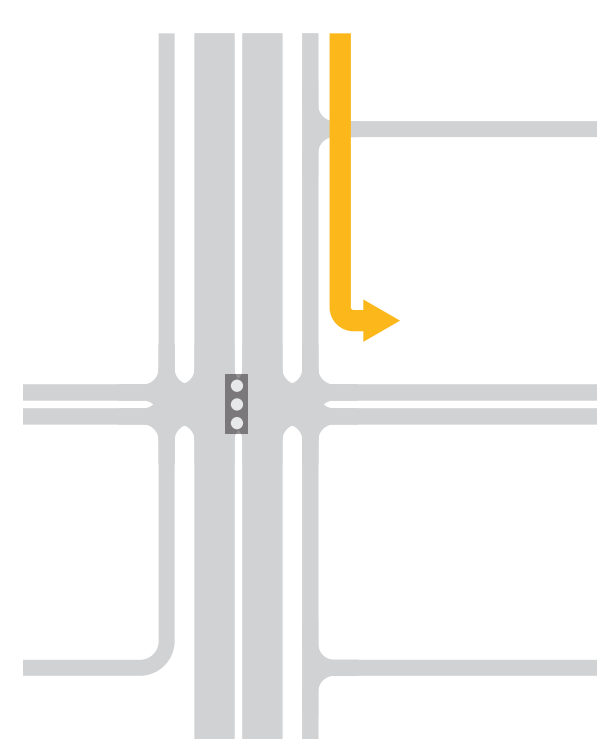
It's a beautiful day and I want to walk to the conservation park during my lunch break.

EXISTING

WIDE BLVD

40-MPH
HYBRID

45-MPH
HYBRID



Future Development



Land use and transportation are intertwined.

The design of streets and transportation systems determines what places will be like.

The Southeast Area Plan reflected this link, and showed two visions for the corridor, matching the options WisDOT is currently considering for Stoughton Road.

With appropriate street design on Stoughton Road, the plan envisions new businesses and housing creating a vibrant new place on the Southeast side of Madison.

Over time, half a billion dollars of investment could occur under the wide boulevard scenario.

**Land use for *hybrid options* between Buckeye and Tompkins:
Maintain existing land use pattern**

The City of Madison’s Comprehensive Plan directs growth primarily towards walkable, transit supportive areas. The hybrid options maintain more of the corridor’s highway character. Higher speeds, limited access, and frontage roads are less supportive of the walkable, mixed-use development envisioned elsewhere in the Southeast Area Plan, so the plain largley maintains the existing land-use pattern along this portion of the corridor.

**Land use for *wide boulevard option* between Buckeye and Tompkins:
Transition to mixed-use corridor**

Local street connections, direct access and lower speeds will change the character of Stoughton Road from a highway to a city street that supports neighborhood and economic growth. This creates the opportunity for new mixed use development and could support thousands of new homes in the future. East Washington Avenue is a great case study in how auto-oriented streets can transition with infrastructure changes to support new uses while still carrying a high volume of traffic.

Land use categories

Low Residential (LR)
Single-family homes and two-unit structures
Typical heights: 1–2 stories



Medium Residential 2 (MR2)
Rowhouses, small & large multifamily buildings
Typical heights: 2–5 stories



General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1 story



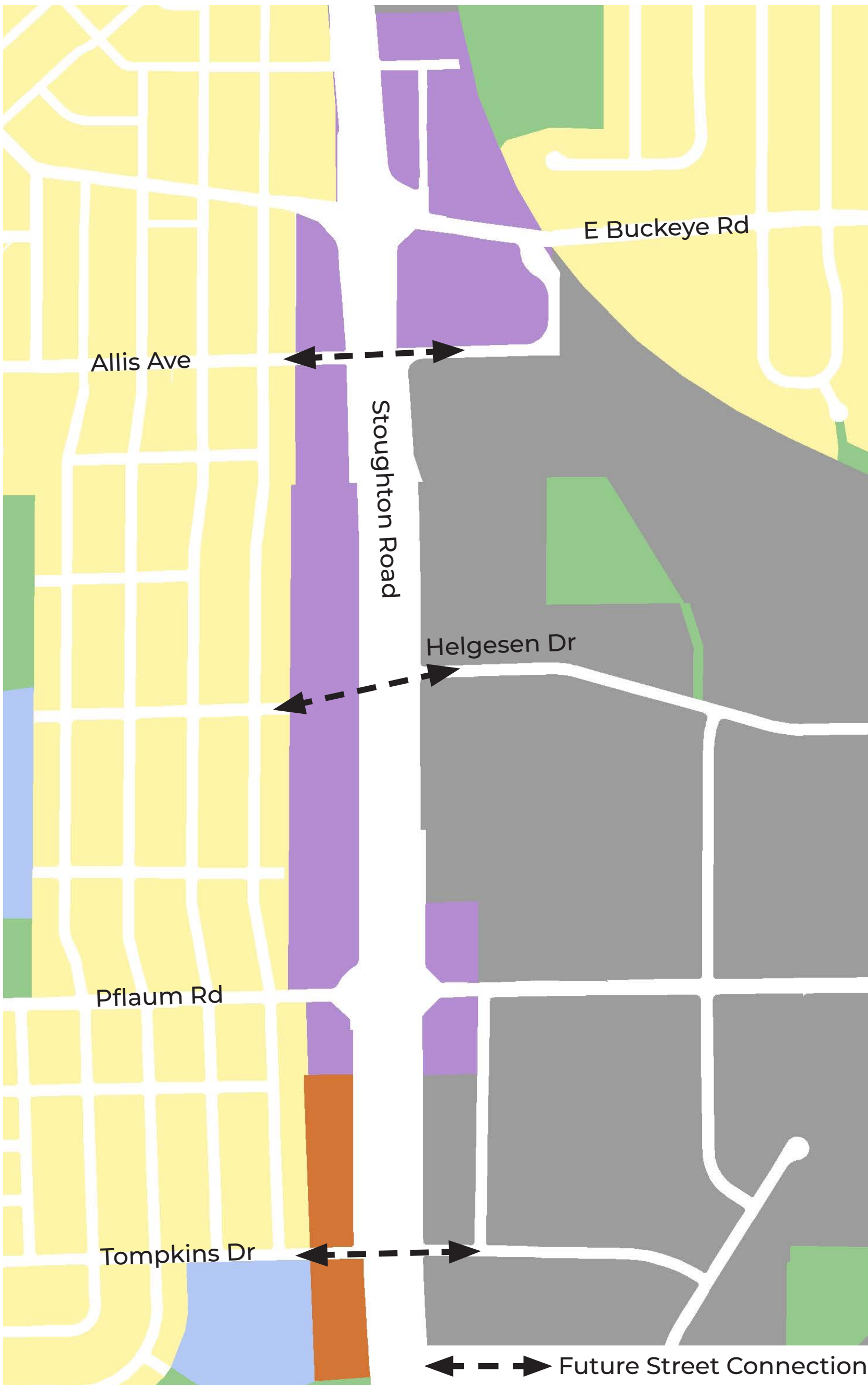
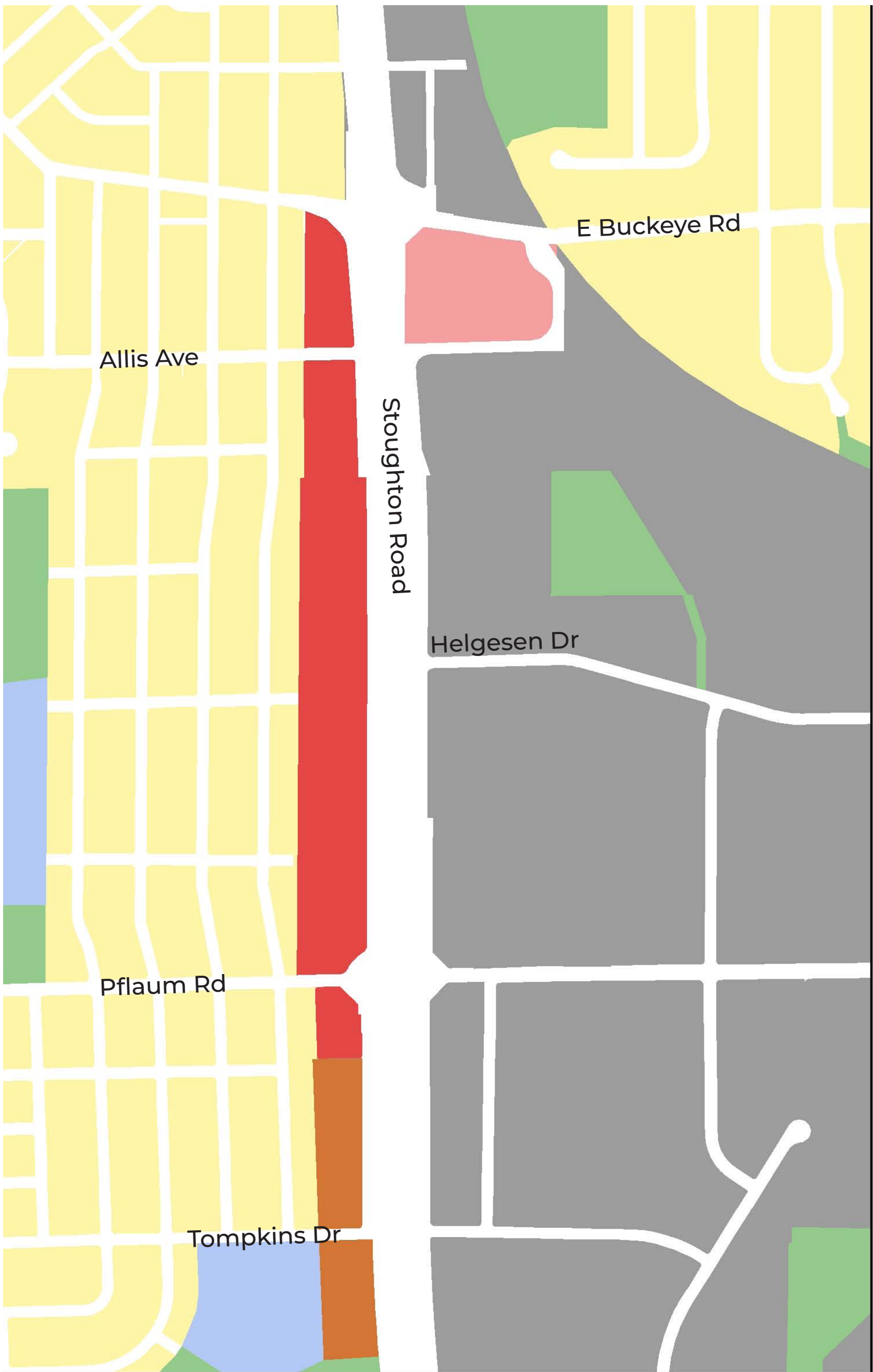
Community Mixed-Use (CMU)
An intensive mix of residential, commercial and civic uses
Typical heights: 2–6 stories



Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses
Typical heights: 1-2 stories



Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories



Supporting the Economy

Transportation decisions can shape economic conditions along a corridor for decades. Project cost, property impacts, access, connectivity, and redevelopment potential all matter.

Making places easier to reach.



A connected local street network, reasonable travel times, visible destinations, and safe access by car, walking, biking, and transit all contribute to accessibility and support successful business districts.

Creating conditions for reinvestment.

LONG-TERM DEVELOPMENT POTENTIAL*



+2,400
HOMES



+175K SF
COMMERCIAL
SPACE



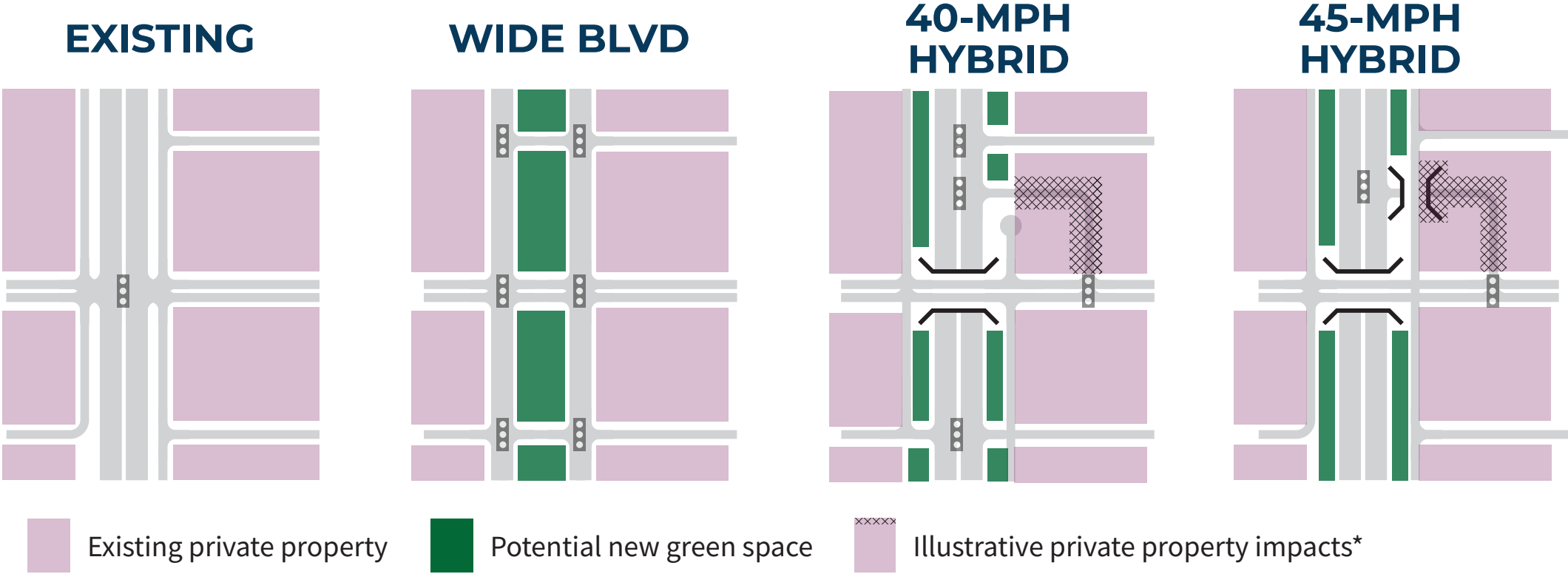
+\$350M
PROPERTY
VALUE

*Planning-level estimates based on Southeast Area Plan land-use assumptions. Actual development would depend on market conditions, property-owner decisions, infrastructure, zoning, and other factors.

Smaller blocks, more local street connections, development sites of usable size, and a roadway designed for lower speeds can support the mixed-use development envisioned in the Southeast Area Plan.

Protecting land for housing, businesses, and community amenities—especially at intersections.

Illustrative Private Property Impacts at Pflaum Road



*Detailed property impacts will be determined by WisDOT

Roadway projects can require private property for new lanes, ramps, and connector streets. Reducing property impacts preserves land for existing businesses, natural resources, and future redevelopment.

Making public investment go further.



Alternatives that require fewer structures, connector and/or frontage roads, and property acquisitions cost less to build and maintain, leaving public resources available for other transportation and community needs.

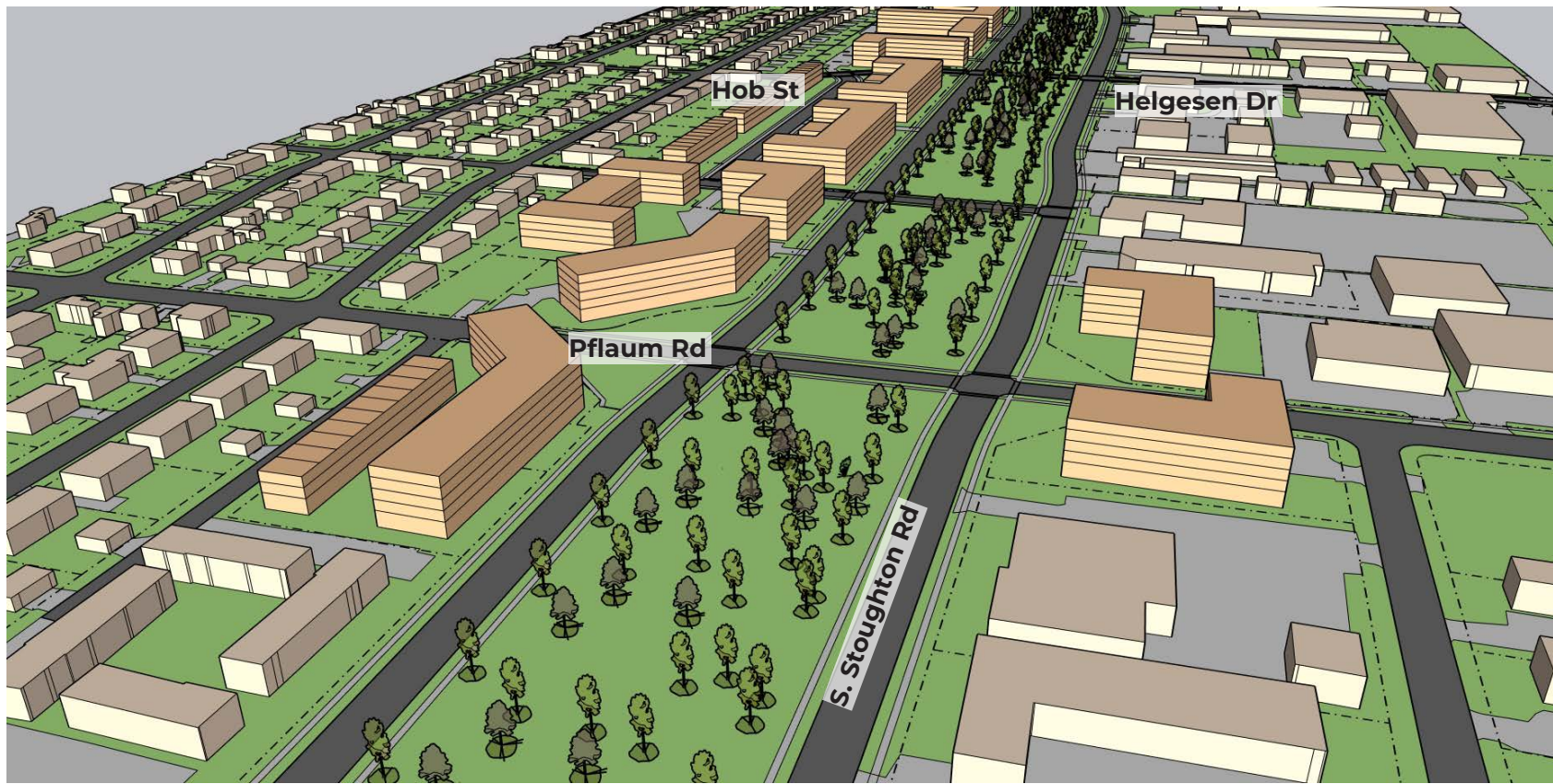
Southeast Area Plan

The Southeast Area Plan contains detailed recommendations for the Stoughton Road corridor. These recommendations reflect extensive public engagement, where the most common concerns heard were:

- Increase safety and connectivity across Stoughton Road
- Address unsafe intersections
- Improve pedestrian safety and accessibility along major thoroughfares

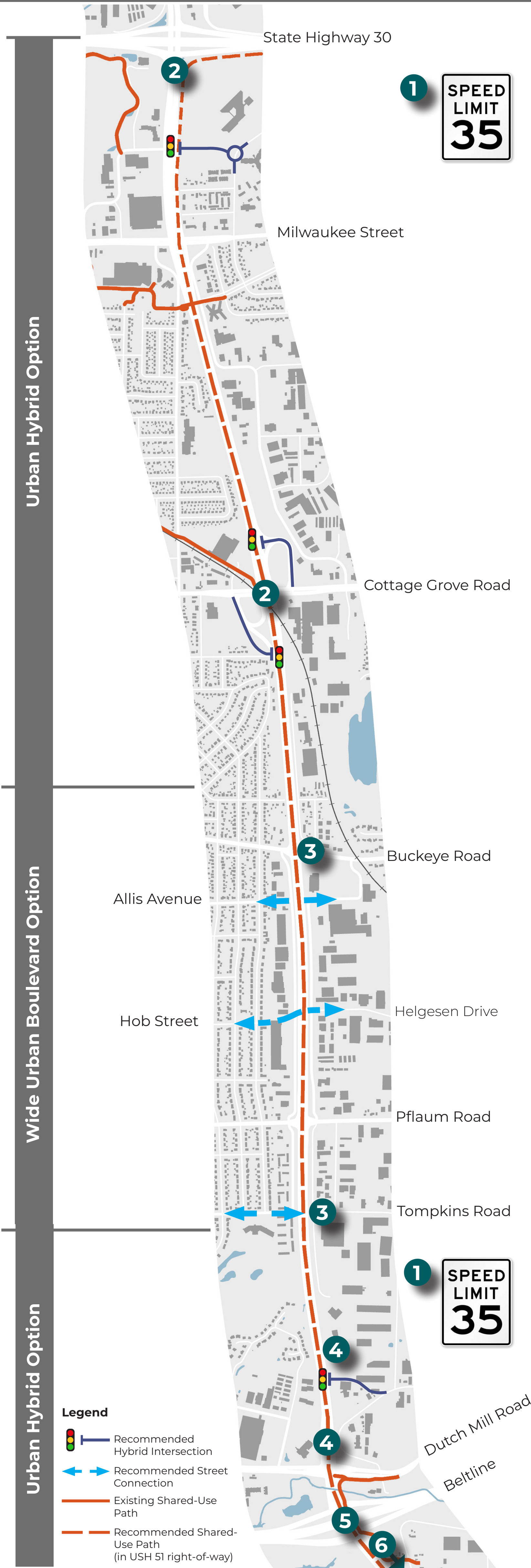
- 1
- A. Support options that have a **35-mph speed limit** along the length of the corridor.
B. Support a future design that integrates **speed management, high quality bicycle & pedestrian facilities**, & smart access management for **safety for all users**.
C. Support options that could enable a future bus rapid transit (BRT) route.
- 2
- Section Between State Hwy 30 and Buckeye Road**
A. Support a design that slows traffic, improves bicycle/pedestrian connectivity, and safety for all users between STH 30 and CG Road.
B. Connect the Capital City Trail to a north-south multi-use path within the S Stoughton Road right-of-way, and north to Nakoosa Blvd.

- 3
- Support the “Urban Wide Boulevard” Design** between Buckeye Road and Tompkins Drive
A. Connections or **full intersections** at **Allis Avenue, Hob Street, Helgeson Drive, and Tompkins Drive**. **Smaller intersections** with fewer traffic signal phases.
B. Improves safety, comfort and travel time for all users.
C. Opportunity to change car-oriented commercial uses into **walkable mixed-use activity center** with residential uses and **affordable housing**.
D. Reduces confusing, indirect turns, reduces driveways.
E. Improved bike & pedestrian facilities, **comfortable sidewalks** with lights and trees.
F. Potential for **green infrastructure**: stormwater facilities, tree canopy, and median landscaping.
G. Lower project & ongoing maintenance cost.
H. Potential opportunity to surplus wide median for future development.



S. Stoughton Road Wide Urban Boulevard Option

- 4
- Section South of Tompkins Dr to Broadway**
A. Support Hybrid Design that transitions between Wide Urban Boulevard to USH 12/18 Beltline
B. Connect Femrite Drive to S Stoughton Rd.
C. Improved access to **Dutch Mill Park and Ride** and Industrial Areas to the east
D. Maintain **bus access** to the **Dutch Mill Park and Ride** as it is an important **hub** for **interconnecting Metro Transit** with **Inter-City Bus Service**.
- 5
- At the USH 12/18 Beltline interchange:**
A. Improved bicycle and pedestrian operations.
 ◆ Include connection to the South
B. Improved access to **Dutch Mill Park and Ride**
C. Coordinate with WisDOT on Beltline PEL study to achieve the following:
 ◆ Bicycle, Pedestrian and transit improvements
 ◆ Improved access to businesses and neighborhoods to the south
- 6
- At Voges Road/Terminal Drive:**
A. Improved navigation and crossing for pedestrians and bicyclists.
B. Maintaining or improving access to businesses.



What else do you want to know?

GET INVOLVED

To review information, submit written comments and sign up for email updates, scan the QR code or go to tinyurl.com/US51SouthPl



CONTACT INFORMATION

If you have questions or would like additional information, you may contact the WisDOT project manager.

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