



# Perry St Connection -Planning Study

Public Information Meeting  
City of Madison Transportation Division  
October 22nd, 2025

*Thank you for attending. We will begin shortly...*

# Presentation Overview

Thank You for participating!

- ▶ Welcome (Kristin Brodowsky, Public Information Officer, City of Madison)
- ▶ Presentation (Jose Navarro)
- ▶ Q&A (facilitated by Kristin Brodowsky)
  - Assisted by:
    - Aaron Canton, Engineer, City of Madison
    - Breana Collins, Planner, City of Madison
    - Kevin, Bike Pedestrian Coordinator, City of Madison
- ▶ Presentation available on the website:
  - <https://www.cityofmadison.com/transportation/initiatives/perry-street-connection-study>

# Meeting Technical Housekeeping

- This meeting will be recorded and posted to the project page.
- All attendees should be muted to keep background noise to a minimum.
- Use the “Q and A” button:
  - for technical issues with meeting to troubleshoot with staff to assist.
  - to type questions about presentation. Questions will be answered live after the presentation.
- Inappropriate questions may be dismissed.
- Use the **“raise your hand”** button to verbally ask your question. You will be prompted to unmute when it is your turn.

**How to Participate**

**Make sure to join audio** ➡

zoom  
Workplace

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Audio

Raise hand

Q&A

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Choose one of the audio conference options

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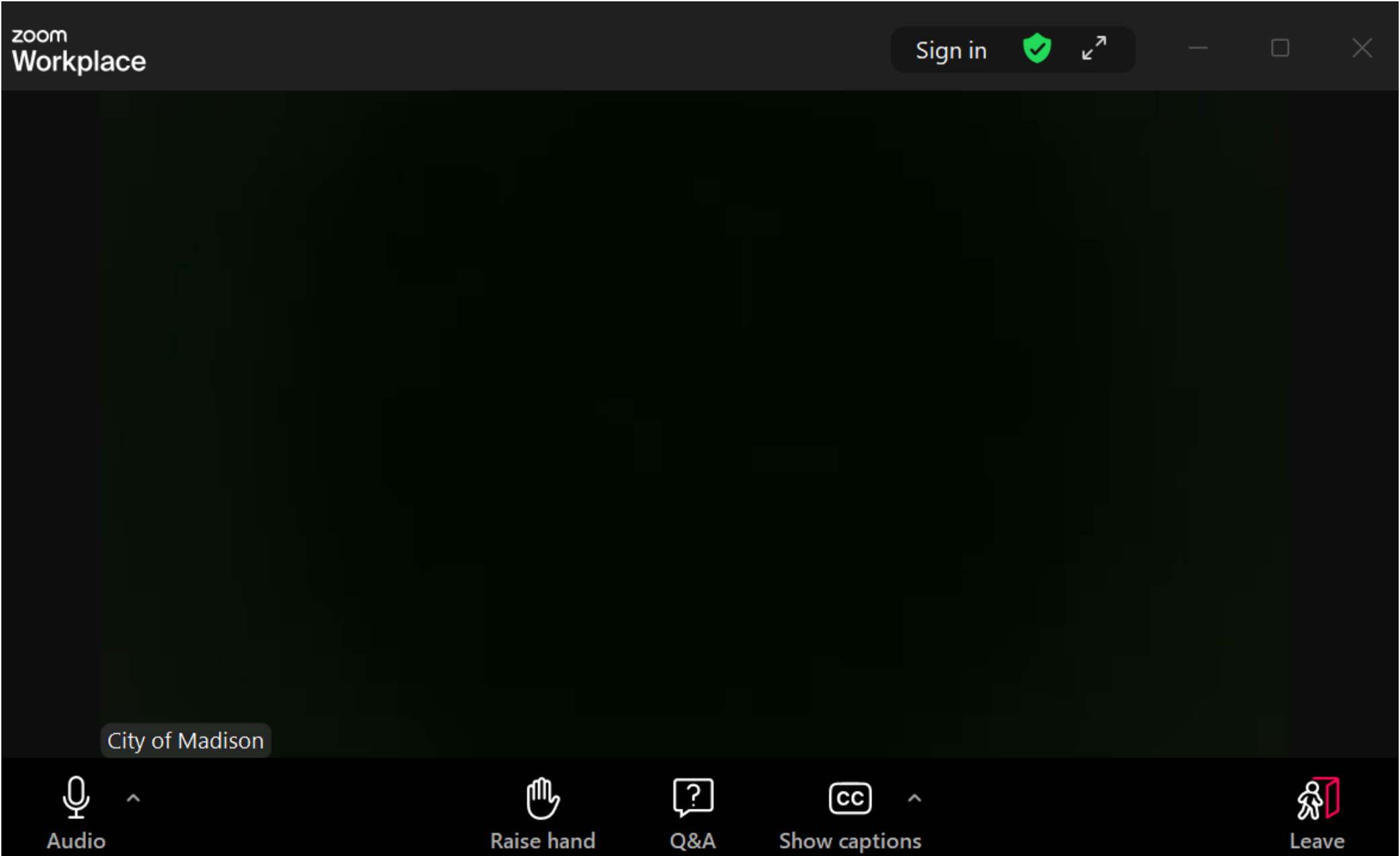
Join with computer audio

Test speaker and microphone

☐ Automatically join audio by computer when joining a webinar

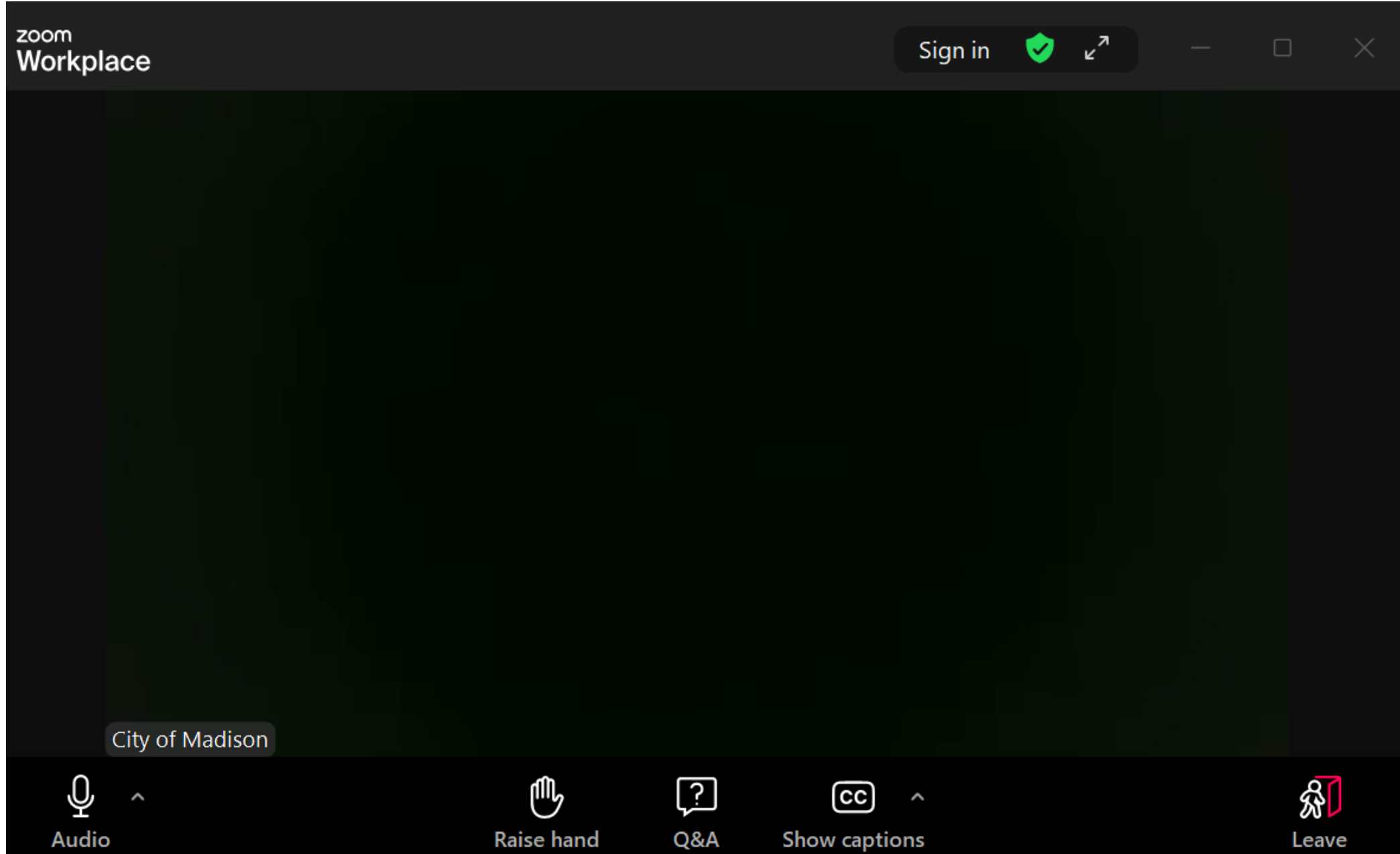
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**How to Participate**



**Raise your hand** to be unmuted  
For comments or ask additional questions. 

## How to Participate



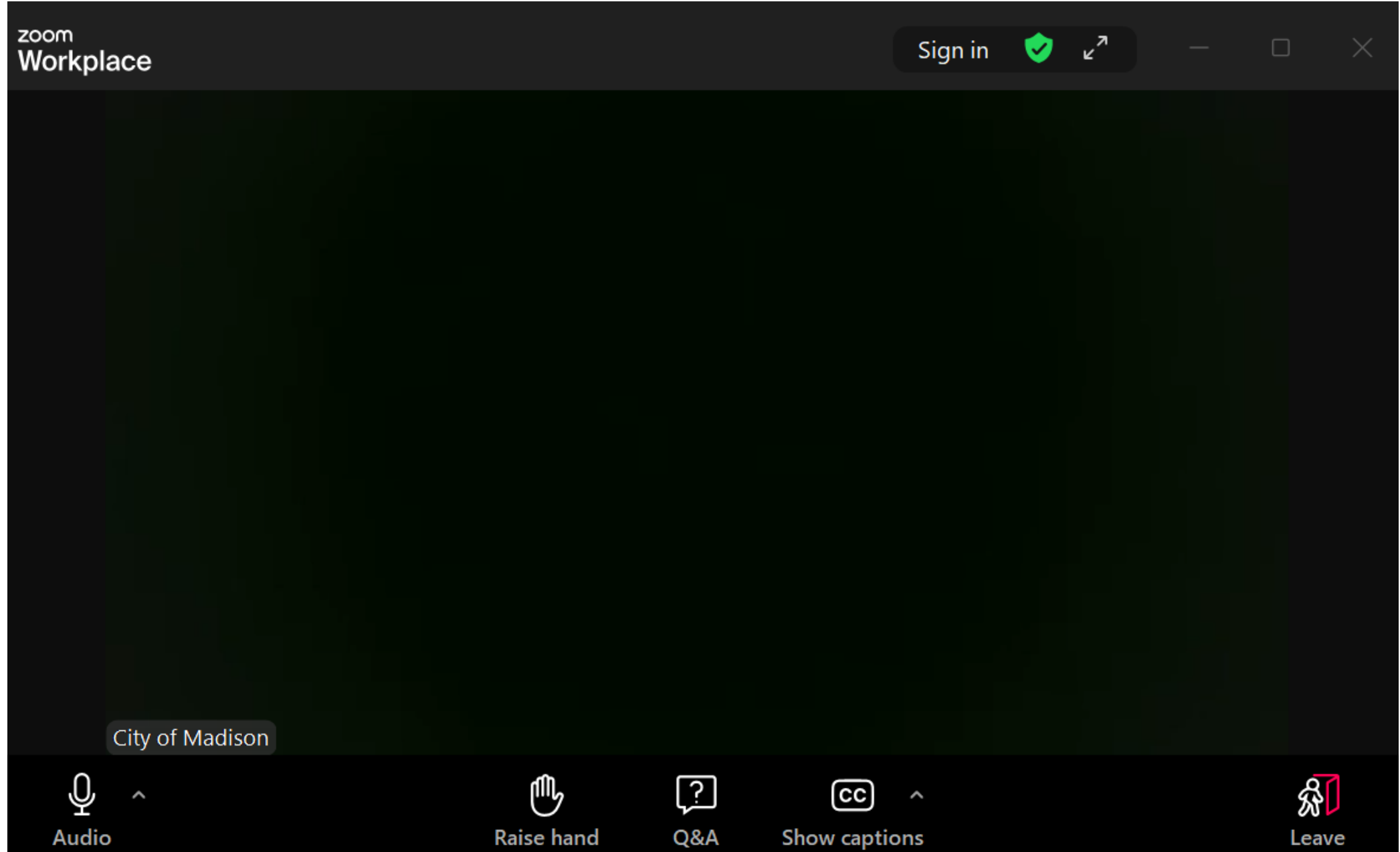
Use **Q&A button** if you have technical issues or a question for the panelists.



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## How to Participate



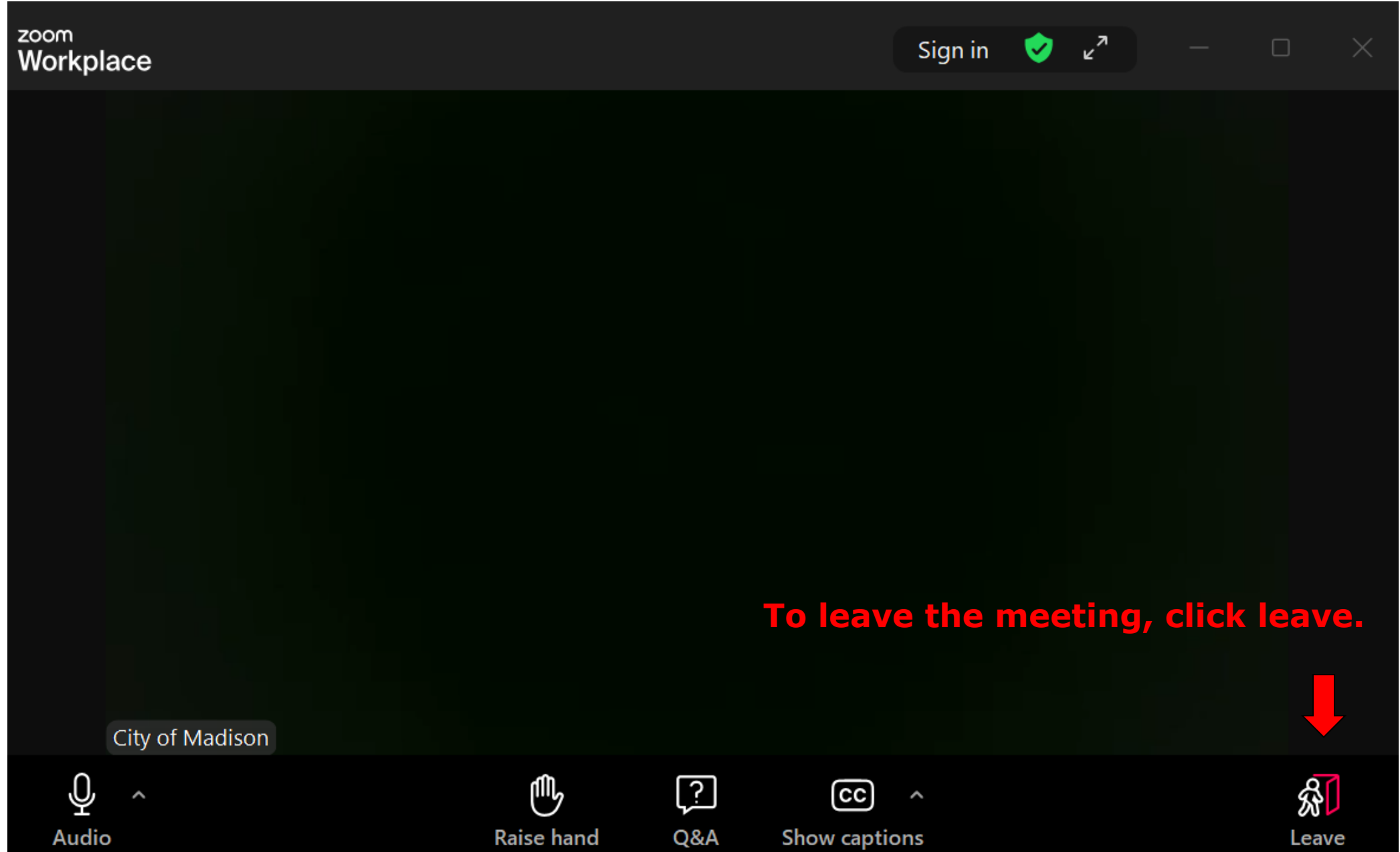
**Use Q&A button for all other questions.**  
**We will answer after the presentation.**



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## How to Participate



## How to Participate

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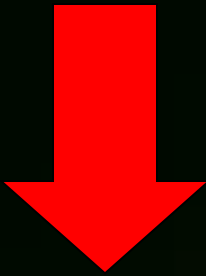
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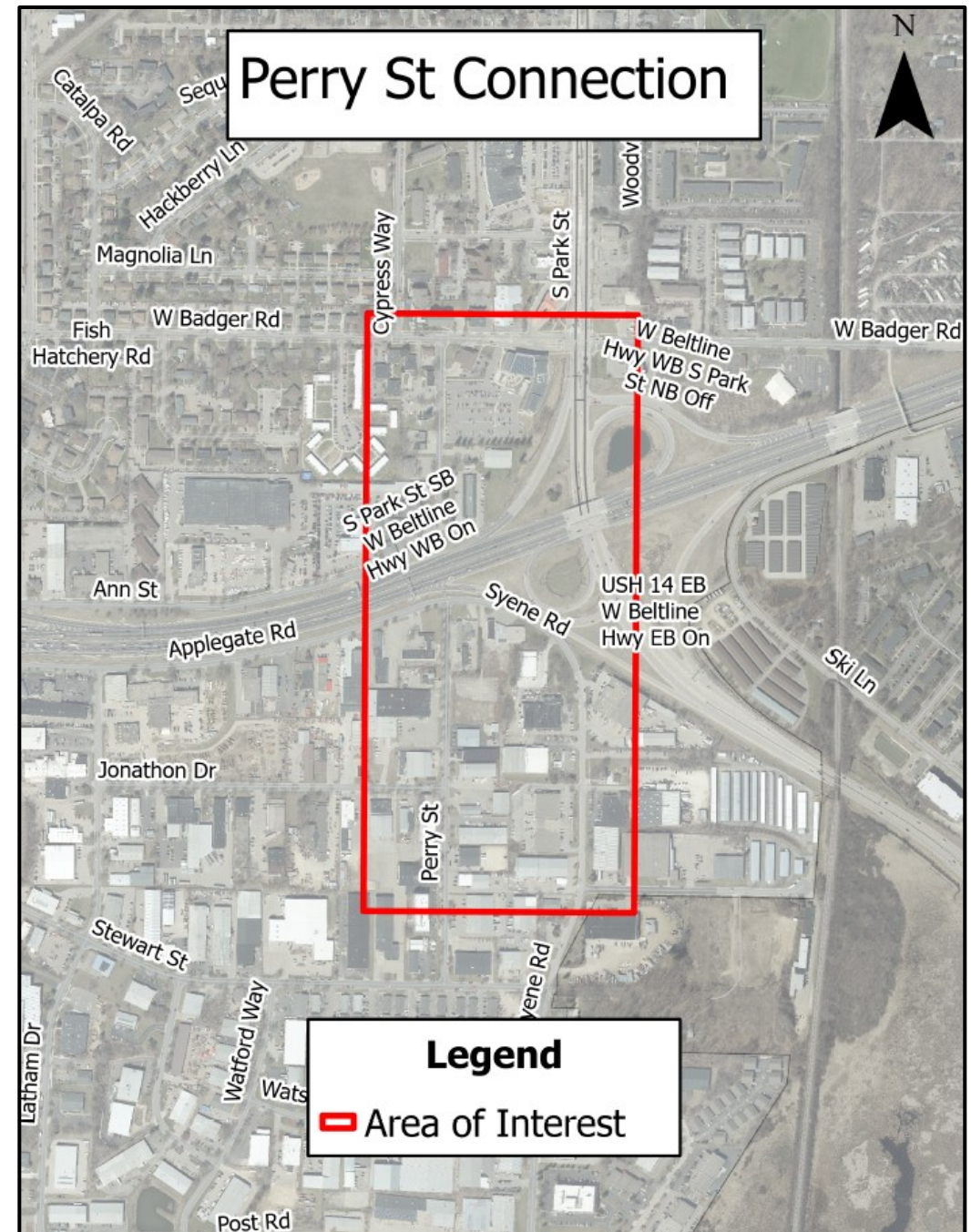


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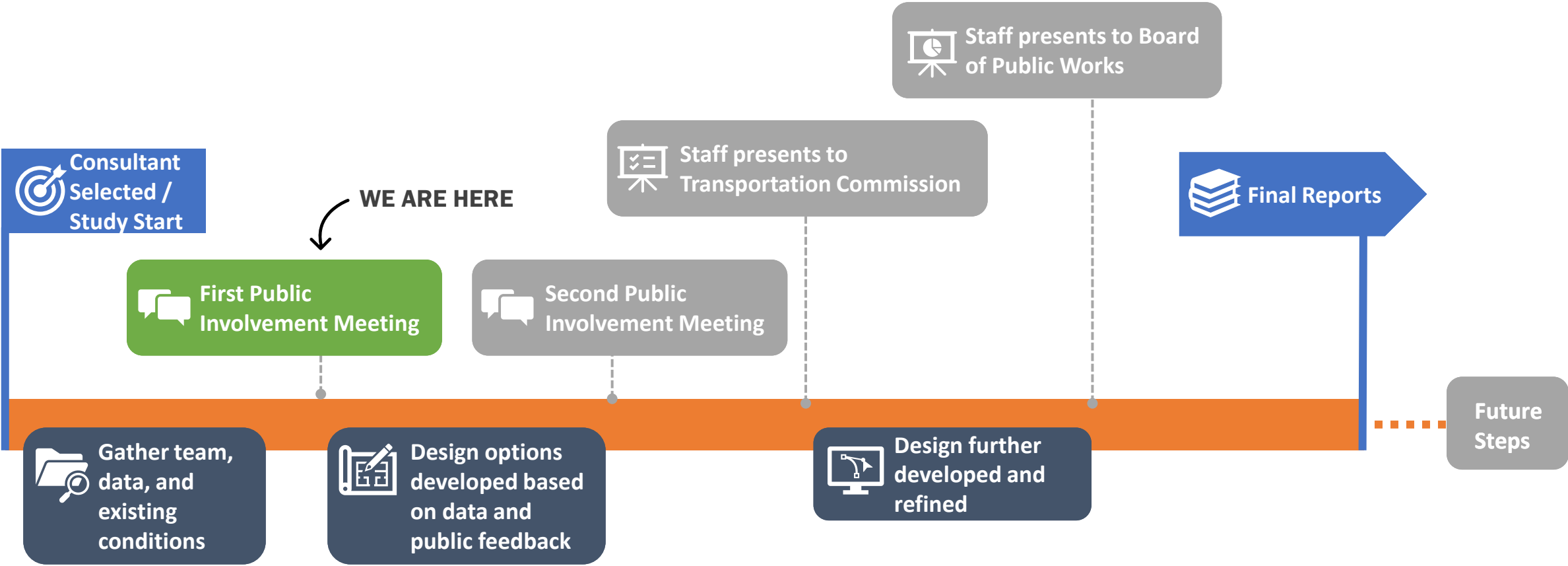
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# Project Location



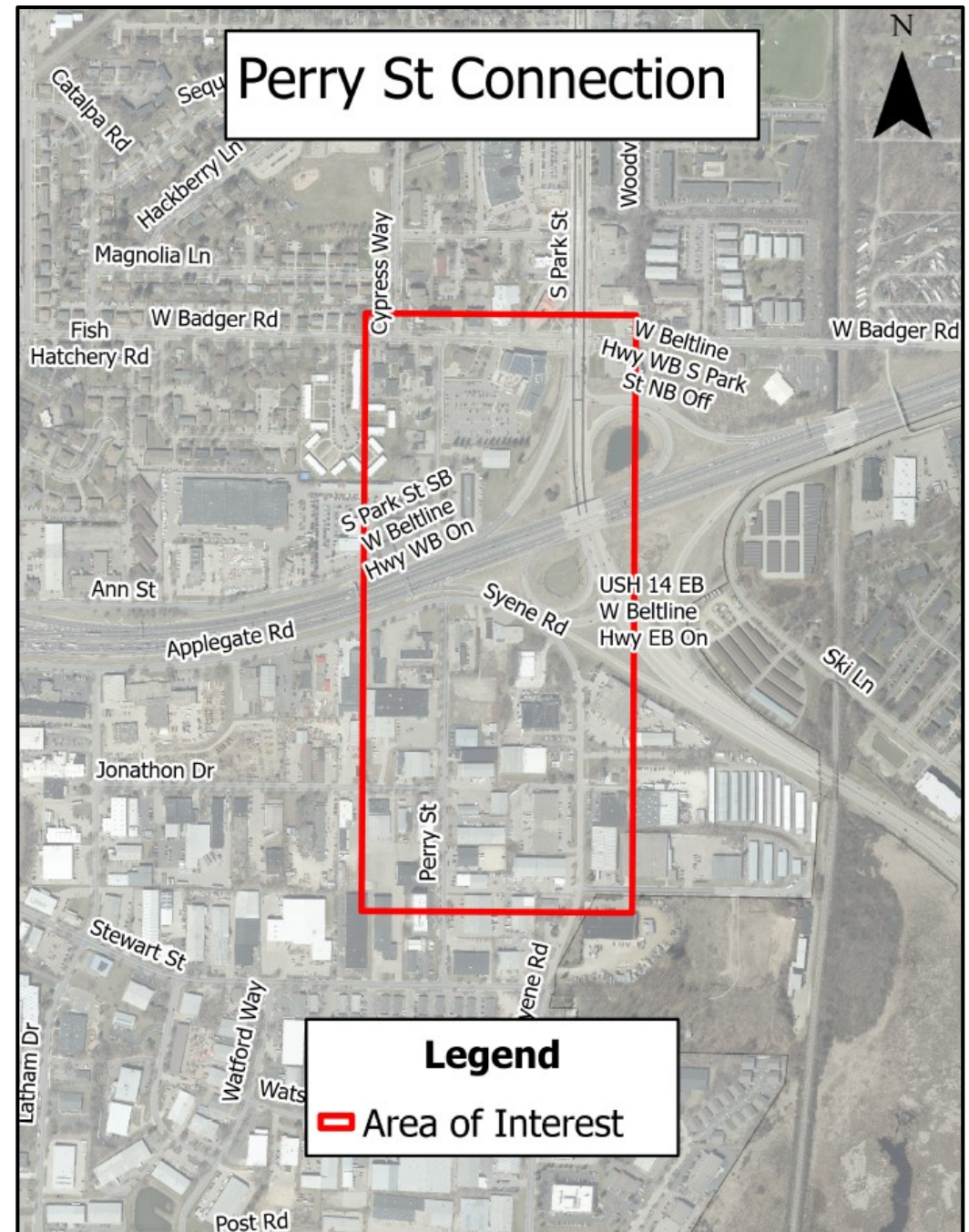
# Meeting Purpose (Big Picture)

## Study Development Process

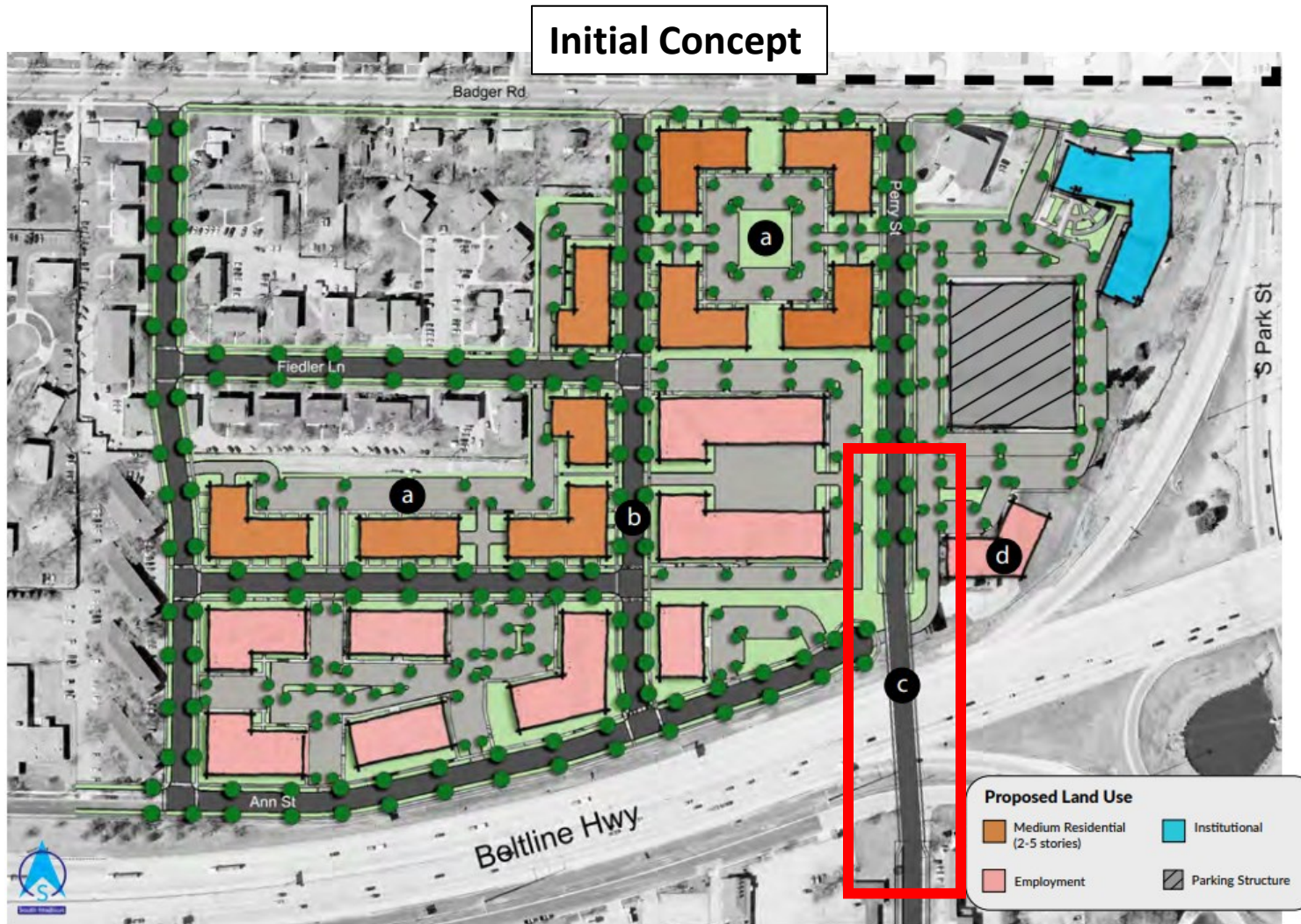


# Study Purpose

- ▶ Explore ways to better connect neighborhoods on the north and south of the Beltline (US 12/18)
- ▶ Improve travel for people going to homes, businesses, and other amenities making it safer and easier for multi-modal access
- ▶ This connection was identified in the 2022 South Madison Area Plan



# South Madison Area Plan



## Perry & Ann Streets

### Concept Highlights

Growing new employment opportunities with career wage earning jobs is a priority. New industrial/flex buildings along Ann Street would offer affordable space to start-up and grow businesses. A new north-south street connection between Ann Street and Fiedler Lane will improve neighborhood connectivity. Low-medium residential is proposed as a transition between the proposed employment uses along Ann Street and the existing residential units in the neighborhood. The extension of Perry Street over the Beltline is proposed and will allow vehicles, buses, and pedestrians to access the businesses located south of the Beltline.

- a** Medium density residential fronting on new street grid.
- b** A comprehensive street network to facilitate circulation, with pedestrian and bike amenities.
- c** New bridge over Beltline with ped/bike amenities connecting to Perry Street south of the Beltline.
- d** New employment or institutional development that complements Madison College.

Ann Street would not continue through Perry Street in order to allow space for bridge retention wall.

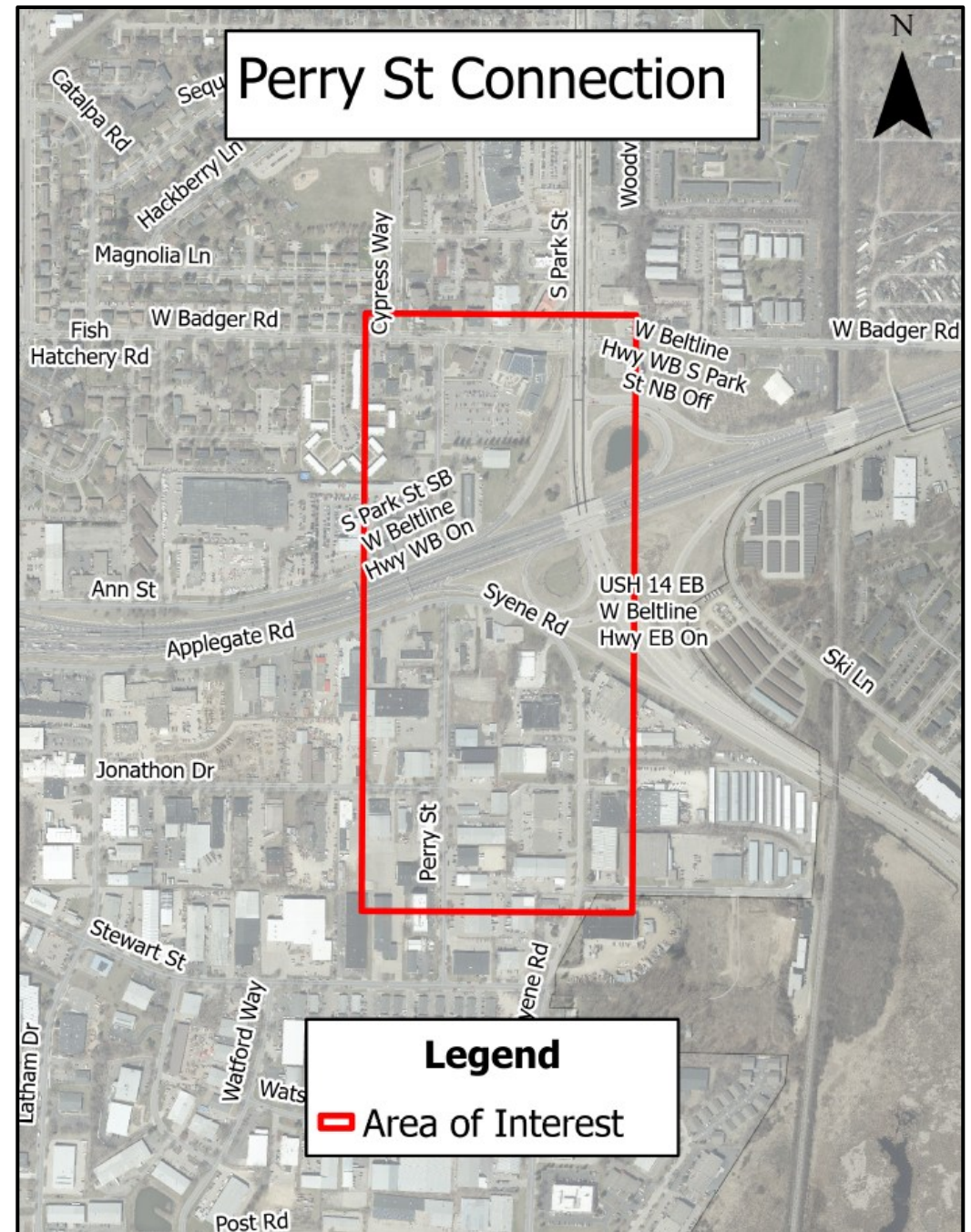
# Study Scope

## ► Identify Design Alternatives

- Data Collection
- Gain public feedback
- Identify Alternatives and Feasibility
- Report Findings

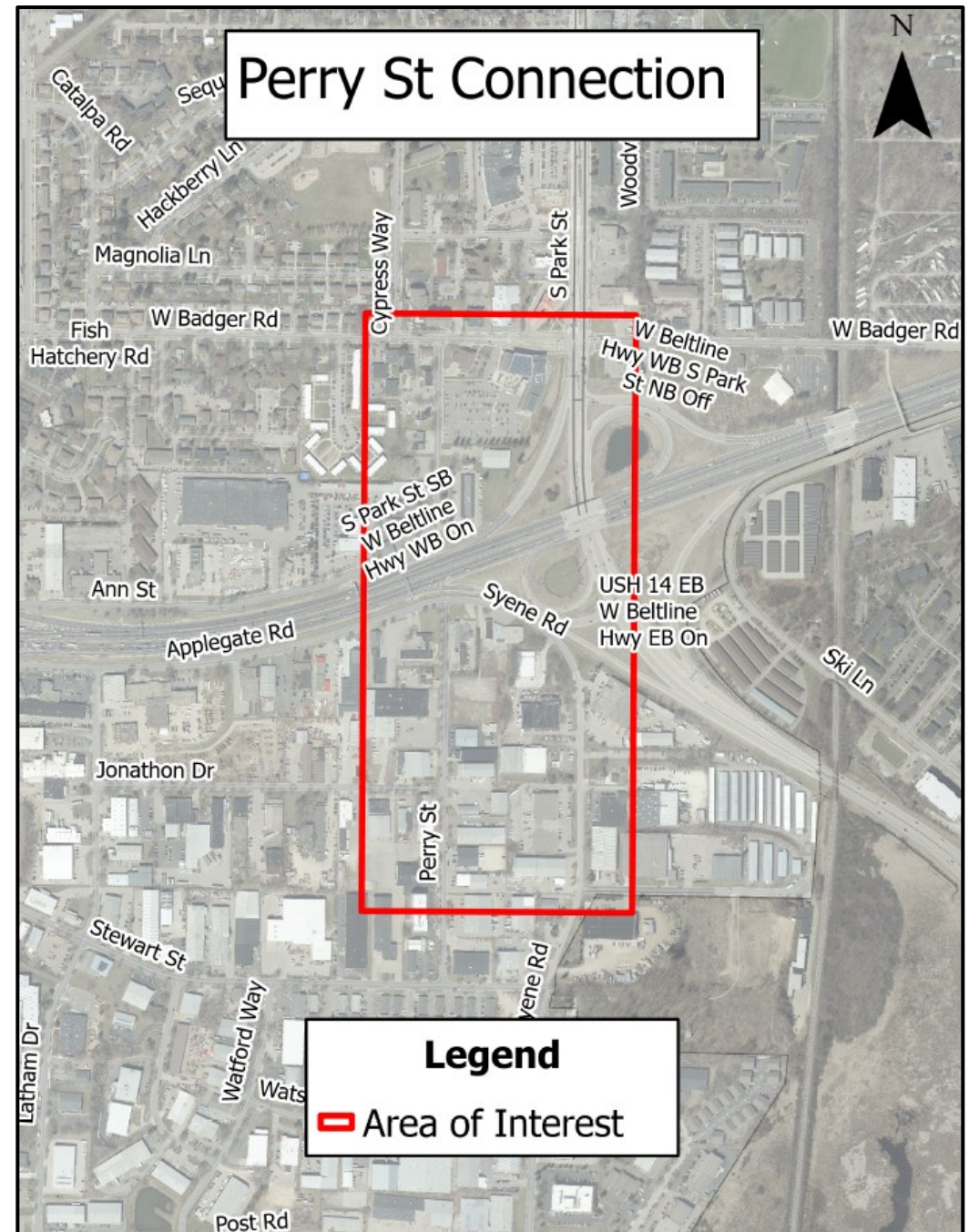
## ► Overall Goal

- Study to be complete by summer 2026
- 60% Design
  - An overpass/underpass design that has gone through project partners opinion's, design staff, and the City's approval system
- Apply for Implementation Grant for construction opportunity



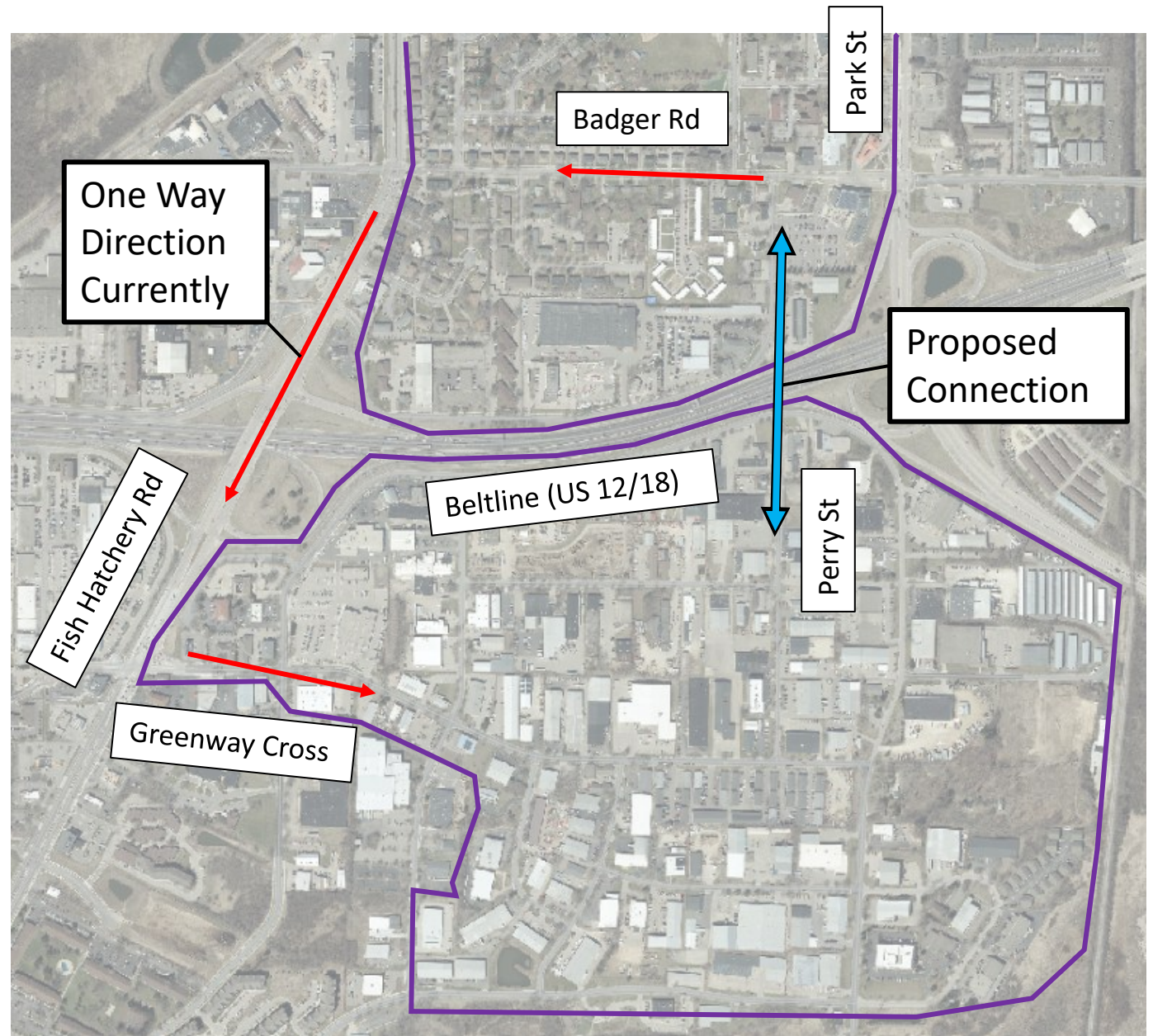
# Meeting Purpose

- ▶ Hear thoughts and feedback about the study
- ▶ Understand your concerns about transportation in this area
- ▶ Learn how you get around in this area
- ▶ Use your input to develop street design for future meetings
- ▶ Remind you to fill out the survey



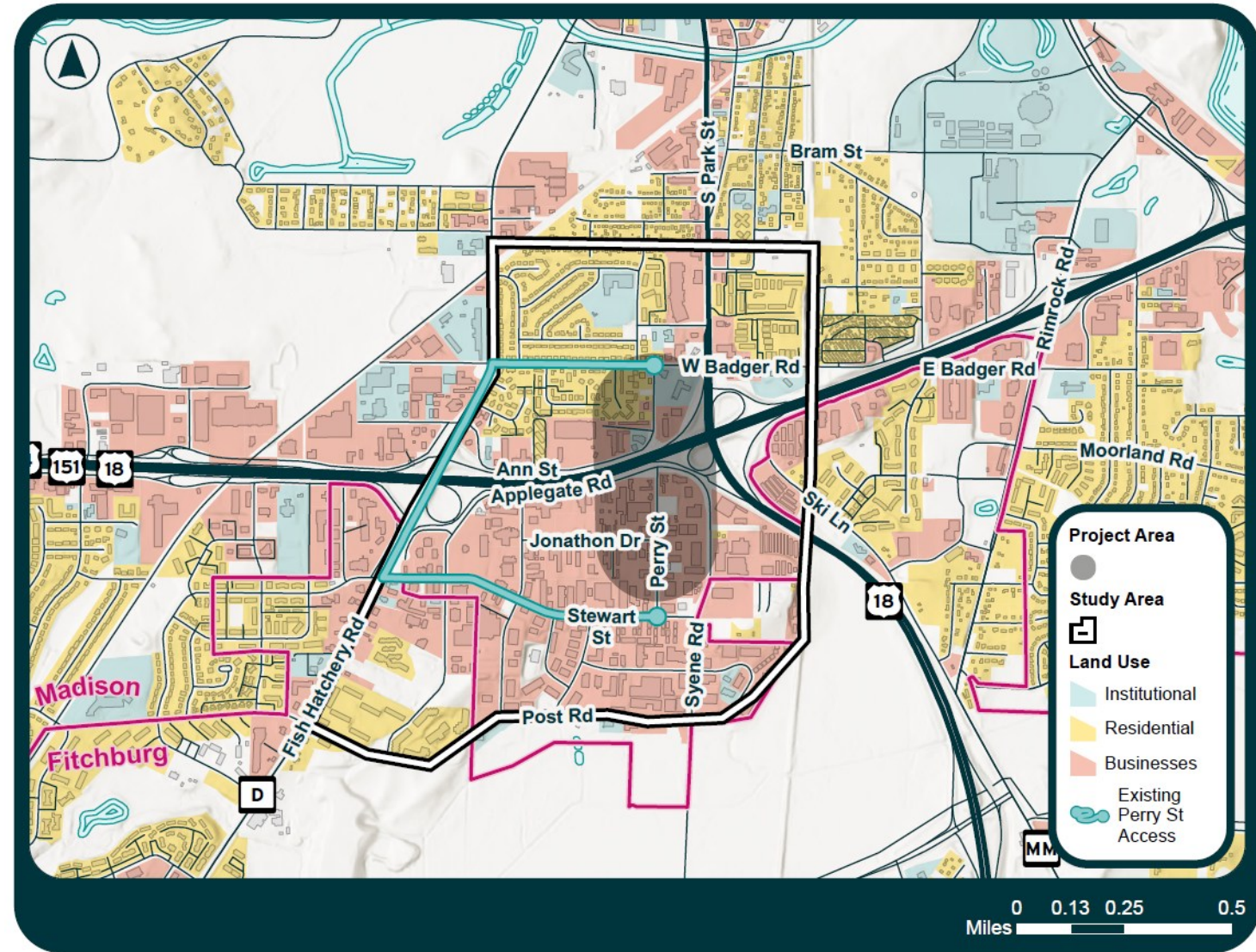
# Why This Area?

- ▶ Connectivity and Access
  - ▶ Only one way into the area southside through Greenway Cross



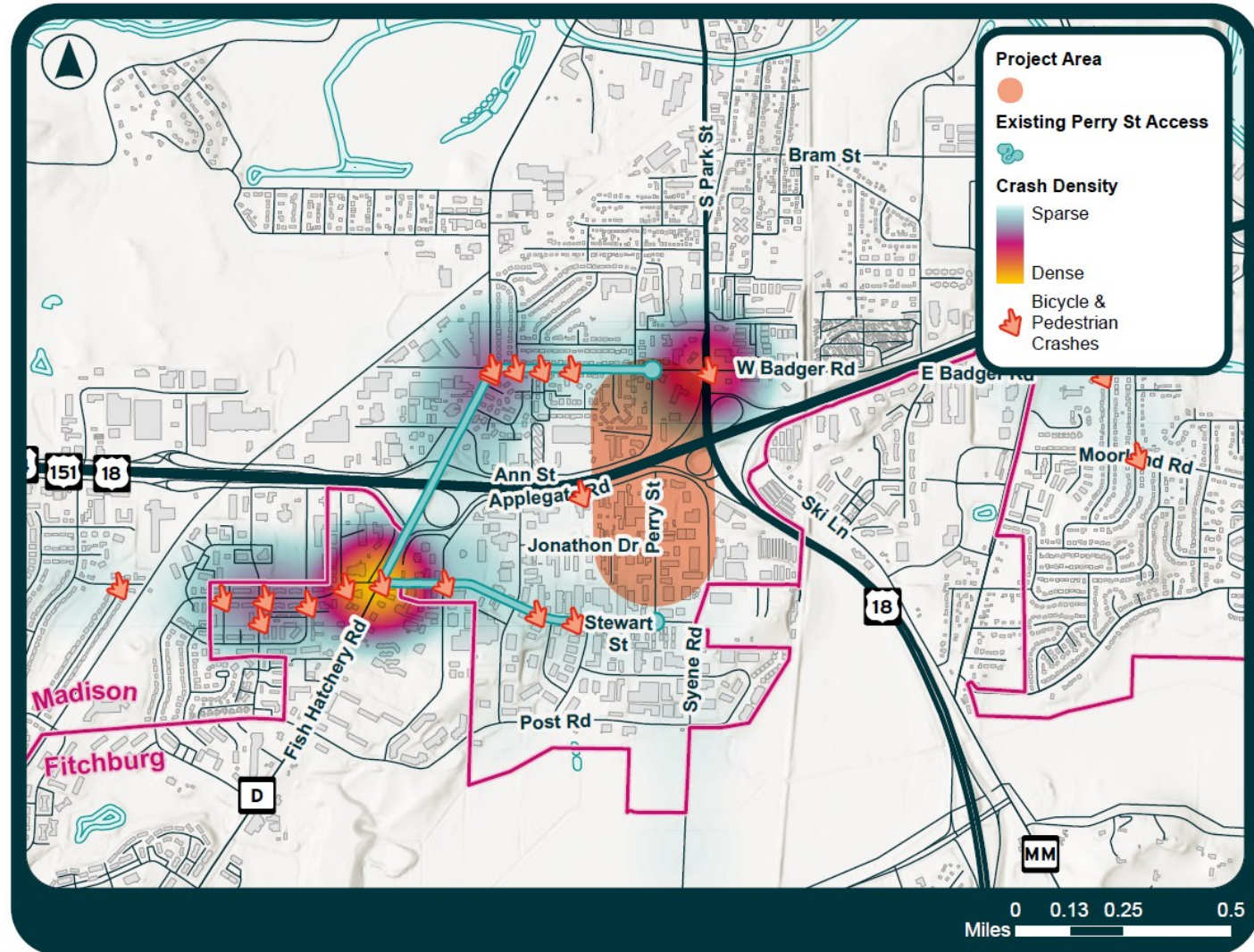
# Area Needs

- ▶ Getting more access to jobs
  - 2873 households in the study area
  - 1886 **(65%)** households are located north of the beltline
  - 5040 jobs in the study area
  - 3669 **(72%)** are located south of the beltline



# Area Needs

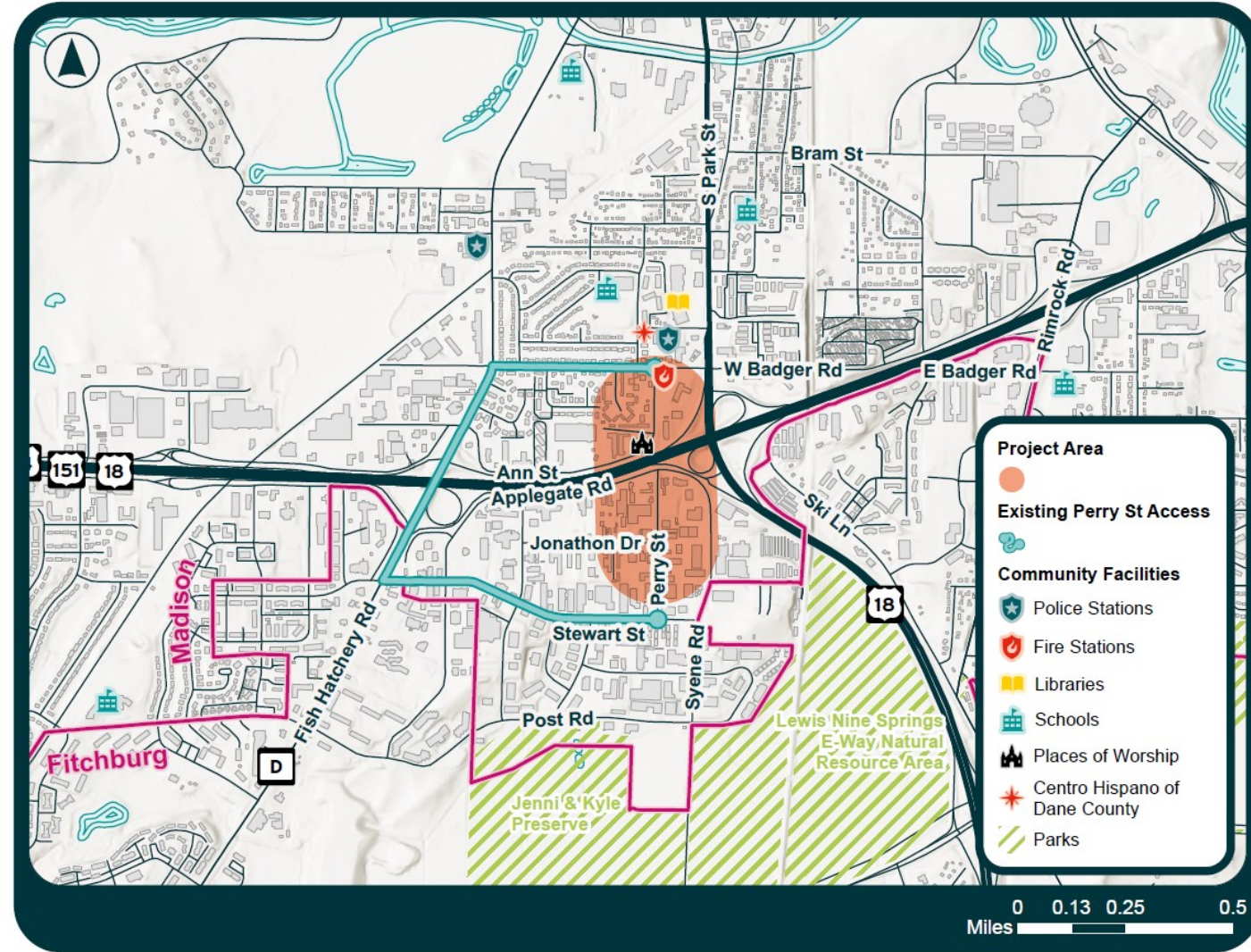
- ▶ If you were to travel (Currently)
  - Would need to go through Badger Rd through Fish Hatchery Rd to access the southern area
  - Safety would be a concern traveling through high crash density areas



# Area Needs

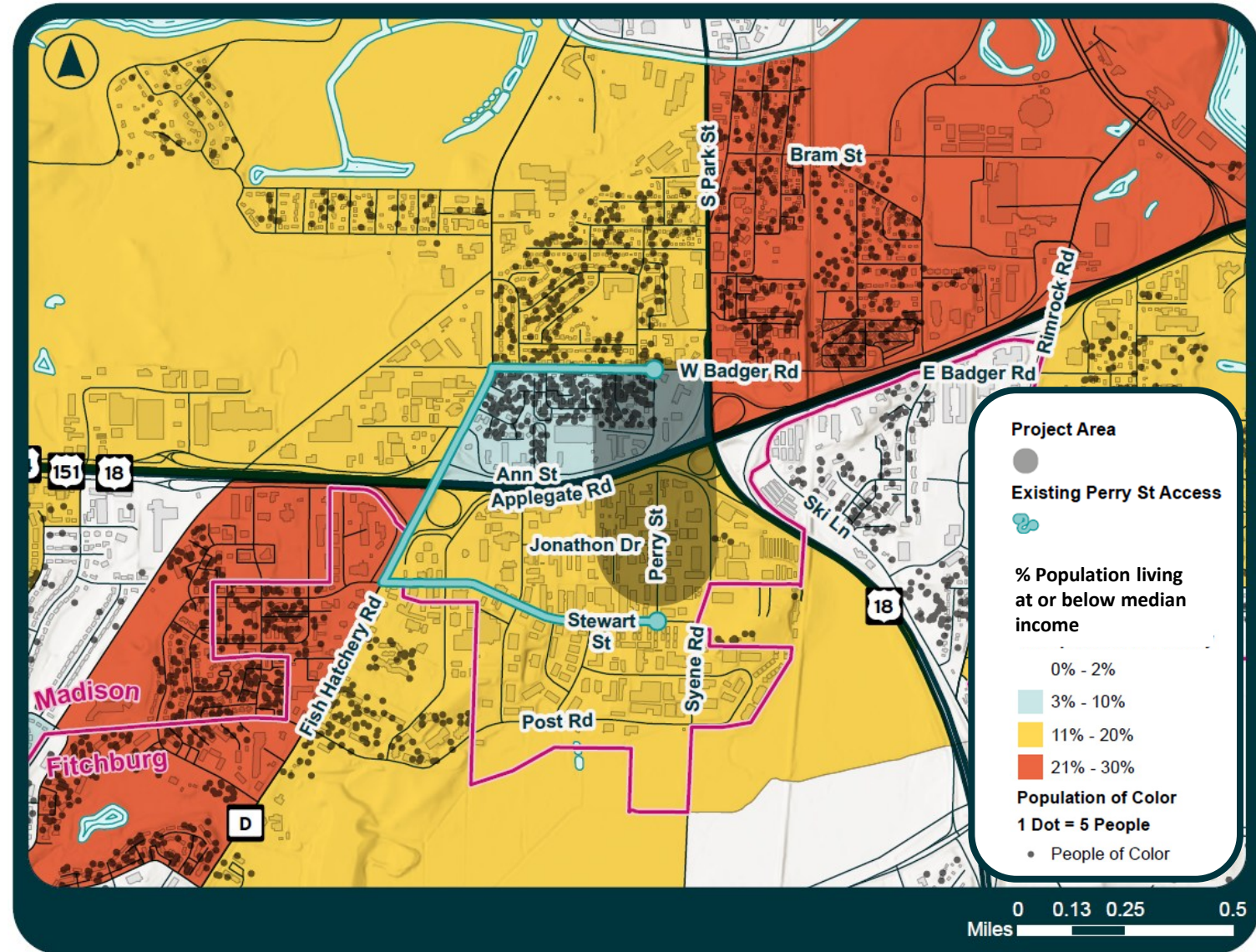
## ► If an emergency would occur (Currently)

- Would need to go through Badger Rd through Fish Hatchery Rd to access the southern area
- A direct connection would provide a direct route to the area providing faster emergency routing



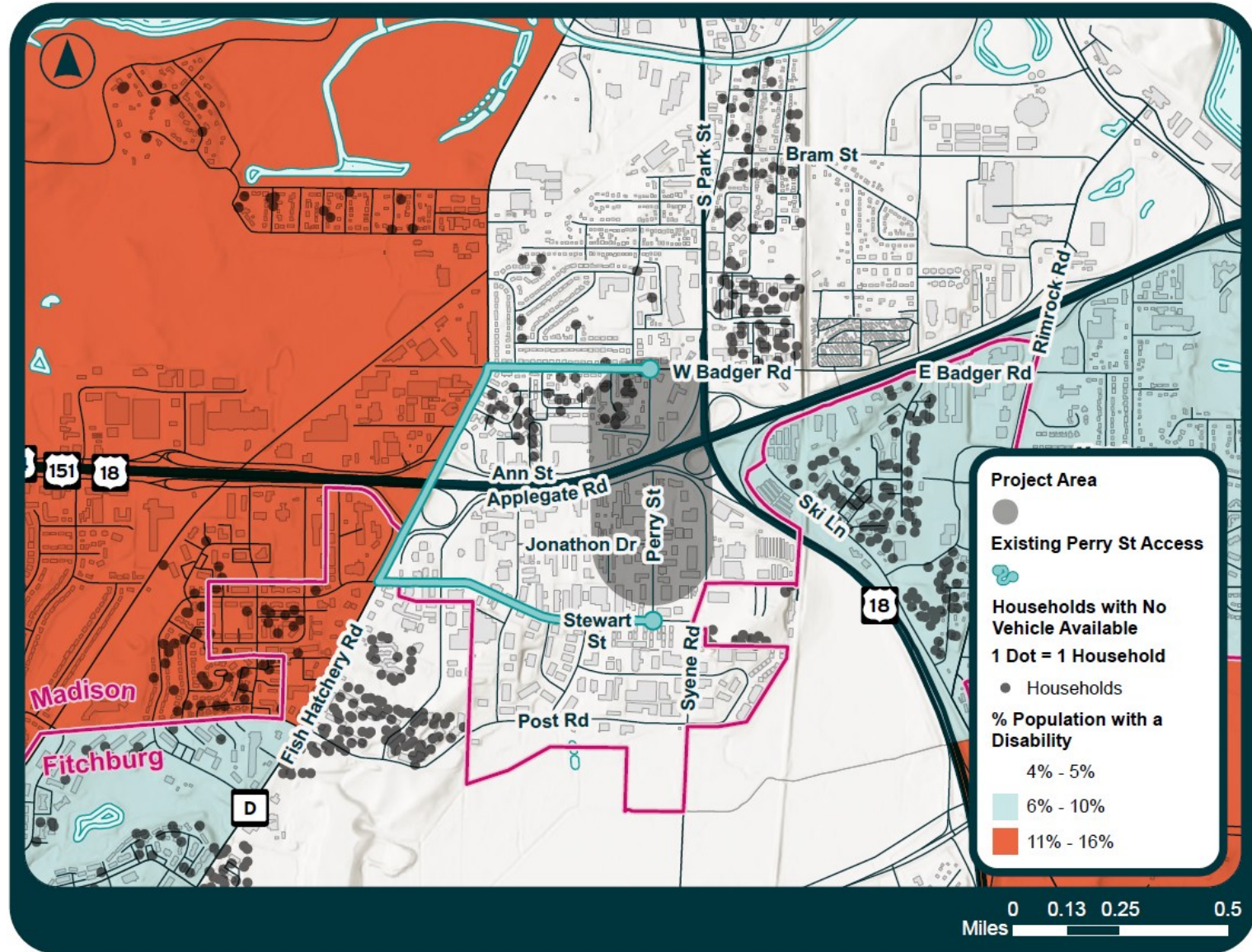
# Area Needs

- ▶ Who lives in this area?
  - Connection would better serve residents living at or below the median income looking for job opportunities



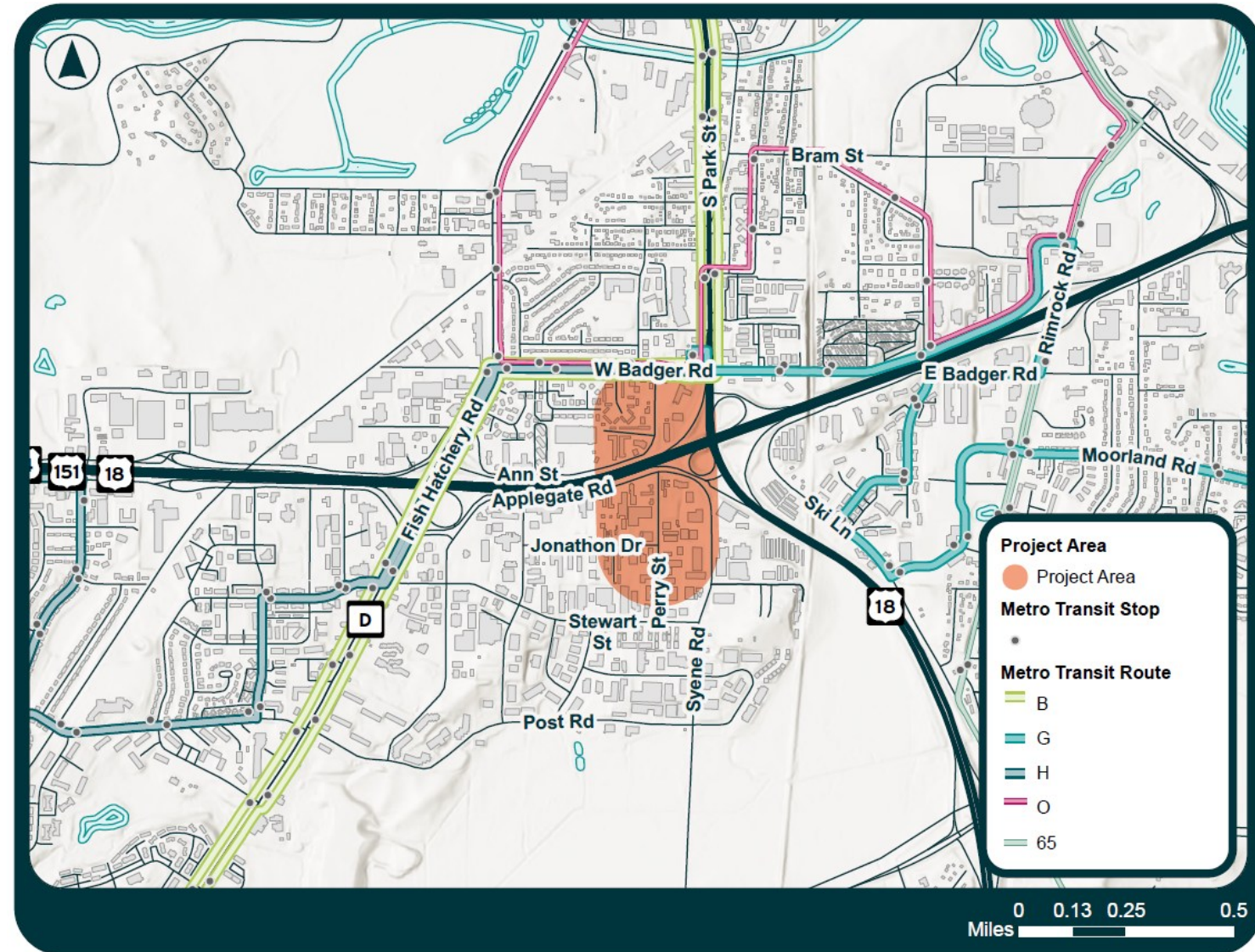
# Area Needs

- ▶ Who lives in this area?
  - Connection would better serve those who do not have access to a vehicle



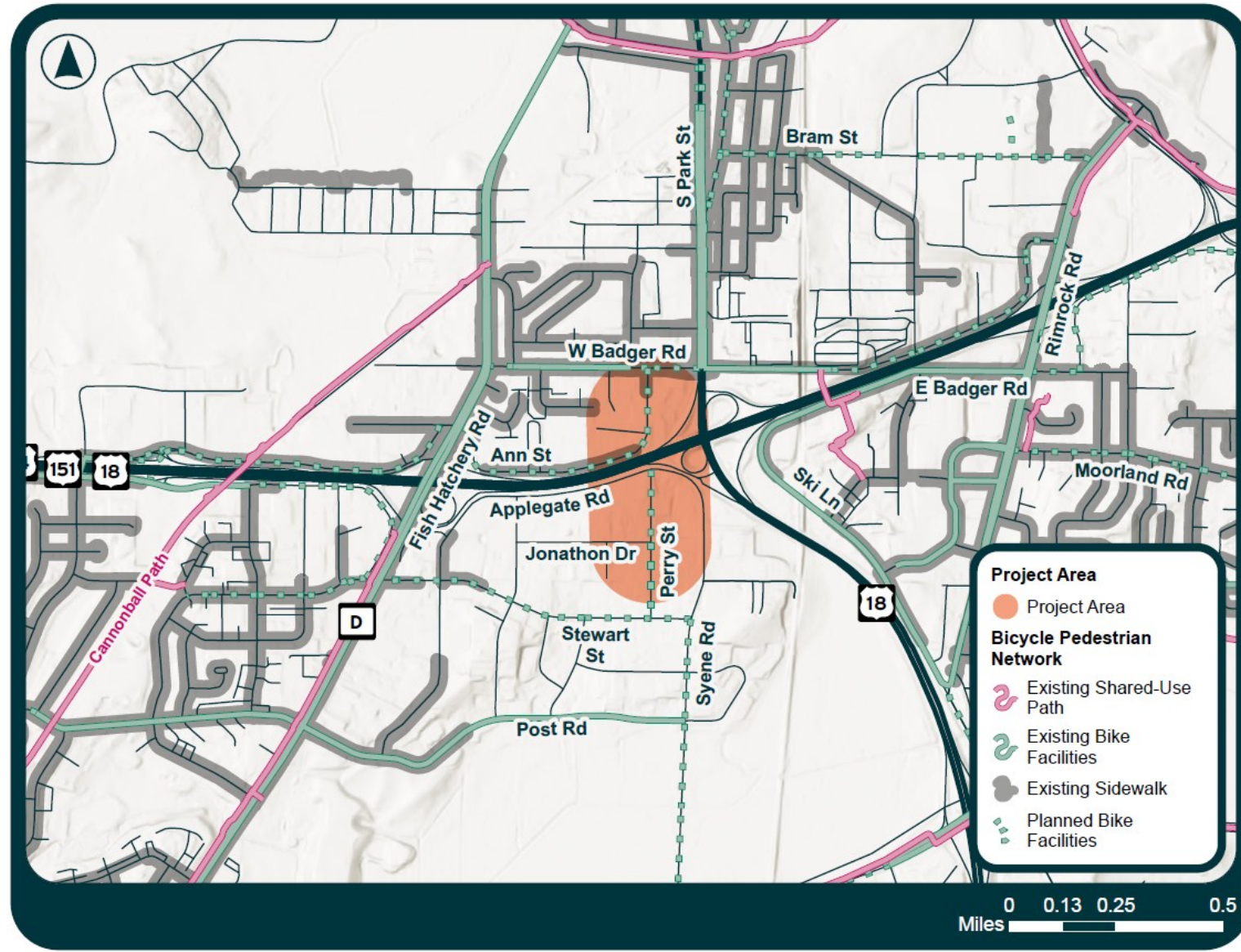
# Area Needs

- ▶ How would it better serve accessible transportation?
  - Connection could potentially expand transit system to go into the southern area
  - Currently the B and H bus share a route on the same road. H could split off



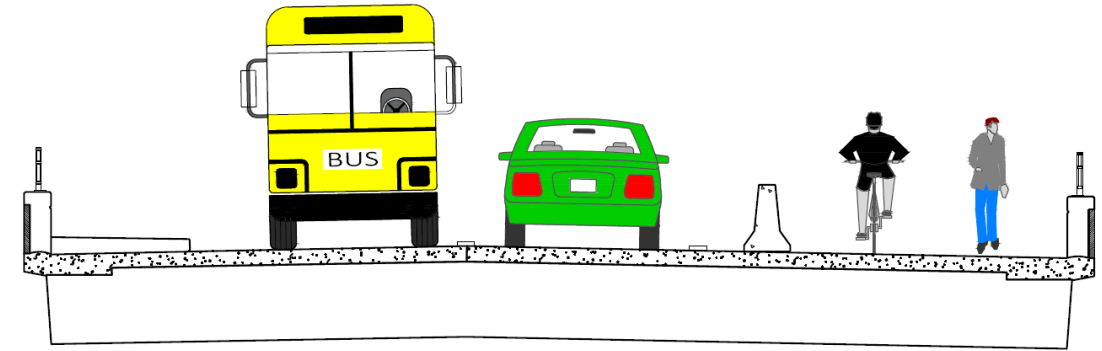
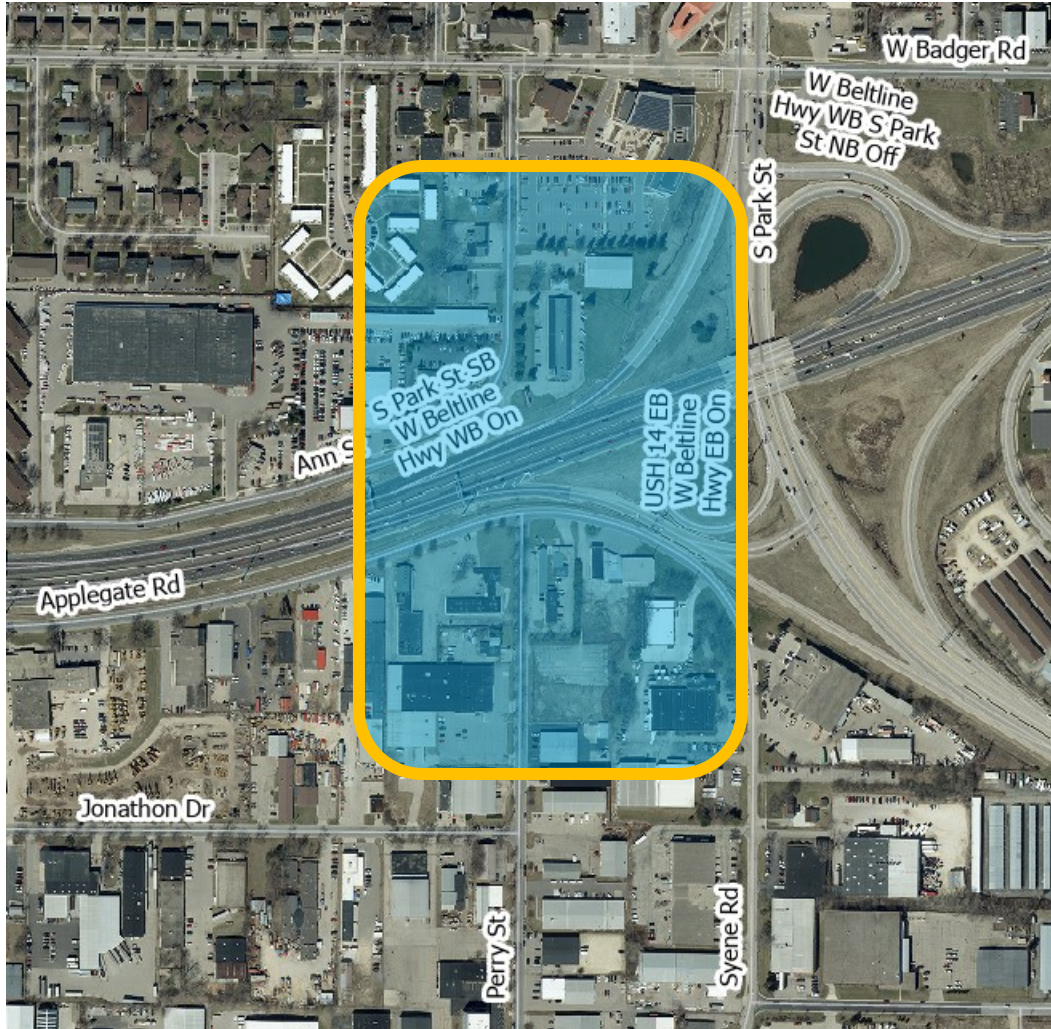
# Area Needs

- ▶ How would it better serve accessible transportation?
  - Connection could expand the Bicycle and Pedestrian Network
  - Could allow users to not travel through W Badger Rd and Fish Hatchery Rd to access the southern area



# Possible Alternatives – Overpass

- ▶ An overpass option would provide multi-modal transportation options

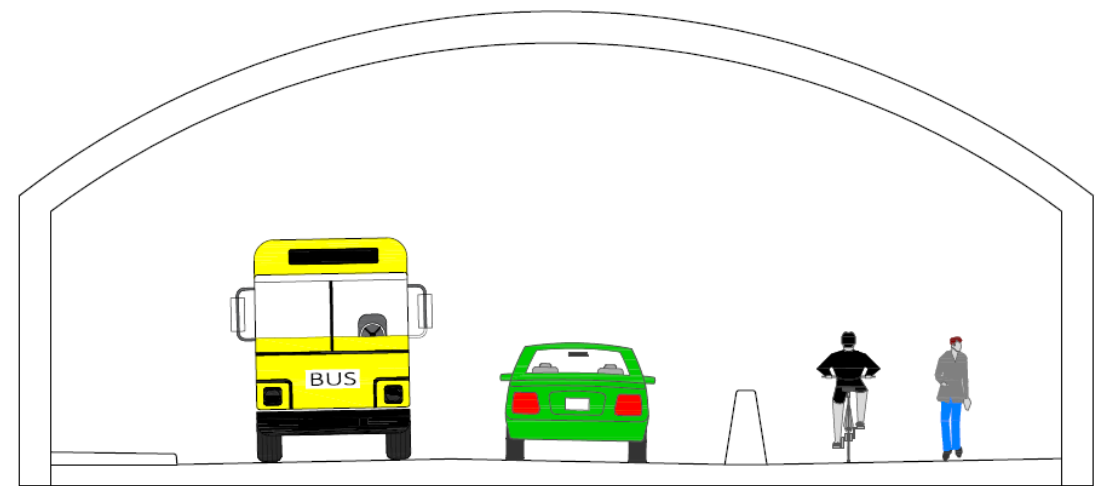
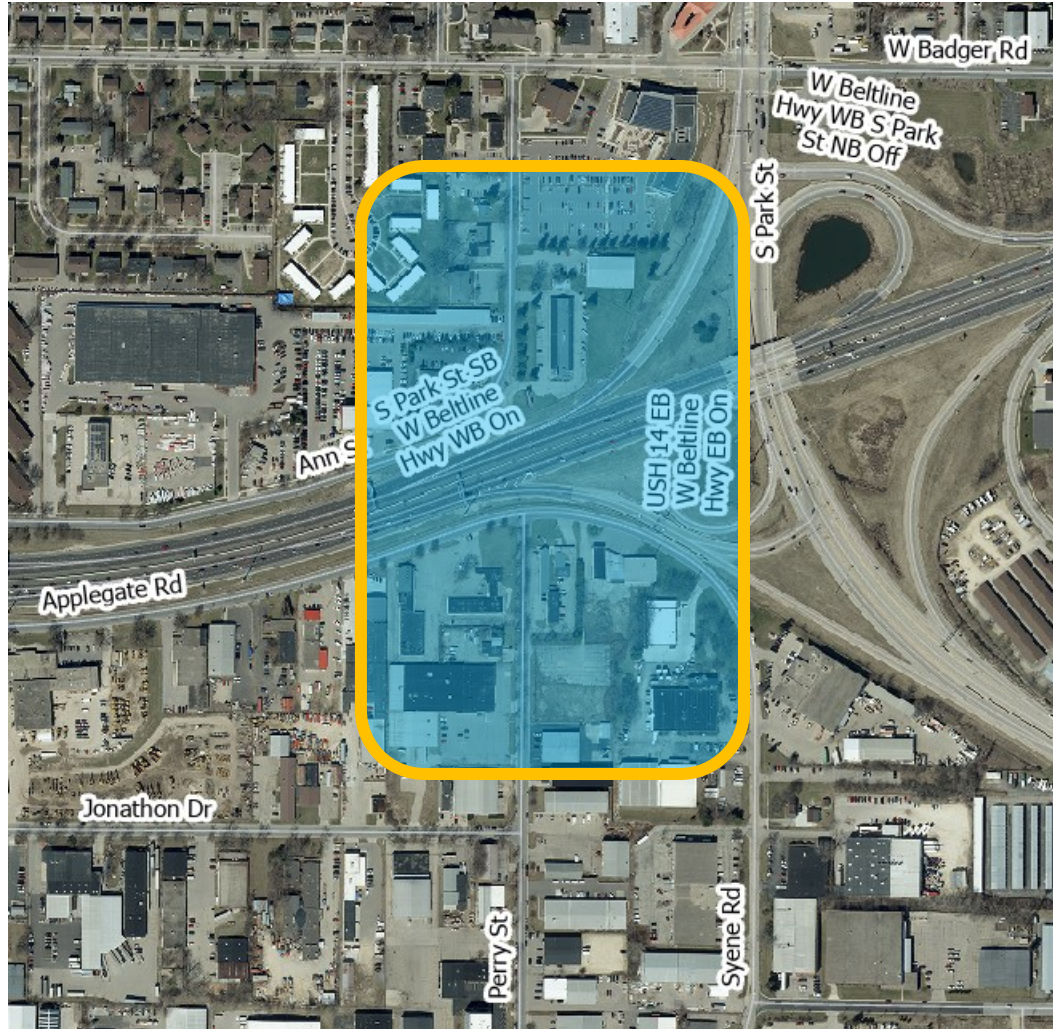


Roadway with Shared Use Path and Sidewalk  
(Looking North)



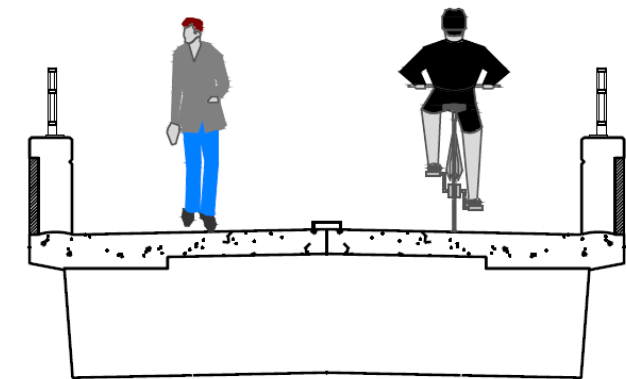
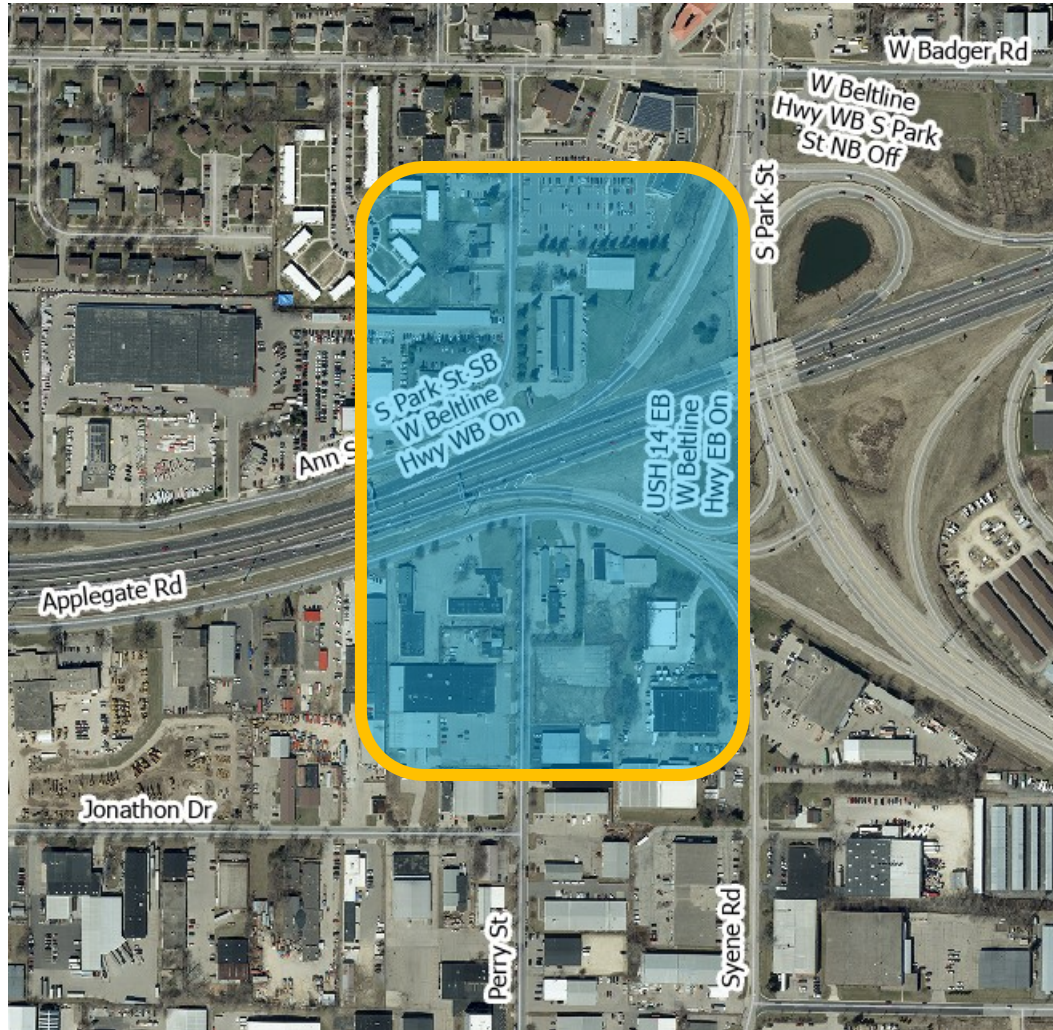
# Possible Alternatives – Underpass

- ▶ An underground tunnel could also be an alternative



# Possible Alternatives – Pedestrian Only

- ▶ A Pedestrian only overpass



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# Alternative Selection

- ▶ Alternatives will be selected through criteria and public feedback
- ▶ Criteria to be determined between now and next public information meeting

# Next Steps

- ▶ Collect feedback / Survey end
  - ▶ Questionnaire to end November 5<sup>th</sup>, 5pm
- ▶ Designing alternatives will start
- ▶ New survey Prior to second PIM
  - ▶ Will include design alternatives
- ▶ Second PIM to be held January or February

# Contact Information & Resources

- City of Madison
  - Engineer, Jose Navarro, (608) 267-1148, jnavarro@cityofmadison.com
  - Engineer, Aaron Canton, (608) 242-4763, acanton@cityofmadison.com
  - Planner, Breana Collins, (608) 243-0179, bcollins@cityofmadison.com
  - Public Information Officer, Kristin Brodowsky, (608) 264-9272, kbrodowsky@cityofmadison.com
  - Traffic Engineer, Sean Malloy, (608) 266-5987, SMalloy@cityofmadison.com
  - Bike/Pedestrian Coordinator, Kevin Luecke, (608) 266-6225, kluecke@cityofmadison.com
- Project Website:
  - <https://www.cityofmadison.com/transportation/initiatives/perry-street-connection-study>
  - Sign-up for project email updates on the website
    - Updates on work progress will be posted to the project website
    - Recording of this presentation will be posted on the project website