

# Transport 2020

Environmental Impact Statement  
and New Starts Application

## Summary of Land Use Workshops

May 11 and 12, 2006



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## I. INTRODUCTION

This document summarizes land use related activities conducted on May 11 and 12, 2006 related to the Draft Environmental Impact Statement phase of Transport 2020, a study of transportation improvement options for the Greater Madison Metropolitan Area.

The Transport 2020 Land Use Workshops included a series of four meetings held over two days. These collaborative meetings were by invitation, although they did not exclude members of the public. Public notice and posting of the Agenda for the Implementation Task Force (ITF) meeting was done per the City's ordinary noticing procedures.

The following summarizes the meetings and provides key observations made and insight gained.

## II. DAY 1 – MAY 11, 2006

### LOCAL PLANNING AND LAND USE AGENCY STAFF MEETING

The first day's itinerary involved a series of meetings with staff from local planning and land use agencies and local developers. The results of these meetings were presented to the Transport 2020 Implementation Task Force Committee when it convened at 6:00 pm that evening.

The purpose of the first day's events were to collaborate with the various players in local development to better understand what added value transit may create for development around the potential transit stations in the Transport 2020 study area. The meetings were also intended to impart the basic responsibilities of the Steering Committee in the new starts program. The meetings centered on gathering input and insight from the invitees regarding several defined "opportunity areas". See Opportunity Areas map in Appendix C. These opportunity areas, while conceived by the consulting team were modified and further defined through the day's conversations. Participants were asked to define the potential benefits of transit supportive land use, or Transit Oriented Development (TOD), and what station area design improvement elements are needed for successful land use development or redevelopment in each opportunity area.

#### Invitees

City, county and agency land use and planning staff were invited to participate and provide input.

#### Presentation and Minutes

The PowerPoint presentation entitled Land Use/TOD is included in Appendix A and meeting notes are included in Appendix B (Transit and Land Use Opportunities, May 11, 2006).

## Key findings

The following is a summary of the key findings.

### Transit Planning

- Mixed-use areas are defined by transit and will only achieve their full potential with transit.
- Parking needs to be managed (reduced or limited) to make transit work. If parking demand is pressured, induced ridership potential will be good. Regulation and policy for shared parking, reduced parking requirements and transit-conducive parking policies are needed.
- Interim overlay zoning could help prevent new auto-oriented development in the opportunity areas. This could help to appropriately scale infrastructure and encourage significant infill development.
- In some cases, there is the need to design for efficient auto-oriented development as well as transit (i.e. locations which would likely produce significant ridership, but area's conditions/markets are not conducive to transit supportive and use and investment). Thus, focus is to be directed on locations that demonstrate proper market and physical conditions for TOD potential.

### Existing Conditions

- City policies and investments are being made to encourage mixed use, transit friendly development.
- Congestion is increasing along the study corridors – a positive aspect working for transit ridership inducement.
- Currently, cities are working with Madison Metro to refine routes and extend service as communities develop/expand.
- There are still many areas ripe for development, redevelopment and infill.
- The mall areas are all still candidates for infill and redevelopment. Westgate has most promise however because it is less successful than East Towne and West Towne.

### Opportunity Area Observations

- **Middleton:** This opportunity area is the most market driven area in the study corridors. Mixed-use areas could achieve full potential only with transit. There are areas still available for development and infill.
- **Mineral Point and areas southwest:** This opportunity area is a new auto-oriented investment area and will be resistant to access, parking policy and land use pattern change.
- **Hill Farms:** This area has potential with its current high transit ridership, relative densities, and mixed-use projects. Several pending development proposals are of scale to function as transit supportive land uses.
- **UW Campus:** The campus has parking and transportation policies that encourage transit usage by its large number of employees and students. The University has placed a maximum cap on the development of any new parking – an ideal environment for inducing mode preferences to transit.

- **Isthmus:** Given the proximity of neighborhoods and limited opportunity to create automobile travel capacity on the Isthmus, transit will be needed to realize Madison’s plans for a new in City employment and mixed-use node.
- **Dane County Regional Airport:** The airport is a destination that would attract ridership and should be considered as a potential station location. While it is a clear trip generator, transit supportive development is not likely there.
- **East Towne:** The area could serve as a future park and ride area for Sun Prairie commuters. It may be desirable to look further east of I-94 as a location for a park and ride given land availability options and the psychological perception of parking “outside the beltway.”

## DEVELOPMENT TOUR

After a project presentation and roundtable discussions, some members of the planning group participated in a site tour of the study area. The key findings of this meeting were incorporated into subsequent meetings.

### Attendees

David Trowbridge; Robert Cervero, Ken Kinney, Phil Hanegraaf; Mark Roffers

### Key Findings

This exercise examined field conditions for potential transit supportive development patterns. Robert Cervero conducted a windshield survey and informal SWOT (strength, weakness, opportunity, threat) analysis and made the following recommendations regarding the strengths and weaknesses in the opportunity areas within the study corridor:

- **Middleton:** There is downtown charm and a good urban fabric at a walkable scale. Other anchors such as Greenway Center and the proposed Tribeca development are important to showing commitment and extension of this fabric. There is a commitment to shared parking. They would benefit from interim zoning/TOD zoning.
- **Mineral Point and areas southwest:** The auto-oriented character of development is quite unlikely to change, especially in the short/near term. Mineral Point/Westgate is highly auto oriented, significantly congested with recent and continuing large scale and big box retail development. Opportunity exists to capture riders and direct a level of TOD design at University Research Park with its 2.5 million square feet. The key in this area will be parking and site design within the commute shed. To retrofit the area, will need to break up the “super-blocks” which will be expensive.
- **Hill Farms:** Cervero positively noted the mid-rise condominiums, the DOT site, excellent views and boulevard designs. These characteristics give this area good potential for additional transit supportive development and redevelopment.
- **West Isthmus:** There is a high infill/TOD potential with good access to the center.

- **University, stadia and hospital:** These are good trip generators with several opportunities for station locations and transit supportive land use.
- **Capitol:** There is a need for infill employment, housing and shared parking. A level of change potential was observed. The accessibility of the station(s) and multimodal connectivity will be important.
- **East Isthmus:** This area provides significant redevelopment and re-use opportunities. With its industrial history, the issue of environmental remediation is a concern. There should be an economic development strategy, airport access, and coordinated participatory planning program to realize the area's possibilities. The area provides housing opportunities potentially serving the "creative class". Issues might include gentrification and displacement.
- **Dane County Regional Airport:** A strong trip generator – captured market - that will add depth to the system ridership performance. Need a seamless transfer and ancillary activities. Conditions surrounding the airport are not conducive to transit supportive development. Predominant patterns are auto-oriented employment land uses.
- **East Towne:** Emerging physical obsolescence and shifts in local retail market patterns lend this area more readily subject to change than the West Towne area. The area might be considered for redevelopment and creation as a new traditionally designed Town Center. As noted earlier, the east terminus there could be a park and ride to serve the hinterland and enlarge the commuter shed for ridership. Alternatively, as mentioned above, the park and ride locations might be better located east of I-94 saving the East Towne area for future redevelopment in the future.

## DEVELOPER MEETING

### Invitees

The project team invited numerous local developers who have knowledge and development interests within the opportunity areas.

### Attendees

Greg Hyer	University Research Park
Todd McGrath	McGrath Associates
Curt Brink	Decision Analyst Group LLC
Terrance Wall	T. Wall Properties
Jeff	T. Wall Properties
Joe Krupp	Krupp Construction
Brad Livingston	Dane County Regional Airport
Gary Becker	Vierbicher Associates

## Presentation and Minutes

The PowerPoint presentation can be found in Appendix A (same presentation as for the previous meeting) and meeting notes are located in Appendix B.

## Key Findings

The following is a summary of the key findings.

### **Process**

- Developers need cooperation from local agencies in the development process.
- The development review processes (particularly in Madison) is difficult and lengthy.
- The development process is easier when neighborhood plans are already in place because it makes the process more predictable.

### **Policy**

- Relaxation of parking requirements would be helpful to achieving transit dependency and positioning development product competitively in the market. Off-street parking requirements are at issue; there is not enough flexibility.
- If the City were to promote higher density, some areas would be more developable. Need cooperation of the City on density – requires unilateral policy support.

### **Design**

- Station placement within the corridor will be critical.
- You need linkages like tunnels and skywalks near stops since transit users are pedestrians.

### **Development Hurdles**

- A perceived lack of parking causes difficulties with making office development work. Public education regarding transit as a solution will be important.
- Prime interest rates are currently increasing and will affect near term development potential.

### **Opportunity Area Observations**

- **Middleton:** Transit is needed to most fully develop Tribeca Village.
- **UW Campus:** Because of the transportation issues on campus, recruiting employees is difficult.
- **UW Campus/Isthmus:** Development potentials in the UW campus and capitol area will likely be residential due to competitive locations in the market and institutional barriers. For example, the Bassett neighborhood will

allow no more than three to four stories—developers question whether it is worth fighting with the city for only three or four stories.

- **Isthmus:** Transit is needed to successfully infill redevelopment on Capitol Hill. The “will for density” is not there in the Capitol area. The capitol area is receiving a broader mix of residential and commercial uses.
- **East Washington Avenue:** Transit is needed to fully realize the development potential of the East Washington Avenue corridor. The East Washington Avenue corridor should accept up to 15 stories to be financially feasible.
- **Dane County Regional Airport:** Proximity to the Airport is a definite asset. The airport will be getting more parking. High Speed Rail could link to the system at the Airport – creating stronger intermodal and ridership potential.
- **East Towne:** There are significant development opportunities at the eastern end of the study area. Access to transit would be an advantage that would be marketed heavily and would draw residential development.

#### **IMPLEMENTATION TASK FORCE (ITF) MEETING**

Based upon insights drawn from meetings and interviews, field observations, and input from the consultants, Robert Cervero presented the day’s findings to the ITF. The PowerPoint presentation is appended as Appendix A. Meeting minutes are appended as Appendix B.

#### **Key Findings and Recommendations**

- Interim zoning (possibly an overlay district) to enable TOD is vital, as is shared parking. Parking can be shared between day and evening uses and counter peak land uses.
- A TOD walkshed is within 1/4 to 1/2 mile of a station. Within this area, it is important to consider the “3 Ds,” density, diversity and design.
- Diversity is defined as varied land use mix – residential, commercial, employment and public uses, which makes it pedestrian friendly, by consolidating trips, spreading trips throughout the day and week, and allowing for shared parking.
- Design must soften the perception of density, create attractive comfortable space, create streetscape and walkability, and provide a secondary feeder system for bicycles and pedestrians as well as buses.
- Density creates user interaction, transit dependency, and sustainable daily living environments.
- Appropriate zoning and design for transit is essential. Use tools to implement TOD such as zoning density bonuses and funding plans to lay out development thereby avoiding piecemeal or ad hoc development.

- Developers are most effective if their development plans can be expedited. They desire clarity of the review process. The development community also seeks funding for infrastructure, lighting, etc.
- In an overall regional context, the focus should be on growth inward and upward.

### III. DAY TWO - MAY 12, 2006

#### LAND USE AND TRANSIT WORKSHOP

The second day continued with a presentation and discussion facilitated by transit specialist Dr. Robert Cervero of the Institute of Urban and Regional Development at the University of California at Berkeley. Cervero is a recognized expert in transit oriented development and is principal author of TCRP Report 102: Transit-Oriented Development in the United States as well as numerous other transit studies.<sup>1</sup>

The intent of day two was to build upon the activities of the previous day and present the state of transit operations in the U.S. and abroad, applying it to the City of Madison. The consulting team presented a report of the previous day's events and affirmed preliminary screening for the alternative analysis. A presentation was made describing corridor opportunity development areas and potential for transit supportive land use. The presentations preceded a discussion of the importance of land use policies in the New Starts program.

Recommendations and suggestions were given by Dr. Cervero and the study team regarding the likelihood of success of enhanced transit in the project study area especially as it relates to potential TOD, but also as it relates to development and redevelopment in general.

#### Presentation and Minutes

The presentation is appended as Appendix A and meeting notes are in Appendix B.

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<sup>1</sup> Study can be found at [http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp\\_rpt\\_102.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_102.pdf).

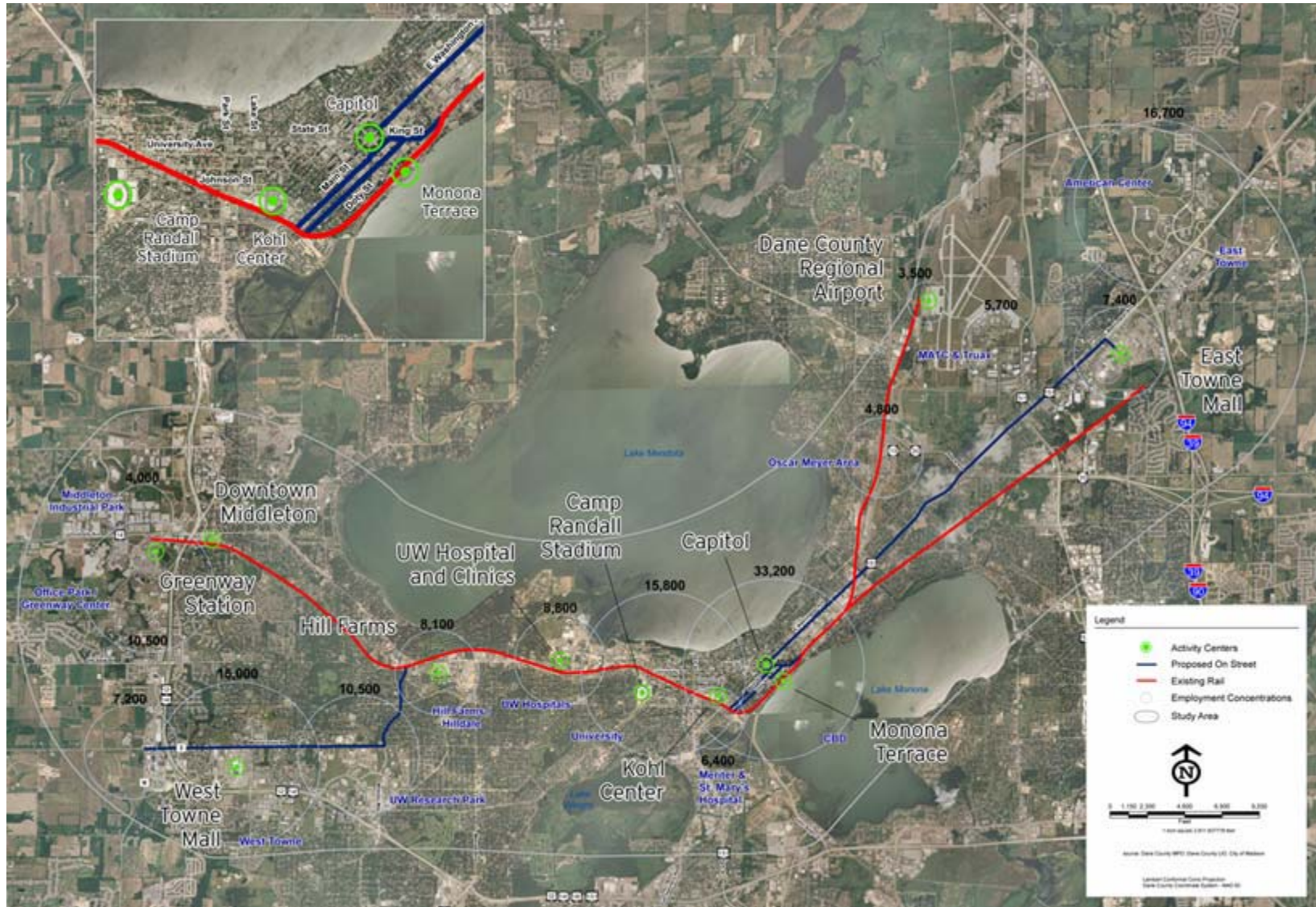
## APPENDIX A – MEETING PRESENTATIONS

# Land Use/TOD

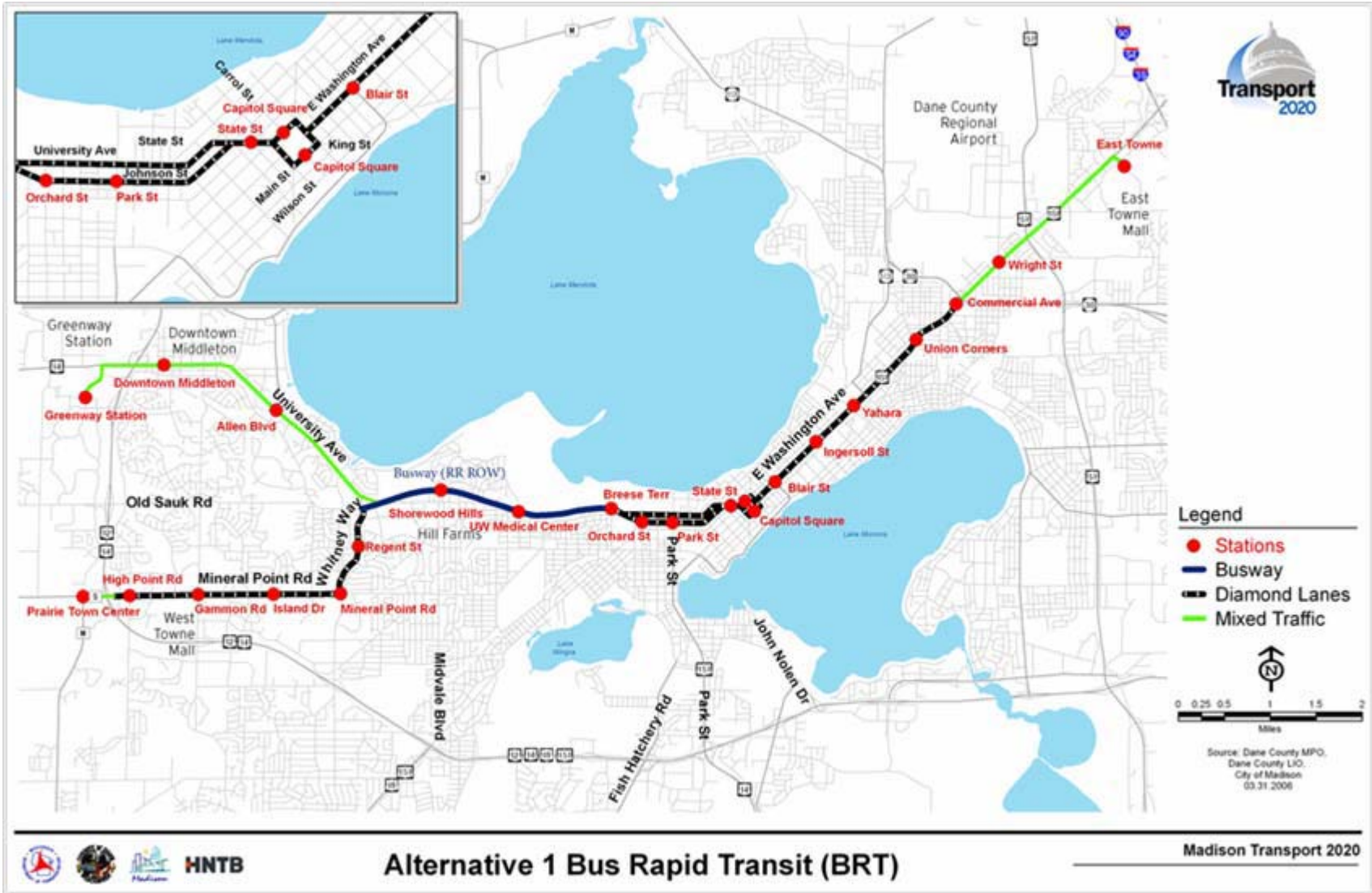
May 11, 2006



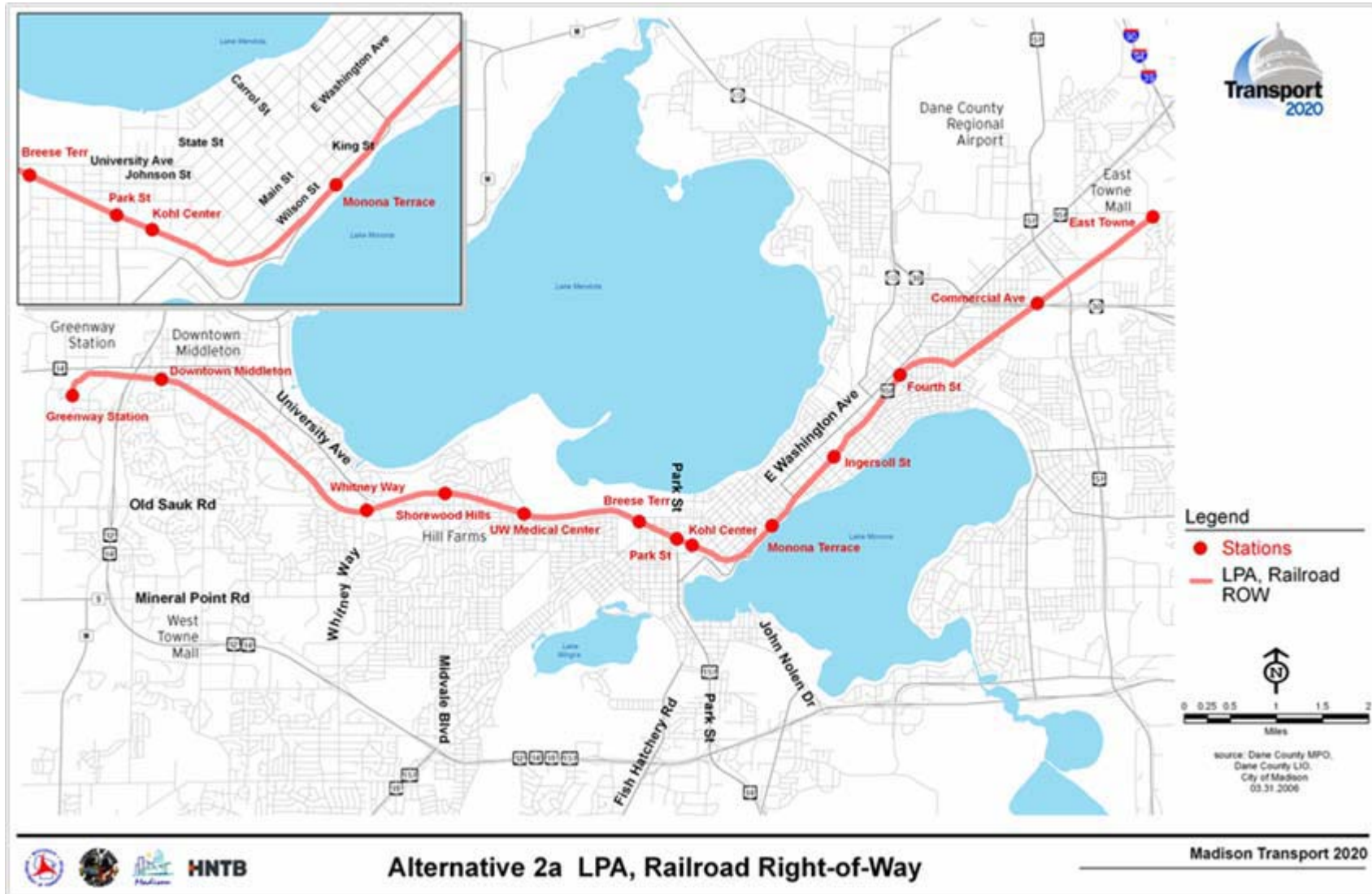
# Area for Detailed Study



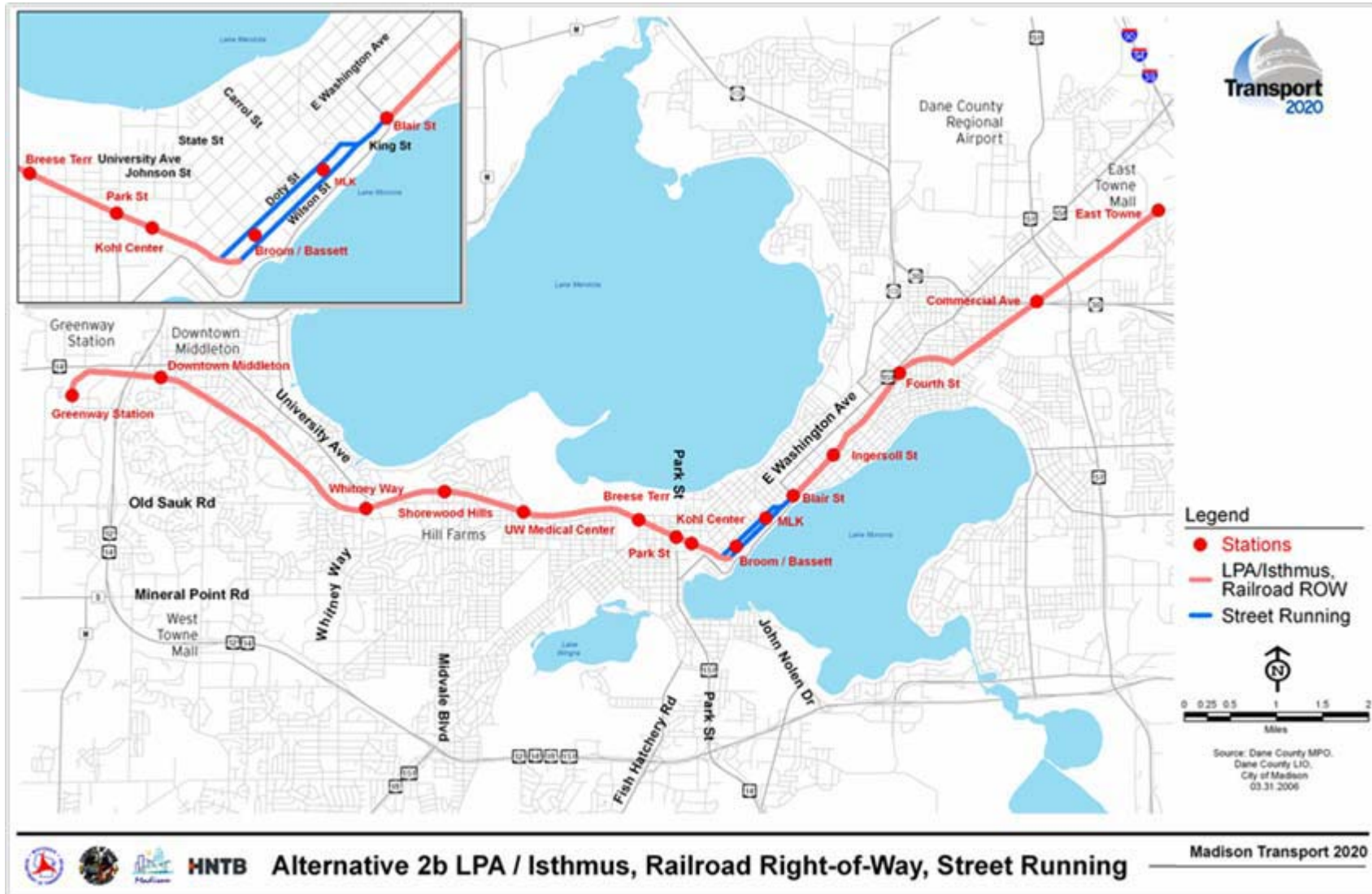
# Alternative 1 - BRT



# Alternative 2a - LPA



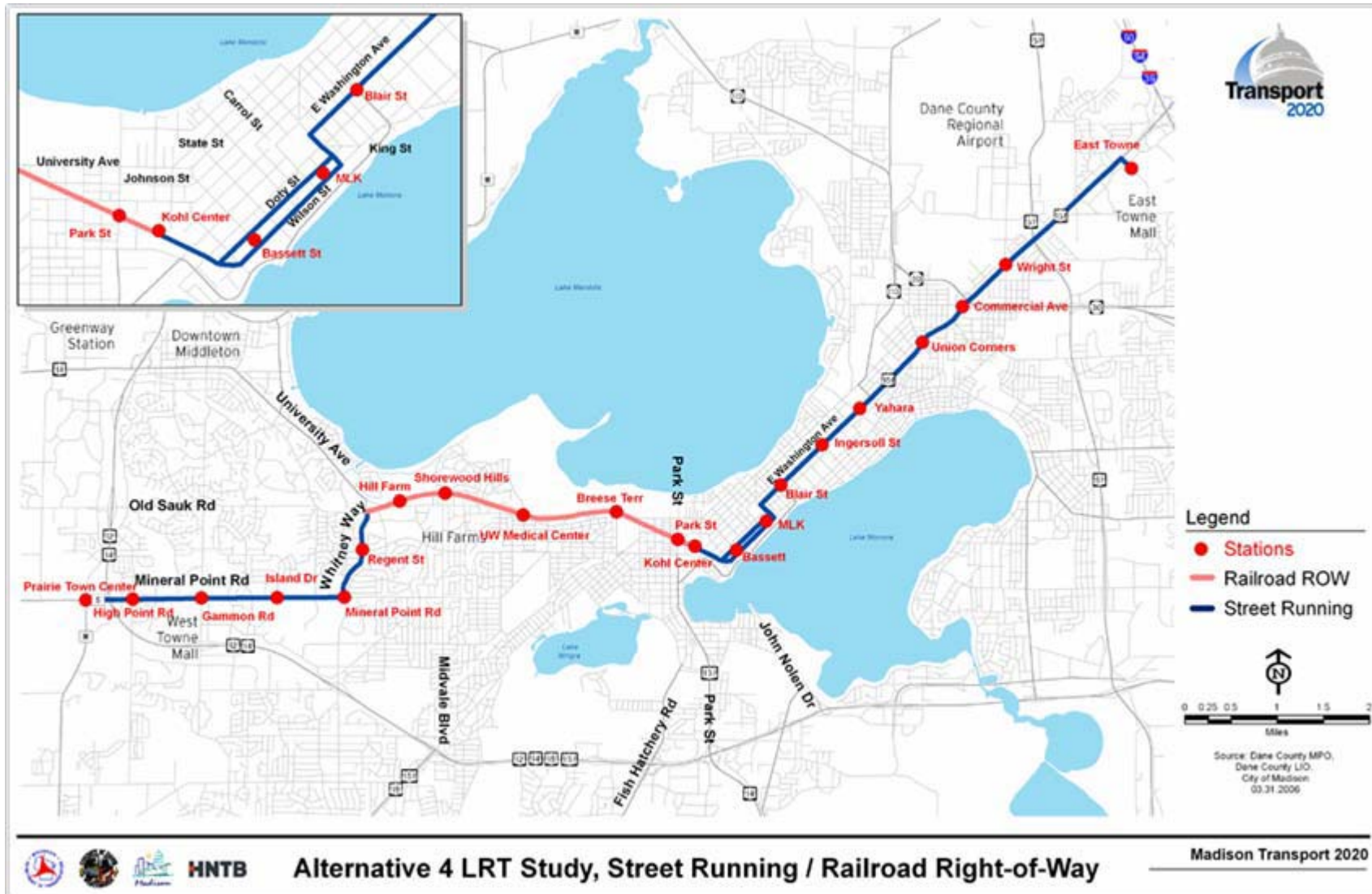
# Alternative 2b – LPA/Isthmus



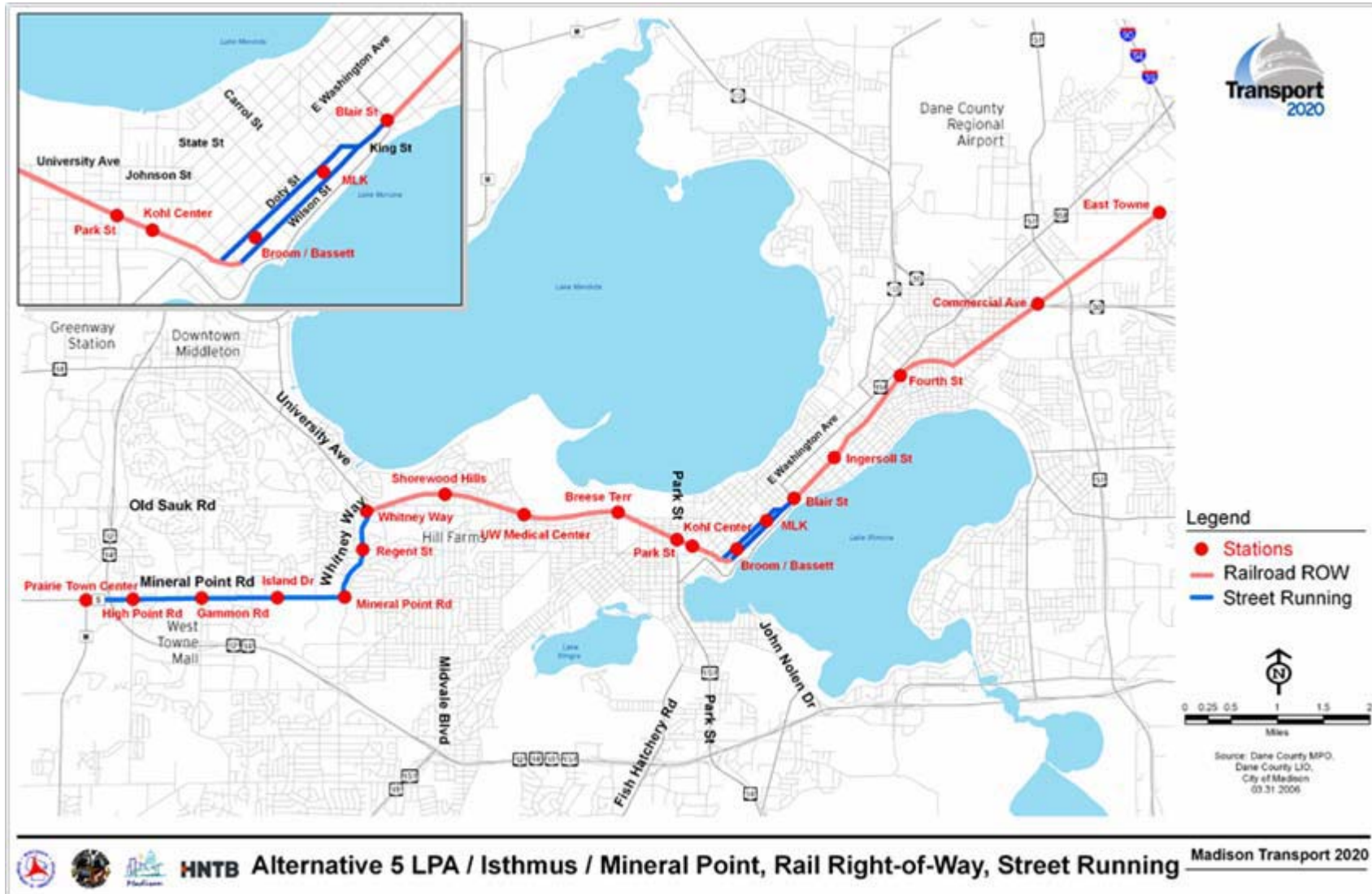
# Alternative 3 – LPA/Airport



# Alternative 4 – Street-running



# Alternative 5 – LPA/Mineral Pt.



# Evaluation Criteria

Criteria	Alternatives					
	1 - BRT	2a - LPA*	2b - LPA/ Isthmus	3 - LPA/Airport	4 - Street Running	5 - LPA/Whit./Min. Pt.
Capital costs	⊕	⊕	⊕	⊕	⊕	⊕
Operation and Maintenance Costs	⊕	⊕	⊕	⊕	⊕	⊕
Social, Economic, Environmental Impacts	⊕	⊕	⊕	⊕	⊕	⊕
Transit Integration Potential	⊕	⊕	⊕	⊕	⊕	⊕
Financial Feasibility	⊕	⊕	⊕	⊕	⊕	⊕
Ridership	⊕	⊕	⊕	⊕	⊕	⊕
Economic Development	⊕	⊕	⊕	⊕	⊕	⊕
Regional Land Use	⊕	⊕	⊕	⊕	⊕	⊕

\* LPA is the Locally Preferred Alternative selected in the first phase of Transport 2020. The Locally Preferred Alternative must be carried forward into detailed analysis.

Alternative 1 Bus Rapid Transit

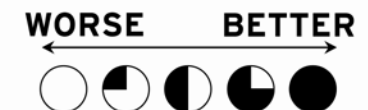
Alternative 2a Railroad right-of-way from Greenway Center to East Towne (Original LPA)

Alternative 2b Alternative 2a plus street running through the Isthmus

Alternative 3 Railroad right-of-way from Greenway Center to Dane County Airport

Alternative 4 Street running from Prairie Town Center on Whitney Way and Mineral Point, railroad right-of-way from Whitney Way to Kohl Center, street running from Kohl Center to East Towne

Alternative 5 Alternative 2b plus Whitney Way/Mineral Point street running; minus rail segment between Whitney Way and Greenway Center



# Transit-Oriented Development

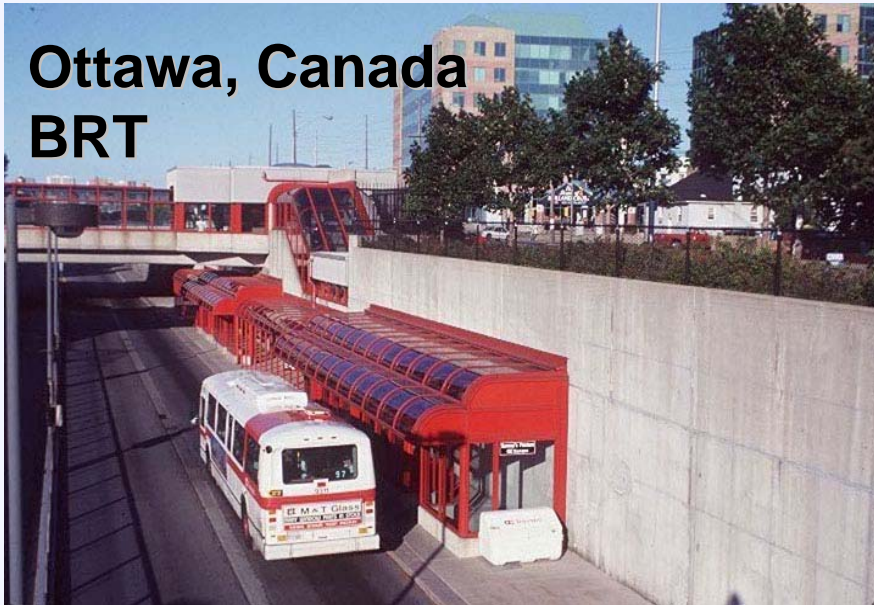
Vancouver, BC, SkyTrain



## Development that is:

- Mixed use
- Compact
- Pedestrian-friendly design
- Physically oriented to a public transit facility

Ottawa, Canada  
BRT



Emeryville, California  
Commuter Rail





# TOD

Transit Oriented  
Development  
TCRP H-27



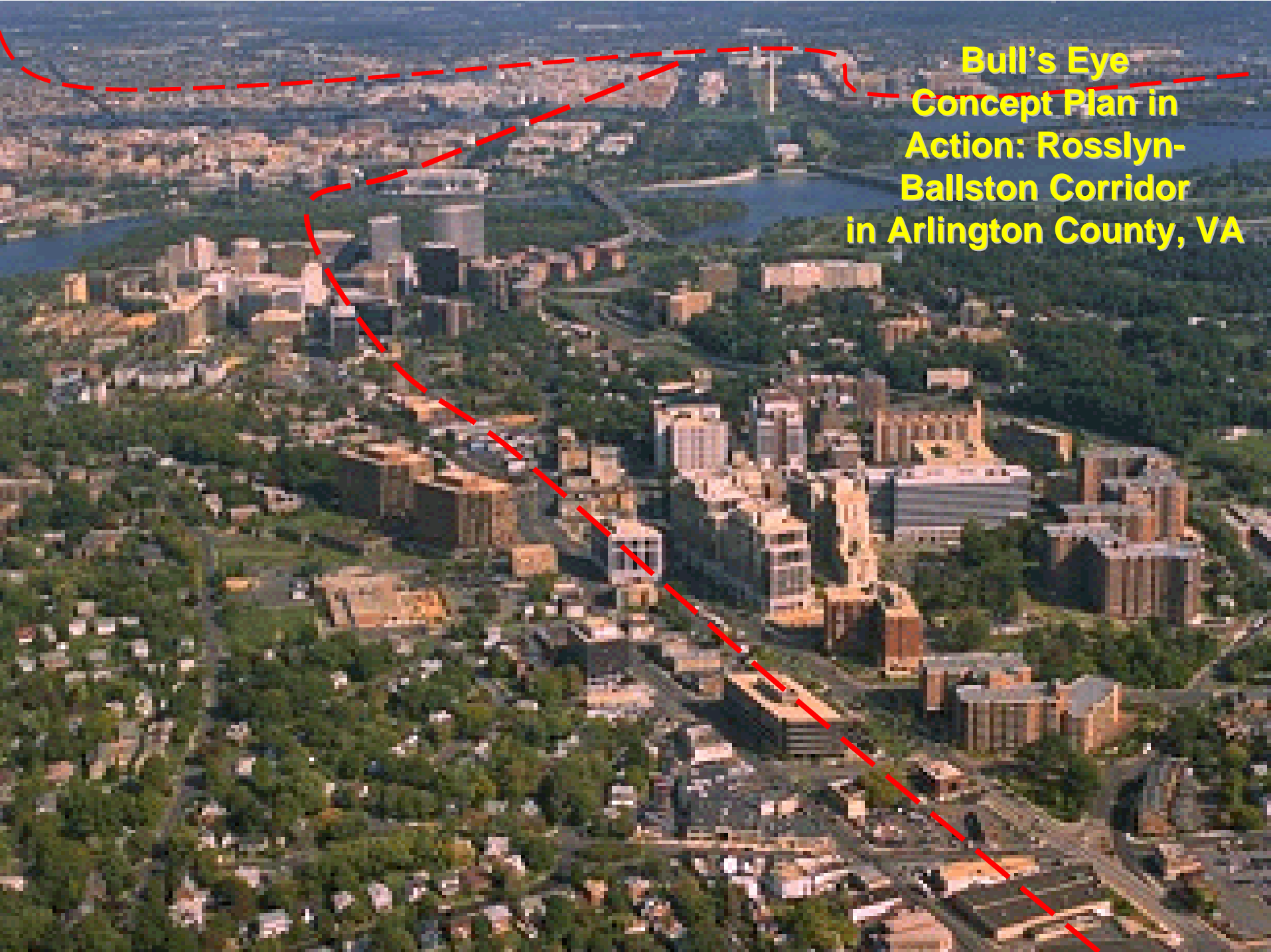
- ▶ *Scope:* In US, ~ 100 TODs (out of 2800 passenger rail stations)...~3.5% of stations
- ▶ *Modal Make-Up:* Heavy Rail: **37%**; LRT: **31%**; Commuter Rail: **22%**; Bus: **8%**; Ferry: **2%**

- **Most cogent form of smart growth**
- **Consonant with changing demographics**
- **Market based: self-selection; reflects land uses if efficient pricing**

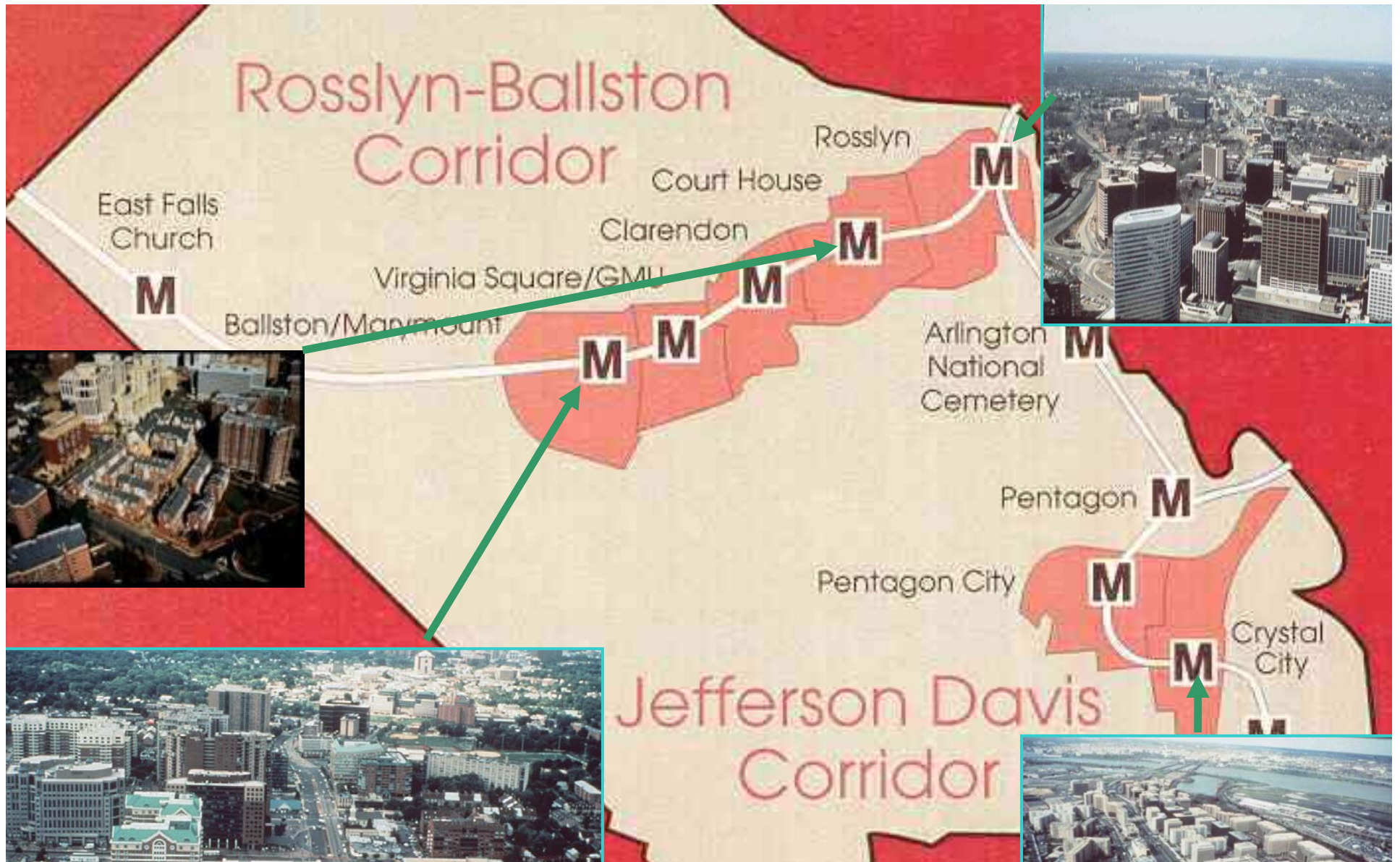
## A Promising Market Future?

- **Two recent studies suggest TOD has the potential to accommodate 25% of all new U.S. households** (Center for TOD 2004; Urban Land Institute, 2004)
- **TOD ranked as the top real estate investment prospect in *Emerging Trends in Real Estate*<sup>®</sup> 2005 by ULI and PricewaterhouseCoopers**





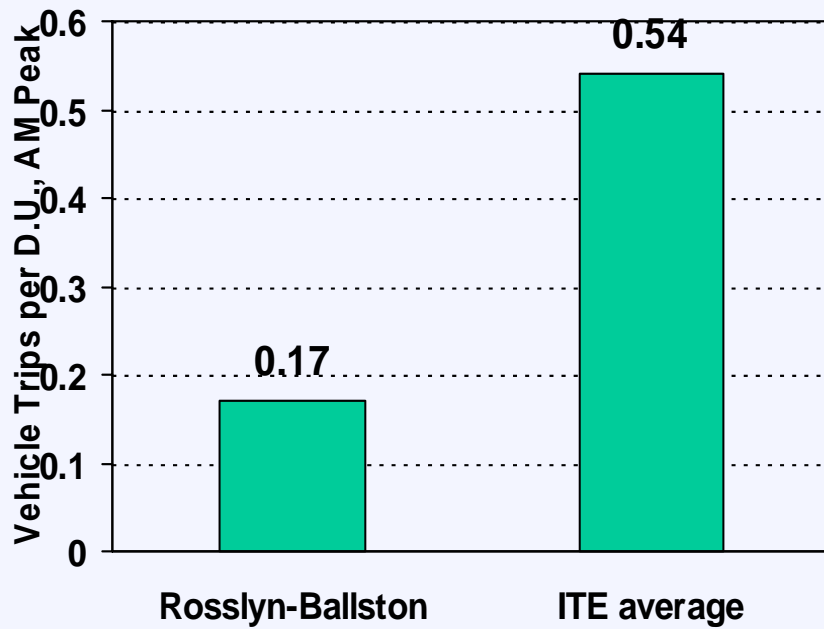
**Bull's Eye  
Concept Plan in  
Action: Rosslyn-  
Ballston Corridor  
in Arlington County, VA**



- **1960-2000:** 26,550 housing units added (25% bonus)
- **Corridors:** 52% of County tax base on 11% of land area
- **Density:** Suburban standards would require 7 times area

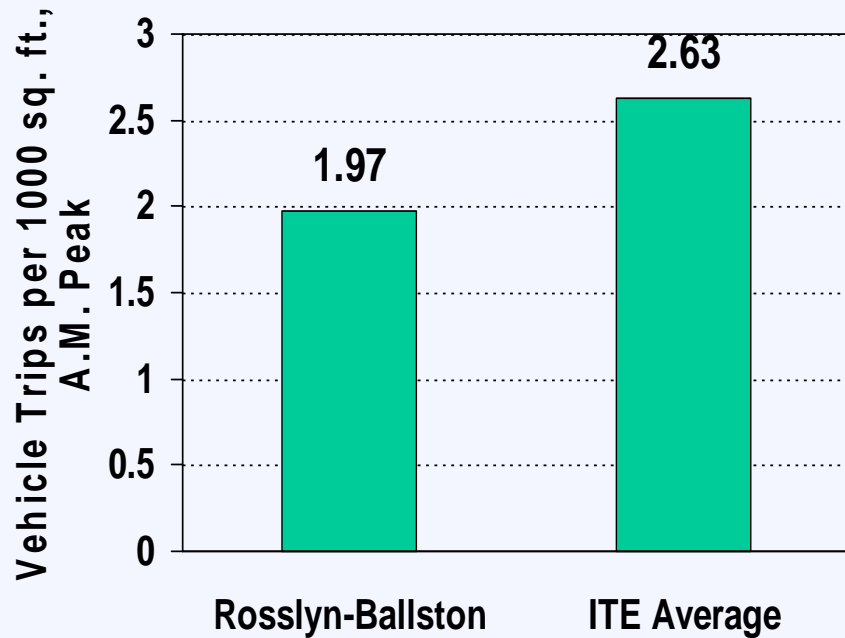
# TOD & Trip “De-generation” Along the Rosslyn-Ballston Corridor

Vehicle Trip Ends per Dwelling Unit, A.M. Peak



Multi-Family Housing

Vehicle Trip Ends per 1000 Sq. Ft., A.M. Peak



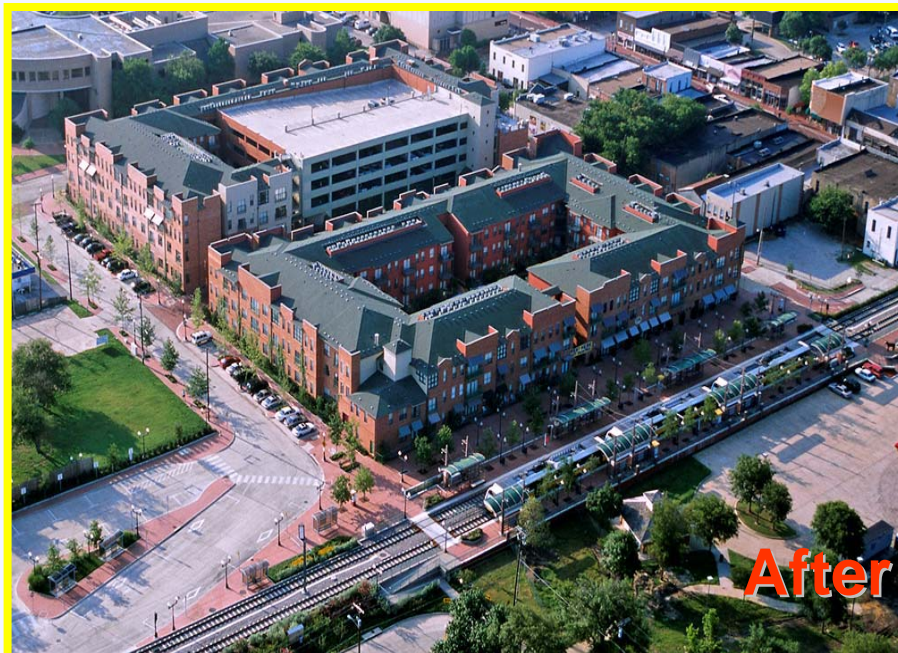
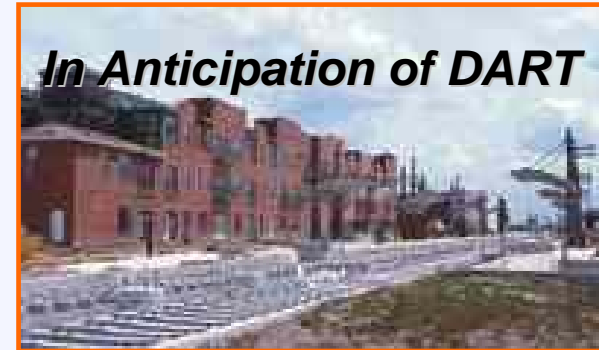
Office Buildings



# Mockingbird Station DALLAS TX



# ***Plano Transit Village*** ***Reinvigorating a*** ***Traditional Small Town*** ***on the Metro Periphery***



# Transit Ready Development: Arvada CO



Present

Future?





# TAD?

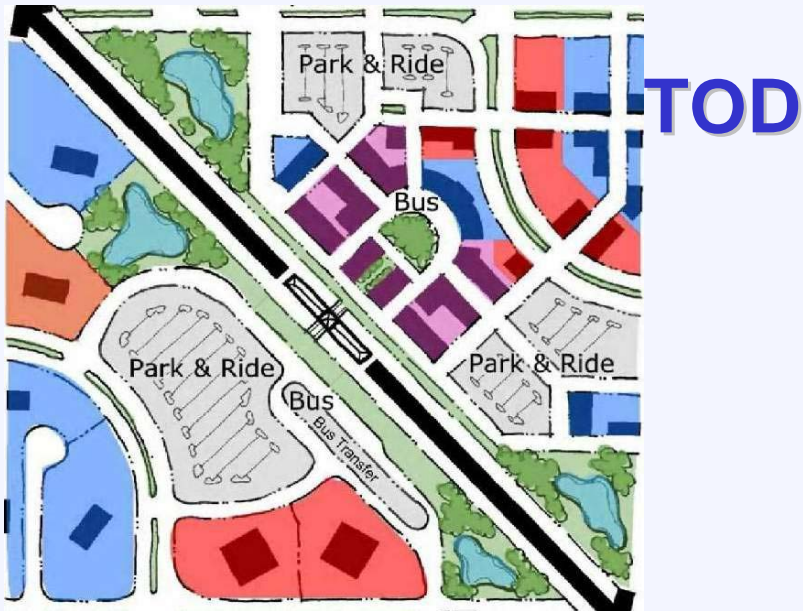
## Construction along light-rail lines

Light-rail trains begin running to Mountain View on Friday, linking thousands of new homes with hundreds of companies located along the route. More than 9 million square feet of commercial space and 4,500 new housing units have been built in the past three years. Cities have rezoned land to allow high-density housing, and one-story tilt-ups have been replaced with office towers.

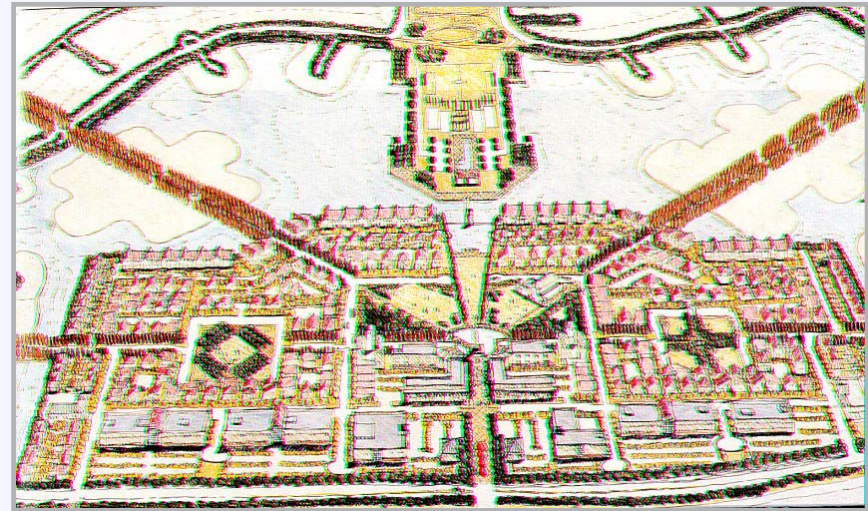


**Cisco Campus:**

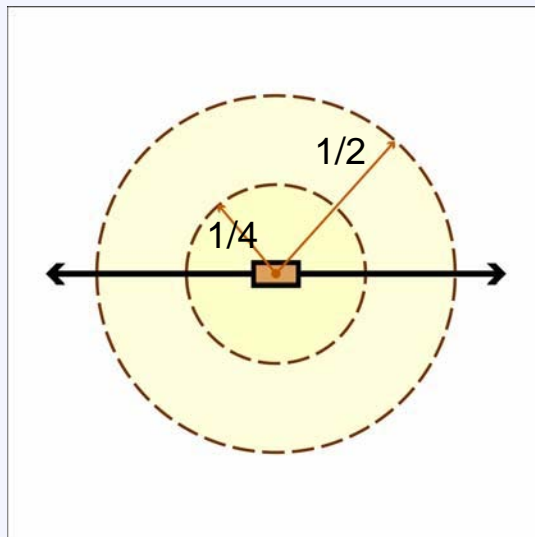
# TOD Site Design



AOD

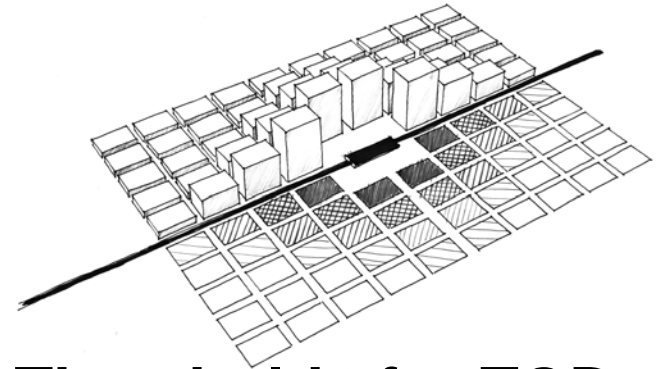


Calthorpe's Schema



**Geographic Scale:**  
1/4 to 1/2 mile of station,  
Corresponding to a transit  
access "walkshed"

# 3 Ds: DENSITY



## Recommended Residential Density Thresholds for TODs

City/Source	TOD Type	Minimum Residential Densities (Dwelling Units/acre)
San Diego TOD Guidelines	<i>Urban TOD</i> (LRT served)	25 (18)
	<i>Neighborhood TOD</i> (Bus served)	18 (12)
Washington County, Oregon (LUTRAQ Study)	Urban TOD (LRT served)	15 (7)
	<i>Neighborhood TOD</i> (Bus served)	8 (7)
Portland Trip Met, TOD Guidelines	<i>LRT Served TOD</i>	30: 0-1/8 mi; 24: 1/8-1/4 mi; 12: 1/4-1/2 mi
	<i>Bus Served TOD</i>	24: 0-1/8 mi; 12: 1/8-1/4 mi

# Think Corridors!

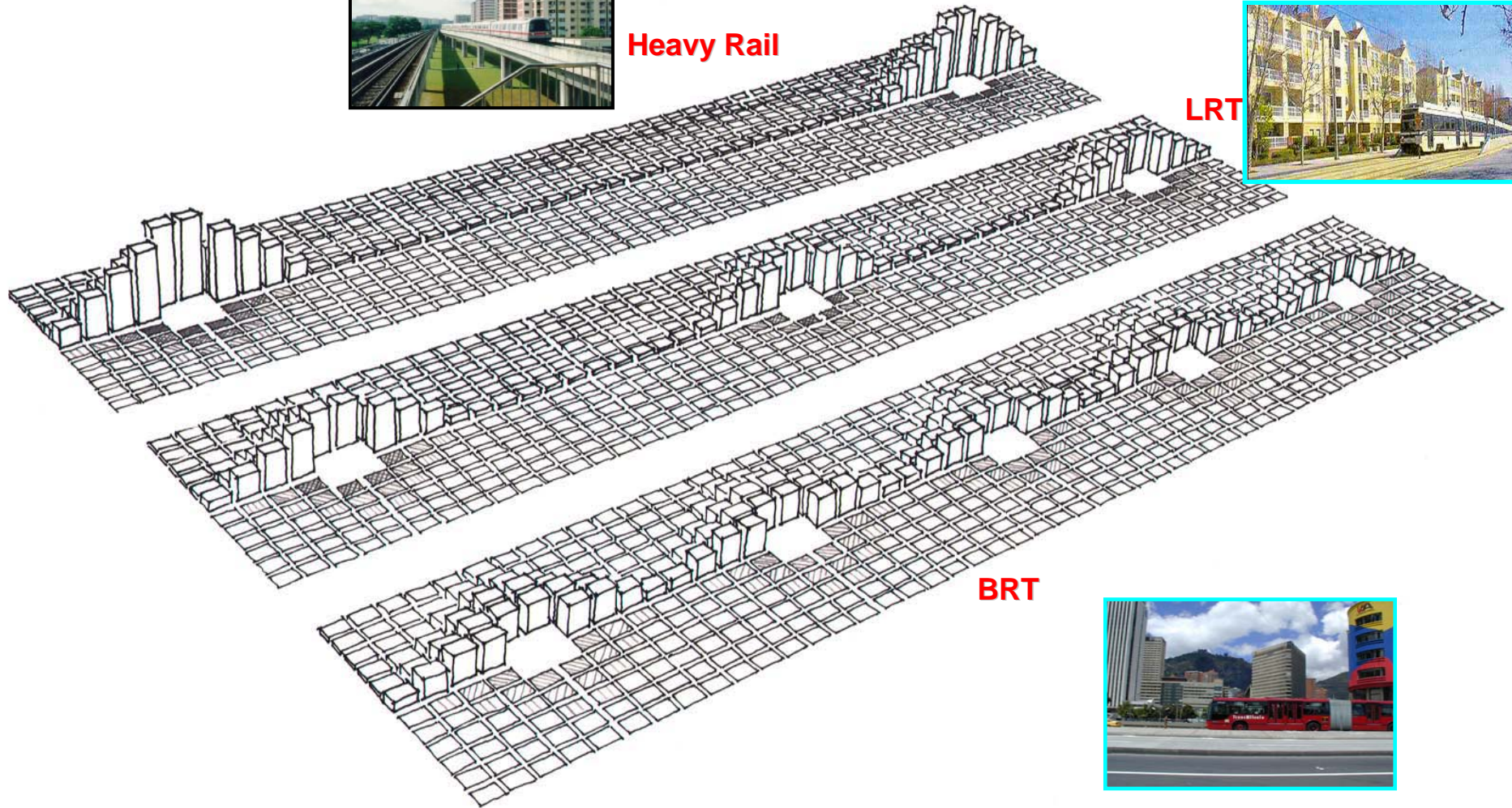
Density gradients vary by Type of Transit



Heavy Rail



LRT

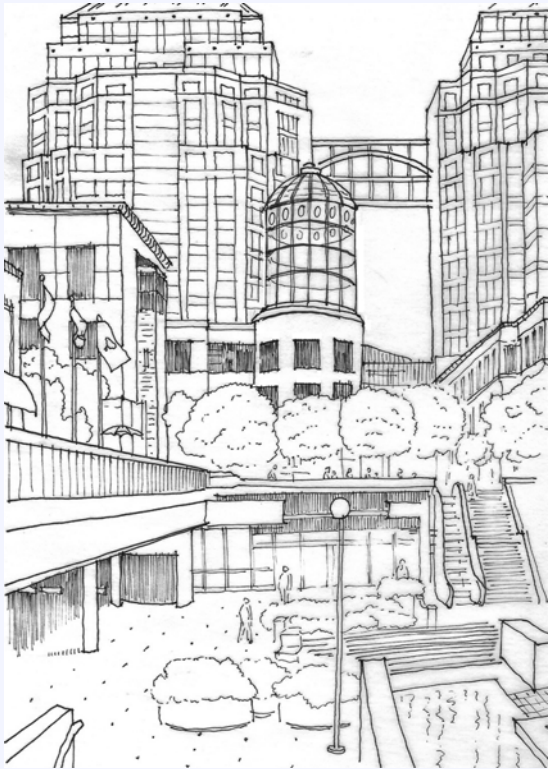


BRT



# 3 Ds: Diversity

A varied land-use mix is essential to a successful TOD project.



## Advantages of Mixed Uses at TODs

- Allows consolidating trips at transit node -- “trip chaining” within the TOD
- Spreads trips throughout day/week – activates/invigorates the project; natural surveillance
- Allows shared parking



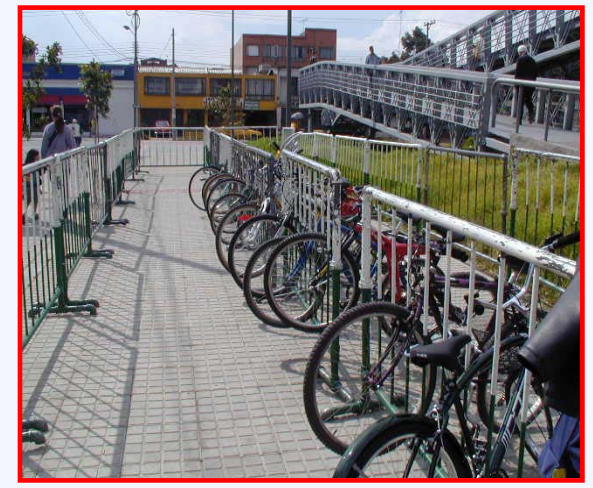
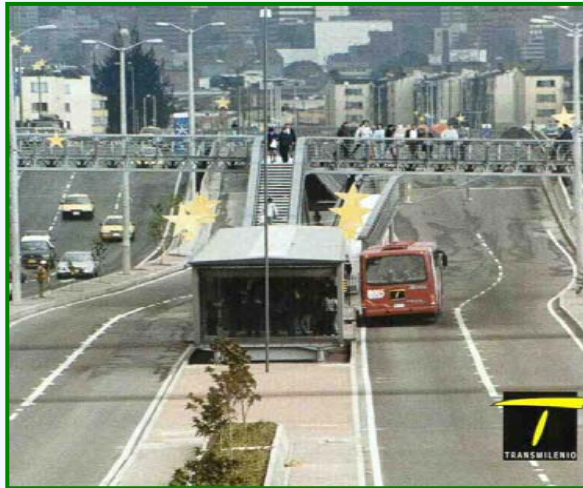
# 3 Ds: Design



- Place-making: creating comfortable, memorable places
- Soften perceptions of density
- Enhance walking environment



# ➤ Green Connectors:



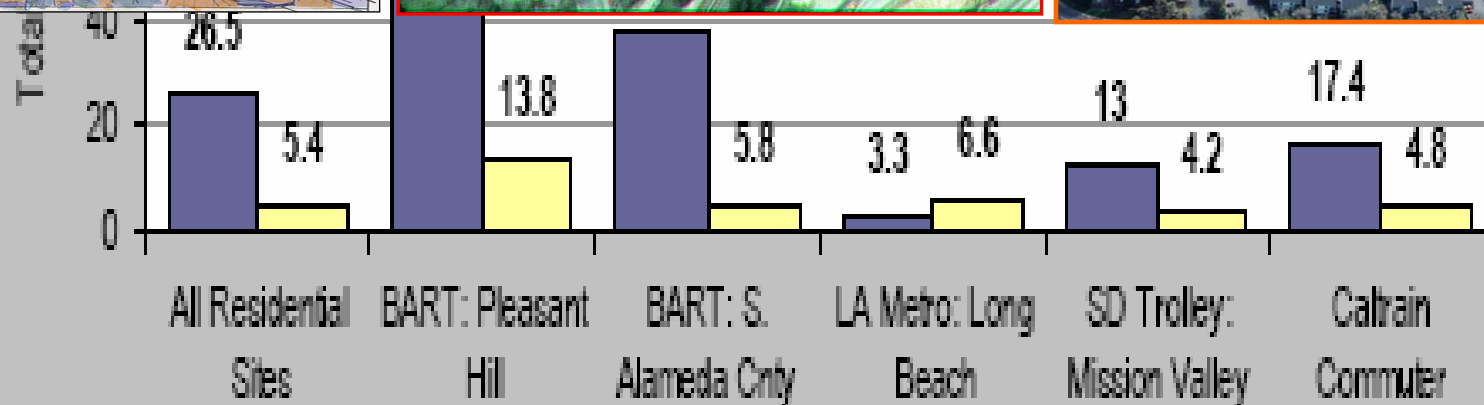
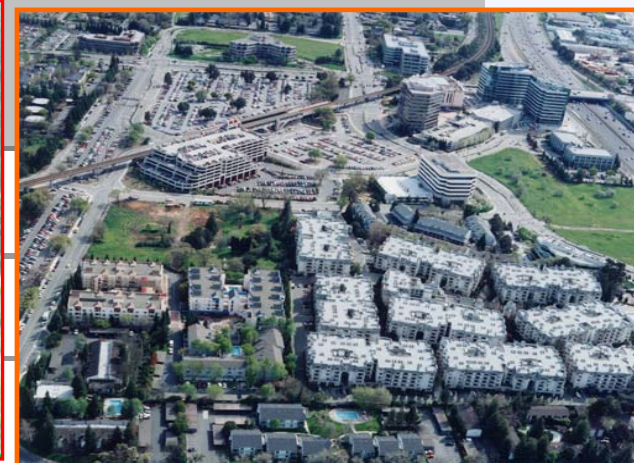
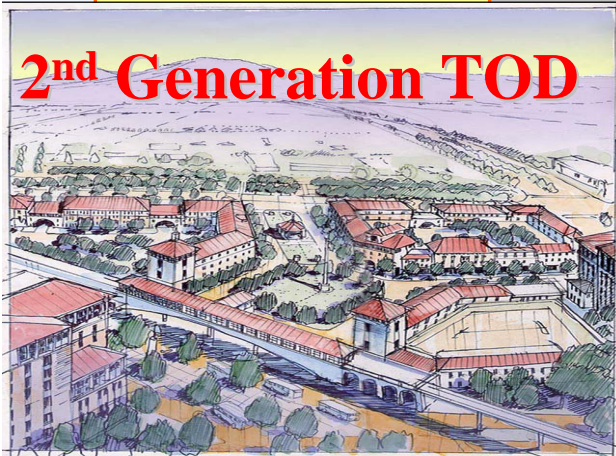
# TOD Residents: Recent Evidence from California

- ▶ **Ridership Bonus:** Transit commute shares exceed surrounding city by a factor of 5

Product of

Transit Commute Mode Share (Rail and Bus)

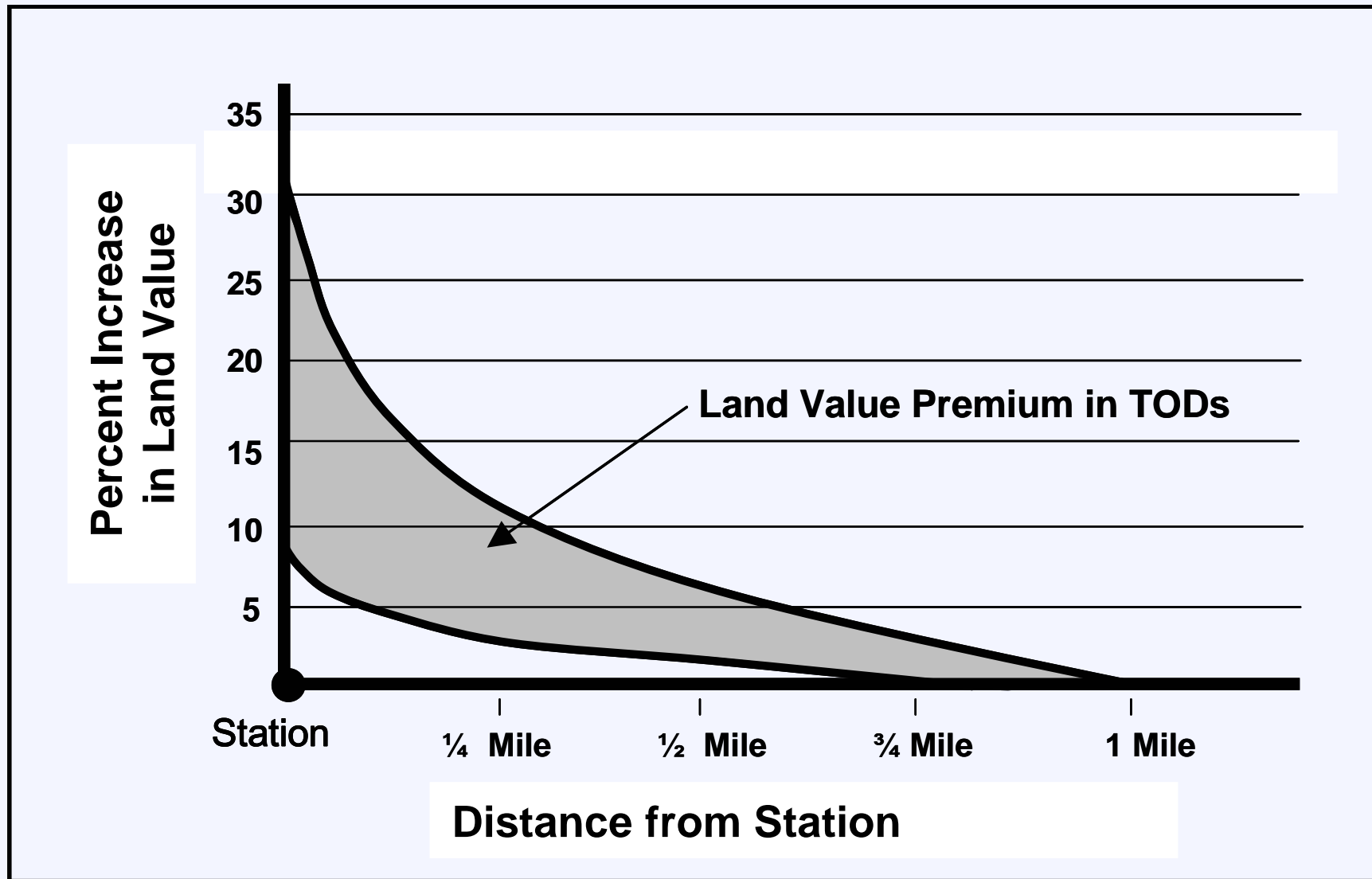
2<sup>nd</sup> Generation TOD



Lund, Cervero, Willson (2004)

■ Surveyed Sites    ■ Surrounding City

# Accessibility Benefits of TOD: Land Value Premiums



# TOD Implementation Tools & Public-Sector Roles

	City/ County	Transit Agency	MPO	State
<b><i>Implementation Tools:</i></b>				
Zoning Changes	◆			
Station-Area Planning	◆		●	
Targeted Capital Invest.	◆			●
Land Assembly/Banking	◆			
Streamline Review	◆			
Parking Reforms	◆	●		
Joint Development/PPP	●	◆		●
Tax Abatement/TIF	◆			
Tax-Exempt Bonds	◆			
Funding Incentives			◆	●
Technical Assistance		●	●	◆
Exclusion from APFO	◆			◆

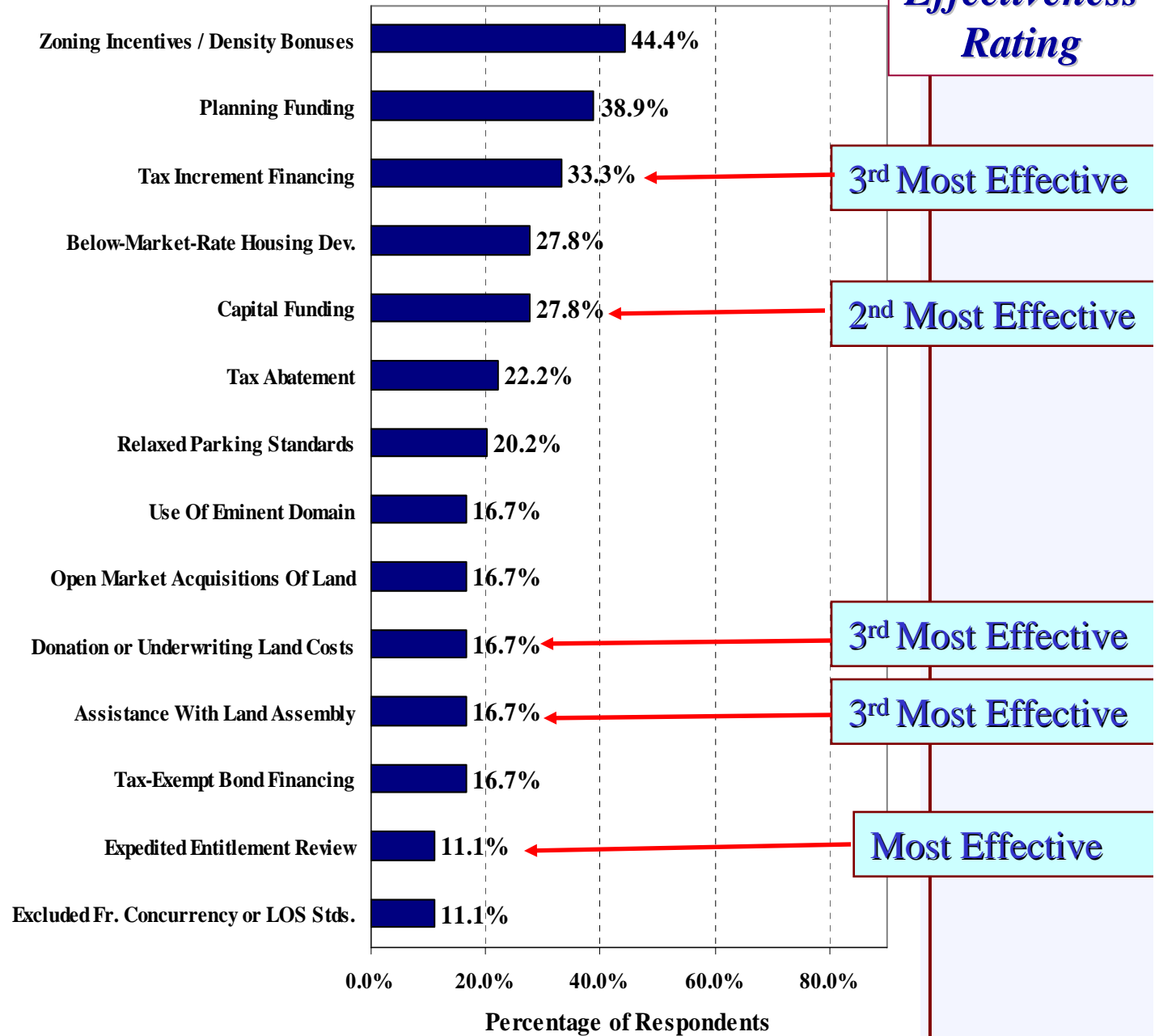
◆ = Usually Lead Role; ● = Sometimes Secondary Role

# Tools used by Local Governments to promote TOD, 2002

*Developers' Effectiveness Rating*

TCRP  
Report 102

Tools Applied to Promote TOD

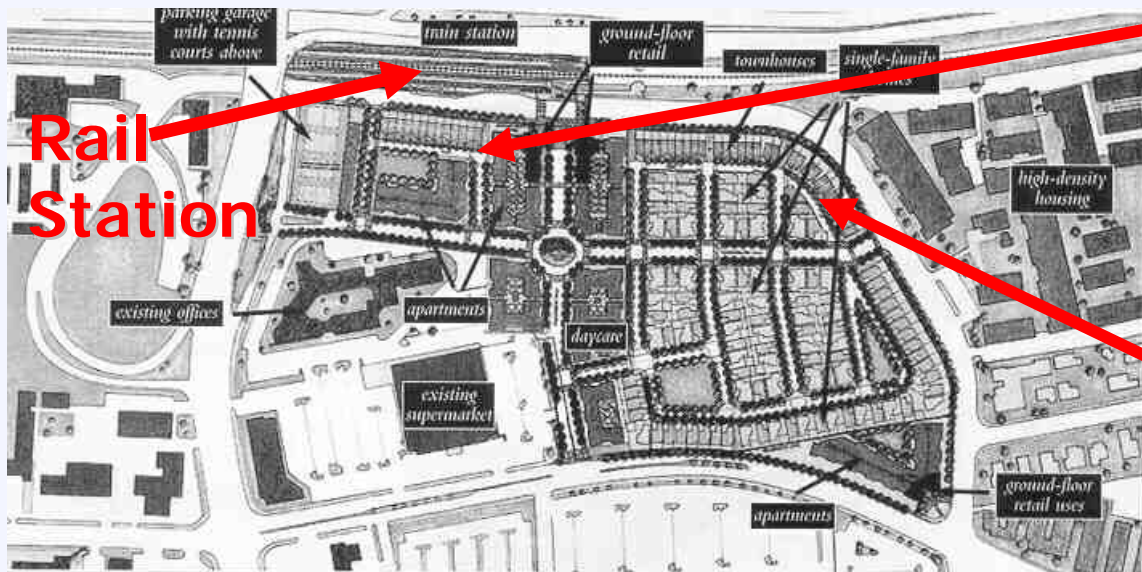


# Variable Development Fees

## Santa Clara County: Trip Rate Adjustments for Transit-Based Housing

<b>Trip Reduction Strategy</b>	<b>Maximum Trip Reduction</b>
<b>Mixed-Use Development Project</b>	
<i>with housing and retail components</i>	<i>13.0% off the smaller trip generator<sup>3</sup></i>
<i>with hotel and retail components</i>	<i>10.0% off the smaller trip generator<sup>4</sup></i>
<i>with housing and employment</i>	<i>3% off the smaller trip generator<sup>5</sup></i>
<i>with employment and employee-serving retail</i>	<i>3% off employment component<sup>6</sup></i>
<b>Effective TDM Program<sup>7</sup></b>	
<i>Financial Incentives</i>	<i>up to 5.0%<sup>8</sup></i>
<i>Shuttle Programs<sup>9</sup></i>	
<i>- Project-funded dedicated shuttle</i>	<i>3.0%</i>
<i>- Partially-funded multi-site shuttle</i>	<i>2.0%</i>
<b>Location Within 2,000-Foot Walk of Transit Facility<sup>10</sup></b>	
<i>Housing near LRT or Caltrain Station</i>	<i>9.0%*</i>
<i>Housing near a Major Bus Stop<sup>11</sup></i>	<i>2.0%*</i>
<i>Employment near LRT or Caltrain Station</i>	<i>3.0%*</i>
<i>Employment near a Major Bus Stop<sup>11</sup></i>	<i>2.0%*</i>

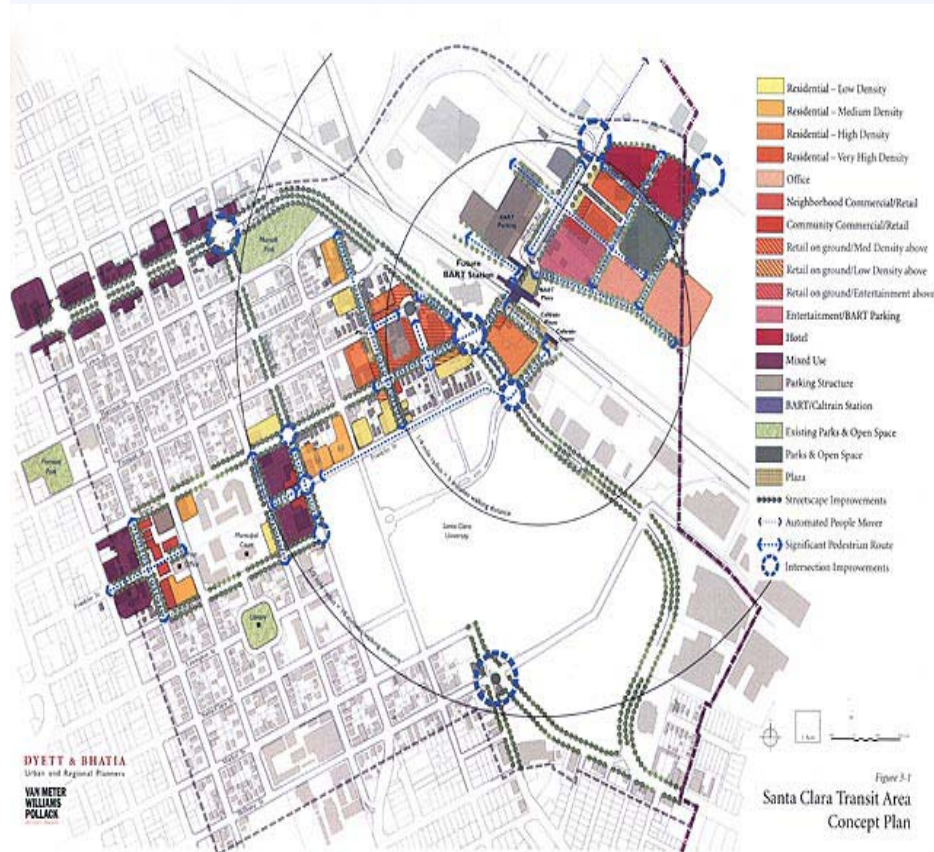
# Transit-Oriented Housing *on a former Shopping Mall Site:* *Mountain View, CA*



**Rail Station**



# San Francisco Bay Area: MTC's "TLC" (Transportation for Livable Communities)



**TOD Concept Plan,  
Santa Clara, CA, \$30K**



**Capital Grant: Santa Rosa Downtown  
Pedestrian Linkages, \$900K**

# Windshield Survey

**SWAT: Strengths, Weaknesses, Assets, Threats**

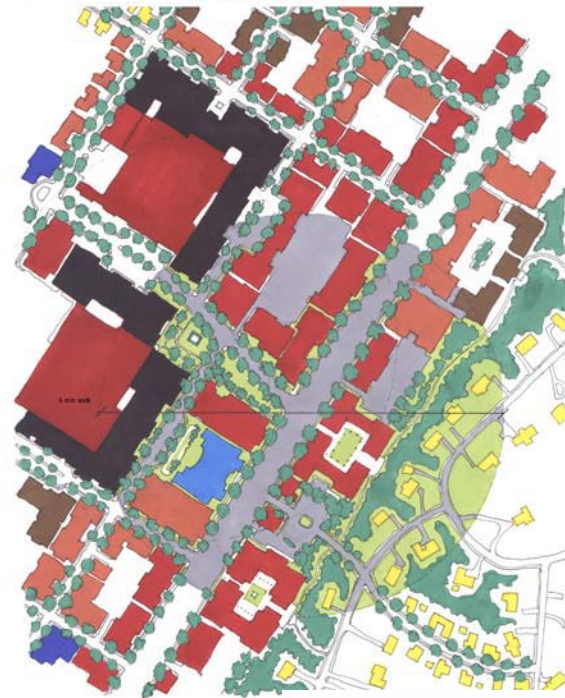




## West Ithmus

- High redevelopment/infill/ TOD potential – good access to center
- Univ/stadia/hospital: good trip generators
- Hill Farms: mid-rise condos; DOT site; MXD; views
- Boulevard designs?

# Car versus Foot Circulation



Suburban Retail



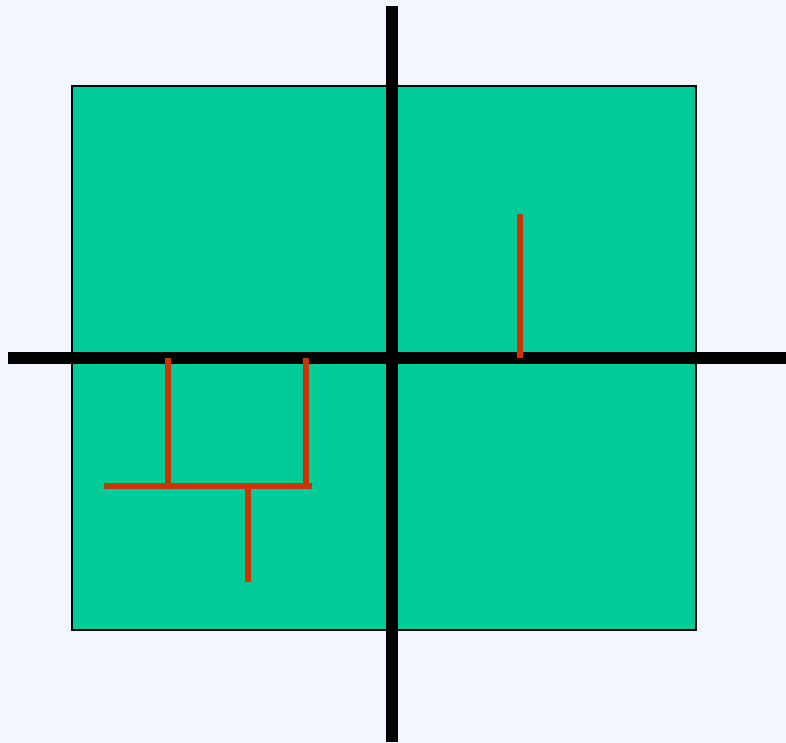
Enhanced Suburban Retail



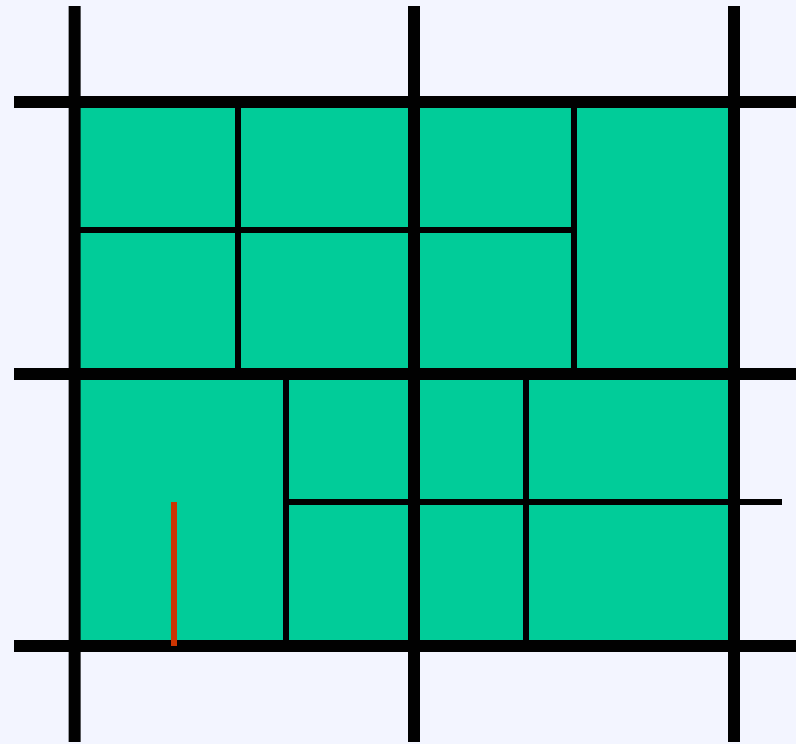
- **Southwest:** AOD landscape...  
"die is cast"
- Mineral Point/West Gate –  
"choked with traffic"...big-box infiltration
- Opportunity: University  
Research Park – 2.5 million  
ft<sup>2</sup>...key: parking, site design;  
commuteshed?



# Breaking Up the Superblock



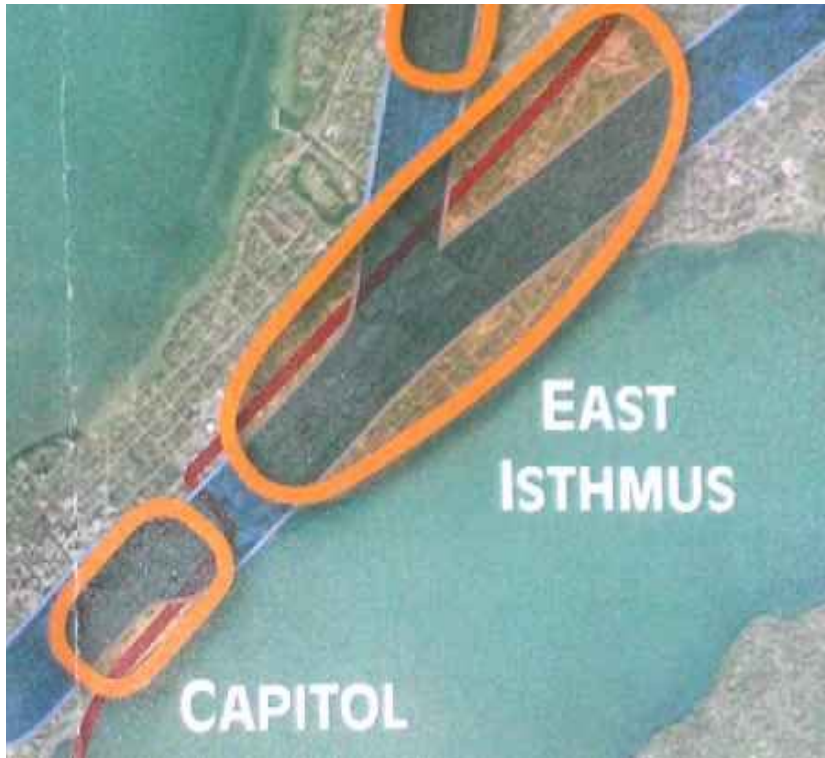
AOD



More TOD/POD



- Downtown: Charm; good urban fabric...human scale
- “Other anchors”: Greenway Center (750K ft<sup>2</sup> MXD: Tribeca Urban Village; developer commitment to shared parking; interim zoning/TOD zoning?



- **Capitol:** Infill employment?  
Housing & “ACER” model  
...shared parking
- **East Isthmus:**  
Lots of land; remediation?  
ED strategy; airport access;  
participatory planning; niche  
housing – “creative class”;  
gentrification/displacement?





## **Airport**

- Good trip generator; need seamless transfer; ancillary activities NOT TOD

## **East Towne**

- More redevelopable as Town Center?
- AOD landscape

- Perhaps focus less on TOD/development & more which provides best intercept point to serve “hinterland” – best located, lowest cost “park-and-ride” lot (i.e., enlarge the catchment)

# Portland



- Don't forget the Regional Context

# Land Use/TOD Workshop

May 12, 2006



# Agenda

- Transport 2020: land use, development
- Preliminary alternatives, evaluation criteria
- NEPA and land use
- FTA/New Starts and land use
- TOD in theory and practice
- TOD in Madison
- Madison policy environment

# Transport 2020

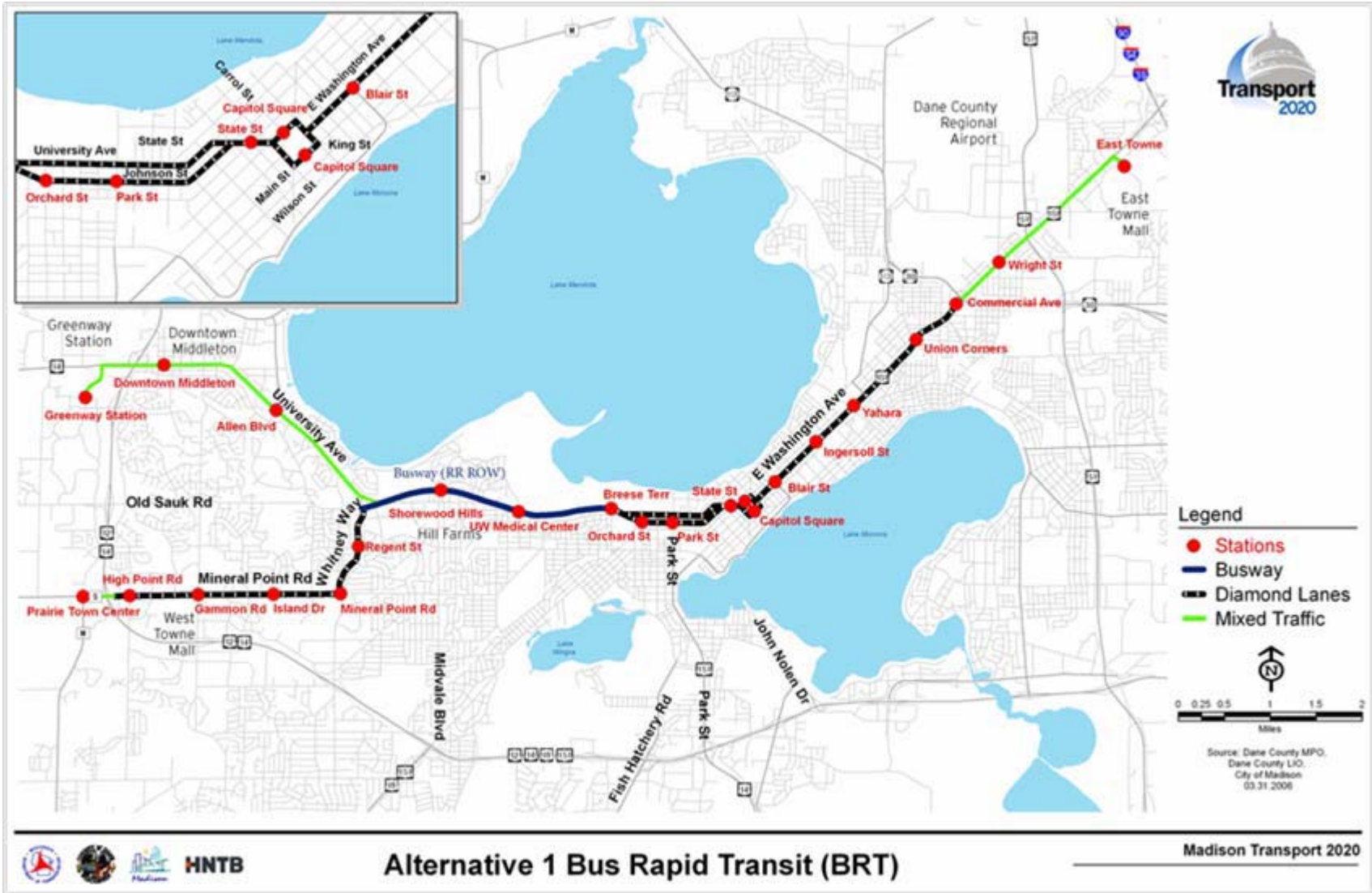
- Key deliverables
  - LPA
  - New Starts report
  - DEIS

# Transport 2020

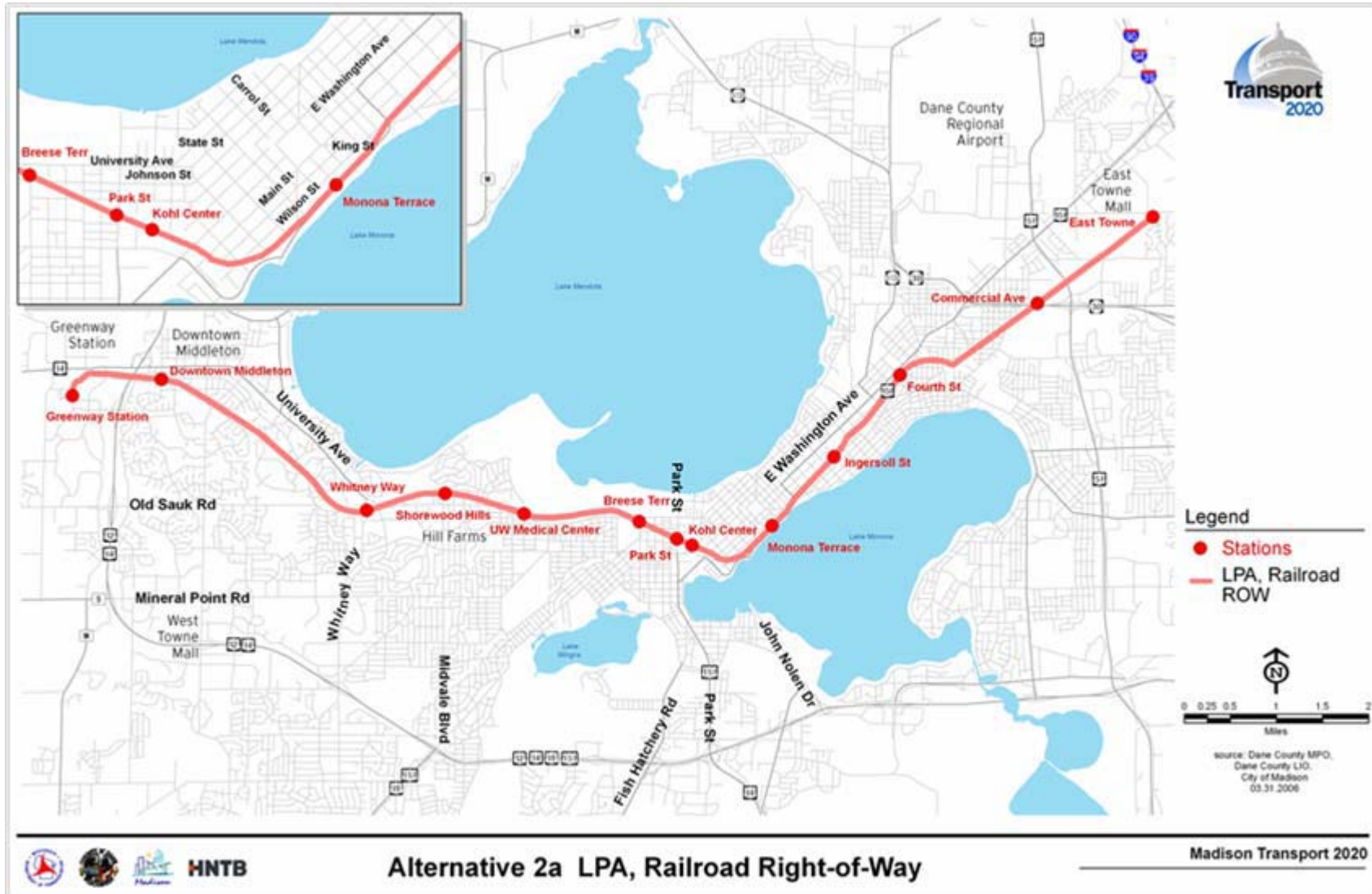
- Land use elements
  - Task 6: Detailed Definition of Alignments
    - Typical station site analysis
  - Task 7: Evaluation of Alignments
    - Land use impacts (New Starts)
    - Economic impacts: development, employment, accessibility, retail (screening)
  - Task 7.5: Land Use/Economic Impacts of LPA
    - Station areas
    - Property value, development intensity
    - Local, regional economies



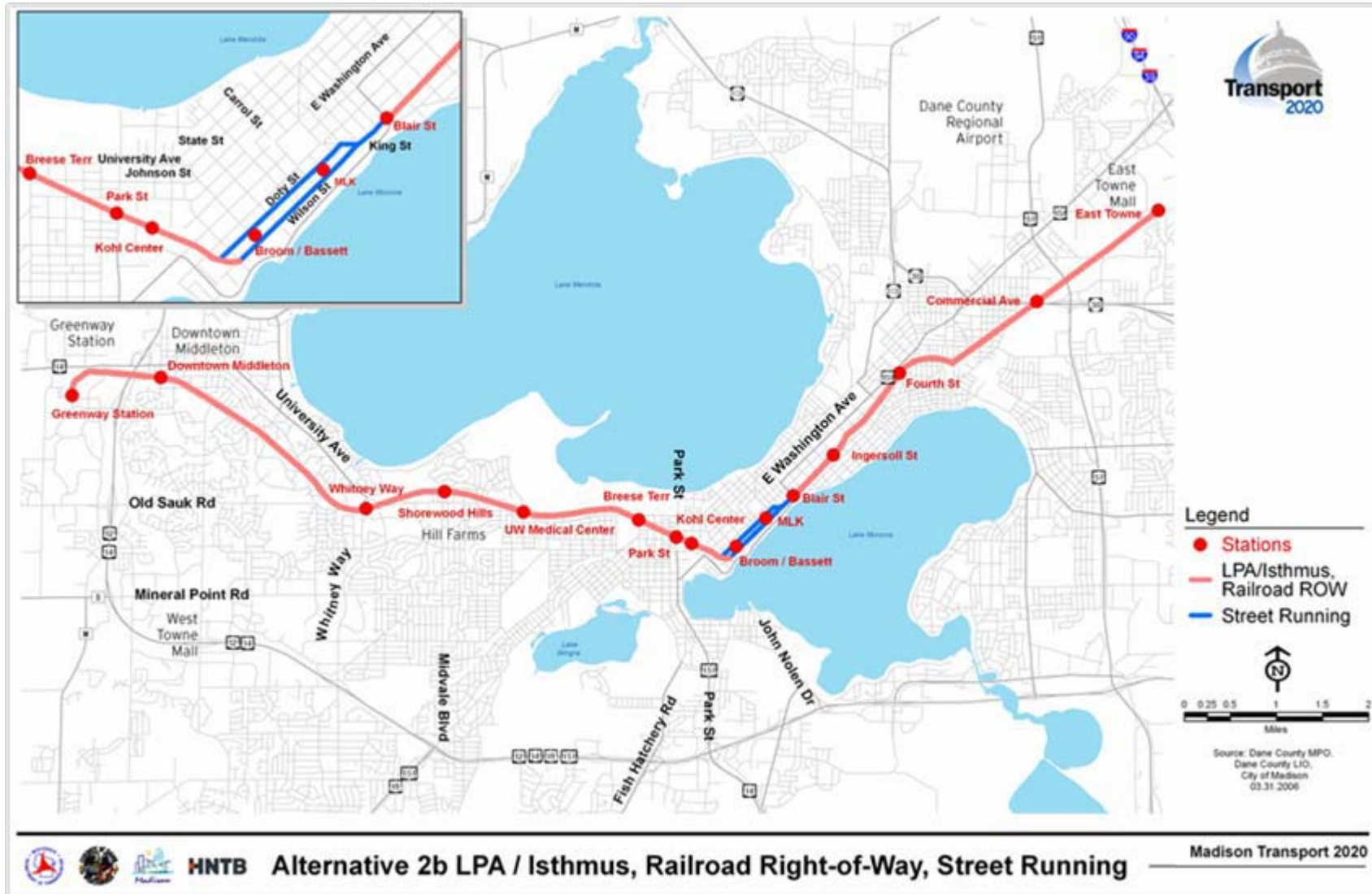
# Alternative 1 - BRT



# Alternative 2a - LPA



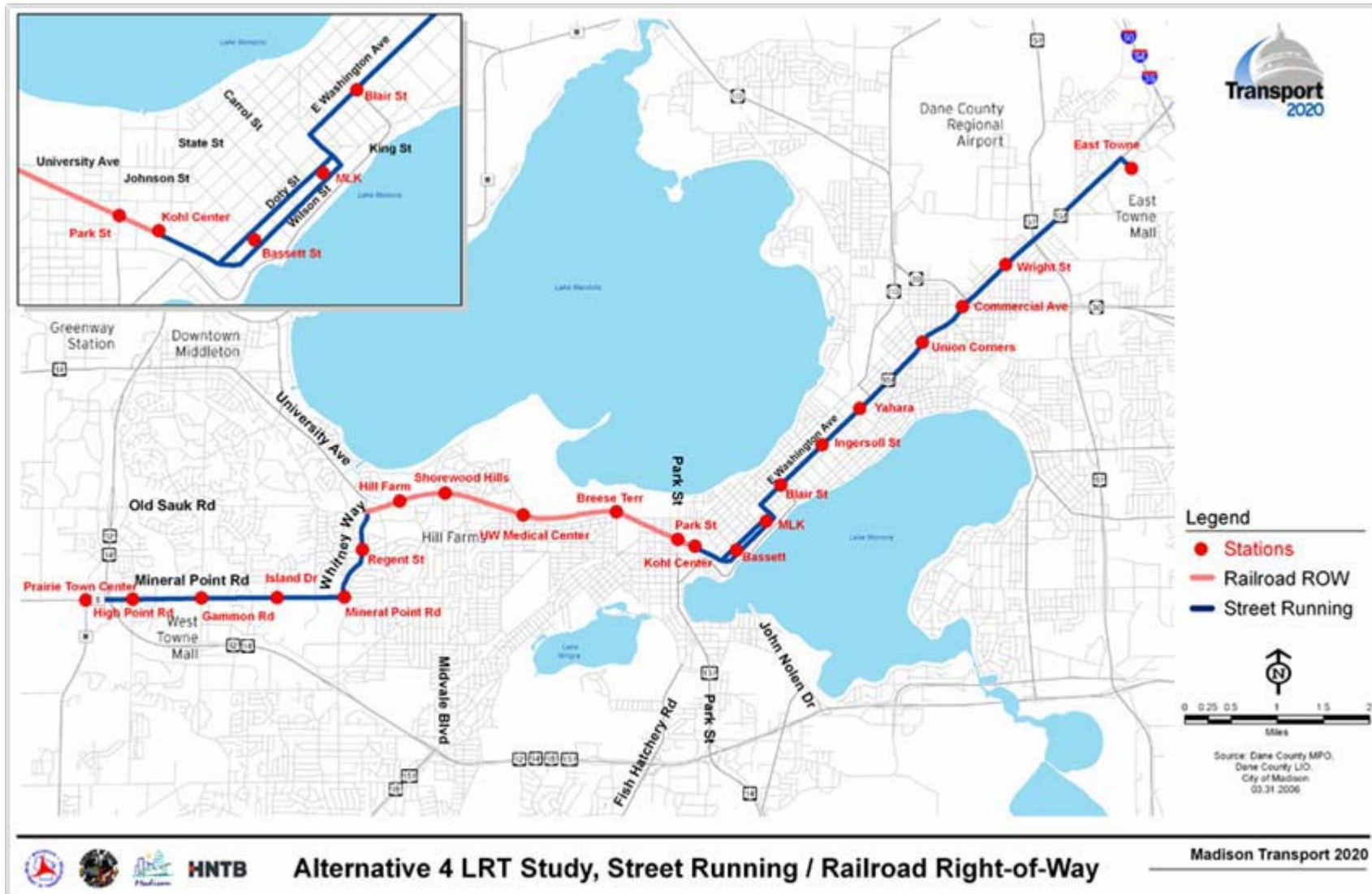
# Alternative 2b – LPA/Isthmus



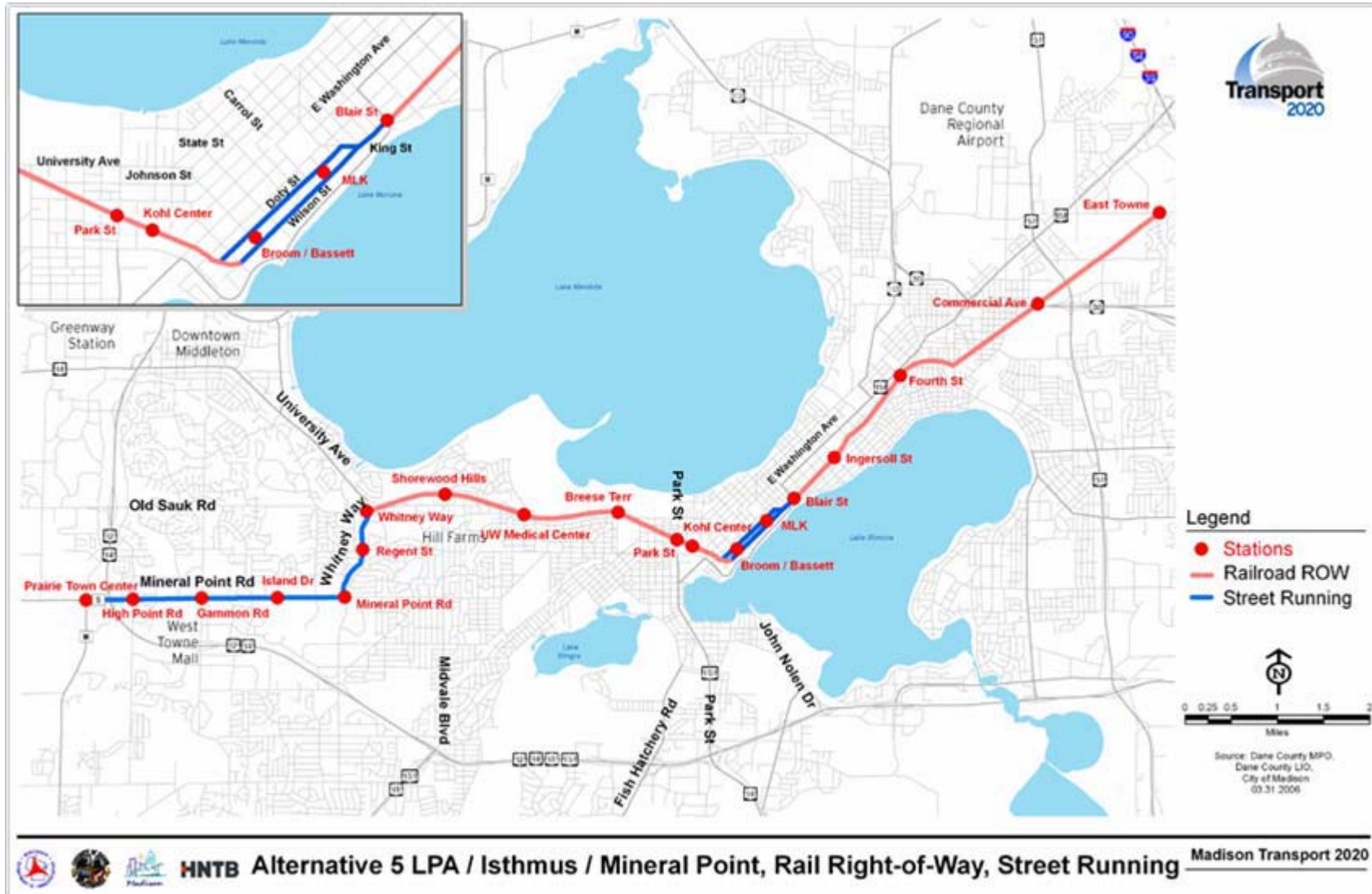
# Alternative 3 – LPA/Airport



# Alternative 4 – Street-running



# Alternative 5 – LPA/Mineral Pt.



# Evaluation Criteria

Criteria	Alternatives					
	1 - BRT	2a - LPA*	2b - LPA/ Isthmus	3 - LPA/Airport	4 - Street Running	5 - LPA/Whit./Min. Pt.
Capital costs	⊕	⊕	⊕	⊕	⊕	⊕
Operation and Maintenance Costs	⊕	⊕	⊕	⊕	⊕	⊕
Social, Economic, Environmental Impacts	⊕	⊕	⊕	⊕	⊕	⊕
Transit Integration Potential	⊕	⊕	⊕	⊕	⊕	⊕
Financial Feasibility	⊕	⊕	⊕	⊕	⊕	⊕
Ridership	⊕	⊕	⊕	⊕	⊕	⊕
Economic Development	⊕	⊕	⊕	⊕	⊕	⊕
Regional Land Use	⊕	⊕	⊕	⊕	⊕	⊕

\* LPA is the Locally Preferred Alternative selected in the first phase of Transport 2020. The Locally Preferred Alternative must be carried forward into detailed analysis.

Alternative 1 Bus Rapid Transit

Alternative 2a Railroad right-of-way from Greenway Center to East Towne (Original LPA)

Alternative 2b Alternative 2a plus street running through the Isthmus

Alternative 3 Railroad right-of-way from Greenway Center to Dane County Airport

Alternative 4 Street running from Prairie Town Center on Whitney Way and Mineral Point, railroad right-of-way from Whitney Way to Kohl Center, street running from Kohl Center to East Towne

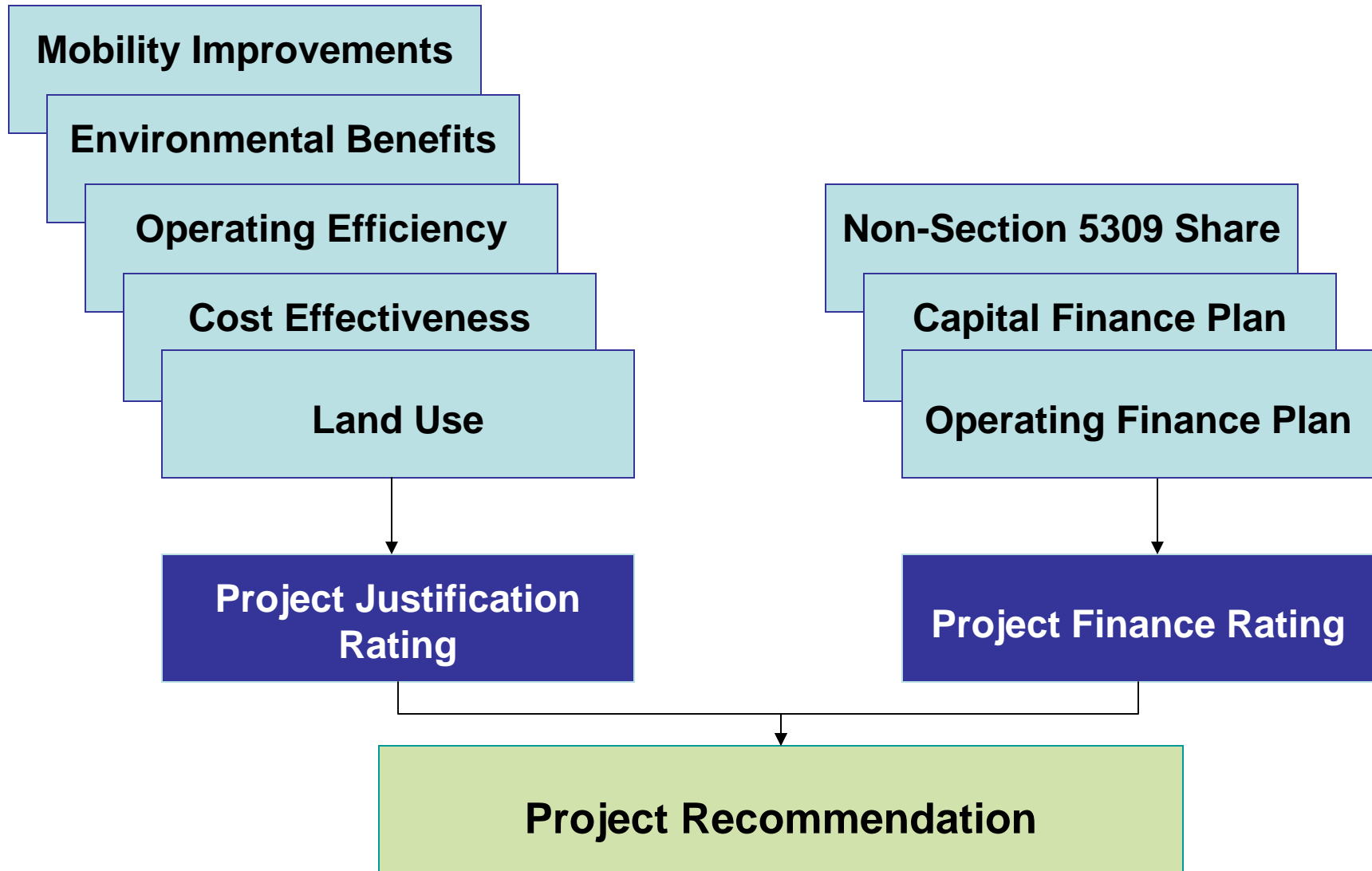
Alternative 5 Alternative 2b plus Whitney Way/Mineral Point street running; minus rail segment between Whitney Way and Greenway Center



# NEPA and Land Use

- Requirements are flexible
- Focus on issues that will drive decision
  - Preservation of neighborhoods
  - Maintain/sustain the Isthmus
  - Reduce need for parking land use in Isthmus

# FTA Approach to New Starts Evaluation and Rating



# Land Use Rating Categories, Factors, and Supporting Factors

Land Use Rating Category and Associated Factors	Supporting Factors
<b>I. EXISTING LAND USE</b>	
a. Existing Land Use	<ul style="list-style-type: none"> <li>▪ Existing corridor and station area development</li> <li>▪ Existing corridor and station area development character</li> <li>▪ Existing station area pedestrian facilities, including access for persons with disabilities</li> <li>▪ Existing corridor and station area parking supply</li> </ul>
<b>II. TRANSIT-SUPPORTIVE PLANS AND POLICIES</b>	
a. Growth Management	<ul style="list-style-type: none"> <li>▪ Concentration of development around established activity centers and regional transit</li> <li>▪ Land conservation and management</li> </ul>
b. Transit-Supportive Corridor Policies	<ul style="list-style-type: none"> <li>▪ Plans and policies to increase corridor and station area development</li> <li>▪ Plans and policies to enhance transit-friendly character of corridor and station area development</li> <li>▪ Plans to improve pedestrian facilities, including facilities for persons with disabilities</li> <li>▪ Parking policies</li> </ul>

# Land Use Rating Categories, Factors, and Supporting Factors

Land Use Rating Category and Associated Factors	Supporting Factors
<b>II. TRANSIT-SUPPORTIVE PLANS AND POLICIES (continued)</b>	
c. Supportive Zoning Regulations Near Transit Stations	<ul style="list-style-type: none"> <li>▪ Zoning ordinances that support increased development density in transit station areas</li> <li>▪ Zoning ordinances that enhance transit-oriented character of station area development and pedestrian access</li> <li>▪ Zoning allowances for reduced parking and traffic mitigation</li> </ul>
d. Tools to Implement Land Use Policies	<ul style="list-style-type: none"> <li>▪ Outreach to government agencies and the community in support of land use planning</li> <li>▪ Regulatory and financial incentives to promote transit-supportive development</li> <li>▪ Efforts to engage the development community in station area planning and transit-supportive development</li> </ul>

# Land Use Rating Categories, Factors, and Supporting Factors

Land Use Rating Category and Associated Factors	Supporting Factors
<b>III. PERFORMANCE AND IMPACTS OF POLICIES</b>	
a. Performance of Land Use Policies	<ul style="list-style-type: none"> <li>▪ Demonstrated cases of development affected by transit-supportive policies</li> <li>▪ Station area development proposals and status</li> </ul>
b. Potential Impact of Transit Investment on Regional Land Use	<ul style="list-style-type: none"> <li>▪ Adaptability of station area land for development</li> <li>▪ Corridor economic development</li> </ul>
<b>IV. OTHER LAND USE CONSIDERATIONS (Optional)</b>	
Exceptional Examples	<ul style="list-style-type: none"> <li>▪ Historic, environmental, community preservation, etc.</li> </ul>

# Transit Supportive Land Use

- Transit Supportive Policies/Initiatives
  - Approved plans to increase corridor/station development
  - Zoning which supports recommended densities
  - Demonstrated TOD projects
  - Regulatory/financial incentives
  - Public Development Community Engagement
- FTA Criteria Ranking
  - Low
  - Medium
  - Medium High
  - High



## Preliminary Assessment of Transit Supportive Land-Use and Development Policies

Criteria	Jurisdictions				
	Dane County	Madison	Middleton	Shorewood Hills	UW-Madison
<b>TRANSIT SUPPORTIVE PLANS AND POLICIES</b>					
<b>a. Growth Management</b>					
Concentration of development around established activity centers and regional transit	●	●	●	●	●
Land conservation and management	●	●	●	n/a	n/a
<b>b. Transit Supportive Corridor Policies</b>					
Plans and policies to increase corridor and station area development	●	●	●	●	●
Plans and policies to enhance transit-friendly character of station area development	●	●	●	⊙	●
Plans to develop pedestrian facilities and enhance disabled access	n/a	●	●	●	●
Parking policies (allowances for reductions in parking requirements and traffic mitigation requirements for development near station areas, plans for park-and-ride lots, parking management)	○	⊙	⊙	○	●
<b>c. Supportive Zoning Regulations Near Transit Stations</b>					
Zoning ordinances that support increased development density in transit station areas	○	⊙	⊙	⊙	n/a
Zoning ordinances that enhance transit-oriented character of station area development and pedestrian access	○	⊙	⊙	⊙	n/a
Zoning allowances for reduced parking	○	⊙	⊙	⊙	n/a
<b>d. Tools to Implement Land Use Policies</b>					
Outreach to government agencies and the community in support of land use planning	●	●	●	●	●
Regulatory and financial incentives to promote transit-supportive development	⊙	⊙	⊙	⊙	n/a

Criteria	Jurisdictions				
	Dane County	Madison	Middleton	Shorewood Hills	UW-Madison
Efforts to engage the development community in station-area planning and transit-supportive development	○	●	⊙	○	⊙
Public involvement in corridor and station area planning	○	●	⊙	○	⊙
<b>PERFORMANCE AND IMPACTS OF LAND USE POLICIES</b>					
<b>a. Performance of Land Use Policies</b>					
Demonstrated cases of developments affected by transit supportive policies	○	●	⊙	⊙	●
Station area development proposals and status	○	⊙	⊙	○	⊙
<b>b. Potential Impact of Transit Project on Regional Land Use</b>					
Adaptability of station area land for development	n/a	⊙	⊙	⊙	⊙
Corridor economic environment	○	●	⊙	⊙	⊙

**Preliminary Ranking Criteria**

- **Low** Current plans, programs, conditions, or regulations have virtually no relevance or support to the criteria
- ⊙ **Medium** Current plans, programs, conditions show a limited degree of compliance or performance relative to the criteria
- **High** Current conditions or plans, or other activities fully meet the criterion

Dane County Plan – Vision 2020 Land Use and Transportation Plan adopted in June 1997. New Comprehensive Plan due in 1-2 years.

City of Madison Comprehensive Plan – Adopted 2005

City of Middleton Comprehensive Plan – Adopted by Plan Commission; expected to be adopted by City Council in May 2006

Village of Shorewood Hills Comprehensive Plan – Drafted. To be adopted sometime in 2006

University of Wisconsin-Madison Campus Master Plan adopted 2005. Long Range Transportation Plan drafted and to be adopted in 2006

## **APPENDIX B – MEETING NOTES**



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**MEETING PURPOSE:** Transit and Land Use Opportunities

**DATE:** May 11, 2006

**TIME:** 8:30 a.m.

**LOCATION:** Room LL110

**HNTB JOB NUMBER:** 43274-PL-001-010

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10 E. Doty Street, Suite 615  
Madison, WI 53703  
Phone: 608-294-5000  
Fax: 608-259-0084

Ken Kinney, T2020 consultant project manager gave a brief overview of the project. The intent is to improve transit within the study corridor, which includes all of the major employers in the metropolitan Dane County area. He reviewed the alternatives, which include Alternative 1: BRT, Alternative 2a: LPA, which will get detailed review of alternative sites in the East Towne Mall area, Alternative 2b: LPA with street running in the Isthmus, the exact streets to be determined, Alternative 3: LPA/Airport which is a line to the airport instead of to East Towne, Alternative 4: Street Running, which is the result of the 1992 Light Rail Study, Alternative 5: Whitney Way and Mineral Point, which is a combination of 2b and 4 with street running in the isthmus and Whitney Way and Mineral Point.

The set of evaluation criteria being applied to the alternatives includes capital costs; operation and maintenance costs; social, economic, and environmental impacts; transit integration potential; financial feasibility; ridership; economic development; and, regional land use.

Mark Roffers, subconsultant, presented a virtual tour of the study corridors and gave their take on the market opportunities within eight sub-areas. The group responded with input and discussion for each of the "Opportunity Areas". The purpose of the discussion was to gather expert input on the market opportunities and how transit may influence the form and economy.

### **Middleton Opportunity Area**

#### *Initial Assessment:*

The Greenway Center area is the most market driven opportunity area within the study corridors. Mixed-use areas are defined by transit and will only achieve their full potential with transit. There are still areas ripe for development and infill. The Middleton Corporate Center and the downtown area however might be more resistant to change because the development patterns have been established.

*Discussion and conclusions:*

Mark Opitz, Middleton City Planner responded in agreement with the assessment of Greenway Center/Greenway Station area. He noted that congestion is increasing at the off ramps along US 12. He noted that there was still opportunity along Terrace Avenue where lands are available and a potential transit spot would be near the brewery with a ramp to the west. There is easy access along Terrace Avenue. The Parmenter Street Corridor is planned to intensify as developers are showing such interest and requesting the City's concurrence on that concept. They would like to see the Parmenter Street Corridor extend the downtown northward with increased transit service. North of US 14 and north of the Creek within the Middleton Corporate Center, there are now proposals to construct multi-story office structures and the City has considered the possibility of using TIF to encourage such development. Also further north, T. Wall Properties has proposed a mixed use, high-density development called Tribeca Village. Parking is flexible given that it would be developed under a PUD.

Within Greenway Center/Station, the city invested in a parking structure and a railroad spur. There is also a quarry site that in the long term could be redeveloped. Pleasant View Road is becoming a major north-south collector with potential need for an interchange at US 14.

This is the edge of development in Madison area and has a significant impact from a transit standpoint. It is the biggest hospitality corridor in the county with just under 1000 rooms in Middleton, plus several hotels across the city limits in Madison. The existing development has been thought through for densification and Greenway Center is designed for future expansion. There is a need to ensure areas are linked. To start, Middleton insisted on crossings of the recent US 12 bypass to provide such linkages to points west of the bypass from the City. The trail system is excellent. There is an active pedestrian/bicycle community.

Is Greenway Center a logical place for residential? Commercial might be a higher and better use. Need to design for efficient auto-oriented development as well as transit. The focus should be directed toward landscapes that are natural TOD candidates.

Greenway Center was planned to be walkable; it is in pieces at the moment. The City is working with Madison Metro to provide service across US 14 as this is the pedestrian barrier at this time between Greenway Center and development north.

Middleton imports more workers than it exports according to US Census data. This gives the potential for bi-directional transit and it should be played up. Buses are already working this way. A zip-code analysis might be helpful.

Parking needs to be managed to make transit work.

**West Towne Opportunity Area**

*Initial Assessment:*

This area includes the University Research Park and the Pioneer neighborhood, which will hold an expansion of the Research Park. Also West Towne Mall and other big box and strip development surrounding it. This area will be resistant to change as it is successful under its auto-oriented design. Transit probably would not drive redevelopment.

All of the big malls have the potential for TODs. Long term there is densification potential. Westgate is riper in that it is not so successful. There is a need to define what the most appropriate form of TOD is. For Pioneer Park City Planning encouraged higher density, but found that the traffic model blew up. There are some new projects in this area include south of the beltline and a CUNA/UW joint project. City Planning is trying to get excess parking filled in and introduce some residential.

City planning feels that there is not much potential to see significant redevelopment of West Towne area.

Does the City have the capacity to do an interim overlay zone to prevent new auto-oriented development in these “opportunity areas”? This could help to scale the infrastructure appropriately and have major infill.

If parking is pressured now, that creates a good transit potential. You need regulation and policy for shared parking and transit-conducive parking policy. The question to answer is how will parking be managed to increase ridership?

Transfer points can be moved to take better advantage of the Mineral Point corridor so that should not be a limiting factor.

Even though West Towne is very auto-oriented, there still manages to be pedestrian activity along the edges that are adjacent to residential (especially north of Mineral Point).

### **Hill Farms Opportunity Area**

*Initial Assessment:* This area has a very high potential for TOD. Hilldale mall is currently being redeveloped at high density; the Hill Farms Building site presents the opportunity as the State is currently looking at options for that site as the building is becoming outdated. Spring Harbor is a near term opportunity. There is serious interest to redevelopment in three to five years. They are trying to encourage major employers.

*Discussion and conclusions:* This area is tricky with the rail location and general topography. The DOR building may also be an opportunity. This could also be a candidate for a pedestrian bridge over University Avenue. The population is transit reliant. The good views are aesthetically positive. According to City Planning, the Hilldale area will see a significant amount of redevelopment. The apartments across from Hill Farms Building have shown interest in filling in the open spaces.

### **Campus Opportunity Areas**

*Initial Assessment:* A transit station is conceptually planned at University Bay Drive. The VA hospital will grow a lot and the Forest Products area is growing.

*Discussion and conclusions:* There is a spot for a station at the old fuel tank. Doctor's Park is ripe for redevelopment, but this is not well received by the Village of Shorewood Hills. Hospitals do not typically have high ridership due to round the clock work shifts. Farley Avenue may be a better site for a station. A pedestrian path is planned along the north side of the tracks. Most of the development planned along Campus Drive is apartments. The area has a high density made up of the students. The challenge is if mixed-use is attractive enough to attract more than just students. The next stop would be at the platform near Camp Randall. The University's policy is no increase in parking. Encourage interlacing the University with commercial. The major sports venues are good for transit as it adds ridership on the weekends and evenings.

### **Capitol Opportunity Area**

*Initial Assessment:* This area is transit oriented today. There are small site opportunities. Rail would not provide a tremendous effect on land use. Tourism, Convention center and employment are all high.

*Discussion and Conclusions:* The downtown district is vibrant. People are riding trains in similar places. The Isthmus 2020 Plan set a goal of 5,000 residential units in this area and they have met that growth. They have not met the employment growth goal of 14,500 employees by 2020.

### **East Washington Avenue Corridor Opportunity Area**

*Initial Assessment:* The development market potential is certainly here, along with Williamson Street. The TOD potential is high. The true potential cannot be realized without transit because of the narrow Isthmus.

*Discussion and Conclusions:* There is a strong mix of rental and owner occupied housing including at low and moderate-income levels.

Williamson Street and Mifflin Street also have the potential for redevelopment.

Conservation districts could be used to preserve the character of the residential neighborhoods. This is not in place, but trying to get enabling legislations. The neighborhoods are interested in increasing employment.

### **Dane County Regional Airport (DCRA) Opportunity Area**

*Initial Assessment:* This area's development potential drops off from the East Isthmus to the airport/mall. Oscar Meyer is an area of interest. DCRA park and ride lot potential is high. It would be a natural transfer point.

*Discussion and Conclusions:* The airport is within a 20-30 minute rail trip, which is low enough to take transit. Terminals have jobs and it is a great all week/all day trip generator. Not to focus on TOD here, but it will compliment ridership. There is a lot of

growth at the Airport. Bus ridership is low. It would be vital to have the train drop you off right at the terminal.

### **East Towne Opportunity Area**

*Initial Assessment:* The Madison Corporate Center is built out, most of the green area is wetland and not developable. There is potential for TOD on the White property. The mall and big box surroundings will not have much redevelopment opportunities. The track is not near the existing activity center. There is potential for park and ride lots north of the highway.

*Discussion and Conclusions:* East Towne is more redevelopable than West Towne. There is potential between the mall and East Washington Avenue.

The airport is the clear anchor unless the mall could be potentially knocked down. It is reasonable that some plans be considered for the long term. Phasing of components like this would be good for Madison.

It would be better if the terminus were farther out with a provision for park and ride for commuters from Sun Prairie.

Park and ride termini often build up and then as demand increases the line goes further out with a new park and ride.

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**MEETING PURPOSE:** Transit and Land Use Opportunities – Developer Workshop

**DATE:** May 11, 2006

**TIME:** 2:00 p.m.

**LOCATION:** Room LL110

**HNTB JOB NUMBER:** 43274-PL-001-010

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This meeting was convened to discuss the transit and land use opportunities with developers from in an around Madison. Mark Roffers of Vandewalle Associates explained the various “opportunity areas” that they have divided the study area into for purposes of land use evaluations. For each area he presented his initial assessment and then requested discussion and feedback from the developers.

### **Middleton Opportunity Area**

#### *Initial Assessment:*

Middleton’s Greenway Center area is one of the most market driven opportunity areas within the study corridors. This mixed-use area follows somewhat of a traditional development pattern and has previously been planned assuming future transit service. There remain a number of areas for development and infill. The Middleton Corporate Center and the downtown area however might be more resistant to change given current development patterns.

#### *Discussion and conclusions:*

Terrance Wall stated he has 750,000 square feet of space in Greenway Center and 1 million in the proposed Tribeca Village. Discovery Springs adds another 750,000 square feet. This will be the second highest employment center in the area. He hopes to use tax increment financing to accomplish development goals.. Transit will “absolutely” speed up their plans. They plan to have shared parking in Tribeca Village. They plan to conduct a license plate survey in the future.

### **West Towne Opportunity Area**

#### *Initial Assessment:*

This area includes the University Research Park and the Pioneer neighborhood, which will host an expansion of the Research Park. Also, the area is the location of West Towne Mall and other big box and strip development surrounding it. This area will be resistant to change as it is successful as an auto-oriented corridor. Transit probably would not drive redevelopment.

*Discussion and conclusions:* This area is not an employment/ridership area. Growth is southwest and north along US 12. They need higher density at the planned Pioneer Park – it would not be as dense as Tribeca Village and will develop slower (over approximately 20 years). University Research Park currently sustains 1.5 million square feet with some redevelopment potential. The West Madison Agricultural Research Station (located west of the beltline on Mineral Point Road) will also experience pressure for development. Congestion is high in the Westgate/Vitense area and interest in that area is low (unless Westgate is redeveloped). A stop at University Research Park would be feasible. The CUNA property also has potential.

### **Hill Farms Opportunity Area**

*Initial Assessment:* This area has a very high potential for TOD. Hilldale Mall is currently being redeveloped at high density; the Hill Farms Building site presents a significant redevelopment opportunity as the State has listed the parking lots as surplus property. Spring Harbor is a near term opportunity. There is strong interest in redevelopment, and developers are trying to encourage major employers in the area.

*Discussion and conclusions:* There is housing potential down the road. The retail mix is changing. Housing density will increase. Job opportunities depend on the State. The policy issue of when the City will promote higher density uses needs to be resolved. Shorewood is more accessible than Hill Farms neighborhoods. Pedestrian access to the DOR site would require grade separation.

### **Campus Opportunity Areas**

*Initial Assessment:* A transit station is conceptually planned at University Bay Drive. The VA hospital employment will grow, and the Forest Products area is growing.

*Discussion and conclusions:* There is a problem hiring people on campus because of a lack of parking and transit. Station placement is critical. Farley Avenue is too far removed from the core employment area. An observation was made that Old University Avenue could be intensified. There was disagreement on the question of whether this would be allowed by the City. A transit stop would be valuable to serve the Madison hospitals.

Intensification near Park and Regent Streets depend on allowable densities. There is the perception the area could be intensified and yet be compatible with adjoining single family areas to the south. A concern voiced is that land is overpriced and the regulatory control is high. The dorms and Meriter create a potential transit supportive development. East Campus Mall is an important connection. The area is prime for residential development. The Bassett neighborhood will probably allow no more than three to four stories.

The Kohl Center stop would likely support high ridership with redevelopment opportunity. Another station option would be along the lake near Findorff Street . Access improvements to Kohl center would be very important and should include linkages like tunnels and skywalks near the stops since all transit users are pedestrians.

### **Capitol Opportunity Area**

*Initial Assessment:* This area already sustains strong transit oriented design principles. There are a number of small site development opportunities in the area. Transit would not have a tremendous effect on land use. Tourism, convention center attendance and area employment are all at high levels already.

*Discussion and Conclusions:* An overall concern is the lack of return on anything less than four stories of development. The issue will be exacerbated with increased lending costs in the near term. Blair Street Point has more potential. Proposals have been made to redevelop the Brayton Lot. A transit station there should be well received. A transit station under Monona Terrace at the tracks does little for transit oriented development and should be located above to be closer to the Square. Parking in the area is already shared at 25 to 30% of total spaces. The area from Blair Street to First Street, and one block to either side has strong redevelopment potential. The BUILD plan is in place and development approvals should be easier since City neighborhood plans are already in place. Early neighborhood involvement was very productive. TIF potential is accepted by the city and neighborhoods. These elements make things more predictable. Predictability is important for developers. The downtown business district is considered nearly built out and the next extension will be along East Washington Avenue. Proximity of the East Washington Street corridor to the airport is considered an important asset.

### **East Washington Avenue Corridor Opportunity Area**

*Initial Assessment:* The area sustain strong real estate market potential, particularly for residential land use, True development potential is difficult to realize without transit, given the physically narrow width of the Isthmus.

*Discussion and Conclusions:* Union Corners is planned for 450 residential units and 150,000 square feet of commercial uses. The community would like a transit station in the area. A connection to the Schenk/Atwood area is important. Mixed uses are presently planned at Fiore. Open spaces are an asset in the area for new residential development including Breese Stevens Field and the proposed Central Park. How parking is handled is an important factor. Without transit, and the opportunity to reduce/share parking density, potentials will be constrained. It was felt that 15 stories is need to achieve feasibility. Burr Jones Park, along with the Fiore site, should be developed at a high density served by transit.

### **Dane County Regional Airport (DCRA) Opportunity Area**

*Initial Assessment:* This area's potential for transit supportive land use is limited, but rather auto uses related to airport economics . The DCRA park and ride lot potential is high. It would be a natural transfer point.

*Discussion and Conclusions:* The WSOR site is "huge". You will not get the heights and density needed near the airport (due to FAA restrictions). In the long term, a new entrance into the terminal complex (a CTH CV connection) will be constructed. DCRA is undertaking a parking study, which will be ready by mid-summer. The existing parking

structure cannot be expanded, so a separate structure would be needed. They plan several thousand more spaces. A DNR approval is feasible for a station that would tie into the parking. A high-speed rail connection could link here as well for a truly intermodal facility. Airport officials expect three percent per year enplanement growth.

### **East Towne Opportunity Area**

*Initial Assessment:* While the Madison Corporate Center is built out, there is potential for TOD on the White property. The mall and perimeter big box uses will likely not have much redevelopment opportunity in the near term. The railroad corridor lies south and away from the existing activity center. There is potential for park and ride lots in the immediate area.

*Discussion and Conclusions:* High Crossing has 60 acres remaining for development and is proposed to be developed as mixed use. The Yahara Materials Quarry, which is estimated to be depleted in two to four years, is adjacent to the rail corridor. The idea of the quarry being reused as a multilevel parking structure for park and ride was suggested. Residential development potentials surrounding the quarry area are strong. Airport imposed height limits end at High Crossing enabling development at higher densities. Policy support for higher density uses requires the cooperation of the City. Why can't they go high and have big box on the first floor? Office, residential and theater would promote that. Parking standards could be an issue and flexibility is desired.

### **Wrap up and final comments**

FTA wants parking reform. The UDC process needs to be simplified and made predictable. Density credits for mixed use would be desirable.



**Preliminary Engineering/NEPA Analysis  
for the  
Dane County/Greater Madison Metropolitan Area**

For additional project information: [www.transport2020.net](http://www.transport2020.net)

## Minutes

### TRANSPORT 2020 IMPLEMENTATION TASK FORCE (ITF) MEETING

**Thursday, May 11, 2006**

**4:45 p.m.**

**Madison Municipal Building, Room 300  
215 Martin Luther King, Jr. Boulevard  
Madison, WI**

#### -- ROLL CALL

ITF Members Present: Sandy Beaupre; Jim Berkenstadt; LaMarr Billups; Michael Blaska; John DeLamater; Sup. Chuck Erickson; Kristine Euclide; Jesse Kaysen; Chris Klein; Sup. Al Matano; Sup. Scott McDonell; LeAnna Wall (*for Joe Olson*); Dick Wagner.

ITF Members Absent: Ald. Ken Golden (*notified*); Warren Onken (*notified*).

TAC/Staff Present: Ann Gullickson (Madison Metro); Stephanie Hickman (FHWA); Jeanne Hoffman (City of Madison, Mayor's Office); Lori Kay (UW-Madison); Rob Kennedy (UW-Madison); Mark Opitz (City of Middleton, Planning); Arun Rao (Wisconsin Department of Transportation, Urban Planning); David Trowbridge (Madison Planning and Development; *Transport 2020 Project Manager*).

Others Present: Steve Arnold (City of Fitchburg); Fred Bartol (Dane Alliance for Rail Transit); Margaret Bergamini; Ahnaray Bizjak (City of Fitchburg); Mike Cechvala; Robert Cervero (University of California-Berkeley); Tom Clauder (Mayor, City of Fitchburg); Phil Hanegraaf (HNTB); Ken Kinney (HNTB); Bob Schaefer; Connie White (HNTB); Royce Williams.

#### 1. REVIEW OF AGENDA

Sup. Scott McDonell welcomed Transport 2020 Implementation Task Force members to the meeting. There were no suggested modifications to the meeting agenda.

#### 2. APPROVAL OF MINUTES FROM ITF MEETING OF APRIL 5, 2006

The Minutes for the 4-5-06 Transport 2020 Implementation Task Force meeting were unanimously approved, as submitted on a motion by Jesse Kaysen/Dick Wagner.

**3. OPPORTUNITY FOR PUBLIC COMMENT**

There were no registrants for public comment on this agenda item.

**4. UPDATE OF LAND USE PLANNING ACTIVITIES IN THE CITY OF FITCHBURG**

Mike Zimmerman, economic development coordinator of the City of Fitchburg made a presentation to the Committee updating them on the land use planning activities in the City of Fitchburg. He asked them to consider a Fitchburg/Oregon commuter rail line. Fitchburg owns a 15-mile stretch of rail, which they purchased using a DOT grant as well as assistance from the Wisconsin Rail Transit Commission. The City feels that this is a significant investment on their part.

Mr. Zimmerman stated that as a major employment center, Fitchburg would make an important connection. He described their Fitchburg Technology Neighborhood, which consists of 2,000 acres. It has a rail line to it and is being developed under a Great Neighborhoods Grant from Dane County as well as an MG&E grant. It will be transit-oriented and high-density with over 5 million square feet and 1478 to 1664 dwelling units. The two main developers are T. Wall Properties, which has an option, and Kelly Development. The City has adopted a resolution in support of rail and letters of support have been submitted to them by T. Wall Properties, Kelly Development and Alexander Company. The area is of regional importance as part of a bio-medical collaborative, which also includes the UW's Bio-star development and Meriter Hospital and others. Other neighborhood developments are TOD, for example, Swan Creek neighborhood with 810 dwelling units. This neighborhood is filling out faster than expected.

Fitchburg Alderman Steve Arnold said the Village of Oregon passed a companion resolution in support of rail. Their emphasis is on downtown redevelopment. There will be 10,000 jobs, 6,000 residents and 2,500 dwelling units.

Mayor Tom Clauder of Fitchburg then asked the committee to keep the project moving. The governor gave them \$400,000 to improve the rail line and the County will take the role if Madison will not.

**5. REVIEW AND APPROVAL OF PRELIMINARY ALTERNATIVES**

Ken Kinney, HNTB Corporation, reviewed the initial range of conceptual alternatives and reported on the evaluation process being used to select the smaller set of alternatives for detailed evaluation. Evaluation by the Transit Operations Subcommittee led to a recommendation that Alternatives 2a, 3 and 5 be carried forward for detailed analysis under Work Task 6. He noted that there is the ability to assess combinations of elements from each recommended alternative.

Supervisor Al Matano moved to advance Alternatives 2a, 3 and 5 to detailed analysis. Motion seconded by Supervisor Chuck Erickson. Motion carried unanimously.

**6. OVERVIEW OF LAND USE IMPACT EVALUATION AND TRANSIT-ORIENTED DEVELOPMENT (TOD) ACTIVITIES**

Ken Kinney reported that meetings/workshops were held earlier that day with City planning staff and with key developers to better understand the land use impacts and transit-oriented development (TOD) activities and opportunities. Robert Cervero of the University of California -- Berkeley then made a presentation on transit-oriented development. He commented on TOD related issues and cases of

interest. He also made recommendations regarding the Transport 2020 study area:

- Interim zoning to enable TOD is vital, as is shared parking. Parking can be shared between night and day uses. Mockingbird Station in Dallas is a highly successful example. In addition, Ridge Home, a planned transit village in Arvada CO, outside Denver is an example of a “transit-ready development” where they adopted interim zoning before the completion of the transit project.
- Transit adjacent development (TAD) is not really TOD, it is only adjacent land use, but without the mixed used and pedestrian friendly development. It is not successful.
- A TOD walkshed is within 1/4 to 1/2 mile of a station. Within this area, it is important to consider the “3 Ds,” density, diversity and design.
- Diversity is varied land use mix, which makes it pedestrian friendly by consolidating trips, spreading trips throughout the day and week, allowing for shared parking.
- Design must soften the perception of densities, create attractive comfortable space, get the walkability right and have a secondary feeder system for bicycles and pedestrians as well as buses.
- You must zone and design for transit. Use tools to implement TOD such as zoning density bonuses, funding plans to lay out development thereby avoiding piecemeal or ad hoc development. Developers are most effective if their development plans can be expedited. They want clarity of the review process. They want funding for infrastructure, lighting, etc. They want TIF or a reduction in impact fees if near transit.

Mr. Cervero earlier participated in a windshield survey and informal SWOT (strength, weakness, opportunity, threat) analysis earlier that day and made the following recommendations regarding the strengths and weaknesses in the opportunity areas within the study corridor:

- West Isthmus: There is a high infill/TOD potential with good access to the center.
- University, stadia and hospital: These are good trip generators.
- Hill Farms: He positively noted the mid-rise condominiums, the DOT site, excellent views and boulevard designs. These characteristics give this area good potential for redevelopment and TOD.
- Mineral Point and areas southwest: The auto-oriented character of development is quite unlikely to change, especially in the short or medium term. Mineral Point/Westgate is choked with traffic and big box infiltration. Opportunity exists at University Research Park with its 2.5 million square feet. The key in this area will be parking and site design within the commute shed. To retrofit the area, will need to break up super-blocks, which will be expensive.
- Middleton: There is downtown charm and a good urban fabric at a human scale. Other anchors such as Greenway Center and the proposed Tribeca development are important. There is a commitment to shared parking. They need interim zoning/TOD zoning.
- Capitol: There is a need for infill employment, housing and shared parking.

- East Isthmus: This area has lots of potential redevelopment land. Will remediation be an issue? There needs to be an economic development strategy, airport access, participatory planning. There is niche housing that is serving the creative class. Issues might include gentrification and displacement.
- Airport: Here is a good trip generator that will add depth to the ridership. Need a seamless transfer and ancillary activities. This will not be TOD, but you cannot have TOD everywhere.
- East Towne: This area is more redevelopable than West Towne. It could be considered for redevelopment as a Town Center. The landscape is decidedly auto-oriented. Perhaps at this east terminus there could be a park and ride to serve the hinterland and enlarge the catchment area for ridership.

In an overall regional context, the focus should be on growth inward and upward.

## **7. REPORT OF MADISON STREETCAR STUDY COMMITTEE ACTIVITIES**

David Trowbridge reported that the Streetcar Committee met on March 22 and reviewed the scope of work for the Preliminary Feasibility Study. He said that the Streetcar Committee will next meet on May 24<sup>th</sup>. He also said that the project will hold its first public informational meeting (termed a “Streetcar Summit”) on June 21<sup>st</sup>. Trowbridge said that the Summit would include a panel discussion of individuals from other communities with streetcar systems and how Madison might benefit from a similar system.

## **8. IMPLEMENTATION TASK FORCE AND SUBCOMMITTEE SCHEDULE/NEXT STEPS**

David Trowbridge summarized various Transport 2020 meetings currently scheduled:

- Land Use Workshop (w/Robert Cervero): Friday, May 12, 8:30 a.m.-noon, Room 260 MMB; and,
- Management Team: Thursday, June 8, 12:00 noon, Room 260 MMB.

## **9. INFORMATION AND ANNOUNCEMENTS BY TASK FORCE MEMBERS**

There were no announcements or information provided by Task Force members.

## **10. ADJOURNMENT**

The Committee adjourned its meeting at 6:10 p.m.



**MEETING PURPOSE:** Land Use Workshop

**DATE:** May 12, 2006

**TIME:** 8:30 a.m. – 12:00 p.m.

**LOCATION:** Room 260 MMB

**HNTB JOB NUMBER:** 43274-PL-001-010

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### ***Overview and Report of May 13<sup>th</sup> Activities***

Ken Kinney presented a PowerPoint slide show which provided an overview of where the study team is in the DEIS program and outline the agenda for the activities of the meeting. The presentation can be found in Attachment A of the Land Use Summary report.

### ***Corridor Opportunity Areas***

Mark Roffers provided an overview of the corridor area development opportunities which synthesized observations made by the study team and development community. In general, the Steering Committee concurred with the preliminary findings. A copy of the basic development opportunities assessment is appended as Attachment D, *Corridor Opportunities Summary* of the Land Use Summary report.

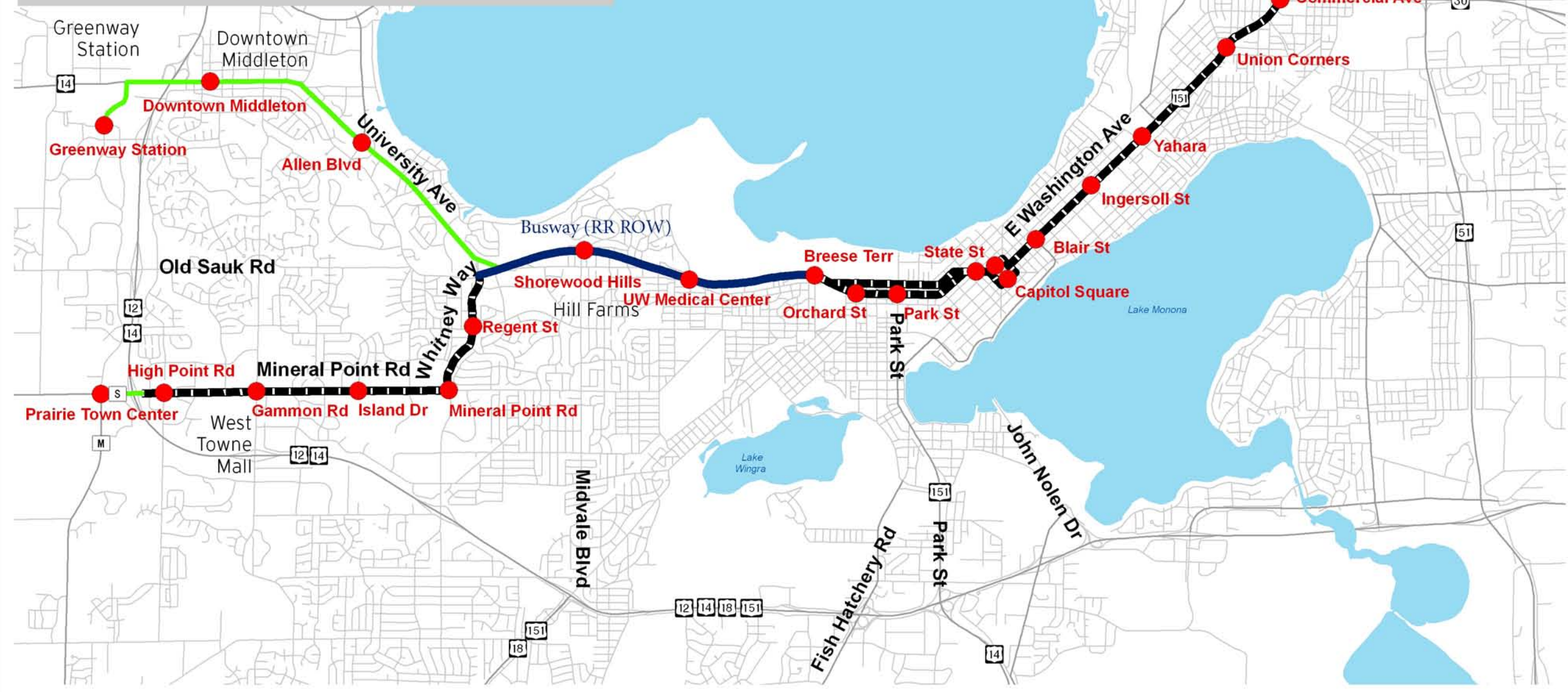
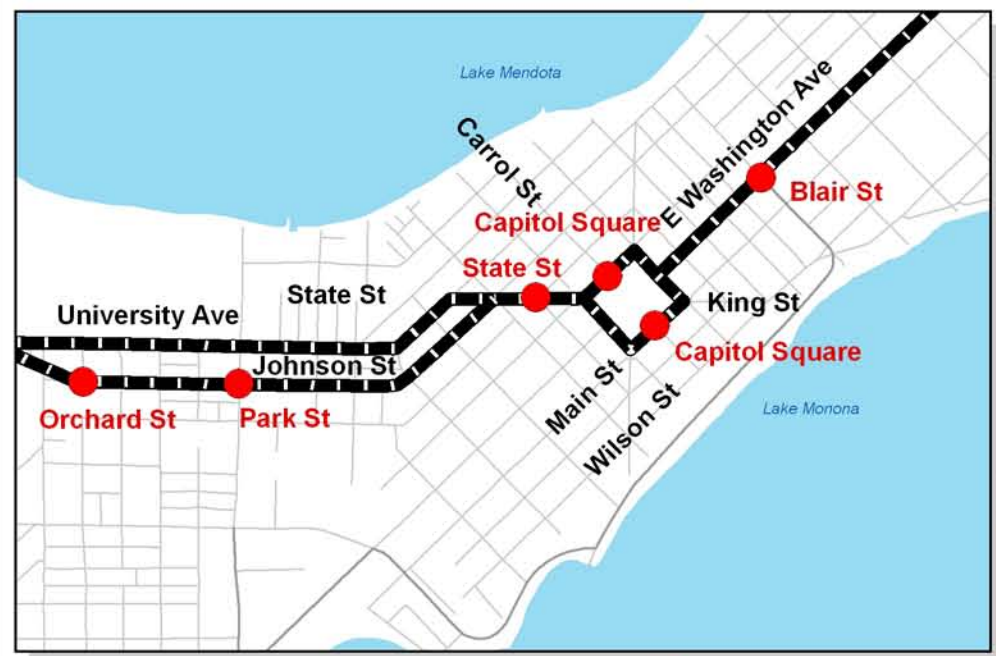
### ***Transit Supportive Land-Use Presentation***

Robert Cervero provided a PowerPoint presentation illustrating tools, techniques and international precedents in accomplishing transit oriented development. The presentation (Attachment A) provided Mr. Cervero's own insights regarding each of the eight corridor opportunity areas with discussion among the Steering Committee members.

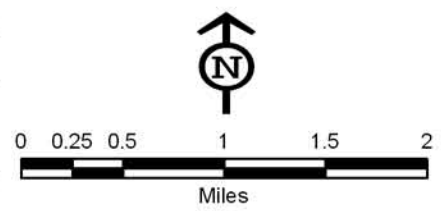
### ***Transit Supportive Land Use Policies***

Phil Hanegraaf provided an overview presentation of FTA New Starts criteria relative to transit supportive land use and development. He emphasized, particularly at this early stage of the New Starts process the importance of the transit supportive land-use policies and briefly outlined FTA expectations in this regard. He presented a summary of the new starts criteria (Attachment E).

## APPENDIX C – MAPS

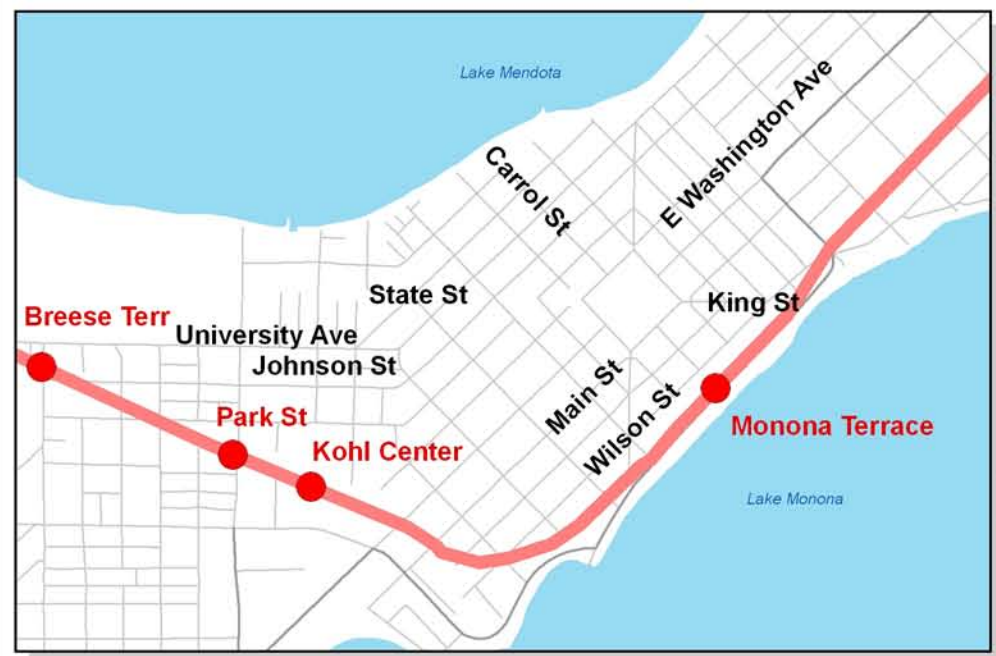


- Legend**
- Stations
  - Busway
  - Diamond Lanes
  - Mixed Traffic



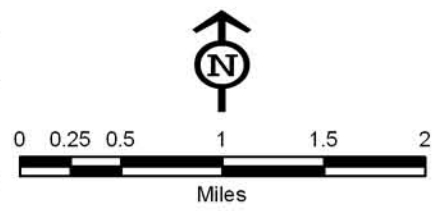
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Dane County LIO,  
City of Madison  
03.31.2006

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**Legend**

- Stations
- LPA, Railroad ROW

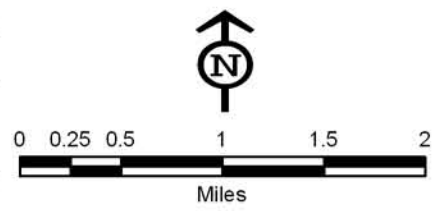


source: Dane County MPO,  
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03.31.2006

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- Legend**
- Stations
  - LPA/Isthmus, Railroad ROW
  - Street Running



Source: Dane County MPO, Dane County LIO, City of Madison 03.31.2006



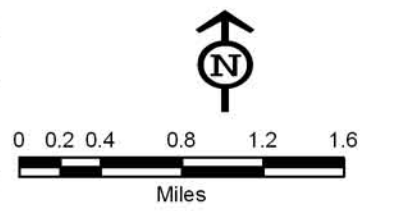
**HNTB Alternative 2b LPA / Isthmus, Railroad Right-of-Way, Street Running**

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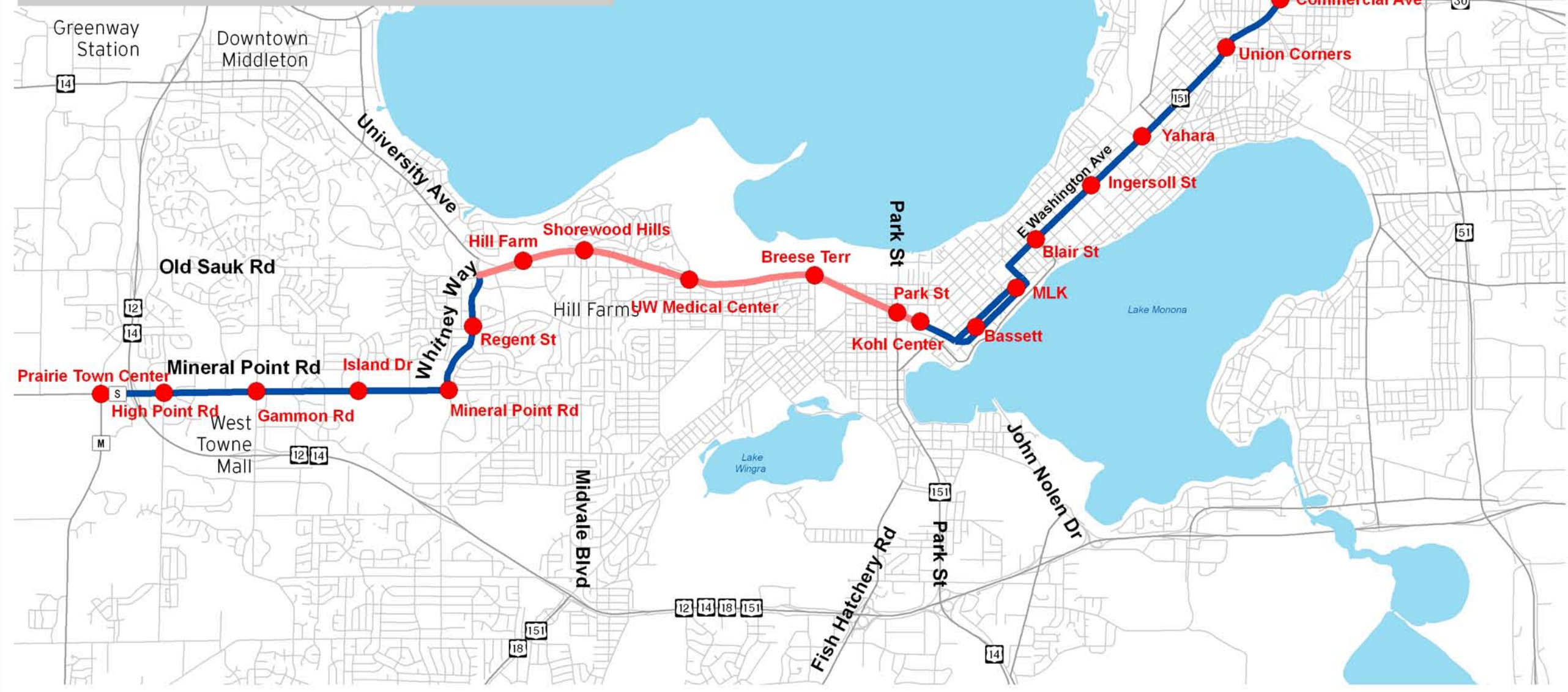
**Legend**

- Stations
- LPA/Airport, Railroad ROW



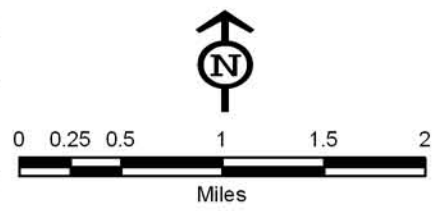
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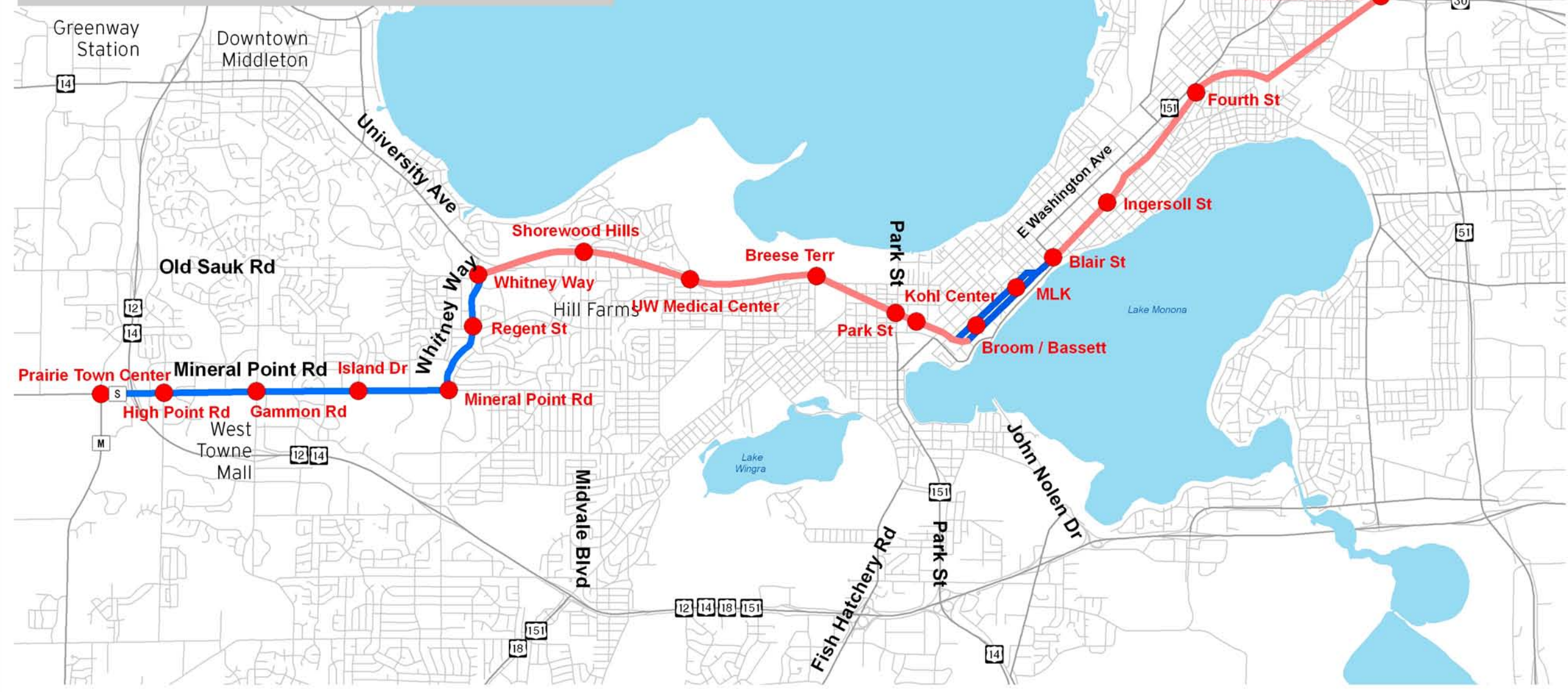
**Legend**

- Stations
- Railroad ROW
- Street Running



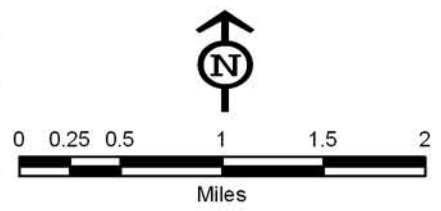
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**Legend**

- Stations
- Railroad ROW
- Street Running



Source: Dane County MPO,  
Dane County LIO,  
City of Madison  
03.31.2006



# HNTB Alternative 5 LPA / Isthmus / Mineral Point, Rail Right-of-Way, Street Running

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## **APPENDIX D – CORRIDOR OPPORTUNITIES SUMMARY**

# **FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS**

**Area Name: Middleton (Greenway, Downtown)**

1. Development market potential	<b>HIGH</b>	MED	LOW	<ul style="list-style-type: none"> <li>○ Area west of Beltline is most market driven along corridor</li> <li>○ Opportunity sites include Fish, Quarry, Coop, Concrete plant, and Greenway parking lot infill</li> <li>○ Greenway Center has been designed for future infill</li> <li>○ Downtown mostly redeveloped already</li> <li>○ Middleton Business Park fairly resistant to use change</li> <li>○ City government supportive</li> <li>○ Few neighbors west of Beltline to oppose intensification</li> </ul>
2. Transit-oriented land use mix and design potential	<b>HIGH</b>	MED	LOW	<ul style="list-style-type: none"> <li>○ For lands south of Hwy 14, TOD potential is high</li> <li>○ TOD-oriented developer</li> <li>○ North of 14 has lower TOD potential because of single use Business Park</li> <li>○ Significant employment</li> <li>○ Downtown &amp; Greenway Station are destinations</li> <li>○ 6-8 hotels nearby</li> </ul>
3. Rail's potential influence on development form	HIGH	<b>MED</b>	LOW	<ul style="list-style-type: none"> <li>○ Area has good transportation access today that will continue to drive market</li> <li>○ Intensity cannot be as great without rail</li> <li>○ Park and ride potential high</li> </ul>
4. Regional form & economic impact potential	HIGH	<b>MED</b>	LOW	<ul style="list-style-type: none"> <li>○ TOD potential high</li> <li>○ Downtown mainly redeveloped</li> <li>○ Greenway intensification already envisioned</li> <li>○ Critical UW &amp; cross Isthmus interaction opportunities especially if Airport connected</li> <li>○ Shuttle access to rail from employment district to south possible?</li> </ul>

# FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS

**Area Name: Southwest (West Towne, Mineral Point)**

1. Development market potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Infill and edge research park development will be ongoing</li> <li>○ Auto-oriented infill ongoing</li> <li>○ Recent reinvestment made to West Towne and Westgate</li> <li>○ Form-changing redevelopment potential of retail areas is low or distant as existing land uses are profitable</li> </ul>
2. Transit-oriented land use mix and design potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Auto orientation ingrained throughout area</li> <li>○ Lots of jobs but fairly spread out and at non-rush hours</li> <li>○ Fragmented ownership along Odana and Mineral Point</li> <li>○ Service area cut off by roads</li> <li>○ Landowners in West Towne/Odana may not support TOD</li> <li>○ Redevelopment of West Towne appears a ways away</li> <li>○ Highest potential in Westgate/Vitense area and in Pioneer Neighborhood</li> <li>○ Most areas removed from neighborhood opposition</li> </ul>
3. Rail's potential influence on development form	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Served by 3 interchanges</li> <li>○ Auto orientation and land use separation ingrained in and near West Towne</li> <li>○ Pioneer TOD enhanced</li> <li>○ Possible park &amp; ride would be best outside Beltline</li> <li>○ Potential link with west bus transfer point</li> </ul>
4. Regional form & economic impact potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Rail unlikely to have major impact on development form, except to provide another option to car/congestion</li> <li>○ Cross-isthmus travel possible</li> <li>○ Frequent shuttles from rail?</li> </ul>

# **FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS**

**Area Name: Hill Farms (University Ave, Spring Harbor)**

1. Development market potential	<b>HIGH</b>	MED	LOW	<ul style="list-style-type: none"> <li>○ Lots of momentum</li> <li>○ Hilldale redevelopment &amp; condos are happening</li> <li>○ DOT site infill potential high</li> <li>○ Erdman site redevelopment?</li> <li>○ Important not to miss out on transit-oriented opportunities in near future</li> </ul>
2. Transit-oriented land use mix and design potential	<b>HIGH</b>	MED	LOW	<ul style="list-style-type: none"> <li>○ TODs will drive transit use</li> <li>○ High housing densities and walkable area, but rail on “other” side of University</li> <li>○ Transit-dependent population near redevelopment sites</li> <li>○ Neighborhood plans support transit</li> <li>○ Property owners generally supportive of TOD</li> </ul>
3. Rail’s potential influence on development form	HIGH	<b>MED</b>	LOW	<ul style="list-style-type: none"> <li>○ Good road access today, but will decline with congestion on University Avenue</li> <li>○ Auto congestion may ultimately limit market potential if transit not enhanced</li> <li>○ Area already well-served by bus transit</li> </ul>
4. Regional form & economic impact potential	HIGH	<b>MED</b>	LOW	<ul style="list-style-type: none"> <li>○ Infill housing and office market potential in TOD form can limit spread outward</li> <li>○ Midvale and Whitney are important southerly auto/bus feeders from Beltline</li> <li>○ Frequent shuttle service to West Towne and UWRP areas from Whitney Way station?</li> </ul>

# **FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS**

**Area Name: University (Hospitals, Camp Randall, Kohl)**

1. Development market potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Build-out of Campus Master Plan ongoing, including intensification of UW Hospital area</li> <li>○ Redevelopment potential along Old University in smaller projects</li> <li>○ Meriter redevelopment and Park Street UW projects nearly complete</li> <li>○ Many projects will be public or non-profit</li> <li>○ Pending Regent Street redevelopment plan projects?</li> <li>○ Federal lands near Highland redeveloped in future?</li> </ul>
2. Transit-oriented land use mix and design potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Movement towards mixed use in UW projects, but still large institutionally-focused areas</li> <li>○ UW shows strong support of transit solutions</li> <li>○ Students, hospital employees, spectators make for destination stations</li> <li>○ West High is also close</li> </ul>
3. Rail's potential influence on development form	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Future UW projects depend on new parking solutions and transit</li> <li>○ Density increases occurring without rail</li> </ul>
4. Regional form & economic impact potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Ability to reduce surface parking in a major way</li> <li>○ Maintain vibrancy of campus &amp; downtown</li> </ul>

# **FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS**

**Area Name: Capitol (South Square, Monona Terrace)**

1. Development market potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Few big redevelopment opportunities left in South Square area (parking lots, ramps, older scattered sites)</li> <li>○ Essen Haus block redevelopment</li> <li>○ Residents and land owners “understand the language”</li> <li>○ Some opposition in Capitol neighborhoods may limit density potential</li> </ul>
2. Transit-oriented land use mix and design potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Nearly all projects are and will be high density and mixed use</li> <li>○ Parking very limited and expensive</li> <li>○ Density of jobs and &amp; visitor destinations high</li> <li>○ Primary bus-rail transfer destination</li> </ul>
3. Rail’s potential influence on development form	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Development form already transit-oriented and will be regardless of whether rail provided</li> <li>○ Street-running rail along outer square may facilitate business interaction and visitor use through greater visibility and perceived safety</li> </ul>
4. Regional form & economic impact potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Rail will help maintain downtown viability and lower impact of fewer parking stalls on business location decisions</li> <li>○ Should provide quick and frequent link to Alliant Energy Center &amp; Airport</li> </ul>

# FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS

Area Name: East Isthmus (MG&E to Union Corners)

1. Development market potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Large amounts low density auto-oriented and older industrial sites—combined with superior location—create opportunities for much higher densities</li> <li>○ East Washington and Willy Street development projects</li> <li>○ Neighborhood/corridor plans completed and residents generally “understand language”</li> </ul>
2. Transit-oriented land use mix and design potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ City and area residents demand mixed use</li> <li>○ City TIFs established</li> <li>○ Property owner interest in TOD is high</li> <li>○ Scale/density potential should be similar to Square</li> <li>○ Destination zone for edge area park and rides</li> </ul>
3. Rail’s potential influence on development form	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Lack of parking and traffic congestion are major limiting factors for redevelopment</li> <li>○ Area will not realize full potential without transit</li> <li>○ Rail can give competitive advantage to businesses locating in this area</li> <li>○ Rail has high amenity value for urban neighborhoods</li> <li>○ People have made housing decisions based in part on potential of rail transit</li> </ul>
4. Regional form & economic impact potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Central city job growth</li> <li>○ Full regional employment center potential realized with high-capacity transit</li> <li>○ Workforce mobility for area linked strongly to transit</li> <li>○ Increases mobility and opportunities for low- and moderate-income people</li> </ul>

## FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS

Area Name: Airport (Aberg Avenue, Oscar Meyer)

1. Development market potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Development opportunities near Airport in longer term, but somewhat dependent on better interstate access</li> <li>○ Airport operation limits housing potential, which may otherwise be strong market</li> <li>○ Soft non-residential market, particularly given middling auto access to area</li> </ul>
2. Transit-oriented land use mix and design potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Many (re)development areas won't have broad mix of uses or high density given housing limits near Airport and service area functions</li> <li>○ Rail doesn't reach Sherman Avenue opportunity sites</li> <li>○ Local plans don't anticipate rail transit as much as in other areas</li> <li>○ Route intersects with north bus transfer station</li> <li>○ Frequent shuttles to MATC?</li> </ul>
3. Rail's potential influence on development form	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Not the most promising TOD zone compared to other areas</li> <li>○ Not similar pressures for higher densities to others</li> </ul>
4. Regional form & economic impact potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Logic of airport route tied to mode transfer, impact would be even greater if better interstate access secured &amp; high-speed rail initiated</li> <li>○ Route contributes to regional workforce mobility &amp; image</li> <li>○ Enhances Madison as conference destination</li> <li>○ Airport could maintain functionality &amp; convenience without having to add more distant parking options</li> </ul>

# **FUTURE DEVELOPMENT OPPORTUNITIES ANALYSIS**

Area Name: East Towne (East of Union Corners)

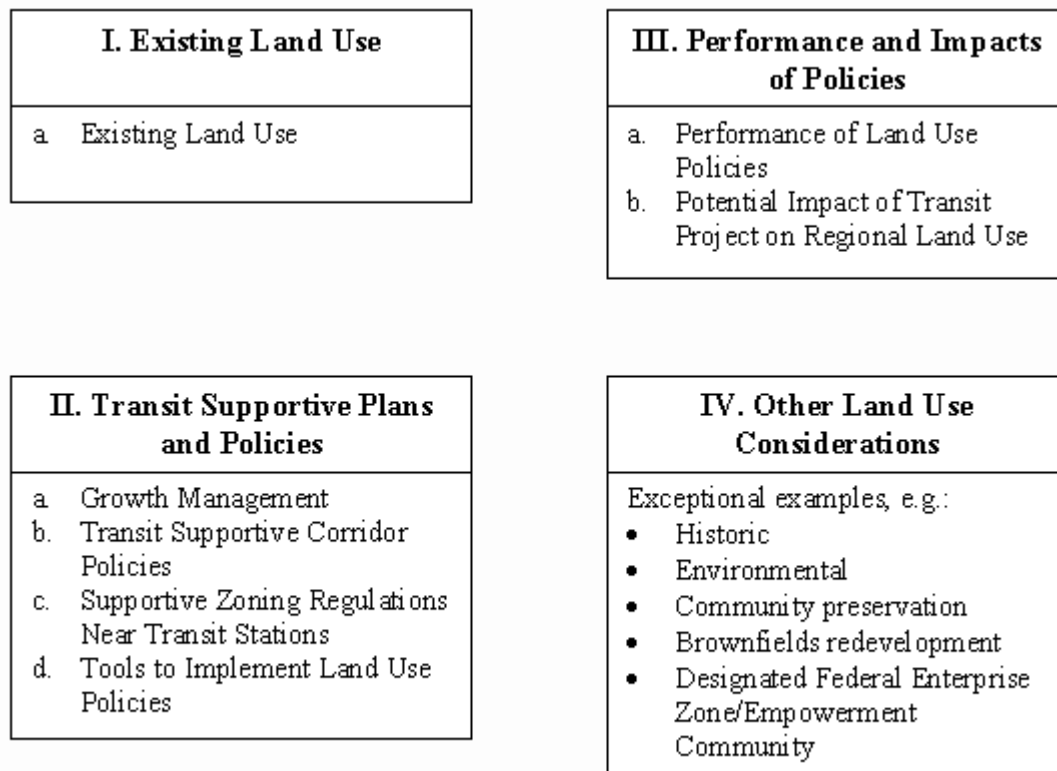
1. Development market potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ East Towne has strong retail and office market driven by superior regional access</li> <li>○ Some of the last remaining vacant lands are along rail but distant from I-90 and 151</li> <li>○ Form-changing redevelopment is distant as existing land uses profitable</li> </ul>
2. Transit-oriented land use mix and design potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Low density form is established and profitable</li> <li>○ Auto orientation ingrained</li> <li>○ Lots of jobs but fairly spread out and at non-rush hours</li> <li>○ Recent investments in East Towne and newer large scale retail may significantly delay redevelopment of those sites</li> <li>○ Landowners in East Towne area may not support TOD</li> <li>○ Vacant lands along rail could be developed, but topography and undevelopable lands result in small or low density station service areas</li> </ul>
3. Rail's potential influence on development form	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Area already served by 2 interchanges and I-39</li> <li>○ Rail can influence form at undeveloped station areas, but there are a lot of undevelopable low lands</li> <li>○ Park and ride potential is OK</li> </ul>
4. Regional form & economic impact potential	HIGH	MED	LOW	<ul style="list-style-type: none"> <li>○ Provides for regional workforce mobility to downtown and East Isthmus</li> <li>○ Land use impacts confined to undeveloped station areas</li> <li>○ Cross-isthmus and park and ride travel potential</li> <li>○ Spoke of Sun Prairie line?</li> <li>○ Shuttle access from Amer. Center/High Crossing?</li> </ul>

## APPENDIX E – SUMMARY OF NEW STARTS CRITERIA

The following excerpt is taken from FTA guidelines:

“Candidate New Starts project sponsors submit to FTA at the time of the PE or final design request information that describes the potential for existing and future local and regional land use to support the proposed capital transit investment. FTA staff, with assistance from designated contractors, reviews specifically requested information, supporting documentation, and quantitative land use data prepared by local agencies to assess the existing land use, transit supportive land use plans and policies, and performance and impacts of policies associated with proposed New Starts projects.”

The figure below presents the categories and factors FTA uses to evaluate supporting land use for New Starts projects:



Source: Access online 8/15/06 at [http://www.fta.dot.gov/planning/newstarts/planning\\_environment\\_2603.html](http://www.fta.dot.gov/planning/newstarts/planning_environment_2603.html)