
6.0 Transit-Supportive Existing Land Use and Future Patterns

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This criterion addresses the existing and future land use in the Transport 2020 corridor. The Supplemental Land Use Information Template provided at the end of this section addresses each of the three primary rating categories for transit-supportive land use and all associated factors and subfactors. The Quantitative Land Use Information Template provides quantitative land use information for the metropolitan area, central business district (CBD), and corridor for the base year (2000) and forecast year (2030).

■ 6.1 Supporting Documentation

Key supporting documentation for this information is listed below. This supporting documentation has been provided directly to FTA’s assigned land use contractor for the Transport 2020 project.

	Document/Information	Date	Web Site
	Project Documents		
	Transport 2020 Transit Supportive Land Use Report	Feb. 2007	http://www.transport2020.net/
	Transport 2020 Real Estate Market Analysis Report	Nov. 2006	http://www.transport2020.net/
	Transport 2020 Summary of Land Use Workshops	May 2006	http://www.transport2020.net/
	City of Madison		
	Planning Department Web Site	2007	http://www.ci.madison.wi.us/planning/ http://www.ci.madison.wi.us/planning/plan.html
	Comprehensive Plan	2006	http://www.ci.madison.wi.us/planning/comp/plan.html
	Capitol Gateway Corridor Plan	2007	http://www.cityofmadison.com/planning/ndp/index.html
	Spring Harbor Plan	2006	http://www.cityofmadison.com/planning/ndp/index.html
	East Rail Corridor Plan	2004	http://www.cityofmadison.com/planning/unit_planning/mast

	Document/Information	Date	Web Site
			er_plans/e_rail_corridor/plan2.html
	Pedestrian Plan	1997	http://www.cityofmadison.com/trafficEngineering/programsPlanTransportation.cfm
	Zoning Ordinance	2007	http://www.municode.com/resources/gateway.asp?pid=50000&sid=49
	Parking (information)	2007	http://www.ci.madison.wi.us/parking/parking.html
	Facade Improvement Program (information)	2007	http://www.ci.madison.wi.us/planning/facade.html
	Tax Increment Districts (information)	2007	http://www.cityofmadison.com/planning/TIF.html
	Urban Design Guidelines for Downtown Madison		
	Ordinance re: Large Retail Developments		
	Park Street Corridor Urban Design Guidelines	2004	
	Participating in the Development Process: A Best Practices Guide for Developers, Neighborhoods & Policymakers	2005	http://www.ci.madison.wi.us/planning/
	Village of Shorewood Hills		
	Comprehensive Plan	2006 (draft)	http://www.shorewood-hills.org/comprehensive_plan/
	Zoning Ordinance	2007	http://www.shorewood-hills.org/ordinance ^{s/ordinances-1.htm}
	City of Middleton		
	Comprehensive Plan	2006	http://www.ci.middleton.wi.us/plans/plans.htm
	Zoning Ordinance	2007	http://www.ci.middleton.wi.us/ordinances/ordinances.htm
	Highway 12 Corridor Redevelopment Master Plan	2002	http://www.ci.middleton.wi.us/Projects/Hwy12/Hwy12_plans.htm
	Request for Proposals for Creation of a Neighborhood Plan for the Parmenter Street Corridor	July 2007	
	Photographs of Downtown Middleton Development	2004	
	Economic Development Programs (web site)		http://www.ci.middleton.wi.us/EconDev/EconDev.htm

	Document/Information	Date	Web Site
	University of Wisconsin		
	Campus Master Plan	2005	http://www.uc.wisc.edu/masterplan/about.html
	Parking information	2007	http://www2.fpm.wisc.edu/trans/Parking/index.htm
	Dane County		
	Comprehensive Plan	October 18, 2007	http://www.daneplan.org/
	BUILD Program information	2007	http://www.co.dane.wi.us/plandev/community/build/
	Transfer of Development Rights (proposed ordinance amendment)	December 20, 2007	
	Madison Metropolitan Planning Organization		
	County-MPO Boundary Map	2007	http://www.madisonareampo.org/Maplist.htm
	State of Wisconsin		
	Comprehensive Planning Law Factsheet		http://www.doa.state.wi.us/category.asp?linkcatid=743&linkid=128&locid=9
	Development Projects		
	Tribeca Village		http://www.twallproperties.com/index.asp?menuID=147&firstlevelmenuID=109
	Capitol West		http://www.capitol-west.com/modules/web/index.php/id/3
	Union Corners		http://www.unioncorners.com/Templates/union_corners_siteplan.htm
	Hilldale Mall		http://www.hilldale.com/redev/redevelopment.html
	University Square		http://www.news.wisc.edu/10515

Information Requested	Documentation Supporting Land Use Criterion
<p>1. EXISTING LAND USE a. Existing Land Use</p>	
<p>Existing corridor and station area development</p>	<p>Overview</p> <p>The proposed Madison Transport 2020 project includes 17 stations, 15 of which lie partially or fully within the boundaries of the City of Madison. Madison is the central city of a region characterized by distinct urban villages and cities and high quality farmlands and natural areas. Madison is Wisconsin’s second largest city, with a year 2000 population of 208,000, and is the state capital. The City’s geography is unique. Its downtown core, including the Capitol building, is situated on a narrow isthmus between Lake Mendota to the west and Lake Monona to the east. The City is also home to the main campus of the University of Wisconsin, approximately one mile west of the Capitol on the south shore of Lake Mendota. A combination of factors including the compact and linear form of downtown, the large student population, and progressive attitudes in the city regarding bicycling, walking, and environmental protection have created a significant market for travel by transit and other alternative modes.</p> <p>Less than three miles west of downtown Madison on the south shore of Lake Mendota is the Village of Shorewood Hills, which would be served by three proposed stations. A primarily residential community with a population of 1,700, Shorewood Hills is landlocked and is bordered on its west, south, and east sides by the City of Madison.</p> <p>The City of Middleton (population 17,000) is served by the two westernmost stations on the proposed rail line. A thriving and growing suburb, Middleton was originally founded in the mid-1800s as a railroad town on what is now the Wisconsin Southern right-of-way (the same right-of-way proposed for the Madison Transport 2020 project).</p> <p>Portions of two station areas at the east end of the corridor fall within the unincorporated territory of Dane County. Dane County encompasses 60 municipalities and has planning jurisdiction over unincorporated municipalities, including townships. The Census-defined Madison metropolitan statistical area is contiguous with Dane County while the Madison MPO transportation planning area is a subset of the County. The attached map of Dane County shows the county, MPO, urbanized area, and incorporated area boundaries.</p> <p>Population and Employment</p> <p>The Madison metropolitan area includes an estimated total population of 427,000 and 278,000 jobs, with growth rates of 35 to 36 percent projected by 2030. Total population and employment in the study corridor are estimated at 161,500 and 165,300, respectively, and are forecast to grow by 17 to 24 percent by the year 2030. The Madison central business district (CBD) has an estimated total employment of 30,500, concentrated in a compact area of less than a square mile on the isthmus between Lakes Mendota and Monona. Furthermore, the CBD does not include the University of Wisconsin campus, which is located approximately one mile west of the downtown along the proposed rail corridor.</p> <p>Total population served within a ½ mile radius of all station areas is estimated to be 59,100, while total employment served is estimated to be 84,500. Overall population and employment densities are moderate, averaging 5,700 persons per square mile and 8,100 jobs per square mile, respectively, across all station areas. Population densities are highest in the area between the UW campus and the CBD, with three stations exceeding 8,000 residents per square mile. Station area population and employment are forecast to grow by 16 and six percent, respectively, by 2030.</p>

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	<p>High Trip Generators</p> <p>In addition to serving a variety of neighborhoods and employment centers in Madison and surrounding communities, the Madison Transport 2020 project would serve a number of high trip generators. These include:</p> <ul style="list-style-type: none"> • The State Capitol is served by the Monona Terrace and Hancock Street stations. In addition to the Capitol building, these station areas include several institutional and cultural buildings like the City Library, the City Senior Center, the Convention Center and several museums. The State, County and City offices are also located here along with a variety of other private offices. • The Frank Lloyd Wright-inspired Monona Terrace Community and Convention Center (Monona Terrace station area) is a 250,000 square foot, five-level facility on Lake Monona that attracts nearly 400,000 visitors annually. The Center is open to the public during daytime hours and includes a rooftop terrace and garden. • The University of Wisconsin (UW) is served by three proposed stations – UW/VA Hospitals, Union South, and Park St./Kohl Center. The university has a total enrollment of over 41,000 undergraduates and graduates, along with just over 2,000 faculty members. • Camp Randall Stadium is located on the south side of the UW campus and accessible to the Union South station. Home to UW’s football team, the Wisconsin Badgers, the stadiums has a capacity of over 80,000 and is typically sold out. • The Veterans Administration (VA) hospital is served by the UW/VA Hospitals Station. The VA hospital employs just over 1,000 people and serves over 34,000 veterans annually. • The Hill Farms station area includes Hilldale Mall, a major regional shopping mall; Federal government offices; and several State offices including the Department of Transportation and the Crime Lab.
<p>Existing corridor and station area development character</p>	<p>A description of each station area is provided below by corridor subarea, based on the subareas defined in the <i>Transit Supportive Land Use Report</i> conducted for the Madison Transport 2020 project.</p> <p>Starting from the west, the first two stations - the Highway 12/14 Park and Ride Station and Downtown Middleton – serve the City of Middleton, a fast growing suburb of Madison. The two station areas offer varying intensities and types of development.</p> <ul style="list-style-type: none"> • 12/14 Park and Ride - A park-and-ride station is being proposed at the west end of Middleton near Highway 12 (West Beltline Highway) and Highway 14. This station location is auto-oriented, containing mostly highway oriented commercial, office parks and hotels. A significant part of the station area has environmental constraints and is preserved as a conservation area. There is limited residential development in the station area west of the highway. Several apartment complexes are located southwest of the station area near Greenway Station, a commercial center containing over 350,000 square feet of retail space occupied by national and local retailers and restaurants. While the prevalent development pattern in the station area is not supportive of walk-access, it is suitable for a large park-and ride facility serving the surrounding suburban areas. • Downtown Middleton - This station is being proposed near Parmenter Street in the CBD of Middleton which contains a range of commercial and employment uses in a traditional, pedestrian friendly, downtown environment. Most of the downtown development is in low-rise (2-3 stories) and single story buildings. The CBD is surrounded by residential neighborhoods including mainly single-family homes

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	<p>and two low-rise multi-family residential developments. The core CBD area in downtown Middleton has a moderately dense and interconnected street network with many pedestrian amenities. To the south of the downtown, most residential areas have sidewalks but are laid out on a curvilinear street pattern with cul-de-sacs resulting in limited connectivity.</p> <p>The Hill Farms subarea, located just west of the University of Wisconsin, is an active, urban corridor. Centered on University Avenue, a major east-west thoroughfare in Madison, it is experiencing significant intensification through new infill development and redevelopment of older, obsolete buildings. Three stations are proposed within this corridor: Hill Farms/Whitney Way, Midvale Boulevard and Shorewood Boulevard.</p> <ul style="list-style-type: none"> • Hill Farms/Whitney Way – The Hill Farms Station is proposed near the intersection of Whitney Way and Old Middleton Road, just south of University Avenue. This station area contains a mix of residential (both single-family and multi-family neighborhoods), commercial and office development. Commercial and office uses are concentrated along University Avenue in neighborhood-scale centers. A park-and-ride lot is proposed at this station location. • Midvale Blvd. – Proposed near the railroad intersection with Midvale Boulevard, the south side of this station is located in Madison and the north side in the Village of Shorewood Hills. Towards the north, most of the station area within Shorewood Hills consists of higher-end single-family homes. South of University Avenue, more modest single family homes are present east of Midvale Boulevard. There are several large multi-family developments near the Hilldale Mall and towards the west end where the station area overlaps with the Hill Farms station area. Commercial and employment uses are present along the University Avenue frontage. The Hilldale Mall, along with the retail development across University Avenue, is a strong retail node. This station area is also a strong employment center. Federal government offices and several state offices including the Department of Transportation and the Crime Lab are located here. • Shorewood Blvd. – The Shorewood Boulevard Station is proposed near the intersection of Shorewood Boulevard and the railroad. Like the Midvale Boulevard station, this station area lies in both Madison and Shorewood Hills. Besides commercial development along University Avenue, this station area is mostly residential. <p>In general, the low-density areas in this subarea are mostly located in the Village of Shorewood Hills. The highest density areas are in the multi-family developments in the Hill Farms/Whitney Way station area. Moderate population densities are present north of University Avenue in the Hill Farms/Whitney station area and south of University Avenue in the other station areas reflecting the smaller lot sizes of these older, modest neighborhoods and the presence of multi-family dwellings including duplexes and four-unit structures. The station areas lack an interconnected street network and continuous sidewalks and therefore have limited pedestrian access. The street network within the residential neighborhoods in Madison is moderately dense and well connected. The residential area in Shorewood Hills, however, has long curvilinear blocks with some dead-end streets and few access points to the neighborhoods south of the railroad, limiting connectivity. The station areas include several large multi-family and commercial developments that occupy large parcels. These developments break the street grid disrupting connectivity within the corridor. Several of the older, established residential neighborhoods have sidewalks and present a quiet, pedestrian friendly street environment. University Avenue is a wide busy thoroughfare lacking in pedestrian friendly features.</p>

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	<p>The University subarea serves the University of Wisconsin Campus and Madison’s near west side neighborhoods. This subarea is experiencing significant intensification as the University is expanding to meet its future space needs within the existing boundaries, through infill development and higher density redevelopment of older, obsolete structures. Three stations are proposed within this subarea: UW/VA Hospitals, Union South, and Park Street/Kohl Center.</p> <ul style="list-style-type: none"> • UW/VA Hospitals – This station is proposed near the University of Wisconsin and Veterans Administration hospitals. A significant part of the station area north of University Avenue is occupied by the hospitals and the University campus. West of the hospitals, most of the station area consists of single-family residences within the Village of Shorewood Hills. A medical offices complex known as Doctors’ Park is located along University Avenue. The University Avenue frontage on the south side contains a variety of commercial uses and multi-family apartments occupied mostly by students. Further south, the station area is mostly residential containing established single-family neighborhoods. West High School is also located within the station area. • Union South – The Union South Station is proposed near the South Randall Road intersection proximate to Camp Randall Stadium and Union South, the student union building for the west campus area. Most of this station area is within the University campus and houses a range of University functions. • Park St./Kohl Center – The Park Street/Kohl Center Station is proposed near the southwestern edge of the University Campus on the south side of the sporting arena on Park Street. A significant part of the station area is within the University campus; the remaining area is mostly residential. The northern part of the station area is mostly student housing containing a mix of older two-flats to newly constructed high-rise apartments and condominiums. South of Kohl Center, the station area consists of modest 2-3 unit dwellings. <p>Although there are some low-density population areas, most of the subarea has moderate to high population densities. The highest population densities are found in the areas with the greatest concentration of student housing, University residence halls, and as private apartments in residential neighborhoods. The subarea has an overall dense and well connected street network. Some large uses including Camp Randall and the Kohl Center, which occupy large parcels of land, break the street grid disrupting connectivity. University Avenue, because of its high speed and high volume of traffic, is difficult to cross for vehicles and pedestrians and therefore acts as a barrier between the north and south ends of the station areas. Most of the University subarea, especially the campus, presents a very pedestrian-oriented walkable environment characterized by a dense street network with continuous sidewalks. Within the campus, the streetscape is very pedestrian-oriented with wide sidewalks and well defined crosswalks, use of special pavers to enhance safety and aesthetics, landscaping including shade trees, and pedestrian orientation of buildings. Several of the older, established residential neighborhoods have sidewalks and present a pedestrian friendly street environment.</p> <p>The Capitol subarea runs through downtown Madison providing access to the State Capitol and the CBD. Downtown Madison is a thriving civic, business and residential center supporting high development intensity in a highly pedestrian friendly environment. Its location on the isthmus between Lake Monona and Lake Mendota creates scenic waterfront views throughout the corridor. Downtown Madison has experienced significant redevelopment and intensification over the past several years. This trend is expected to continue, albeit at a slower pace, further increasing the transit supportive character of the area. Three stations are proposed in this corridor – Monona Terrace, Hancock and Paterson.</p>

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	<ul style="list-style-type: none"> • Monona Terrace – The Monona Terrace Station, as the name suggests, is proposed near the Monona Terrace Community and Convention Center. Besides the State Capitol, the station area includes several institutional and cultural buildings like the City Library, the City Senior Center, the Convention Center and several museums. The State, County and City offices are also located here along with a variety of other private offices. Retail and service businesses in the area include restaurants, banks, and convenience stores. Residential uses are mainly high density, including apartments as well as condominium buildings. Single-family neighborhoods are located at the peripheries of the station areas. • Hancock St. – The Hancock Street Station is proposed further east near Hancock and Wilson Streets. It overlaps with many of the same destinations as the Monona Terrace Station. • Paterson St. – The Paterson Street Station, proposed in the near east side near the Paterson Street and the railroad intersection, has a strong residential base. Both single-family and multi-family homes are present in older, walkable neighborhoods near the station. Some neighborhood scale retail is present along East Washington Avenue and further north near the Johnson and Paterson Street intersection. Older industrial uses occupy large blocks between Washington Avenue and Williamson Street. Some of these sites are currently vacant or underutilized creating redevelopment opportunities. <p>For the most part, except the Paterson Street Station which includes low density industrial uses and the area around the Capitol Square, the Capitol subarea has high population densities. The subarea has a dense, interconnected street network with sidewalks, characterized by walkable block lengths especially in the Capitol Square area. The large industrial parcels east of Blair Street and south of East Main Street break the street grid in the Paterson Street station area, reducing connectivity. Roadway intersections are mostly pedestrian-friendly, even on major thoroughfares. Wide sidewalks often with special paving patterns, continuous streetwall created by closely spaced buildings with pedestrian-oriented façade treatments, streetscape improvements like street trees, coordinated wayfinding and signage, and public art all contribute to a high-quality pedestrian environment. The residential neighborhoods along the lakefront have quiet, narrow, tree-lined streets also providing a very comfortable pedestrian environment.</p> <p>The East Isthmus Opportunity subarea serves as the eastern gateway into downtown Madison. The City’s recently adopted comprehensive plan as well as neighborhood plans focus on East Isthmus as a high priority redevelopment area. The plans encourage redevelopment of former industrial uses into higher density employment uses and higher density mixed-uses as infill development that will strengthen the transit-oriented character of the area. Three stations are proposed within this corridor: Baldwin, Schenk-Atwood, and Union Corners.</p> <ul style="list-style-type: none"> • Baldwin St. – The Baldwin Street Station, proposed near Baldwin Street, has a strong residential base. A large part of the half-mile area around the station consists of older, walkable residential neighborhoods containing both modest and larger homes. Several multi-family residences are also present. Some neighborhood-scale retail is present along Williamson Street south of the station and along Washington Avenue. Older industrial uses occupy large blocks between Washington Avenue and Wilson Street. Some of these sites are currently vacant or underutilized creating redevelopment opportunities. The Yahara River runs along the eastern edge of the station area. The Baldwin Street station area has a dense street network within existing residential neighborhoods, with sidewalks on both sides of the street. However, the large industrial parcels south of East Washington Street break the street grid limiting cross connections across the isthmus.

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	<ul style="list-style-type: none"> • Schenk-Atwood – Schenk-Atwood is a vibrant, older near east-side neighborhood. The station is proposed in the heart of the neighborhood, near 2nd and Winnebago Streets. This station area has a strong mix of residential, commercial and employment uses. The immediate station area south of the railroad has a neighborhood-scale business district including local restaurants, convenience stores, banks, professional offices, and a theater. Residential uses are present throughout the station area as upper story apartments in mixed-use buildings in the business district and in residential neighborhoods surrounding the commercial core. In fact, some 200 new residential units, constructed as part of mixed-use developments, have been constructed in this rapidly growing district over the past five years. The Schenk-Atwood area has a consistently a dense interconnected street network with complete sidewalks. Several of the older traditional neighborhoods, with their closely spaced buildings, mix of uses, variety of architecture, relatively narrow streets, and shade trees, have a high-quality pedestrian environment. • Union Corners – The Union Corners Station is proposed at the south end of the former battery factory site, which is being replaced by a mixed-use development adding 350 residential units, the largest redevelopment project in the City of Madison. The station area also has older, moderate income residential neighborhoods containing single family homes, several 2-8 unit buildings, and some multi-family residences. In addition to the development already mentioned in the Schenk-Atwood station area (which overlaps with the Union Corners station area), commercial uses are present along East Washington Avenue west of 6th Street. East High School and Emerson Elementary School are located within the station area, on Washington Street and Johnson Avenue respectively. The Union Corners station area also has a well established and connected street network in the residential areas with complete sidewalks. East Washington through the station area is a high speed, high volume roadway making it difficult for both pedestrians and vehicles to cross. <p>The East Towne subarea extends beyond Interstate 90/94 to the eastern edge of Madison, near the City of Sun Prairie, a fast-growing suburban community. Three stations are proposed within this corridor: Fair Oaks, Lien Road and Reiner Road.</p> <ul style="list-style-type: none"> • Fair Oaks – This station is proposed near the intersection of the railroad and Fair Oaks Avenue, between Milwaukee Street and Commercial Avenue. Besides walk-access, a park-and-ride facility is also proposed at the Fair Oaks Station. Most of the station area west of Fair Oaks and north of the railroad is residential consisting mainly of older, modest single-family neighborhoods. These are laid out on a grid pattern with a well connected and fairly dense street network, although sidewalks are lacking. Some commercial and office uses are located at the intersection of East Washington Avenue (US Highway 151) and Commercial Avenue (State Highway 30). The East Transfer Station, which serves as a major hub for Metro bus routes, is located at the eastern edge of the station area on Milwaukee Street. Starkweather Creek runs south of the railroad and a significant part of this area east of Fair Oaks is covered by wetlands presenting environmental constraints for development. Currently, most of this area is owned by one family and is under agricultural use, although significant redevelopment is planned for the area. • Lien Rd. – The Lien Road Station is proposed south of the East Towne shopping mall near the Lien Road intersection. Commercial uses dominate this station area. Besides the East Towne Mall, several big box retailers are located here. This area is suburban and auto-oriented in character. South of Lien Road, the station area is mostly residential and includes newer single-family residences and apartment buildings. A significant part of the station area in the immediate vicinity of the

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	<p>station remains undeveloped. This area has environmental constraints for development associated with the Starkweather Creek. The Lien Road station area has poor street connectivity, although most of the local residential streets and several collector roadways serving the commercial areas have sidewalks.</p> <ul style="list-style-type: none"> • Reiner Rd./West Sun Prairie – This station is proposed near the Reiner Road intersection north of Nelson Road. A large park-and-ride facility is proposed at this location to serve the suburban residential areas in Madison’s far east side and the City of Sun Prairie. An asphalt plant and a landfill facility are located on Nelson Road just east of Reiner Road. Besides these industrial uses, most of the station area is currently undeveloped. The few roadways in the area generally lack sidewalks.
Existing station area pedestrian facilities, including access for persons with disabilities	<p>A description of pedestrian facilities by station area is included in the above description of station area land use character, and a more detailed description is included in the <i>Transit Supportive Land Use Report</i>. Overall, the availability of pedestrian facilities varies throughout the corridor. Many of the station areas, including those in downtown Madison, Madison’s near east side neighborhoods, the UW campus and surrounding neighborhoods, and downtown Middleton have a complete pedestrian network including sidewalks and signalized and unsignalized pedestrian crossings. In other station areas, including those on Madison’s far east side, the Hill Farms area, and the US 12/14 park-and-ride, sidewalks are present on some but not all residential and commercial streets, and pedestrian crossings are not always readily available.</p> <p>The City has a sidewalk maintenance and improvement program. The program’s goal is to cycle through the City’s entire sidewalk inventory every 10 years to fix trip hazards, install ramps at curbs, and conduct other maintenance and upgrades as necessary. The first 10-year cycle of this program will be completed at the end of 2007. As a result of this program, nearly all intersections are now ramped (although the program does not include major street reconstruction that would be necessary to make sidewalks accessible in a few locations with rough terrain). The City has also been installing accessible sidewalks in older areas of the city that were not originally constructed with sidewalks.</p>
Existing corridor and station area parking supply	<p>The City of Madison provides about 5,000 downtown parking spaces in six ramps, seven lots, and 1,300 on-street spaces. Rates are \$1.25 an hour for on-street spaces and range between \$0.50 and \$1.10 an hour in ramps and lots. Dane County also maintains a 1,000-space downtown ramp at a rate of \$0.85/hour. The downtown is also served by private structures and lots. An inventory of private spaces has not been conducted.</p> <p>At the UW campus, monthly parking permits for faculty and staff range from \$65 to \$95 and annual permits range from \$455 to \$1045. Meters are \$1/hour. Parking is limited and students are discouraged from bringing cars to campus. The University runs a variety of travel demand management (TDM) programs to encourage members of the campus community to use alternative modes of transportation.</p> <p>Parking in other central Madison neighborhoods as well as Downtown Middleton is typically provided on-street or in small off-street lots. There are some larger lots on the UW campus, VA hospital, the Hill Farms area, and serving developments near the U.S. 12/14 Park and Ride Station in Middleton.</p>
<p>2. TRANSIT SUPPORTIVE PLANS AND POLICIES</p> <p>a. Growth Management</p>	
Concentration of development around established activity centers and regional	<p>In 2000, the Wisconsin State Legislature passed the most complete comprehensive planning legislation in Wisconsin’s history. Often referred to as “Smart Growth,” the law requires all Wisconsin communities that exercise land use authority to adopt a comprehensive plan by ordinance by 2010, and for land use decisions to be consistent with the adopted plan. The law requires that plans address at least nine specified</p>

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transit	<p>elements and requires that plans be developed through a participatory public process. The Department of Administration administers a grant program to assist communities in the development of comprehensive plans. The program emphasizes multi-jurisdictional projects that foster intergovernmental cooperation.</p> <p>Dane County has been proactive in preparing and adopting regional plans and policies that support growth management within the County. The <i>Dane County Land Use and Transportation Plan</i> was adopted in 1997 to guide development, preservation and transportation decisions in the County through the year 2020. This plan, prepared in cooperation with the former Dane County Regional Planning Commission (now temporarily a part of the Dane County Department of Planning and Development), the City of Madison, and the Wisconsin Department of Transportation, includes a strong commitment towards growth management. The plan includes eleven goals, four of which directly relate to growth management issues:</p> <ul style="list-style-type: none"> • Promote compact urban development, redevelopment, and infill; • Concentrate employment and activity centers along public transit corridors; • Maintain downtown Madison as the region’s major activity center; and • Protect agricultural lands, in part by limiting non-farm development in agricultural areas. <p>To realize the goals set forth in the plan, one of the primary recommendations is to accommodate most of the forecasted population and employment growth within the urban areas of the County. The plan includes a Regional Development Plan Map as a basic framework for directing growth within the region. The framework is made up of three main elements:</p> <ul style="list-style-type: none"> • Urban Service Areas - These are areas in and around existing communities where public services exist or can be easily extended. Most future development, over a period of 20-25 years, is recommended to be located within these areas. Within urban areas, the highest development densities are proposed near transit nodes. The plan provides urban service area boundaries for near-term growth (up to 10 years) and recommends reviewing and adjusting the boundaries in the future to accommodate future growth. • Rural Areas – These are areas outside the urban service areas intended to remain predominantly rural in character. The plan recommends limited or no development in the rural areas, which could include farmland preservation areas as well as non-farmland areas. • Open Space Corridors - These are environmentally sensitive corridors within urban and rural areas that should be protected from development. <p>The plan encourages local governments to incorporate the regional development framework in their planning efforts. It also recommends preparing neighborhood plans for transitional areas at the urban-rural fringe and other areas experiencing growth pressures even though they might not be adequately serviced for development. These plans would help the local governments in managing growth pressures and redirecting development towards areas considered more desirable by the community.</p> <p>The Dane County Board of Supervisors adopted the Dane County Comprehensive Plan on October 18, 2007, which builds upon the previous planning efforts in the County and provides a vision and framework for future development. The plan was developed in concert with 14 communities with the assistance of a grant from the Wisconsin Comprehensive Grant Program.</p> <p>Local plans are increasingly supporting the concept of transit-oriented development (TOD) and identifying areas appropriate for such development. For example, the City</p>

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	<p>of Madison’s 2006 comprehensive plan identifies most of the proposed Transport 2020 station areas as appropriate sites for TOD. This plan also reaffirms and strengthens initiatives already underway by the City to focus new growth in infill and redevelopment areas and to significantly increase the density of development in these areas. Similarly, new comprehensive plans for both Middleton and Shorewood Hills both promote the concepts of compact, mixed-use development in areas served by transit, and the draft Shorewood Hills plan identifies two specific areas in proposed transit station areas that would be appropriate for redevelopment at transit-supportive densities and with a mix of uses. These local comprehensive plans are described in more detail below, under “transit supportive corridor policies.”</p>
<p>Land conservation and management</p>	<p>The State of Wisconsin’s comprehensive planning legislation, as described above, supports land conservation and management by establishing standards for local comprehensive planning and providing incentives for collaborative planning among local jurisdictions. Communities in the Madison region have taken advantage of these incentives to plan for growth management and land preservation across jurisdictional boundaries. For example, in 2004, the City of Middleton signed an intergovernmental agreement with the neighboring Town of Springfield. This agreement included a plan identifying an urban growth area as well as areas for agricultural preservation and resource protection. Dane County and cities and townships west of Madison, including Middleton, also have worked cooperatively to proactively plan for the impacts of improvements to US Highway 12 between Middleton and Sauk City, and to conduct integrated transportation and land use planning for the North Mendota Parkway Corridor connecting USH 12 north of Middleton with Interstate 39/90/94 east of Waunakee.</p> <p>The <i>Dane County Comprehensive Plan</i> incorporates a number of long established county and regional plans built around key planning concepts. Farmland Preservation, Parks and Open Space, Urban Service Areas, and Environmental Corridors form the four foundational planning principles that have influenced land use patterns across Dane County for over 20 years. The <i>Farmland Preservation Plan</i>, adopted by the County Board in 1981, marked the beginning of the county's participation in the state of Wisconsin Farmland Preservation Program, which provides income tax credits to farm owners who keep their property in agricultural use. Several of the unincorporated towns within the County have adopted policies at the local level to implement the recommendations of the Farmland Preservation Plan including the inclusion of an exclusive agriculture zone in their code. Dane County has a long history of implementing the <i>Dane County Parks and Open Space Plan</i> on a voluntary basis, using the County Conservation Fund to purchase properties and conservation easements from willing sellers. First introduced in the 1973 Dane County Land Use Plan, Urban Service Areas represent those areas in and around existing communities most suitable to accommodate urban development.</p> <p>Consistent with the recommendations of the new Dane County comprehensive plan, the County developed a Transfer of Development Rights (TDR) program to support land conservation and concentration of development. The County’s TDR ordinance was adopted by the Dane County Board of Supervisors on December 20, 2007, and creates sending and receiving area overlay districts with standards for transfers. In addition to the adopted TDR ordinance, the 2007 Dane County comprehensive plan recommends developing additional land conservation tools such as Purchase of Agricultural Conservation Easements and Purchase of Development Rights.</p>
<p>2. TRANSIT SUPPORTIVE PLANS AND POLICIES (continued) b. Transit Supportive Corridor Policies</p>	
<p>Plans and policies to increase corridor and</p>	<p>As part of the DEIS and New Starts application phase of the Madison Transport 2020 planning process, the City of Madison undertook an early station area land use</p>

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station area development	<p>planning effort. The product of this effort was the <i>Transit Supportive Land Use Report</i> (February 2007). The report evaluates current land use conditions in station areas, existing plans and policies, and proposed or planned developments. The report includes an assessment of market conditions, documented as Appendix A to the <i>Transit Supportive Land Use Report</i>, which estimates the future residential, commercial and office development potential in each set of station areas over the next 15 years. The report examined stations for each of the various alternatives considered and ranked them based on the New Starts criteria, with the results used as input to the selection of the Locally Preferred Alternative (LPA). The report also makes recommendations appropriate to each station area regarding policy changes and other actions to increase densities and the mix of uses in station areas. The report was developed through meetings, workshops, and interviews with local planners, developers, property owners, and other local stakeholders and real estate market experts.</p> <p>Madison’s most recent <i>Comprehensive Plan</i> (adopted 2006) provides general direction for development in station areas within the City of Madison. The plan also included a more focused set of recommendations for the downtown area, to provide a starting point for future preparation of a downtown plan which is recommended to update the last downtown plan (adopted in 1989). The plan identifies “Potential Transit Oriented Development Areas” to be developed as compact, mixed-use areas with highest development densities in close proximity to transit stops. These areas include including most of the sites proposed to be served by the Madison Transport 2020 project. The plan was developed over four years with extensive opportunities for public input at each stage of plan development.</p> <p>The City of Madison also has a strong tradition of neighborhood-based planning. The City develops neighborhood plans on an ongoing basis, many of which apply to proposed station areas. These plans both respond to and inform the city-wide comprehensive plan. Plans relevant to proposed station areas include:</p> <ul style="list-style-type: none"> • University Avenue subarea – <i>Spring Harbor Neighborhood Plan</i> (2006). • University subarea – <i>Regent Neighborhood Plan</i> (underway). • Capitol subarea - <i>First Settlement Neighborhood Master Plan</i> (1995), <i>Bassett Neighborhood Master Plan</i> (1997), <i>East Rail Corridor Plan</i> (2004), <i>Tenney–Lapham Neighborhood Plan</i> (draft, September 2006), and <i>Tenney-Lapham Old Market Place Neighborhood Plan</i> (1995). • East Isthmus subarea - <i>East Rail Corridor Plan</i>, <i>Tenney–Lapham Neighborhood Plan</i>, <i>Tenney-Lapham Old Market Place Neighborhood Plan</i>, <i>Emerson East-Eken Park Neighborhoods</i> (1998), <i>Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan</i> (2000), and <i>Schenk-Atwood Neighborhood Business District Master Plan</i> (2000). • East Towne subarea - <i>Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Plan</i> (2001), <i>Ridgewood Neighborhood East Central Development Plan</i> (2002), <i>Nelson Neighborhood Master Plan</i> (2001). <p>Neighborhood plans adopted or in progress are shown in Maps 2-8 and 2-9 of the City’s comprehensive plan. Many of the recommendations of both the comprehensive plan and neighborhood plans are supportive of increasing development in proposed station areas. For example:</p> <ul style="list-style-type: none"> • The <i>Spring Harbor Neighborhood Plan</i> recommends redevelopment of the employment and the commercial area on both sides of Whitney Way north of the railroad into a high density transit-oriented employment district. • Madison’s comprehensive plan as well as the neighborhood plans call for the

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	<p>preservation of the historic, older neighborhoods in the Capitol area while promoting compatible, high density and high quality new development in the central downtown area and along major corridors. In the downtown area, the highest densities are proposed in the core downtown area near the State Capitol where residential densities are expected to exceed 60 dwelling units/net acre.</p> <ul style="list-style-type: none"> • In the City’s comprehensive plan as well as the neighborhood plans, specialized employment uses including office and research are proposed for the redeveloping industrial corridor south of East Washington Avenue in the Paterson Street station area. Higher density mixed uses are proposed to replace the aging commercial/industrial development along the East Washington Avenue frontage. The <i>East Rail Corridor Plan</i> makes specific recommendations for future land uses, including development and design standards for this area, and notes the potential for transit-oriented development as a significant asset of the area. • Community scale mixed-use development characterized by a minimum of two-story structures and residential densities not exceeding 60 dwelling units/acre is proposed for the Schenk Atwood business district, the Union Corners redevelopment and parts of East Washington. The older, established neighborhoods are expected to remain as low density residential areas with average densities of less than 15 dwelling units/acre. • A mixed-use environment is envisioned for the East Towne Mall and its surrounding parcels – as the vacant out-lots are developed and existing structures are remodeled over the years, efforts will be made to incorporate more residential and higher density development in a walkable environment. <p>The City of Middleton recently completed and adopted a new <i>Comprehensive Plan</i> (November 2006). The land use element of the plan provides general objectives that should be considered during future development/redevelopment efforts with the station areas. These objectives include:</p> <ul style="list-style-type: none"> • Discourage the development of low density development within a quarter mile of rail stations and bus-stops; • Promote the development of well-designed, compact, mixed-use neighborhoods which provide a range of services within walking distance, thereby lessening the need for automobile trips; • Locate housing for seniors and low-moderate income residents in areas with transit service to provide access to shopping, employment and other destinations without needing a personal automobile; and • Encourage infill and redevelopment of existing commercial areas where appropriate. <p>Middleton’s <i>Highway 12 Corridor Redevelopment Master Plan</i>, completed in 2002, sets forth a series of integrated land use, transportation and urban design recommendations that are responsive to the opportunities presented by both the new U.S. Highway 12 bypass to be constructed around the city (completed in 2005), as well as the opportunities along the old Highway 12 right-of-way (Parmenter Street extension). Parmenter Street between University Avenue and old Highway 12, which provides access to the downtown, is designated as a mixed-use corridor to be targeted for selective infill and rehabilitation based on traditional (urban village) precedents, at a pedestrian scale. The City undertook the reconstruction of the Parmenter Street extension (old Highway 12) in 2006 as an urban boulevard and in July 2007 issued an RFP for a neighborhood plan for the corridor. The scope of the study extends south to University Avenue (two blocks north of the proposed Downtown Middleton Station).</p> <p>The Village of Shorewood Hills released a draft <i>Comprehensive Plan</i> in 2006. The</p>

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	<p>plan applies to portions of the Hill Farms/Whitney Way, Midvale Blvd., Shorewood Blvd., and VA/UW Hospital station areas. While the Village is landlocked and largely built-out, the draft plan notes that two sites - one in the Doctors Park area at the east edge of the Village and the other near Garden Homes at the west edge of the Village – present rare opportunities for mixed-use, pedestrian-scale, Transit Oriented Developments. The plan shows “preferred scenarios” for each site that include a mix of uses and increased housing densities (25 to 45 units per acre).</p> <p>The University of Wisconsin’s 2005 <i>Campus Master Plan</i> is an ambitious program for adding a significant amount of new building space for a variety of uses over the next twenty years. Since the University is surrounded by Lake Mendota and built-out neighborhoods, all the expansion is proposed within the existing campus boundaries. The University’s plan is to “recreate itself in place” by renovating and replacing outdated existing buildings with modern, higher density structures and through infill development on under-utilized areas like surface parking lots and single-story structures. The University strongly supports future commuter rail and the proposed stations within/near the campus. Its transportation plan recognizes the importance of providing rapid commuter rail transit within the Madison region to reduce travel times and make transit an attractive option for commuters. Key elements of the plan include:</p> <ul style="list-style-type: none"> • Addition of seven million gross square feet to the current 18 million square feet over the next 20 years; • Redevelopment of the student union and parking structures; • Redevelopment in the east campus area; and • 33 major projects in construction or planning totaling more than \$1 billion. <p>The University is proposing significant redevelopment in the Union South station area including the replacement of the current Union building with a new Union facility, the Wisconsin Institute of Discovery for interdisciplinary biological research, and new academic buildings. Several new University buildings are also proposed south of Johnson and west of North Park Street in the area in between the Union South and the Kohl Center Stations.</p> <p>The 2007 Dane County comprehensive plan also supports coordination of transportation with land use. Selected transportation goals include: coordinating land use and transportation plans and decisions to ensure that transportation facilities are compatible with planned development, recognizing and promoting the economic benefit of transit-oriented development, and encouraging land use and location of development to support and serve increased transit use. Selected land use goals include: promoting the redevelopment of lands with existing infrastructure and public services, and encouraging land uses, densities and regulations that promote efficient development patterns.</p>
<p>Plans and policies to enhance transit-friendly character of corridor and station area development</p>	<p>The <i>Transit Supportive Land Use Report</i> (February 2007) makes recommendations appropriate to each station area regarding actions to improve the transit-supportive character of station area development.</p> <p>Madison’s 2006 <i>Comprehensive Plan</i> recommends establishing detailed design guidelines to ensure that new development and redevelopment within the City enhances its physical character and improves its pedestrian friendly and transit supportive character. For example, Objective 7, Policy 2 of the land use component states, “Adopt and implement land development regulations (i.e. zoning, land division, official map, urban design standards) that facilitate the creation of compact, mixed - use neighborhoods and districts.” The comprehensive plan as well as neighborhood plans contain a variety of specific recommendations to enhance the environment in proposed station areas. For example, the <i>East Rail Corridor Plan</i></p>

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	<p>specifies that “primary pedestrian streets...should be made as pedestrian-friendly as possible through measures such as widening the sidewalks and narrowing vehicle travel lanes, planting canopy street trees, and providing pedestrian-scale lighting, street furniture, appropriate-scale street art and other public amenities.” The plan encourages buildings with high floor area ratios (FARs) and lot coverages, multiple stories, and structured parking. The <i>East Washington Avenue BUILD Capitol Gateway Corridor Plan</i> (2007) provides a framework for addressing the significant land use and design issues for the area centered on East Washington Avenue from East Mifflin to East Main Streets between Blair and First Streets. The plan includes land use and urban design recommendations directed at promoting mixed-use, pedestrian-friendly development, including height, bulk, and design recommendations.</p> <p>The City of Madison adopted its <i>Pedestrian Transportation Plan</i> in 1997 as an element of the City’s existing master plan. The plan makes recommendations that will enhance the pedestrian environment and increase opportunities to choose walking as a viable mode of transportation. Among the high-priority recommendations of the plan are:</p> <ul style="list-style-type: none"> • Develop and adopt new comprehensive guidelines, ordinances and other measures that will foster pedestrian oriented planning, land use, zoning and development; and • Develop and adopt new site design guidelines, ordinances and other measures that will foster pedestrian oriented site design. <p>Madison has moved forward with these recommendations in a number of ways. The City’s Urban Design Commission Ordinance (Municipal Code Section 33.02) provides for an Urban Design Commission that reviews development proposals within designated Design Districts to ensure a high quality public realm. The ordinance includes general guidelines regarding public rights-of-way, off-street parking areas, signage, building facades, lighting, landscaping and utility service. University Avenue through the entire length of the Hill Farms subarea is included in Design District #6, while a part of the Capitol subarea along East Washington Avenue is included in Madison’s Design District #4. Design District #7, designated in 2006, includes Park Street south of Regent Street in the Kohl Center station area. The Downtown is also a designated design district, and the City has produced a booklet titled <i>Urban Design Guidelines for Downtown Madison</i> that includes a series of design review requirements and guidelines.</p> <p>The City of Madison also recently adopted an ordinance for large-format retail developments that seeks to ensure that such developments promote the efficient use of land and preserve and enhance the urban fabric through a more urban site and building design. The ordinance prohibits retail establishments greater than 100,000 square feet unless they are multi-story, mixed-use, and/or with structured parking; includes design, maximum setback, and entrance requirements for ground-floor facades abutting public streets and pedestrian rights-of-way; and includes requirements for sidewalks and internal pedestrian walkways, including connections to transit stops.</p> <p>The City of Middleton has also undertaken initiatives to improve pedestrian-friendliness and promote mixed-use development. Middleton’s 1997 <i>Downtown Redevelopment Plan</i> focused on the western end of the City’s central business district. The plan contained several important goals, including removal of blight, expansion of the tax and employment base, and creation of mixed-use, pedestrian-oriented development. Significant success have been achieved since that time in improving the character of the downtown (see “Downtown Middleton Photos” on the supporting documentation CD). Middleton’s comprehensive plan and the <i>Highway 12 Corridor Redevelopment Master Plan</i> call for continuing to create mixed-use, pedestrian scale development in the downtown as well as increasing the mix of uses and pedestrian</p>

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	<p>friendliness of developments in the Highway 12 corridor, as described above. In July 2007, the City issued a request for proposals (RFP) to develop a neighborhood plan for the Parmenter Street Corridor to address the most appropriate mix of land uses; density of development; transportation options and issues; and development and design standards. The City expects the neighborhood plan to be completed by October 1, 2007, so that recommendations may be considered in the budget process for implementation in 2008. The RFP explicitly emphasizes pedestrian improvements and development design improvements to meet the objectives of the City’s comprehensive plan.</p> <p>Middleton is also studying the possibilities for a Streetscape Enhancement Program to better promote the City. A draft 2005 report reviews strategies and outlines recommendations for making the downtown more pedestrian-friendly. The report addresses crosswalks, benches, other amenities, street trees, and planters. To date, the City has placed banners in the downtown, developed new branding and a logo, and is working on a wayfinding signage project.</p> <p>Shorewood Hills’ draft <i>Comprehensive Plan</i> recommends reducing setbacks in multi-family districts from 55 to 25 feet. The plan encourages developments along University Avenue to have some physical orientation towards the railroad right-of-way and to address pedestrian and bike movement.</p> <p>The UW <i>Campus Master Plan</i> identifies “Buildings and Design Guidelines” as one of six goals that help set the direction for the plan. The plan recommends developing comprehensive design guidelines as a part of the detailed campus planning process, to provide architectural coherence throughout the campus. It also suggests defining “neighborhoods of design” to ensure that new campus buildings fit into their neighborhood context which can vary across the campus. Buildings along the south side of Linden Drive, from Charter Street to Henry Mall, will be redeveloped to better meet program needs and create a more pedestrian-friendly environment along Linden Drive. The East Campus Mall will be a lively new urban pedestrian landscape connecting Regent Street to the south with Lake Mendota to the north.</p> <p>The 2007 Dane County comprehensive plan includes goals, objectives, and policies to improve pedestrian-friendly design, including: “Build community identity by revitalizing main streets and enforcing design standards;” and “Encourage neighborhood designs that support a range of transportation choices.” The plan recommends developing an integrated set of model community and neighborhood design principles and distributing these to town, village and city government, builders, realtors and developers (p. 102).</p>
<p>Plans to improve pedestrian facilities, including facilities for persons with disabilities</p>	<p>Madison general ordinances require that sidewalks be installed within all public right of ways and public walkway easements unless otherwise determined by the city, and that subdividers shall install public walkway or sidewalk within the right of way of existing streets on the perimeter of the subdivision [16.23(a)(d)(6)].</p> <p>The transportation component of Madison’s 2006 <i>Comprehensive Plan</i> includes a number of recommendations directed at improving pedestrian facilities. For example, Objective 2, Policy 4 states, “In new neighborhoods, plan and construct a pattern of streets, sidewalks, bicycle facilities and public transit facilities that maximizes the connectivity of land uses within the neighborhood and connectivity to areas outside the neighborhood.”</p> <p>The City’s neighborhood plans contain several recommendations for enhancing the pedestrian environment, including streetscape improvements throughout the station areas. For example, neighborhood plans in the East Isthmus area contain several recommendations for improving pedestrian facilities and safety within the station areas, including: overall streetscape improvements on major corridors including wide sidewalks, narrow traffic lanes, street trees, pedestrian scale lighting, street furniture</p>

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	<p>and public art; crosswalk enhancements near uses generating high levels of pedestrian activity such as schools; pedestrian underpasses at busy intersections on Washington Avenue and Johnson Street; and off-street trails along the railroad and the Yahara River. The <i>Spring Harbor Neighborhood Plan</i> contains recommendations for providing continuous sidewalks and bike path along University Avenue, crosswalk enhancements and intersection improvements to enhance pedestrian safety</p> <p>The City of Madison’s 1997 <i>Pedestrian Transportation Plan</i> includes criteria and design guidelines for retrofitting pedestrian facilities to existing neighborhoods and streets, as well as incorporating facilities in new development. Among the high-priority actions recommended in the plan are:</p> <ul style="list-style-type: none"> • Encourage and require developers to include pedestrian connectors in their plats to maintain pedestrian access and mobility on a pedestrian scale throughout the development; • Continue efforts to retrofit intersections with curb ramps where they currently do not exist, and continue to require developers to install curb ramps at all street corners in new developments; • Continue to work with the Disability Rights Coordinator and the visually impaired community to improve crosswalk and intersection designs including consideration of audible pedestrian signals to facilitate visually impaired pedestrians’ ability to safely and conveniently cross streets; and • Include pedestrian facilities in transportation improvement program projects. <p>The City is using the underlying themes of the plan to guide its ongoing programs, including retrofitting ramps to sidewalks, maintaining sidewalk accessibility during construction, and enhancing and creating new pedestrian crosswalks especially along arterial streets. The City is also incorporating a strong emphasis on pedestrian design and accessibility features in its review of new development proposals.</p> <p>Middleton’s comprehensive plan recommends completing streetscape enhancements including installation of gateway features at the entryways to the City, landscaping, street furniture and bike racks, and implementing a new wayfinding and signage system along its major business corridors and community destinations. In addition, the City requires all new public streets within its jurisdiction to include sidewalks. Where sidewalks are not present on existing streets, the City considers including them as a part of a reconstruction project.</p> <p>The UW campus master plan seeks to further enhance the pedestrian-friendly character of the campus by implementing streetscape improvements on several roadways, traffic calming through landscaping, crosswalk enhancements, signalization of busy intersections, and pedestrian bridges across high traffic streets.</p> <p>Transportation and land use goals in the 2007 Dane County comprehensive plan support an improved environment for walking and bicycling. Some of the relevant goals of the plan include: provide an accessible, integrated and well-maintained multi-modal transportation network; and provide for safe, convenient and efficient bicycle and pedestrian travel throughout the county. The plan identifies a number of policies and programs for encouraging bicycling and walking, such as:</p> <ul style="list-style-type: none"> • Encouraging the inclusion of bikeway and pedestrian improvements in all development proposals; • Encouraging municipalities to adopt design guidelines that encourage commercial buildings and community facilities to be built up to the sidewalk and locate parking lots to the back and side; and • Providing for pedestrian connections to park and ride lots, bus transfer points, and

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	<p>other intermodal transfer facilities; and inventorying transit stops for compliance with the Americans with Disabilities Act (ADA) and coordinate with municipal street departments in scheduling improvements to bring them into compliance with ADA.</p>
<p>Parking policies</p>	<p>Madison’s 2006 <i>Comprehensive Plan</i> recommends a variety of strategies for reducing the amount of land consumed by surface parking lots in TOD areas. These strategies include shared parking, parking structures and underground parking. The neighborhood plans generally support the city-wide parking recommendations in the comprehensive plan. For example, plans for neighborhoods adjacent to downtown recommend remote parking or “park and walk” lots at the edge of downtown, locating parking lots at the side and rear of buildings, providing public parking structures to reduce the need for individual businesses to provide parking, and lowering minimum parking requirements in areas that are walkable and have good transit connections. The City has recently implemented pricing strategies at city-owned facilities downtown to encourage remote parking.</p> <p>Middleton’s comprehensive plan encourages the use of structured or underground parking in commercial areas and neighborhood centers to reduce the use of large surface parking lots.</p> <p>The Village of Shorewood Hills’ draft comprehensive plan recommends reducing off-street parking requirements for redevelopment projects located within the TOD areas, such as Doctor’s Park.</p> <p>The University of Wisconsin’s 2005 campus master plan does not include any new parking lots, and in fact, calls for the expansion of campus through the redevelopment of existing surface lots into campus buildings and parking structures. Even with the addition of several million new square feet of development in the future, the University is committed to maintaining its parking supply at the current level of 13,000 spaces.</p>
<p>2. TRANSIT SUPPORTIVE PLANS AND POLICIES (continued) c. Supportive Zoning Regulations Near Transit Stations</p>	
<p>Zoning ordinances that support increased development density in transit station areas</p>	<p>Existing zoning by station area is described in detail in the <i>Transit Supportive Land Use Report</i>. Zoning districts are summarized the respective cities’ zoning codes, provided with the supporting documentation.</p> <p>The extent to which existing zoning supports transit-supportive development varies throughout the corridor. Most station areas have zoning in at least part of the station area that allows multi-family residential development (Madison categories R4 through R6) at varying densities. Commercial districts represent the range of commercial development – from neighborhood scale centers to regional scale big-boxes and shopping mall. Madison category C4 (Central Commercial), the district surrounding the State Capitol building and State Street, is suitable for mixed-use development, while C2 (General Commercial) districts in other station areas allow a limited amount of residential/commercial mixed use development. Maximum heights may range up to 10 stories in C4 districts. Maximum FARs range up to 6.0 in some designated Downtown Design Zones and are 3.0 in C2 districts. Some areas slated for redevelopment in the East Isthmus area are currently zoned for manufacturing use. Some areas in both Madison and Middleton are zoned for planned unit development, which allows flexibility in the types and mix of uses and can support TOD.</p> <p>The City of Madison’s 2006 comprehensive plan recognizes the need to update the current zoning ordinance to implement plan recommendations. Suggested changes include creation of a new mixed-use zoning district, a Traditional Neighborhood</p>

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	<p>Development District, and zoning standards for TOD. The City has already demonstrated its willingness to rezone areas to support redevelopment and TOD-style development, for example, with the rezoning of the Union Corners site area from manufacturing and commercial (C2) to planned unit development (PUD) to permit a multi-story, mixed-use redevelopment project. The City issued an RFP in August 2007 for consultants to develop a new zoning code, which will include minimum height and/or FAR requirements in some areas such as TOD zones. The update is scheduled to start before the end of 2007 and expected to take at least two years.</p> <p>The City of Middleton’s 2006 comprehensive plan includes as a policy that “The City’s zoning ordinance should be revised as necessary to promote concepts from the Comprehensive Plan, such as mixed-use development, infill development, traditional neighborhood development, and transit-oriented development.” (p. 10-2) The plan identifies an implementation timeframe of 2006-09 for reviewing zoning and subdivision ordinances and updating them to better reflect the Smart Growth concepts included in the plan. The City has indicated that it will begin undertaking this work by the end of 2007. They are already using the PUD process to allow mixed-use, walkable developments on a smaller scale.</p> <p>The Village of Shorewood Hills’ draft comprehensive plan recommends creating new mixed-use zoning classifications for the Doctors Park and Garden Homes areas known as Transit-District - PUD (TD-P) that would require densities of 25 to 45 units per acre.</p> <p>The University of Wisconsin campus occupies a large part of three station areas. For the most part, the campus area is zoned R5, General Residence District, which allows University buildings as a conditional use. University uses are exempt from several requirements of the zone including bulk and height, making it possible for the University to develop at a high level of density.</p>
<p>Zoning ordinances that enhance transit-oriented character of station area development and pedestrian access</p>	<p>Downtown Design Zones in the central area of the City of Madison ensure that developments with residential components within these zones are compatible with selected site and building design attributes that help define the essential character and identity of the individual zones [28.07(6)]. These zones have minimum height requirements of two stories, maximum heights of between four and ten stories, front and side setback requirements of zero to 15 feet, and FARs up to 6.0 depending upon the district. Projects are required to go through a design review process.</p> <p>Design Districts #4 (East Washington Street), #6 (University Avenue), and #7 (Park Street) also apply to some station areas and include general guidelines regarding public rights-of-way, off-street parking areas, signage, building facades, lighting, landscaping and utility service.</p> <p>Madison’s comprehensive plan recognizes the need to update the current zoning ordinance to implement recommendations laid out in both the comprehensive plan and many neighborhood plans. The zoning code revision in progress will consider the use of mixed-use zoning categories, form-based codes, and/or transit overlay districts to systematically require or encourage the type of mixed-use development already allowed through the PUD process and to specify appropriate design requirements (e.g., maximum setbacks, building orientation). In addition, the City works closely with developers in the review of proposals to ensure that developments are pedestrian-friendly and meet other city objectives.</p> <p>Shorewood Hills’ proposed Transit-District - PUD (TD-P) zoning designation the Doctors Park and Garden Homes areas would require a mix of uses and would include design standards.</p>
<p>Zoning allowances for reduced parking and</p>	<p>In Madison, the number of required off-street parking spaces ranges from 1.0 to 2.0 per residential unit depending upon the zoning district and number of bedrooms. For</p>

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traffic mitigation	<p>office, retail, and many other commercial uses, one space per 300 square feet of gross floor area is required. No accessory off-street parking is required in the Madison C4 (Central Commercial) district, and any off-street parking which is provided is controlled as to the location, type and size of such facility so as to reduce congestion on streets within or leading to this district. The City’s Zoning Administrator or the Director of the Department of Planning and Community and Economic Development may grant a reduction in required off-street parking after considering various factors including proximity to transit routes and/or bicycle paths and provision of bicycle racks. Reductions in parking requirements will be considered as part of the current work to revise the City’s zoning code. The City notes that there has been a trend from developers to request less parking especially in central areas well-served by transit, with some developments showing a demand of less than one space per unit.</p> <p>In Middleton, off-street parking requirements are 1.0 spaces per unit for an efficiency, 1.5 for a one-bedroom unit, and 2.0 for units with two or more bedrooms. Office and retail uses are required to provide one space per 300 square feet of gross floor area. Adjustments may be authorized by the Plan Commission where the applicant can document shared facilities arrangements with neighboring uses or where there are documented shared-ride or carpooling programs.</p> <p>In Shorewood Hills, off-street parking requirements are 1.25 spaces per dwelling unit for efficiency and one-bedroom units, and 2.0 spaces per unit for units with two or more bedrooms. Office and retail uses are required to provide one space per 300 square feet of gross floor area.</p>
<p>2. TRANSIT SUPPORTIVE PLANS AND POLICIES (continued)</p> <p>d. Tools to Implement Land Use Policies</p>	
Outreach to government agencies and the community in support of land use planning	<p>Preparation of the <i>Transit Supportive Land Use Report</i> included a series of meetings and workshops held over two days with local planners and developers to get their feedback regarding existing conditions and future development potential within the station areas. These included meetings with city, county and agency land use and planning staff and with local developers who have knowledge and/or development interests in the study area. The real estate analysis was based on representatives from the municipalities, Dane County, the State government, and the University as well as property owners, developers and realtors. The recommendations of the report were presented to the Transport 2020 project’s Implementation Task Force.</p>
Regulatory and financial incentives to promote transit-supportive development	<p>A number of the station areas in the City of Madison overlap established tax increment districts (TID) which can be used to help fund redevelopment. TIDs in station areas include #26, Park-Regent and #33, Monroe-Harrison (Union South and Kohl Center station areas); #28, Bassett Neighborhood (Monona Terrace station area); #25, Wilson Street Corridor (Monona Terrace and Hancock station areas); and #31, Atwood & Amoth Ct. (Schenk-Atwood station area). City policy outlines the types of projects that are eligible for tax increment finance (TIF) support and a process for applications. (The policy and a map of TIDs are included with the supporting documentation.) The TIF mechanism has been applied by the city to support a number of infill redevelopment projects. For example, the City granted \$3 million in TIF support for the mixed-use University Square project (under construction in the Kohl Center station area) to support costs associated with underground and ramp parking. A \$4.9 million TIF loan is supporting infrastructure improvements associated with the Union Corners project (Union Corners station area).</p> <p>The City of Madison has a façade improvement program that provides grants in an amount up to half the total project cost of improvements, to a maximum of \$10,000 per street facing facade. A number of the streets targeted by the program transect station areas, including University Ave. adjacent to the UW/VA Hospitals Station, Park Street</p>

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	<p>and Regent Street near the Kohl Center Station, a number of streets in the vicinity of the Capitol, Williamson Street near the Paterson Station, and Winnebago Street and Atwood Ave. near the Schenk-Atwood Station (see map included with supporting documentation).</p> <p>The Dane County Better Urban Infill Development Program (BUILD) assists local governments to prepare plans to redevelop and promote infill development within parts of their communities that may become obsolete, rundown, or environmentally contaminated. Planning consultants assist communities in preparing infill development design and implementation plans. In 2003, the City of Madison received a matching grant from the BUILD program for the first phase of the East Washington Capitol Gateway Corridor planning initiative. This project developed detailed land use recommendations and urban design guidelines for both the north and south frontages of East Washington Avenue between Blair Street and First Street. The project resulted in the <i>East Washington Avenue BUILD Capitol Gateway Corridor Plan (2007)</i>. Middleton also has made use of this grant program, although not in the immediate station areas.</p>
<p>Efforts to engage the development community in station area planning and transit-supportive development</p>	<p>Preparation of the <i>Transit Supportive Land Use Report</i> included the involvement of developers and property owners, as described above.</p> <p>The City of Madison maintains a high standard for projects in the City and works closely with developers and neighborhoods in reviewing and refining the design of proposed developments to ensure that they meet planning goals and objectives. In 2005 the Department of Planning and Development published a guide called <i>Participating in the Development Process: A Best Practices Guide for Developers, Neighborhoods & Policymakers</i>. The guide is intended to provide information about the review process that will help developers and neighborhood residents to foster a higher level of communication. The guide outlines the steps of the process and the various participant roles. The guide highlights, as an example, the extensive community review process that was applied to the redevelopment of the 800 block of East Washington Avenue (Paterson station area). Neighbors were given the opportunity to indicate their vision for the site, and supported the city's goals for the project of combating urban sprawl and making East Washington Ave. a more visually attractive, vibrant corridor. In another example, for the Union Corners development (Union Corners station area), through a studio process the developer responded to the neighborhood's interest in making the project feel more urban, specifically modifying the design to bring the buildings closer to the street and incorporate less surface parking into the site.</p>
<p>3. PERFORMANCE AND IMPACTS OF LAND USE POLICIES</p> <p>a. Performance of Land Use Policies</p>	
<p>Demonstrated cases of developments affected by transit-oriented policies</p>	<p>In the City of Madison, recent redevelopment efforts in the East Isthmus area (including the Union Corners redevelopment), the continuing public and private investment resulting in higher density development in the Capitol area, and the intensification of the University Avenue corridor through projects such as the Hilldale Mall expansion, exhibit the City's commitment to accommodating new population and employment growth in its existing neighborhoods. Due to City and neighborhood encouragement as well as market demand, new developments in the City are becoming increasingly dense and pedestrian-friendly. The City of Madison notes that there has been strong support for the concepts of mixed-use, higher-density, and more urban-scale development within the City and neighborhood planning processes, especially in central city neighborhoods. This support has been demonstrated by the public as well as the Planning Commission and City Council. Numerous examples are illustrated in the proposed land use section of the City's 2006 comprehensive plan (see Vol. II, p. 2-22, 2-26, 2-36, 2-58, 2-84, 2-111, 2-112, 2-113, 2-114, 2-116).</p>

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	<p>While development opportunities in the Middleton station areas are limited, higher-density, mixed-use development is taking place outside of the station areas. For example, at Highway 12 and Airport Road, the Harvard Square mixed-use (office/retail) development will ultimately have 350,000 square feet of space in multiple buildings with two to four stories each. Tribeca Village is a proposed “new urbanist” mixed-use development for the 24-acre Murphy property, located between the new Hwy 12 Bypass and Parmenter Street (Old Hwy 12), north of Century Avenue (about one mile north of the proposed Downtown Middleton Station). The majority of the space will be devoted to six office buildings comprising a total of 440,000 square feet. Another 326,000 square feet will be dedicated to retail uses, in addition to 169 apartments and condominiums, including workforce housing.</p> <p>The Village of Shorewood Hills notes in its comprehensive plan update that, “In contrast to earlier commercial development in the Village, many of the new commercial and office structures [along University Avenue] take the form of multi-story buildings... Continued development pressure (and increased development densities), along this corridor is a trend that seems likely to continue for some time. As a consequence of these increased densities, commuter rail transit along the corridor may be more viable and more necessary in the future.”</p>
<p>Station area development proposals and status</p>	<p>Significant redevelopment activity has continued to occur in downtown Madison as well as the University area. A major redevelopment project is also underway in the Union Corners area, on Madison’s east side. Growth continues to occur in Middleton, and redevelopment and intensification of existing uses is occurring in the Hill Farms area. Recently completed, underway, and proposed projects are listed by corridor subarea below.</p> <p>Middleton</p> <ul style="list-style-type: none"> • U.S. 12/14 - A Courtyard by Marriott hotel is planned for a site in the Discovery Springs office park along Deming Way. A large retail user is also being considered for a site in this park. A mix of office and retail uses is proposed for another parcel still undeveloped at Greenway Center, near the existing parking deck on Aspen Commons. <p>Madison – University Avenue and University Subareas</p> <ul style="list-style-type: none"> • Hill Farms/Whitney Way – The State has started to plan for the redevelopment of the 22-acre Department of Transportation headquarters building at 4802 Sheboygan Avenue. Construction could start in 2008 and take 5-10 years to reach full build-out. • Midvale Blvd. – The 37-acre, 300,000 square foot Hilldale Mall at Midvale Road and University Avenue is in the process of being redeveloped by Joseph Freed and Co. Phase 1 includes a parking deck, new and reconfigured retail space, townhouses and stacked flats. A relocated Whole Foods will be built in addition to a new Sundance Movie Theater. Ultimately this project will include 650,000 square feet of retail, restaurant and entertainment space, as well as 700 condominium and townhouse units. Full build-out is expected to take 10 years. • UW/VA Hospitals – In addition to the University of Wisconsin’s 33 major projects underway, the University Children’s Hospital is being expanded. A dormitory at Park and Regent is under construction. • Union South – Some private projects are underway, including a mixed-use project with 51 condominium units targeted towards empty nesters and a Trader Joe’s grocery store being constructed between Monroe and Jefferson Streets, just south of Camp Randall Stadium. A proposed 50-unit condominium building at the

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	<p>southeast corner of Monroe and Regent is planned but on hold.</p> <ul style="list-style-type: none"> • Park St./Kohl Center –University Square is under construction in the 700 block of University Ave. The \$150 million project is an 11-story, 1-million-square-foot project with 350 apartments, 250,000 square feet of university, student and health service offices, 140,000 square feet of retail space, and 420 ramp and underground parking stalls. The project is replacing a single-story retail complex. Completion is scheduled for late 2008. <p>Madison – Capitol Subarea (Monona Terrace, Hancock St., and Paterson Stations)</p> <ul style="list-style-type: none"> • An entire block is currently being redeveloped as Capitol West with condominiums, office and retail use. The first phase of that project – under construction as of July 2007 - has 33 condominiums and the next phase will have a total of 173 residences with limited retail and office uses. Ultimately the project will incorporate approximately 375 to 400 townhomes, condominiums, lofts and penthouses, along with neighborhood services, shopping, and parking. The property encompasses the block bordered by West Washington Avenue, and South Henry, West Main and South Broom Streets (1/3 mile from the Monona Terrace Station). • Metropolitan Place Phase 1 (333 West Mifflin Street, less than ½ mile from the Monona Terrace Station) is already completed with 200 units and a second phase is planned with 100-120 condominiums. • A new office building, Capitol Square, at Martin Luther King and Main Street (three blocks from the Monona Terrace Station) was completed in 2006. • The Meriter Hospital site at Broom and Washington (1/3 mile from the Monona Terrace Station) has been acquired and will ultimately be redeveloped. • The City has approved 48 apartments at 205 N. Pinckney (less than ½ mile from the Hancock Station). • A plan was approved in 2004 for 310 apartments at the 800 block of East Washington Avenue (1/4 mile from the Paterson Station). The project is on hold due to possible soil contamination. • The City of Madison has received some proposals for development in the First Settlement area near the Elks Club, though this will be a complicated redevelopment. <p>Madison – East Isthmus Subarea</p> <ul style="list-style-type: none"> • Union Corners – The Union Corners redevelopment, which is underway, will add 450 new residential units and up to 110,000 square feet of new retail and office space at the 15-acre site of a former battery factory. Buildings will be up to eight stories in height. Construction is expected to take three to four years. Several smaller scale redevelopment and infill development projects have been completed or are near completion in the Schenk Atwood area.
<p>3. PERFORMANCE AND IMPACTS OF LAND USE POLICIES (continued) b. Potential Impact of Transit Project on Regional Land Use</p>	
<p>Adaptability of station area land for development</p>	<p>The <i>Transit Supportive Land Use Report</i> included a market assessment (Appendix A) to determine the projected residential, office, and retail development potential between 2005 and 2020 in station opportunity areas. The assessment was based on a review of current development trends, forecast population and employment growth in the corridor, land use plans and development opportunity sites, and interviews with local</p>

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	<p>officials, developers, property owners, and real estate experts. The total estimated potential through 2020 in the subareas served by the LPA includes just over 3,000 dwelling units, 2.2 million square feet of office space, and 1.1 million square feet of retail space. At average occupancies of two persons per dwelling unit and 250 square feet per employee, this translates into a potential of 6,000 new residents and 13,400 new employees in proposed station areas. These estimates do not include classroom space or special purpose buildings at the University of Wisconsin campus.</p> <p>Development opportunities by subarea are described in more detail below.</p> <p>Middleton (U.S. 12/14 and Downtown Middleton Stations)</p> <p>The Middleton subarea is mostly built-out with limited development opportunities over the next 15 years. It is estimated that by the year 2020, the corridor could attract 250 additional dwelling units and 125,000 square feet of new office and 200,000 square feet of retail space. While the downtown station area is well developed, some redevelopment and infill development (on sites like surface parking lots) could occur. In the 12/14 Park and Ride station area, there are some vacant lots in the Greenway Station development to the south and the Discovery Springs Business Park to the north. These lots could be developed with residential and office uses respectively. As development pressures increase in the area, especially with the start of a potential new rail service, the area might see significant infill development as surface parking lots are replaced with parking garages, freeing up land for development.</p> <p>University Avenue Corridor (Hill Farms/Whitney Way, Midvale Blvd., and Shorewood Blvd. Stations)</p> <p>The Hill Farms subarea has significant development potential over the next 15 years. It is estimated that by the year 2020, the Hill Farms subarea could attract 900 additional dwelling units, 600,000 square feet of new office space, and 175,000 square feet of retail space.</p> <p>The redevelopment of the 37-acre Hilldale Mall site is expected to add a total of new 700 residential units and approximately 350,000 square feet of new commercial space over the next ten years. The office buildings currently occupied by the State of Wisconsin in the Hill Farms/Whitney Way and Midvale Boulevard station areas also offer significant redevelopment opportunities. The State of Wisconsin is planning to develop the old suburban style office buildings set amidst large parking lots into higher density, transit-oriented mixed-use buildings in the near future.</p> <p>There are several additional redevelopment opportunities within the subarea. The vacant, circular, white office building located east of the State Crime Lab building could be rehabilitated for residential uses or redeveloped into a transit-oriented use. The Garden Homes multi-family development located in Shorewood Hills is obsolete and slated for redevelopment. In the Hill Farms/Whitney Way station area, the University Place commercial strip, located northeast of the proposed station, could be redeveloped.</p> <p>University Corridor (VA/UW Hospital, Union South, and Park St./Kohl Center Stations)</p> <p>The University subarea offers significant development opportunities over the next 15 years. It is estimated that by the year 2020, the University corridor could attract 600 dwelling units, 375,000 square feet of office space, and 150,000 square feet of retail space. Although these estimates include replacement housing being built or planned by the University, they do not include classroom space or special purpose buildings.</p> <p>Most of the future development in the subarea is expected to be University-related.</p>

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	<p>According to the market study report, in the near term, significant redevelopment opportunities exist in the Union South station area where the University is planning the construction of new student union buildings to replace the current building, new replacement dormitories, and a premier research institute, the Wisconsin Institute of Discovery. The University is also planning an expansion of the Children’s Hospital and its health science facilities located in the UW/VA Hospitals station area.</p> <p>Opportunities for off-campus, private development are limited in the near term. However, a few fairly large projects are already underway. In the UW/VA Hospitals station area, the Doctor’s Park development in Shorewood Hills is obsolete and slated for redevelopment into a high density mixed-use project including residential, retail and office uses. Another significant redevelopment opportunity in this station area exists along University Avenue between Farley and Highland Avenues and near Allen Street. These areas have the potential for higher intensity mixed-use development.</p> <p>Capitol Corridor (Monona Terrace, Hancock St., and Paterson St.)</p> <p>The Capitol subarea offers significant development and redevelopment opportunities over the next 15 years. It will continue to be among the strongest office markets in the region and will attract increasing amounts of residential development. It is estimated that by the year 2020, the Capitol subarea could attract 550 additional dwelling units, 750,000 square feet of new office space, and 150,000 square feet of retail space.</p> <p>The Capitol subarea has experienced significant new development over the last few years and as a result, it is mostly well developed with high density uses in a mixed-use environment. However, redevelopment opportunities still exist where there are underutilized sites (such as surface parking lots) and, as older buildings become obsolete. Also, high-density residential development is proposed along the Lake Monona waterfront in the Monona Terrace station area and near the Elks Club in the Paterson station area.</p> <p>The greatest redevelopment opportunities within the subarea exist in the Paterson station area. Intensification of uses along East Washington, along with redevelopment of the industrial parcels south of East Washington into higher intensity employment uses, present tremendous opportunities to enhance the transit-oriented character of the area.</p> <p>East Isthmus Corridor (Baldwin St., Schenk-Atwood, and Union Corners)</p> <p>The East Isthmus subarea offers several development and redevelopment opportunities over the next 15 years. It is estimated that by the year 2020, the corridor could attract 600 additional dwelling units, 300,000 square feet of new office space, and 200,000 square feet of retail space.</p> <p>The Union Corners redevelopment, which is underway, will add 350 new residential units and new commercial space at the site of the former battery factory. Several smaller scale redevelopment and infill development projects have been completed or are near completion in the Schenk Atwood area. Both Union Corners and Schenk Atwood areas will continue to see more development as underutilized sites (such as surface parking lots) are redeveloped for higher uses, leading to further intensification.</p> <p>East Washington Avenue, throughout the East Isthmus subarea, has the potential for more intense, transit-oriented redevelopment. The market analysis suggests a strong market for condominiums, mixed-use projects, and employment-oriented uses along East Washington, especially where older industrial parcels are redeveloped. While residential development would likely be more intense, the City’s strong desire to maintain the traditional employment base in East Isthmus could potentially result in a broader mix of uses such as office spaces and service uses.</p>

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	<p>The Williamson Street corridor, located south of East Washington, is also likely to see development although at a lower intensity (maximum of 3-4 stories) to maintain compatibility with the adjacent mostly single-family neighborhoods.</p> <p>The Baldwin station area has extensive development potential. Intensification of uses along East Washington, redevelopment of the industrial parcels south of East Washington, and redevelopment of obsolete/ underutilized sites along the Yahara River all present tremendous opportunities to enhance the transit-oriented character of the area.</p> <p>East Towne Corridor (Fair Oaks, Lien Rd., and Reiner Rd./West Sun Prairie)</p> <p>There are limited residential and office, but good commercial development opportunities, for the East Towne subarea over the next 15 years. By the year 2020, the corridor could attract up to 120 additional dwelling units, 75,000 square feet of new office space, and 250,000 square feet of new retail space.</p> <p>In the Fair Oaks station area, redevelopment opportunities exist in the undeveloped land along Starkweather Creek. Even though a significant portion of this area will be unavailable for development because of the presence of wetlands and the creek, the southern portion of the land along Milwaukee Street could be redeveloped for transit supportive uses. In addition, the commercial uses along Fair Oaks Avenue south of Commercial Avenue could be subject to change.</p> <p>The Lien Road station area offers several development/ redevelopment opportunities. Several out lots in the East Towne Mall area are still undeveloped. The area immediately surrounding the proposed station is also mostly vacant and could be developed into a transit-oriented use.</p> <p>The Reiner Road Station is being envisioned as a park-and-ride facility to serve commuters living on the far east side and eastern suburbs, such as Sun Prairie. The area is currently mostly undeveloped and is likely to remain so in the near future.</p>
Corridor economic environment	<p>The real estate market in the Madison region is exhibiting characteristics and trends that positively influence the potential demand for transit-oriented development. These include:</p> <ul style="list-style-type: none"> • Regional growth has been strong; Dane County issued almost 30,000 residential building permits between 2000 and 2006 while the City of Madison issued 13,800 and the City of Middleton issued almost 700. Dane County is projected to grow by 36 percent, or an average of 1.2 percent per year, between 2000 and 2030, adding 153,000 people; over one-third of this growth (57,000) is expected to occur within the City of Madison. Employment in Dane County is expected to grow by 98,000 over this time period (34 percent), with the majority (nearly 60,000) occurring within the City of Madison. • The share of multi-family housing is relatively high for the size of the region, suggesting a strong market for TOD-style development. Housing within the City of Madison is almost evenly distributed between owner- and renter-occupied housing; 62 percent of building permits issued by the city and 47 percent issued by Dane County between 2000 and 2006 were for multi-family units. The condominium market is especially strong, with the number of condominiums in Dane County increasing from about 10,000 at the time of the 2000 Census to nearly 14,000 by the end of 2004. Much of this growth has taken place in the Downtown and University submarkets. • Housing values are also relatively high for the metro area’s size. For the October 2005 – October 2006 period, the median sales price for all homes ranged from a

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	<p>low of \$187,500 in the East submarket to a high of \$292,000 in Middleton. The median price for new homes ranged from \$232,000 in the East to \$439,000 in Middleton. The highest rents are found downtown and typically range between \$1,100 and \$1,450 for a two-bedroom apartment.</p> <ul style="list-style-type: none"> • Downtown Madison commands a significant proportion of the region’s office space (21.5 percent), including the vast majority of Class A space. The Downtown vacancy rate in 2005 was a relatively low 8.7 percent, while asking rents averaged \$23.60 per square foot for class A space. The vacancy rate in the West submarket was only slightly higher (9.2 percent) but was more significant in the East submarket (15.1 percent). The vacancy rate for the region as a whole was 10.9 percent in 2005, showing a significant downward trend compared to the rate of 15.1 percent in 2003. • In 2005, for the first time in many years, all submarkets experienced construction activity with the Downtown experiencing the largest activity with the addition of 133,350 square feet at 33 E. Main Street. The Madison office market continued to show positive absorption in 2005 with the addition of 329,000 square feet, although this is below the 5-year average of 368,000. While office demand is expected to grow at a slower pace over the next five years, continued land purchases represent a stock piling of land assets for future development. • Retail space has increased significantly in recent years, from 11 million square feet in 2000 to 14.8 million square feet in 2006. In the more densely populated areas, additional retail space will be primarily in mixed use projects or on the ground floor of residential or office developments.
4. OTHER LAND USE CONSIDERATIONS (Optional)	
Other factors not otherwise identified	