

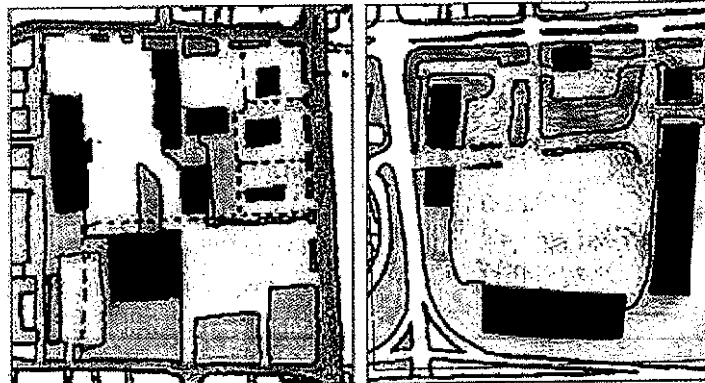
## TOWN CENTER DEVELOPMENT

The proposed town center development is planned to be located on the block between Owen Road and Frost Woods Road. This block has been identified by the City of Monona as a T.I.F. district and it includes the vacant Kohl's site.

The proposed town center plan is similar to the Pier 37 development, which is south of West Broadway, in its approach to traffic circulation. Pier 37 takes the automobiles off of the roads surrounding it (West Broadway and Monona Drive) and brings them into the development with an internal circulation system. The proposed town center will replace the existing block, which has separated parking lots and relies on the road system that surrounds it for circulation and access to businesses.

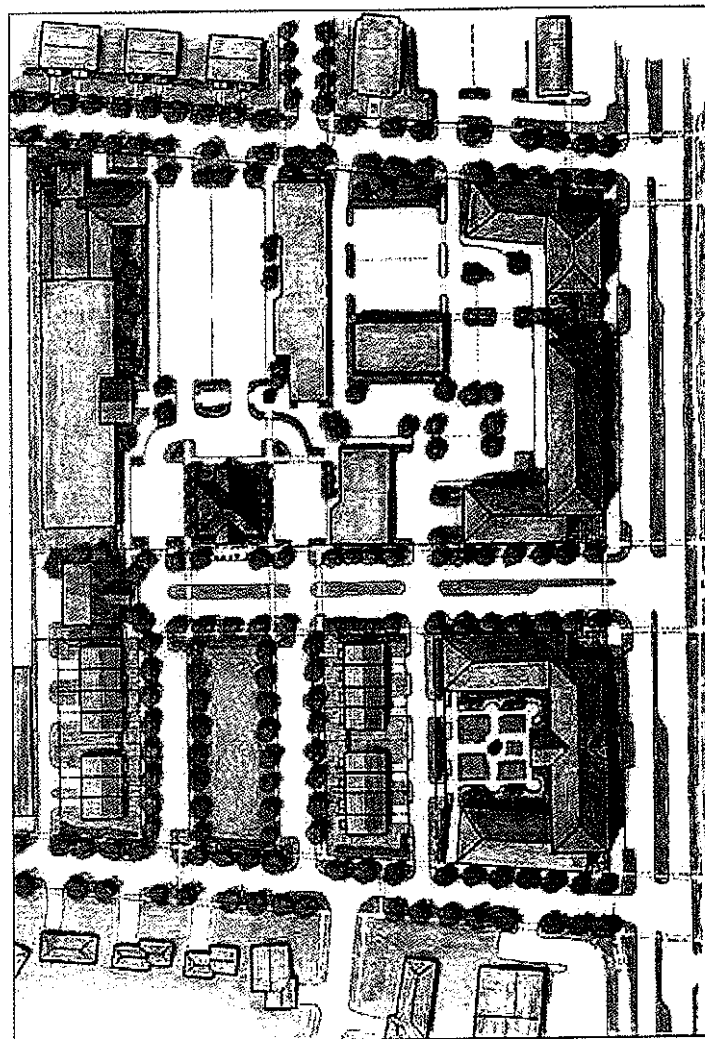
The plan for the proposed town center (viewed to the right) would place a multi-use development on the block, with existing buildings (on the plan in pink), new structures (in brown), townhome developments (in yellow), and a new post office (in red).

Pedestrian connections are strongly emphasized throughout the entire development and within the surrounding neighborhood. Tree-lined sidewalks close to buildings and landscaping are prominently located on the development. Buildings will be built up to the street on Monona Drive with parking placed to the rear on interior streets and under the buildings. This enclosure of buildings and landscaping along Monona Drive will compliment Woodland Park, which is located across from the town center. Pedestrian connections between the development and the park will be emphasized, creating safer crossings on Monona Drive.



Existing site of town center.

Pier 37 site.



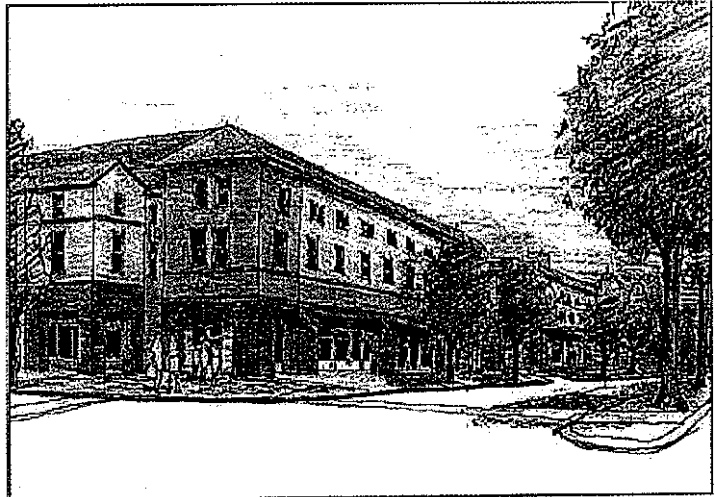
Proposed plan for the town center development.

New structures on the proposed town center development would be retail on the ground level with residential and office on the second and third floors. It is recommended that the post office should be relocated to a more prominent location on the site, which will make it a focal point for the development. Townhomes are proposed for the southwest corner of the site, creating connections to the residential neighborhood behind the site and buffering the surrounding housing from the busy activity of the town center. Open space situated between the townhome developments would be used to treat stormwater run-off.

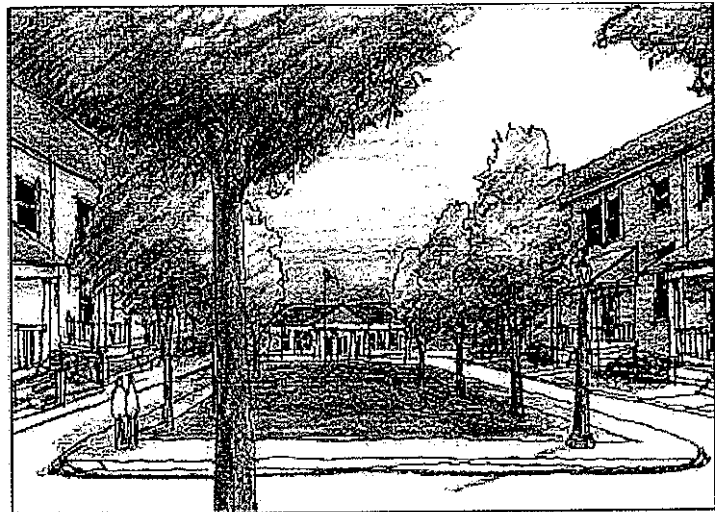
Along with the development of the town center, a redevelopment of Woodland Park is also proposed. Woodland Park runs along Monona Drive, across from the proposed town center, but currently cannot be accessed from the corridor. Pedestrian entrances into the park are proposed on Monona Drive along with street crossings that will connect the park to the town center and the neighborhood on a whole. The existing brick pillars will be continued along the length of the park's boundary with Monona Drive, and a formal entrance will be created mid-block. This improvement of Woodland Park will take advantage of an often ignored asset and will enhance the pedestrian-public realm of the corridor.

The precise location of traffic signals that will serve the town center will be identified in final design for reconstructed Monona Drive. Of concern in locating the traffic signals, however, will be the following issues:

- Progression of traffic along Monona Drive.
- Safety and convenience for vehicles entering and exiting the town center and businesses located north of Owen Road.



View of town center development on Monona Drive.



View of post office overlooking open space, between townhomes.

Safety for pedestrians crossing Monona Drive between the town center and Woodland Park.

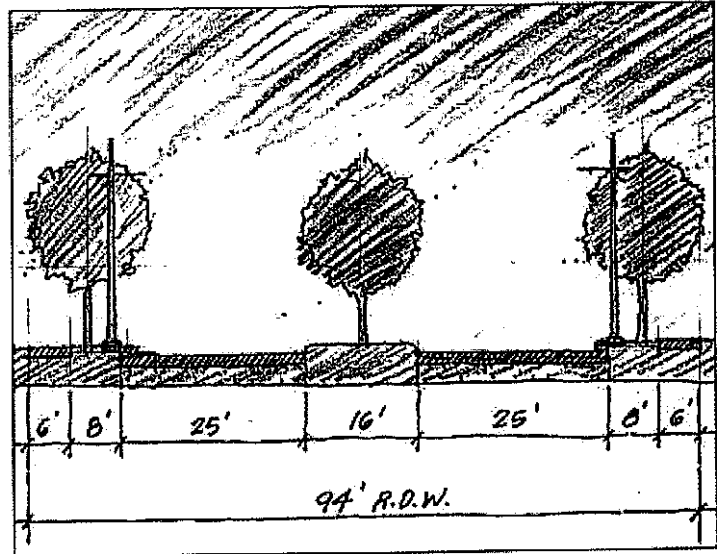
### MONONA BOULEVARD

The public right-of-way from Owen Road south to West Broadway is 125 to 165 feet wide. Because there is a large span to work with, there is an opportunity to redevelop Monona Drive to include design features that are found along Broadway.

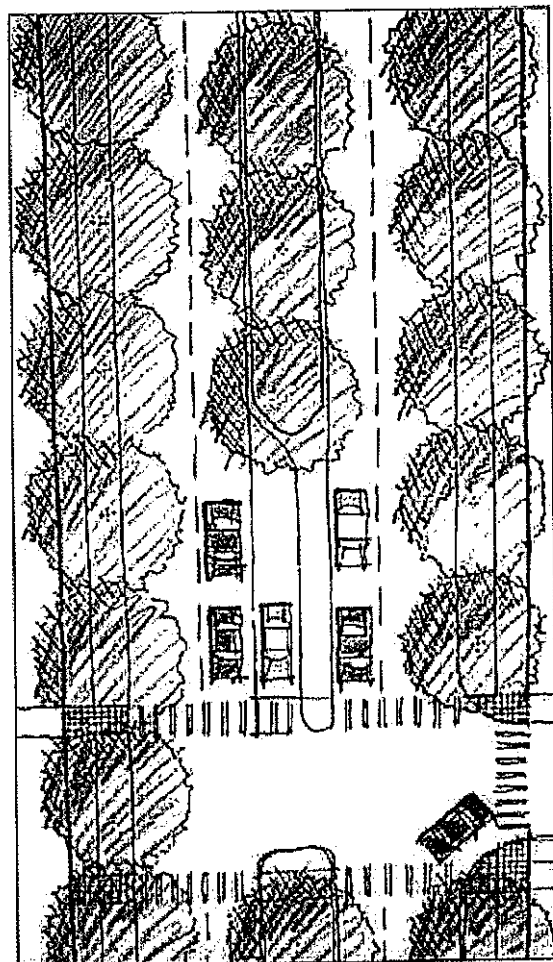
A boulevard treatment for Monona Drive is recommended that would connect the redeveloped West Broadway (and the Pier 37 development) with the proposed town center and Woodland Park. This street redevelopment will consist of a four-lane road with a 16 foot planted median. Eight foot planting strips and six foot sidewalks will run along both sides of this proposed road.

The implementation of this boulevard will help to enclose the south section of Monona Drive and give a pedestrian-scale to the corridor. The boulevard will give Monona Drive a more appealing presence and environment to walk and commute on.

To further improve the southern segment of the Monona Drive Corridor, south of Owen Road, parking lot consolidation and the improvement of existing businesses is recommended. As mentioned earlier, creating pedestrian environments in front of store fronts

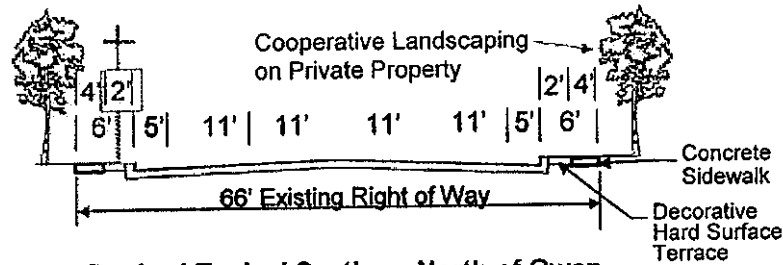


Street section along Monona Drive from Owen Rd to West Broadway.

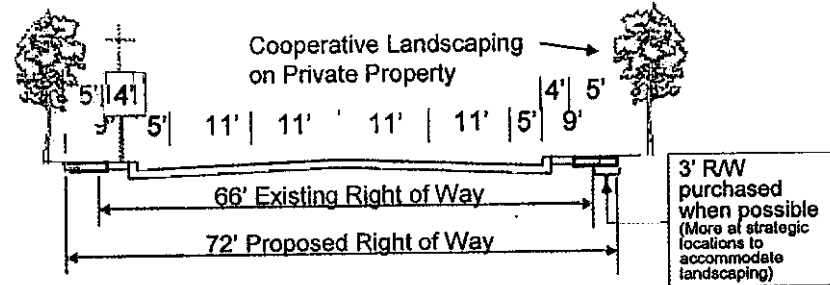


Plan of boulevard treatment for Monona Drive.

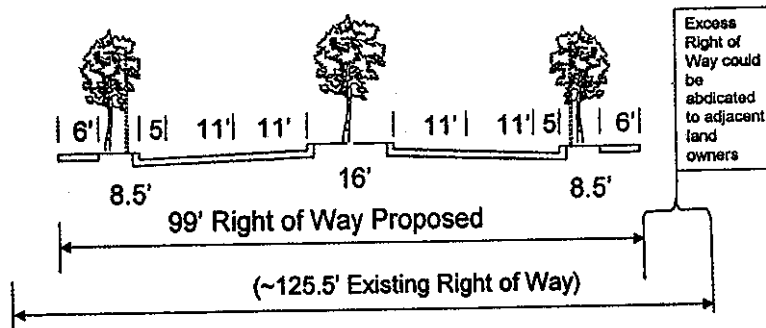
**Minimum Typical Section - North of Owen**



**Desired Typical Section - North of Owen**



**Desired Typical Section - South of Owen**



Illustrated above are three sections for Monona Drive, prepared by Strand Associates. The first one shows how Monona Drive, north of Owen Road, could be configured within the existing 66 feet of right-of-way. Included are four, 11 foot-wide travel lanes; two, 5 foot-wide bicycle lanes; and two, 6 foot-wide sidewalk/terrace areas for pedestrians and street furniture. The actual sidewalk width for pedestrians in the first section is only 4 feet wide, with 2 feet reserved for furniture such as utility poles, mail boxes, etc.

The second section is a more desirable proposal, where 3 feet on each side of Monona Drive would be purchased, expanding available right-of-way from 66 feet to 72 feet. This would allow construction of wider sidewalks for pedestrians.

The section for Monona Drive, south of Owen Road, is designed to take advantage of the wide, 125 feet of right-of-way. With this much space available, there is an opportunity to construct a 16 foot-wide median; four, 11 foot-wide travel lanes; two, 5 foot-wide bicycle lanes; and two, 8.5 foot-wide sidewalk/terrace areas. The median would be constructed with breaks at key intersection locations to permit left turn movements.

The 5 foot-wide bicycle lanes mark the key difference between the sections proposed by the consultant team for the Monona Drive Corridor Study and Strand Associates. It is the opinion of the consultant team that Monona Drive should not be reconstructed to include bicycle lanes and the 10 feet that would be devoted to bicycle lanes should be devoted to the pedestrian environment instead. The consultant team further proposes that opportunities to locate bicycle lanes should be explored on the north/south streets that parallel Monona Drive.

There are two reasons supporting this opinion:

First, it is recognized that there are two travel modes that are not accommodated by the current design of Monona Drive: walkers and cyclists. The volume and speed of automobiles on Monona Drive, combined with less than adequate (*and, in some areas, the complete absence of*) sidewalks, discourages pedestrians from using the street. Additionally, the lack of bicycle lanes prevents greater numbers of cyclists from using the street.

As a result, a portion of the trips that could occur on-foot or bike, now take place in cars. In turn, daily traffic volumes increase and transit services (*transit riders are pedestrians*) are underutilized.

Solutions to this problem should consider the relative demand for transportation facilities and the relative benefit to be accrued.

It is recognized that the cycling mode share in the Madison metropolitan area is one of the highest in the nation, at approximately 25 percent or more in some areas, and the demand for bicycle facilities is high. The pedestrian mode share, however, is even higher, and there is greater potential for pedestrian

circulation across and along the corridor than there is for bicycles.

Commercial/retail land uses along the corridor lend themselves both to pedestrian and bicycle circulation, but, arguably more so to pedestrians. It is therefore felt that investments in pedestrian infrastructure will result in higher usage and higher patronage (greater benefits) at local businesses than investments in bicycle infrastructure.

The second reason supporting the consultant team's opinion is safety. Although the 5 foot-wide bicycle lane meets the **minimum** criteria for "Average Cyclists" (Group B-Basic Cyclists and Group C-Child Cyclists), there is concern that speed and volume conditions along Monona Drive may require further consideration.

The design criteria state that wide curb lanes, or outside lanes, should be at least 15 feet to 16 feet wide in order to accommodate cars and Group A-Experienced Cyclists where traffic speeds exceed 40 mph and daily traffic exceeds 10,000 vehicles. The criteria also state that wide outside lanes are not generally adequate to provide an acceptable level of comfort and safety for less experienced cyclists, and designated bike lanes, wide shoulders, or exclusive paths should be provided for these riders.

The presence of buses along Monona Drive is another reason for concern. The design criteria state that the minimum width for the outside (transit/bike) lane is 15 feet to 16 feet. The sections developed by Strand Associates meet the standard, but again, at the minimum level of acceptance.

In summary, the bicycle lanes included in the Strand Associates sections would best serve Group A-Experienced Cyclists, a numerous, but specific segment of the cycling market. Because of average speeds on Monona Drive (observed at 40 mph and higher), daily volume (at 20,000), and sight distance issues on the hills, Group B-Basic and Group C-Child Cyclists will not be inclined to use the bike lanes.

All cyclists, however, Groups A, B, and C would feel comfortable using alternative bike facilities on the north/south streets that parallel Monona Drive, and it is felt that the greatest benefit from the cost of implementing bike lanes would be realized on those streets.

The implementation plan discussed in this section presents a conceptual approach that can be followed over the next six years. Based on information that is available to-date, an effort has been made to strategically organize implementation steps so that potential efficiencies and synergies can be captured and inefficiencies and inconveniences can be minimized.

### **ORGANIZATION AND STRUCTURE**

Implementing the recommendations will require community-based, public and private leadership and organization. It is through organization that schedules are determined, priorities are set, funds are raised, sites are purchased, etc. Without a strong organization to act as a champion for the recommendations, potential implementation partners (public sector agencies, brokers, developers, etc.) will assume there is no interest and will direct their energies elsewhere. In short, without leadership and a strong organization, nothing will get done.

The recommended structure for implementing the Monona Drive recommendations relies on existing public sector agencies such as local planning departments and community development authorities in Madison and Monona. The structure also calls for the continued involvement of the private sector (interested citizens and business and property owners). Maintaining community involvement, which began during the Monona Drive Corridor study, is one of the Dane County BUILD program principles.

#### **Organizational Leadership**

Should there be interest in continuing work already begun, the existing Monona Drive Corridor Advisory Committee, which sponsored and directed the corridor study, is a good example of the kind of organization that will be

needed to maintain connections and communication lines between the public and private sectors. The Advisory Committee has representation from county and city governments, the Chamber of Commerce, local businesses, a lending institution, and residents at-large.

#### **Design**

A joint committee, with participation from the Cities of Madison and Monona, will be needed to implement the urban design recommendations. The joint committee would address issues related to the built and natural environments along Monona Drive. Included would be planning for and implementing consolidated parking plans, infrastructure improvements, landscaping improvements, street furniture and lighting improvements, building facade improvements, Woodland Park enhancements, etc. The cross-jurisdictional nature of the joint committee's work would ensure uniformity in the urban design character of Monona Drive.

#### **Economic Development**

Economic development recommendations, which are detailed in this report on page 9, can be implemented through public and private partnerships. Opportunities for coordination and collaboration between Madison's and Monona's Community Development Authority's will present themselves during economic development planning activities and will help ensure that economic development strategies are aimed at the improvement/success of the Monona Drive corridor as a whole.

Economic development planning for the Monona Drive corridor should include development of a strategic plan and an implementation plan for business retention and attraction. Planning activities would necessarily include research in the areas of market segments and trend analysis, real estate concerns and available parcels for business development along the corridor, an appropriate business mix, and loan and grant programs for businesses.

### **STRATEGIC IMPLEMENTATION PLAN**

The matrices that follow outline a concept-level, strategic implementation plan for the recommended Monona Drive improvements. The strategic nature of the implementation plan addresses the following questions:

- What is the recommended improvement?
- When will the improvement be implemented?
- Who will implement the improvement?
- Where will funds come from to implement the improvement?

RECOMMENDED IMPROVEMENT			IMPLEMENTOR		FUNDING SOURCE	
Description	Limits	Year	Lead Agency/ Organization	Partners	Public	Private
<p>Facade treatment program.</p>	<p>Commercial buildings between Broadway and Winnequah</p>	<p>2003 to 2006</p>	<p>Monona Drive Implementation Organization: + Design Committee develops design guidelines for building facades. + Economic Restructuring Committee works with local banks to develop low rate loan program for qualifying borrowers.</p>	<p>Monona and Madison Planning and Public Works Departments and lending institutions.</p>		<p>Commercial improvement loans to businesses from local bank.</p>
<p>Relocate transit stops.</p>	<p>Monona Drive from Broadway to Winnequah</p>	<p>2002 to 2003</p>	<p>Monona Drive Implementation Organization: + Design Committee works with transit provider and Public Works Department to assess bus stop locations and recommend improvements.</p>	<p>Transit providers and Monona and Madison Planning and Public Works Departments.</p>	<p>Publicly-owned transit providers.</p>	<p>Privately-owned transit providers.</p>
<p>Consolidate driveways and parking lots and construct sidewalks, install street lighting, and plant trees in front of businesses.</p>	<p>North of Owen to Winnequah</p>	<p>2001 to on-going</p>	<p>Monona Drive Implementation Organization: + Economic Restructuring Committee looks for opportunities to consolidate driveways and parking lots (e.g., change in land use or ownership). + Design Committee works with Public Works and property owners to develop parcel-based driveway and parking lot consolidation designs, sidewalk construction, street lighting, and planting programs.</p>	<p>Monona and Madison Planning and Public Works Departments prepare new standards for driveway spacing and location and parking lot design on Monona Drive, for new construction. The cities revise their respective Zoning Codes to require sidewalks, street lighting, and trees in front of businesses. Present to respective councils for adoption.</p>	<p>Incentives to encourage performance such as eliminating the fee for plan approval, easing the assessment for construction of sidewalks or street lighting in front of businesses.</p>	<p>Commercial improvement loans to businesses from local banks.</p>

RECOMMENDED IMPROVEMENT			IMPLEMENTOR		FUNDING SOURCE	
Description	Limits	Year	Lead Agency/ Organization	Partners	Public	Private
Monona Drive roadway improvements.	Broadway to Winnequah	2006	Cities of Monona and Madison assuming lead on behalf of Dane County.	Dane County	80% federal, 10% county, and 10% local for participating items. Non-participating items (e.g., r-o-w and sidewalks) could be funded through assessments.	Non-participating items (e.g., could be funded with assessments to abutting properties.
Consolidate driveways and parking lots and construct sidewalks, install street lighting, and plant trees in front of businesses.	South of Owen to Broadway	2006	Monona Drive Implementation Organization: + Design Committee works with Public Works and property owners to develop parcel-based driveway and parking lot consolidation designs, sidewalk construction, street lighting, and planting programs. + Property owners come forward for advice from the Committee on consolidation because the road improvement will include a median, which will limit turning opportunities to/from Monona Drive.	Dane County	Incentives to encourage performance such as eliminating the fee for plan approval, easing the assessment for construction of sidewalks and street lighting in front of businesses, or a public subsidy from ISTE A Enhancement funding.	Commercial improvement loans to businesses from local banks.
Develop Town Center.	Between Owen and Frost Woods	2001 to 2006	Monona Drive Implementation Organization: + Design Committee works with Planning and Public Works Departments to refine recommended concept plans and development-guidelines for the site. + Economic Restructuring Committee assess market trends, mix of existing businesses, housing demand data to begin to define the mix of uses to attract to the development.	Planning Department initiates rezoning to accommodate Community Design District. Chamber of Commerce assists in defining appropriate future development mix. Forward Wisconsin assists in identifying developers and potential tenants.	TIF resources for the public component (site acquisition and preparation, construct streets, etc.).	Private resources for Town Center implementation