

CHAPTER SEVEN: TRANSPORTATION

VII. TRANSPORTATION

A. BACKGROUND

The Village transportation network consists of a series of a compact network of curvilinear streets and loop roads oriented to a handful of ‘through’ collector streets. The primary collector street is Shorewood Boulevard, which is also the community’s main entrance. Shorewood Boulevard bisects the community east to west, and serves as the only direct connection between University Avenue on the south, and Lake Mendota Drive on the north. University Bay Drive serves as an alternative; however this route is far less convenient for traffic not destined for the UW campus.

A recent parking and transportation study of the expansion of the West Campus area concluded that a 50% increase in traffic can be expected along U-Bay Drive within the next five to ten years due to several new development projects in the West Campus area. This portends even further congestion at the intersection of U-Bay and University Drive which currently operates at a level of service (LOS) “F” during peak commuting hours. The study also notes a potential shortfall of approximately 1,200 parking spaces for the Far West Campus area by 2010 (*Walker 2002*).



University Avenue.

The Village’s only arterial street also happens to be the main arterial for the entire west side of Madison; namely University Avenue. This street forms the southern edge of the Village and provides direct access to downtown Madison. As part of the State’s trunk highway system, it currently carries approximately 55,000 vehicles per per day.

As one of the most heavily traveled streets in the region, University Avenue is the main transportation *spine* for a large portion of the metropolitan area. This is reflected in the decidedly urban intensity of development along its edges. This intensity is especially noticeable along the Shorewood Hills segment of the corridor. This part of the corridor has acquired the stature of a ‘Mid-Town’ district both in terms of the profile of the buildings, and its role as a major west side commercial destination.

**Average Annual Daily Traffic:
Village of Shorewood Hills 1997- 2000**

Street	Average Annual Daily Traffic
University Avenue (Between U-Bay Drive and Segoe)	~55,000
Edgehill Drive (between Oxford Rd. and Lake Mendota Dr.)	2,400
Edgehill – Shorewood Blvd. (between University Ave and Oxford Rd.)	1,700
Lake Mendota Dr.	1,200
Oxford Rd.	640

From almost anywhere in the Village, the most direct access to the south beltline is via Midvale Boulevard. The Village has five railroad crossings, including one at Highbury Road which services a large part of the Village’s west side including the Blackhawk Country Club and Tally Ho Lane.

The Village’s Public Works and Transportation Committees are charged with making recommendations for local street improvements within the Village. These are typically carried out on a project per year basis using the PACER system as a means to prioritize needed improvements. A strategic transportation plan prepared by the Village’s Transportation Committee has been incorporated by reference, into this Plan.

The Village’s most recent improvements include the reconstruction of a major part of Lake Mendota Drive. Improvements to Shorewood Boulevard are tentatively planned for 2002-2003.

1. TRANSIT

The Village is served by several routes of the Metropolitan Madison Transit System (Metro). These include routes: 2, 14, 15, 28, 53, 56, 57, 60 and 61. (Route 8 buses can be accessed at Hilldale Mall) These routes provide access to the UW campus, Downtown Madison and other major destinations within the metropolitan area via University Avenue. Direct bus service into the interior of the Village was discontinued in 1988.



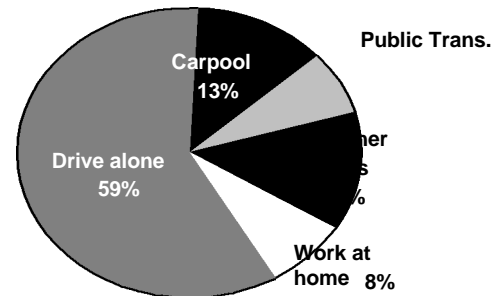
The rail corridor that parallels Locust Drive, has been identified as an important future commuter rail and bike-ped corridor.

The active Wisconsin & Southern rail line that parallels University Avenue has been identified as the major spine of a regional commuter rail network. The line would initially connect East Towne to West Towne, with the possibility of additional feeder spurs or intermodal bus service. With its nearby concentration of population, employment, and regional institutions, the Village would be ideally situated for one or more intermediate station-stops. Under the commuter-rail alternatives currently being considered, proposed stops are shown near Midvale and the UW Medical Center. Under the light-rail proposal (with on-street rail within the University Avenue right-of-way), an additional stop is proposed at Hill Farm. The rail right-of-way is also being considered for express bus service.

(INSERT FUNCTIONAL CLASSIFICATION MAP HERE)

Given the favorable climate for inter/intra-city passenger-rail, both locally and nation-wide, the Village should contemplate its arrival sometime during the life of this Plan. Projects developed within, or adjacent to the joint University Avenue/rail corridor, should have some physical orientation to the rail right-of-way, and seek to address the pedestrian concentration points, and movement patterns and that a passenger rail system and/or dedicated bike path, will likely create. These considerations should point to alternative treatments for: parking, pedestrian circulation, density, use-mixture and the design, orientation and grouping of buildings.

**Commuting Modes: Village of Shorewood Hills
2000 Census**



2. COMMUTING PATTERNS

Recent Census figures indicate that almost 60% of Village commuters drive alone to their place of work. Walking, public transit, and “other means” combined, accounted for just over 20% of the commuting modes of Village residents. The average commute time among Village workers is 17 minutes.

3. BIKE AND PEDESTRIAN MOVEMENT

The bike-pedestrian components of the Village’s circulation system is a loose patchwork of sidewalks, pedestrian lanes, bike lanes, bike paths, and unimproved footpaths. The placement of these pathways is also somewhat dispersed and discontinuous. The most in-tact network of sidewalks is located in the original College Hills plats although even here, the network is somewhat disjointed.

Elsewhere, segments of sidewalks and pedestrian lanes have been introduced near various high-traffic locations such as the school and near the approaches to University Avenue and Shorewood



The Village’s several triangle parks are an important part of the local pedestrian system.

Boulevard. A long segment of sidewalk runs along the north edge of Locust Drive parallel to the rail right-of-way. This segment provides a 'back-door' pedestrian access to the commercial buildings fronting on University Avenue.

(INSERT BIKE-PED MAP HERE)

The Village also has several attractive triangle parks located at key junctions in the local road network. These parks contribute greatly to the *Garden-Suburb* character of the Village, and help add physical definition to several key pedestrian crossings. In this role they act as traffic-calming devices, serving notice to passing drivers that these are gathering spots for bicycles and pedestrians. It is not a coincidence that a few of the Village's extant bus shelters can be found next to one or more of these parks.

The recent construction of the Blackhawk Trail, has helped close what was a sizable gap in the regional bicycle trail network. Completed in 2000, the trail skirts the southern edge of the golf course and ties into the bike lane along Locust Drive. Two separate trail spurs on the West Campus of U.W., currently terminate at the eastern edge of the Village – at University Bay Drive and at Colgate Road. The *Bicycle Transportation Plan for the Madison Urban Area and Dane County 2000* identifies the existing rail corridor for possible expansion of the regional trail network. If used according to the plan, the right-of-way could provide a valuable link to the bicycle facilities that terminate at each end of the Village.

The Plan cited above also includes an analysis of the Village street system in terms of its suitability for on-road bicycle lanes. Lake Mendota Drive, Edgehill Drive, Oxford Road, and University Bay Drive were considered the best candidates for such lanes based on factors such as right-of-way width, street grade and alignment, and connectivity to the UW bike-ped network. By contrast, University Avenue was considered a far less desirable location for bike lanes compared to other on-street locations within the urban area. Nevertheless, the plan does recommend the introduction of bike lanes to bridge the gap in the existing on-street system.

4. THE WEST CAMPUS PLANNING COMMITTEE

This committee, consisting of Village, U.W., and City of Madison officials, was formed to mediate and resolve ongoing concerns about future development on the Far West Campus of the U.W. Specific concerns have primarily included traffic, urban design, and stormwater runoff issues. As active members of the committee, the Village has voiced specific concerns on the anticipated traffic impacts several development projects either in the preliminary or advanced planning stages. One of the Village's major concerns is the potential for pass through traffic in the Village caused, in part, from inadequate access to University Avenue Campus Drive.

5. REVIEW OF STATE AND REGIONAL TRANSPORTATION PLANS

a. DANE COUNTY LAND USE AND TRANSPORTATION PLAN

Adopted in 1997, this plan includes addresses multiple components of the County's overall transportation system including: rail, public transit, bike-ped facilities, roadways, air transportation, and paratransit. The plan identifies the existing rail corridor as the central spine of the urban area's future transit and trail systems. Plan recommendations that may be of particular interest for Shorewood Hills include:

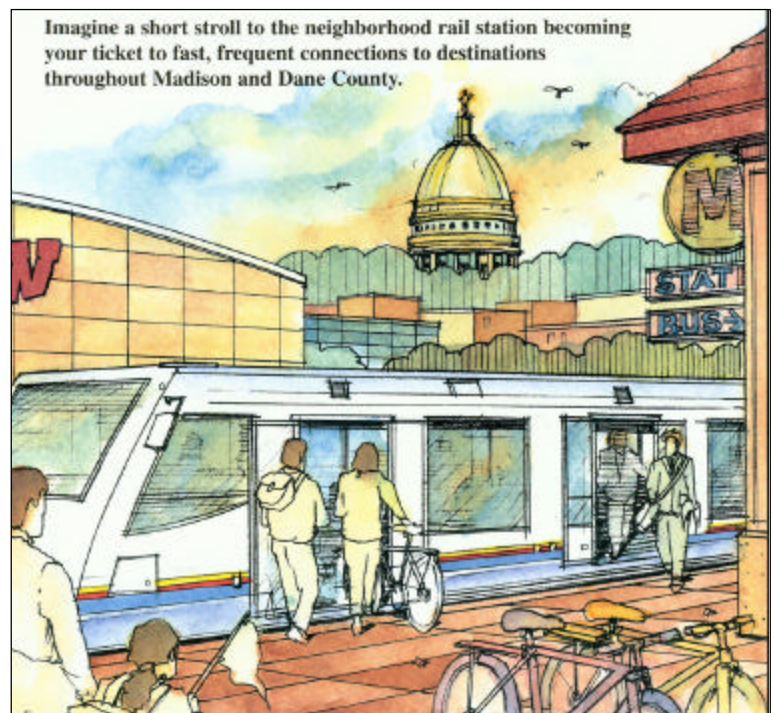
- “Encourage all communities to provide a full range of housing opportunities, including duplexes and apartments.”
- “Encourage planned mixed uses within commercial areas in order to promote more efficient use of the land.”
- “Improve coordination of services to elderly and disabled persons needing special transportation services and expand transportation services available to these groups.”

The plan also identifies the University Hospital area and the Hilldale shopping center as “major activity centers” within the metro area. The plan recommends that such areas continue to be the focus of intensive, regionally-oriented development and redevelopment activities.

b. TRANSPORT 2020

This study, which is not yet complete, is a collaborative effort between the City of Madison, Dane County, and WisDOT. The study will include an alternatives analysis of various transportation improvements to address transportation deficiencies and worsening traffic congestion in the metro area. The study will address both public transit and roadway improvements.

An initial analysis of transit alternatives suggests, that commuter rail service on the existing Wisconsin-Southern right-of-way, from East Towne to Greenway Center, may be the most feasible option to serve public transit needs in the central Isthmus. The ‘starter’ system would be approximately 11 miles long and serve 14 stations. Proposed stops include the Midvale area and the UW Medical Center in the vicinity of Shorewood Hills. The system would use self-propelled diesel powered vehicles, and operate at an average speed of 20 mph. Other options under evaluation



From: *Dane Alliance for Rail Transit*. Rendering: Vandewalle & Associates

include: light (street-running) rail, expanded regional bus service and a dedicated bus transitway. The latter would also utilize the existing rail right-of-way.

c. WISCONSIN STATE HIGHWAY PLAN

This plan focuses on the State’s major Trunk Highways. The plan does not identify specific projects, but rather broad strategies and policies to improve the entire state highway system over a 20-year period. The plan includes three main areas of emphasis: pavement and bridge preservation, traffic movement, and safety.

d. TRANSLINKS 21: A MULTIMODAL TRANSPORTATION PLAN FOR WISCONSIN’S 21ST CENTURY

This Plan provides a broad transportation planning framework covering major transportation mode and facilities such as roads, transit, rail, air, and seaports. Drafted in 1995, the plan recommends the completion of the Corridors 2020 “backbone” network by 2005; the creation of a new state grant program to assist local governments prepare transportation corridor plans; the provision of state funding to assist small communities in providing transportation services to the elderly and disabled; and the development of a detailed assessment of local road investment needs.

e. WISCONSIN BICYCLE TRANSPORTATION PLAN 2020

This plan presents guidelines and opportunities for improving conditions for bicycling, and establishes policies for further integrating bicycles into the current transportation system. The plan discusses “priority corridors and key linkages” for incorporating bicycling along the trunk highway network.

f. BICYCLE TRANSPORTATION PLAN FOR THE MADISON URBAN AREA AND DANE COUNTY 2000

(see previous discussion on page)

B. GOALS, OBJECTIVES AND POLICIES

Goals:

1. Provide a safe and efficient transportation system that meets diverse needs and multiple users.
2. Enhance the quality of life in the Village by reducing the negative impacts of auto traffic.*
3. Make the entire Village pedestrian and bicycle friendly.*
4. Proactively work with neighboring communities in solving or mitigating community-wide traffic issues.*
5. Engage Village residents, business and property owners, Village staff, Village government, WisDOT, and the Metropolitan Planning Organization (MPO) in resolving local transportation concerns.*
6. Support and accommodate multiple modes of transportation.*
7. Recognize the far-reaching effects of transportation system improvements or modifications.*

Objectives:

1. Reduce speed and volume of auto traffic within the Village.
2. Prevent the use of village streets as commuter routes and overflow parking lots.
3. Establish safe and convenient pedestrian routes to schools, commercial areas, work, and recreational areas.
4. Increase transit ridership, carpooling, and the use of other alternative transportation modes among Village residents and visitors.
5. Develop innovative solutions to traffic problems through education, experimentation, and evaluation.
6. Keep access to commercial areas convenient while discouraging overflow (traffic, noise, crime, light pollution, etc.) into residential areas.
7. Promote sense of community throughout the Village.

Policies:

1. Support use of alternative modes of transportation (walking, biking, carpooling, etc.) for University of Wisconsin (UW) faculty, staff, and students who live within the village.
2. Enforce the 20 mph speed limit on Village streets.
3. Allow multiple uses for streets (walking, biking, celebrating, etc.).
4. Collaborate with other village committees and residents to reduce congestion around the community center and pool.
5. Promote walking and bicycle safety.
6. Require that any new developments in the Garden Homes, Doctor's Park, or VA Hospital areas be 'transit-ready' by incorporating elements of transit oriented/supportive development. (Generally, compact, mixed-use, and walkable.).
7. Enlist Village residents in brainstorming and trying innovative solutions to transportation problems.
8. Collaborate with other governmental units and organizations in resolving long-term transportation related issues.
9. Work collaboratively with developers and neighboring communities to address issues of traffic and parking spillovers into the Village.

C. RECOMMENDATIONS

- Use street design (including narrow roadways, triangles, bump-outs, and other traffic-calming measures to slow traffic on Village streets.
- Organize 'slow-down' campaigns.
- Construct sidewalks and other walking paths near/between community activity centers. (Accent with pavement markings, and signage.).
- Introduce school crossing guards and nighttime lighting at critical intersections and crosswalks.
- Initiate safety education programs for walkers and cyclists. (intersection crossing, reflective clothing, flashlights, etc.).
- Develop process for experimentation and evaluation of potential transportation solutions.

- Establish capital improvements program to coordinate and sequence regular street improvements.
- Work with the UW and City of Madison to study/fund intersection improvements to U-Bay Drive.
- Work with Metro to expand paratransit services in the Village.