



TID #3 URBAN GREENWAY AREA STUDY

Scope of Services 3.15.16



Vandewalle & Associates (V&A) and Strand Associate (SA) are pleased to propose the following scope of services to complete the TID #3 Urban Greenway Area Study. The purpose of this study is to identify economic development opportunities, recommend future land uses, identify preservation areas, and recommend public infrastructure improvements including recreational opportunities within the Urban Greenway. Our team is very familiar with the area and feels we can quickly provide recommendations for the future of this important part of the City of Middleton. We anticipate working closely with Middleton Staff throughout the project, using TIF Project Management Team Meetings or time immediately prior for regular project check-ins. Work completed during this study could be closely coordinated with findings from a separate golf course planning consultant if the City chooses to engage in that planning activity. With a western project boundary of the golf course, northern boundary of University Avenue/Hwy 14, eastern boundary of the beltline and southern boundary of Greenway Boulevard/city limits, the study area surrounds the Urban Greenway. Each task in this study relates to the greenway, which was identified as a major economic development generator in TID #3 Amendment #7. Specific Project Tasks include:

TASK ONE: INFORMATION GATHERING/OUTREACH

The first step in the Area Study is to gather site information and meet with project stakeholders.

Task 1a – Base Map Creation: The team will use existing GIS data sets and information available from the City Engineering Department to quickly prepare a base map for all planning and design exercises.

Task 1b – Stakeholder Interviews: The team will interview individuals or groups of stakeholders to understand existing planning issues and conditions, as well as, initial thoughts for the future of the study area. Potential interviews may include City Officials, City Staff, Golf Course representatives, corridor property owners, Park Board, Golf Course Advisory Committee, Town of Middleton, etc.

Deliverable: Digital base map, summary of stakeholder interviews

TASK TWO: ECONOMIC DEVELOPMENT OPPORTUNITIES

Based on existing knowledge and information gathered during Task One, the team will identify economic development opportunities for the study area. These opportunities will guide future development, infrastructure, and recreational recommendations. The opportunities will be presented in written and illustrative form and incorporated into the Final Plan.

Deliverable: Digital Opportunities Map and written narrative

TASK THREE: FUTURE LAND USE AND REDEVELOPMENT RECOMMENDATIONS

The team will prepare a Future Land Use Master Plan illustrating development opportunities, areas of preservation, and potential future activities. Specific features of the Master Plan may include:

- Future land uses & infill opportunities
- Potential building locations
- Building density, massing, and height recommendations
- Areas of preservation/stormwater management
- Best Management Practices recommendations for stormwater
- Landscape improvements in public areas such as South Pond
- Vehicular and bicycle transportation recommendations and locations
- View shed analysis & preservation

Deliverable: Future Land Use Master Plan Map and written narrative

TASK FOUR: PROPOSED PUBLIC INFRASTRUCTURE

Future public infrastructure should be planned in coordination with economic development and future land use recommendations to complete this comprehensive study. The team will provide the following transportation, traffic, and utility recommendations:

- Provide summary of future planning for the Pleasant View Road corridor to accommodate a four-lane urban cross-section.
- Provide a planning level/regional trip generation for ultimate development scenario.
- Provide edits to the 2050 Dane County Cube travel demand model to understand high level traffic impacts. Up to two scenarios will be provided.
- Provide evaluation of available roadway capacity versus future demand.
- Provide evaluation of intersection constraints and system bottlenecks.
- Communicate with American Transmission Company (ATC) regarding future location of existing overhead electric poles along the Pleasant View Road Corridor.
- Provide comments related to providing water and sanitary sewer service in currently undeveloped lands within the study area.

Deliverable: Public infrastructure recommendation included in final document.

TASK FIVE: RECREATION PLANNING

This part of the City provides numerous recreational opportunities for residents and visitors. As the winner of Madison Magazine 2015 Best of the 'Burbs: Golf Course award, the Pleasant View Golf Course is a key recreation destination within the planning area. The team will work with the golf planning consultant to recommend ways to best integrate the Pleasant View Golf Course into the Urban Greenway and identify additional economic opportunities for the golf course, as well as, identify recreation opportunities that complement the golf course. Specific recommendations may include:

- Preservation of golf activities
- Additional golf course expansion & economic development potential
- Future infrastructure opportunities
- New recreational uses
- Parking recommendations
- Recreation access & enhancements

Deliverable: Recreation opportunity recommendations included on the Master Plan and narrative

TASK SIX: MEETING ATTENDANCE

In addition to regular Staff Meetings, the team will be available to present both the draft and final study findings to City Committees and both Plan Commission and Common Council.

PROJECT DELIVERABLE & TIMELINE

All work will be compiled into a final PDF document. The project is anticipated to begin in early April with an anticipated timeline of six months.