APPENDIX F

MADISON EAST-WEST BRT

Documented Categorical Exclusion
Visual Quality Technical Report

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City of Madison

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Cross-Spectrum Acoustics

Revisions

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1. Introduction

The Madison East-West Bus Rapid Transit (BRT) Project (the project) is a proposed 15-mile route serving east-west travel needs in central Madison, Wisconsin. The project extends from East Springs Drive on the east side of Madison to a proposed new park-and-ride at Junction Road on the west side of Madison. Operating primarily via East Washington Avenue, University Avenue, and Mineral Point Road, the BRT line would serve the major regional destinations of the isthmus (downtown Madison), the University of Wisconsin-Madison (UW) campus, Madison Area Technical College, and major employers and several shopping centers located throughout the corridor. BRT buses would use a combination of center-running bus lanes, side bus lanes, and mixed-traffic lanes. The project also includes electric bus charging infrastructure at the Sun Prairie Park-and-Ride and the Metro Satellite Maintenance Facility where BRT layovers will occur.

This technical memo documents the potential impacts of the project on visual and aesthetic conditions, including the regulatory context for the analysis, methods used, and existing conditions within the study area. Potential operating (long-term) impacts and construction phase (short-term) impacts are evaluated, and potential mitigation measures to address these impacts are described.

The project would be constructed in a developed urban environment, in an area with high levels of existing bus service. The project would cause minor changes to the visual landscape along the route. No negative impacts are expected to sensitive views or sensitive viewers based on the setting, orientation, scale of infrastructure planned, and the highly compatible nature of upgrading transit amenities within an area that is already well-served by bus service.

2. Regulatory Context and Methodology

2.1. Regulatory Context

Visual and aesthetic resources are subject to US Department of Transportation regulation. The Federal Highway Administration's (FHWA) *Guidelines for the Visual Impact Assessment of Highway Projects*[1] presents an approach to identifying visual resources and assessing potential project impacts to these resources.

FHWA guidance, which is specific to highway projects, was selected as the foundation for this analysis because the project is also a linear transportation facility. Federal regulations require visual impacts to be addressed for resources and properties protected by Section 106 of the National Historic Preservation Act of 1966[2] and Section 4(f) of the Department of Transportation Act of 1966.[3] There are no specific federal or state visual regulatory requirements that apply to parklands or to properties that are not listed or eligible for listing on the National Register of Historic Places. The National Environmental Policy Act (NEPA) forms the general basis for consideration of potential visual impacts to properties not protected under Section 106. The historic resources section of the documented categorical exclusion (DCE) and Appendix H: Historic and Cultural Resources addresses project-related impacts to the visual quality of historic properties.

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1 Federal Highway Administration. *Guidelines for the Visual Impact Assessment of Highway Projects*. January 2015. Available at: https://www.environment.fhwa.dot.gov/env_topics/other_topics/VIA_Guidelines_for_Highway_Projects.aspx. Accessed January 2020.

2 "Effect of Undertaking on Historic Property," 54 USC 306108. 2014. Available at: https://www.ecfr.gov/cgi-bin/text-idx?SID=4908d84d9d15501f57c7d9bbb46147f1&mc=true&node=se36.3.800_116&rgn=div8. Accessed January 2020.

3 "Section 4(f) of the Department of Transportation Act of 1966," as amended, 49 USC 303 et seq. Available at: https://www.gpo.gov/fdsys/pkg/USCODE-2009-title49/html/USCODE-2009-title49-subtitleI-chap3-subchapI-sec303.htm. Accessed January 2020.

2.2. Methodology

The visual impact assessment documents the area of visual effect (i.e., study area), describes existing visual quality or visual resources, characterizes typical viewing experiences from adjacent neighbors or travelers, and qualitatively describes how the visual character of the study area would change because of the project. The right-of-way for project elements and the adjacent properties with a visual connection to the project comprise the study area. In select instances, the extent of analysis was expanded to account for specific features that were visible by field observation along the proposed route because of topography, physical scale, architectural distinction, or other considerations. The study area was analyzed and inventoried using mapping, Google Street View, photos, and direct observation from field visits conducted in 2020 and 2021.

A description of the existing visual context is provided as a basis for understanding the affected environment in which this project would be introduced. The following includes specific features of visual quality that comprise the existing environment and are generally described in this technical report without value or preference:

- **Natural environment** includes the land, water, and vegetation that surround the project. Features that are primarily geological or biological in origin are considered natural even if they have been modified by people.
- **Cultural environment** includes the buildings, structures, infrastructure, and artifacts that compose the surrounding built environment. These are features that were constructed by people and are not considered natural.
- **Project environment** includes all structural and landscape features defined as part of the project. For the Madison East-West BRT Project, the features include the guideway, stations, and other infrastructure modified for BRT construction and operations. Landscape features may include trees and other vegetation that would be introduced as part of the project.

Draft concept plans (see Appendix A of the DCE) and identified right-of-way impacts were considered in evaluating the potential visual change to the study area. Physical elements of the project that would change visual quality include:

- **Stations:** Typical BRT stations would include a 60-foot boarding platform, shelter, vertical marker, fare vending infrastructure, and other amenities. Shorter 50-foot platforms are used at various locations in the corridor with sensitive viewsheds. These stations would have visual qualities and architectural features specific to the project and distinct from existing local bus infrastructure.
- **Dedicated bus lanes:** Dedicated bus lanes consist of pavement areas designed and dedicated for the exclusive use of BRT buses, as well as local buses. These lanes would look much like a typical roadway, with an asphalt, bituminous, or concrete surface as well as curbs and gutters. Some of the pavement in bus-only lanes would be painted red full-width, or as a red stripe, to indicate transit priority.
- **Bus layover and charging locations:** At Junction Road station and park-and-ride facility, and the Sun Prairie Park-and-Ride facility, transit infrastructure would include dedicated spaces for BRT buses to stage and/or charge between trips. Bus chargers would be of a reverse pantograph design, requiring a vertical pylon that reaches above the level of the bus. Chargers would require adjacent transformers.
- **Driver break facility:** At the Junction Road station and park-and-ride facility, and the Sun Prairie Park-and-Ride, driver break facilities would be constructed to allow bus operators access to a restroom between trips and/or shifts.
- **Retaining walls and landscaping:** Retaining walls and other landscaping features may be used in certain locations to accommodate a change in topography, stabilize slopes near stations, or enhance the

surrounding visual context. Retaining walls would be constructed of concrete, brick, or similar materials, while landscaping may include a variety of native plantings consistent with Madison's climate.

To the extent feasible, project elements listed above would be designed to be visually attractive and compatible with surrounding features of the built and natural environment. Representative visualizations of select project elements are shown in Figure 1 through Figure 5.

Figure 1: Visualization of Typical Station and Guideway – Median Platform at 4th Steet station.

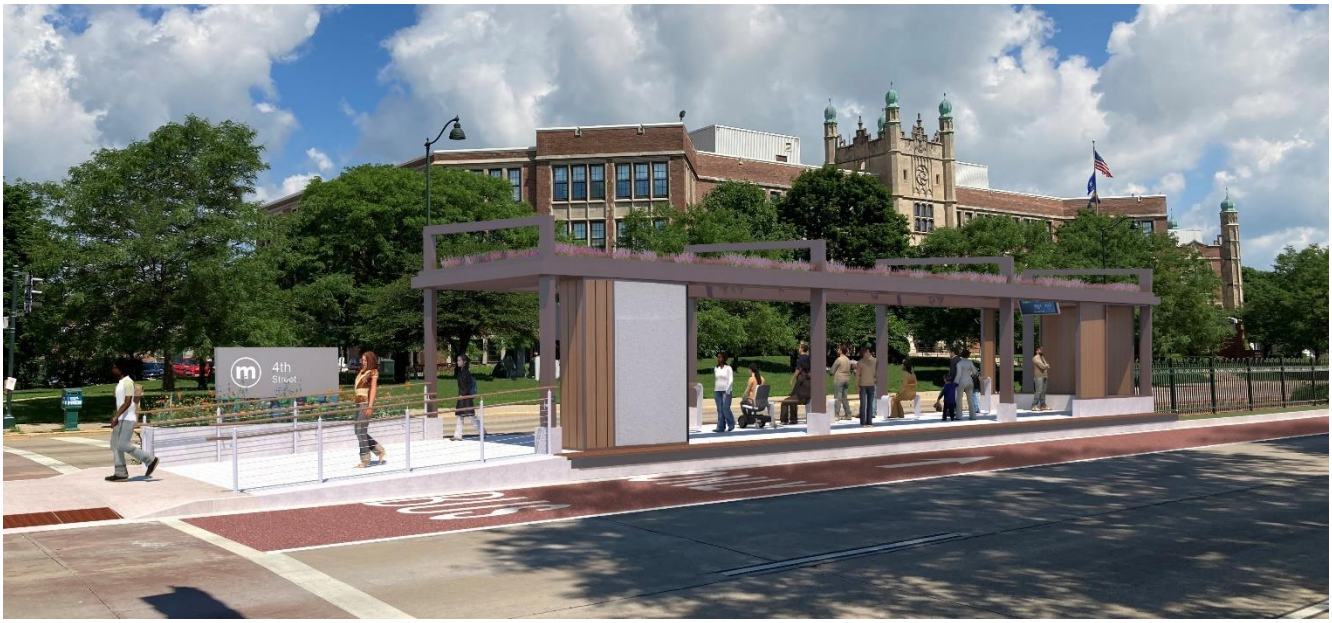


Figure 2: Visualization of Typical Station and Guideway – Median Platform at Regent Street station.

Figure 3: Visualization of Curbside Boarding Platform – Capitol Square station.

Figure 4: Visualization of Curbside Boarding Platform – State Street station (Westbound)

Figure 5: Visualization of Median Boarding Platform – Baldwin station.

Project staff used a rating system provided in FHWA guidance[1] to qualitatively assess the level of visual contrast that the project elements would have on visual resources. Visual contrast is defined as the degree of perceived change that occurs in the landscape due to alterations necessary for a project. The rating system assigns high, medium, and low classifications. The following definitions summarize each classification:

- **High**: Introduction of new elements that would result in a major visual contrast where elements may obstruct views or substantially alter the character of the existing visual context.
- **Moderate**: Introduction of new elements that would have a noticeable visual contrast where project elements may obstruct or alter views or character of the existing visual context.
- **Low**: Introduction of new elements that would have minor visual contrast and/or are consistent with the existing visual context.

3. Existing Conditions

The following section documents existing visual features in the project study area, with a focus on features of the visual context that are immediately adjacent to future stations, bus lanes, or other highly visible project elements. In addition to describing the existing conditions, a short description of project elements proposed for each location is provided.

3.1. Junction Road

Located west of Junction Road and south of Mineral Point Road, the Junction Road station area is an undeveloped lot with shrubbery and a bike trail along the perimeter on the west and south sides of the lot. A sidewalk is present on the east side of the city-owned lot along Junction Road. Current Madison Metro buses pass in front of the lot along Junction Road, but do not stop at this location. There are agricultural fields to the west and south of the lot, and a commercial area across the street to the east.

The Madison East-West BRT Project proposes a new BRT station, layover space, and a park-and-ride facility at this location, which includes electric bus charging infrastructure and a driver break facility. The location of the planned park-and-ride and station are located in the upper right quadrant of Figure 6 and on the right side of Figure 7 below. There would also be a stormwater retention feature. A new traffic signal would be placed at the entrance of the park-and-ride. East-West BRT would run in mixed traffic entering and exiting this western terminal station.

Figure 6: Existing Conditions- Junction Road (North Facing)

Figure 7: Existing Conditions - Junction Road (South Facing)

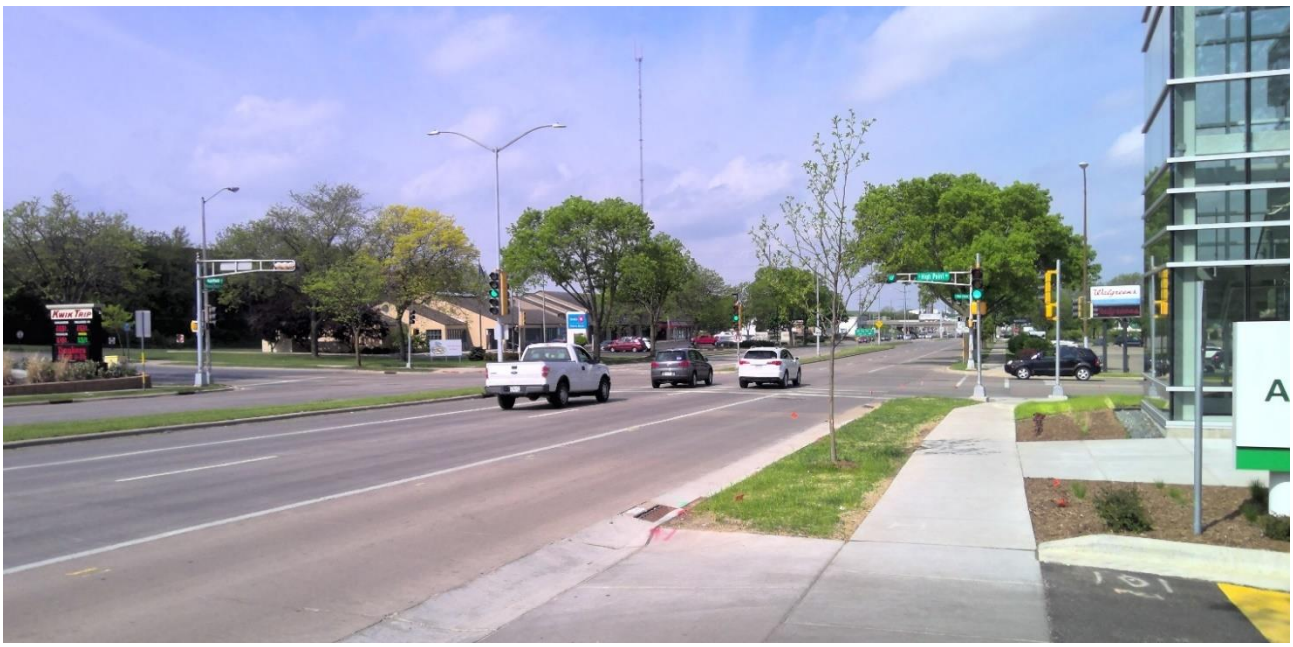
3.2. High Point Road

Existing conditions at South High Point Road and Mineral Point Road include small commercial buildings fronting a four-lane street with turn lanes and grass medians. The South High Point Road/Mineral Point Road intersection is signalized with marked pedestrian crossings as shown in Figure 8 and Figure 9.

The first station east of Highway 14 along Mineral Point Road, High Point Road station would have a median boarding platform on the east side of the intersection. It would be the starting point of center-running bus lanes to the east. A shared use path would run along the north side of Mineral Point Road. There would also be improved pedestrian crossings.

Figure 8: Existing Conditions - High Point Road (East Facing)

Figure 9: Existing Conditions - High Point Road (West Facing)



3.3. Westfield Road

Existing conditions at Westfield Road and Mineral Point Road include small commercial buildings facing Mineral Point Road, a four-lane street with turn lanes and grass medians. The Sunset Memory Gardens Cemetery is located northwest of the intersection, and the West Towne Mall is located southeast of the intersection. It is a signalized intersection with marked pedestrian crossings. There is a bus stop on the northwest corner of the intersection.

The project proposes a median boarding platform on the east side of the intersection, (the nearest median on the left side of **Error! Reference source not found.**). It would be a continuation of the center-running bus lanes along Mineral Point Road. A shared use path would run along the north side of Mineral Point Road. There would also be improved pedestrian crossings.

Figure 10: Existing Conditions - Westfield Road (East Facing)

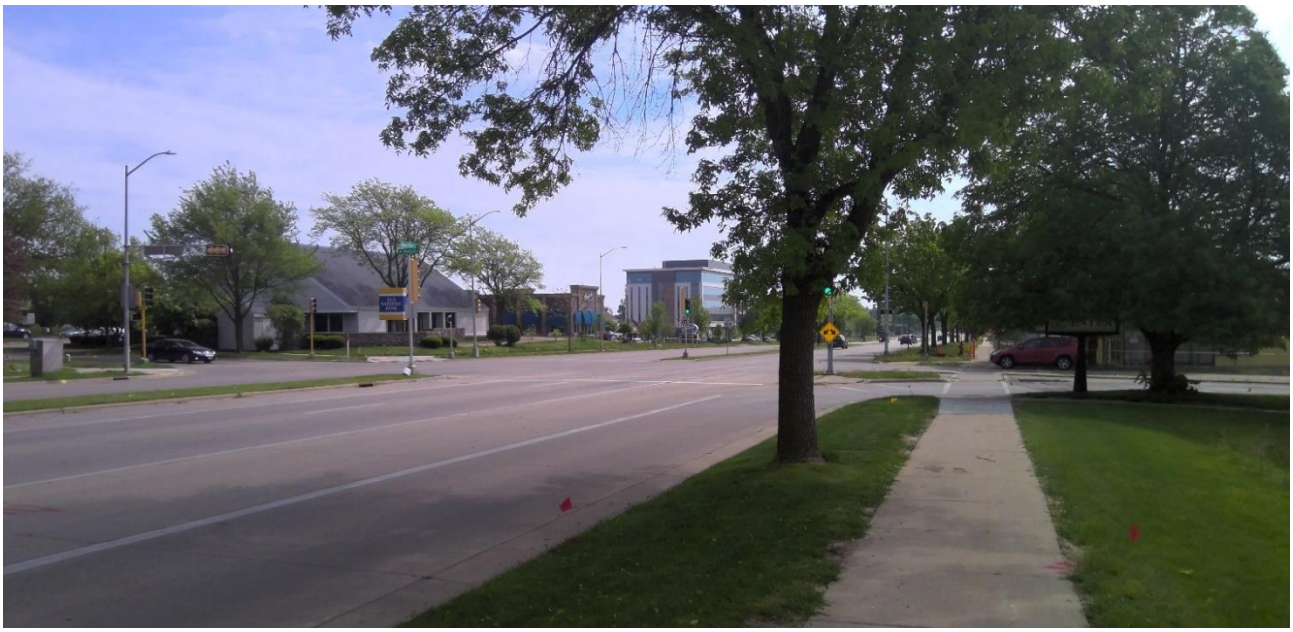


Figure 11: Existing Conditions: Westfield Road (West Facing)

3.4. Grand Canyon Drive

Existing conditions at Grand Canyon Drive and Mineral Point Road include small commercial buildings and a strip mall fronting a four-lane street with turn lanes and grass medians. The James Madison High School campus is located northwest of the intersection. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northwest and southeast corners of the intersection.

The project proposes a median boarding platform on the east side of the intersection. It would be a continuation of the center-running bus lanes along Mineral Point Road. A shared use path would run along the north side of Mineral Point Road. There would also be improved pedestrian crossings.

Figure 12: Existing Conditions - Grand Canyon Drive (East Facing)

Figure 13: Existing Conditions - Grand Canyon Drive (West Facing)

3.5. Island Drive

Existing conditions at Island Drive along Mineral Point Road include small commercial buildings and Oakwood Village Seminary fronting a four-lane street with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northwest and southwest corners of the intersection.

The project proposes a median boarding platform on the west side of the intersection. This would be a continuation of the center-running bus lanes along Mineral Point Road. The project would include improvements for pedestrian infrastructure including a shared use path along the north side of Mineral Point Road and improved pedestrian crossings.

Figure 14: Existing Conditions - Island Drive (East Facing)

Figure 15: Existing Conditions - Island Drive (West Facing)

3.6. Rosa Road

Existing conditions at Rosa Road and Mineral Point Road include suburban office buildings and parking lots fronting a four-lane street with turn lanes and grass medians. Garner Park is to the northeast of the intersection (seen across the intersection in Figure 16). It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northwest and southeast corners of the intersection, with bus shelters at both stops.

The project proposes a median boarding platform on the west side of the intersection. It would be a continuation of the center-running bus lanes along Mineral Point Road. The project would include improvements for pedestrian infrastructure including a shared use path along the north side of Mineral Point Road and improved pedestrian crossings.

Figure 16: Existing Conditions - Rosa Road (East Facing)

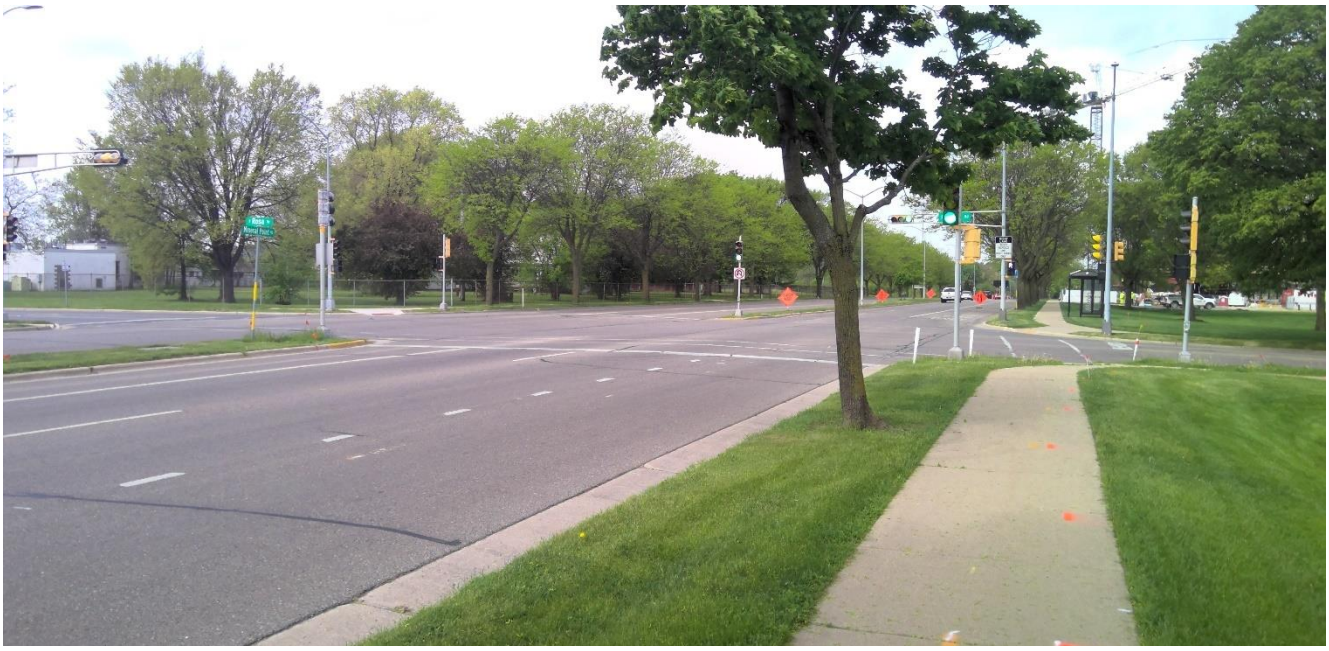


Figure 17: Existing Conditions - Rosa Road (West Facing)

3.7. Whitney Way – Mineral Point Road

Existing conditions at Whitney Way at Mineral Point Road include a small commercial area with apartment homes to the northwest (right side of Figure 19), a residential neighborhood to the northeast, and a suburban office park to the southwest and southeast. Whitney Way is a six-lane street and Mineral Point is a four-lane street, both with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northwest, northeast, and southwest corners of the intersection.

The project proposes a median boarding platform on the north side of the intersection. East-West BRT would run in mixed traffic in this southern segment of Whitney Way. The project would include improvements for pedestrian infrastructure including a shared use path along the north side of Mineral Point Road and improved pedestrian crossings.

Figure 18: Existing Conditions - Whitney Way Mineral Point Road (East Facing)

Figure 19: Existing Conditions - Whitney Way- Mineral Point Road (West Facing)

3.8. West Transfer Point

The West Transfer Point is a transit center northwest of the corner of Whitney Way and Tokay Boulevard. In addition to two bus shelters, a large canopy provides shelter from rain and sun for passengers waiting to board the bus.

Figure 20 and Figure 21 show the current shelter and turn around for transit vehicles. There is a suburban office park to the north and commercial buildings and big box stores to the south. Many Madison Metro local routes converge here, and it also serves as a stop for Greyhound intercity bus service. The project proposes a dedicated boarding platform for the BRT at the transit center.

Figure 20: Existing Conditions – West Transfer Point (East Facing)

Figure 21: Existing Conditions – West Transfer Point (West Facing)

3.9. Regent Street

Existing conditions at Regent Street along Whitney Way include residences and a church fronting a four-lane street with turn lanes and grass medians. Red Village Church is to the northeast of the intersection. It is a signalized intersection with marked pedestrian crossings. There are bus stops on all four corners of the intersection.

The project proposes a median boarding platform on the south side of the intersection. It would be a continuation of the center-running bus lanes along Whitney Way. Pedestrian crossing improvements are proposed, including an extension of the median on the north side of the intersection (which is currently a grass median as seen in Figure 22) for a pedestrian island crossing.

Figure 22: Existing Conditions – Regent Street (North Facing)

Figure 23: Existing Conditions – Regent Street (South Facing)

3.10. Eau Claire Avenue

Existing conditions at Eau Claire Avenue along Sheboygan Avenue include apartment homes and office buildings fronting a two-lane street. The Red Cross and the Wisconsin Department of Transportation have offices to the northeast of the intersection. Sheboygan Avenue is a two-lane street providing access to homes and places of employment. There are bus stops on the northeast and southeast corners of the intersection, including a bus shelter on the southeast which is visible in Figure 24.

The project proposes a median boarding platform on the east side of the intersection. East-West BRT would run in mixed traffic along Sheboygan Avenue. There would also be improved pedestrian crossings. Additionally, to the east of this station, a traffic signal would be added to the intersection of Sheboygan Avenue and Whitney Way (Figure 26).

Figure 24: Existing Conditions – Eau Claire Avenue (East Facing)

Figure 25: Existing Conditions – Eau Claire Avenue (West Facing)

Figure 26: Existing Conditions - Whitney Way and Sheboygan Avenue (West Facing)

3.11. Segoe Road

Existing conditions at the intersection of Segoe Road and Sheboygan Avenue include tall and medium sized apartment homes, office buildings, and a hotel. Segoe Road is a four-lane street with turn lanes and grass medians. There are bus stops on the northwest and southwest corners of the intersection, including a bus shelter on the southwest.

The project proposes curbside boarding platforms on the northwest and northeast sides of the intersection. East-West BRT would run in mixed traffic along Sheboygan Avenue and Segoe Road. There would also be improved pedestrian crossings, including an extension of the median on the north side of the intersection for a pedestrian island crossing. A traffic signal would be added to the intersection of Segoe Road and Sheboygan Avenue.

Figure 27: Existing Conditions – Segoe Road (North Facing)

Figure 28: Existing Conditions – Segoe Road (South Facing)

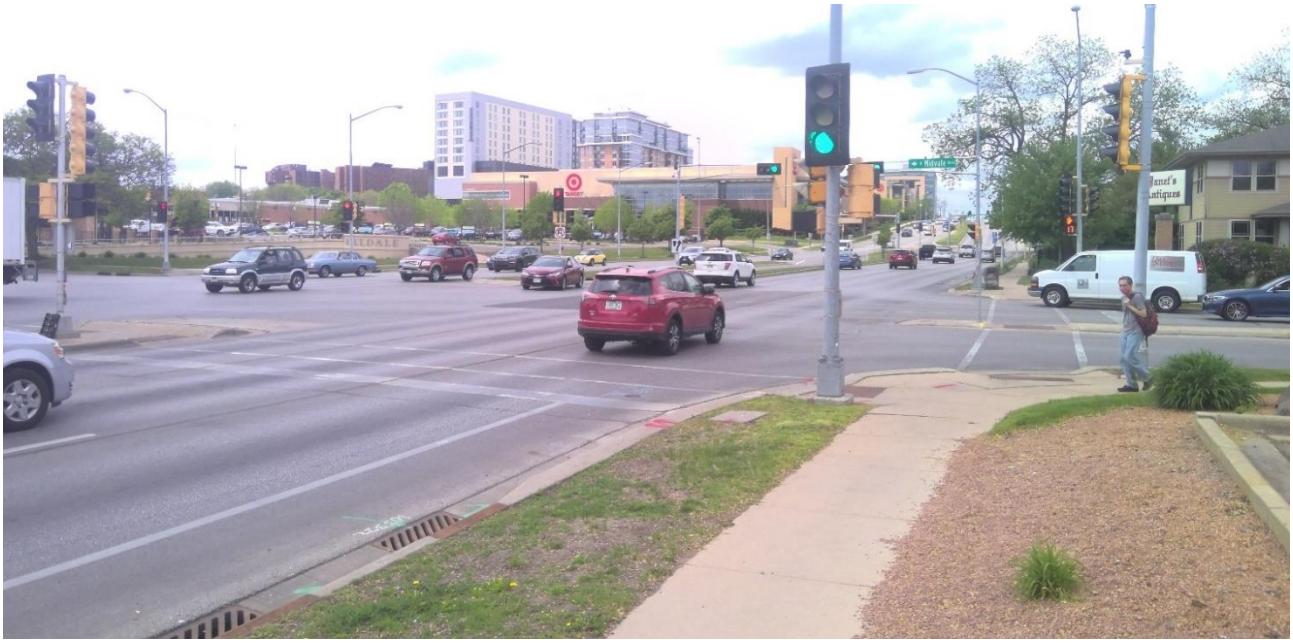
3.12. Midvale Boulevard

Existing conditions at Midvale Boulevard and University Avenue include commercial buildings, large box stores, and parking lots fronting a six-lane street. There are grass-covered medians on the west side of the intersection (Figure 30) and a double left turn lane on the west side of the intersection for vehicle traffic heading south. It is a signalized intersection with marked pedestrian crossings. There are bus stops on all four corners of the intersection, including a bus shelter on the southeast.

The project proposes curbside boarding platforms on the northwest and southeast sides of the intersection. East-West BRT would run in mixed traffic along University Avenue.

Figure 29: Existing Conditions – Midvale Boulevard (East Facing)

Figure 30: Existing Conditions – Midvale Boulevard (West Facing)



3.13. Shorewood Boulevard

Existing conditions at Shorewood Boulevard and University Avenue include commercial and mixed-use buildings fronting a six-lane street with turn lanes and concrete medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northwest and southwest corners of the intersection.

The project proposes curbside boarding platforms on the northwest and southwest sides of the intersection. East-West BRT would run in mixed traffic along University Avenue.

Figure 31: Existing Conditions – Shorewood Boulevard (East Facing)

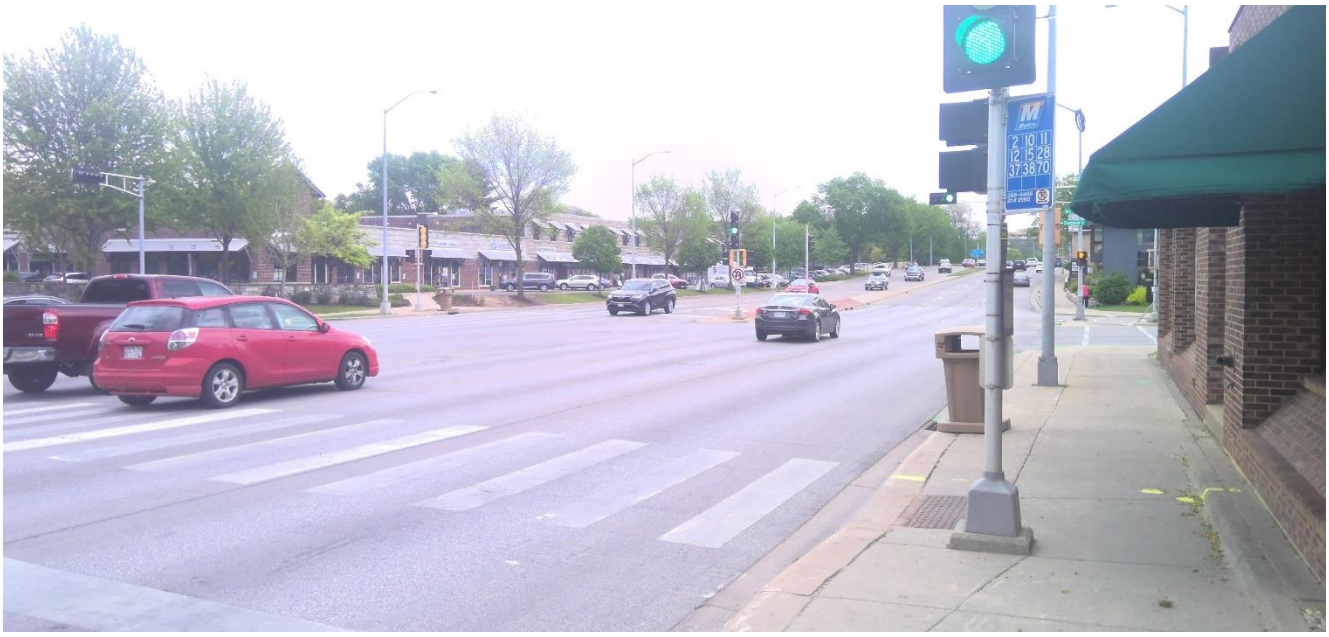


Figure 32: Existing Conditions – Shorewood Boulevard (West Facing)

3.14. University Bay Drive

Existing conditions at University Bay Drive and University Avenue include commercial and mixed-use buildings on the south side, and apartment homes, three hospitals, and health care services on the north side. These buildings front a six-lane street with turn lanes and concrete medians. There is a railroad running parallel along the north side of University Avenue. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northwest and southwest corners of the intersection, with bus shelters are both stops. The shelters can be seen in Figure 33 and Figure 34.

The project proposes curbside boarding platforms on the northwest and southwest sides of the intersection. East-West BRT would run in mixed traffic along University Avenue and Campus Drive.

Figure 33: Existing Conditions – University Bay Drive (East Facing)

Figure 34: Existing Conditions – University Bay Drive (West Facing)

3.15. Orchard Street

Existing conditions at the intersections of Orchard Street and University Avenue and Orchard Street and Johnson Street include large University of Wisconsin campus buildings. These buildings front University Avenue and Johnson Street, which form four-lane, one-way pairs with wide sidewalks. Both intersections are signalized with marked pedestrian crossings. There is a bus stop with a bus shelter on the northeast corner of Orchard Street and University Avenue (seen in Figure 36).

The project proposes curbside boarding platforms on the northeast side of the University Ave intersection and the southwest side of the Johnson Street intersection. East-West BRT would run on dedicated curbside bus lanes along both University Avenue and Johnson Street.

Figure 35: Existing Conditions – Orchard Street (East Facing)

Figure 36: Existing Conditions – Orchard Street (West Facing)

3.16. East Campus Mall

Existing conditions at the intersections of East Campus Mall with University Avenue and with Johnson Street include large University of Wisconsin campus buildings and large mixed-use buildings. These buildings front University Avenue and Johnson Street, which form four-lane, one-way pairs with wide sidewalks. East Campus Mall is a pedestrian-only street. Both intersections with East Campus Mall are signalized with marked pedestrian crossings. The existing bus stops are one block to the east and west from both intersections.

The project proposes curbside boarding platforms on the northeast side of the University Avenue intersection and the southeast side of the Johnson Street intersection. The BRT would run on dedicated curbside bus lanes along both University Avenue and Johnson Street.

Figure 37: Existing Conditions – East Campus Mall (East Facing)

Figure 38: Existing Conditions – East Campus Mall (West Facing)

3.17. State Street

Existing conditions along Johnson Street at the intersection with State Street and Henry Street include older commercial and mixed-use buildings and the Madison Museum of Contemporary Art, as well as larger mixed-use buildings within a block of the six-pronged intersection. It is a signalized intersection with marked pedestrian crossings. State Street is limited to buses and bikes in this area and has wide sidewalks. There are bus stops along State Street on the northeast and southwest corners. There is a bus shelter at the stop on the northeast corner that is visible in

Figure 39.

The westbound station will be on the east side of the intersection of Gorham Street and State Street. The eastbound station will be approximately 200 feet east of the intersection of Johnson and State Street.

Figure 39: Existing Conditions – State Street (East Facing)

Figure 40: Existing Conditions – State Street (West Facing)

3.18. Eastbound: Main Street at Carroll (Capitol Square)

Existing conditions at the intersection of Carroll Street, Main Street, and South Hamilton Street on the south side of Capitol Square include the Wisconsin State Capitol building and large mixed-use and office buildings. There is a signalized intersection for South Hamilton Street on the south end of Capitol Square, and wide sidewalks with pedestrian amenities on both sides of the street as shown in Figure 41. There is a dedicated bus lane along Main Street and a bus stop with a shelter just to the northeast of the intersection with South Hamilton Street. There is also a general-purpose lane and parallel parking along the State Capitol side of the street.

The project proposes a curbside boarding platform along Main Street opposite the State Capitol, to the northeast of the Hamilton intersection. The eastbound BRT would run in dedicated curbside bus lanes along Carroll Street and Main Street.

Figure 41: Existing Conditions – Main Street at Carroll (Capitol Square, Northeast Facing)

3.19. Westbound: Mifflin Street at Pinckney (Capitol Square)

Existing conditions at the intersection of Pinckney Street, Mifflin Street, and North Hamilton Street on the north side of Capitol Square include the State Capitol building and large mixed-use and office buildings. There is a signalized intersection with North Hamilton Street on the north end of Capitol Square, and wide sidewalks on both sides of the street as shown in Figure 42. There is a dedicated bus lane along Mifflin Street and bus stops with shelters just to the east and west of the intersection with North Hamilton Street. There is also a general-purpose lane and parallel parking along the State Capitol side of the street.

The East-West BRT Project proposes a curbside boarding platform along Mifflin Street opposite the State Capitol, to the southwest of the Hamilton intersection. The westbound BRT would run in dedicated curbside bus lanes along Pinckney Street and Mifflin Street.

Figure 42: Existing Conditions – Mifflin Street at Pinckney (Capitol Square, Southwest Facing)

3.20. Blair Street

Existing conditions at Blair Street and East Washington Avenue include small commercial and office buildings, mixed-use buildings, and residential homes fronting a six-lane street with turn lanes and landscaped medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops with shelters on the north and south corners of the intersection along East Washington Avenue shown in Figure 43.

The project proposes a median boarding platform on the south side of the intersection. It is the first station along the center-running bus lanes on East Washington Avenue.

Figure 43: Existing Conditions – Blair Street (Northeast Facing)

Figure 44: Existing Conditions – Blair Street (Southwest Facing)

3.21. Paterson Street

Existing conditions at Paterson Street and East Washington Avenue include large commercial and mixed-use buildings fronting a six-lane street with turn lanes and grass medians. Breese Stevens Field soccer stadium is to the north of the intersection. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the east and west corners of the intersection along East Washington Avenue.

The project proposes a median boarding platform on the south side of the intersection. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be improved pedestrian crossings.

Figure 45: Existing Conditions – Paterson Street (Northeast Facing)

Figure 46: Existing Conditions – Paterson Street (Southwest Facing)

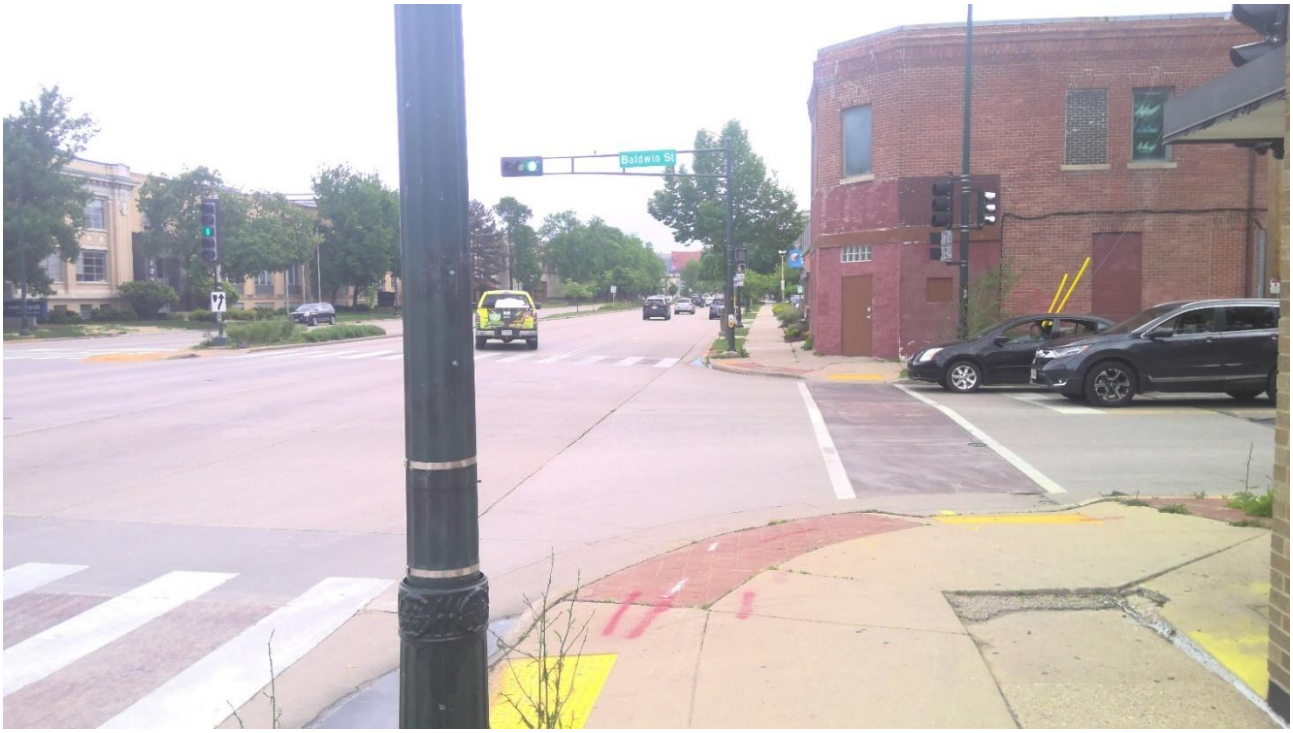
3.22. Baldwin Street

Existing conditions at Baldwin Street along East Washington Avenue include small commercial buildings, apartment homes, and the Madison Metro garage facility fronting a six-lane street with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the east and west corners of the intersection along East Washington Avenue.

The project proposes a median boarding platform on the south side of the intersection. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be improved pedestrian crossings.

Figure 47: Existing Conditions – Baldwin Street (Northeast Facing)

Figure 48: Existing Conditions – Baldwin Street (Southwest Facing)



3.23. First Street

Existing conditions at First Street and East Washington Avenue include small commercial buildings, a strip mall, and residences fronting a six-lane street with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the north, west, and south corners of the intersection along East Washington Avenue.

The project proposes a median boarding platform on the south side of the intersection, which can be seen next to northeast-bound traffic in Figure 50. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be an improved pedestrian crossing.

Figure 49: Existing Conditions – First Street (Northeast Facing)

Figure 50: Existing Conditions – First Street (Southwest Facing)

3.24. Fourth Street

Existing conditions at Fourth Street and East Washington Avenue include East High School on the north side of the intersection, residences fronting a six-lane street with turn lanes, and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the north and south corners of the intersection along East Washington Avenue.

The project proposes a median boarding platform on the north side of the intersection where there is currently a fence separating traffic seen in Figure 51. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be improved pedestrian crossings.

Figure 51: Existing Conditions – Fourth Street (Northeast Facing)

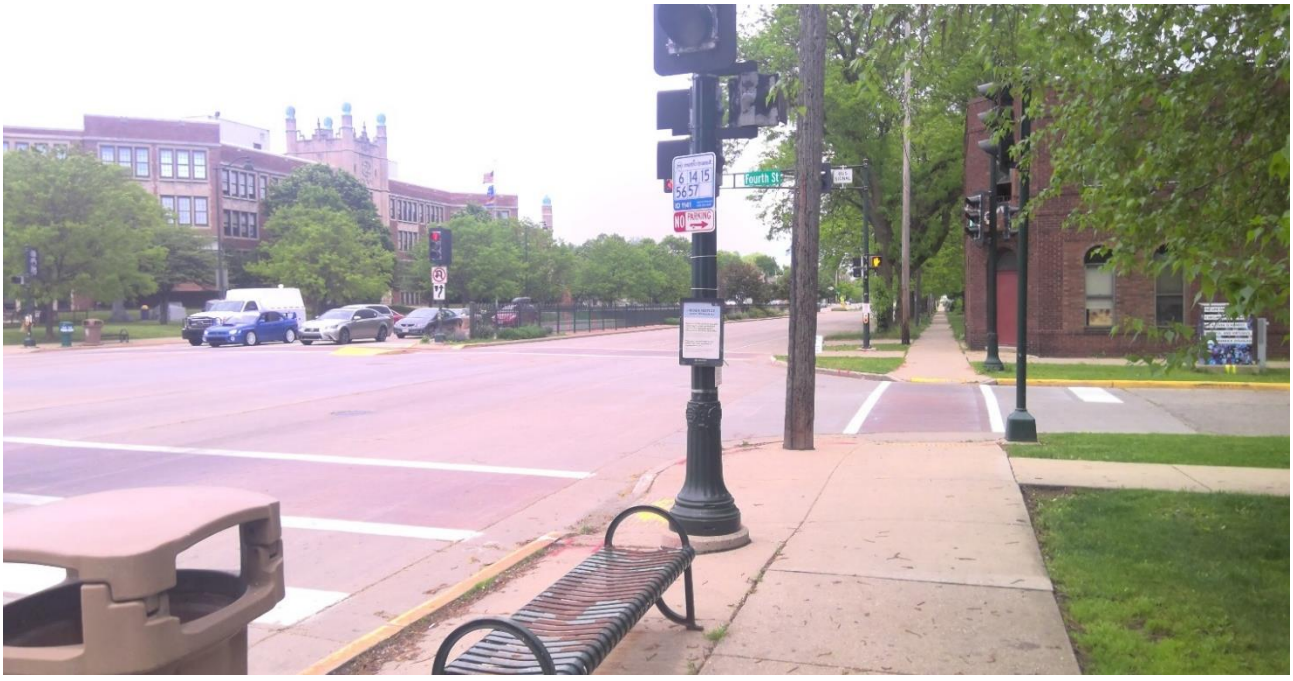
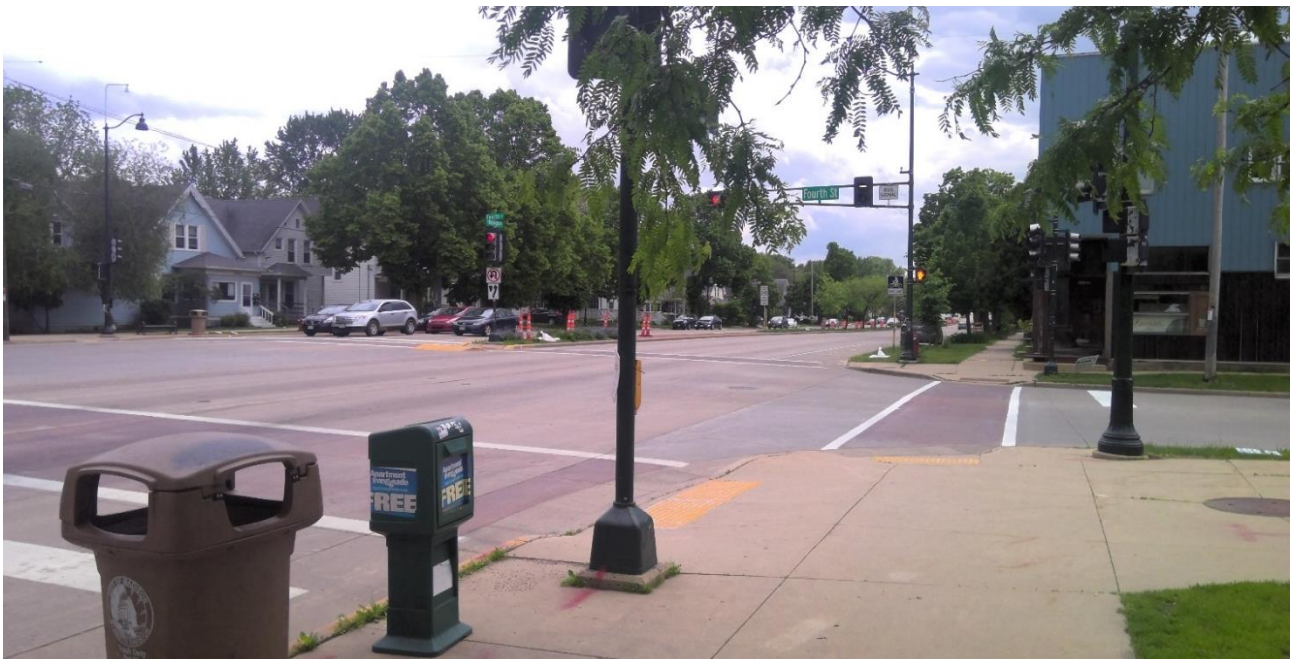


Figure 52: Existing Conditions – Fourth Street (Southwest Facing)



3.25. Milwaukee – North Street

Existing conditions at the intersection of Milwaukee Street, North Street and East Washington Avenue include small commercial buildings and residential homes fronting a six-lane street with turn lanes and grass medians. There are larger apartment buildings beyond a lot that is under development on the south side of the intersection (

Figure 54). It is a signalized intersection with marked pedestrian crossings. There are bus stops on the east, west, and south corners of the intersection along East Washington Avenue and Milwaukee Street, with a bus shelter on the west side of the intersection.

The project proposes a median boarding platform on the north side of the intersection. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be improved pedestrian crossings.

Figure 53: Existing Conditions – Milwaukee – North Street (Northeast Facing)

Figure 54: Existing Conditions – Milwaukee – North Street (Southwest Facing)

3.26. Marquette Street

Existing conditions at the intersection of Marquette Street and East Washington Avenue include small commercial buildings on the south and west sides of the intersection, and the Starkweather Creek and path on the north and east sides of the intersection. It is a six-lane street with turn lanes and grass medians. A bike and pedestrian bridge carries the Starkweather Creek Path over East Washington Avenue (seen in Figure 55). It is a signalized intersection with marked pedestrian crossings. There are bus stops on the north and east corners of the intersection along East Washington Avenue.

The project proposes a median boarding platform on the southwest side of the intersection. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be improved pedestrian crossings.

Figure 55: Existing Conditions – Marquette Street (Northeast Facing)

Figure 56: Existing Conditions – Marquette Street (Southwest Facing)

3.27. Melvin Court – Rethke Avenue

Existing conditions at the intersection of Melvin Court and Rethke Avenue with East Washington Avenue include small commercial buildings with parking lots out front, and an apartment building to the east side of the intersection. It is a six-lane street with turn lanes and grass medians. There are flashing beacons above and to the side of the street for the marked pedestrian crossing on the north side of the intersection. There are bus stops on the north and east corners of the intersection along East Washington Avenue, with a bus shelter on the north side of the intersection.

The project proposes a median boarding platform on the southwest side of the intersection. There would be a continuation of the center-running bus lanes along East Washington Avenue. There would also be improved pedestrian crossings and a traffic signal would be added to the intersection of Melvin Court and Rethke Avenue with East Washington Avenue.

Figure 57: Existing Conditions – Melvin Court – Rethke Avenue (Northeast Facing)

Figure 58: Existing Conditions – Melvin Court – Rethke Avenue (Southwest Facing)

3.28. Wright Street – Fair Oaks Avenue

Existing conditions at the intersection of Fair Oaks Avenue and Wright Street with East Washington Avenue include small commercial buildings, residential homes, and a distribution warehouse to the east side of the intersection. It is a six-lane street with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the northeast, east, and west corners of the intersection.

The project proposes a median boarding platform on the southwest side of the intersection. East-West BRT would run in mixed traffic along East Washington Avenue in this segment, and buses would turn to and from Wright Street after this station.

Figure 59: Existing Conditions – Wright Street – Fair Oaks Avenue (Northeast Facing)

Figure 60: Existing Conditions – Wright Street – Fair Oaks Avenue (Southwest Facing)

3.29. Anderson Street

Existing conditions at the intersection of Wright Street and Anderson Street include Madison Area Technical College to the north, residential homes to the southeast, and Unity Park to the southwest of the intersection. Both streets have four lanes. It is a signalized intersection with marked pedestrian crossings and bus stops on the northeast and southeast corners.

The project proposes curbside boarding platforms on the northeast and southeast sides of the intersection. East-West BRT would run in mixed traffic along both Wright Street and Anderson Street. There would also be improved pedestrian crossings.

Figure 61: Existing Conditions – Anderson Street (East Facing)

Figure 62: Existing Conditions – Anderson Street (West Facing)

3.30. Mendota Street

Existing conditions at the intersection of Mendota Street and East Washington Avenue include small commercial buildings with parking lots and residential homes fronting a six-lane street with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings and bus stops on the east and west corners along East Washington Avenue.

The project proposes curbside boarding platforms on the north and east sides of the intersection along Washinton Avenue. East-West BRT would run in mixed traffic along East Washington Avenue and on Mendota Street. To the northwest of the intersection, a new bus-only passageway would connect Anderson Street to Mendota Street. This new connection would be located just north of a Kwik Trip gas station off Highway 51 – North Stoughton Road and Anderson Street. The connection, which is currently a sidewalk and the Kwik Trip can be seen in Figure 66.

Figure 63: Existing Conditions – Mendota Street (Northeast Facing)

Figure 64: Existing Conditions – Mendota Street (Southwest Facing)

Figure 65: Existing Conditions - North Stoughton Road and Anderson Street (East Facing)

Figure 66: Existing Conditions - Mendota Street at Lien Road (Northwest Facing)

3.31. Thierer Road – Portage Road

Existing conditions at the intersection of Thierer Road and Portage Road with East Washington Avenue include small commercial buildings with parking lots fronting a six-lane street (west of the intersection) or eight-lane street (east of the intersection) with turn lanes and grass medians. It is a signalized intersection with marked pedestrian crossings. There are bus stops on the east and west corners of the intersection along East Washington Avenue. There is a bus shelter on the west side of the intersection for westbound passengers, close to Parkside Drive. Properties to the east of this intersection can only be accessed by vehicles from side streets or frontage roads.

The project proposes curbside boarding platforms on the west and east sides of the intersection along East Washington Avenue. East-West BRT would run in mixed traffic to the west of this station and would have dedicated curbside bus lanes to the east of this station.

Figure 67: Existing Conditions – Thierer Road – Portage Road (Northeast Facing)

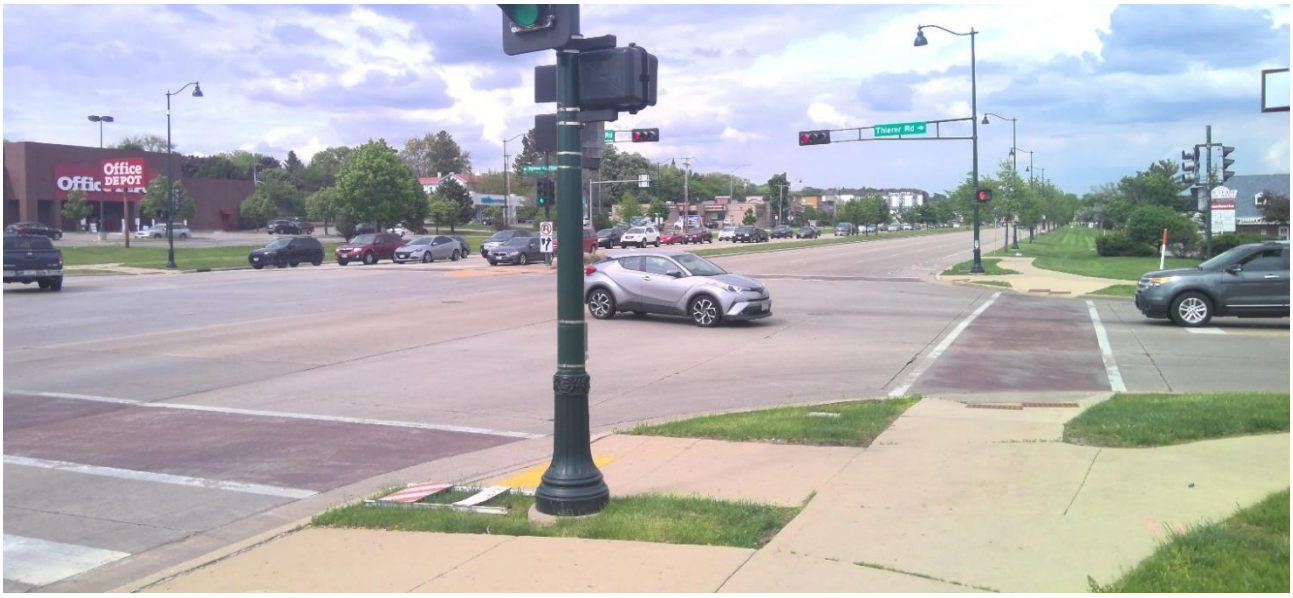


Figure 68: Existing Conditions – Thierer Road – Portage Road (Southwest Facing)

3.32. Independence Lane

Existing conditions at the intersection of Independence Lane and East Washington Avenue include commercial buildings, strip malls and a hotel with parking lots set back from an eight-lane street with turn lanes and grass medians. The East Towne Mall is located southeast of the intersection. The intersection is unsignalized with marked pedestrian crossings. There are bus stops on the east and west corners of the intersection along East Washington Avenue.

The project proposes curbside boarding platforms on the west and east sides of the intersection along Washinton Avenue. East-West BRT would run in dedicated curbside bus lanes. A traffic signal would be added to the intersection of Independence Lane and East Washington Avenue.

Figure 69: Existing Conditions – Independence Lane (Northeast Facing)

Figure 70: Existing Conditions – Independence Lane (Southwest Facing)

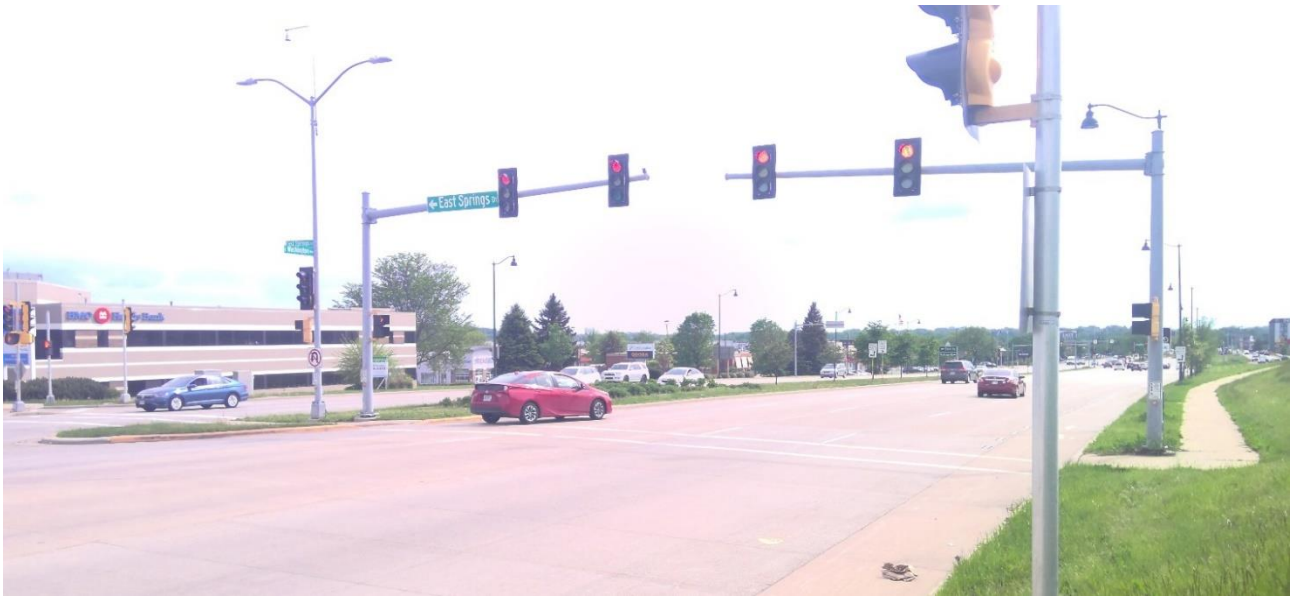
3.33. East Springs Drive (Eastern Terminus)

Existing conditions at the intersection of East Springs Drive with East Washington Avenue include commercial buildings and a hotel with parking lots set back from an eight-lane street with turn lanes and grass medians. It is a signalized intersection with a marked pedestrian crossings on the south side of the intersection. There are bus stops on the east and west corners of the intersection along East Washington Avenue.

The project proposes curbside boarding platforms on the west and south sides of the intersection along East Washinton Avenue. East-West BRT would run in dedicated curbside bus lanes.

Figure 71: Existing Conditions – East Springs Drive (Northeast Facing)

Figure 72: Existing Conditions – East Springs Drive (Southwest Facing)



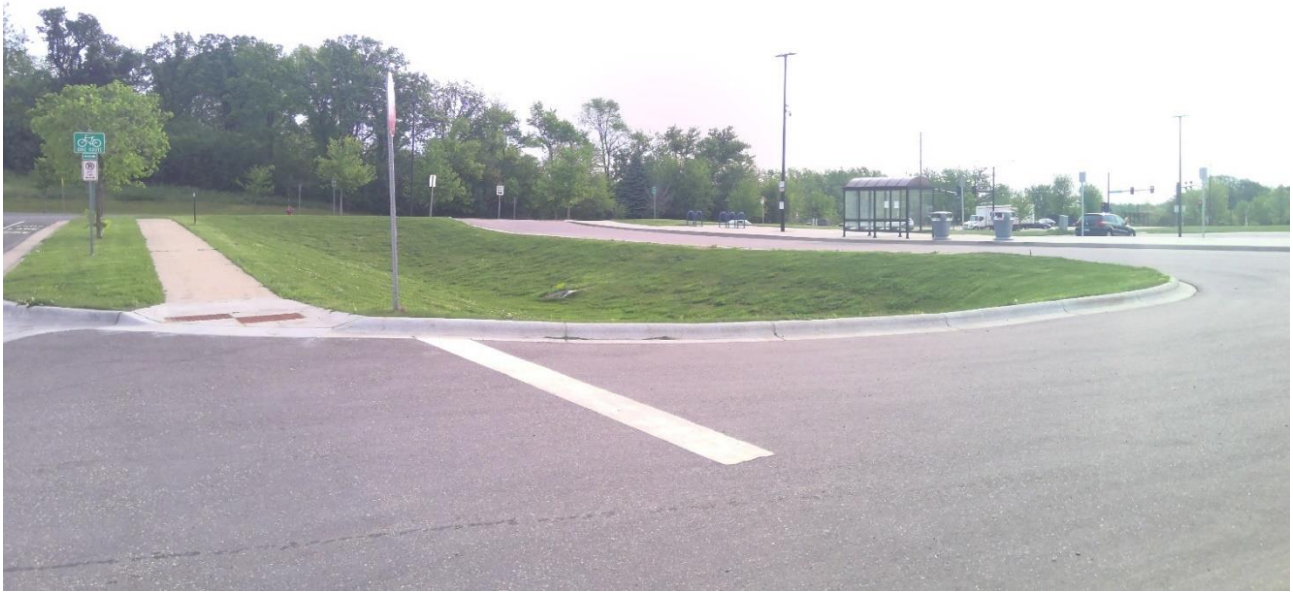
3.34. Sun Prairie Park-and-Ride

Located east of U.S. Highway 151 along Reiner Road, the Sun Prairie Park-and-Ride is currently used for express service to and from downtown Madison. It is adjacent to light industrial buildings and a health services clinic.

The project proposes a layover space at this location, which includes electric bus charging infrastructure and a driver break facility. East-West BRT would run in mixed traffic entering and exiting this eastern terminal station.

Figure 73: Existing Conditions - Sun Prairie Park-and-Ride (North Facing)

Figure 74: Existing Conditions - Sun Prairie Park-and-Ride (Northeast Facing)



3.35. Metro Satellite Maintenance Facility

Located at 3901 Hanson Rd northeast of the airport, the new Metro Satellite Maintenance Facility is adjacent to light industrial buildings and farmland.

The project proposes electric bus charging infrastructure at this location.

Figure 75: Existing Conditions – Metro Satellite Maintenance Facility (South Facing)

4. Environmental Consequences

4.1. No Build Alternative

Under the No Build Alternative, construction and operation of the project would not occur, and related visual impacts would not be observed. Visual context throughout the study area would reflect existing conditions.

4.2. Build Alternative

Under the Build Alternative, the project would be constructed, and visual changes would occur during the construction and operation.

The Area of Potential Effects (APE) for architectural history, described in Section 8 of the DCE and Appendix D, encompasses all historic properties that would have views of the project.

4.2.1. Operating Phase Impacts

During the operating phase, visual change would result from the presence of new BRT infrastructure and buses, with most change occurring proximate to the dedicated guideway and stations. Operating phase impacts related to specific project elements are listed in Table 1. Visual contrast is defined as the degree of perceived change that occurs in the landscape due to alterations necessary for a project.

The project would be constructed in a developed urban environment, in an area with high levels of existing bus service today. The visual changes of the project are minor, and no negative impacts are expected to sensitive views based on the setting, orientation, and scale of infrastructure planned, and the highly compatible nature of upgrading transit amenities within this area already well-served by regular bus transit.

Table 1: Operating Phase Visual Impacts

Project Element	**Impacted Area/Resource**	**Visual Contrast (Low/Moderate/High)**
Junction Road station	Nearby commercial properties	**Moderate:** Some change from existing visual context (park-and-ride transit facility)
High Point Road station	Nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor)
Westfield Road station	Sunset Memory Gardens Cemetery, nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Grand Canyon Drive station	Nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Island Drive station	Oakwood Village Seminary, nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Rosa Road station	Garner Park, nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)

Project Element	Impacted Area/Resource	Visual Contrast (Low/Moderate/High)
Whitney Way – Mineral Point Road station	Nearby commercial and residential properties, adjacent to visually sensitive University Hill Farms Historic District (NRHP-listed district) *Sensitive view*	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
West Transfer Point station (optional)	Nearby commercial properties	**Low:** Consistent with current visual context (transit center)
Regent Street station	Red Village Church, nearby residential properties, adjacent to visually sensitive University Hill Farms Historic District (NRHP-listed district) *Sensitive view*	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Eau Claire Avenue station	Red Cross, the Wisconsin Department of Transportation, nearby commercial and residential properties, adjacent to visually sensitive University Hill Farms Historic District (NRHP-listed district) *Sensitive view*	**Low:** Consistent with current visual context (access street corridor; existing bus stops)
Segoe Road station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Midvale Boulevard station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Shorewood Boulevard station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
University Bay Drive station	University of Wisconsin hospitals complex, nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Orchard Street station	University of Wisconsin	**Low:** Consistent with current visual context (multi-lane roadway, core urban area, and existing bus stops)
East Campus Mall station	University of Wisconsin, nearby commercial and residential properties, adjacent to Bascom Hill Historic District (NRHP-listed district)	**Low:** Consistent with current visual context (multi-lane roadway, core urban area, and existing bus stops)

Project Element	Impacted Area/Resource	Visual Contrast (Low/Moderate/High)
State Street station	Madison Museum of Contemporary Art, nearby commercial and residential properties, adjacent to State Street Historic District (NRHP-listed district) *Sensitive view*	**Low:** Consistent with current visual context (core urban area; existing bus stops; transit mall)
Eastbound: Main Street at Carroll Street – Capitol Square station	State Capitol building, nearby commercial and residential properties, adjacent to State Street Historic District (NRHP-listed district) and Capitol Square (NRHP-listed property) *Sensitive view*	**Low:** Consistent with current visual context (core urban area; existing bus stops)
Westbound: Mifflin Street at Pinckney Street – Capitol Square station	State Capitol building, nearby commercial and residential properties, adjacent to State Street Historic District (NRHP-listed district) and Capitol Square (NRHP-listed property) *Sensitive view*	**Low:** Consistent with current visual context (core urban area; existing bus stops)
Blair Street station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Paterson Street station	Breese Stevens Field soccer stadium, nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Baldwin Street station	Madison Metro garage, nearby commercial and residential properties, adjacent to Gisholt Machine Company (NRHP-listed property)	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
First Street station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Fourth Street station	East High School (NRHP-listed property), nearby residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Milwaukee – North Street station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)

Project Element	Impacted Area/Resource	Visual Contrast (Low/Moderate/High)
Marquette Street station	Starkweather Creek, nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Melvin Court – Rethke Avenue station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Wright Street – Fair Oaks Avenue station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Anderson Street station	Madison Area Technical College, Unity Park, nearby residential properties	**Low:** Consistent with current visual context (access street corridor; existing bus stops)
Mendota Street station	Nearby commercial and residential properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Thierer Road – Portage Road station	Nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Independence Lane station	Nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
East Springs Drive station	Nearby commercial properties	**Low:** Consistent with current visual context (multi-lane roadway corridor; existing bus stops)
Sun Prairie Park-and-Ride (bus charger and restroom facility only)	Nearby commercial properties	**Low:** Consistent with current visual context (existing park-and-ride transit facility)
Metro Satellite Maintenance Facility (bus charger only)	Nearby commercial properties	**Low:** Consistent with current visual context (existing transportation facility)
Dedicated Bus Lanes (Center or Curbside)	Mineral Point Road, Whitney Way, Campus Drive, University Avenue, Johnson Street, Capitol Square, East Washington Avenue	**Moderate:** Some change from existing visual context. Portion of the dedicated guideway would be painted red, and the street layout modified in some locations.
Multi-use path (Mineral Point Road)	Mineral Point Road from Junction Road to Whitney Way	**Low:** Consistent with current visual context (existing transportation facility with sidewalks adjacent to roadway)

4.2.3. Construction Phase Impacts

During the construction phase, visual change would occur along the project route, except for in limited sections where no dedicated guideway or stations would be constructed. Visual impacts of construction such as presence of heavy machinery, ground disturbance, and artificial lighting are expected to be temporary in nature, though they may be greater in magnitude than operating phase visual impacts.

5. Mitigation Measures

Design and construction best practices would be used to avoid, minimize, and mitigate impacts of the project on neighboring properties and communities, including visual impacts. Design and use materials complementary to existing Madison Metro Transit shelters and the surrounding urban landscape would be used to minimize the visual impacts.

Visual impacts are an important environmental consideration in ongoing concept coordination phases with the public and other stakeholders, as well as for project elements that would be included in future planning projects for further public engagement and refinement. The city began public engagement efforts related to station design with a public workshop in September 2019. Participants at this meeting identified solar power and heat lamps as priorities for optional station features and showed a strong preference for the "prairie" station design style.[4]

In February 2021, the City furthered these public engagement efforts with the launch of a station design competition. This competition invited community members to help design stations that enhance Madison's urban landscape and reflect community priorities of accessibility and sustainability. The City received 61 submissions, 23 of which met the criteria to advance for public review and input.[5] These designs were available for public review for one week in April 2021, during which time the City received more than 2,600 comments. Based on public input and staff recommendations, in May 2021 the City of Madison Urban Design Commission confirmed a winning station design that reflects Madison community values of environmental conservation, artistic expression, and celebration of distinct neighborhoods. The concept also allows for modifications so the station design can be integrated into the surrounding urban context, particularly in sensitive areas.

The City of Madison does not anticipate adverse visual impacts along the corridor, therefore, does not propose additional avoidance, minimization, or mitigation measures for the corridor.

4 Madison East West BRT Planning Study: Public Engagement Final Summary Report. Available at https://www.cityofmadison.com/metro/documents/brt/2019_11-04-MadisonBRT-Public-Engagement-Final-Summary-Report_Final.pdf. Accessed 19 November 2021.

5 East-West BRT Station Design Competition summary. Available at https://www.cityofmadison.com/metro/documents/brt/brt_fullsummaryreport.pdf. Accessed 19 November 2021.