

City of Madison: Vision Zero continues speed reductions on a section of John Nolen Drive

Posted on Friday, Aug 12, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

Included as part of the 2022 roadway improvements for Vision Zero, new speed limit reductions will occur for several Madison streets identified as having a high level of injury causing crashes. The first reduction of the year was a segment of East Washington Avenue, east of Stoughton Road, which reduced to 35 mph from 40 mph. On Monday, August 15, John Nolen Drive will see a section of roadway, from North Shore Drive to East Lakeside Street, reduced to 35 mph from 45 mph.

Since 2016, five people have suffered serious injuries along the John Nolen Drive causeway and an additional fifteen people have suffered minor injuries in crashes on this segment between East Lakeside Street and North Shore Drive.

Driving at higher speeds increases the time needed to stop. While at lower speeds, drivers have a wider field of vision and are more likely to notice other roadway-users. Reaction times also increase at lower speeds, which makes avoiding a collision easier.

“Lowering speed limits and redesigning streets to support safer driving is critical to ending serious and fatal crashes on our city streets,” said Mayor Satya Rhodes-Conway. “John Nolen Drive is one of the most beautiful entrances to downtown Madison - it should be the safest as well.”

This segment of John Nolen Drive will receive roadway improvements as part of a planned reconstruction in 2026. This future project includes potential for reconstruction of the bridges, changes to the design of the travel lanes, and intersection changes. The project is currently in the engagement and design phase

with plans for additional public input in late 2022 or early 2023. More information about this project is available on City Engineering's [John Nolen Drive Project Page](#)

Additional streets scheduled for speed limit reductions in 2022 include:

- Mineral Point Rd
 - Whitney Way to Beltline (reduced to 35 mph from 40 mph)
- Old Sauk Rd
 - Beltline to Westfield Rd (reduced to 30 mph from 35 mph)
- Portage Rd
 - E Washington Ave to Hanson Rd (reduced to 25 mph from 30 mph)
- Segoe Rd
 - University Ave to Odana Rd (reduced to 25 mph from 30 mph)

For each of these changes, along with updated permanent signs, staff will place temporary digital signboards in the area to remind drivers of the speed limit changes.

What is Vision Zero?

Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on City streets by 2035 while increasing safe, healthy, equitable mobility for all. For more information about the City of Madison's Vision Zero initiative and to sign up for Vision Zero news updates, please visit the City of Madison's [Vision Zero Website](#).