



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft LONG RANGE TRANSPORTATION PLANNING COMMITTEE

Thursday, January 19, 2012

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

1 CALL TO ORDER / ROLL CALL

LRTPC Chair Robbie Webber called the 1-19-12 meeting of the Long Range Transportation Planning Committee to order.

Present: 9 -

Susan M. Schmitz; Robbie Webber; Bridget R. Maniaci; Marsha A. Rummel; Eric W. Sundquist; Lucas K. Dailey; Chris Schmidt; Charles A. Erickson and Mark N. Shahan

Excused: 2 -

Margaret Bergamini and Steve King

2 APPROVAL OF MINUTES FROM DECEMBER 15, 2011 MEETING

The Minutes of the 12-15-11 LRTPC meeting were unanimously approved, on a motion submitted by Susan Schmitz/Lucas Dailey.

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3 PUBLIC COMMENT

There were no members of the public wishing to speak in regard to future LRTPC agendas.

4 DISCLOSURES AND RECUSALS

There were no disclosures or recusals reported by Committee members.

NEW BUSINESS

5 [25096](#) Informational Overview: 2035 Regional Transportation Plan Update (Madison Area Transportation Planning Board, a Metropolitan Planning Organization)

Bill Schaefer (Madison Area Transportation Planning Board, an MPO) provided an overview of the process underway to update the 2035 Regional Transportation Plan (RTP). He said that the process is a periodic update to the existing plan, intended to account for changes in transportation and land use conditions - such as new neighborhood plans, population and employment changes, etc. He said that, in addition, the planning horizon is

extended to the year 2035.

Bill Schaefer summarized numerous large-scale planning projects that are ongoing in the City and region, noting that environmental documentation is underway for some projects (and will be underway for additional new planning projects). Examples include the Stoughton Road corridor (STH 19-McFarland), the Beltline (Middleton-CTH N) and I-39 (Madison-Wisconsin Dells). He also pointed out that various regional transit corridors will be evaluated for bus rapid transit (BRT) options as part of a planning process being led by CARPC.

Mark Shahan said that he was encouraged that high-capacity transit corridors are being evaluated for long-term service. He said that these routes need to be mapped and rights-of-way reserved, so that supportive land use can be encouraged along the corridors. He also felt that the Beltline study should consider transit lanes as part of the future of that corridor. Robbie Webber felt that Verona Road could have been a candidate for high-capacity transit lanes as well.

Eric Sundquist asked if the bus rapid transit options might compete for the same travel market as commuter rail. Bill Schaefer said that, in some instances, they could. Susan Schmitz said that the former Regional Transit Authority (RTA) developed a draft “plan for transit”, and that it included some ideas that should be looked at.

Bill Schaefer also summarized a bikeway system map that will be included as a component of the RTP. Mark Shahan said that the prioritization of projects within the RTP is important, as non-automobile modes are sometimes not given a high priority for implementation.

Mr. Schaefer thanked the Committee for their comments and looked forward to future updates of the RTP plan development process.

6 [24468](#)

A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan.

Mark Shahan/Ald. Bridget Maniaci submitted a motion to “refer Resolution ID 24468 to the February 16th meeting, with the intent that LRTPC create a memorandum thereafter (from LRTPC to Plan Commission) summarizing key transportation recommendations for the Plan Commission to consider, and for LRTPC to consider a recommended alternative vision statement for Key 6: Increasing Transportation Choices”.

That motion passed unanimously.

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Increasing Transportation Choices”.

That motion passed unanimously.

Michael Waidelich (Planning Division) provided an overview of the Downtown Plan, with a particular focus on the Plan’s key transportation components. He pointed out that the preparation of the Plan was a 4-year process and included a significant amount of community outreach. He said that the Plan would be adopted as a supplement to the City of Madison Comprehensive Plan and that some of its recommendations also would be incorporated into a future revision of the Comprehensive Plan. Mr. Waidelich added that there are transportation recommendations referred in several parts of the Plan, and that many recommendations call for additional study and further refinement, such as recommendations regarding traffic circulation and high-capacity transit.

Chair Webber noted that a member of the public wished to offer some comments about the Downtown Plan. Gary Peterson said that he has some “reach out” ideas that he would like to be considered for the Plan. He said that the grand boulevards on Wisconsin Avenue and West Washington Avenue should be enhanced, with a focus on celebrating the history and social aspects of the City. He also felt that off-street bicycle path conflicts are becoming a concern, and that there should be emphasis placed on designing facilities that better accommodate all users of the paths. Given the time limitations on public comment, he asked that a more detailed memorandum he prepared be forwarded to LRTPC members, for their consideration.

Chair Webber then asked for questions and comments from Committee members on the Downtown Plan. Eric Sundquist felt that the mode split data on page 72 seemed inaccurate, and that it is too old to be relevant. He also said that the transit data on page 76 seems inaccurate (Bill Schaefer said that he would check into it). Robbie Webber said that, on page 32, the drive times to the downtown seem too low. In addition, she said that including bicycle and pedestrian travel times would be useful information.

Ald. Bridget Maniaci expressed frustration with the structure of the Downtown Plan, noting that it is very difficult to follow. She showed the 1970 plan and said that it is a better communication tool. She said that the current Downtown Plan includes too much minutiae and does not give the reader a clear vision of what the downtown should be. She also felt that there is not enough in the Plan about regional transportation options, which would help the downtown area function better. In short, Ald. Maniaci felt that the sheer weight of the Plan will sink it.

Susan Schmitz handed out a recommended “Vision” statement for the Downtown Plan (Key 6: Increase Transportation Choices). She said that the statement shows a desire to de-emphasize automobiles, as a planning principle. The statement is as follows:

“The city should recognize the environmental, economic and social

costs of continuing to rely on the automobile long term and seek the cooperation and support of our County, State and Federal partners for a long range strategy that envisions a downtown Madison where motorized vehicles are significantly deemphasized as the primary means of getting to and circulating around the downtown. This vision must include multi-year efforts to educate the public and policy makers about the types of infrastructural changes needed to make this vision possible. While the Transit & Parking Commission recognizes the current and likely continuing role of individually owned motor vehicles for use in reaching and circulating between downtown destinations for years to come, this recommendation is intended to begin a strategy that, at minimum, moves motor vehicles to the edge of the downtown or even the edge of the city to remote parking facilities. This must be coupled with the creation of high(er) frequency, high capacity transit service options for movement of people to and around the downtown”.

Mark Shahan agreed, and said that the vision must accommodate future population increases. However, he added that auto-oriented changes will destroy what the downtown (and City) are trying to become.

Eric Sundquist said that he is fine with the structure of the Downtown Plan, noting that it includes many layers of recommendations. He said that he had hoped for stronger policy statements to help guide the specific recommendations. He also felt that there needs to be better ways to measure successful outcomes of the plan (such as the sue of accessibility measures, mode split, decreased use of surface parking facilities, etc.). Sundquist also felt that the Downtown Plan needs a strong transportation demand management (TDM) component, in order to help the non-automobile transportation modes perform better (preferring the development of a City-wide TDM policy). Finally, he said that intelligent transportation system (ITS) technologies should be used, to assist with parking pricing policies and to assist with way finding efforts.

Ald. Marsha Rummel said she generally likes the Plan. She said that the downtown needs to provide for more densification, but in a sustainable manner. She said that the streetscape designs are important, but that they need to exhibit greater differentiation. She added that the street typology on page 79 needs some fleshing out. In particular, she felt that the outer ring street network needs a better identity and clearer role. She also felt that West Washington Avenue is a great street with lots of potential. She also said that there needs to be better emphasis on moped parking issues. Finally, she felt that there needs to be a stronger emphasis on providing art opportunities on blank walls.

Mark Shahan said that the outer ring streets should be a multi-modal corridor, and that the Capitol Square should be de-emphasized for that. He also felt that an intercity bus terminal should be explored in greater detail, such as in the Proudfit/West Washington Avenue area. Finally, he said that

there should not be any more filling of the lakes, even for parks.

Lucas Dailey said that the Plan lacks a clear vision, although it does do a good job of cataloguing existing conditions. He felt that the Plan should be the center of the transportation vision, and that it should call for much greater density over the next twenty years. He said that the Plan's estimated amount of additional Downtown commercial development that could be accommodated over twenty years is only four times the size of the University Square development, which he felt is less than should be encouraged. However, he supports many good changes recommended to various travel corridors (including pedestrian connections). Finally, he agreed that way finding is important and needs special emphasis.

Eric Sundquist acknowledged that there are some planning benchmarks at the end of the chapter, which he missed in his initial review. He asked that mode split be added as a benchmark to follow, and suggested organizing the benchmarks by "key".

Ald. Chris Schmidt said that he supports fleshing out a clear policy and vision statement, and forwarding recommendations to the Plan Commission for their review and consideration.

Robbie Webber said that she supports the development of a TDM policy, particularly focused on employers in the region - in addition to special events. She said that certain geographic districts (such as a restaurant district) could have a TDM program tailored to their specific needs. She said that a City-wide "smart trips" program would be helpful in getting people to use alternative modes (by providing information, demonstrations, etc.). In terms of planning benchmarks, she said that the "percent of workers using non-auto modes" could be a measure to track success - even considering use of non-auto transportation occasionally. She said that this percentage could be for all trips or specific trip purposes.

In terms of way finding, Robbie Webber said that color coding various streets (or other infrastructure) on the Capitol Square could be helpful. She also felt that a "woonerf" street design concept might be interesting to consider, potentially for the proposed West Mifflin Street lane.

Chair Webber then asked Committee members what action they would like to take in order to ensure that its comments and suggestions are provided to the Plan Commission (lead committee).

Mark Shahan/Ald. Bridget Maniaci submitted a motion to "refer Resolution ID 24468 to the February 16th meeting, with the intent that LRTPC create a memorandum thereafter (from LRTPC to Plan Commission) summarizing key transportation recommendations for the Plan Commission to consider, and for LRTPC to consider a recommended alternative vision statement for Key 6: Increasing Transportation Choices".

That motion passed unanimously.

7 [08484](#) **INFORMATION AND ANNOUNCEMENTS BY CHAIR AND COMMISSION MEMBERS**

- Note: No Discussion of Specific Items

There were no announcements or information submitted by the Chair or Committee members.

8 [08486](#) **SCHEDULE OF FUTURE MEETINGS**

David Trowbridge noted that the February 16th meeting (5:00 p.m., Room LL-110) will include continued consideration of the Downtown Plan and a review of the draft scope of work for the City Transportation Master Plan.

9 **ADJOURNMENT**

The Committee adjourned its meeting at 7:40 p.m.