



Let's Talk Streets

ENGAGEMENT UPDATE & PRELIMINARY TYPOLOGY
TPPB 10/18/2021



FOUNDATION OF COMPLETE GREEN STREETS

What are the objectives?

- Streamline decision-making
- Increase consistency of results
- Define priorities and areas of flexibility
- Correct and prevent inequities in mobility, access, and community impacts
- Increase safety
- Promote community values
- Support complete networks

What are the components?

- Values
- Modal Hierarchy
- Street Typology – Description, application, parameters & priorities
- Modal Networks (adjusts parameters & priorities)
- Area Overlays (adjusts parameters & priorities)



ENGAGEMENT UPDATE



ENGAGEMENT ACTIVITIES

- **Survey on Values and Modal Hierarchy**
 - 420 responses as of 10/12/2021. Closes 10/17
 - Participation is disproportionately white, wealthier, and older compared to Madison's population
- **Focused Engagement**
 - Darbo, Just Dane, and Luna's Block Party
 - Prioritized reaching BIPOC communities
- **Survey for People with Disabilities**
 - 60 total responses (roughly half are people with mobility disabilities)
 - Most reported their race as white

VALUES

Putting people first: prioritize safety, comfort, and well-being which de-emphasizes speed and convenience (73% agree in survey; strong support in focused engagement)

Supporting community: create safe, welcoming places and emphasize short trips and access to local destinations (86% agree)

Fostering sustainability: promote walking, biking, and transit and use streets to expand the urban tree canopy and clean stormwater (87% agree)

Centering equity: engage inclusively, provide access to opportunities, prioritize and support the needs of historically underserved people (race, culture, age, income, and gender identity) (82% agree and 11% can live with it)

MODAL HIERARCHY

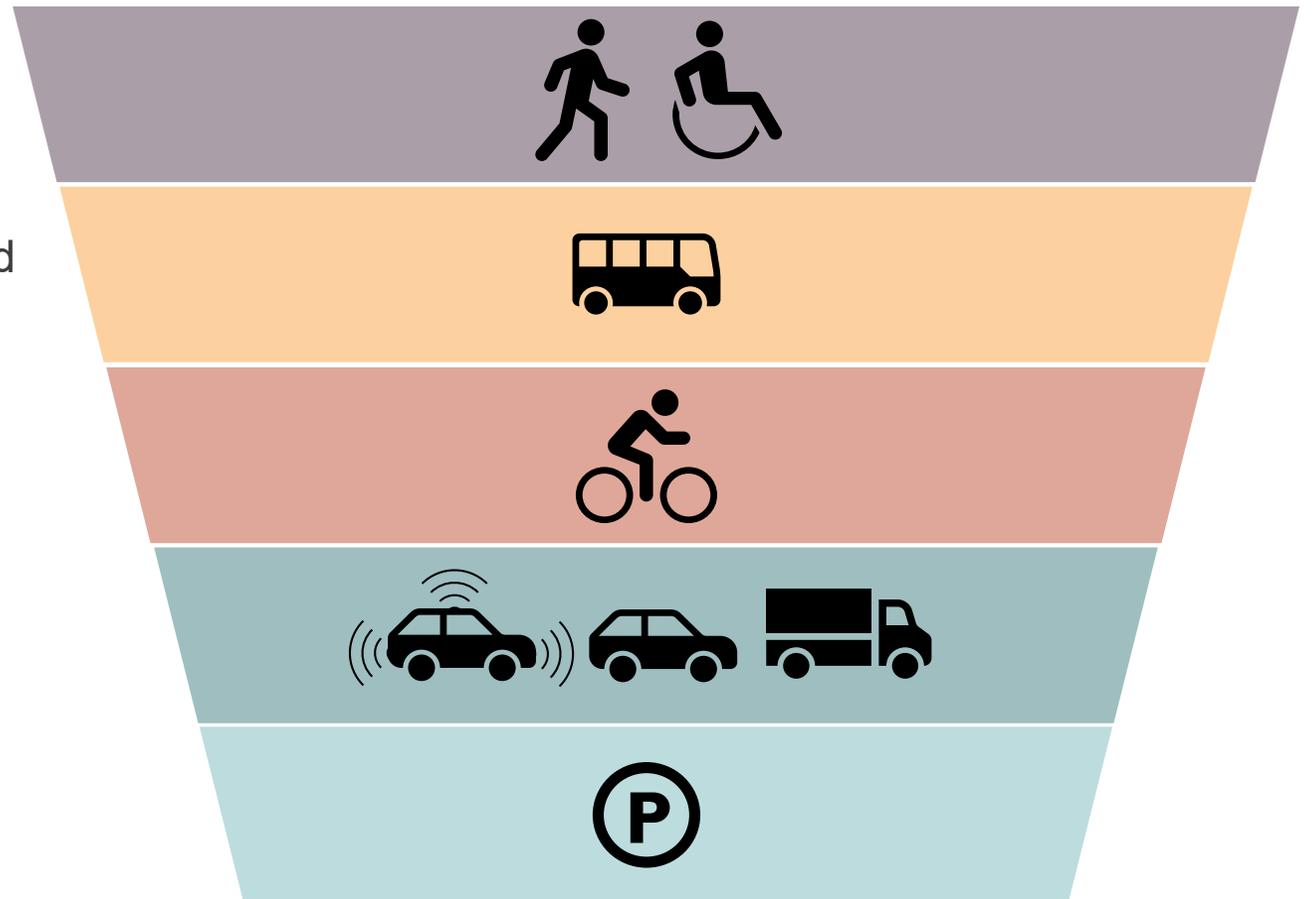
Preliminary Modal Hierarchy

If the above modal hierarchy was adopted by the City of Madison, and you knew this approach to designing streets would increase safety, equity, and sustainability, could you live with it?

Survey results:

- Yes & I strongly support it – 50%
- Yes & I could live with it – 33%
- No, I could not live with it – 17%

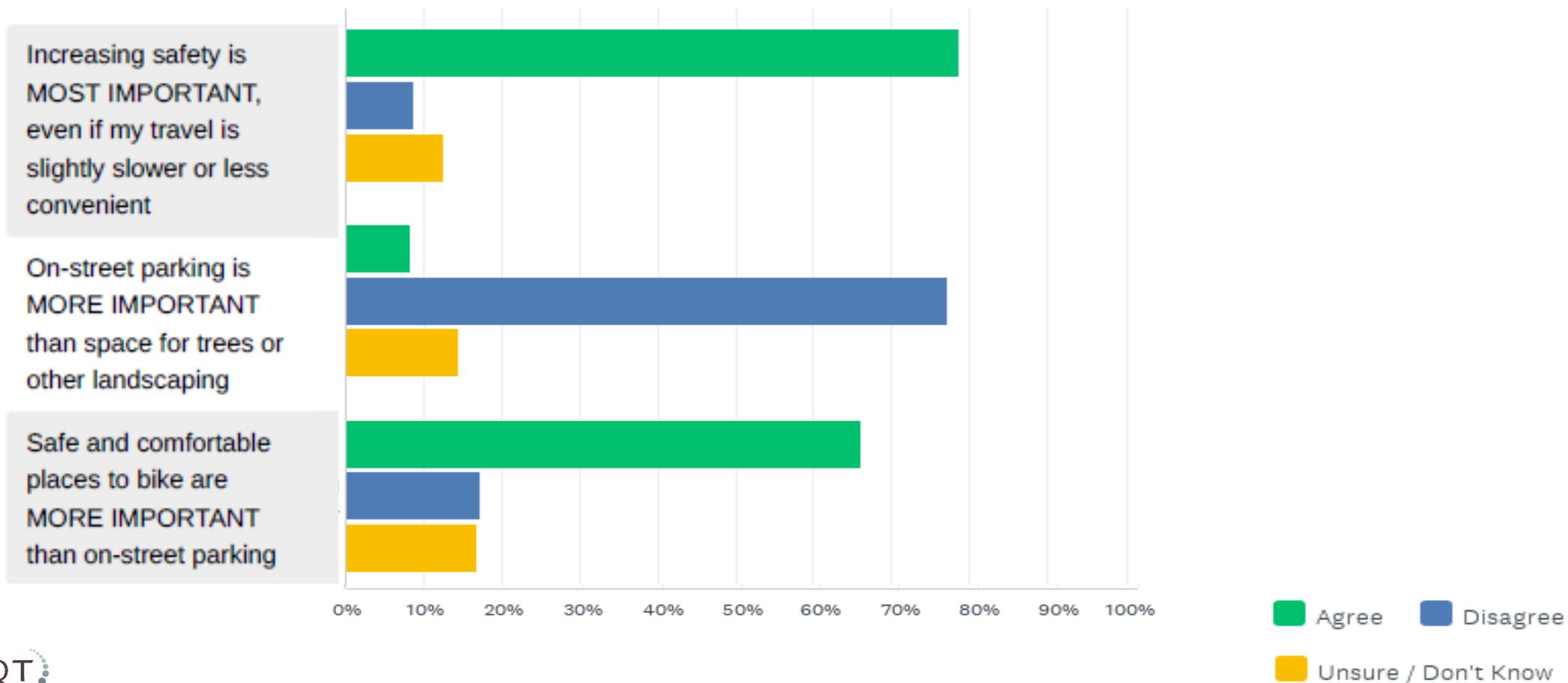
Strong focused engagement support



WILLINGNESS TO DRIVE SLOWER

	AGREE	DISAGREE	UNSURE	TOTAL
I am willing to accept lower speed limits to increase safety	81.48% 330	11.60% 47	6.91% 28	405
I would be willing to go from 45 to 35	81.50% 326	11.75% 47	6.75% 27	400
I would be willing to go from 35 to 30	79.50% 318	13.00% 52	7.50% 30	400
I would be willing to go from 30 to 25	74.19% 296	17.79% 71	8.02% 32	399
I would be willing to go 20 in neighborhoods	74.50% 301	18.32% 74	7.18% 29	404

SURVEY ON VALUES AND MODAL HIERARCHY



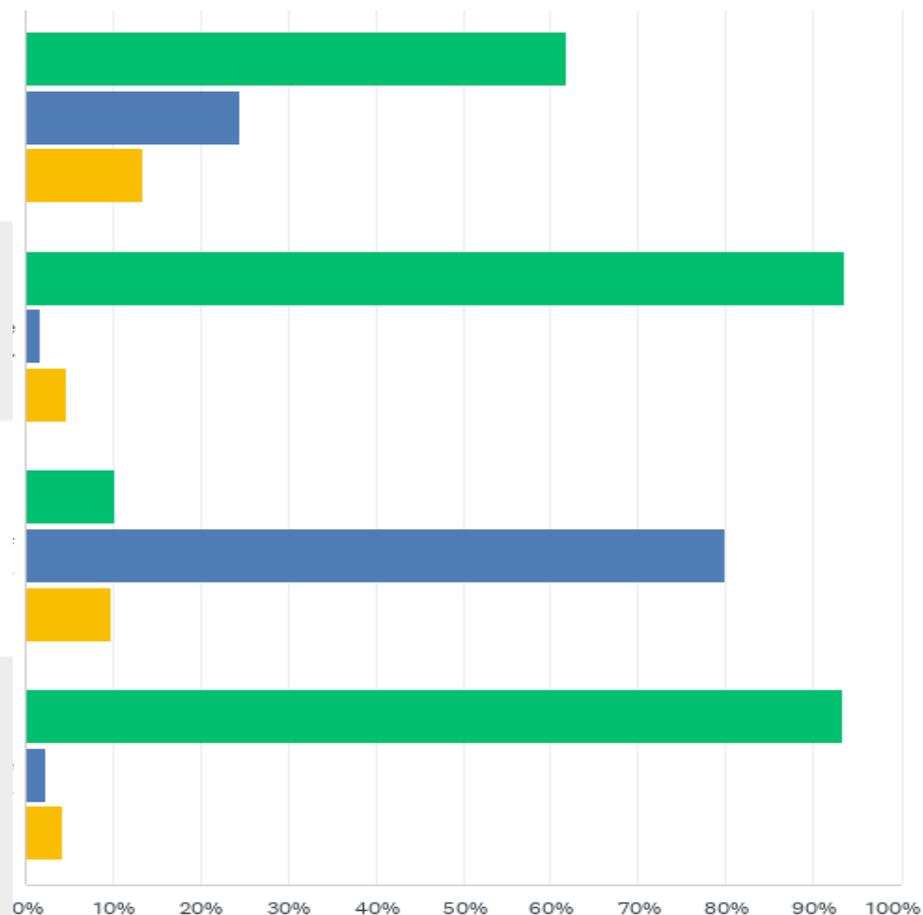
SURVEY ON VALUES AND MODAL HIERARCHY

Making public transit faster is MORE IMPORTANT than reducing traffic congestion for cars

All people should have safe and easy options in Madison for how they travel

Convenience of driving is MORE IMPORTANT than the convenience of people walking, using public transit, and biking

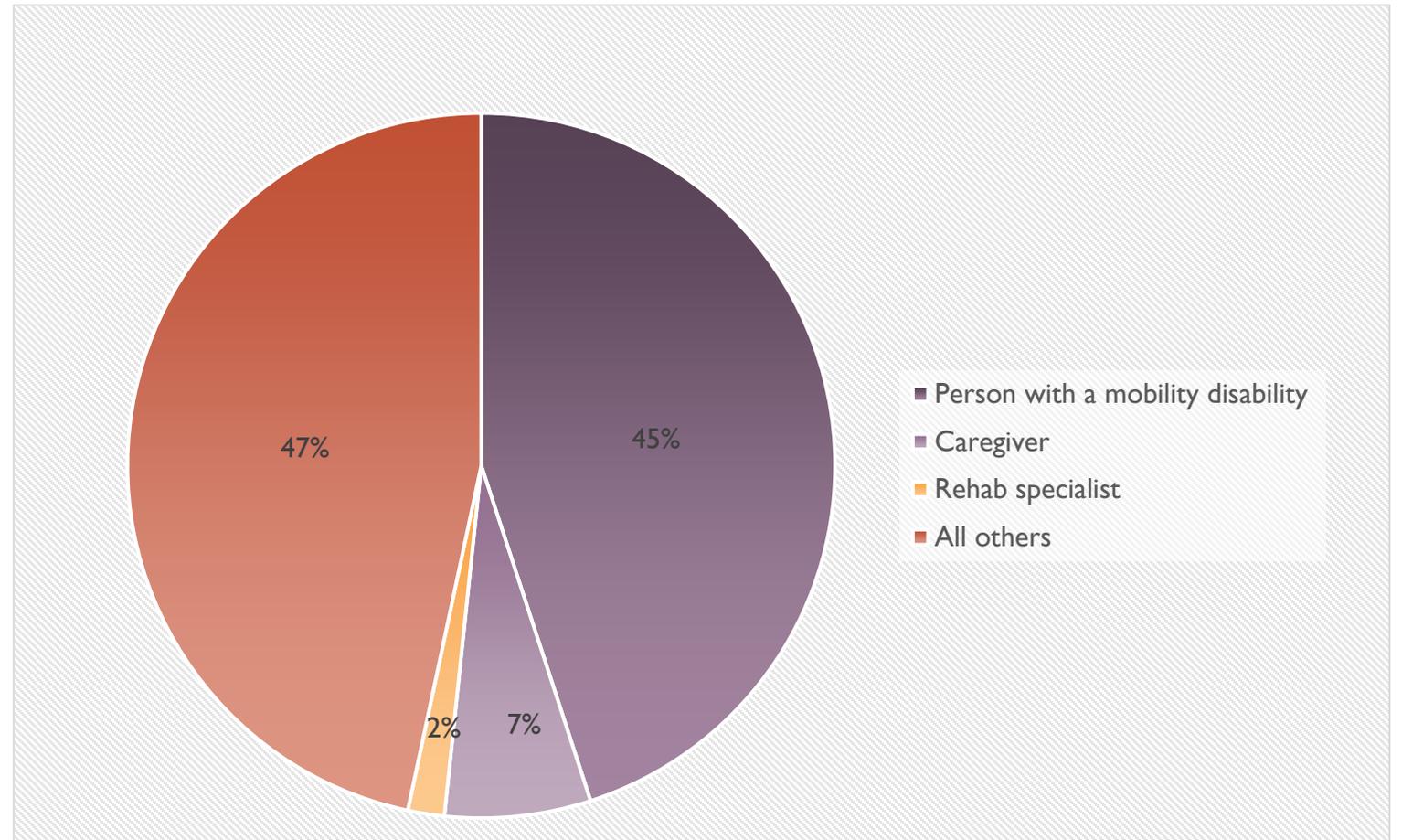
Sidewalks are an essential accessibility and equity tool and should be provided wherever people need to walk or use a wheelchair.



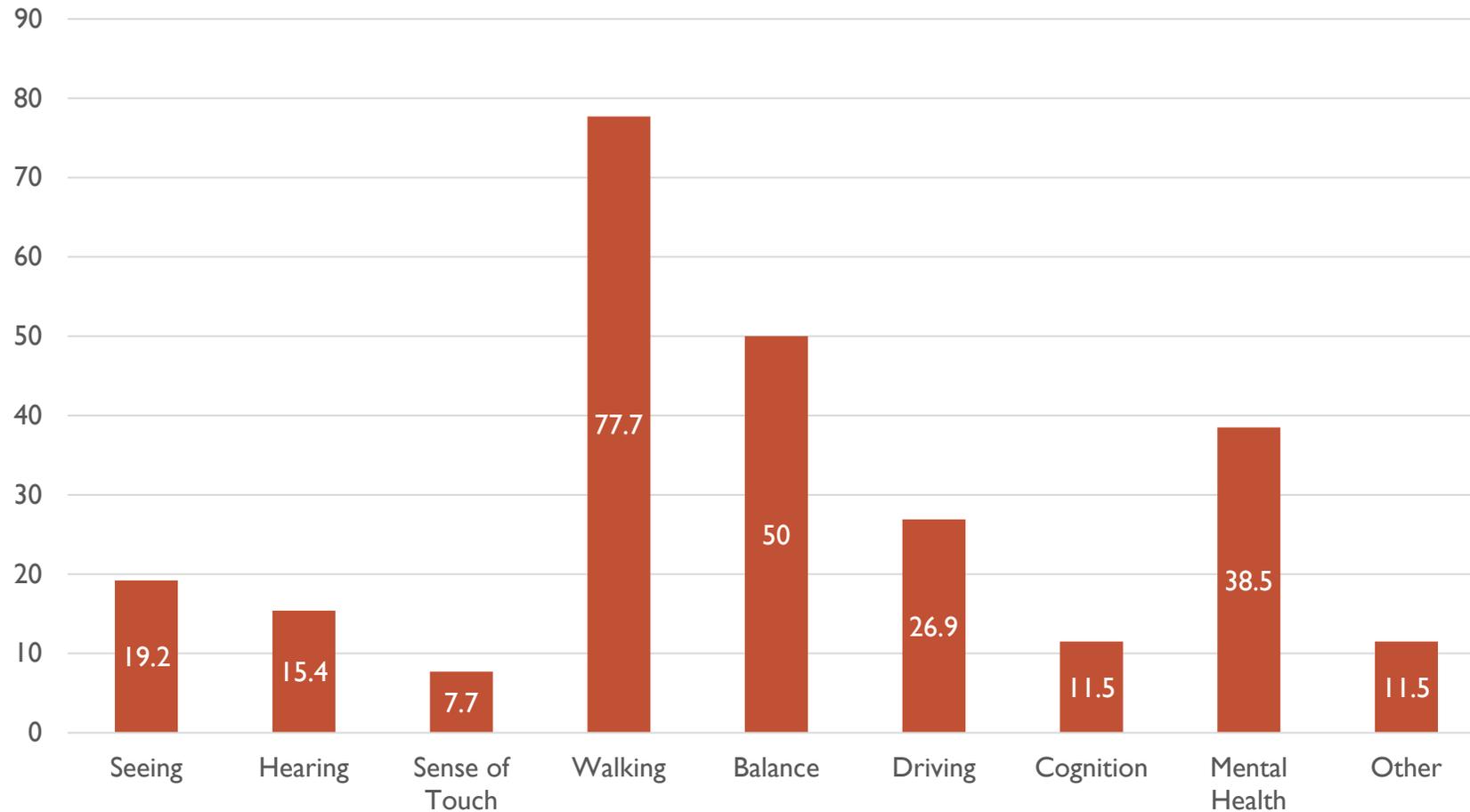
Agree Disagree
Unsure / Don't Know

SURVEY FOR PEOPLE WITH DISABILITIES

- 60 total responses
- Most reported their race as white



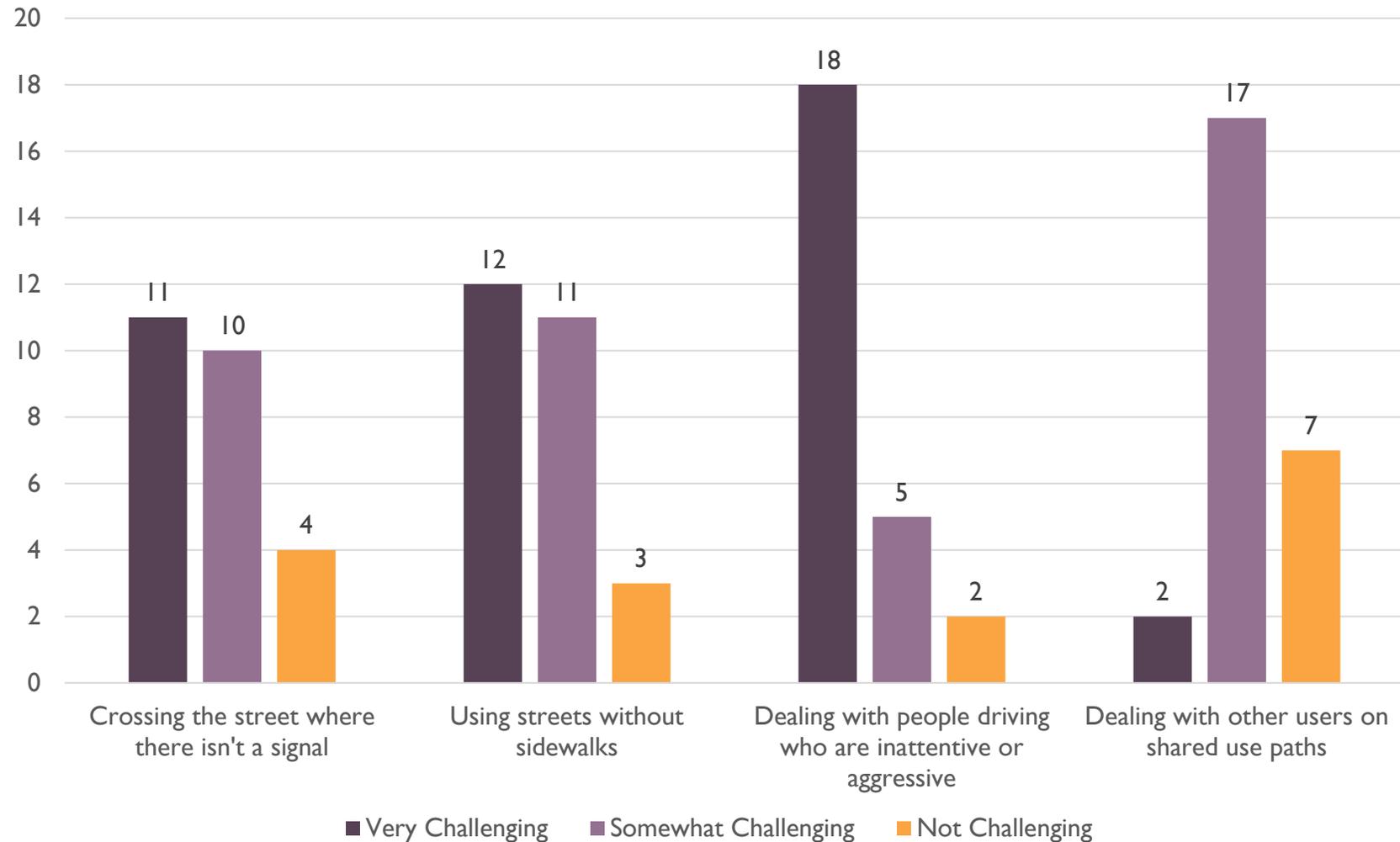
“DO YOU HAVE DIFFICULTY WITH THE FOLLOWING IN A WAY THAT IMPACTS YOUR MOBILITY?”



“HOW CHALLENGING DO YOU FIND THE FOLLOWING MOBILITY-RELATED TASKS?”

For people with mobility disabilities, these were the most challenging tasks.

2/3 of the 26 respondents stated these tasks they were either Very Challenging or Somewhat Challenging.



“WHAT IS A DAY IN THE LIFE OF YOUR TRANSPORTATION JOURNEY?”

“Crossing streets without a crosswalk is hard. I have problems knowing when it's ok to cross, a driver will have to wave at me to go...I sometimes have anxiety about making it across the street in time.”

“If I have to park on the street, often times other drivers are going very quickly and I am concerned about being hit while taking my walker out of my car”

“Crossing busy intersections is often nightmarish for me. On my bad days, if I start to cross right when the signal says to walk it takes me at least 5-10 extra seconds after the signal has turned to "don't walk" to get all the way through.”

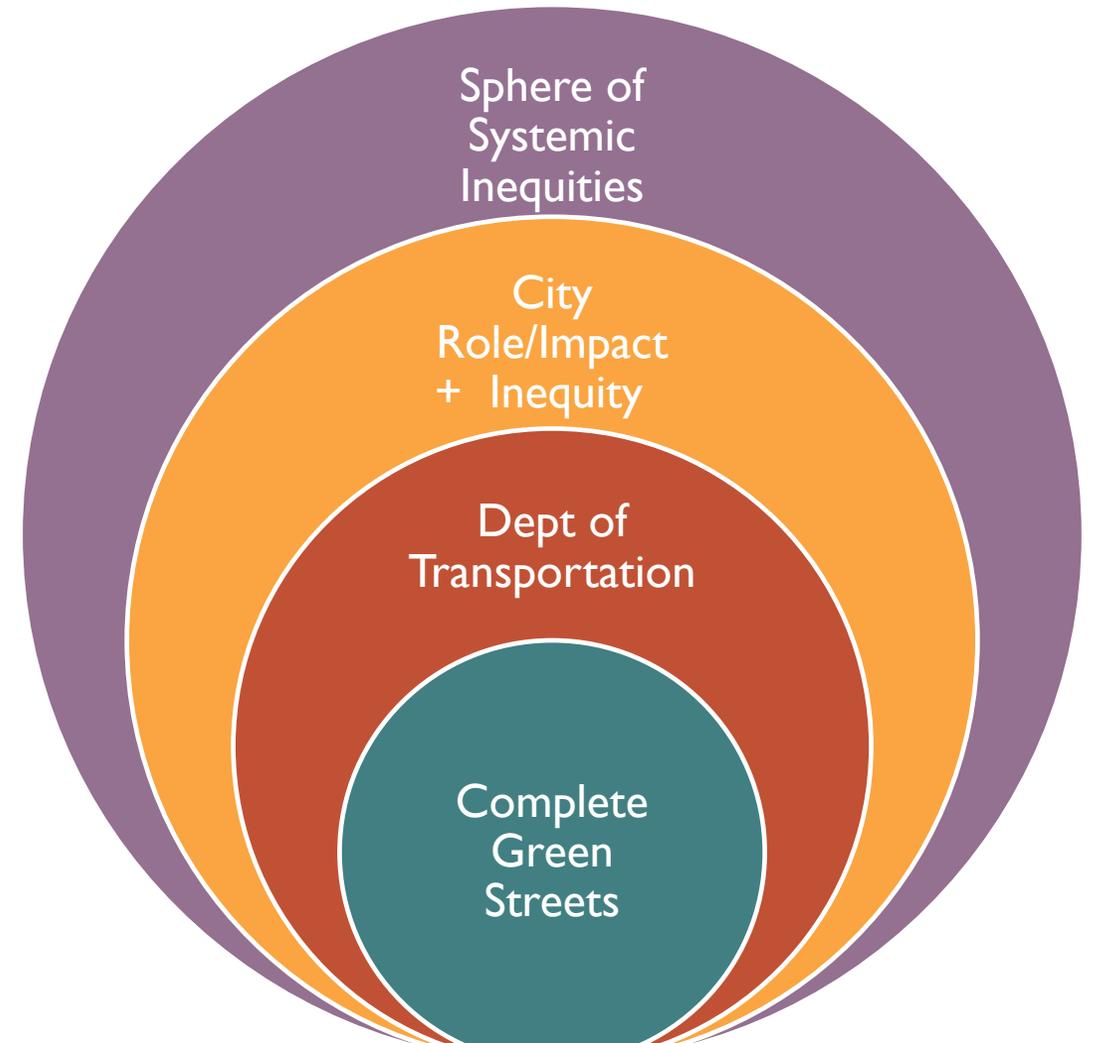
LET'S TALK STREETS:

“What if we changed how we think about streets?”

- Putting people first – safety over speed
- Supporting community – prioritize place and access
- Fostering sustainability – multimodal and green
- Centering equity – process and outcomes

AREAS OF INEQUITIES – IMPACT + INTERSECTIONALITY

- Through this we have uncovered intersectional inequities that ripple into and beyond individual street design
- Need to define and find ways to address beyond CGS
- How can CGS be the first piece of addressing this?
- How do we define inequities and how they play out on streets?



QUESTIONS FOR CONSIDERATION

- Direction or approval of values
- Direction or approval of modal hierarchy
- General discussion on input received



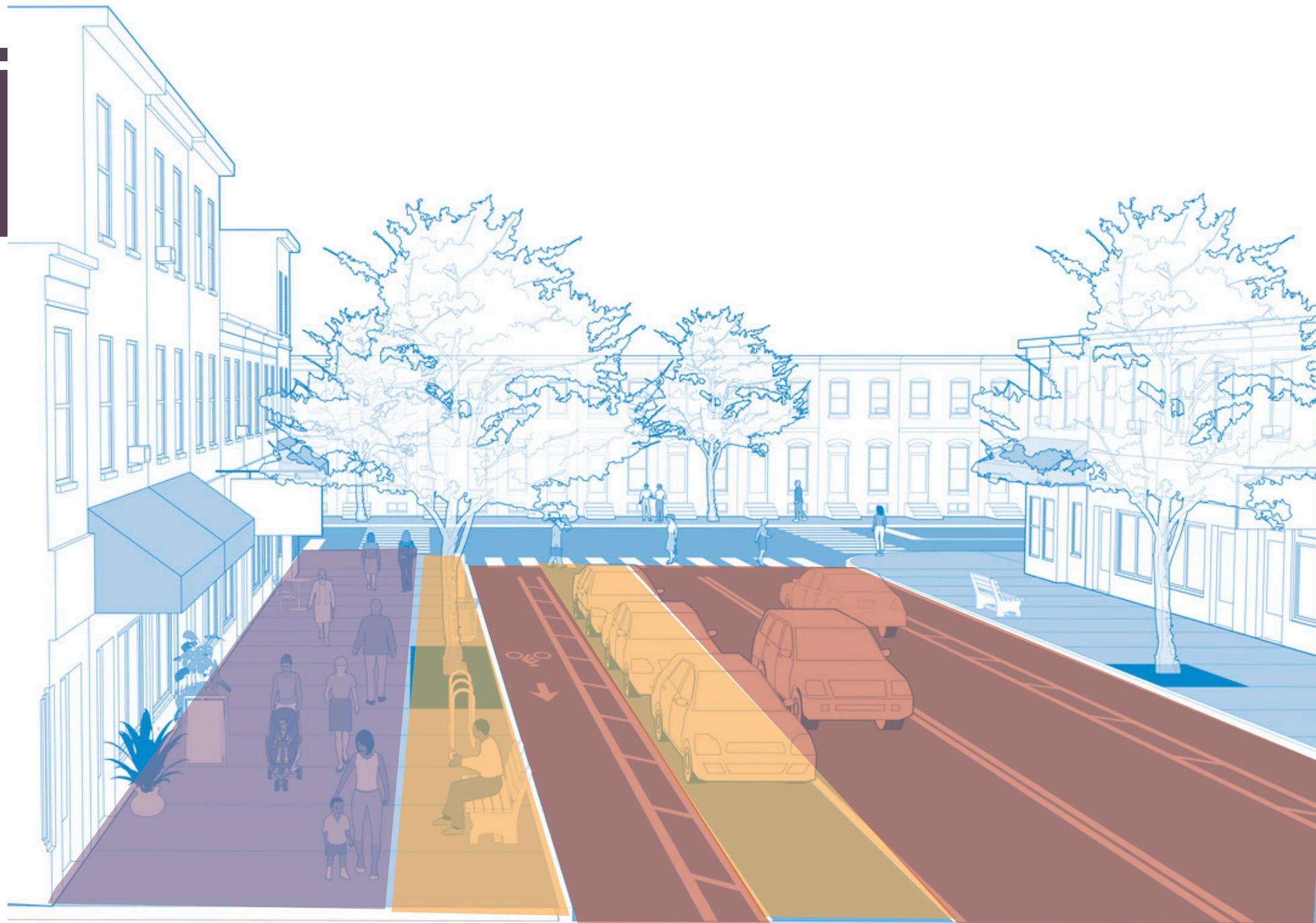
PRELIMINARY TYPOLOGY



STREET ZONES

- Pedestrian Zone
 - Sidewalk
 - Terrace
- Travelway
 - Transit lanes
 - Bikeway
 - Drive lanes
- Flex Zone
 - Bus shelters
 - Green infra
 - Canopy
 - Parking

Defined & prioritized
per street type



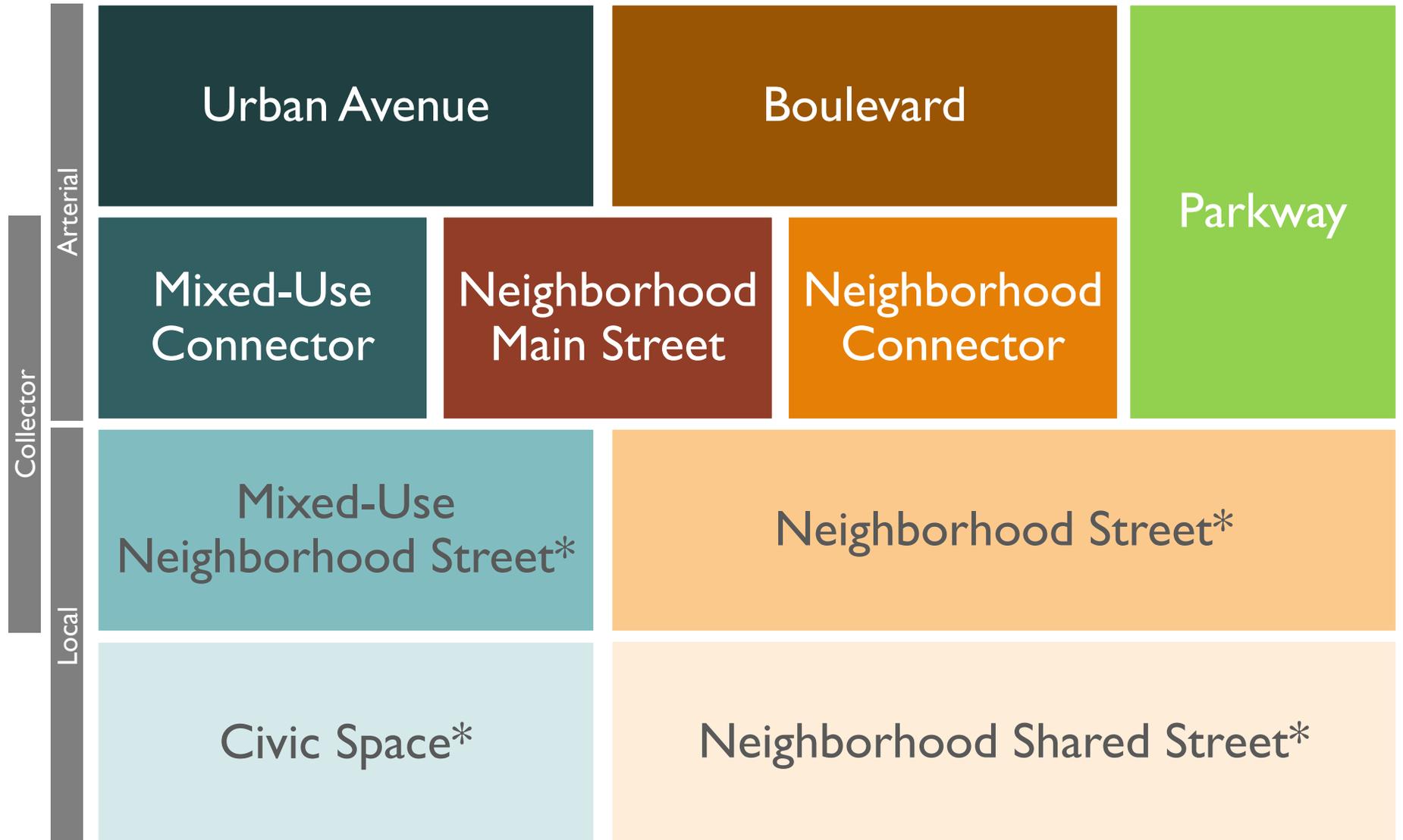
PRELIMINARY TYPOLOGY

← Context →

10 Street Types

- Names are negotiable
- Context not rigidly defined

*Most or all of these will not be mapped, unless applied on a collector or bike boulevard



Collector

Arterial

Urban Avenue

East Wash (to Starkweather Creek);
University Ave; South Park St;
South Gammon (at West Towne)

Boulevard

East Wash (past Starkweather Creek);
Mineral Point; Whitney Way; Midvale Blvd;
Cottage Grove (past Stoughton)

Parkway

John Nolan;
Campus Drive;
Eastwood; Packers;
Seminole Hwy

Mixed-Use Connector

Bassett; Broom;
Outer Loop; Wilson

Neighborhood Main Street

Willy; Monroe; Fair Oaks
Atwood; Regent

Neighborhood Connector

Watts Rd; N Thompson;
Buckeye Rd; Milwaukee St;
East Gorham; Schroeder

Local

Mixed-Use Neighborhood Street

Downtown local streets; internal streets in
new mixed-use areas; East Main St

Neighborhood Street

Park Edge Dr; Tree Ln; Allied Dr; Baldwin St; Mifflin St; Shore Dr;
Commonwealth Ave; other residential local streets

Civic Space

Capitol square;
downtown diagonals; MLK Blvd

Neighborhood Shared Street

None (yet)

Urban Avenue

East Wash (to Starkweather Creek); University Ave; South Park St; South Gammon (at West Towne)

Context

Downtown and other corridor-oriented large scale mixed use

Functional Classifications

Arterials

Target Speed

25 mph

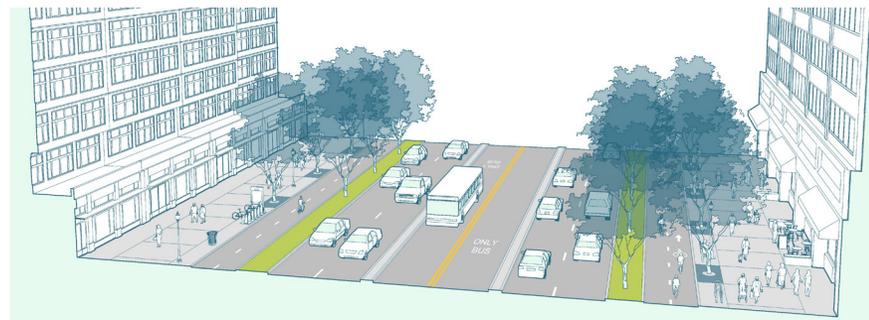
Equity Issues

TBD

Connecting major streets conveying large numbers of people via multiple modes. High transit boardings and cross traffic.

Typical Features:

- 2-3 lanes per direction
- Transit lanes
- Fewer driveways
- Medians
- Close signal spacing
- Wider sidewalks, hard terraces, enhanced transit stops



Boulevard

East Wash (past Starkweather Creek); Mineral Point; Whitney Way; Midvale Blvd; Cottage Grove (past Stoughton)

Context

Areas with longer blocks and few driveways. Could be edges of neighborhoods, commercial corridors, and new mixed-use

Functional Classifications

Arterials

Target Speed

30 mph

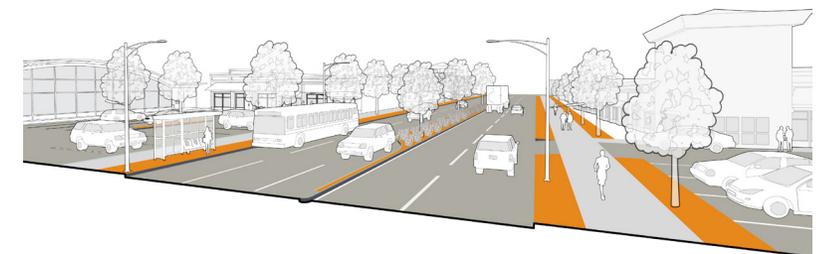
Equity Issues

TBD

Connecting major streets conveying large numbers of people, primarily driving and transit.

Typical Features:

- 2-3 lanes per direction
- Few driveways
- Medians
- Farther signal spacing
- Standard sidewalks, wider green terraces



Parkway

John Nolan; Campus Drive;
Eastwood; Packers Ave;
Seminole Hwy

Context

Alongside parks, lakes, etc. Possibly in some areas with buildings set way back.

Functional Classifications

Arterials
Collectors

Target Speed

30-35
mph

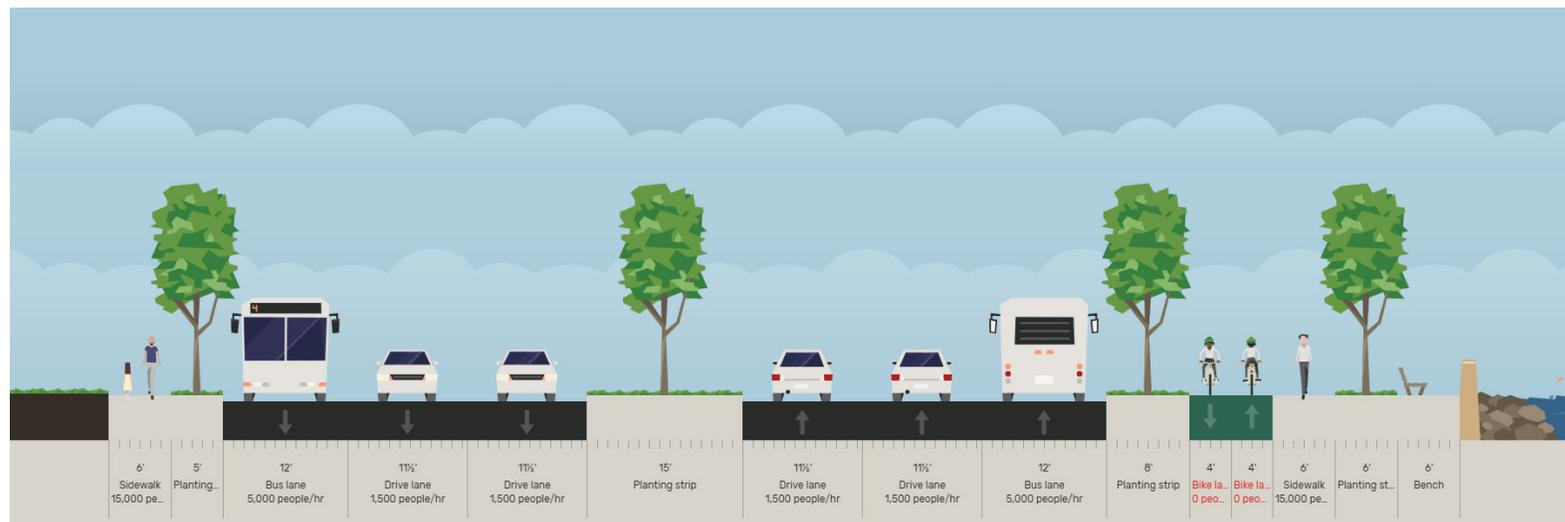
Equity Issues

TBD

Connecting major streets conveying large numbers of people, primarily driving and transit. May be popular corridors for biking and walking.

Typical Features:

- 2-3 lanes per direction
- Few to no driveways
- Medians
- Far signal spacing
- Sidepaths and wider green terraces



Mixed-Use Connector

Bassett; Broom;
Outer Loop; Wilson

Context

Generally limited to existing downtown examples

Functional Classifications

Arterials
Collectors

Target Speed

25 mph

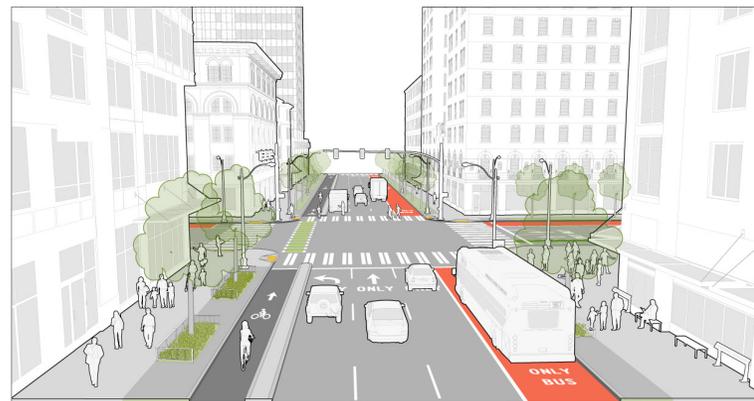
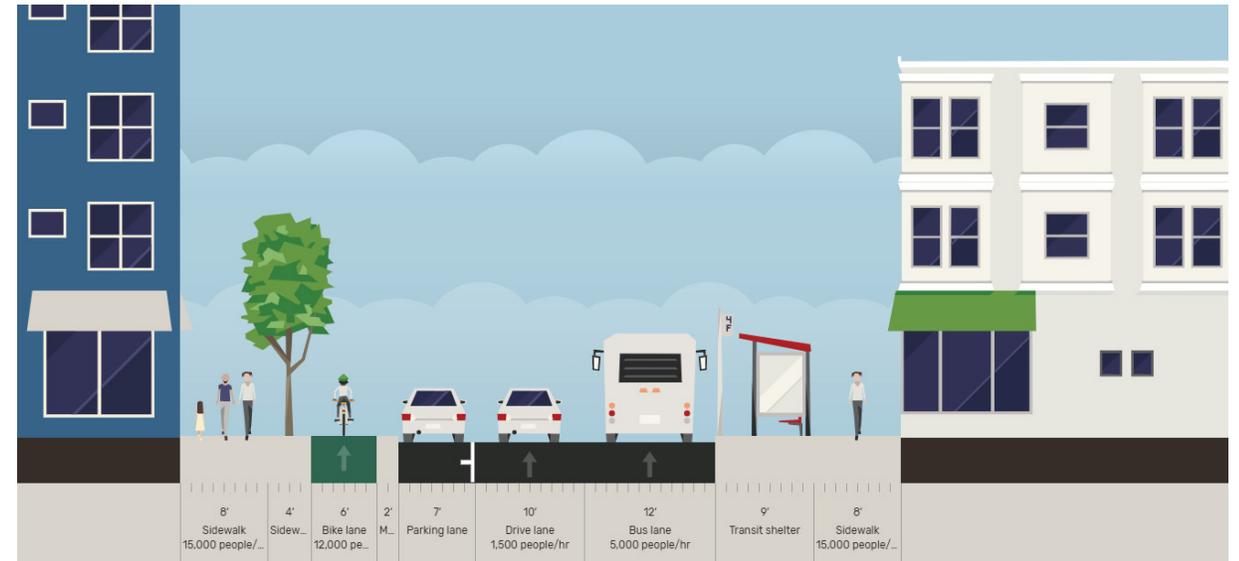
Equity Issues

TBD

Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit.

Typical Features:

- 2 lanes one direction
- Few driveways
- On-street parking
- Wider sidewalks & mix of green and hard terraces



Neighborhood Main Street

Willy; Monroe; Fair Oaks; Atwood; Regent

Context

Small/medium scale mixed use, many facades/entries for retail/dining/etc. Mostly established corridors.

Functional Classifications

Arterials
Collectors

Target Speed

25 mph or less

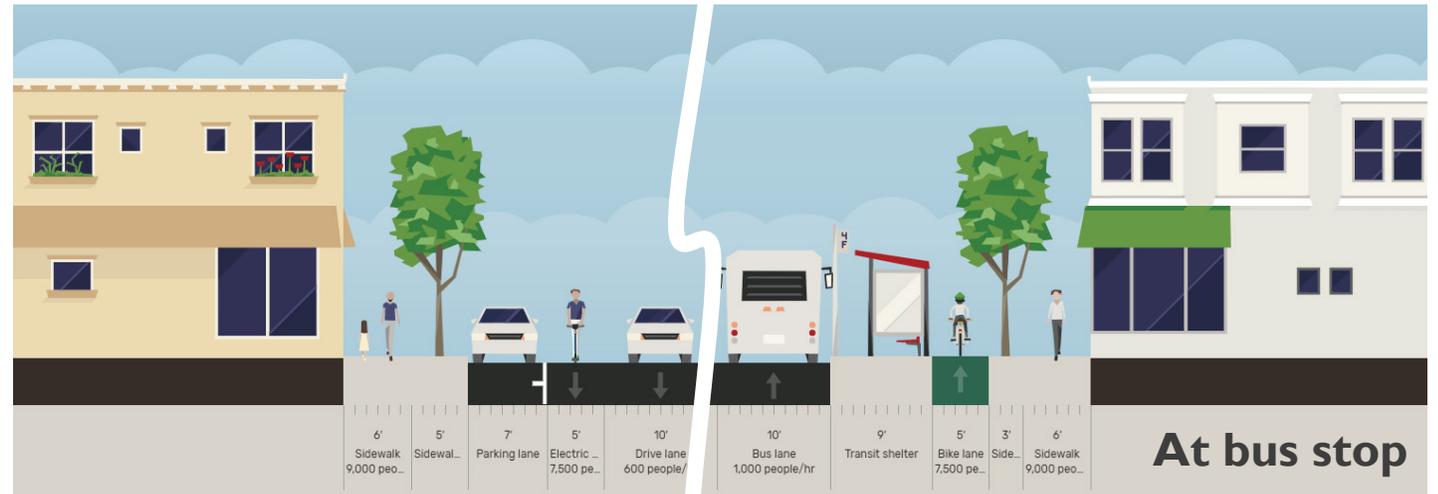
Equity Issues

TBD

Destination/shopping street, generally with a strong identity or sense of place. May also carry a fairly large number of people.

Typical Features:

- 1-2 lanes per direction
- Few driveways but many entrances
- No medians
- On-street parking
- Wider sidewalks & hard terraces
- Cafes, benches, etc. as space allows



Neighborhood Connector

Watts Rd; N Thompson;
Buckeye Rd; Milwaukee St; East
Gorham; Schroeder

Context

Neighborhoods, ranging from more walkable with short blocks and many driveways to more car-oriented. Includes some commercial and light industrial

Functional Classifications

Arterials
Collectors

Target Speed

25 mph
or less

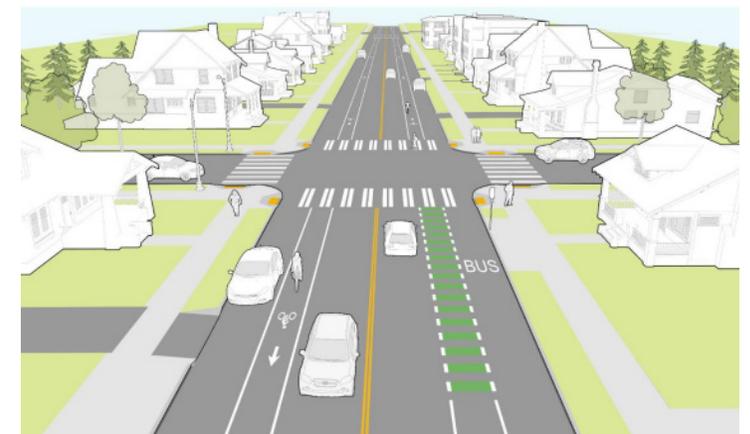
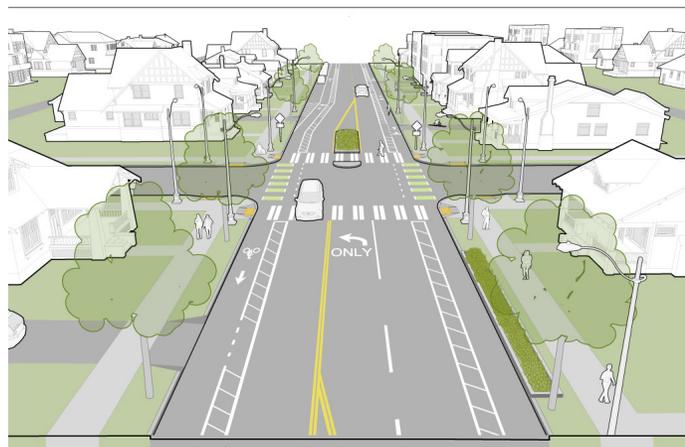
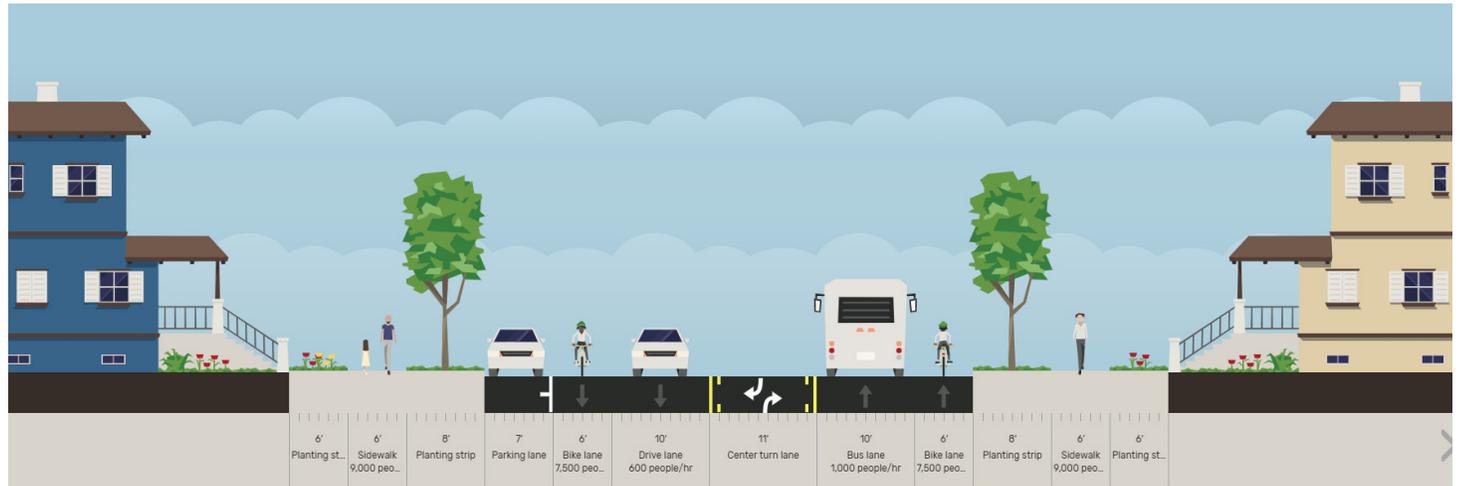
Equity Issues

TBD

Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit.

Typical Features:

- 1-2 lane per direction
- Many driveways
- Typically has medians or center turn lane
- Bike lanes and sometimes parking
- Standard sidewalks and green terraces



Mixed-Use Neighborhood Street

Downtown local streets; internal streets in new mixed-use areas;
East Main St

Context

Downtown and other large-scale mixed-use corridors and districts

(most will not be mapped)

Functional Classifications

Collectors
Locals

Target Speed

20 mph

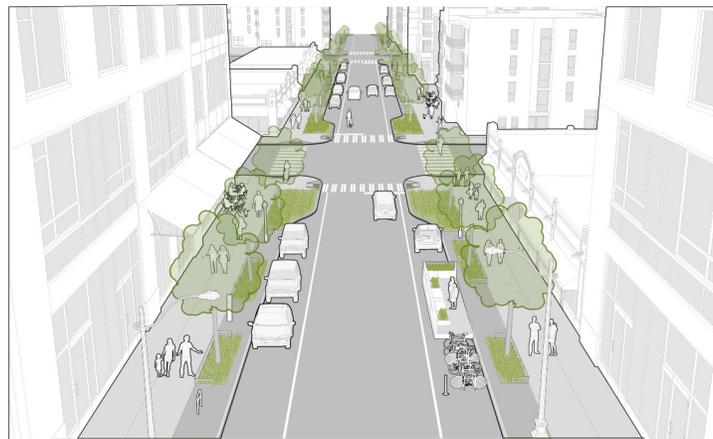
Equity Issues

TBD

Streets that provide access and convey relatively low numbers of people via multiple modes.

Typical Features:

- 1-2 lanes per direction
- Few driveways
- On-street parking
- Wider sidewalks & mix of green and hard terraces
- Higher visibility crosswalks
- More emphasis on hardscape: bike parking, on-street parking, curb extensions



Neighborhood Street

Park Edge Dr; Tree Ln; Allied Dr; Baldwin St; Mifflin St; Shore Dr; Commonwealth Ave; other residential local streets

Context

Residential neighborhoods, including edges of downtown.
Industrial areas with wider lanes.

(most will not be mapped)

Functional Classifications

Collectors
Locals

Target Speed

20 mph or less

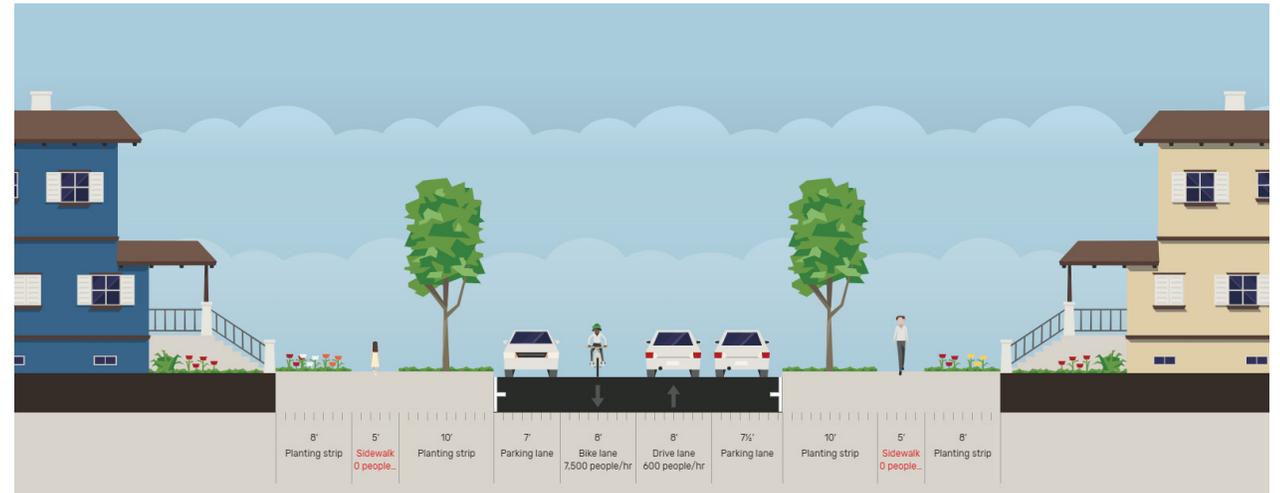
Equity Issues

TBD

Typical neighborhood streets. Includes some higher-traffic streets that should be designed to prioritize neighborhood quality of life.

Typical Features:

- 1 lane per direction
- Many driveways
- Traffic calming, splitter islands, curb extensions, etc.
- On-street parking
- Standard sidewalks and green terraces



Civic Space

Capitol square;
downtown diagonals; MLK Blvd

Context

Downtown and other mixed use

(most will not be mapped)

Functional Classifications

Locals

Target Speed

15 mph
or less

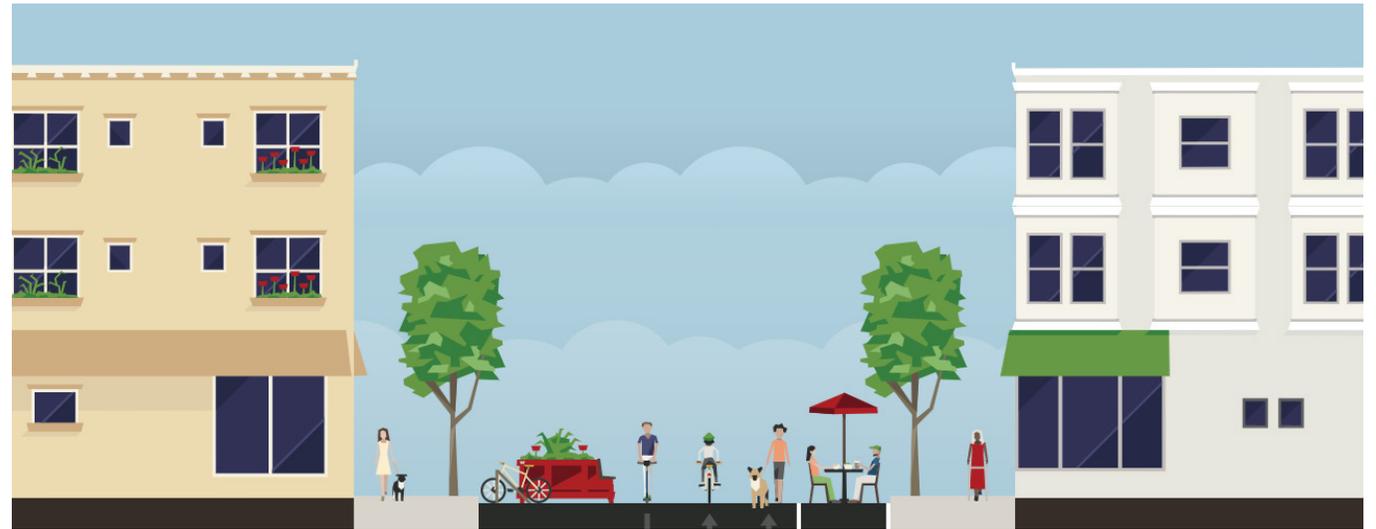
Equity Issues

TBD

Street with minimal delineation between sidewalk and roadway. Always or often closed to car traffic.

Typical Features:

- May be shared space, flush street, etc.
- May disallow cars (always or sometimes)
- Gateway treatments



Neighborhood Shared Street

None (yet)

Context

Compact residential neighborhoods with very low car traffic

(will not be mapped)

Functional Classifications

Locals

Target Speed

15 mph or less

Equity Issues

TBD

Neighborhood street where walking, biking, driving, parking, and playing take place in the same space. Requires very low speeds and amounts of car traffic.

Typical Features:

- Little to no delineation between sidewalk and street.
- See Dutch Woonerf concept



Urban Avenue

East Wash (to Starkweather Creek);
University Ave; South Park St;
South Gammon (at West Towne)

Boulevard

East Wash (past Starkweather Creek);
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Neighborhood Street

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Commonwealth Ave; other residential local streets

Civic Space

Capitol square;
downtown diagonals; MLK Blvd

Neighborhood Shared Street

None (yet)

QUESTIONS FOR CONSIDERATION

- Does the typology cover all the bases?
- Is there anything missing?
- Discussion about how this applies to various streets



MODAL NETWORKS & OVERLAYS UPDATE



MODAL NETWORKS

- Transit Priority Network
 - Based on Metro Redesign ridership concept (BRT+15-minute high-frequency network)
- Bicycle Priority Network
 - Based on primary bikeways, with additions to close gaps and ensure connections to macro neighborhoods
 - For example: bike priority on a neighborhood street would be a bike boulevard
- High Traffic Streets (corridors)
 - Based on an annual daily traffic volume threshold. Not prioritized, recognized. Influences design until regional VMT can be reduced.

Questions we're working through:

- What to do when multiple networks overlap
- What it means for each street type (adjust parameters, modify priorities, etc.)

OVERLAYS

- Green infrastructure priority (overlay that impacts terrace width and use, etc.)
- Canopy priority (overlay that impacts terrace width and use)
- Areas of past inequities (could adjust priorities)

NEXT STEPS

- Continue to refine this model, including overlays
- Map modal priority networks and street types and review with staff
- Develop priorities for each type, parameters, etc.
- Present networks and mapped types to TPPB and seek public input