

PBMVC Recommendations to the Plan Commission on the Downtown Plan

- Remove the path on East Dayton shown on page 87 from the plan.
- Add to recommendation 149 on page 86: “Consult with Triangle Neighborhood on East Campus Mall connections.”
- The city should recognize the environmental costs of continuing to rely on automobiles long term, and should 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 land use and infrastructural changes needed to make this vision possible. This vision must also include the creation of high(er) frequency, high capacity transit service and improved non-motorized transportation options for the movement of people to and around the downtown with the goal of a modal breakdown for all trips to the downtown area of 20% ridesharing, 20% biking, 20% walking, 30% riding transit, and 10% driving single occupant vehicles.
- In addition to, and separate from recommendation 140, add a recommendation that the City should invest in public bicycle parking infrastructure targeted toward older downtown residential districts.
- Install color coded wayfinding markers in the Capitol Square area including the inner and outer loop
- City should fund a TDM or Smart Trips program for downtown businesses, residents, and events.
- Lower transit fees for low income residents.
- Have a core bus system running 24/7 that can accommodate 2nd and 3rd shift workers, as well as 1st shift workers.