

**ATTACHMENT TO THE MINUTES
OF THE
DECEMBER 5, 2005 MADISON PLAN COMMISSION MEETING**

At their December 5, 2005 meeting, the Plan Commission recommended adoption of the October 2005 Public Hearing Draft of the City of Madison Comprehensive Plan with the following revisions:

RECOMMENDED REVISIONS TO VOLUME I – BACKGROUND INFORMATION

CHAPTER 3 - TRANSPORTATION

In Volume I, Chapter 3, Page 3-9, Paragraph 2, revise the text as shown below:

- All rail corridors in the Madison Urban Area converge in the Isthmus area providing opportunities for use as special transportation corridors (e.g. bus, bike, rail, etc.), ~~if/or when even if rail freight is no longer viable~~ continues to operate in the corridors. In fact, numerous Comprehensive Plan public comments have noted the need to utilize existing rail corridors for future commuter rail, bicycle and other non-auto forms of transportation.

In Volume I, Chapter 3, Page 3-21, Paragraph 4, revise the text as shown below:

Issues of concern for bicyclists include: barriers (freeways) and hazards (e.g., rail crossings), lack of bicycle accommodations on existing major roadways, lack of alternatives to heavily used major roadways due to inadequate street connectivity, and lack of traffic control devices that ~~do not~~ work for bicyclists.

In Volume I, Chapter 3, Page 3-22, revise the text as shown below:

Public Education

~~Many adults have little knowledge of bicyclists' rights, responsibilities, and safe riding techniques required to be a responsible cyclist. To be responsible bicyclists, riders should learn their rights and responsibilities and safe riding techniques.~~ This knowledge is also necessary ~~to be a responsible~~ for motor vehicle drivers sharing the road with bicyclists. There is a continuous need to provide education for bicyclists and motorists, including developing and distributing bicycle maps and other informational materials, and conducting safety- and training programs.

Law Enforcement

Bicycles are subject to the same rules of the road as motor vehicles with all the rights and responsibilities that follow those rules. ~~However, many adult bicyclists often disregard traffic regulations, which results in unsafe riding, setting a poor example for younger riders, and perpetuating the view that bicycles are "toys" rather than a legitimate means of transportation for adults, as well as children [remove paragraph shift here]~~ Law enforcement agencies are operating under increasing constraints of limited budgets and personnel, while the demand for police services of all types is increasing. As a result, resources for traffic enforcement are limited, and many law enforcement officers consider enforcement of traffic violations by ~~and against~~ bicyclists and motorists a low priority.

In Volume I, Chapter 3, Page 3-30, revise the 1st Paragraph under “Parking” heading as shown below:

As travel and parking needs have increased, there has been recognition of the constant need to better manage transportation and parking facilities (both auto and bicycle parking), to minimize the amount of valuable land needed for travel and parking purposes, and to minimize the public investments, which may be required for transportation purposes.

RECOMMENDED REVISIONS TO VOLUME II - RECOMMENDATIONS

CHAPTER 2 – LAND USE

In Volume II, Chapter 2, add a new policy, under Objective 38 (Page 2-30) as shown below:

Policy 1: Ensure that community facilities or neighborhood schools that are no longer utilized for their originally intended use, remain an asset to the neighborhood through cooperative efforts between the facility/building owner, the city, the neighborhood and local stakeholders.

In Volume II, Chapter 2, revise Policy 6 under Objective 48 (Page 2-37), as shown below.

Policy 6: Architectural styles, facade treatments, walls, fences, streetscape elements and colors should relate to a ~~common~~ complementary vocabulary of materials and scale.

In Volume II, Chapter 2, revise Policy 3 under Objective 48 (Page 2-36), as shown below:

Policy 3: Require new development to establish effective levels of spatial enclosure. Spatial enclosure is created through the use of a height-to-width ratio (i.e. the relationship between a building’s height and the width of the street on which it fronts). ~~As a general rule, the greater the height to width ratio, the stronger the sense of place.~~

Note: The optimum height-to-width ratio in Madison may be about 1:1, although ratios that are greater than 1:1 may be appropriate in certain locations in the City as identified in special area plans or neighborhood plans. Too small a ratio generally does not result in the creation of a sense of place.

In Volume II, Chapter 2, revise Policy 7 under, Objective 48 (Page 2-37), as shown below.

~~**Old Policy 7:** Prohibit development projects that incorporate standard corporate architectural designs, since such designs invariably have a negative impact on the City’s unique visual character and beauty. New developments shall respect and enhance Madison’s unique visual character and beauty.~~

New Policy 7: Discourage corporate architectural designs that do not respect and enhance Madison’s unique visual character and beauty. Standard corporate architectural designs may be allowed in limited areas of the City provided they are of high-quality design and are desirable or acceptable in certain areas of Madison as identified in the Comprehensive Plan, neighborhood plans and/or special area plans.

In Volume II, Chapter 2, add a new policy under Objective 71 (Page 2-51) as follows:

Policy 3: Evaluate City policies regarding the use of undeveloped public rights-of-way and other city-owned property, including issues of public access, maintenance, signage, delineation of property lines and notification to adjacent property owners of potential public uses, and revise or develop new policies as required.

In Volume II, Chapter 2, add a text note to Objective 87, Policy 1 (Page 2-61) that says:

Note: Flexible building designs may include such techniques as designing floor and window heights to allow easy conversions from residential to nonresidential uses. Flexible building designs can include live-work units in which mixes of nonresidential and residential uses are allowed in a single building. Numerous live-work uses already exist in Madison.

CHAPTER 3 - TRANSPORTATION

In Volume II, Chapter 3, revise Policy 2 under objective 1 (Page 3-2) as shown below:

Policy 2: Ensure coordination and consistency of ~~between~~ the City of Madison Comprehensive Plan ~~with~~ and the MPO's long-range regional land use and transportation plan.

In Volume II, Chapter 3, revise the Goal statement on Page 3-3 as shown below:

Goal: Develop and maintain a transportation system that supports new and existing residential, employment, commercial and recreation areas, preserves and enhances neighborhood livability and the quality of life for City of Madison residents, while providing for the safe, ~~and~~ efficient and effective movement of people and goods.

In Volume II, Chapter 3, revise the 7th bullet point within Policy 3 under Objective 3 (Page 3-6) as shown below:

- Placement and supply of parking;

Prohibit large and highly visible surface parking in TODs, especially in the core areas of TODs. The supply of parking may be reduced from the amount that is typically provided in some instances. Automobile parking should generally be located in the back or sides of buildings, although some minimal parking may be located in the front of buildings for cause. Bicycle parking facilities within TODs should be located near building entrances and designed and sized appropriately. Parking supply and management should be addressed in the specific special area plan for each TOD.

Volume II, Chapter 3, revise the text note for Policy 4 under Objective 4 (Page 3-8) as shown below (make the same change to the text note for Policy 6 under Objective 12 in the Bicycle section, Page 3-18):

Policy 4: Develop a hierarchy of City of Madison bicycle corridors for use in making roadway infrastructure decisions.

Note: Bicycle corridors should be inventoried, ~~and~~ classified, and appropriately signed and marked for their function in providing bicycle mobility, similar to a roadway functional classification. This classification system should be used to help prioritize bicycle facility improvements.

In Volume II, Chapter 3, revise Objective 5 (Page 3-8) as shown below:

Objective 5: Alleviate traffic congestion, where appropriate, in a manner that improves traffic flow and minimizes travel delays, ~~but also~~ minimizes the impacts on adjacent land uses and neighborhoods, and does not degrade the safety of users of other any modes of transportation moving along or across the corridor.

In Volume II, revise Policy 3 under Objective 5 (Page 3-9) as shown below:

Policy 3: Consider adding lanes to increased roadway capacity on City roadways only after the effect on downstream traffic conditions and all other alternative approaches have been considered: including enhancing other transportation modes and engineering-oriented roadway improvements such as restricting driveway access, eliminating cross roads and adding turn lanes).

In Volume II, revise Policy 4 under Objective 5 (Page 3-9) as shown below:

Policy 4: Use transportation system management (TSM) strategies to improve traffic flow, where appropriate, and where it does not degrade the safety of users of any modes of transportation moving along or across the corridor. TSM measures include traffic signal control systems, Intelligent Transportation System (ITS) technologies (such as real-time traffic and parking information along roadways), intersection improvements, channelization (such as dedicated turn lanes), and access management techniques.

In Volume II, Chapter 3, add a new Policy 8 under Objective 5 (Page 3-9), as shown below:

Policy 8: Consider and evaluate the movement of pedestrians and bicyclists along and across roadways when undertaking roadway capacity expansion to assure that safety will not be compromised.

In Volume II, Chapter 3, add the following four new policies under Objective 7 (Page 3-11):

Policy 1: Develop Transportation Management Associations, where appropriate, as a mechanism to organize individual employers and administer TDM initiatives.

Note: A Transportation Management Association, or TMA, is an organized group that applies various approaches to help reduce single-occupancy trips and facilitate the movement of people and goods within an urban area - most often stressing the use of transportation demand management strategies and measures. TMAs are often legally constituted and frequently lead by the private sector, in partnership with public sector entities, in an effort to address transportation challenges.

Policy 2: Create an incentive program for City employees rewarding them for using alternatives to the automobile for commuting. Promote use of the City Rideshare and Carpool programs and coordinate these efforts with the other major public sector employers in the City including the University, County and State.

Note: The U.S. EPA administers the Best Workplaces for Commuters program, which gives special recognition to employers that meet a National Standard of Excellence for their employee commuter assistance programs. The City could choose to pursue a TDM program that meets the US EPA standards and recognizes Madison as one of the Best Workplaces for Commuters.

Policy 3: Promote alternatives to the automobile through financial incentives, education campaigns on riding transit, bicycling, car-sharing programs, organizations that develop transportation management for employers and other programs to help employers encourage alternatives to the automobile.

Policy 4: Encourage the use of transportation demand measures in Transit Oriented Developments, new neighborhoods and commercial and business districts. Consider developing TDM standards, perhaps basing them on the US EPA National Standard for Excellence, as indicated in the note above for Policy 2, for new development and redevelopment.

In Volume II, Chapter 3, revise Policy 2 under Objective 8 (Page 3-12) as shown below (also make same change to the first sentence of the recommendation in the Implementation Section, Page 3-31):

Policy 2: Maintain, update and implement a pedestrian system plan (*Pedestrian Transportation Plan for Madison, Wisconsin; September 1997*) to identify and prioritize sidewalk needs (e.g. pedestrian ramps, crosswalk enhancements, etc.). An implementation program for funding pedestrian improvements in existing neighborhoods should continue to be used.

In Volume II, Chapter 3, revise Policy 6 under Objective 8 (Page 3-12) as shown below:

Policy 6: Utilize traffic calming techniques and strategies in high pedestrian activity areas, such as schools and parks, using the Traffic Engineering Neighborhood Traffic Management program. Identify priority areas for the possible use of traffic calming strategies in a sidewalk system plan. Consider the use of in-street “yield to pedestrian” signs in neighborhood business districts.

In Volume II, Chapter 3, add a new Policy under Objective 8 (insert after existing Policy 8 on Page 3-13), to read:

Policy 9: Identify barriers to pedestrian mobility for users of the pedestrian system with special needs (such as elderly populations and wheelchair users) and prioritize locations where improvements are most needed. Such improvements could include pedestrian ramps and special crossing accommodations. Ensure that the design and maintenance of pedestrian facilities takes into account these special needs.

In Volume II, Chapter 3, revise the text in Policy 8 under Objective 8 (Page 3-13) as shown below:

Policy 8: Identify existing and potential barriers to pedestrian mobility (such as highways without adequate crossing facilities, cul-de-sacs and other non-traditional street designs such as L-shaped streets), and prioritize locations where improvements are most needed. Such improvements could include new crossings or connections to link areas within neighborhoods, (including sidewalks that link the ends of cul-de-sacs to one another). New developments should include walkways that create a grid pattern for pedestrians at locations where cul-de-sacs and other non-traditional street designs fail to provide direct routes along a roadway sidewalk.

In Volume II, Chapter 3, revise the text in Objective 9 (Page 3-13) as shown below:

Objective 9: Implement a variety of accessible public transit services throughout the City of Madison (including connections to surrounding municipalities and other major activity centers), in an efficient and effective manner. Implement transit services in a manner that endeavors to

increase system-wide ridership, reduce the costs per trip to provide transit services and help to increase revenues for Metro operations. The City aspires to increase transit service, during peak travel periods, so that travel times to destinations in the central business district and the University of Wisconsin campus are no greater than 30 minutes from boarding to destination.

In Volume II, Chapter 3, revise the text notes for Policy 7 under Objective 9 (Page 3-15) as shown below:

Policy 7: Metro Transit should continue to develop a long-range transit service plan - the Transit Development Program (TDP) - in close collaboration with the Madison Area MPO.

Note: The Land Use chapter should help guide the development of the TDP, and strong emphasis should be given to designated TOD activity centers. Land use-oriented transit service recommendations include:

- *Consider additional limited stop/express services, to help provide more competitive transit service in peripheral areas of the City, particularly in terms of travel times;*
- *Consider increasing the frequency of transit services being provided throughout the City, in order to help improve door-to-door travel times and increase ridership;*
- *Continue to examine how best to integrate routes and timed transfers at activity centers;*
- *Consider adopting routes that minimize large loops in order to increase competitiveness with auto travel times; and,*
- *Continue to consider using ITS technologies that enhance transit information, reliability, security and convenience (such as real-time bus location information at transit stops.).*

In Volume II, Chapter 3, revise the text notes for Policy 9 under Objective 9 (Pages 3-15 and 3-16) as shown below:

Policy 9: Metro should enhance transit services that attract ridership from those who own their own vehicles (i.e., “choice” riders), particularly in the downtown and other large employment areas (where parking supplies may be limited and/or costly to provide).

Note: Possible transit service improvements that could help attract choice riders include:

- *Pursuing the development of more pre-paid unlimited ride pass programs, commuter-choice pass programs, and employer-subsidized transit fare programs with large employers and employer associations in the City;*
- *Increasing the frequency of transit services being provided throughout the City, in order to help improve door-to-door travel times and increase ridership;*
- *Pursuing further introduction of Intelligent Transportation Systems (ITS) technologies that enhance service reliability, real-time information, convenience and security; and,*
- *Continuing to install bicycle racks on buses.*

In Volume II, Chapter 3, add a new Policy 3 under Objective 10 (Page 3-17), as shown below:

Policy 3: The City should aspire to provide Metro Plus paratransit service to new residential developments above the ADA minimums so that accessible housing can be served by accessible transit as early as is feasible.

In Volume II, Chapter 3, revise Policy 5 under Objective 12 (Page 3-18) as shown below:

Policy 5: Ensure that bicycle parking facilities – ~~both~~ within the public right-of-way, within public parking facilities, and on development sites – are located in appropriate locations (such as near building entrances), ~~be~~ are appropriately designed ~~and~~ and sized, ~~and~~ are located in prominent and convenient public areas, and ~~be~~ are well-maintained (including adequate snow removal). Ensure that development review processes acknowledge bicycle parking and other bicycle facility needs.

In Volume II, Chapter 3, add a new policy under Objective 12 (insert after Policy 7, Page 3-18), as shown below:

Policy 8: Ensure that bicycle facilities are planned in a manner that ensures safe and convenient pedestrian and bicycle access to schools. The City should encourage school designs and the transportation facilities that serve them (through financial incentives and other means), that afford safe and convenient non-motorized transportation access for students.

In Volume II, Chapter 3, add a new Policy 2 under Objective 14 (Page 3-20), as shown below:

Policy 2: Explore opportunities to improve the air quality impacts of mopeds, including changes in air quality regulations governing such impacts.

In Volume II, Chapter 3, revise the text of Objective 15 (Page 3-20) as shown below:

Objective 15: Provide for the construction and maintenance of parking facilities as part of an integrated strategy for urban development and redevelopment. Consider the desired density of land uses, the need for parking facilities to provide safe and convenient bicycle parking, to utilize alternative modes, the availability and desirability of on-street parking, the special parking needs of persons with disabilities, and the impacts on the pedestrian environment in future parking planning, management, and parking facility design activities.

In Volume II, Chapter 3, revise the text note for Policy 2 under Objective 15 (Page 3-21) as shown below:

Policy 2: Provide parking facilities that can be conveniently accessed by downtown customers and visitors.

Note: The most desirable and convenient parking should be managed to encourage customer and visitor access. The least convenient parking lots/ramps should be targeted for long term and employee usage. Parking management strategies should continue to be employed, in order to manage the usage of City-owned parking facilities, such as instituting time limits and pricing policies to ensure higher turnover for short-term parking. Visitors and shoppers should be encouraged to access downtown Madison by non-automobile modes of transportation, to the extent possible.

In Volume II, Chapter 3, add a new Policy under Objective 15 (insert after Policy 4 on page 3-21) as shown below:

Policy 5: Encourage the provision of on-street parking on all City streets - including new developments - unless special conditions related to public safety or other circumstances warrant parking restrictions. Do not restrict parking on streets in new developments, unless public safety conditions warrant.

In Volume II, Chapter 3, add a new policy under Objective 15 (insert after Policy 5 on Page 3-21), as shown below:

Policy 6: Consider the coordination of parking rates and transit fares, so that when transit fares are raised, parking rates are simultaneously increased (as a way to mitigate the potential loss of transit ridership to automobile travel).

In Volume II, Chapter 3, revise Policy 1 under Objective 18 (Page 3-24) as shown below:

Policy 1: Work with Dane County to ensure that appropriate transportation support facilities and services are provided and coordinated at the Dane County Regional Airport - for employees and travelers using the airport. These multi-modal support facilities and services include auto and bicycle parking facilities, pedestrian facilities and amenities, private taxi services, airport shuttles, and public transit services.

In Volume II, Chapter 3, revise Policy 2 under Objective 18 (Page 3-24) as shown below:

Policy 2: Explore opportunities to provide improved street and highway access to Dane County Regional Airport —~~including the potential addition of more direct Interstate Highway access, where feasible.~~

In Volume II, Chapter 3, add a new policy under Objective 18 (insert after Policy 2 on page 3-24) as shown below:

Policy 3: Explore opportunities to provide more direct public transit connections to the Dane County Regional Airport from key employment, residential, business and institutional destinations within the City.

CHAPTER 4 - HOUSING

In Volume II, Chapter 4, add the following new policy under Objective 3 (Page 4-9):

Policy 12: Encourage and facilitate the relocation of existing residential buildings that might otherwise be demolished, by proactively identifying sites where houses can feasibly be moved.

CHAPTER 7 – PARKS AND OPEN SPACE

In Volume II, Chapter 7, add a new policy under Objective 8 (insert after existing Policy 1 on Page 7-8), as follows:

Policy 2: Retain public rights-of-way that extend to the lakeshore and improve and maintain them to provide pedestrian access to the lake, whether or not they are improved for vehicular traffic.

In Volume II, Chapter 7, revise Policy 3 under Objective 7 (Page 7-8) as follows:

Policy 3: Where ~~retaining walls are required to control~~ lakeshore erosion control is required, encourage the use of “natural” ~~building~~ materials and seek to avoid an obviously “man-made” appearance.

In Volume II, Chapter 7, Pages 7-10 and 7-11, modify the Implementation Recommendations section as indicated below:

Revise the last sentence of the text introducing Table 1 as follows: The table on the following page includes a summary of the major recommendations ~~summaries~~ from the POSP.

Revise Table 1 to remove the Priority column, and revise the title of the table to read, Summary of Major Park and Open Space Implementation Action.

Revise the Comprehensive Trail Network write-up in Table 1 (Page 7-11) to read as follows:

Comprehensive Trail Network

Continue working to provide regional bike ~~trail path~~ corridors and connections from the Isthmus to Sun Prairie, Isthmus to Warner Park, and in the East Side and West Side Growth Areas. Provide Complete a city-wide trail network using bike paths and routes, paved walkways for accessible routes. ~~Expand~~, and unpaved hiking trails in parks and greenways.

Add the following sentence to the end of the Beach and Swimming Needs write-up in Table 1 (Page 7-11): Improve maintenance of beaches and public shorelines.

Add the following rows to the end of Table 1 on Page 7-12:

<p>Staffing Needs The recommendations of this plan for a growing City—new land, new facilities, and better management of the parks system--will all require more work, more staff and more funding in the operational budget.</p>	<p>Parks Division, Common Council, and Mayor’s Office</p>
<p>Intergovernmental Cooperation Local park systems have mutually benefited from the cooperative government efforts at City, Village, Town, County, State and Federal levels. Such cooperation will need to continue and be strengthened.</p>	<p>Planning Unit, neighboring municipalities and townships, Dane County, and State and Federal governments.</p>

CHAPTER 9 – COMMUNITY FACILITIES

In Volume II, Chapter 9, add a new policy under Objective 1 (insert after existing Policy 6 on Page 9-4) as follows:

Policy 7: Ensure that community facilities or neighborhood schools that are no longer utilized for their originally intended use, remain an asset to the neighborhood through cooperative efforts between the facility/building owner, the city, the neighborhood and local stakeholders.

CHAPTER 10 - UTILITIES

In Volume II, Chapter 10, add the following new policy under Objective 8 (Page 10-8):

Policy 2: Identify sites for the storage of salvaged building materials.

CHAPTER 11 – INTERGOVERNMENTAL COOPERATION

In Volume II, Chapter 11, revise the text on Page 11-1 to correct number of municipalities in Dane County to be 61.

Prepared by
Department of Planning & Development
Planning Unit