



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved PLAN COMMISSION

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Thursday, March 22, 2012

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### DOWNTOWN PLAN WORKING SESSION

**Note: This Session will NOT be televised.**

### CALL TO ORDER/ROLL CALL

**Present:** 8 -

Steve King; Marsha A. Rummel; Chris Schmidt; Nan Fey; Eric W. Sundquist; Bradley A. Cantrell; Anna Andrzejewski and Tonya L. Hamilton-Nisbet

**Excused:** 3 -

John L. Finnemore; Michael G. Heifetz and Michael W. Rewey

### PUBLIC COMMENT

Patrick McDonnell, 441 N. Patterson, registered in neither support nor opposition. He urged the Commission to not defer important transportation recommendations to future plans. He stated the plan should firmly state whether single occupancy vehicles are an emphasis for the next fifty years. He also stated that the plan should say that one-way streets have not always been in place and they have come at a cost and should be reversed.

### DISCLOSURES AND RECUSALS

None

### MINUTES OF THE March 8, 2012 MEETING

**A motion was made by Schmidt, seconded by Cantrell, to Approve the March 8, 2012 Minutes. The motion passed by voice vote/other.**

[24468](#)

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

#### **This Resolution was Re-referred to the PLAN COMMISSION**

##### A. Key 6: Increase Transportation Choices

King moved, seconded by Sundquist, to approve Key 6 from the Parking section through the end of the chapter (pages 8-18 of memorandum 3) with the staff recommendations and consideration of the following changes/comments:

- a) page 71- Acknowledge air quality issues associated with motor vehicles.

- b) page 78- Rec. 124 (memorandum page 7, row 5)- Change to look at all one-way streets within the planning area, except Johnson and Gorham Streets since they are largely outside of the planning area, and remove the specific streets listed in the bullet points.
- c) page 80 (memorandum page 8, row 1)- Acknowledge in the text that the current situation is free parking in adjacent neighborhoods.
- d) page 80 (memorandum page 8, row 5)- Agree with the staff recommendation, but add "incorporating best practices to Downtown parking and marketing" without referencing a specific report.
- e) page 80- Add a new rec.: "Review fees for street, ramp and privately owned motor vehicle parking to ensure the city has the best policy for minimizing SOV traffic both downtown and in surrounding neighborhoods, recovers its costs for providing street and ramp parking, and providing adequate but not excessive parking to support downtown businesses and other land uses."
- f) page 80 (memorandum page 9, row 1)- Add that a needs analysis should be conducted when major parking facilities are reconstructed or demolished.
- g) page 80 (memorandum page 9, row 2)- Agree with the staff recommendation, but add including an evaluation of pricing, and consider business parking permits.
- h) Generally throughout the plan don't mention specific technologies (like cell phones or PDAs) but state that technology should continue to be utilized for parking and wayfinding.
- i) Add a new recommendation to encourage car sharing stalls in major residential and commercial development.
- j) page 81 (memorandum page 10, row 3)- Consider the Strasbourg model (without mentioning it by name) and focus the recommendation on investigating the concept and whether it is a good idea or not.
- k) page 82 (memorandum page 10, row 5)- Change "bike station" to "bike center" throughout the plan and define what it is, possibly in the caption under the photo.
- l) page 82- Rec. 136- Add East/West Wilson if not converted to two-way.
- m) page 82- Rec. 137- Add West Washington from Bedford to Carroll, and East Washington from Blount to Pinckney even though part is outside of the planning area.
- n) Add to narrative about bike networks and how the recommendations plug into that for transportation and recreation.
- o) page 82- last sentence- Add block numbers to the Judge Doyle Square reference.
- p) page 82- Replace the Government East photo with a ramp that will be around in ten years.
- q) page 82 (memorandum page 11, row 2)- Change "commuting" to "transportation".
- r) Make sure references to "parking", "bicycle parking", and "motor vehicle parking" are consistent.
- s) Make sure references to "bike signal", "bike activated signal", and "bike stoplights" are consistent.
- t) page 82- Remove specific reference to B-Cycle.
- u) page 83 (memorandum page 11, row 11)- Add "convenient".
- v) page 83- Rec. 140- Add examples such as: independent covered parking, on-demand bike lockers, corrals, other.
- w) page 83- Rec. 138- Change recommendation to add "identify and consider the 700-800 blocks of State Street when it is reconstructed," but don't change the current wording.
- x) page 84- Check to see if Jennifer Street is a designated bike route and if so, add it to the map.
- y) page 85- Note in the caption of the lower image that the lakefront path is also shown.
- z) pages 86 + 87- Say what streets comprise the outer loop and label it on the map.
- aa) page 87- Make sure that the Pedestrian Facilities Map and the Streetscape Map on page 44 are consistent with what is shown as "pedestrian connections" and "pedestrian facilities," and consider showing all pedestrian recommendations on the map on page 87.
- bb) page 84 (memorandum page 12, row 1)- Change to add the block recommended by the TPC and add a reference to the map in the text.
- cc) page 85- On the image, show the car in the shade and the moped in the sunlight.
- dd) page 86- State that the outer loop should be identified with signage and through wayfinding.
- ee) page 88 (memorandum page 12, row 8)- Don't refer to specific types of technology.
- ff) page 89 (memorandum page 13, row 4)- Use a generic description of a technology

- based transportation options program, and not "Smart Trips."
- gg) Add a recommendation under Obj. 6.8 to consider implementing a technology based transportation options program.
  - hh) page 90- Obj. 6.9 (memorandum page 14, row 2)- Change the title of this section to "Transportation Planning" or "Transportation Strategies" to keep the focus on on-going transportation planning and remove much of the discussion and recommendations in Rec. 158. Acknowledge the citywide Transportation Master Plan in the introduction to Key 6. Also, consider mentioning remote park-and-ride lots in this section.
  - ii) State in the opening section to Key 6 that transportation is about moving people.
  - jj) (memorandum page 17, row 4)- Consider adding some language about sustainability in the introduction to this key to get at the TPC recommendation.
  - kk) (memorandum page 17, row 5)- Add a specific reference about education and marketing for options to get to Downtown.
  - ll) (memorandum page 18, row 4)- Mention in the text that the Downtown Plan should be reviewed and revised if necessary upon adoption of the citywide Transportation Master Plan.

The motion passed by voice vote/other.

## ADJOURNMENT

**A motion was made by Schmidt, seconded by King, to Adjourn at 7:10 p.m. The motion passed by voice vote/other.**