

---

**MEMO**

**TO:** Karl Sutter, Kimley-Horn; Melissa Huggins, Urban Assets; Andrea White-Kjoss, Mobis; Andrew Wright, Mobis; Ken Saiki, Ken Saiki Design; George Austin, City of Madison; Steve Cover, City of Madison; David Trowbridge, City of Madison; David Dyer, City of Madison; Anne Monks, City of Madison; Rob Phillips, City of Madison

**FROM:** Amanda White, Associate Director, Bicycle Federation of Wisconsin  
Members of the Greater Madison Cycling Advisory Council

**DATE:** 12/6/2011

**RE:** Vision for Judge Doyle Square

**CC:** Tony Fernandez, Arthur Ross, Alder Mike Verveer, Alder Marsha Rummel, Bicycle Pedestrian Motor Vehicle Committee Chair Robbie Webber

Thank you for the opportunity to provide the Bicycle Federation of Wisconsin's (Bike Fed) vision for bicycling improvements in the Judge Doyle Square redevelopment. I have appreciated and enjoyed the opportunity to serve on the project Advisory Committee and to participate in the bicycle focus group.

On behalf of the Bike Fed's 1,500 Madison-area members, I thank the Project Team and the City of Madison for considering bicycling a priority during the project planning process. The project team leaders, especially Melissa Huggins of Urban Assets and Andrew Wright of Mobis, have been professional and responsive in addressing the needs and concerns of the bicycling community. We would, however, urge more detailed surveying and market research be conducted in phase two in order to have the greatest sense of usage patterns and viable price points for a bike center in our local market.

**Judge Doyle Square Vision**

Judge Doyle Square is located in an area that poses significant dangers and obstacles for bicyclists. Through the Judge Doyle Square redevelopment process the City has an opportunity to rethink not just the building structure but to also plan for safer, more convenient mobility for bicyclists and all street users traveling to and around Judge Doyle Square.

Our vision for Judge Doyle Square is that it will be one of the most bicycle-friendly destinations in the city and it will serve as a hub for bicycling activity and support. By increasing the bikeability and bike amenities of this downtown block, bicycling will significantly contribute to the neighborhood vitality, economic prosperity, and environmental sustainability of this district.

**Initial Recommendations**

***Bicycle infrastructure and connection improvements***

Currently, the Judge Doyle Square location is not very bicycle-friendly. There are no bike lanes or bicycle facilities on East Wilson Street, South Pinckney Street and East Doty Street. One-way traffic on East Wilson and East Doty Streets is fast and creates conditions that are not appealing for anyone except the most experienced and confident bicyclists. Because of this, bicyclists often choose to bike on the sidewalk, especially on East Wilson Street. The majority of these sidewalk bicyclists appear to be commuters who are trying to get to the Capital City Trail by Machinery Row. Bicycling on the sidewalk causes safety issues for both bicyclists and pedestrians and we do not support this behavior; however, this is the type of activity that results given the lack of safe bicycle infrastructure options. Therefore, our number one priority for making this area more bicycle-friendly is to add a buffered contraflow bicycle

lane on East Wilson Street that continues on to West Wilson Street and creates a seamless connection for those heading eastbound to the bike path near Machinery Row. This improvement should largely eliminate bicycling on the sidewalk and will encourage more people to go by bike.

Attention should also be focused on improving the convenience for bicyclists moving through the King Street/East Wilson intersection. Because of the downgrade and the signal timing, bicyclists often ride through red lights heading eastbound on King. Better accommodations for bicyclists need to be made in order to discourage this unsafe behavior.

Although bike parking is being provided in the bike center, it is highly important to provide ample parking around the outside of the building too. Outdoor parking meets short-term bike parking need and caters to a different bicycle audience than the bike station will.

We are supportive of the initial design concepts for South Pinckney Street that designate this street as a bike boulevard, improve the visibility of the connection from South Pinckney Street to the bike elevator, and create a contraflow lane on the 100 block of South Pinckney Street.

### ***Bicycle Center***

We applaud the City and the Project Team for continuing to plan for a bicycle center in the Judge Doyle Square project. A robust bicycle center is an essential part of transforming Madison into a city that supports 20% of trips made by bike by 2020. We already face a significant bike parking deficit downtown. As we move closer to our 20% goal, we must invest in projects like the bike center to meet growing demand.

We envision the bicycle center as a one-stop bicycle support center for a variety of bicyclists. Whether you need a secure place to park, a quick tune-up or information about how to bike in Madison, the bike center should be a place that Madison residents and visitors alike can find a variety of bicycle support. Bike parking should be secure, available 24/7 and include long-term, short-term and event parking options.

The Bike Fed has supported and contributed to Downtown Madison Inc.'s work on providing a vision for the bicycle center. In an effort to reduce redundancy, I refer to the list of amenities provided by DMI.

Visibility of the bicycle center from street level will be essential to the bicycle center's success. Whether there is a bicycle retail center on the main level or the bicycle center is completely underground, there needs to be clear, visible and inviting signage from all directions of the project leading bicyclists to the center.

Given that Madison is in the unique and fortunate position to have a variety of local bike industry and retail businesses, I strongly urge the city to work with these local businesses to supply many of the amenities and parking solutions.

Finally, many successful bike centers across the country and around the world link the bike center to other transportation modes. Many people choose to take transit or drive to the bike center, pick up their bike and ride across town to their destination. This holistic transportation tie should be considered when planning for the center. Those who park their car in the garage should have easy access to the bike center and bus stops should be located as near to the bike center as possible.

Once again, thank you for making bicycling one of the priorities of this project. Please let us know if there is any way we can further assist the great work of the Project Team and the City of Madison.