

City of Madison Legislative File ID 11560 (draft 4: 10-17-08)

Revision Key

LRTPC Revisions: Single underline and ~~single strikethrough~~

PL Division/City Staff Revisions: Double underline and ~~double strikethrough~~

=====

Title

Creating and implementing a comprehensive, multi-modal transportation and parking plan design for central Madison.

Body

WHEREAS, central Madison – an area bounded by First Street Lake Monona, Lake Mendota, Proudfit Street, Regent Street and Park Street (note: study area may need to be expanded) including downtown, the east Isthmus, the east Campus, and the north Park Street corridor - continues to ~~grow as a~~ be an important regional center for business, culture, government, and academia, as well and ~~also continues to grow~~ as a growing high-density residential area; and;

WHEREAS, ~~the growth of~~ continued future employment and residential growth in central Madison, as recommended in adopted City plans, will generate increased demand for travel to, through and around this part of the City, such demand originating both from an increasing number of local residents and from the ever-growing metropolitan region; and;

WHEREAS, Madison has recently completed, or will soon complete, a number of mode-specific studies including the Ad Hoc Long Range Metro Transit Plan, the Platinum Bike Study, the Parking Utility Strategic Plan and Policies, the Streetcar Study, the Regional Transportation Plan 2030 (Madison Area MPO), the Madison Comprehensive Plan and Transport 2020 that identify opportunities for increased utilization of various transportation modes in addition to the automobile; and;

WHEREAS, ~~near-exclusive reliance on~~ the use of the automobile for meeting both local and commuter travel demand is becoming increasingly problematic for economic, environmental, and social reasons; and;

WHEREAS, a number of adopted City plans, including the Comprehensive Plan, the East Washington Capitol Corridor Gateway Plan, and neighborhood plans have recommended that the City update the 1979 Isthmus Traffic Redirection Study or to develop a comprehensive, multi-modal transportation plan and parking strategy for the ~~central City~~ Isthmus,

NOW, THEREFORE, BE IT RESOLVED that it is the desire of the Mayor and Common Council ~~create an ad hoc committee~~ to develop a comprehensive, multi-modal transportation and parking ~~design and~~ plan for central Madison. The plan shall ~~establish central Madison as a Transportation Design District for the purposes of implementing~~ include near-term and long-term multi-modal transportation and parking management implementation strategies. Strategies will include both

Transportation System Management (TSM) and Transportation Demand Management (TDM) components. The comprehensive transportation ~~design plan~~ shall work in conjunction with and function as an overlay that supports the land use objectives for the area.

BE IT FURTHER RESOLVED that it is the desire of the Common Council to provide guidance both to neighborhoods as they develop and implement neighborhood plans and to any future development in the plan area with respect to transportation access and accommodation.

BE IT FURTHER RESOLVED that, understanding that such an endeavor must be undertaken in phases, the Common Council directs the Long Range Transportation Planning Commission (LRTPC) to review all current land use and transportation plans covering the plan area for areas of disagreement or conflict and to consider: ~~develop a draft scope of work, request for proposals (RFP) and budget/timeline for consultant and engineering services. The draft scope of work developed by LRTPC shall include, at a minimum, the following committee shall first undertake, policy, scope, budget and planning deliverables to be produced by a transportation planning consulting firm to include:~~

- a. Policies, principles and mechanisms that will govern transportation investment decisions within the study area ~~for the district,~~
- b. Design principles for transportation facilities and services in the study area ~~High-level design elements to be included in the comprehensive overlay district.~~
- c. ~~Budget projects for further developing the plan including Requests for Proposals for consulting and engineering services for subsequent phases, and~~
- d. ~~Project timeline and budget for subsequent phases.~~

The LRTPC committee shall report back to the Common Council on these issues and make a recommendation whether or not to proceed to an RFP to continue this work before proceeding with subsequent phases.

BE IT FURTHER RESOLVED that the LRTPC committee shall ensure that the comprehensive ~~plan design~~ shall build upon and integrate ~~previous adopted~~ and soon-to-be-adopted ~~completed~~ mode-specific plans noted above and will:

- a. Establish policies and principles for balancing transportation investment across all modes - pedestrian, bicycle, automobile, bus and rail,
- b. Focus on strategies to achieve increased consumer inter-operability among present and future transportation modes,
- c. Use transportation investments to stimulate and support economic development (business and job growth) and land use objectives for the downtown and the central urban neighborhoods
- d. Improve the residential quality of life for central urban neighborhoods and improve mobility/access options for all Madison area residents and visitors to the central City.
- e. Support Madison's regional role as the economic and cultural center hub that is accessed via the larger regional transportation system.

- f. Promote a culture of mutual respect and entitlement among all transportation consumers - pedestrians, drivers, bicyclists, and transit riders - and ensure that the engineered environment embodies those values for all users.
- g. ~~Include~~ ~~implement~~ other values and principles as ~~the committee shall~~ determined appropriate.

BE IT FURTHER RESOLVED that the LRTPC committee shall consult with ~~consist of not more than eleven members including three alders,~~ and representatives from central City neighborhood associations, Downtown Madison Inc., major property and business owners, the University of Wisconsin, Madison Metro, the Downtown Coordinating Committee, ~~the Long Range Transportation Planning Commission,~~ the Transit and Parking Commission and the Pedestrian/Bicycle/Motor Vehicle Commission. ~~The committee shall be staffed by the Planning Unit with assistance from Traffic Engineering.~~

Fiscal Note

Staff resources from the Planning, Traffic Engineering and Engineering agencies will be reallocated to support the efforts of the Long Range Transportation Planning Commission to develop a scope of work, a budget, and an RFP. No appropriation is anticipated during this phase, but this project will compete for staff resources with commitments made to other projects. There are no cost estimates at this time regarding implementation of specific recommendations; any such expenditures will require future Common Council consideration and approval.