

# Introduction to Curb Management

Plan Commission

October 16, 2025

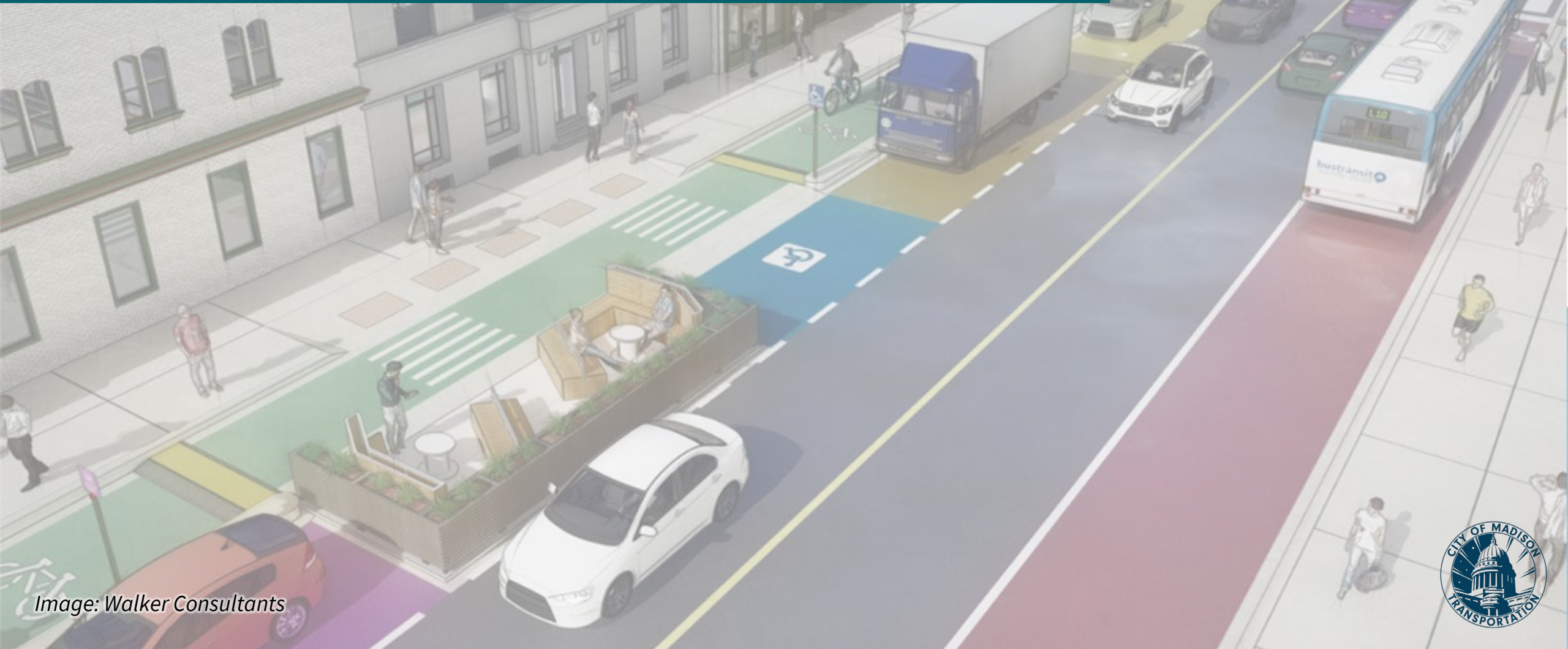


Image: Walker Consultants



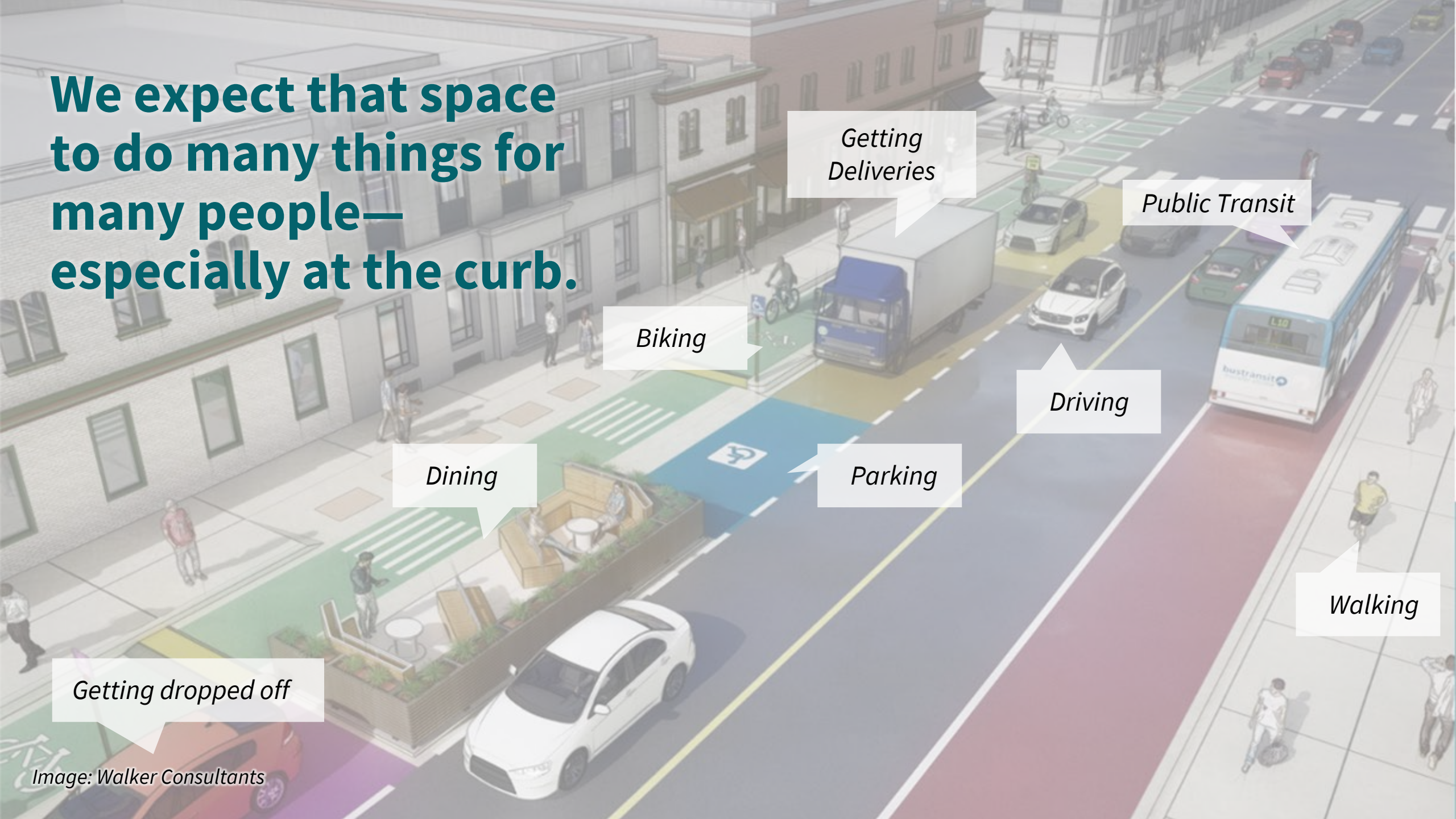


**The street right-of-way  
is among the most  
valuable space we have  
in the city.**





**We expect that space  
to do many things for  
many people—  
especially at the curb.**



*Getting dropped off*

*Getting  
Deliveries*

*Public Transit*

*Biking*

*Driving*

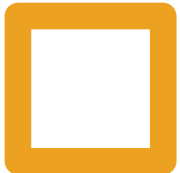
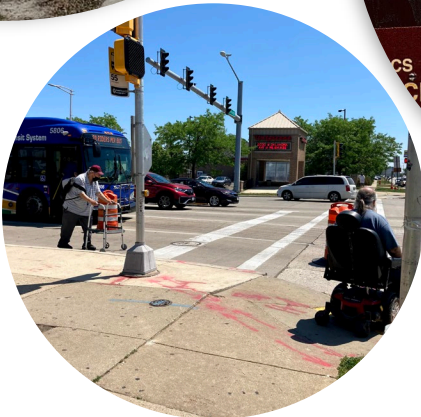
*Dining*

*Parking*

*Walking*



# If we don't intentionally manage the curb, it doesn't work for anyone.



Images: City of Madison and Streetsblog



# Goals of Curb Management

Allocate	Intentionally allocate curb space
Align	Align with initiatives like Complete Green Streets and Vision Zero
Optimize	Optimize curbside functions to serve a variety of users
Prioritize	Prioritize key city goals
Integrate	Integrate land use with transportation needs







# Integrating Land Use with Transportation Needs

- Impacts of infill development on the transportation system
  - Access limitations during construction
  - Increased demand for curb space
  - More dynamic needs at the curb – ex: deliveries; ride-hailing
  - Opportunity to accommodate more curb uses



# Proactive Curb Management

- Integrating curb management considerations into:
  - Development review
  - Street reconstructions
  - Area plans
- Curb experiment opportunities in mixed-use hubs



# Why does Madison Need Curb Management?

There is an increasing demand for curb space due to:

- Growing population and housing development
- Change in travel behaviors (rideshare, micromobility, etc.)
- Increased delivery options
- Shift in parking policies (elimination of parking minimums)
- Multimodal transportation advancements
- Events and Visitors
- Accessibility, including critical access needs

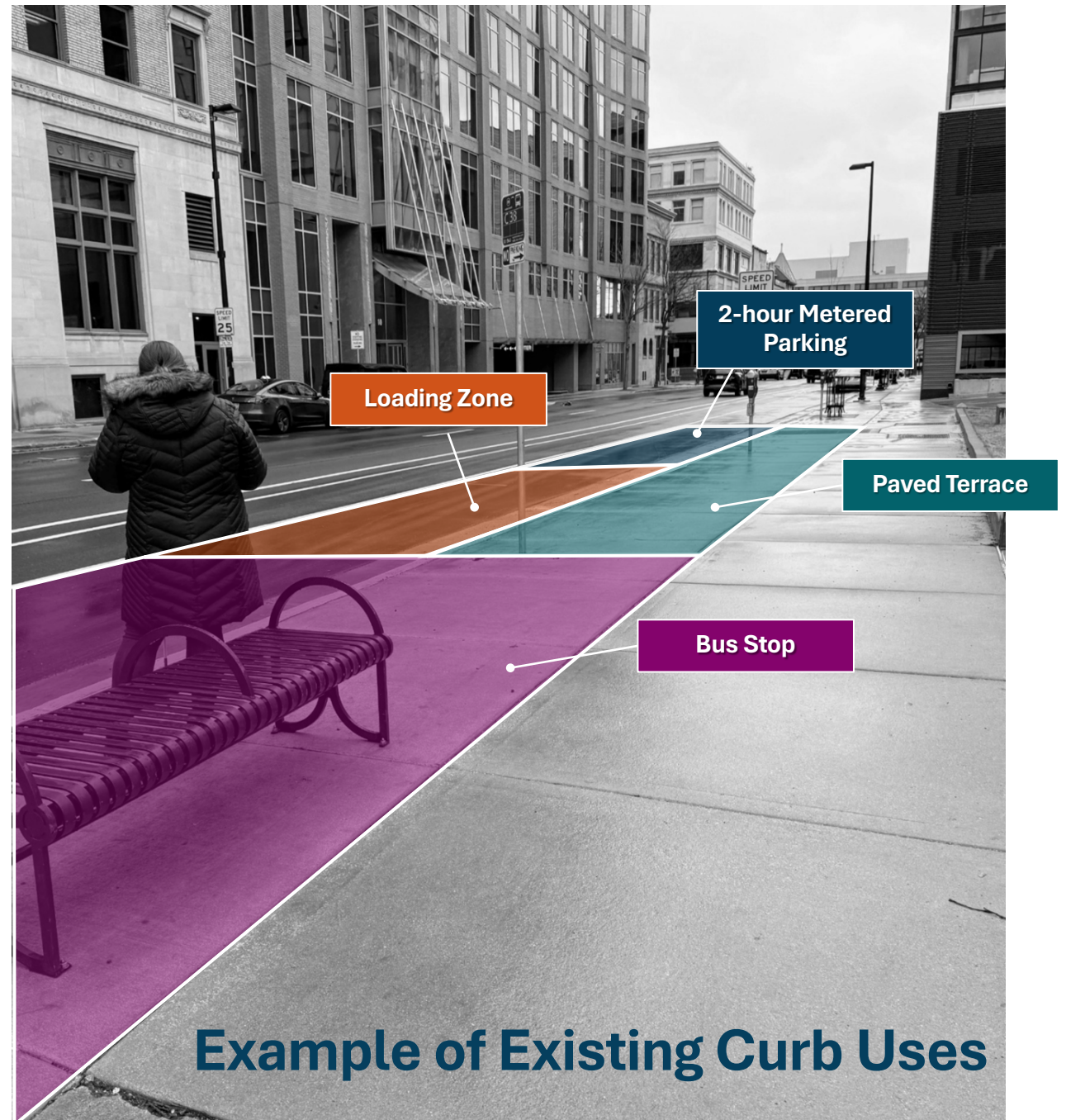
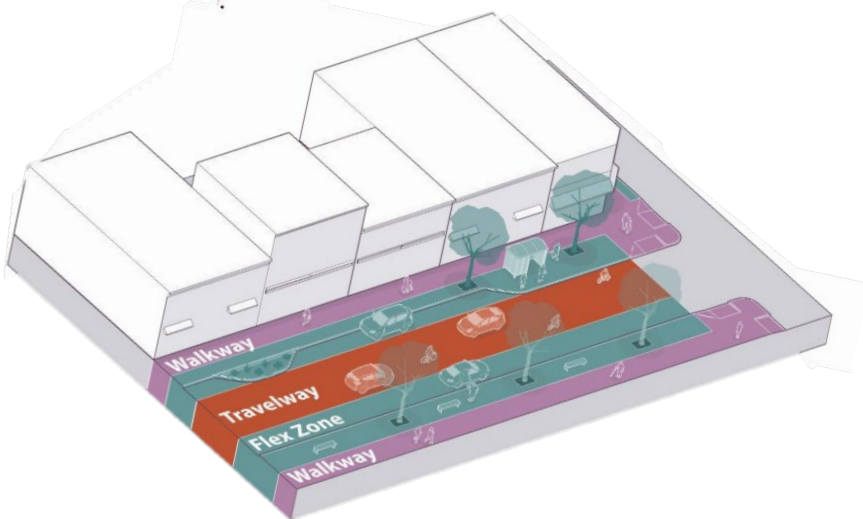




# The Curb

In the context of **curbside management**, the **curb** refers to the interface between the **street** and the **sidewalk**, encompassing the public right-of-way where diverse activities occur, such as parking, loading, transit access, passenger drop-offs and pick ups, street trees, and more.

In **Complete Green Streets**, this would generally include the *Flex Zone* and the curbside portion of the *Travelway*.





# Curb Functions



Vehicle Storage



Emergency Services



Bicycles and Infrastructure



Car Sharing



Micromobility



Local Businesses



Pedestrians and Crossing Infrastructure



Electric (EV) Charging



Access for All



Food trucks and Mobile Vendors



Transit and Transit Infrastructure



Green Infrastructure, Parklets, and Streetscapes



Special Events



Ridehailing



Freight



Flex Zone





## Outcomes

- Efficiency and Space Optimization
- Equity and Accessibility
- Economic Vitality
- Safety and Mobility
- Sustainability and Climate Goals
- Data and Technology Improvements



# Next Steps for Madison





# Curb Management Efforts to Date



Awarded a \$500,000 Carbon Reduction Planning Grant, administered by WisDOT



Established an internal advisory group



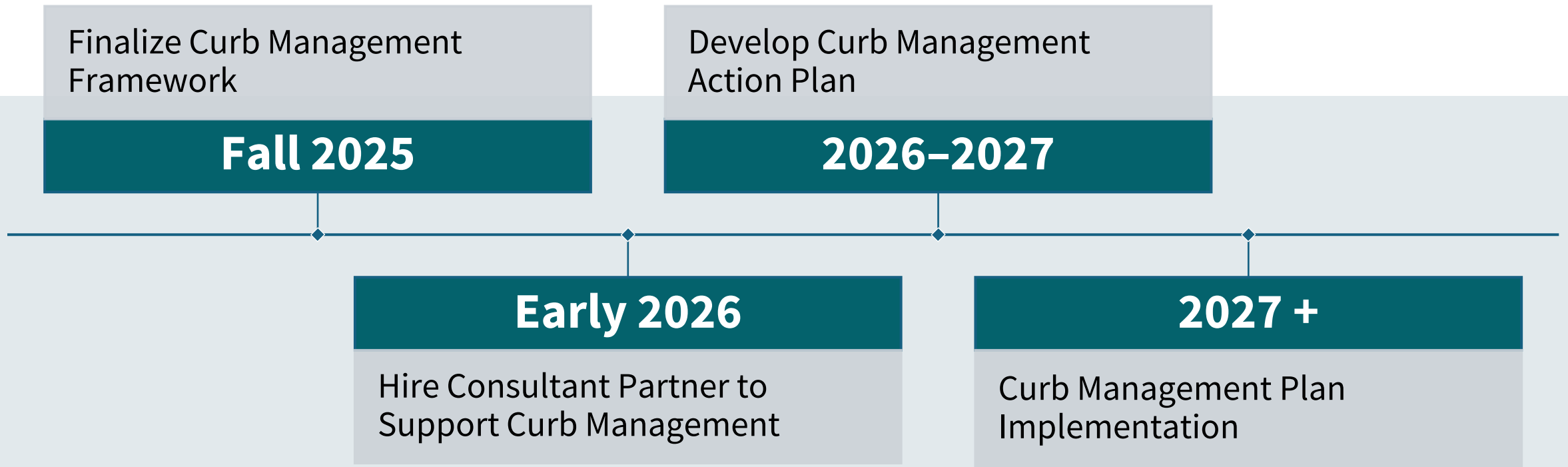
Met with subject matter experts across departments to identify challenges and opportunities for improvement



Draft Curb Management Framework (in process)



# TIMELINE AND NEXT STEPS





# Questions & Contact

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