

## Testimony to South Capitol District Planning Committee

Jay Ferm, 8/8/2013

### Who am I?

I served as co-chair of the City's **Platinum Bike Planning Committee** and as a member of the **Urban Design Commission**. I current serve on Madison's **Sustainable Transportation Master Plan Oversight Committee**. Nationally, I serve on the board of directors of the League of American Bicyclists and the Alliance for Biking & Walking. I love cities.

### Principles

- (a) Prioritize to maximize street vitality and ROI on public investment:  
Pedestrians / bikes / transit / trucks / cars
- (b) Share the love and vitality  
Don't concentrate all good things on the Square...Spread the people, investment and vitality around and the gaps in between will naturally fill in.

### First things (in rough order of implementation)

- (1) A strong **Transportation Demand Management** (TDM) program that includes market-rate public parking for all of downtown will substantially reduce Single Occupancy Vehicles (SOV) traffic and parking demand.
- (2) Fix **The Hairball** (John Nolen x Willy St. x E. Wilson St. x S. Blair St. x Capital City Path). This will make Wilson St. a more natural bike and pedestrian route.
- (3) **Remove trucks from Wilson St.** between S. Pinckney St. to S. Hamilton St. Underground docks could serve these buildings.

These solutions will change the dynamic of traffic on Wilson St. and throughout the SCTOD. Then other changes become less challenging, such as 2-way Wilson.

### Conflict areas

- (1) The Hairball (John Nolen x Willy St. x E. Wilson St. x S. Blair St. x Capital City Path) pits pedestrians, bikers, car drivers, trucks and rail against each other. It's a gnarly place.
- (2) Monona Terrace path: pedestrians, bikes, roller bladers, fishermen, maintenance crews. What should be a beautiful, peaceful place to hang out is a congested highway.
- (3) N. Shore Dr. & John Nolen intersection (at grade solution for now)

### Wilson St

Wilson Street struggles with too much large traffic (buses and large delivery trucks) and too little design to encourage safe interaction among big and tiny road users.

In general, 2-way streets are preferred. Can Wilson handle it? With the current traffic mix and traditional street designs, I doubt it. We need to think outside the box to make this street blossom.

Imperative to remove delivery trucks from Wilson St. between S. Pinckney St. to S. Hamilton St. Underground docks could serve these buildings.

### Law Park

...west of Monona Terrace is woefully under-utilized.

Bury John Nolen (SW of Monona Terrace) or fill in the lake to enlarge the park  
Bridge from Henry St:

A place and event on its own.

Where it lands in Law Park becomes a regional bike-way rest point  
Marina to draw boaters

### Transit center

Not Brayton Lot – It looks tempting, but it doesn't connect to rail.

Slight preference for W. Washington over Monona Terrace based on the “Share the Love” principle. It will drive a bigger positive impact over current conditions in the W. Washington neighborhood than a Monona Terrace station.

### Big infrastructure ideas

Cover John Nolen Drive (SW of Monona Terrace) with a park.

Signature bridge(s) linking Law Park to the downtown