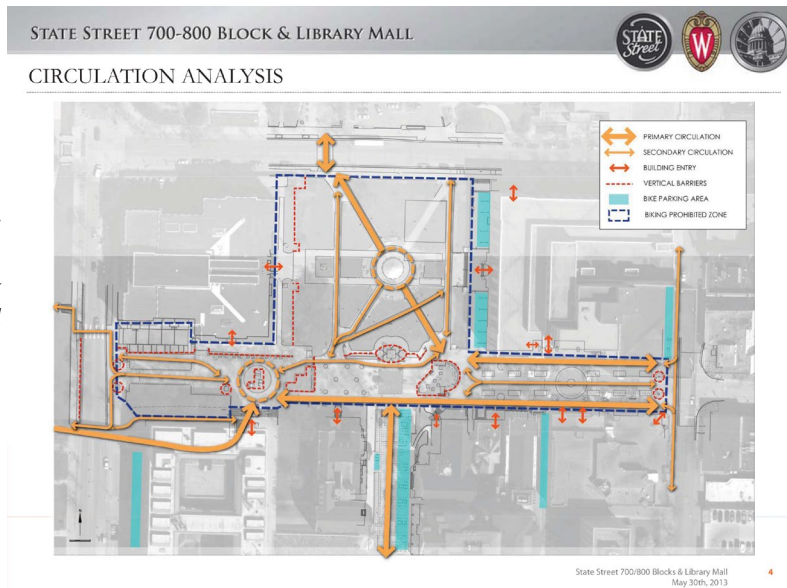


The 700/800 blocks of State Street as it intersects with Library Mall, East Campus Mall, and Park Street pose a number of interesting challenges and opportunities, especially when it comes to transportation. As the primary gateway between the UW-Madison and the heart of the city's commercial district, the blocks must take into account how the university community, residents, and visitors move through the space.

As indicated in the "Circulation Analysis" map below, the entire project area is technically off-limits to bicyclists. However, this official prohibition has not, by and large, stopped people from riding through, nor will it do so going forward given current levels of signage and enforcement. The heavy presence of bicycles, especially at the intersection of State and Lake Streets, necessitates a response that recognizes biking as a major mode by which people access this space.

The bicycling design precedents cited in the presentation are thoughtful and show that the committee and design team are committed to creating a place that accomplishes this goal. In that same vein, we respectfully submit several design and management considerations that we argue are consistent with the design guidelines of the committee.



This circulation map demonstrates an obvious problem: the most well-traveled paths have the least immediately accessible and convenient bike parking.

1. Bicycle Parking

The current state of bicycle parking on the 700 and 800 blocks of State Street are woefully inadequate for the volume of bicyclists that visit the project area, who often number in the thousands daily.

Installing bike racks in appropriate places is of course a primary concern, but the appearance of those racks can also communicate a great deal about the commitment to bicycling as a convenient and popular mode of transit. Current bike parking on the 700 and 800 blocks is typified by the ones in the photo top right, which sends the message that bikes are an afterthought.

Designers could engage student groups in a design competition for artistic, evocative bike racks that enliven the space instead of just occupying it.



1. Bicycle Valet

If the design team recommends that bike riding on the 700/800 blocks be actively discouraged due to pedestrian safety or other concerns, there will still be a need to handle bikes at the edges of the project area. This is especially important during times of peak bicycle parking demand, including UW-Madison athletic events, morning classes rush hour, final exams, major on-campus rallies, and more.



Research at Virginia Tech suggests that convenient bike parking at work makes people almost twice as likely, on average, to commute by bike.



The committee could propose adding a **bicycle valet** component to the project area. A bike valet can be either permanent or as-needed for special events. With the likely increase in visitors to the 700/800 blocks from the redesign and renovation, security and convenience will become even more important for bicyclists.

Bike valets have had great success at special events around the world and around the country. In Washington, D.C., those going by bike to a Washington Nationals baseball game can get their bikes checked at a valet service run by ballpark staff. The service is free, although tips are encouraged. A similar service is offered at San Francisco Giants games by the San Francisco Bicycle Coalition. In San Francisco, a 1998 ordinance requires monitored bicycle parking at all public events with attendance over 2,000.

At the University of Arizona in Tucson, the university's parking and transit services recently opened an on-campus, all-day bicycle valet service for students and employees (above, top left).

At Chicago's Willis Tower, the building's general manager offers a bike valet service to people who work in the office tower. This service is underground in the parking garage and takes up car parking spots. The service (right) costs employees \$250 per year and includes a yearly tune-up and four bike washes.



In Madison, the group "20 by 2020," organized by Saris Bicycling Group (producer of bike racks), the Bike Federation of Wisconsin, and the City of Madison, offers free bike valet service at local events like the weekly Concerts on the Square (picture left), some Badger football games, and the Taste of Madison festival.

Managing the bike traffic at the 700/800 blocks of State Street could be aided by establishing a bike valet, either regularly or during periods of heavy bike traffic. One possible location for such a facility could be in the Lake Street Ramp. The Washington Nationals' bike valet is located inside the ballpark's parking ramp, and at Willis Tower, the building's manager decided to replace car spots in the underground parking because of potential tenants who asked for bike parking for employees.

3. Bicycle Repair

Although Madison is replete with bike shops, the State Street area is nevertheless home to many abandoned bicycles. City and UW-Madison could cut down on abandoned bicycles and provide bicyclists a convenient place to take bikes with simple repairs by building a small facility much like the ones the Business Improvement District operates on the Capitol Square (below left) and at Lisa Link Peace Park (below right) that would house a small bike repair service. This small, low-maintenance facility could be freestanding or could be included as part of the St. Paul's renovation and redevelopment, or as part of a UW-led renovation of the Memorial Library or other university facility.

