

From: Patrick McDonnell [<mailto:pmcdonnell@tds.net>]  
Sent: Monday, March 12, 2012 11:50 AM  
To: Murphy, Brad  
Subject: Downtown Plan Key #6

Dear Plan Commission members,

Thank you for your work on reviewing City commission/committee input to the Downtown Plan. As member of the Downtown Coordinating Committee, I can appreciate the scope of the task you are undertaking. I will not be able to attend the special session on 3/13 during which you will take up Key #6, Increase Transportation Choices. Because the DCC provided many suggestions for this section, I reviewed the Planning Division Staff memo regarding the input from the various commissions/committees and have a brief statement to offer you.

I believe that many of the Commission/Committee Recommendations request that the Downtown Plan make stronger statements on transportation policy and vision. This appears both as requests for more emphasis on multi-modal policy in general and as requests for more specific design recommendations that embody a shift of policy away from the single-occupant-vehicle as the central focus of design. Alternatively, I view the Staff Recommendations as often supporting a milder and/or less specific approach.

During the years of development of the Downtown Plan, no budget initiative advanced to begin work on a Transportation Master Plan (TMP). Thankfully, such a plan is now on the drawing board. Staff are now recommending that much of the transportation input on the Downtown Plan be deferred to the TMP. This deference is not helpful.

Because the TMP will be charged with considering previously adopted plans, it will be ill-served if those plans, including the Downtown Plan, make vague or timid recommendations or, worse yet, remain silent. Madison needs a strong vision for the future of multi-modal transportation in the central City. Even though the Downtown Plan will not finish that vision, it should make clear and direct statements about where policy and design should be heading.

Thank you for your consideration of reviews by the DCC and other commissions/committees.

Sincerely,  
Pat McDonnell  
Vice-chair  
Downtown Coordinating Committee