

TRANSPORTATION AND PARKING

(Note: Replace opening paragraphs with the following)

A fundamental principle of the Madison Comprehensive Plan is that land use planning and transportation planning must be integrated and work in tandem. This is especially true for the geographically compact area of Madison's Downtown and East Isthmus where the Capitol Gateway Corridor is located. The scale and intensity of development shown in this plan will place significant demands on the existing transportation system, requiring extensive analysis and implementation of alternative modes of transportation. The development potential indicated by the recommended land uses and bulk standards in the plan cannot be achieved without a dramatic decrease in the percentage of employees, residents, and visitors to the area using personal automobiles. In addition, the amount, location and access points for large parking areas need to be carefully planned so as not to conflict with the core development principles and the design and character recommendations in the Plan. The Plan recommends the implementation of strategies and programs to reduce the amount of parking typically required for individual developments along the Capitol Gateway Corridor in order to reduce the land area and building volume which must be devoted to parking and to reduce the demands on the existing transportation system.

Although the long-term development potential along the East Washington Avenue Capitol Gateway Corridor is substantial, the nearer-term potential for significant amounts of development, and particularly employment development, is relatively moderate. It is expected that interest in the Corridor as an employment and business location will increase over time as projects consistent with the adoption of this Plan are developed, and as the improvements and amenities recommended in the Capitol Gateway Corridor Plan, the East Rail Corridor Plan and adjacent neighborhood's plans are implemented.

The Plan recognizes that the long-range options to provide alternative modes of transportation to serve the downtown and the Isthmus transcend the East Washington Avenue Capitol Gateway Corridor and must be addressed on a community-wide basis. The Plan, however, also recommends that methods should be used to encourage the use of alternative modes of transportation and to reduce the demand for parking on a project-by-project basis as development occurs. The City should take steps to address both the long-term need to better integrate all transportation modes serving the Isthmus with land use planning and to address transportation demand management and traffic effects on a project-by-project basis.

Downtown/Isthmus Area Transportation and Parking Study/Plan

In order to manage current and future transportation demand across multiple modes and to integrate the transportation infrastructure and services needed to serve the land use and

development recommendations emanating from the City's adopted plans, the City should commit to the completion of a comprehensive multi-modal Isthmus Area Transportation Plan and Parking Strategy within five years. This multi-modal planning initiative should bring together and coordinate the recommendations from the transportation studies recently completed or currently underway including:

1. Transport 2020 Commuter Rail.
2. Madison Streetcar Study.
3. Platinum Bike Task Force.
4. Ad Hoc Long-Range Madison Metro Committee.
5. Parking Utility Strategic Plan and Policies.
6. Metropolitan Planning Organization 2030 Regional Transportation Plan.
7. High Speed Intercity Rail.

Map ____ shows the current possible future transportation services covering the corridor.

Components or elements of such a study should include:

- Establishing a realistic vision, expectations, and strategy for how people and goods will move to, through, and around the Isthmus in the future (a 2030-2040 planning horizon is recommended).
- Expanding upon, and incorporating into an updated Isthmus Area transportation plan, the recommendations of the Madison Comprehensive Plan, the MPO Regional Transportation Plan, and several mode-specific plans currently being prepared.
- Focusing on maximum inter-operability among present and future modes.
- Introducing a fiscal policy perspective to balance investments across all modes.
- Integrating downtown/Isthmus transportation plan recommendations with the various land use recommendations included in adopted plans, including the Comprehensive Plan, Downtown Plan, Corridor Plans, neighborhood plans, and special area plans.

Both the City of Madison Comprehensive Plan and the Madison Area Metropolitan Planning Organization's Regional Transportation Plan recommend an update of the Isthmus Area Traffic Redirection Study that was substantially completed in 1979 and followed by subsequent more-detailed studies of particular recommended components. In addition, neighborhood plans request traffic studies to evaluate changes to the circulation system, to address specific traffic concerns and issues within individual neighborhoods. Studies such as this, while including the downtown, would need to be much broader in order to adequately evaluate alternatives and the implications of alternative choices.

Traffic circulation studies for individual neighborhoods, and a transportation study for the downtown/Isthmus area, including an update of the Isthmus Area Traffic Redirection Study, would consider not only the need to move automobile traffic to, through, and within the Isthmus, but also need to evaluate the role of transit and other transportation modes in moving people and goods through and within the Isthmus. The long-range implications of traffic on the downtown, the Isthmus neighborhoods, and the larger community would need to be considered together.

This scope is reflective of elements commonly included in a comprehensive downtown transportation plan.

To conduct an analysis such as this and prepare an Isthmus Area Transportation Plan would be a significant multi-year undertaking. Extensive multi-modal travel-demand and travel operational/intersection modeling would be required. Data requirements to feed/drive, calibrate and validate the travel demand and operations models would be extensive. A major public participation effort would also be required.

A multi-year transportation planning initiative such as the one described above including an update of the Isthmus Area Traffic Redirection Plan, should include all modes of transportation and must adequately consider the implications for the Downtown/Central Business District, Isthmus neighborhoods, existing commercial corridors and the entire Madison community. Because the vitality of the City's Downtown and Isthmus neighborhoods is directly related to the health of the entire city and by extension the region, significant changes in traffic circulation which affect access to, from, within, and through the Isthmus must be carefully considered. The cost and time involved in undertaking an update of the Isthmus Area Traffic Redirection Plan (as recommended in the City's Comprehensive Plan) should not be underestimated. The City would need to identify adequate resources and budget funding for such a study.

A comprehensive transportation and parking strategy will enable higher density development to occur in a more sustainable manner; will enhance mobility for employees, customers, visitors and residents; will differentiate the Downtown and greater Isthmus from suburban centers and be a catalyst for more successful growth.

Alternative Transportation Modes and Parking Effects

Figure 33 indicates the typical amount of parking required by professional guidelines and the zoning ordinance to serve a stand alone 100,000 square foot office building and the physical size of the structure needed to accommodate all of the cars. Without alternative modes of transportation, programs designed to reduce automobile use for this stand alone use and initiatives to reduce project-by-project off-street parking, a significant amount of land area and building volume will have to be devoted to parking. Methods which can be used to encourage the use of alternative modes of transportation and reduce the demand for parking and provide for shared parking among uses within the corridor should be explored and addressed before individual development projects occur. Methods exist that can reduce the aggregate need for parking and can be successfully implemented by businesses and developers working with the City to address the effects of the proposed development on the City's traffic circulation system. These tools include the preparation of project-specific traffic studies, and transportation demand management plans, the use of shared parking, parking cash-outs, transit opportunities, live-work development, and community cars.

Project-Specific Traffic Studies

Redevelopment projects needing conditional use approval or a zoning map amendment should submit a traffic study for the development when requested by the alderperson and by the Traffic

Engineer. A typical traffic study would include a description of the proposed project, an estimate of the projected transportation and vehicle traffic generation from the project, and an analysis and recommendations for addressing any potential traffic congestion or conflicts resulting from the project.

A study would include, for example, recommendations regarding required parking, site ingress and egress, potential traffic circulation diversion into or through the surrounding neighborhoods, traffic on primary access routes and at intersections, and recommended traffic control or traffic calming measures as may be needed to respond to the projected traffic increases. This evaluation should be based on the recommendations included in the Plan and City ordinances. If the project is planned to occur in phases, the traffic study should address the cumulative effects of each phase of the project. The assumptions and recommendations used in the traffic study should be coordinated and consistent with the assumptions and recommendations used in the transportation demand management plan. In their review of development proposals along the East Washington Avenue corridor, the Plan Commission will consider the information provided by the traffic study regarding the projected transportation effects, and the adequacy of the measures proposed to address any potential traffic concerns, prior to recommending approval of the project.

Transportation Demand Management Plan

Recommend that redevelopment projects needing conditional use approval or a zoning map amendment, and when requested by the Traffic Engineer, provide a transportation demand management plan (TDM), and/or participate in a transportation management association (TMA) if one is available in the area. Transportation Management Associates are member-controlled organizations that provide transportation services in a particular area such as a commercial or employment district. TMAs provide an institutional framework to implement TDM plans and programs. The transportation demand management plan should generally describe the applicant's commitment to reducing the number of single-occupant automobile trips and list the methods the applicant intends to use. These methods should be based on the transportation choices currently available and it is recommended that they include an agreement to provide all employees with either the full price to purchase a monthly Madison Metro bus pass, or three or more of the following options:

- Ride sharing/carpool matching,
- Preferred parking for ride sharers,
- Secured bicycle parking, showers and lockers,
- Employee commuting subsidies or awards,
- Emergency ride home program,
- Employer subsidized bus passes,
- Provision of real-time transit information,
- Or other options proposed by the employer to discourage the use of single-occupant vehicles and as approved by the City.

The provisions of an employer's TDM plan should be available to all employees. The plan should describe the traffic and parking effects of the proposed development and should provide specific details on the measures the employer will use to monitor the traffic and parking effects.

Developers are encouraged to seek ways to reduce off-street parking requirements. The TDM plan should be reviewed by the Traffic Engineer in concert with the Planning Division Director, and should be periodically updated. In considering individual development proposals, the Plan Commission should consider the proximity to transit routes and bicycle paths, the availability and accessibility of alternative parking, existing and potential shared parking arrangements, the number of residential parking permits issued within the area, and the potential effect of on-site parking or lack thereof on adjacent residential neighborhoods.

(Note: This section will be followed by the sections on p. 28 entitled: Shared Parking, Parking Cashout, Transit Opportunities, Live/Work Relationship and Community Car.)