

## TRANSPORTATION AND PARKING

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 more near-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 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 development of a comprehensive multi-modal Isthmus Area Transportation Plan and Parking Strategy. 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

Figure 33 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 and 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.