










# Areas of Stability

-  **Parks and Environmental Corridors**
-  **Agricultural**
-  **Areas of Stability**  
(Low or Medium Density Residential, Institutional, Communication/ Utilities)
-  **City of Madison's Areas of Potential Change** (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)
-  **Other Municipalities' Areas of Potential Change** (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)



Source: City of Madison Future Land Use Map (2012)








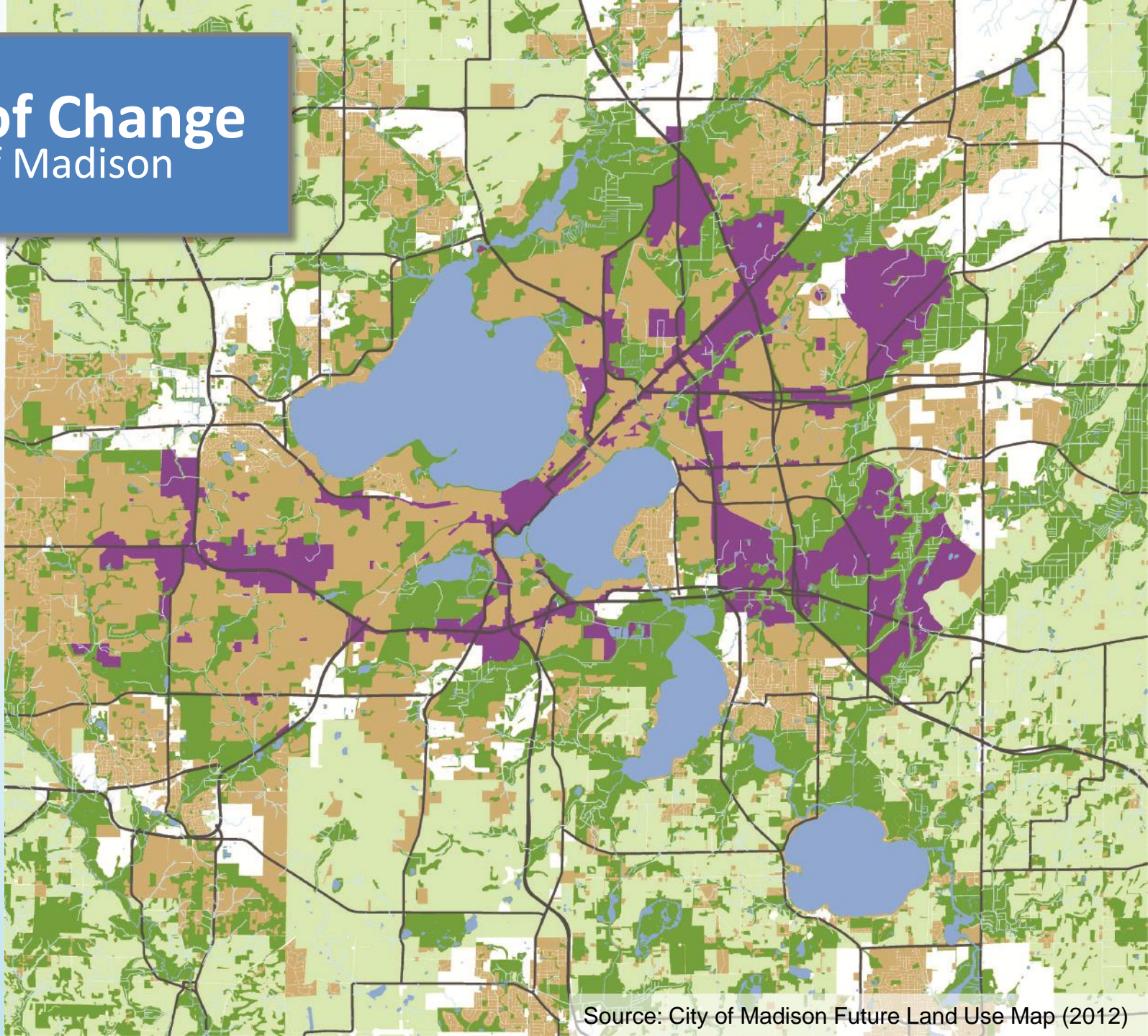




# Areas of Change

## City of Madison

-  Parks and Environmental Corridors
-  Agricultural
-  Areas of Stability (Low or Medium Density Residential, Institutional, Communication/Utilities)
-  **City of Madison's Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)**
-  **Other Municipalities' Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)**



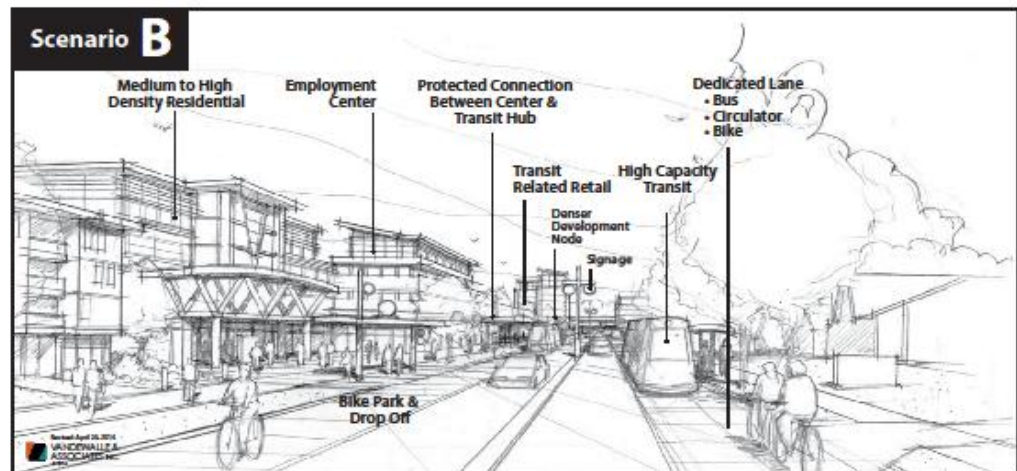
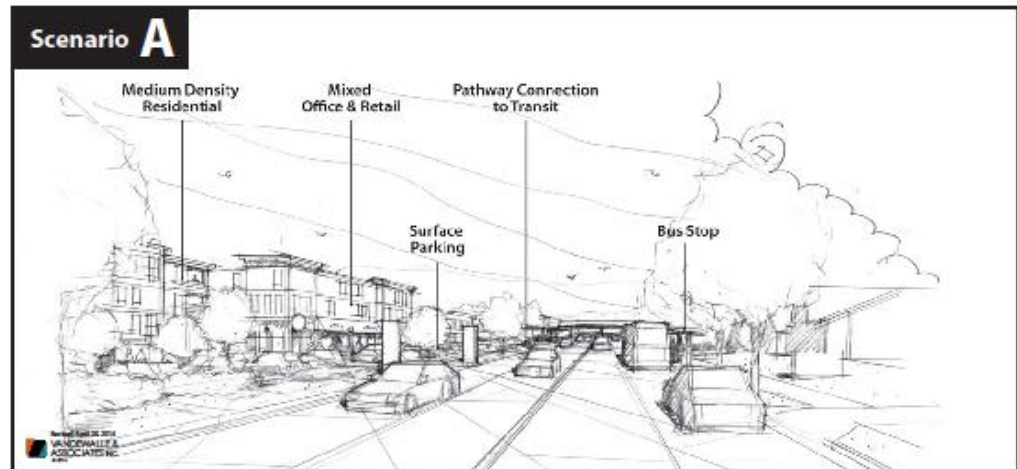
Source: City of Madison Future Land Use Map (2012)



# ***“Activity Center” Concept***

- Transit-Oriented Development
- High density **mix of land uses** (commercial, residential, community services, etc.)
- **High frequency transit** services/**transfer** opportunities
- Structured auto parking to support development (possible **park-and-ride for commuters**)
- Secure **bicycle parking**
- Engaging **pedestrian environment** (lighting, streetscapes, etc.)

## **Milwaukee Street - An Urban Corridor Example**







*“Activity Center” Concept: An Example*



# *Capitol East District: Activity Center Example*







DRAFT



OPTION ONE

## WESTGATE AREA CONCEPTUAL STUDY

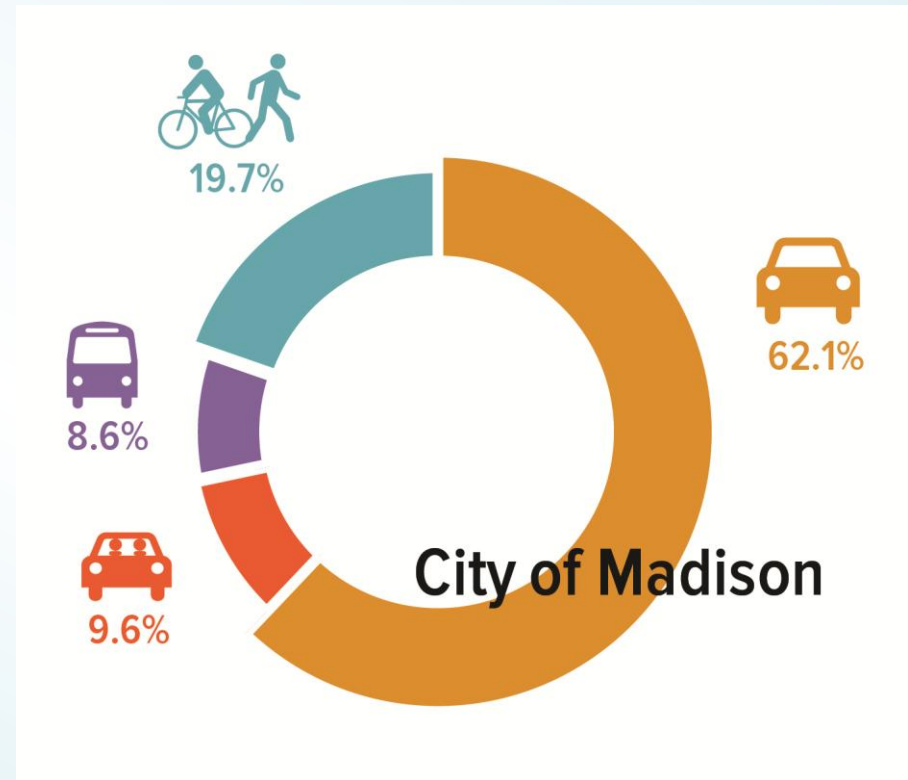
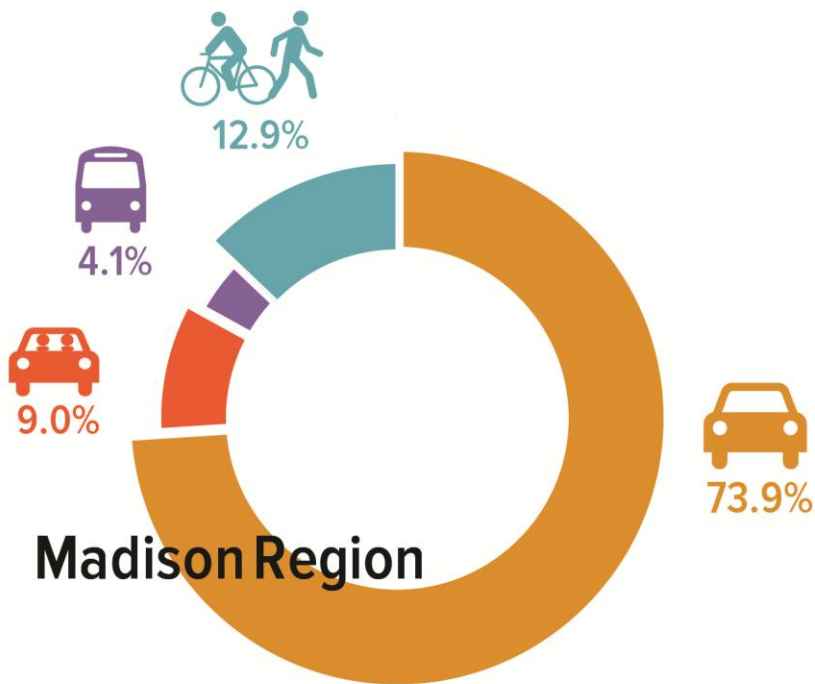
Prepared by City Of Madison Planning Division

November 13, 2013

# *“Activity Center” Concept: Westgate*

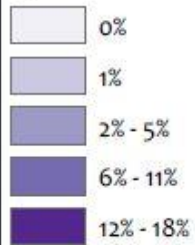


# How do area residents travel to work?





# Means of Transportation: Biking to Work By Census Tract

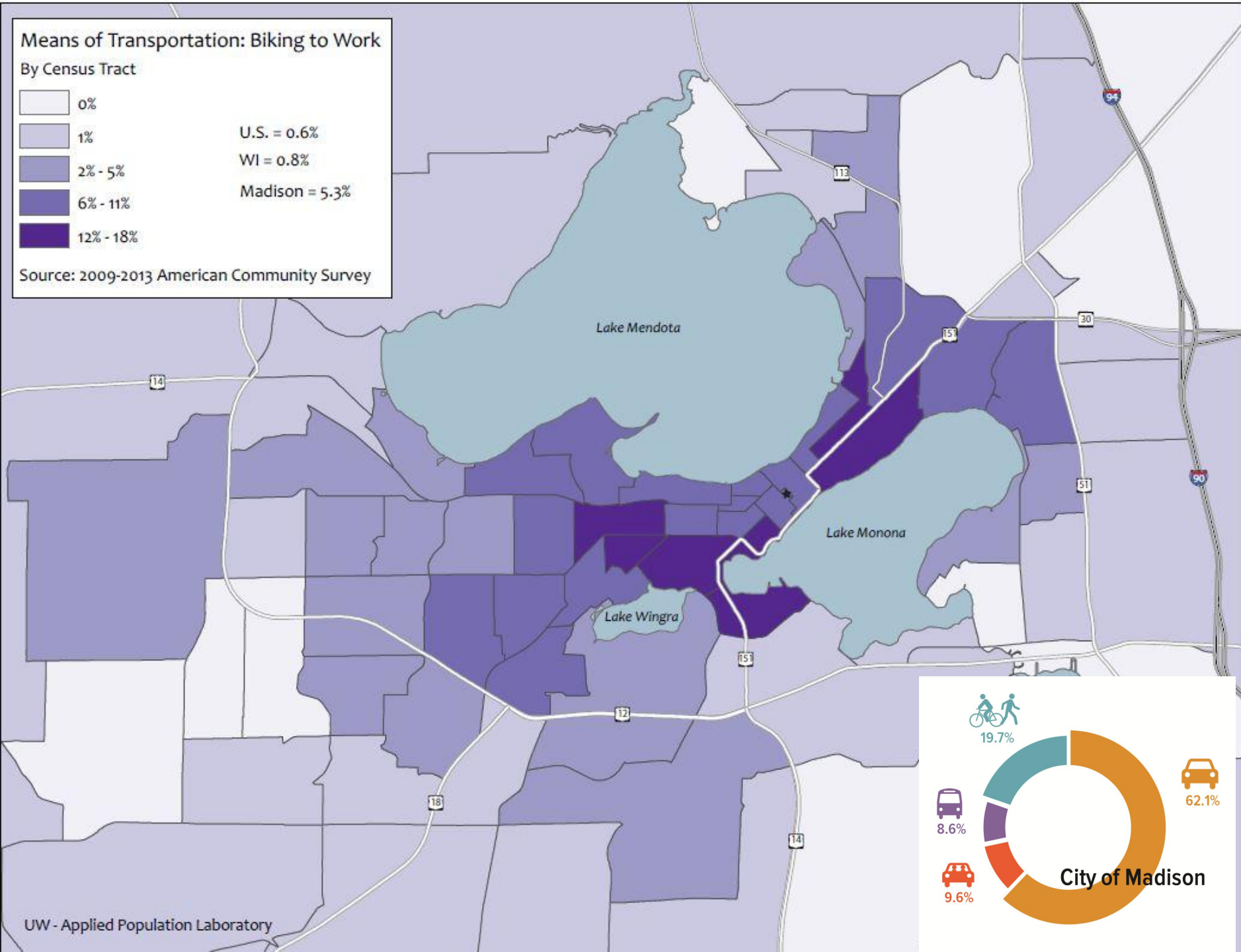


U.S. = 0.6%

WI = 0.8%

Madison = 5.3%

Source: 2009-2013 American Community Survey



19.7%



8.6%



9.6%

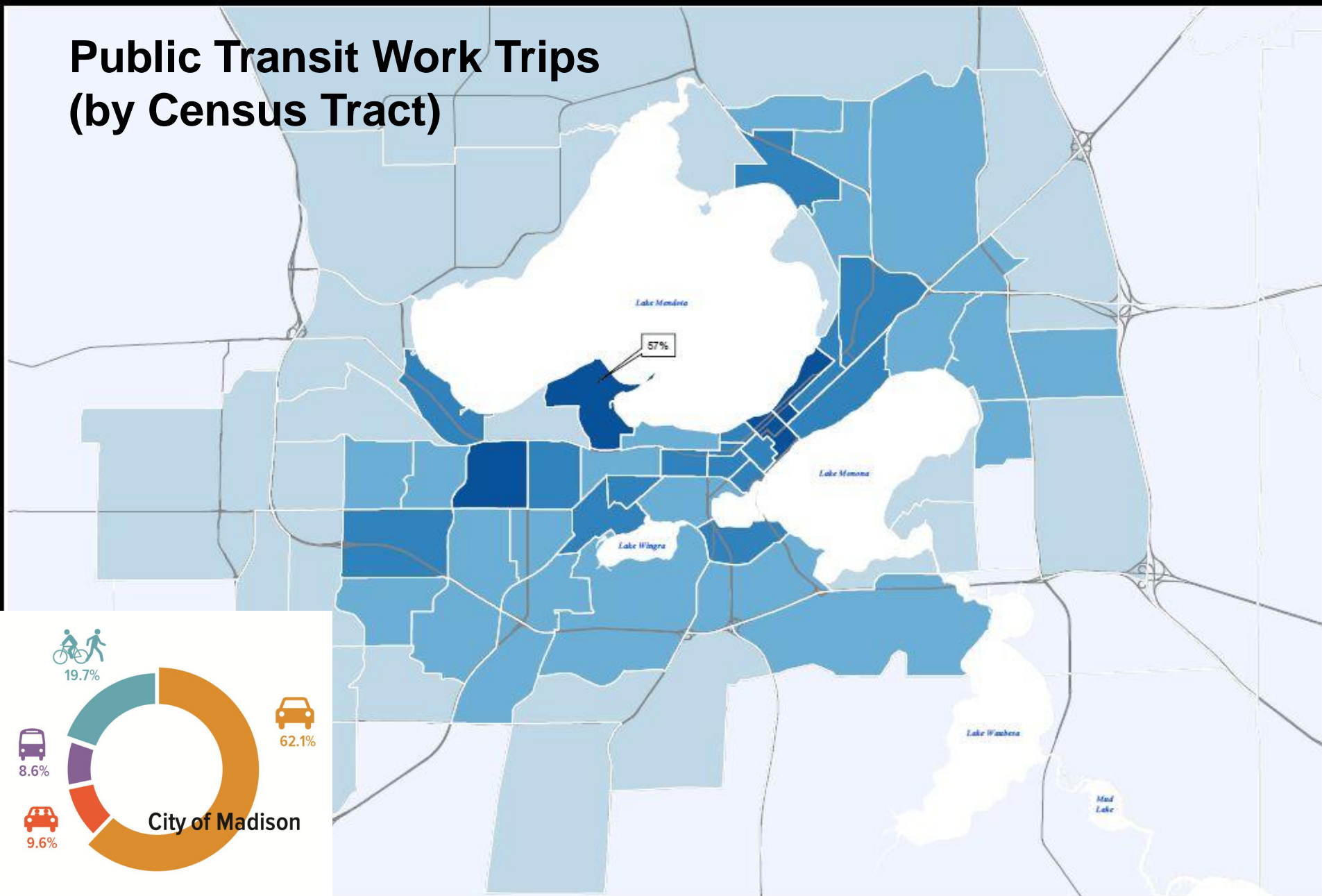


62.1%

City of Madison



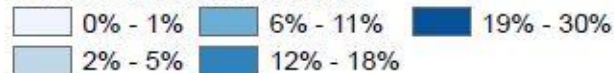
# Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation  
By Census Tract

Source: ACS 5YR B08301 2009-2013

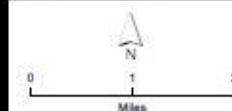
Percent of Total Commuters



Prepared by staff to the:



Date Revised: 1/9/2015





## General Scenario Assumptions



100,000 overall increase in population  
80,000 overall increase in employees

Scenario 'A': 70% Peripheral Growth  
30% Infill Growth

Scenario 'B': 30% Peripheral Growth  
70% Infill Growth

Key:

HH = Households, POP = Population, EMP = Employees

Infill Areas  Peripheral Areas 

### University Ave / Hilldale

Scenario 'A'	Scenario 'B'
HH: +1,125	HH: +2,000
POP: +1,800	POP: +3,200
EMP: +3,200	EMP: +3,940

### West Towne to Westgate

Scenario 'A'	Scenario 'B'
HH: +606	HH: +6,815
POP: +967	POP: +10,904
EMP: +3,449	EMP: +6,550

### Beltline

Scenario 'A'	Scenario 'B'
HH: +98	HH: +1,700
POP: +157	POP: +2,720
EMP: +1,671	EMP: +4,160

### Sherman Avenue

Scenario 'A'	Scenario 'B'
HH: +347	HH: +800
POP: +555	POP: +1,280
EMP: +548	EMP: +1,547

### Downtown to E. Wash.

Scenario 'A'	Scenario 'B'
HH: +9,458	HH: +12,765
POP: +15,133	POP: +20,421
EMP: +6,205	EMP: +6,605

### Park Street

Scenario 'A'	Scenario 'B'
HH: +905	HH: +2,270
POP: +1,448	POP: +3,633
EMP: +1,879	EMP: +3,390

### John Nolen Drive

Scenario 'A'	Scenario 'B'
HH: +283	HH: +800
POP: +453	POP: +1,280
EMP: +750	EMP: +2,500

### East Towne

Scenario 'A'	Scenario 'B'
HH: +250	HH: +3,410
POP: +400	POP: +5,456
EMP: +1,471	EMP: +3,100

### Milwaukee Street

Scenario 'A'	Scenario 'B'
HH: +362	HH: +1,725
POP: +580	POP: +2,760
EMP: +200	EMP: +2,770

### Cottage Grove Road

Scenario 'A'	Scenario 'B'
HH: +298	HH: +1,525
POP: +477	POP: +2,440
EMP: +150	EMP: +1,160

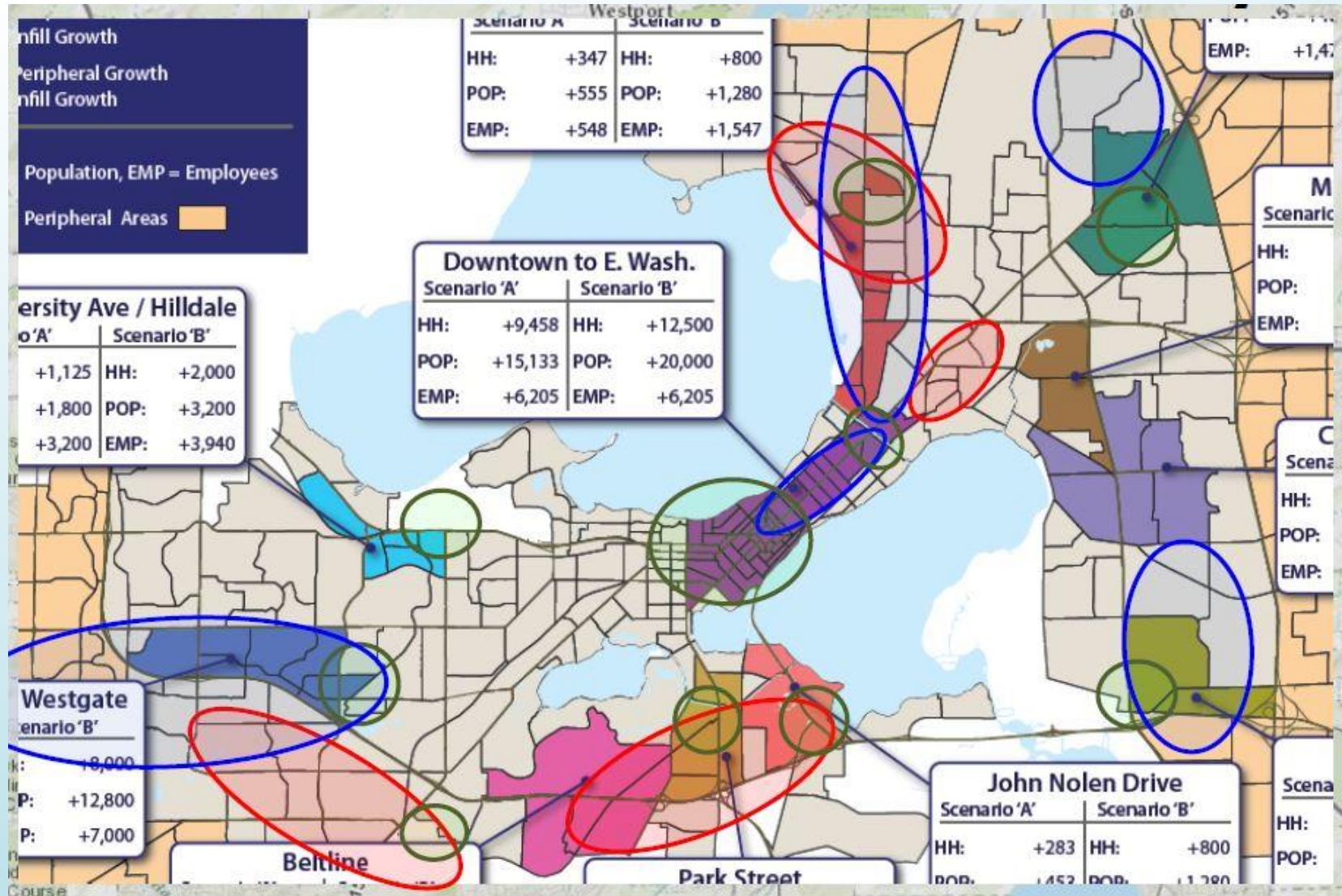
### Dutch Mill

Scenario 'A'	Scenario 'B'
HH: +41	HH: +41
POP: +66	POP: +66
EMP: +800	EMP: +2,390



# Economic Development Linkages

## - Innovation Districts, Opportunity Zones, Nodes & Destinations





# Bus Rapid Transit (BRT)

## *Madison Urban Area System Proposal*





# **Bus Rapid Transit (BRT)**

## ***Conceptual Elements***

### **BRT vs. Local Bus (differing characteristics)**

- Direct Routes/Fewer Stops
- Simple, Frequent All-Day Service (every 10-15 min.)
- Branded Stations and Buses
- Transit Signal Priority
- Off-Board Fare Payment
- Bus-Only Lanes (median or curb; full or partial)



# Potential Bus Rapid Transit (BRT) Routes

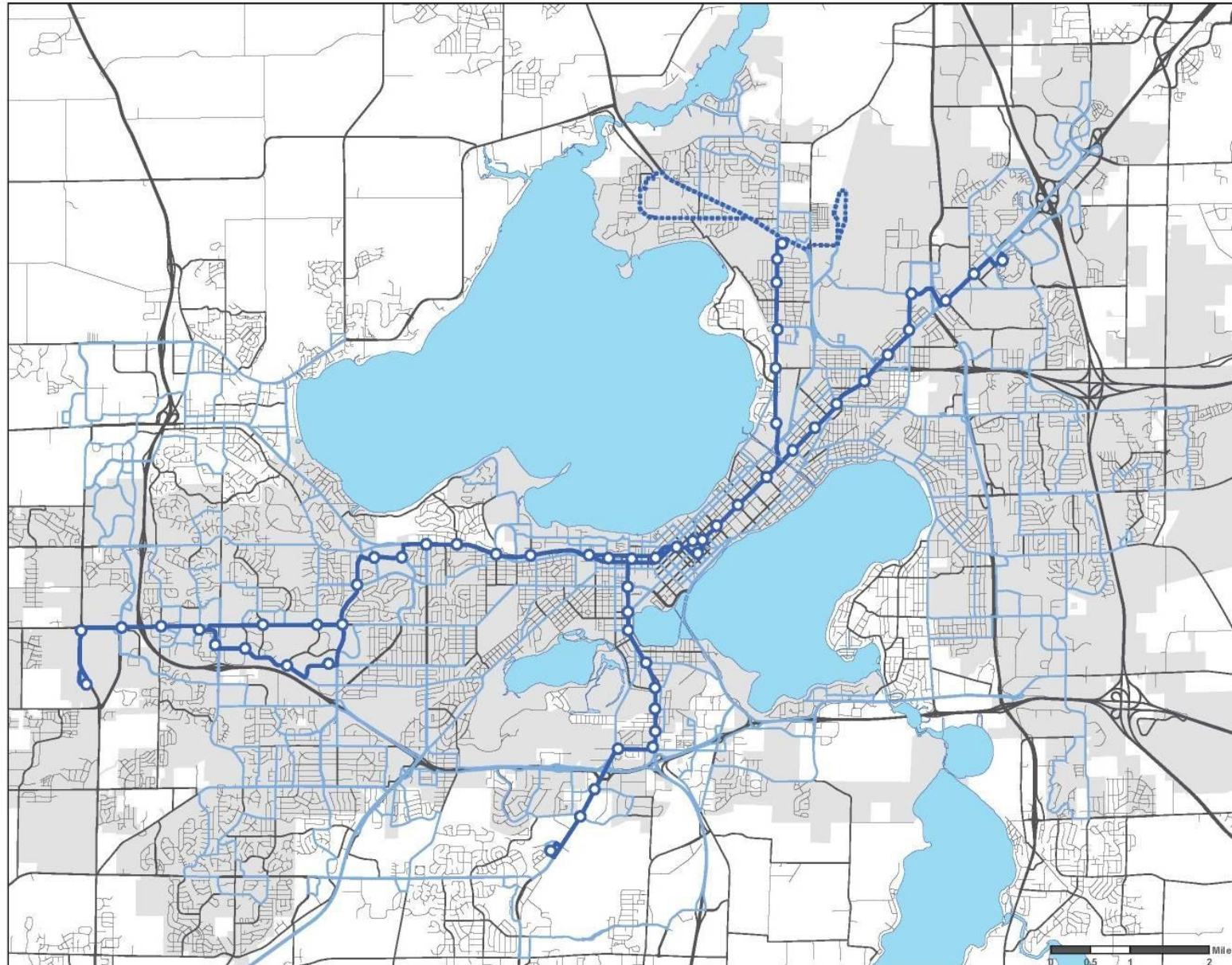


**MADISON IN MOTION**  
Sustainable Transportation Master Plan

## Future Transit

### Bus Rapid Transit

- Routes
- Potential Extensions
- BRT Stations
- Metro Transit Routes
- City of Madison



Source:  
Madison Metro  
MATPB (MPO)

February, 2016






### Access to Opportunity


 Concentrated Low Income Areas

Jobs within 30 min via transit

 0% - 5%

 5.1% - 10%

 10.1% - 15%

 15.1% - 20%


 20.1% - 25%

 25.1% - 30%

 30.1% - 40%

 40.1% - 50%

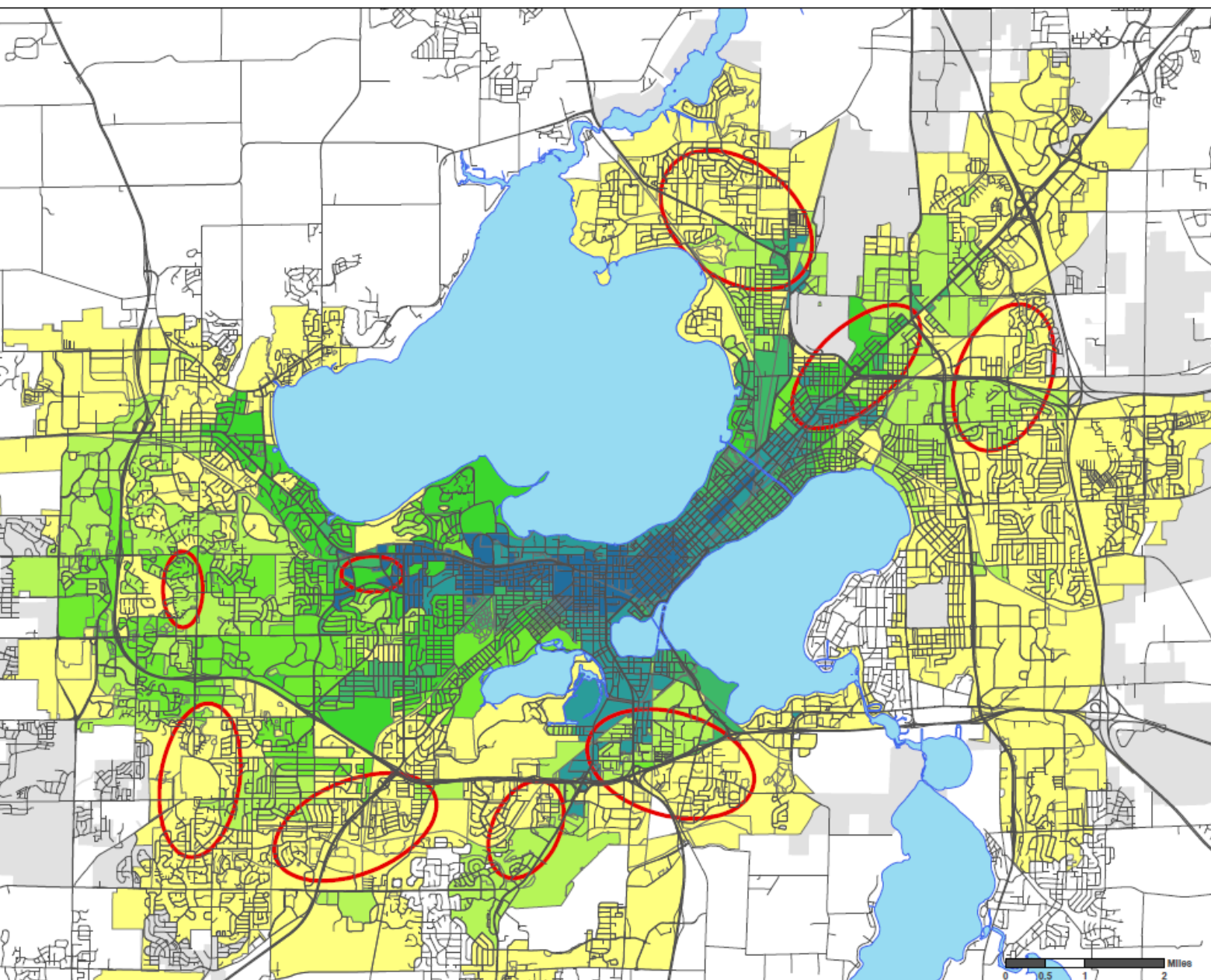
 50.1% - 65%

 City of Madison

Concentrated low income areas are generally comprised of census block groups having greater than 50% of the population in a household with an income less than 200% of the poverty level. Certain areas below this threshold have been added based on staffs judgement. Large non-residential areas have been removed from certain block groups to improve focus of diagram (airport, arboretum, etc.).

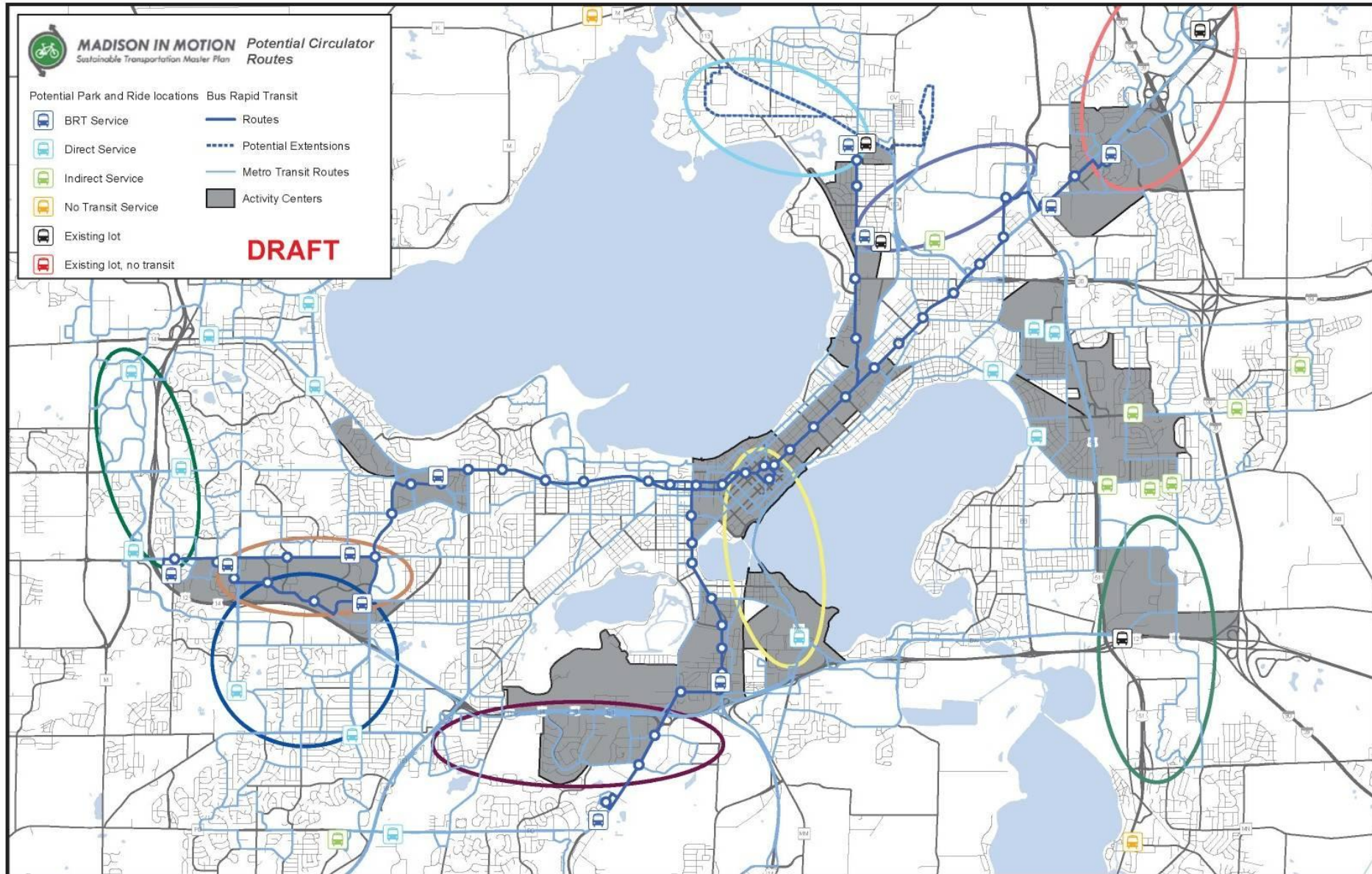
Source:  
2014 ACS 5 Year Estimates Table C17002  
Ratio Of Income To Poverty Level  
Block Group Level  
Madison Area Transportation Planning  
Board (MPO)  
2010 Land Use

September, 2016





# First-Mile/Last-Mile Opportunities







## *Pedestrian Facility Best Practices*





