



# State Street

BRT and Metro

# Expressed State Street Bus Concerns

- Queuing of multiple buses at signals, particularly during evening rush hour.
  - Idling
  - Noise
- Drug dealing
- Requests for rerouting for events.
- (In 2019 – 621 buses per day)







[ALERT](#) [TOP STORY](#)

[EDITORIAL](#)

# Transform State Street into promenade

Wisconsin State Journal editorial board Jan 24, 2021

*"Yet one dramatic improvement should be relatively inexpensive and can start quickly — by spring — if city officials begin planning now. Madison should finally take city buses off of State Street and turn the entire length of the street into a pedestrian mall."*

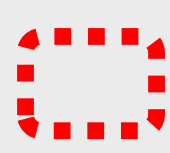
# Metro supports State Street businesses

## Rerouting to decrease noise impacts

- 30% fewer buses than 2019.
- Proposed route changes remove another 30%

2	3
4	6
7	8
12	14
15	29
37	47
56	57
58	70
71	72

 Moved off of State Street

 Currently suspended – likely moved to West Washington if resumed

Route 12 moved to Broom/Bassett, not West Washington



# Metro supports State Street businesses

## Rerouting

### State St Weekday Daily Volumes

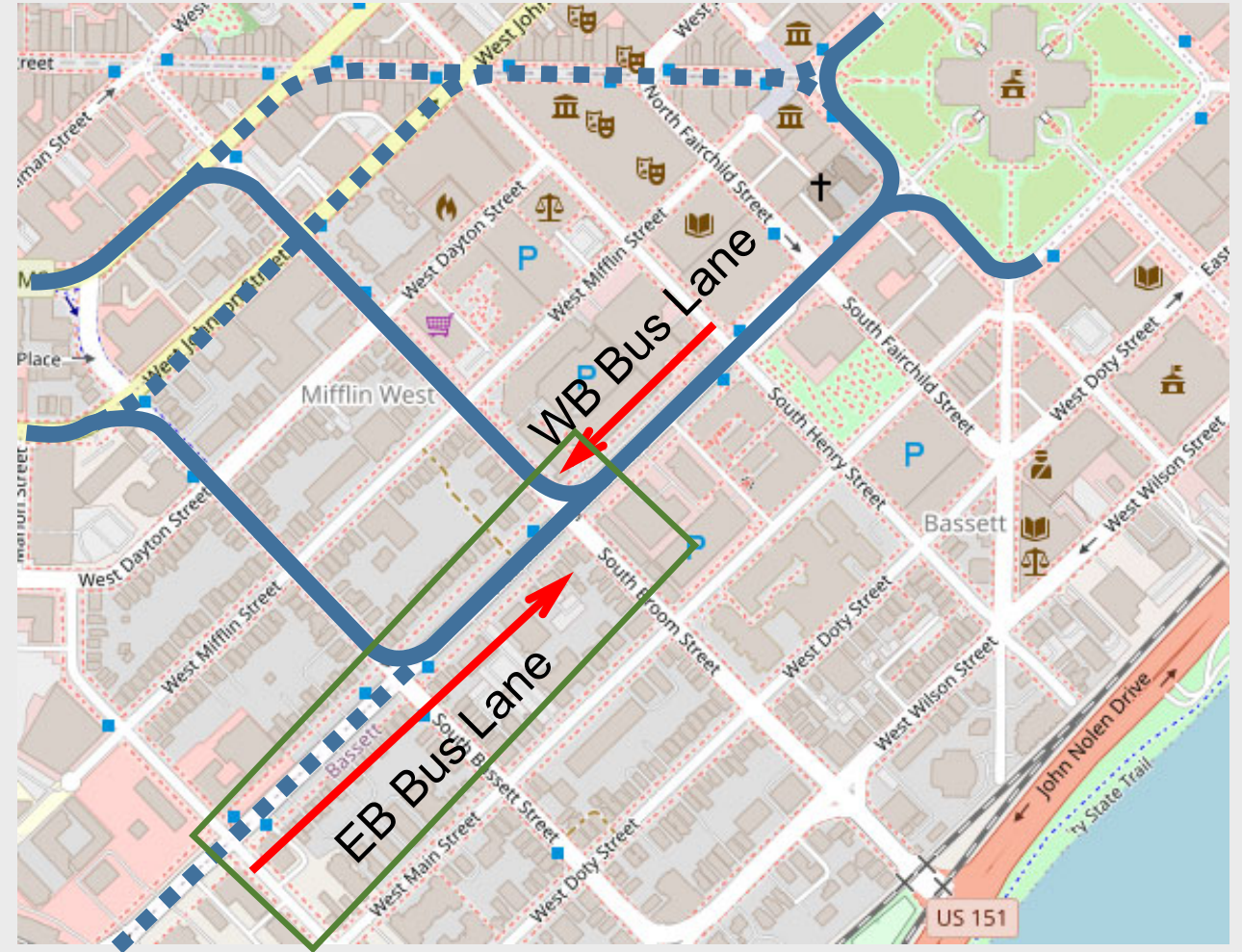
2019: 617

2020: 436

2021: 321 – commuter routes removed

9 buses/hr in each direction

40% fewer buses during peak periods



***Not all buses need to be on State Street***



# Equitable access



**Strategy 7**  
**Maintain downtown Madison as a major**  
**Activity Center for the region while improving**  
**access and inclusivity.**

## **Downtown Madison Plan (2012)**

**Recommendation 31:** Improve transportation accessibility and make it easier for employees, customers, suppliers and others doing business to get to and move around within Downtown.



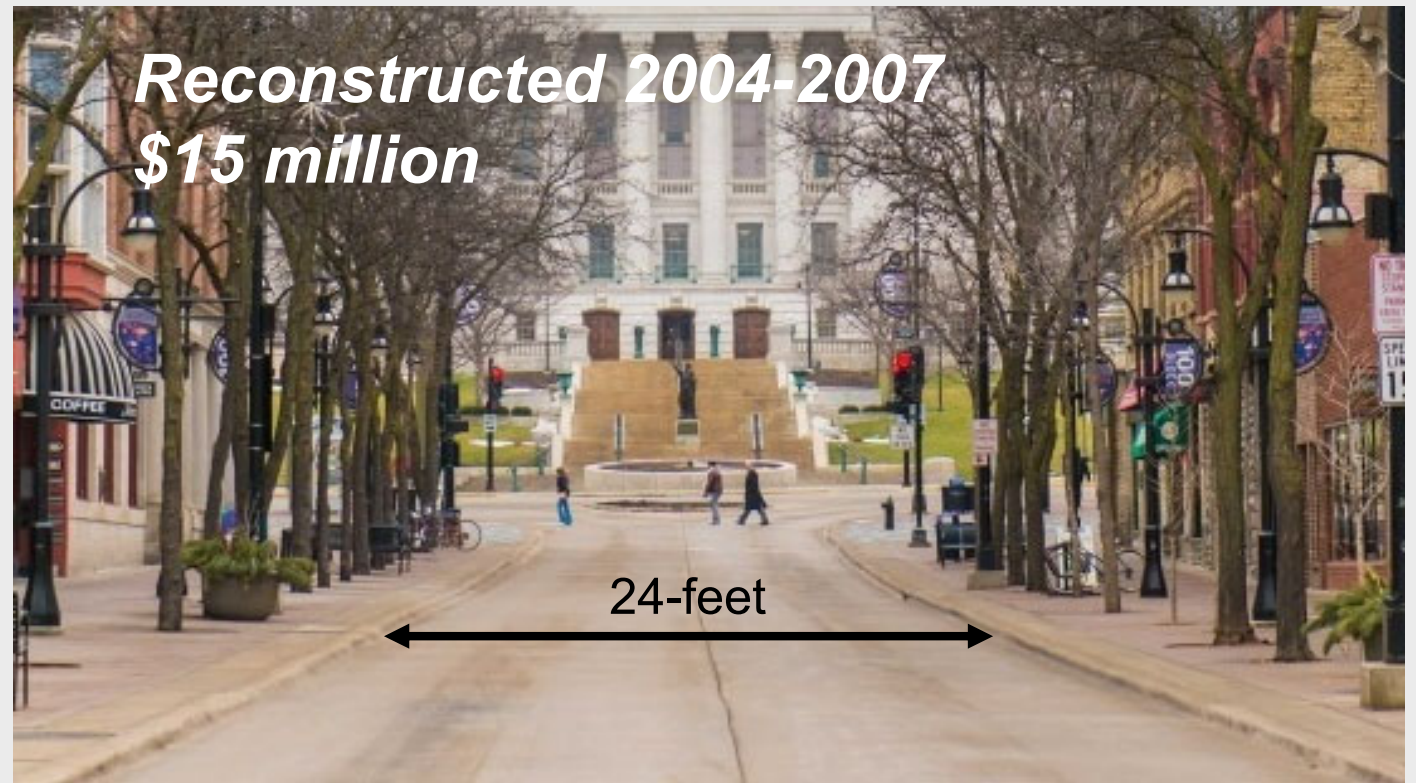


# Fire Lane requirements allow only 4-feet

- All streets require a 20-foot fire lane free from furniture and other obstructions.
- State Street is currently about 24 feet wide curb to curb

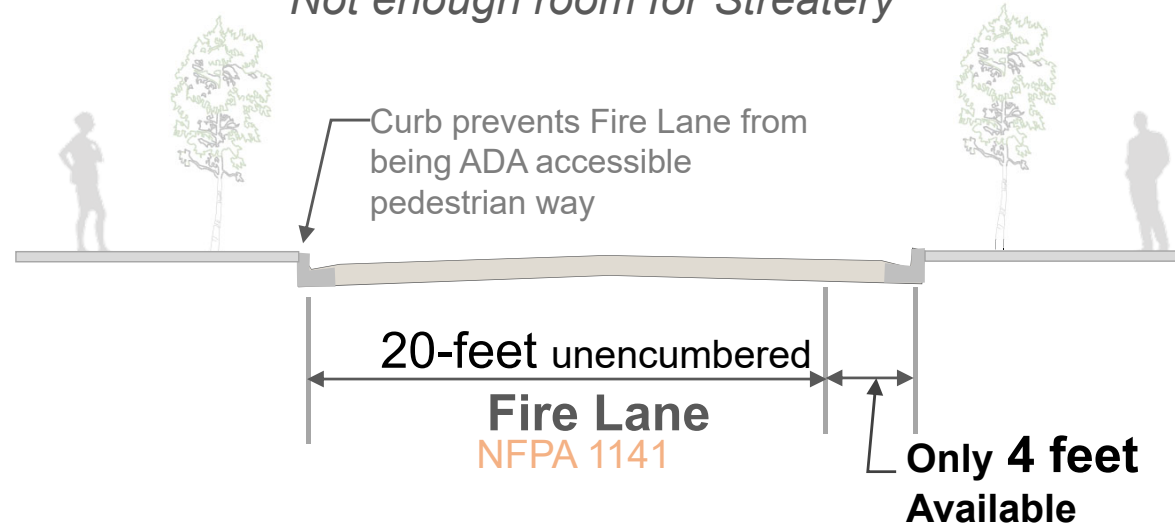
*NFPA 1141*

*International Fire Code (IFC) and adopted under MGO 34.503*



## Cross Section of State Street

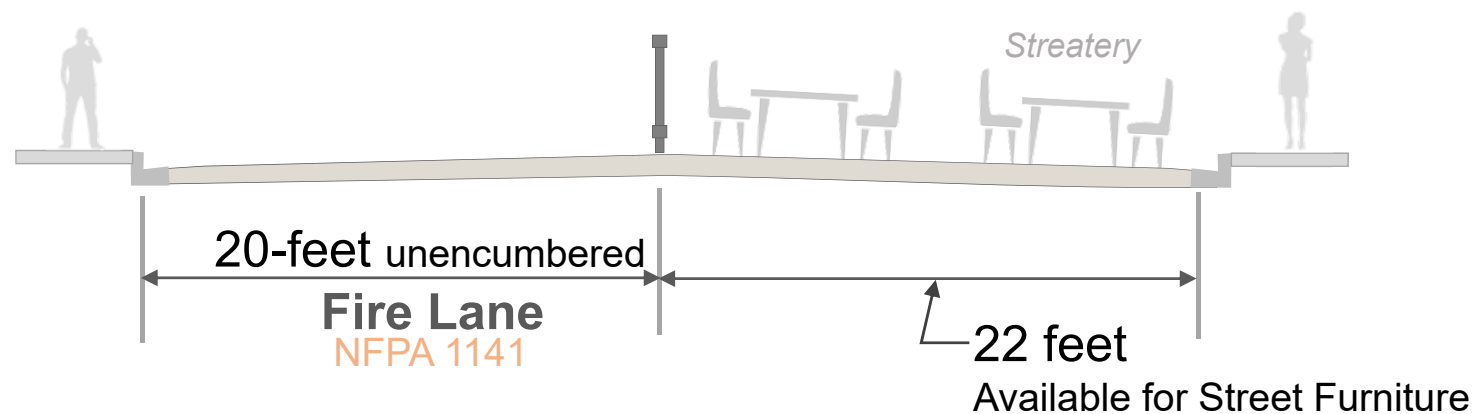
*Not enough room for Streatery*



*International Fire Code (IFC) and adopted under MGO 34.503*

## Vs. Cross Section of Pinckney Street

*Enough room for Streatery*





# Success not guaranteed with pedestrian mall conversion

DMI’s report’s literature review

**American downtown pedestrian ‘malls’: rise, fall, and rebirth**

Dorina Pojani

Urban designer and planner, Berkeley, California. The research for this article was conducted as part of the author’s Master’s thesis work at the University of Cincinnati, Ohio; e-mail: dorinapojani@hotmail.com.

**1. Introduction**

From the 1960s through the early 1980s, as part of the center city revival movement, over 200 downtown pedestrian zones (a few blocks of public downtown streets converted to pedestrian-only areas) were created in American downtowns with great enthusiasm (Robertson, 1994). Usually, and especially in their beginnings, they were exclusively commercial with no residential uses, replicating suburban shopping centers or ‘malls’. For this reason, the typical term used to describe downtown pedestrian zones in the United States is ‘downtown pedestrian malls’. They appeared in every region of the country, in both warm and cold climates. California was one of the states with the highest number of malls.

By the late 1980s, it became clear that most downtown pedestrian malls had turned out to be unsuccessful. Many communities found that malls, in spite of the care put in their design, did nothing to revitalize their downtown commercial zones. Indeed, in many instances, they accelerated their decline. Therefore downtown pedestrian malls fell into disfavor. In the 1990s, only about 30 of them were left (West, 1995).

As pedestrian malls started fading away, so did planning literature on them. The literature about the old downtown pedestrian malls, written during the brief period of their success, left a legacy of detailed design discussions without much consideration of broader commercial strategies and locational viability. The literature written after the demise of the downtown pedestrian malls, which was brief, had little analysis of the causes of their failure. Although much work is being done today in the United States on new urbanism, sustainable urbanism, active living, and healthy communities by various professional associations (including Urban Land Institute, the American Planning Association, Project for Public Spaces, and Council on New Urbanism), there is very little recent research on pedestrian malls specifically. However, in recent years in the U.S., interest has reappeared in the revitalization of downtowns including the (re) creation of pedestrian only or pedestrian-oriented zones. Some unsuccessful downtown malls from the 1980s, such as the ones in Santa Monica, Santa Cruz, San Luis Obispo, Pasadena, and Riverside in California, have become successful after they were redeveloped. In spite of the car-oriented American society, some planners are optimistic about the potential for improvements in favor of pedestrians. In many cities the focus has shifted from pedestrian-only malls to pedestrian-oriented design and zoning.

Questo articolo fornisce una panoramica storica della pianificazione urbana pratica e teorica relativa al centro di zone pedonali o ‘centri commerciali’ negli Stati Uniti dal 1960 ad oggi, tenendo conto di questioni sociali, economiche e problemi di progettazione.

Si cerca anche di spiegare il sistema della maggior parte delle zone pedonali negli Stati Uniti e di delineare le strategie che si sono occupate, in alcune città, di questa metodologia.

Questo studio potrebbe essere particolarmente utile nella pianificazione pedonale e nelle modalità di trasporto alternativo, un tema che è stato recentemente rilanciato negli Stati Uniti.

179 | Territorio

“Our research validates these statistics, finding that of the approximately 200 pedestrian malls to go in, 89% are removed. .” *Judge 2013*

“American cities have now understood that a pedestrian mall along cannot revitalize a downtown . . . .

The successful creation or upgrade . . occurs in conjunction with other downtown improvement strategies” *Pojani 2010*

The Experiment of American Pedestrian Malls:

Trends Analysis, Necessary Indicators for Success and Recommendations for Fresno’s Fulton Mall

FRESNO FUTURE

Cole E. Judge

This research paper is a unique contribution for the Fresno Future Conference put on by Dr. Kharbawy at Fresno State University and has not been published elsewhere.

Strong Cities, Strong Communities  
Downtown Fresno Partnership  
559-490-9866  
10/11/2013

# State Street pedestrian space challenges

## 'Worse than it's ever been': Bad behavior continues to dog top of State Street

Dean Mosiman | Wisconsin State Journal | Jun 24, 2019

- Challenges similar to research literature
- MPD says Metro provides activity and “eyes”

Editor's Special! 1 year only \$26



Reason why City contributes  
\$65k for programming

PEACE PARK | HOMELESS ENCAMPMENT

## City of Madison working on sensitive solutions after complaints, stabbing at Peace Park

Emily Hamer | Wisconsin State Journal | Jul 10, 2020

Editor's Special! 1 year only \$26

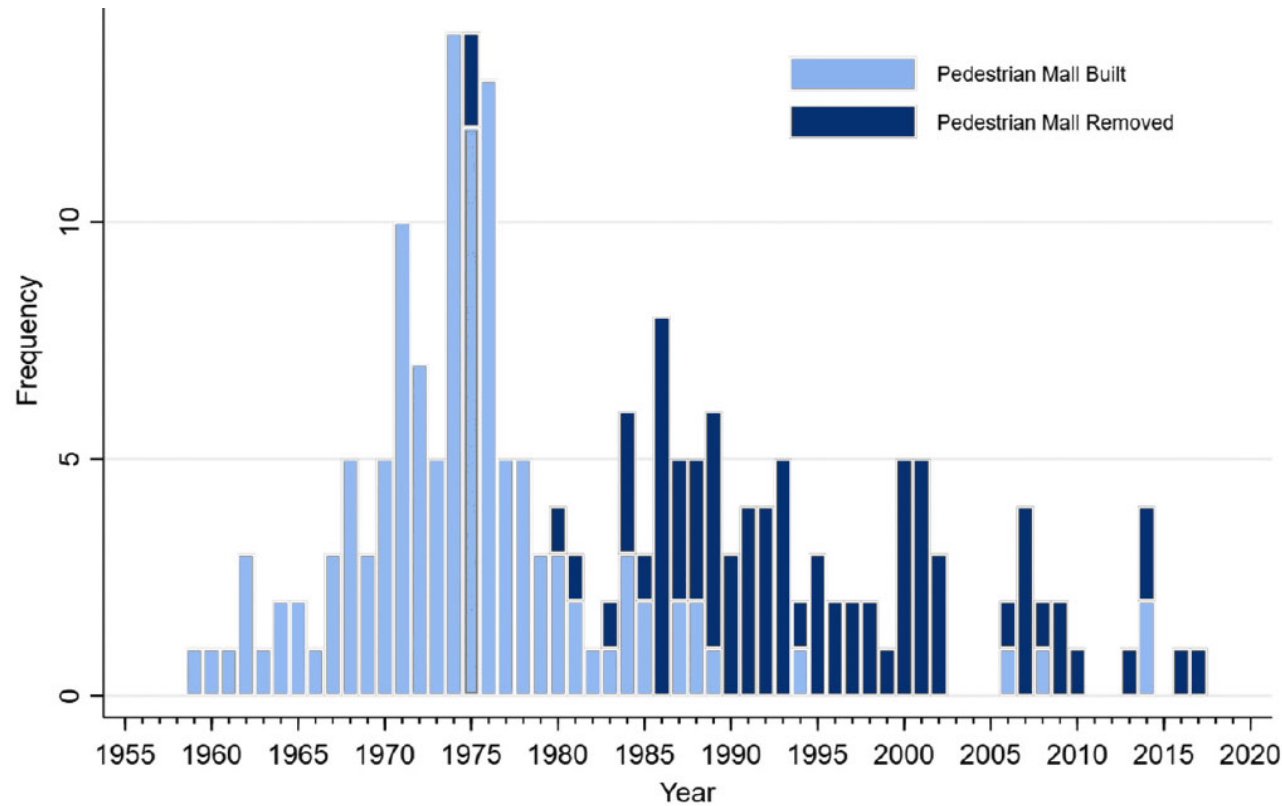


Lisa, who asked to be identified by her first name, hangs out in the back of Peace Park. About 10 others, some of them homeless, were also in the park Thursday, but did not want to be photographed.

STEVE APPS, STATE JOURNAL



# Pedestrian Malls **Built** and **Removed**



## Ped Mall Success Factors

- Shorter length - 1 to 4 blocks (State ~ 8 blocks)
- Higher percentage of sunny days
- Proximity to beach
- Design factors
  - Enclosure
  - Seating



*Matuke et al*  
*July 2020*

# Finance

- Metro receives over \$100,000 annually from FTA fixed guideway funds (affects other routes) for State St
- Vending licenses for 4-feet of State Street might amount to \$25,000 to \$50,000
- Refund FTA capital funds used for State Street construction (~\$500,000)



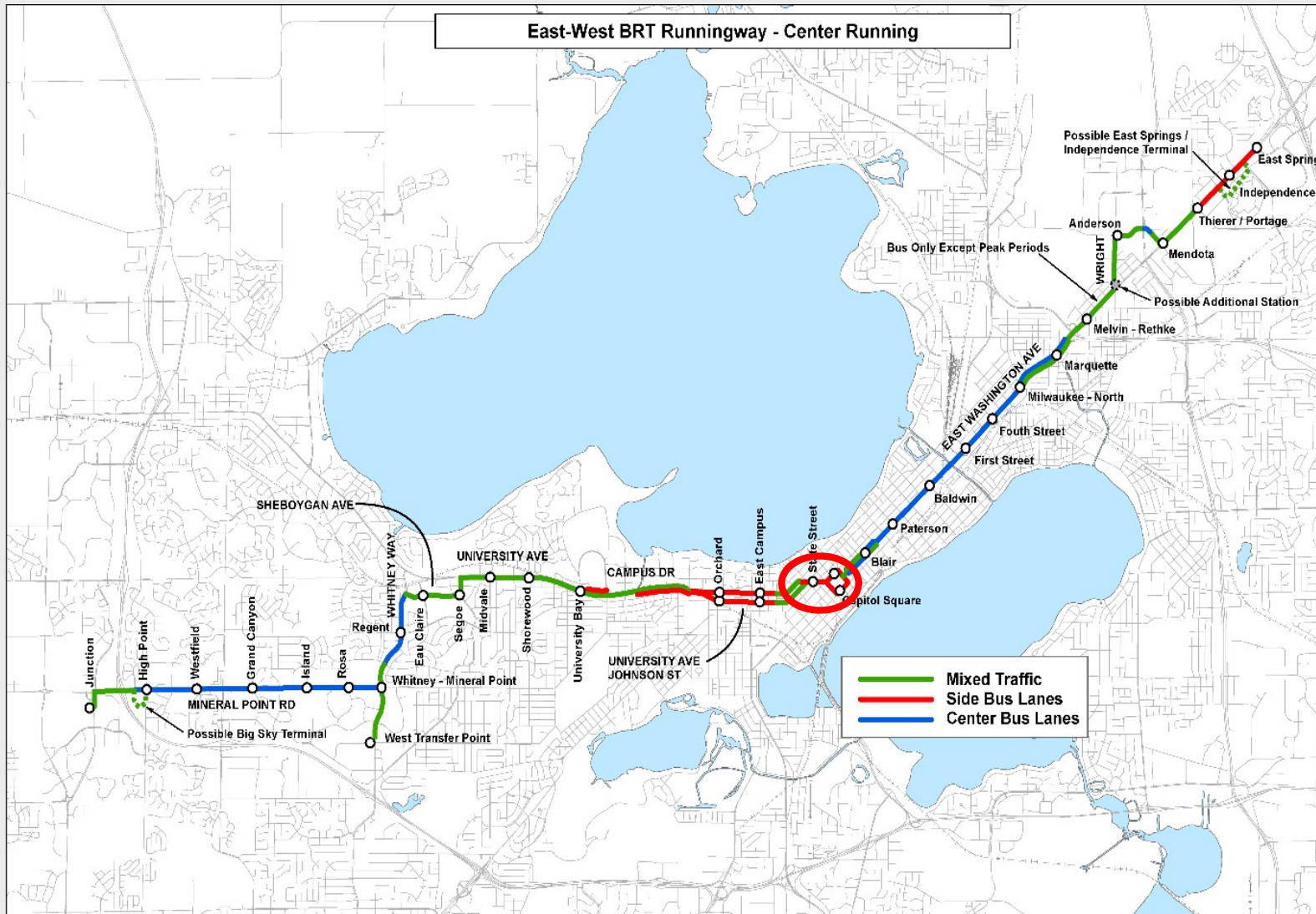


# Transit is our front door, not our back door



- Transit is the only way to satisfy Transportation demands of 45,000 new Dane County jobs by 2050.
- Residents without vehicle access rely on transit for jobs, shopping, and services.
- World class pedestrian malls, such as Times Square, have first class transit access.

# BRT most significant transportation investment in decades.



- \$160 million, largely Federal dollars.
- BRT fleet predominantly electric
- State Street with 5 to 10 minute service, 6 am to midnight.

***Transformative***



# Cleveland Ohio

## Healthline BRT



**\$9.5 BILLION**

IN NEW INVESTMENT

resulting from the  
**EUCLID AVENUE STREETScape**  
and BRT Project

**\$480 MILLION**  
EXPANSIONS

**\$860 MILLION**  
RENOVATIONS

**\$2.8 BILLION**  
NEW DEVELOPMENT



# Study finds BRT leads to economic development

*Jan 22, 2016 | by Active Trans*

<https://activetrans.org/blog/study-finds-brt-leads-economic-development>



Many cities across the United States are adopting bus rapid transit (BRT) as a cost-efficient way to improve their public transportation system.

A new study by Arthur C. Nelson from the University of Arizona and published by the National Institute for Transportation Communities (NITC) at Portland State University, found that **there are many economic benefits**



# Transit will be part of solution

- State Street challenges unprecedented.
  - Online retailing
  - Once in a century pandemic
  - Protests not seen since the 1960s
- Metro will partner to make transit and BRT part of solution



# A BRT opportunity

- Conditions have never been more advantageous for BRT
- Expected favorable FTA evaluation
  - Solid local funding commitment
  - Encouraging political environment
    - Governor
    - Federal DOT Leadership
- BRT implementation occurs 4 years after final alignment approved.
  - 1 yr - Environmental Document
  - 1 yr - Design
  - 2 yrs – Construction/startup testing
- Alignment revisions affect implementation