

Transport 2020

Transit Operations Subcommittee

December 7, 2006

Agenda

- Introductions
- Opportunity for Public Comment
- FTA meeting – November 20
- Engineering Update
- Land Use/Development Update

FTA meeting

- Revised Purpose and Need review
- Update on alternatives analysis
 - Overview of supportive bus service
- Modeling updates – ready to code alternatives
- Finance and Governance update
- Timeline for New Starts application
 - Follow-up meeting with detailed analysis

Engineering Progress

- Conceptual alignments developed
- Refining station positions (optimize platform location, parking, and passenger flow)
- Reviewing quiet zone with FRA
- Signal and communications design underway
 - Assuming temporal separation
- Grade crossing information being prepared



0 100 200
SCALE: 1"=200'

REV	DATE	BY	APP.	DESCRIPTION

DESIGNED:	
DRAWN:	
CHECKED:	
APPROVED:	
DATE:	



TRANSPORT 2020
CITY OF MADISON WISCONSIN
EVALUATION OF
ALIGNMENT ALTERNATIVE - 2A



CONTRACT NO.	
DRAWING NO.	
SCALE:	
SUBMIT NO.	9

Transit Supportive Land Use

Transit Supportive Land Use

- Land-use policy assessment emphasis
- New Starts criteria – corridor wide and ½ mile station area
- Key Criteria
 - Growth management – concentration in activity centers
 - Policies to increase station/corridor development
 - Plans for pedestrian facilities

Transit Supportive Land Use

- Key New Starts Criteria, cont.
 - Planning and zoning for decreased off street parking
 - Planning and zoning for increased development
 - TOD financial incentives
 - Adaptability for station area development
 - Corridor economic environment

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Activities

- Review existing land use/conditions
 - Mapping and aerials
 - Field reconnaissance
- Comparison of existing land use/zoning to planned future conditions
- TOD policy analysis of current plans (by station area)
- Prepare assessment matrix

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- Socioeconomic Analysis (VSKA)
 - Interviews and field work
 - Understanding development trends
 - Determining investment potentials
 - Aligned with eight corridor opportunity areas
 - Residential
 - Retail/commercial
 - Office/employment

Figure 1: Year 2000: Population Density (People/ Sq. Mile)

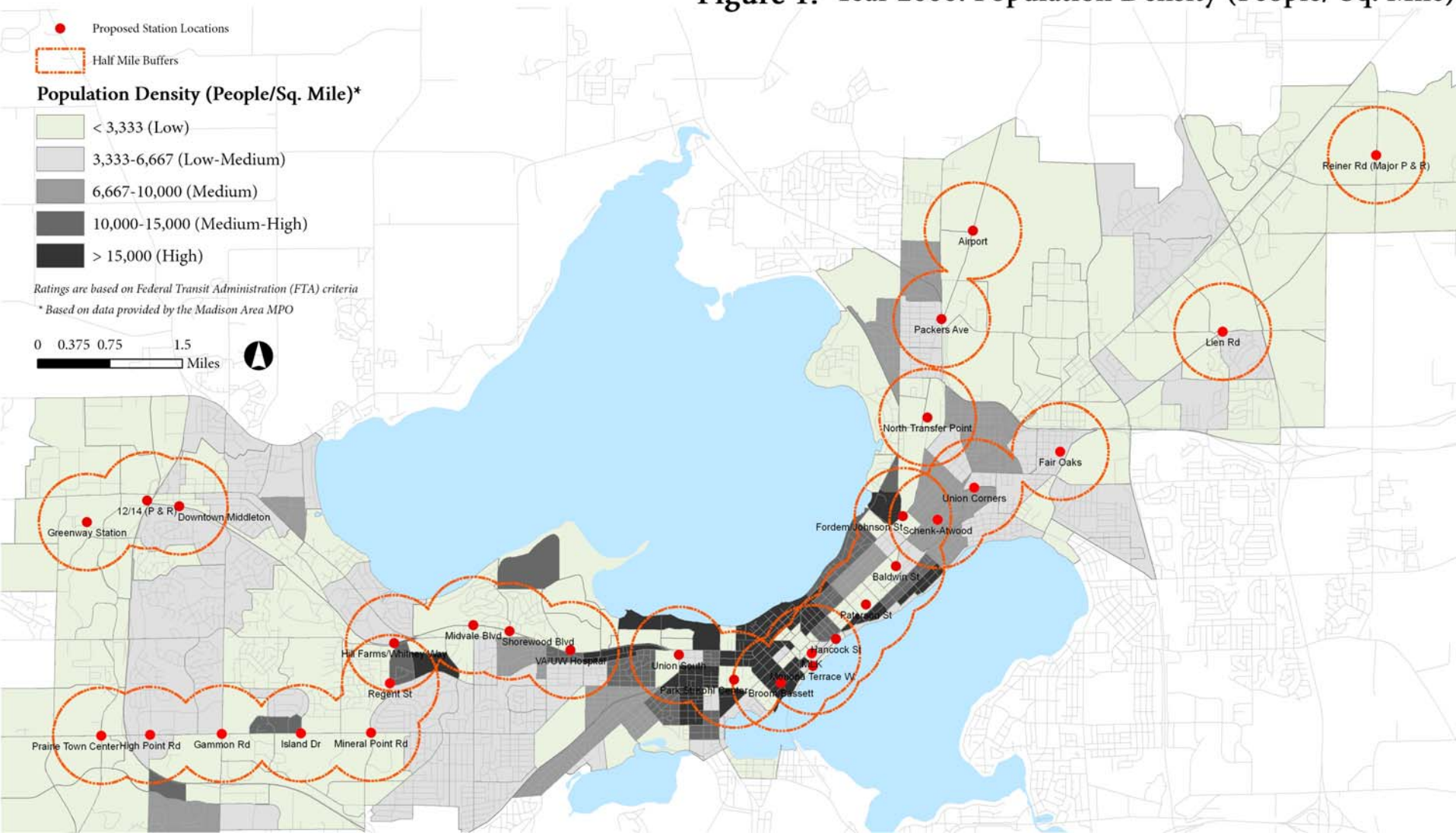


Figure 2: Year 2030: Projected Population Density (People/ Sq. Mile)

- Proposed Station Locations
- Half Mile Buffers

Population Density (People/Sq. Mile)*

	< than 3,333 (Low)
	3,334 - 6,667 (Low-Medium)
	6,668 - 10,000 (Medium)
	10,001 - 15,000 (Medium-High)
	> than 15,000 (High)

Ratings are based on Federal Transit Administration (FTA) criteria

** Based on data provided by the Madison Area MPO*

0 0.375 0.75 1.5 Miles

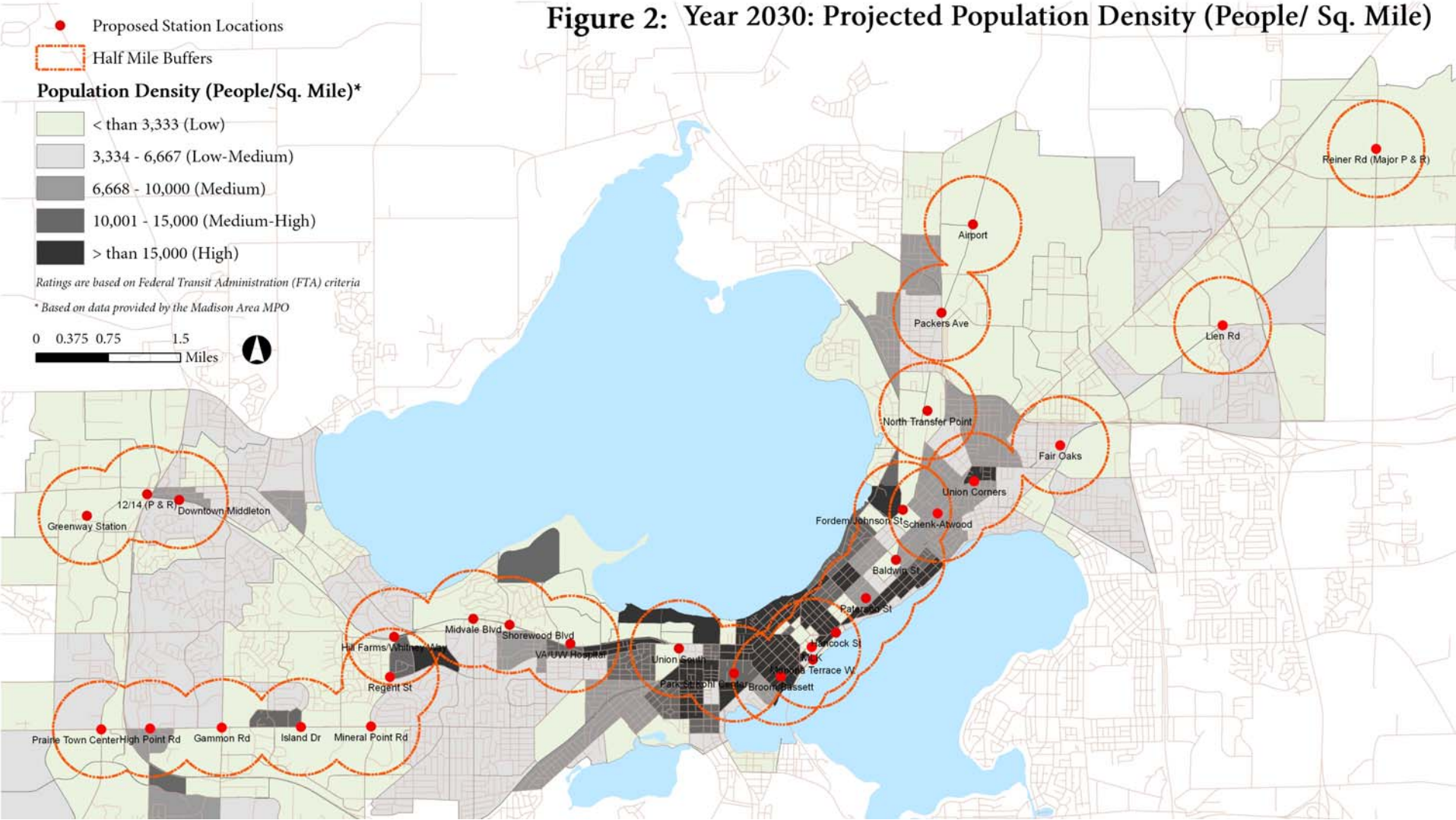
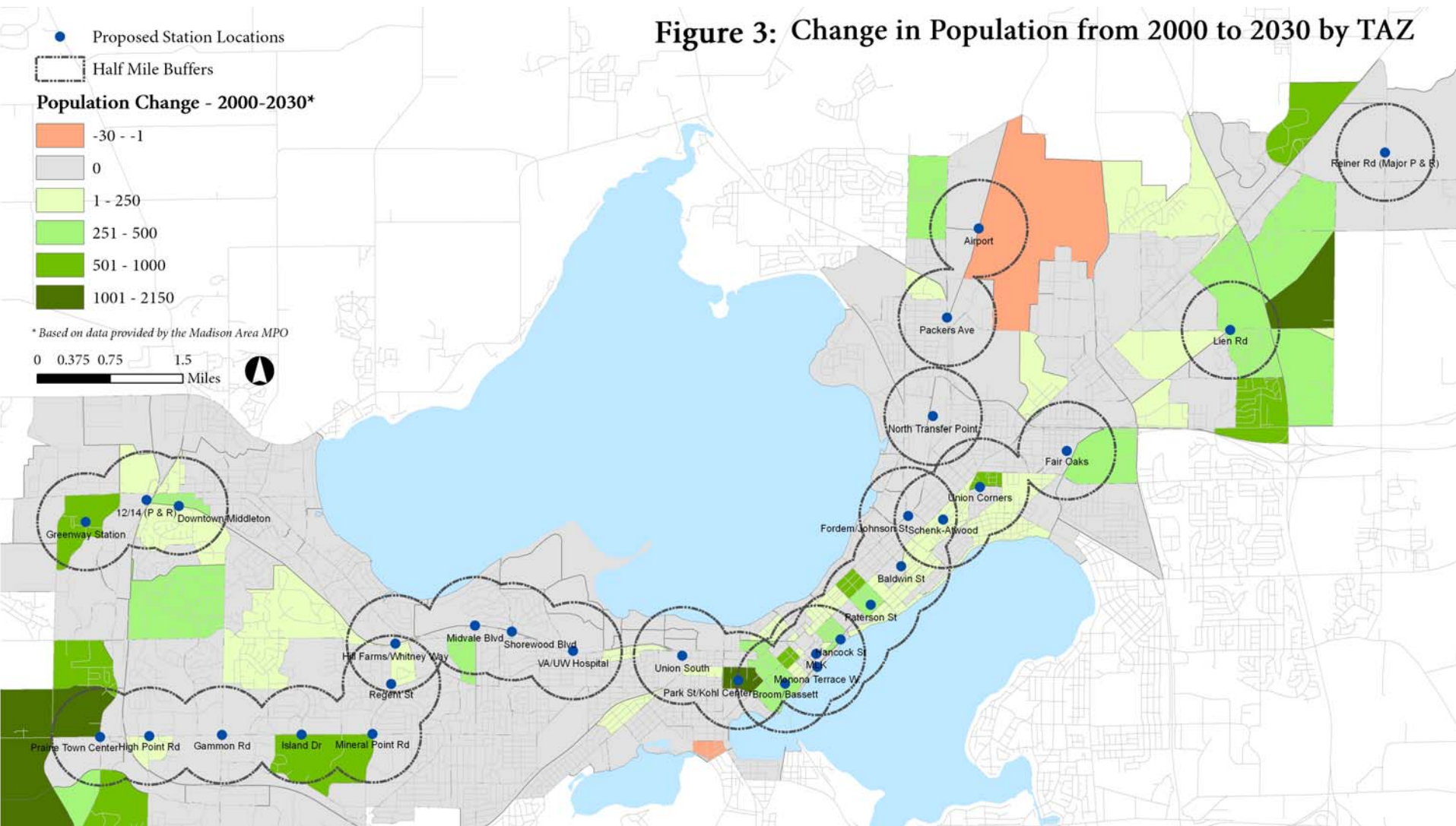


Figure 3: Change in Population from 2000 to 2030 by TAZ



Transit Supportive Land Use

PROJECTED RESIDENTIAL, OFFICE AND RETAIL DEVELOPMENT FROM 2005-2020 TRANSPORT 2020 CORRIDOR OPPORTUNITY AREAS

	East Towne	Airport	East Isthmus	Capitol	University**	Hill Farms***	Southwest	Middleton	Total
Dwelling Units									
2005-2010	40	10	100	150	200	300	250	50	
2010-2015	40	25	300	200	200	300	350	100	
2015-2020	40	25	200	200	200	300	400	100	
Total Units	120	60	600	550	600	900	1,000	250	4,080
Population (1)	272	136	1,362	1,249	1,362	2,043	2,270	539	9,233
Office Space (SF)*									
2005-2010	25,000	25,000	100,000	250,000	125,000	50,000	200,000	50,000	
2010-2015	25,000	25,000	100,000	250,000	125,000	350,000	400,000	50,000	
2015-2020	25,000	25,000	100,000	250,000	125,000	200,000	500,000	25,000	
Total	75,000	75,000	300,000	750,000	375,000	600,000	1,100,000	125,000	3,400,000
Office Employment (2)	375	375	1,500	3,750	1,875	3,000	5,500	625	17,000
Retail Space (SF)									
2005-2010	150,000	10,000	50,000	50,000	50,000	75,000	100,000	50,000	
2010-2015	50,000	20,000	75,000	50,000	50,000	50,000	100,000	75,000	
2015-2020	50,000	20,000	75,000	50,000	50,000	50,000	100,000	75,000	
Total	250,000	50,000	200,000	150,000	150,000	175,000	300,000	200,000	1,475,000
Retail Employment (3)	500	100	400	300	300	350	600	400	2,950

* Office space includes both private and public sector space.

** Space in the University Area includes University replacement housing but not classroom and special purpose buildings.

*** Office space in Hill Farms includes the space that the Department of Transportation will re-build at its current location.

1: Average household size in 2020 is assumed to be 2.27 people for the City of Madison, and 2.15 people for the City of Middleton

2: Average square feet of office space per office worker is assumed to be 200 square feet

3: Average square feet of retail square feet per worker is assumed to be 500 square feet

Source: Valerie S. Kretchmer Associates, Inc.

Transit Supportive Land Use

COMPARISON OF INCREASE IN HOUSEHOLDS AND EMPLOYMENT TRANSPORT 2020 CORRIDOR OPPORTUNITY AREAS

Opportunity Area	<u>Household Increase</u>		<u>Service/ Office Employment Increase</u>		<u>Retail Employment Increase</u>	
	2030 Forecast	2020 Market Study	2030 Forecast	2020 Market Study	2030 Forecast	2020 Market Study
East Towne	317	120	345	375	386	500
Airport	77	60	523	375	12	100
East Isthmus	1,716	600	470	1500	127	400
Capitol	2,787	550	1,219	3750	153	300
University	1,024	600	1,105	1875	78	300
Hill Farms	158	900	59	3000	95	350
Southwest	964	1,000	6,575	5500	454	600
Middleton	387	250	737	625	386	400
Total	7,430	4,080	11,033	17,000	1,691	2,950
Average Annual Increase*	248	272	368	1,133	56	197

Source: Cambridge Systematics; Valerie S. Kretchmer Associates, Inc.

* The 2030 MPO Forecast is for a 30 year time period from 2000 to 2030, the 2020 Market Study projections are for a 15 year time frame from 2005 to 2020.

Transit Supportive Land Use

- T2020 – Policies Assessment Criteria
 - Supportive land use / Pop. Densities
 - Current plans – TOD support
 - Community/neighborhood plan compatibility
 - Street network connectivity
 - Intermodal capability
 - Supportive parking policies
 - Property subject to change
 - Supportive zoning
 - Market/economic support

Transit Supportive Land Use



CORRIDOR OPPORTUNITY AREAS

TRANSPORT 2020

Created: 05.02.2006



Transit Supportive Land Use

Preliminary Transport 2020 Land-use Policy Analysis - Opportunity Corridor Composite Scores

East Towne	Airport	Southwest	Hill Farms	Middleton	East Isthmus	Capitol	University
2.4	2.7	3.0	3.5	3.9	4.0	4.3	4.4

Note: Rankings are based on a scale of 1 to 5; 1 indicating a "low" rank, 3 indicating a "medium" rank and 5 indicating a "high" rank.

Transit Supportive Land Use

Preliminary Transport 2020 Land-use Policy Analysis - All Stations

Corridor Area	Station	Transit Supportive Existing Land Use	Existing Street NetworkConnectivity	Intermodal capability	Supportive Parking Policies	Properties Subject to Change for Transit Supportive Uses	Degree to which current citywide/ neighborhood plans support transit	Degree to which current zoning supports Plan	Degree to which market appears to support development	Degree of alignment between market and plans	Summary Points	Average Station Ranking	Average Corridor Area Ranking
Middleton	Highway 12/14	3	2	3	4	4	5	4	4	5	34	3.8	3.9
	Downtown Middleton	5	4	4	4	3	5	4	2	5	36	4.0	
Hill Farms	Regent Street	4	3	3	2	1	1	5	3	1	23	2.6	3.5
	Hill Farms/Whitney Way	4	3	3	3	5	4	2	5	5	34	3.8	
	Midvale Blvd.	4	3	4	3	5	5	3	5	5	37	4.1	
	Shorewood Blvd.	4	3	4	3	3	2	5	3	5	32	3.6	
University	UW/VA Hospital	5	4	4	5	4	5	4	5	5	41	4.6	4.4
	Union South	5	4	4	5	5	5	4	5	5	42	4.7	
	Park St./Kohl Center	5	4	4	5	3	5	4	2	4	36	4.0	
Capitol	Broom/Bassett	5	5	5	4	4	5	3	4	4	39	4.3	4.3
	MLK	5	5	5	4	4	5	3	4	4	39	4.3	
	Monona Terrace W.	5	5	5	4	4	5	3	4	4	39	4.3	
	Hancock St.	5	5	5	4	4	5	3	4	4	39	4.3	
	Paterson St.	3	4	5	4	5	5	1	5	4	36	4.0	
East Isthmus	Baldwin St.	4	3	5	4	5	5	1	5	4	36	4.0	4.0
	Schenk-Atwood	5	5	5	4	3	5	1	4	3	35	3.9	
	Union Corners	5	3	5	4	5	5	4	5	5	41	4.6	
	Fordem/ Johnson	3	2	5	3	3	5	3	4	3	31	3.4	
East Towne	Fair Oaks	3	3	5	2	4	5	3	2	2	29	3.2	2.4
	Lien Road	2	1	3	2	4	5	3	2	2	24	2.7	
	Reiner Road	1	1	1	1	1	1	4	1	1	12	1.3	
Southwest	Prairie Town Center	2	2	2	2	5	3	5	5	3	29	3.2	3.0
	High Point Road	4	2	2	2	1	1	5	5	3	25	2.8	
	Gammon Road	3	2	2	2	4	3	5	5	3	29	3.2	
	Island Dr.	3	2	2	2	4	3	5	5	3	29	3.2	
	Mineral Point Rd	3	2	2	2	2	1	5	5	3	25	2.8	
Airport	North Transfer Pt.	3	1	3	2	3	3	3	2	3	23	2.6	2.7
	Packers Ave	3	2	3	2	3	3	3	2	3	24	2.7	
	Airport	5	2	4	1	3	3	5	2	1	26	2.9	

Note: Rankings are based on a scale of 1 to 5; 1 indicating a "low" rank, 3 indicating a "medium" rank and 5 indicating a "high" rank.

Land Use/Development - Next Steps

- Finalize real estate market analysis
- Draft policy analysis report for committee review

Next Steps

- ITF Meeting Dec 20
 - Engineering Report
 - Ridership Report