



Madison's Central Business Improvement District (BID)

MEMO

Date: May 17, 2012

To: Pedestrian/Bicycle/Motor Vehicle Commission
c/o City Traffic Engineering Division
traffic@cityofmadison.com

From: Mary Carbine, Executive Director
Madison's Central Business Improvement District (BID)
P.O. Box 2136 Madison, WI 53701 t (608) 512-1240 f (608) 204-9028
mcarbine@visitdowntownmadison.com www.visitdowntownmadison.com

Re: Potential pedestrian and bicycle projects

Dear Commission Members,

Below are Madison's Central Business Improvement District (BID) comments on potential pedestrian and bicycle projects the City for the 2013-2015 Capital Budget to increase opportunities for walking and bicycling in Madison. This memo includes and expands upon our initial emailed comments of May 9.

Madison's Central Business Improvement District (BID) includes and represents small businesses and commercial property owners in the greater State Street and Capitol Square area. Our aim is to increase the vitality and health of the district and promote business within it, which includes supporting a welcoming (and safe) environment for downtown customers.

I am writing to share comments of our business and property owners. Most feedback I received is about the need to a) make existing systems safer for pedestrians, b) expand education and enforcement, and c) maintain and standardize crosswalks, pavement markings, signage, etc., so that there is consistency. Can capital expenses in these areas be explored before embarking on new initiatives?



1) We see a need for **expanded outreach and safety communication regarding bicycle, ped and motor vehicle interaction** in the downtown. Is there budget for education, outreach, or only capital projects? One example: there isn't good understanding about where one can and cannot ride a bike on the sidewalk (i.e., [door zone](#) issue). This creates a lot of safety issues for pedestrians in the State St./Capitol Square area.

Could there be a project exploring signage along with other outreach to alert cyclists to where the "door zones" are, and that sidewalk riding is prohibited? The signage at left was installed on the 200 block W. Mifflin in the Library construction zone after we alerted Traffic Engineering to issues of frequent bike riding on the sidewalk in this area with so many pedestrians plus a senior center and disabled housing nearby. Can such signs be installed more widely in areas where sidewalk riding is prohibited?

2) **The Johnson, State, Henry intersection** is a very difficult one with the three streets meeting and the conversion of bike, ped, car, truck traffic. A few examples of difficult interactions are below.

- Bikes going up State St. towards the Square stop at Johnson, very often spread out across all lanes of State St. Cars turning on to Henry or trucks turning to State meet the bikes head-on.
- Bikes heading up State often go through the red light at Johnson, turning left to go outbound on Johnson. If a car on Johnson with the green light happens to turn left onto Henry or State, or pedestrians are trying to cross the street, a collision is possible.

Are there better ways to manage, signalize, mark that intersection? Is there a better way to indicate where bikes should wait (on right half of street?) There is a bike box on State St. on the east side of the State/Johnson intersection, but not the west side, described above.

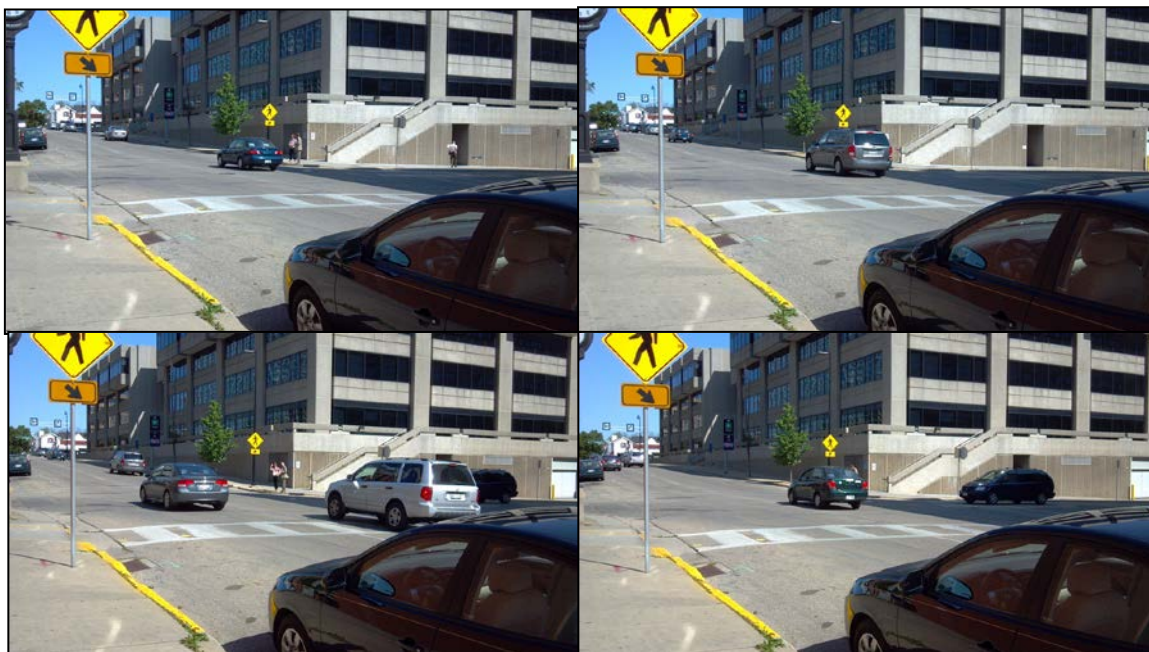
3) **Outer Loop crosswalks, marking and signage:** Crossing the Outer Loop continues to be challenging for pedestrians facing motorists and cyclists who do not stop at crosswalks.

Crosswalk pavement markings are inconsistent and lead to confusion (e.g., if the rules are the same for all crosswalks, why are they marked differently?). E. Main & Webster has different styles within same intersection, where Dayton & Carroll (next page) has a third style. It's my understanding that cost is one reason that all Outer Loop crosswalks are not "striped" to make them more prominent to motorists and cyclists. Can paying for this be part a capital project?



Crosswalk signage at Outer Loop intersections is inconsistent, and some types seem to work better than others. Has a study been done to see which signage and markings work best?

E. Main & Webster has yellow diamond-shaped signs plus the marking above, and seems to be an intersection where motorists and cyclists yield the least, as in the following attempt of a pair of pedestrians to cross:

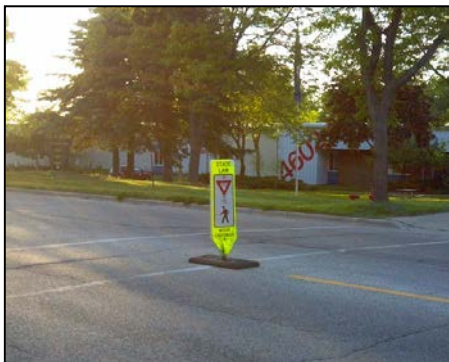
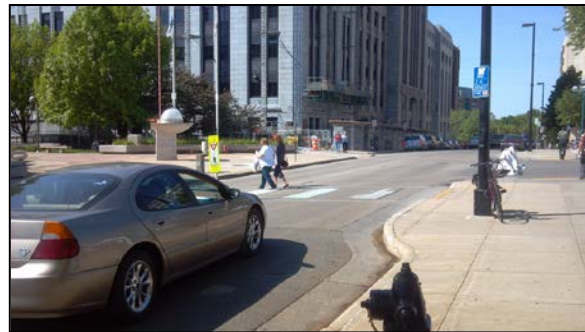
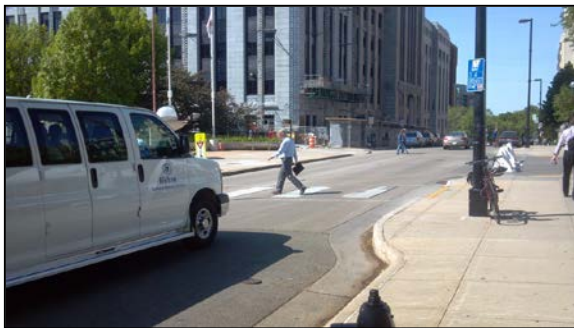




N. Carroll and E. Dayton, near MATC Downtown Education Center and city's State St. Capitol Parking Garage, has an overhead sign, which seems to get lost against the skywalk, and be difficult for motorists and cyclists to see.

Is this the best sign for this intersection?

At Wilson St. and Martin Luther King Jr. Blvd near the City-County Building and Madison Municipal Building there a "State Law Yield to Pedestrians in Crosswalk" sign in the crosswalk. It seems very effective for motorists and cyclists.



The city also implemented a State Law Yield to Pedestrians in Crosswalk sign at the crosswalk between the Streets East building at 4602 Sycamore Avenue and the city employee parking lot.

Could it be effective and enhance safety to implement this type of sign at more locations in the downtown, especially the Outer Loop, where there is so much conversion of bike, ped, car, and truck traffic?

4) A final note - It's great that the 15 mph speed limit signs are back up on State St. after a several-year hiatus – thank you TE!

Thanks for your consideration of these issues and ideas. If they are not all appropriate for Capitol Projects, thanks in advance for referring them to the appropriate staff member or commission discussion.