

# FINAL REPORT

## INTRODUCTION

CITY OF  
MADISON, WI

---

### **SOUTH CAPITOL TRANSIT ORIENTED DEVELOPMENT (TOD)** DISTRICT PLANNING STUDY

---

August 2014

Prepared for:

**CITY OF MADISON, WI**

Prepared by:



Kimley-Horn  
and Associates, Inc.

## Acknowledgments

---

To best serve the City of Madison, Kimley-Horn assembled a master planning consulting team that is committed to delivering exceptional service and innovative solutions for the South Capitol Transit Oriented Development District Planning Study. Kimley-Horn greatly appreciates the collaborative effort of the entire team in the preparation of this document. Team partners and their areas of master planning responsibility are as follows:

**Kimley-Horn and Associates, Inc.** — Lead master planning consultant, project management, public involvement, structural engineering

**Potter Lawson, Inc.** — Project architecture, land use master planning, 3-D modeling

**Urban Assets** — Lead public involvement, master planning, project management team

**Ken Saiki Design, Inc.** — Public improvements and streetscape, landscape architecture

Kimley-Horn also appreciates the contributions and partnership of the many City of Madison staff members who contributed to the content and quality of this document. The City of Madison established a Project Management Team that included key City staff representing the following agencies and divisions:

- Planning and Community and Economic Development
- Traffic Engineering
- Parking Utility
- Office of the Mayor
- City Engineering
- Facility Management (Division of Engineering)
- Parks Division
- Metro Transit
- City Attorney's Office
- Monona Terrace Community and Convention Center

# SOUTH CAPITOL TRANSIT ORIENTED DEVELOPMENT (TOD) DISTRICT PLANNING STUDY

## Introduction

The City of Madison underwent a planning process in 2008 to establish a vision for its Downtown area. Completed in 2012, The City of Madison Downtown Plan establishes nine keys for achieving the vision. Included in these keys are recommendations to “Celebrate the Lakes” through changes to the Lake Monona/John Nolen Drive corridor, “Ensure a Quality Urban Environment” with enhancements to downtown streets and public areas, and “Increase Transportation Choices” through improvements to the downtown transportation network and enhanced connectivity. The South Capitol Transit Oriented Development (TOD) District Planning Study was identified as a subsequent planning effort to the Judge Doyle Square Master Plan, which was completed in April 2012, and an appropriate “next step” for downtown planning. Consistent with the 2012 Downtown Plan, the purpose of the South Capitol TOD District Planning Study is to improve multimodal connectivity through the district and identify a location for an Intermodal Transit Center.

The City of Madison commenced the South Capitol TOD District Planning Study in the spring of 2013. A consultant team made up of Kimley-Horn and Associates, Inc., Urban Assets, Potter Lawson, and Ken Saiki Design was engaged to support the process. The study was directed by a Project Management Team (PMT) of City Staff from planning, traffic engineering, city engineering, parks,

economic development, and Metro Transit. The PMT identified critical issues to be addressed within the District. A South Capitol District Planning Committee comprised of key community leaders and elected officials was established to guide the process, and focus groups for Wilson Street, park users, and the East Gateway intersection were convened. Full documentation of public engagement is provided in the Summary of Public Involvement. This summary was completed as a standalone document, along with two other intermediate reports — the Transportation Analysis Report and Intermodal Transit Center Site Evaluation Report.

This final report provides documentation of the South Capitol TOD District Planning Study process. Along with the Summary of Public Involvement, Transportation Analysis Report, and Intermodal Transit Center Site Evaluation Report, it provides final documentation for the South Capitol TOD District Planning Study. Throughout the study process, 11 scope items evolved into five different focus areas. This report is organized into an introduction and summary of each of the five focus areas.

- Intermodal Transit Center
- Wilson Street Context Plan
- Gateway Intersections
- Connections
- Paths and Parks



Figure 1. South Capitol TOD Planning District Study Area

## INTRODUCTION

---

# **SOUTH CAPITOL TRANSIT ORIENTED DEVELOPMENT (TOD)**

## **DISTRICT PLANNING STUDY**

---

### **Committee Members**

---

#### **South Capitol TOD District Planning Committee**

- Michael E. Verveer, Common Council Member
- Marsha A. Rummel, Common Council Member
- Joseph R. Clausius, Common Council Member
- Ricardo A. Gonzalez, Monona Terrace Community and Convention Center Board
- Madelyn D. Leopold, Board of Park Commissioners
- Melissa M. Berger, Plan Commission
- Aaron S.P. Crandall, Pedestrian/Bicycle/Motor Vehicle Commission
- Ronald B. Steinhofer, Pedestrian/Bicycle/Motor Vehicle Commission
- Ann E. Kovich, Judge Doyle Square Committee and Transit and Parking Commission
- Douglas M. Poland, Chair of Transportation, Parking Committee for Downtown Madison, Inc.
- Davy Mayer, Bassett District Chair's Designee, Downtown Coordinating Committee
- Jim Skrentny, First Settlement District Chair
- Charles W. Strawser, Marquette Neighborhood President's Designee

#### **City Staff Team**

- Anne Monks, Mayor's Office
- Steven Cover, Director, Department of Planning & Community & Economic Development
- Katherine Cornwell, Director, Planning Division
- Bill Fruhling, Planning Division
- Michael Waidelich, Planning Division
- David Trowbridge, Project Manager, Planning Division
- David Dryer, City Traffic Engineer
- Tim Sobota, Transit Planner
- Drew Beck, Transit Planning Manager
- Rob Phillips, City Engineer
- Chris Petykowski, City Engineering
- Kay Rutledge, Parks Planning and Development Manager