



CITY OF MADISON
Curb Management Framework
November 2025

Why Curb Management Matters in Madison



Rapid population growth



Multimodal infrastructure investments



Competing demands for limited curb space



Growing use of shared mobility options, deliveries



Opportunity for a more coordinated and actionable approach



Goals & Guiding Principles

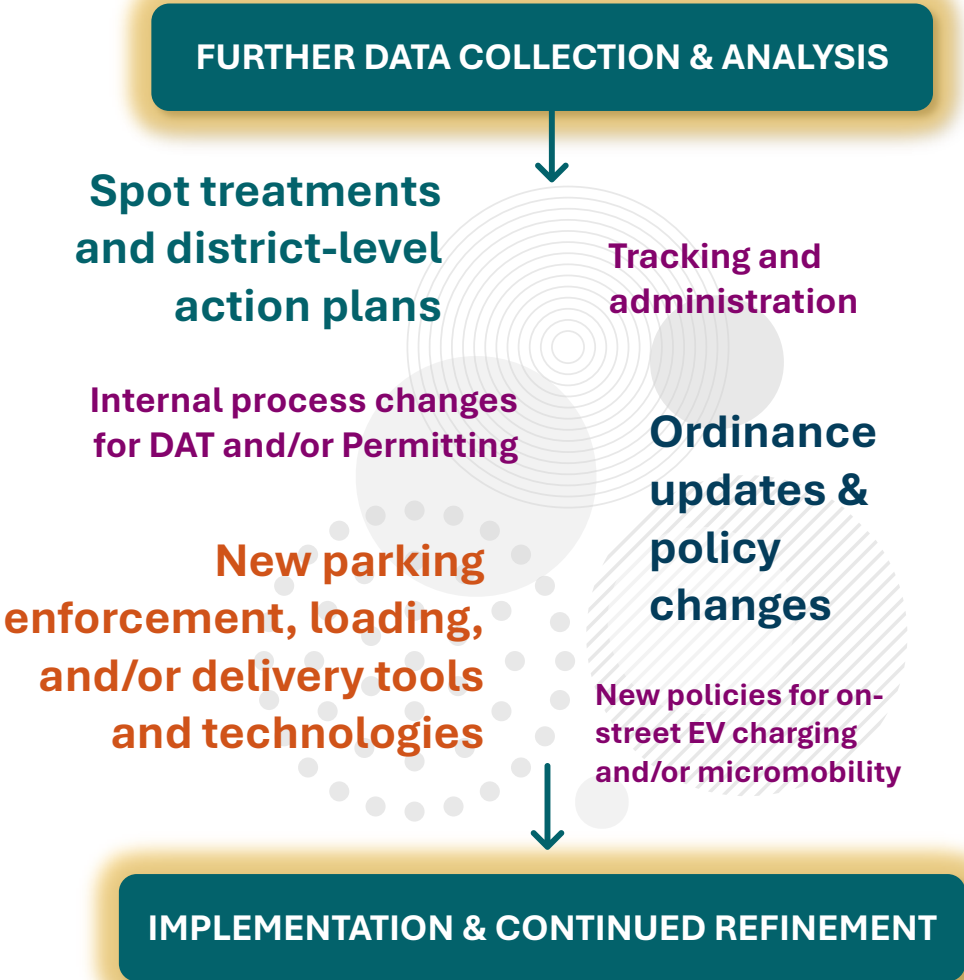
- Safety
- Inclusive Access
- Mode Shift
- Economic Vitality
- Efficiency & Predictability

Approach to Curb Management

PHASE 1: CURB MANAGEMENT FRAMEWORK



PHASE 2: CURB MANAGEMENT ACTION PLAN



Focus Areas

Complete
Green Streets

Development
Support &
Curb Guidance

Events &
Construction

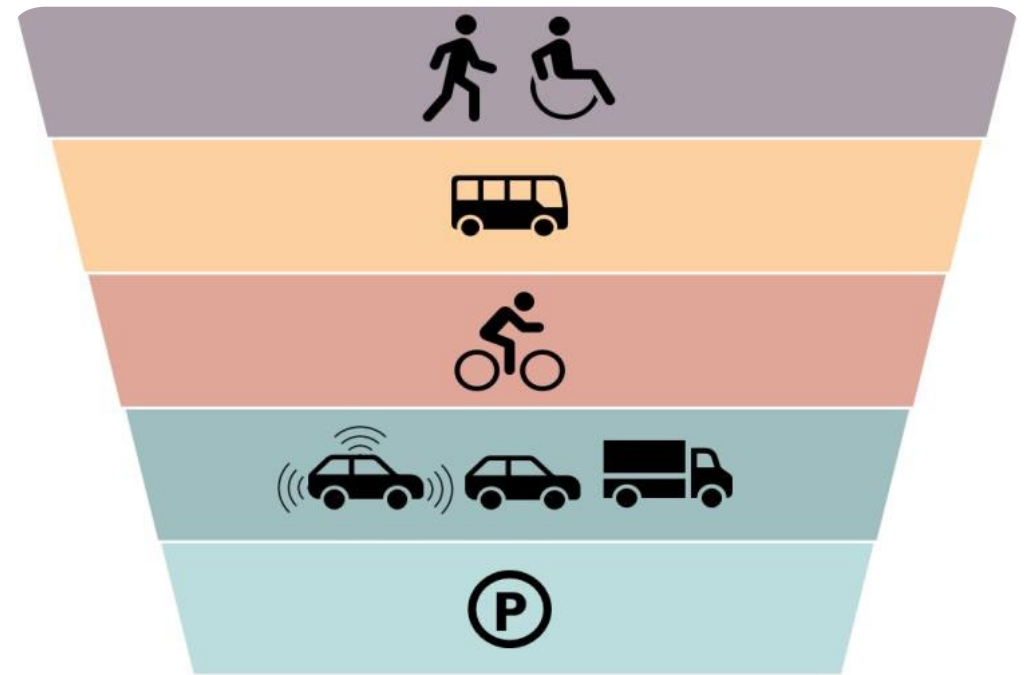
Experiments &
Spot
Treatments

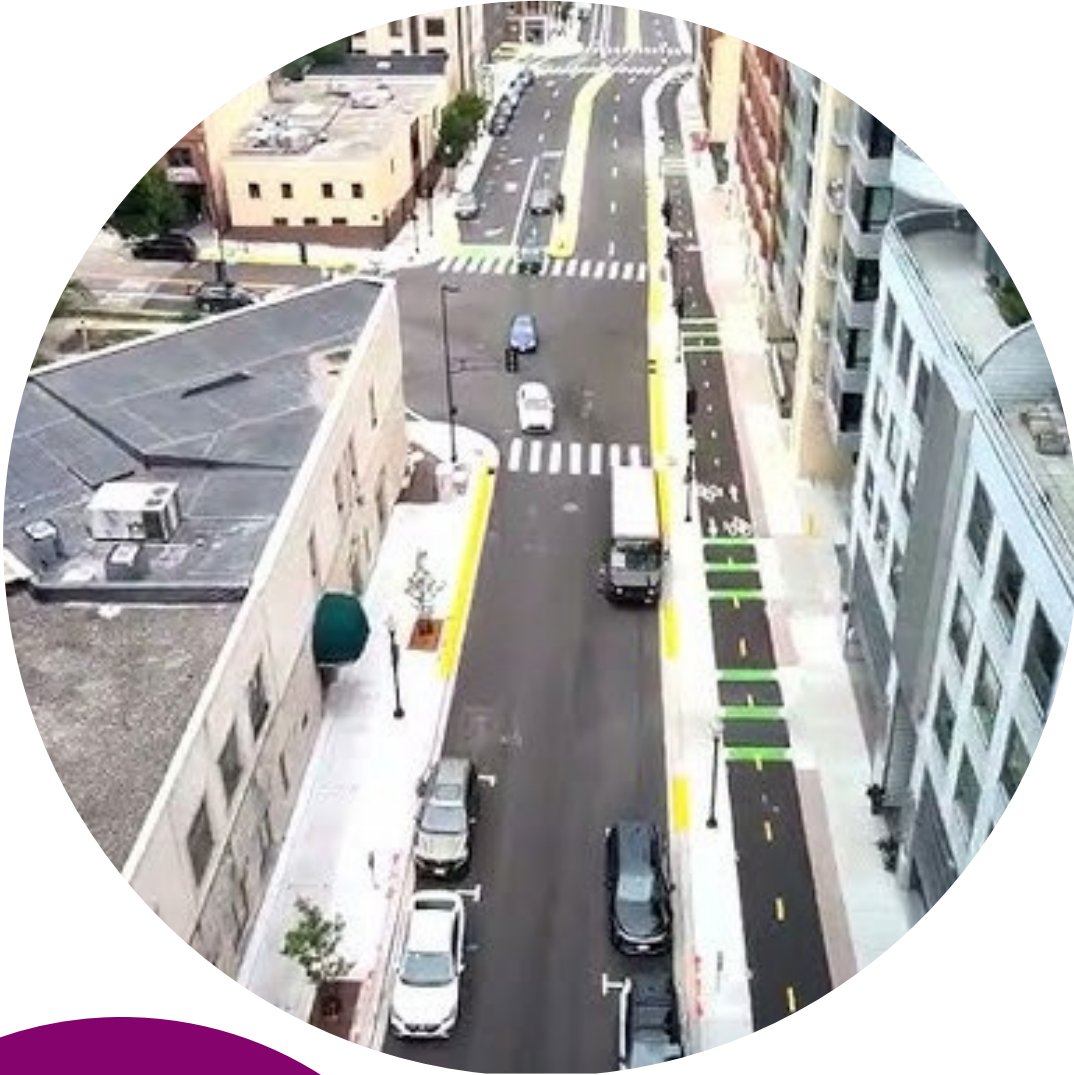
Payment &
Compliance
Tools

Policy Updates

Complete Green Streets – *Challenges*

- Limited guidance on curbside prioritization or treatment selection
- Inconsistent understanding and application of the Flex Zone
- Lack of curb-focused treatments





Complete Green Streets – *Goals*

- Further integrate curb management principles into the Complete Green Streets Guide
- Reinforce the Guide’s street values and modal hierarchy
- Align curb space planning with broader City goals related to safety, access, and sustainability

Development Support and Curb Guidance – *Challenges*

- Development-related impacts to curb space are not thoroughly addressed within existing ordinances
- Lack of a standard operating procedure for reviewing curb space modifications resulting from development
- Adequately addressing the impact of infill development on nearby curb space





Development Support and Curb Guidance – *Goals*

- Improve accessibility within the curb area
- Educate developments and potential tenants on the opportunity and requirements related to curb use
- Foster interdepartmental coordination within the development review process
- Understand the impact parking minimums and other parking requirements have on curb demand and management

Events & Construction

– *Challenges*

- Event and construction closures frequently displace existing curb functions
- Construction detours often disproportionately burden people walking and biking
- Impacts on licensed vendors within the right-of-way are often not addressed



Events & Construction – Goals

- Improve access and mobility around events and construction zones
- Reduce negative impacts on existing curb functions with an emphasis on access for people with disabilities and critical loading needs
- Promote transparency and equitable ROW use, including consideration of lost revenue
- Promote curb use strategies that support mode shift to/from large events



Experiments & Spot Treatments – Challenges

- Lack of designated opportunities to implement flexible/emerging curb uses
- Gaps in curb-related infrastructure around higher density residential and commercial areas
- Uncertainty around feasibility of strategies such as dynamic pricing or mobility hubs, without local experience



Experiments & Spot Treatments – *Goals*



- Develop neighborhood, district, or corridor-level Curb Management Plans – standalone documents or embedded within Area Plans
- Experiment with dynamic curb use, including changes in parking and loading restrictions, mode, or place-making and vending opportunities
- Explore micro business commerce and community building opportunities through street vending
- Increase access for vulnerable curb users



Payment & Compliance Tools – *Challenges*

- Underutilized parking management – in specific corridors and certain days/times
- Gaps in meter payment access for users without smartphones or credit cards
- Limited access or loading space availability in dense, mixed-use areas
- Outdated compliance practices that rely heavily on manual enforcement

Payment & Compliance Tools – *Goals*

Support small businesses by encouraging parking turnover

Provide sufficient loading zone access

Increase on-street accessible parking

Make it easier to comply with parking rules

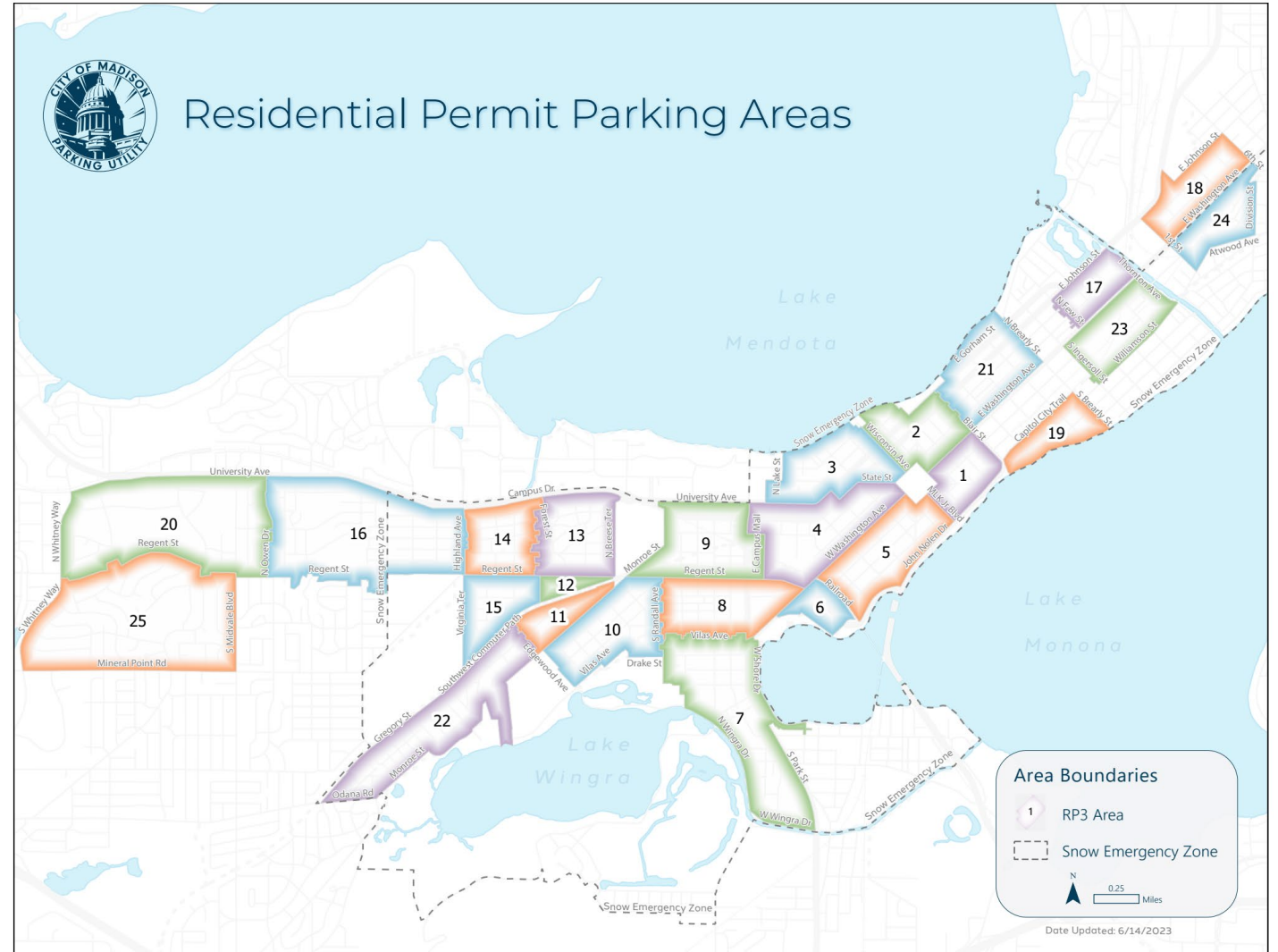
Deploying PEOs where they have the greatest impact

Right-sizing on-street parking inventory



Policy Updates – Challenges

- Outdated curb regulations that no longer meet demand for use/function; may conflict with modern mobility/land use goals
- Limited flexibility to support emerging curb uses
- Gaps in coordination between zoning, parking, and transportation policy





Policy Updates – *Goals*

- Align curb-related regulations and requirements with current policy goals and address equity concerns
- Future-proof regulations to allow for greater flexibility for changing curb needs
- Foster interdepartmental collaboration



Next Steps

Curb Management Action Plan

Purpose:

Build on the Curb Management Framework's focus areas, challenges and opportunities to develop actionable recommendations.

Approach:

- Data-driven and community informed planning process
- Align curb space allocation, regulation, and design with City goals and priorities
- Identify and recommend program changes and operational improvements
- Establish monitoring and evaluation metrics

Funding: \$500,000 Carbon Reduction Program Grant

Timeline: 12-18 months

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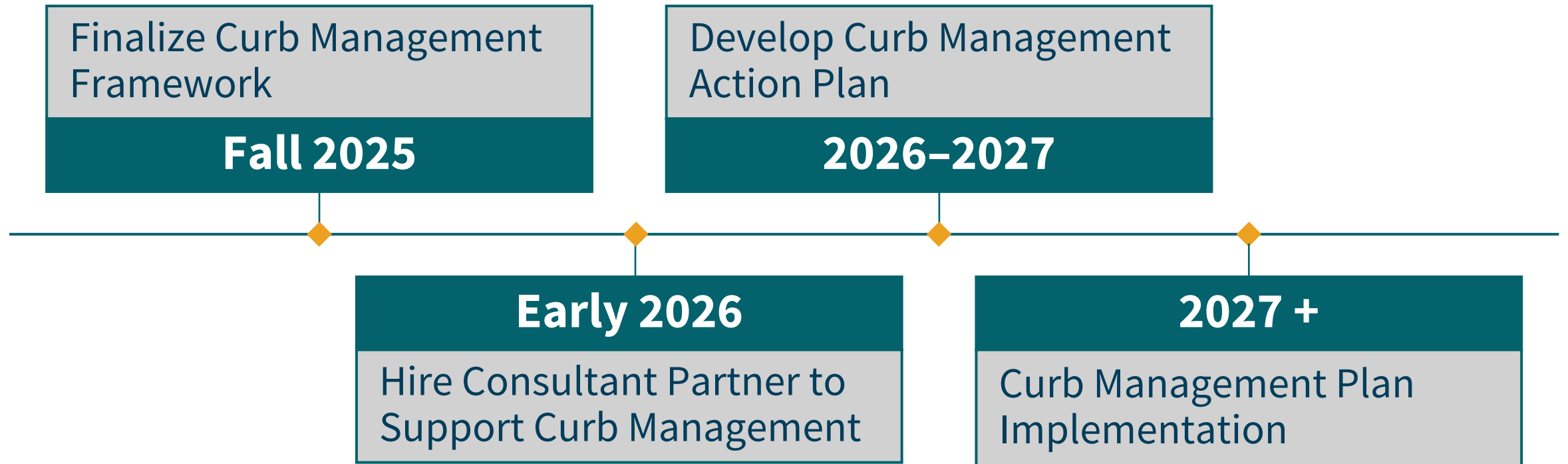
Curb Management Action Plan – Objectives

- Curb inventory and analysis
- Identify existing practices
- Engage the public, stakeholders, and key partners
- Identify and adapt successful curb management strategies
- Recommend policy, operational, and program changes
- Evaluate and propose pricing and fee structures
- Integrate curb management principles into the City review processes
- Create a phased implementation roadmap
- Develop draft curb plans for two identified curb areas
- Establish monitoring and evaluation metrics

Expected Deliverables

- Stakeholder Engagement Plan
- Community Outreach
- Curb Data and Conditions Report
- Best Practices and Policy Recommendations + Opportunities Report
- Curb Pricing & Fee Recommendations Report
- Curb Allocation Plan (prototype for two sub-areas)
- Final Curb Management Plan & Implementation Roadmap

Timeline and Next Steps



Questions and Comments?

Curb Management Team:

Liz Callin – Project Manager

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