

# Madison Corridor Bus Rapid Transit Study

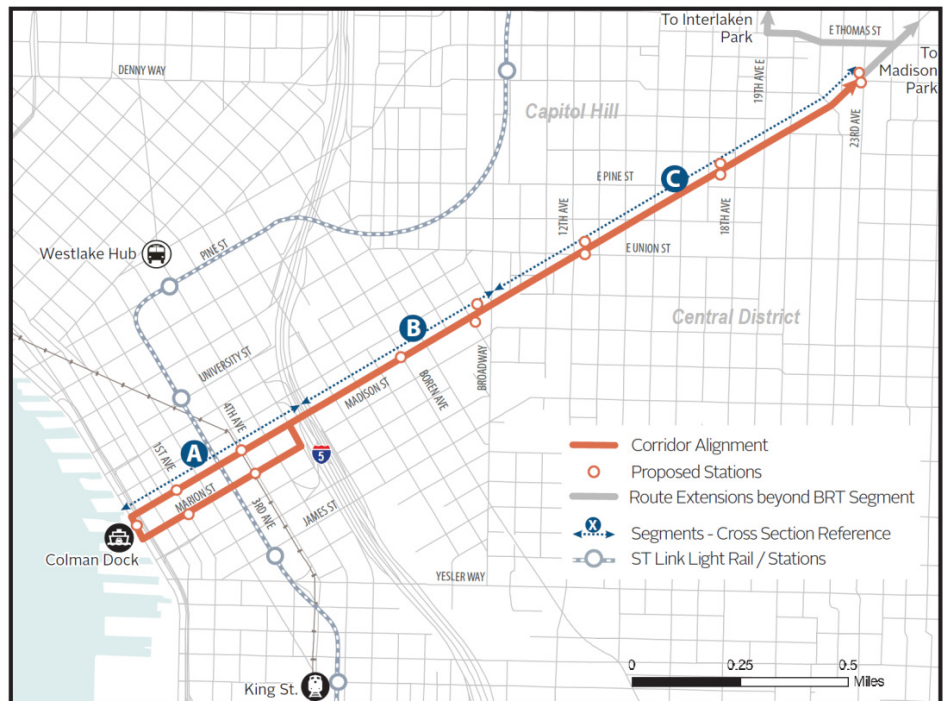


Design Workshops  
Maria Koenigter, SDOT  
Thomas Brennan, Nelson\Nygaard  
November 19-20, 2014

# Background

## 2012 Transit Master Plan

- Identified 5 priority corridors based on:
  - Ridership
  - Travel time savings
- City-wide analysis
  - Concept for corridor limits and type of service



# Project need and goals

- Make transit faster and more reliable
- Make the transit rider experience better with more comfortable stops and faster boarding
- Enhance pedestrian connections
- Develop a parallel bike corridor
- Advance streetscape and public spaces



# Current phase:

## Project Definition Study

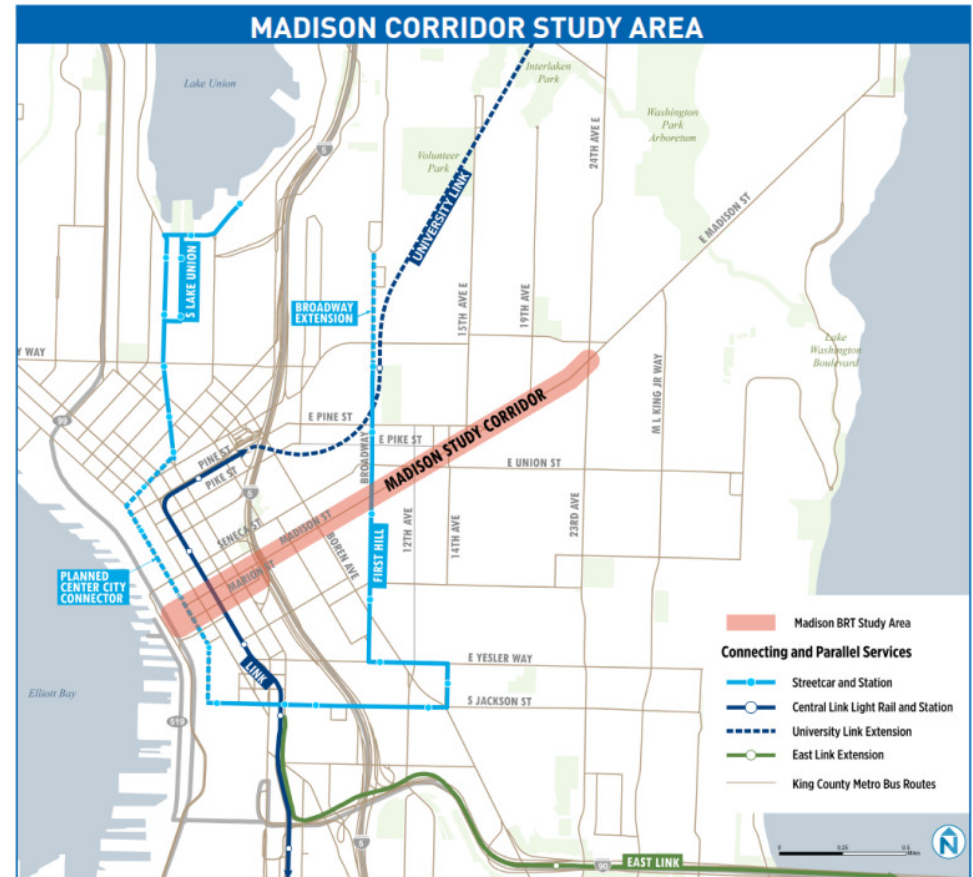
- Statement of project purpose and need
- Develop and analyze two corridor design concepts
- Evaluate and screen framework for design concepts
- 10% design, engineering, and cost estimates
- Develop implementation strategy and identify elements for early application



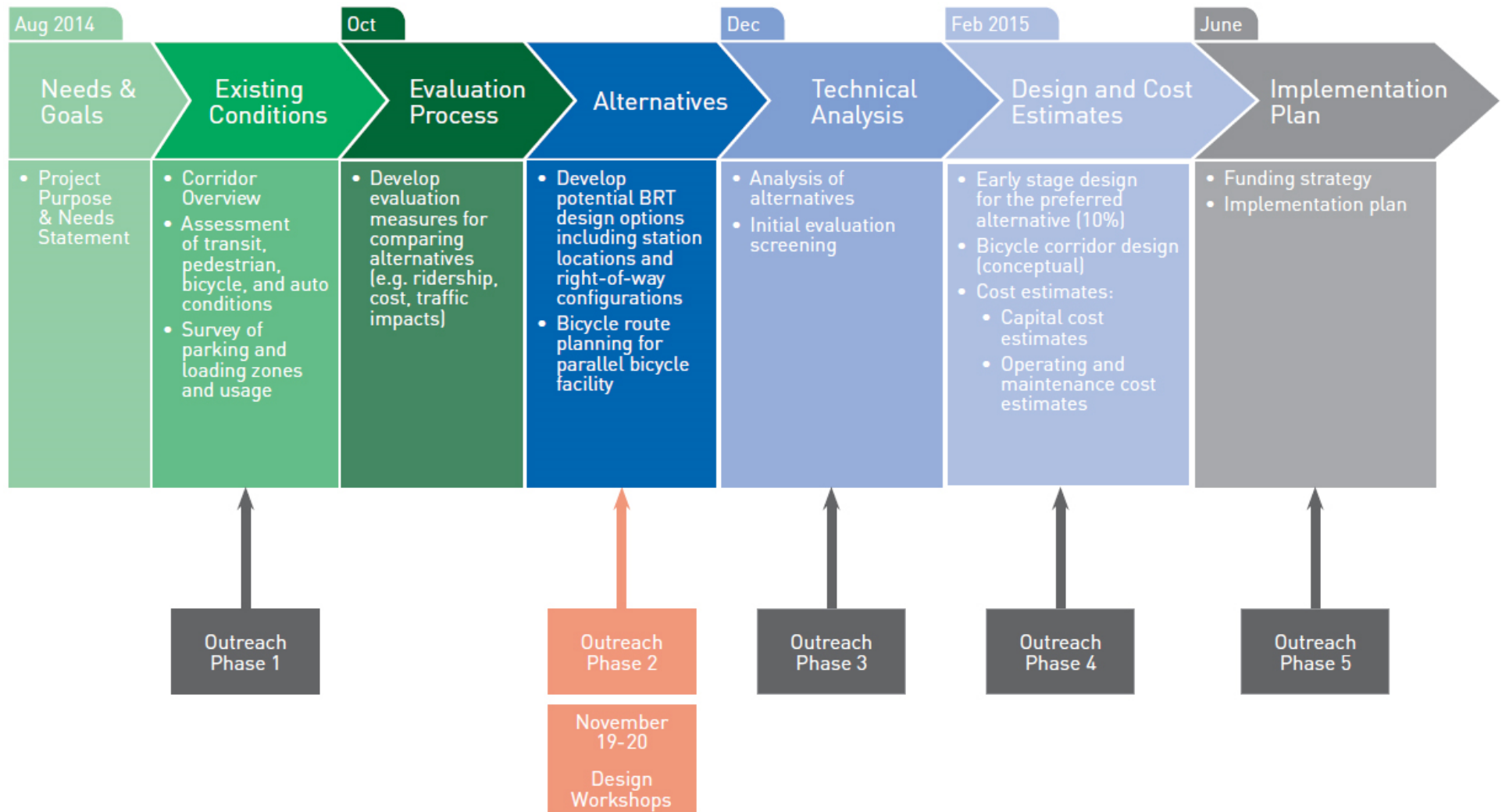
# Study outcomes

Develop a transit design concept that:

- Has community and elected official support
- Is backed by a viable phasing and implementation plan
- Positions the City for future funding opportunities to help design and build the project



# Study approach and timeline

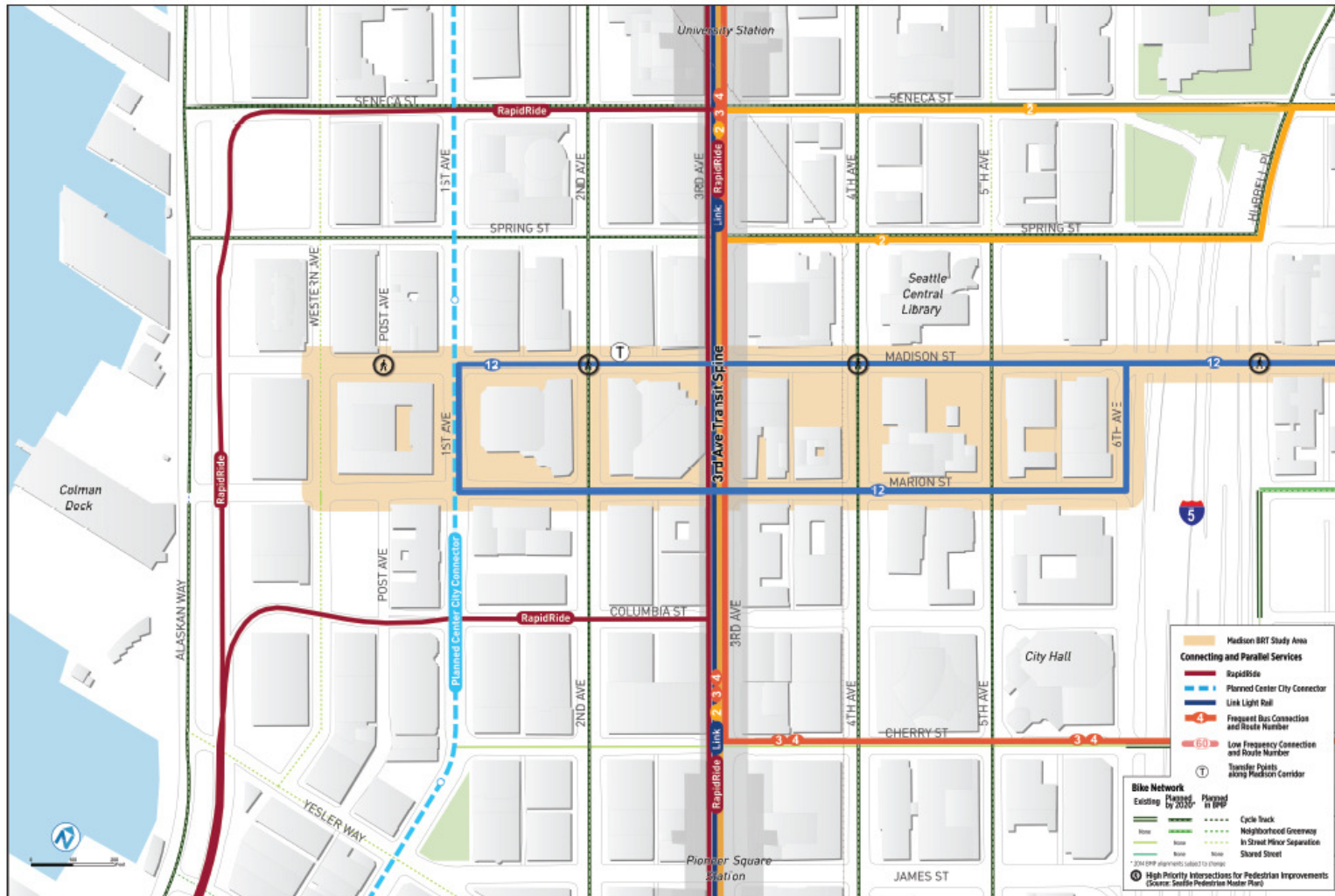


# segment overview





# Segment: Waterfront-I-5



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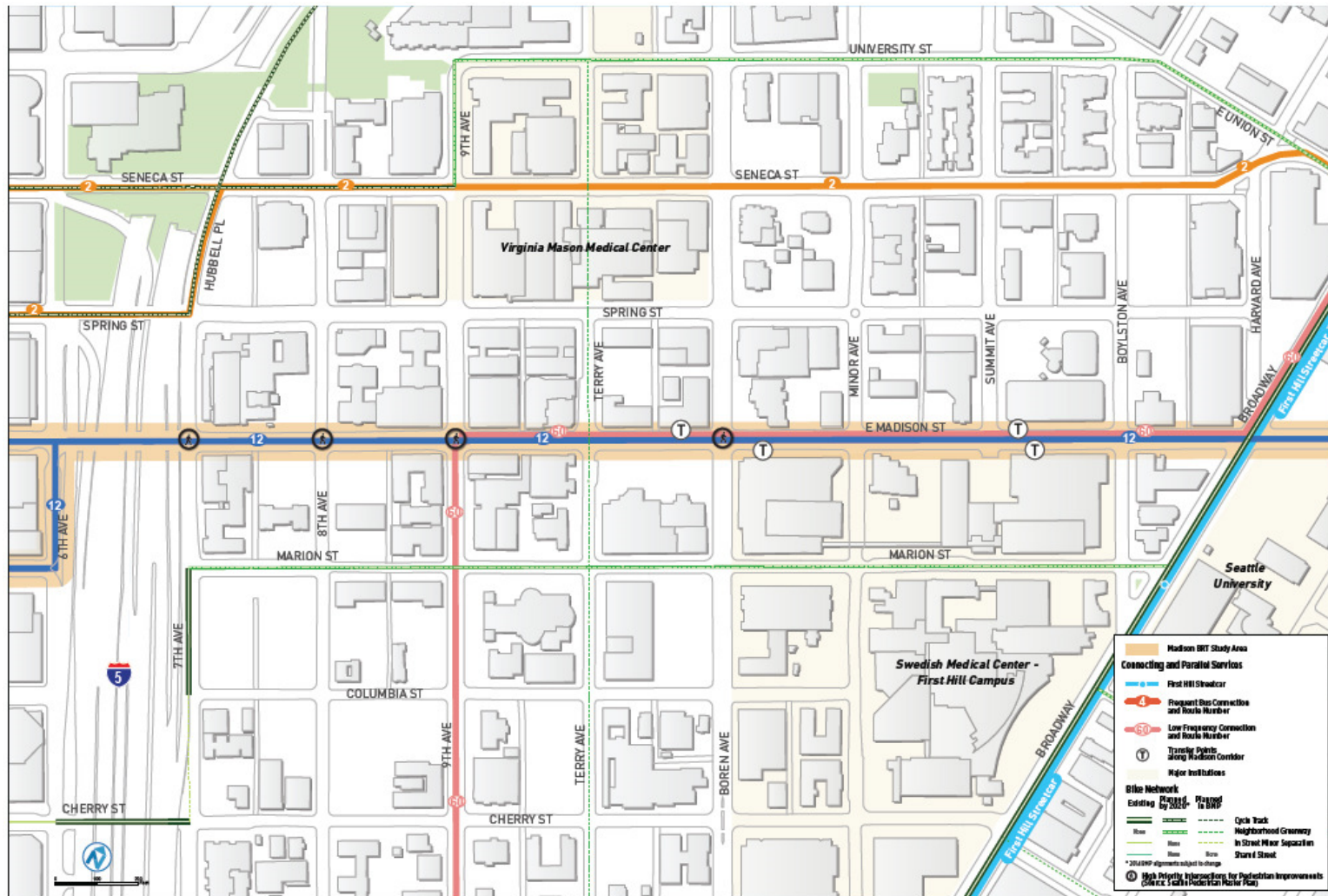


# Segment: Waterfront-I-5

- One-way streets, 42-46' curb-to-curb, 10-12' sidewalks
- Generally two travel lanes plus diagonal parking
- Steep grades
- Transit connections at ferry, 3<sup>rd</sup> St/Link, 2<sup>nd</sup> & 4th



# Segment: I-5-Broadway



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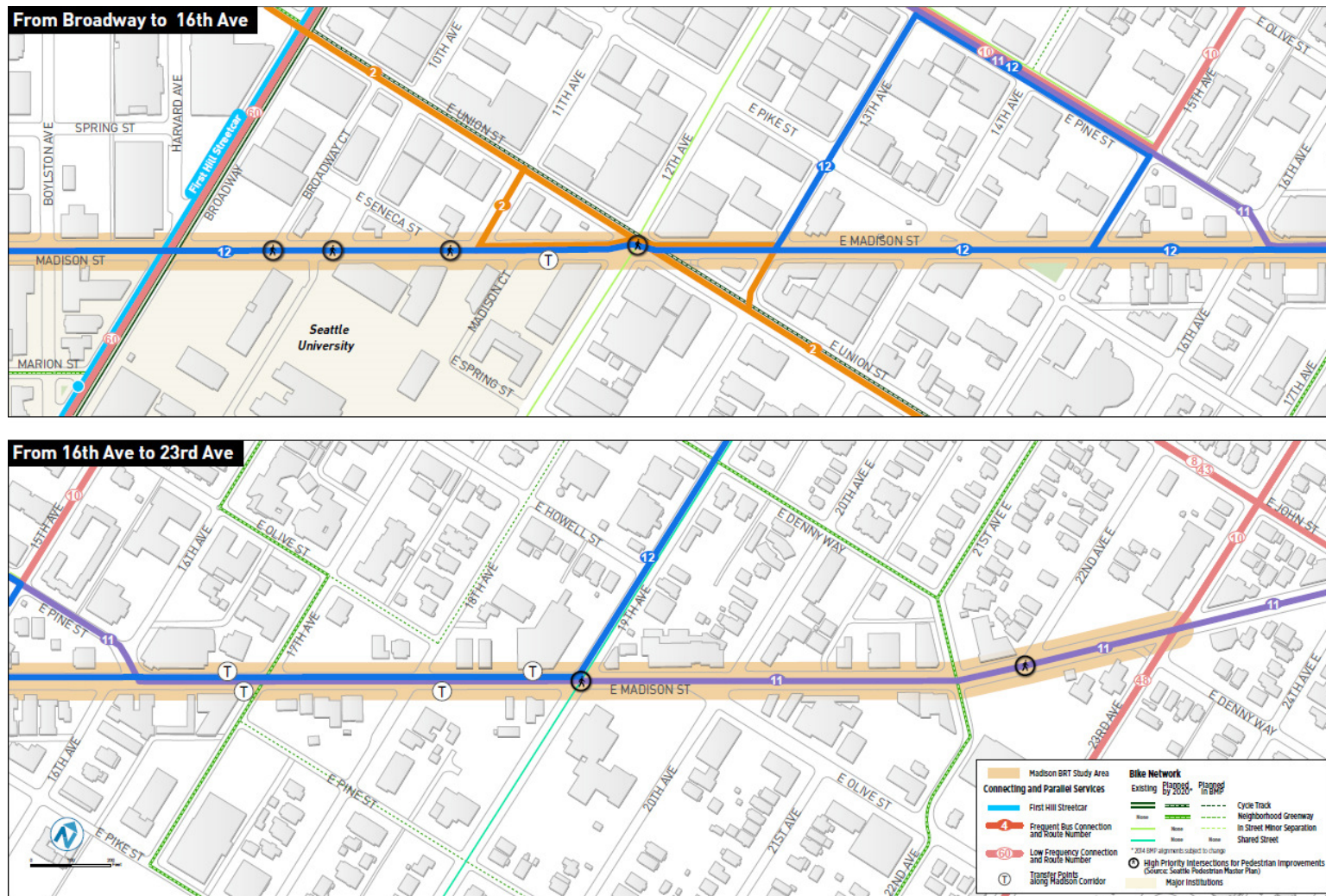


# Segment: I-5-Broadway

- Narrow right-of-way – 66', 46-49' curb to curb
- Four travel lanes, two-way turn lane, sidewalks 8'-6"-10'
- Steep grades to west
- Access to major institutions
- Connection to streetcar at Broadway



# Segment: Broadway-23rd





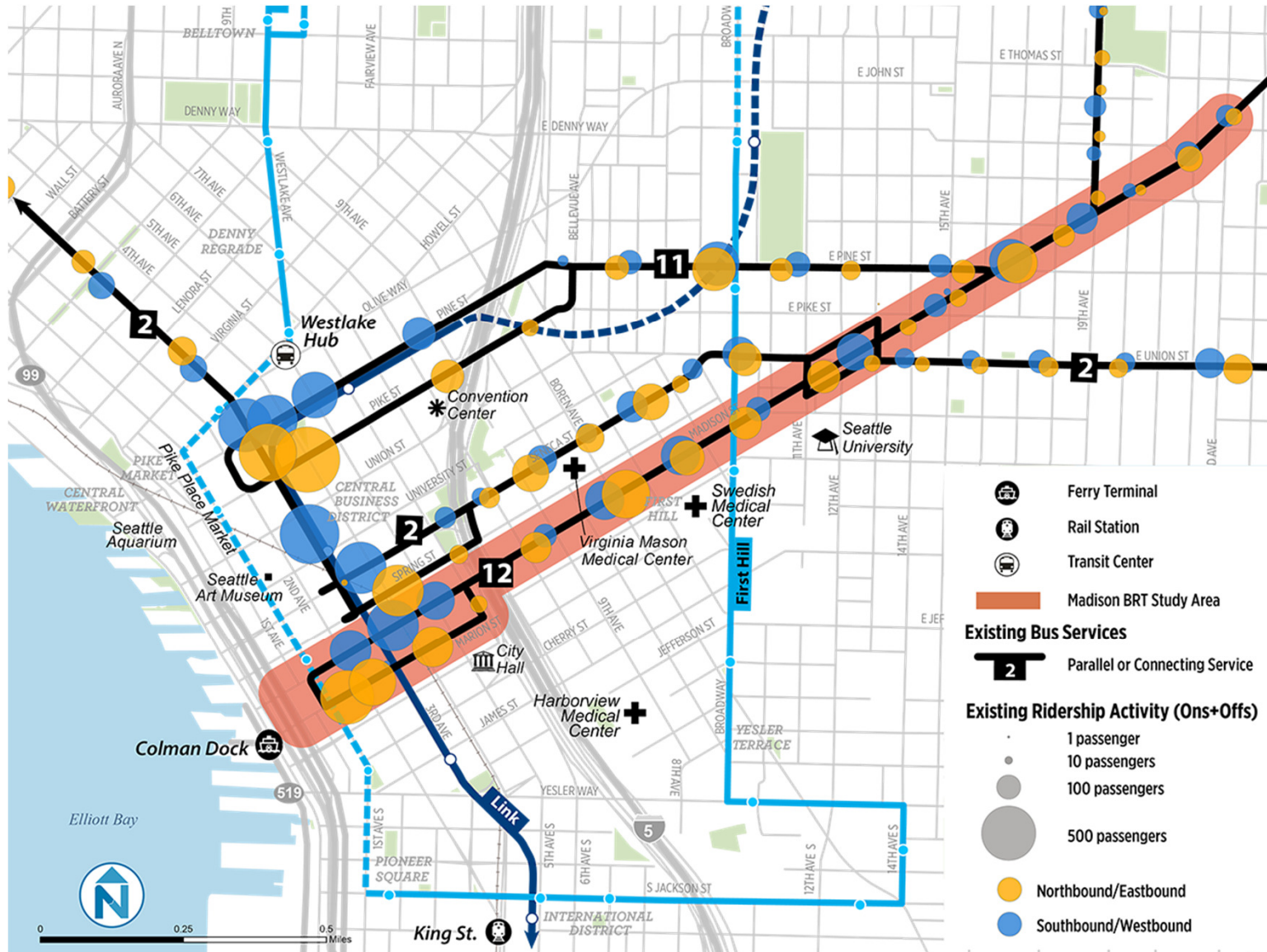
# Segment: Broadway-23rd



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- Narrow right-of-way – 66', 42-49' curb to curb
- Four travel lanes, some parking, sidewalks 8'-6"-12'
- Irregular, large, multi-leg intersections
- Open space opportunities on triangular parcels/as part of new development?

# Existing Transit Stops





# brt design principles



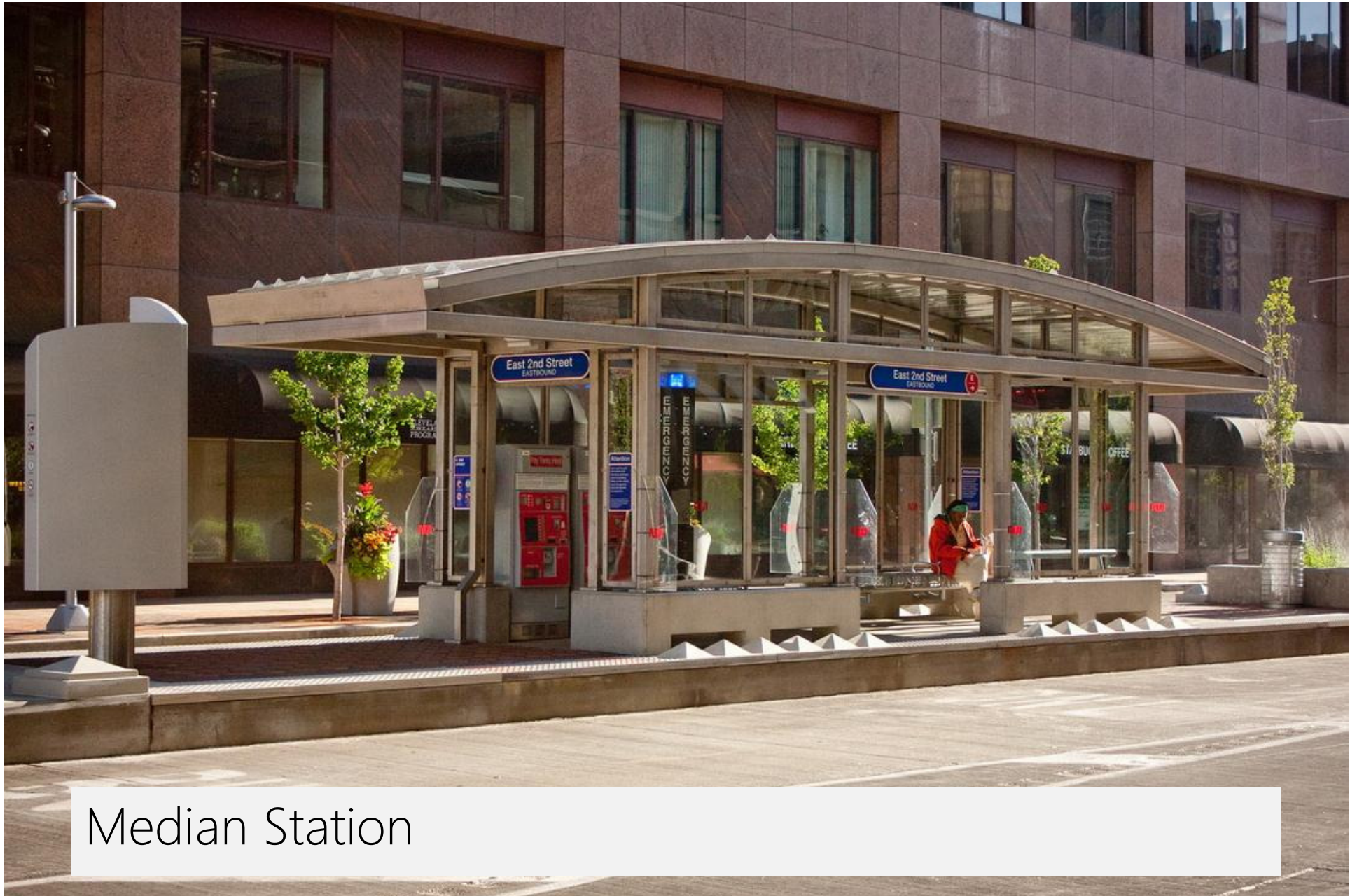
# BRT Design + Placemaking

- "Think Rail" while "Using Bus" to offer transit improvements
  - Enhanced Service Frequency/Fewer, Consolidated Stops
  - Signal Prioritization
  - Designated, Exclusive Bus Lanes
  - Precision Docking + Guidance Systems
  - Off-Vehicle Fare Collection
  - Real-time Passenger Information

# BRT Design + Placemaking

- "Think Rail" while "Using Bus" to offer transit improvements
  - RTV's: "Rapid Transit Vehicles", not buses
  - Project Branding + Identity: Customized vehicles and stations, corridor identity
  - Custom Low-Floor Vehicles/Near Level Boarding
  - Passenger Friendly Waiting Environment
  - Pedestrian + Bicycle Improvements to facilitate access

# Station Design



Median Station



# Station Design



Median Station



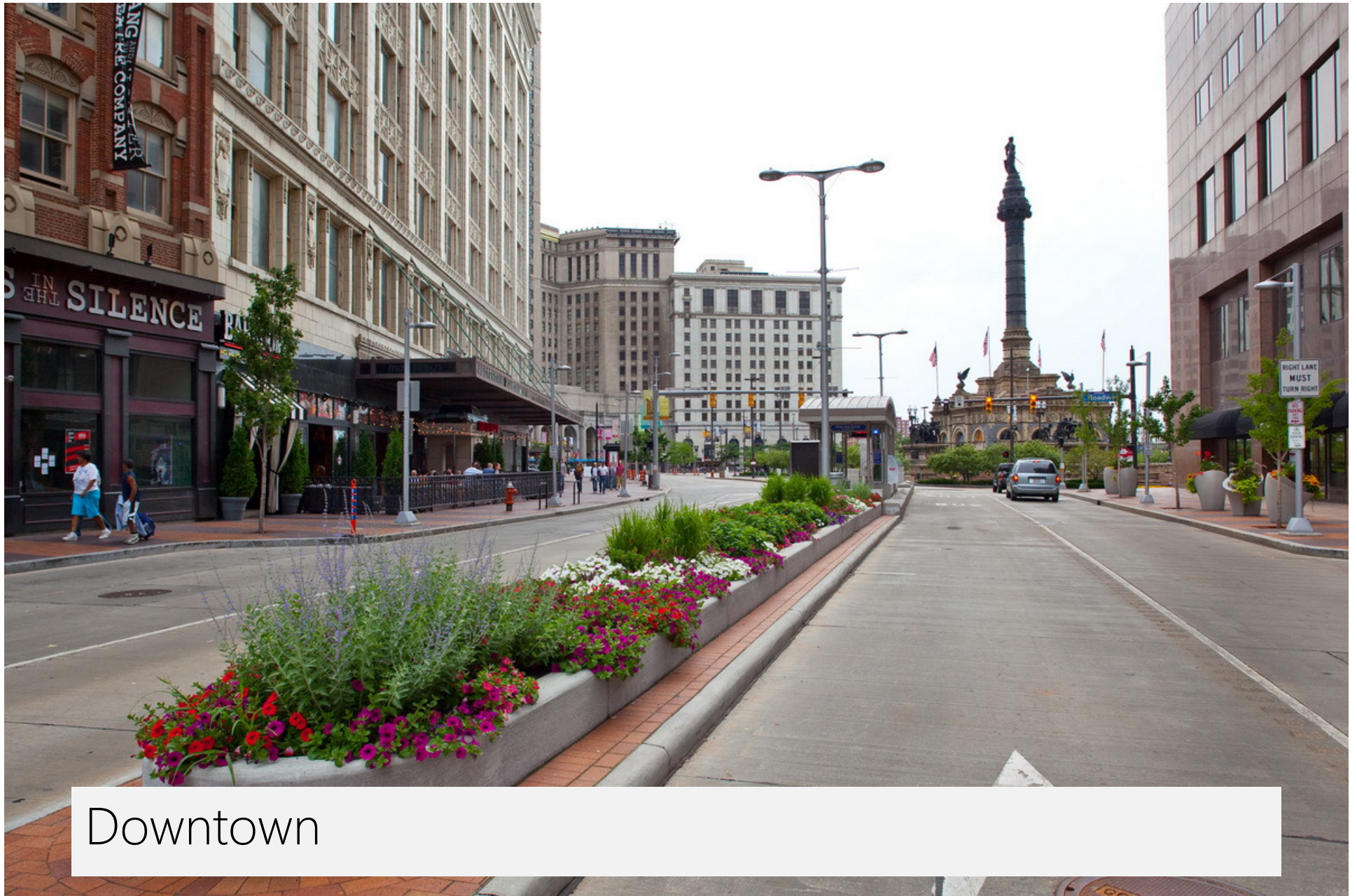
# Station Design



Curb-side station



# Street Design



Downtown



# Street Design





# Street Design



University Circle



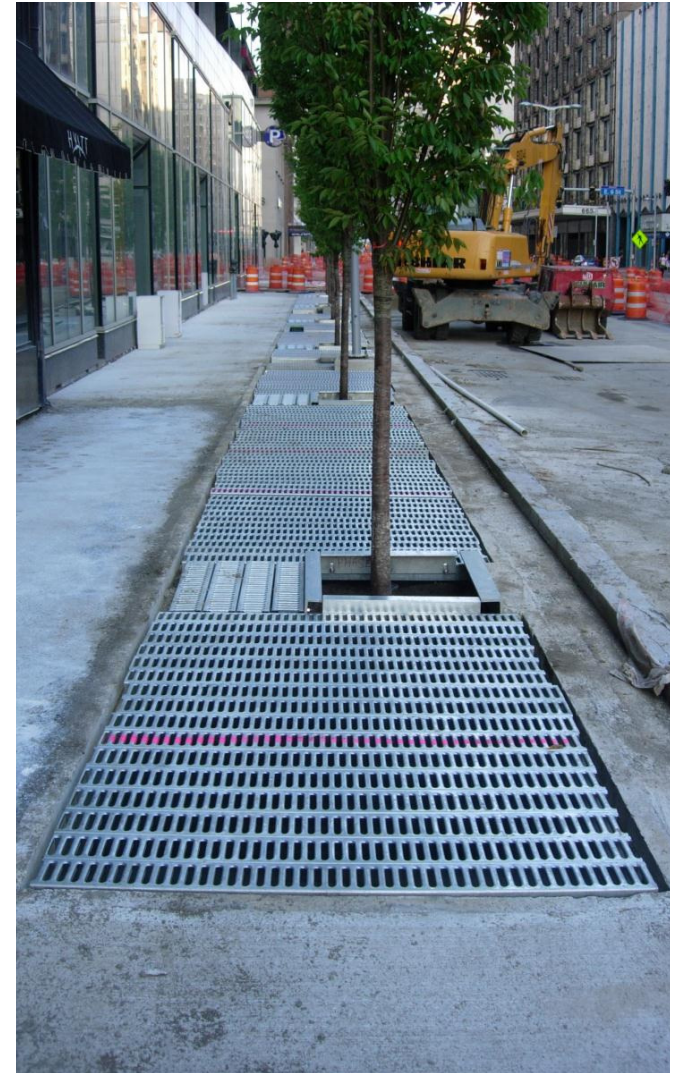
# Street Design



Median Planting



# Street Design



Re-creating the urban forest



# Street Design





# Public Art Program

- 5 artists selected to work with Design Team to develop Integrated Art installations
  - Cliff Garten, Mark Howard, Nancy Dwyer, Arlene Watson, Joan Brigham
- 3 artists selected to develop Stand-Alone Art Installations
  - Scott Murase, Steve Manka, Nina Yankowitz

# Public Art





# Public Art



Steve Manka, "Chorus Line"



# Wayfinding/Identity System





# Transit Oriented Development

**\$5.8 BILLION**  
IN NEW INVESTMENT

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

RENOVATIONS AND EXPANSIONS  
**\$2.5 BILLION**

NEW DEVELOPMENT  
**\$3.3 BILLION**

**\$2.7 BILLION**  
PRIVATE

**\$3.1 BILLION**  
PUBLIC AND NONPROFIT

