



Monona Bay Neighborhood Association

To: Alder Julia Kerr, Alder Mark Verveer, Mark Olinger, and Members of the Plan Commission
From: Monona Bay Neighborhood Association
Re: Proudfit Median Cut
Date: October 1, 2008

The Monona Bay Neighborhood Association has adopted the following position with regard to the proposed median cut on Proudfit Street.

The proposed removal of the Proudfit median to allow traffic from the proposed Urban Land Interests (ULI) project to enter and exit across Proudfit will have a negative impact on the health and safety of residents in the Brittingham Neighborhood. The Proudfit median is currently staked where the cuts would start and stop and the magnitude of the proposed cut, when viewed in person, is quite large. This was the primary concern expressed at the public meeting, and a number of neighbors who could not make the meeting are interested in weighing in to the decision makers with similar concerns. The Brittingham Neighborhood would like to see the staff review of the final traffic plan, but at this point we would like to make some comments on the Bassett Neighborhood Steering Committee's recommendations:

We agree with the recommendation from the Steering Committee that the curb bump outs on W. Main, and a pedestrian refuge at W. Brittingham, should be a specific requirement of any approval due to the large volume of traffic that this development will add to an area that is already experiencing, and has repeatedly requested assistance with, degraded crosswalk service and pedestrian safety. We are opposed to any median cut on the grounds that it would result in unacceptable degradation in the safety of bicycle and pedestrian traffic in this area, make leaving the neighborhood by car more difficult, and will destroy valuable greenspace. In the interest of providing constructive comments, we will also identify some possible positions that have not been discussed previously.

One option that should be considered only as a worst-case scenario from the Brittingham Neighborhood's perspective is a one-way median cut to allow access

133 S. Brittingham Place Madison WI 53715 maryberrymanagard@mac.com

to the site, through the median, for south-bound traffic on Proudfit. A similar cut is used to access the Brittingham Park Shelter parking lot from SW-bound West Washington Ave. A one-way median cut would drastically reduce the amount of greenspace lost (both at the median and in the preserved traffic island on Lorillard Court) and the associated traffic calming loss resulting from the removal of trees and greenspace in the current median. A one-way median cut would allow people to enter the development directly from either the north or the south, which is presumably the most important convenience from a business perspective. Leaving the development, however, would be only to the north-bound lanes of Proudfit. We understand and share the concern about additional U-turns at W. Main, but we propose a very simple solution: Restricted U-turns at W. Main and Proudfit, either all the time or only during rush hour. Adding a prohibition on U-turns will require any traffic that leaves the site that has an ultimate destination on John Nolen to turn right onto W. Main, and access N. Shore Drive from S. Bedford Street, at an intersection that has been proposed to be signalized in the future. Given that the majority of U-turns would be the residents and users of the ULI properties, we believe education and enforcement will be much easier than if the potential U-turn vehicles were random drivers or thru-traffic.

The Findorff Yards traffic study analysis has the majority of traffic (70%) coming and leaving the site from the north, meaning the one-way median cut as described would provide unrestricted entrance and exit to the majority of the proposed site users. We also believe that much of the traffic leaving the site that would be headed South on Proudfit through the median cut as proposed would have difficulty finding breaks in traffic during rush hour, contributing to a stacking problem at Lorillard Court and further impacting pedestrian travel on the east sidewalk of Proudfit (cars seeking to make a left-turn out of the development during rush hour will tend to creep over the cross-walk at Lorillard Ct, restricting pedestrian travel across Lorillard) . When the cars leaving the site and seeking to head south on Proudfit do find breaks in traffic, they will be consuming gaps that could be used by pedestrians trying to cross Proudfit at W. Brittingham (as well as north-bound vehicles leaving W. Brittingham) and degrading the safety of this crossing. Given that the traffic study assumes only 30% of the trips from the proposed development will head south on Proudfit, the pedestrian impacts of that traffic and the lost traffic calming of a large two-way median cut give us serious concerns.

If the project does proceed with a two-way median cut as proposed, over our neighborhood's strenuous objections, a much stronger requirement for traffic calming mitigation must be a condition. The traffic calming measures should include an explicit condition for curb bump outs and pedestrian refuges at both W. Main and W. Brittingham and a detailed re-landscaping plan for the untouched portions of the Proudfit median that would mitigate some of the lost traffic calming.

We understand the developer's opinion, as expressed in their letter of intent to the city about the proposed development, that "Many of the traffic frustrations expressed by the neighborhood are longstanding and well-documented issues that exist independently of the development of this site." But the next sentence begins with "Nevertheless...." and the tone sounds to us like the developer will address some of our concerns out of the goodness of their heart. This is a little frustrating to us because the "development of the site" would directly and materially INCREASE the very traffic problems that we live with daily and have documented in our petitions to the city going back as far as 1993. A reference to the magnitude of the monetary investment that the developer is making in this property is not particularly moving to us, either. We are talking here about a neighborhood of HOMES where we have put more than just money. This is where we have chosen to live and grow, and in addition to our investments, we volunteer countless hours to improve the quality of life here for the greater community.

Sincerely,

MaryBerrymanAgard

Mary Berryman Agard on behalf of the Board of Directors

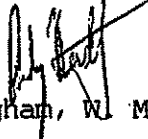
Attachments

The Monona Bay Neighborhood Association would like to call your attention to two archival documents demonstrating that pedestrian safety on this section of Proudfit Street has been a long-standing concern.

1. White Pages- A memo from then alder Andy Heidt calling for pedestrian safety improvements along the subject portion of Proudfit Street and related to the neighborhood's growing population of children, dated March 5, 1993; and
2. Yellow Pages- A Brittingham neighborhood petition filed in 1995 as a part of the City's Neighborhood Traffic Management Program seeking traffic calming improvements to discourage speeding problems along the Proudfit corridor. This petition shows nearly unanimous neighborhood interest in taking measures to slow traffic and increase pedestrian safety.

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

Date: March 5, 1993

To: Warren Somerfeld, Director of Transportation
From: Ald. Andrew F. Heidt, District Nine 
Subject: Crosswalk Improvements at W. Brittingham, W. Main and Proudfit; Slow
Children Signs on Proudfit

With the opening of 641 W. Main Street there looks to be lots of new children in the neighborhood. Given that Brittingham Park is very popular, the speeding situation on Proudfit is a strong concern.

Cars regularly race around the bend to beat the red light. We need some safety improvements to increase drivers' awareness of pedestrian safety. At the very least crosswalk improvements in the painting at W. Main Street and W. Brittingham intersection with Proudfit and Slow Children signs on both sides of the street. Perhaps the area before the curve is best in the westerly direction. Going toward the east side the sign should probably be between W. Washington and W. Main.

I'd appreciate fast action on this as the new units on Main are filling fairly fast and more and more kids will use the park as spring unfolds. Thanks for your prompt action on this.

AFH:jm

cc: Mayor Paul R. Soglin
Gene Parks, Sign Operations Supervisor
Dan Stapay, Superintendent of Parks
Jan Jackson, Engineering Technician II

Mark Winter
Traffic Engineer
City of Madison - Traffic Engineering Division
Madison Municipal Building, Suite 100
215 Martin Luther King, Jr. Blvd.
P.O. Box 2986
Madison, WI 53701-2986

RE: Neighborhood Traffic Management Program Petition

Dear Mr. Winter:

Enclosed is a neighborhood petition of support to include West Brittingham Pl., South Brittingham Pl., and Rodney Ct. in the City of Madison's Neighborhood Traffic Management Program. The nearly-unanimous participation of residents in the enclosed petition reflect the depth of the neighborhood's desire for the traffic calming measures included in the Program. Underscoring this point was a recent accident located at the intersection of W. Brittingham Pl. and Proudfit St. on 7/1/05. The collision between a southbound car and the streetlight pole was one of at least 3 at this location in as many years.

The configuration of W. Brittingham Pl., S. Brittingham Pl., and W. Main St., with Rodney Ct. and Clark Ct. forming an interior loop, form an isolated and discrete residential neighborhood in close proximity to the University and downtown. Despite the lack of connections for this neighborhood to arterial roads, other than Proudfit St. (State Highway 151), this area is subject to an unacceptably high number of speeding vehicles and extraneous travel. The proximity of this area to downtown and its use as a staging, resting or lunching area for business vehicles, and the popularity of Brittingham Park for recreation, may be contributing factors. The high numbers of speeding cars in the neighborhood have been a source of numerous resident complaints to the police, as can be attested to by Officer Jane Lombardo, our neighborhood police officer.

The problems of speeding in the Brittingham Park neighborhood form an acute danger due to the pedestrian character of this area. Our high density residential neighborhood has many University and State employees, and students comprise a large component of the rental properties in the neighborhood. The majority of these residents ride bicycles or walk to the University/State office buildings. In addition, the high quality of the sidewalks in the neighborhood, maintained in no small part to the diligence of the neighborhood, are a source of fitness to members of the neighborhood and surrounding areas, some of whom are in wheelchairs or otherwise limited in mobility. Finally, the Brittingham Park Bike Path, the Missing Link Bike Path (under construction), and a popular bicycle route (W. Main St.) encircle the neighborhood and further increase the need for safe roadways.

The goal of our neighborhood's participation in this Program are engineering controls such as islands, traffic circles, speed humps and bulb-outs to reduce traffic speed and increase the safety of pedestrians on our neighborhood streets. These features would also highlight the residential

character of this neighborhood, discouraging motorists looking for shortcuts around Proudfit during times of congestion (e.g., games at the Kohl Center or Camp Randall) and decreasing the use of the neighborhood by commercial traffic (e.g., tow trucks, private transit buses, etc.) for resting and staging. The goals of the Program also compliment the existing investments that residents are making to the public spaces in our neighborhood, including the repair of the Brittingham Park Beach House, the installation of rain gardens in Brittingham Park, and ongoing efforts to improve the safety and appearance of Monona Bay.

It should be noted that the intersection of W. Brittingham Pl. and Proudfit St. is the main ingress/egress route for this neighborhood, a connecting point for the Brittingham Park Beach House parking lot, an entrance to the Brittingham Park bike path, and has been a source of numerous car accidents. Fortunately, to this point no pedestrian collisions have occurred at this intersection, although a serious pedestrian collision occurred just one block from this intersection, at the corner of North Shore Drive and Bedford St., in 2003. The addition of bulb outs and a pedestrian refuge in the Proudfit median would provide much needed pedestrian safety in this area.

Thank you for your consideration of our petition,

Sincerely,

Peter J. Taglia
718 W. Brittingham Place
Madison, WI 53715
608.255.0987

cc: Ald. Isadore Knox, Jr., District 13
Officer Jane Lombardo, Madison Police Department

enclosures:

- Map of Brittingham Park Neighborhood
- Neighborhood Petition of Support

NEIGHBORHOOD PETITION OF SUPPORT TO INCLUDE

In the City of Madison's NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM

Representatives of your neighborhood have requested the City Traffic Engineering Division to consider Neighborhood Traffic Management on your street. **To be considered and begin the process at least 50% of the households within the project area** need to indicate their interest via this petition. By signing this form you are indicating your support and formally requesting to participate in the City of Madison's Neighborhood Traffic Management Program and understand that:

- The NTMP relies upon the use of physical devices such as: **islands, traffic circles, and speed humps** etc. to control the negative behavior of traffic and improve neighborhood livability.
- The program requires a show of **resident support to be considered** for potential funding and **does not guarantee** a street will make the project list.
- Since resources for these projects are limited a **ranking system** has been developed. If there is enough support to continue your street will be ranked based upon the following criteria: Traffic Volume, % of Traffic Traveling 5mph over the Posted Speed Limit, Crashes, School Area, Pedestrian Area, School Walk Route, Bike Route.
- If a street does receive funding and makes it the **project phase**, the **City will present the neighborhood with options** to install NTMP devices at locations based upon neighborhood input and engineering principles.
- A final **confidential ballot** will be sent out to a defined "ballot area" based upon the affected area of the device/s being proposed and that **permanent construction** of a NTMP device requires **60% of the returned ballots** support that device/s.

If you have questions regarding this petition or the Neighborhood Traffic Management Program, please contact Mark Winter at 266-6543, or see Traffic Engineering's web page at www.cityofmadison.com/transplan/traq.html.

Print name of person circulating this petition Peter Taglieri

SIGNATURE	PRINT NAME	ADDRESS (Apt. #)	PHONE AND/OR E-MAIL
<i>Grand Woodhollow</i>	Carole Winters-Bach	1160 Robury Court	251-5140
<i>Carla Kelleher</i>	Carla Kelleher	169 Rodney Ct	547-8442
<i>Patrick Shanahan</i>	Patrick Shanahan	702 W. Brittingham Pl	213-4077
<i>Rosanna Rahe</i>	ROSANNA RAHE	443 E. Brittingham Pl	251-1117
<i>FARRICA M. MORAN</i>	FARRICA M. MORAN	44 W. Brittingham Pl	255-9829
<i>Michael L. Fisher</i>	Michael C. Fisher	157 Levey Court	335-2140
<i>Anthony Deito</i>	Anthony Deito	161 Rodney Court	404-545-9156
<i>Fay Strohman</i>	Fay Strohman	157 Brittingham Pl.	608-251-1265
<i>Andrew Lawley</i>	Andrew Lawley	152 Rodney Ct	Scanner don@yaho.com
<i>Mark E. Eshlin</i>	Mark E. Eshlin	155 S. Brittingham	eshlinm@earthlink.net

NEIGHBORHOOD PETITION OF SUPPORT to include

W. Brittingham (Paved to S. Brittingham) and S. Brittingham, Rodney Ct

(Location Blk# & Street)

In the City of Madison's NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM

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If you have questions regarding this petition or the Neighborhood Traffic Management Program, please contact Mark Winter at 266-6543, or see Traffic Engineering's web page at www.cityofmadison.com/trans/ntmpfaq.html

Print name of person circulating this petition

Peter Taglia 718 W. Brittingham

SIGNATURE	PRINT NAME	ADDRESS (Apt. #)	PHONE AND/OR E-MAIL
	Lewis Cassini	149 Parkway Dr	251-1079
	Nina Emerson	137 S. Brittingham R	258-1788
	Vicki Suterate	165 Rodney St	438-4606
	SALLY GUELF	113 S. Brittingham Pl	257-3097
	RICK TRUCE	168 PRAEDER ST	255-3600
	KEVIN FRENCH	708 W. BRITTINGHAM R	576-8663
	SARA GRITHR	144 Rodney Ct	251-0115
	Sue Alioto	708 W. Brittingham #1	255-8488
	BERRA BOSEY	149 S. Brittingham Pl	255-5851
	TIM MILLER	720 W. Brittingham Pl	289-2467

NEIGHBORHOOD PETITION OF SUPPORT to include

W. Brittingham S. Brittingham Rodney St.
 (Location Blk# & Street)

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Print name of person circulating this petition Pete Taglia

SIGNATURE	PRINT NAME	ADDRESS (Apt #)	PHONE AND/OR E-MAIL
<i>[Signature]</i>	Barbara Kubly	716 W. Brittingham Pl	
<i>[Signature]</i>	Raivel Braxton	147 Rodney St.	255-6963
<i>[Signature]</i>	Rodney Schreiner	129 S Brittingham	257-5573
<i>[Signature]</i>	KENTNER FRITZ	153 S. BRITTINGHAM	251-7839
<i>[Signature]</i>	Steve Ross	133 S Brittingham	257-7809
<i>[Signature]</i>	John Feders	136 S. Brittingham	257-7656
<i>[Signature]</i>	Adam Myr	125 S. Brittingham	608-6215
<i>[Signature]</i>	Peter Senter	121 S. Brittingham	335-2294
<i>[Signature]</i>	Dennis Meiler	101 S. Brittingham Pl	255-6187
<i>[Signature]</i>	Keigh Weaver	714 Clark St.	251-4862

W. Brittingham, S. Brittingham and Rodney Ct.
 (Adoption Blk# & Street)




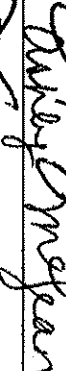






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Print name of person circulating this petition Peter Taylor

SIGNATURE	PRINT NAME	ADDRESS (Apt. #)	PHONE AND/OR E-MAIL
	BILL BRADLEY	1371 BODVEY CT	254 65973
	Lauren Jackson	145 Rodney Ct	279-2865
	Brad Harris	155 Rodney Ct	335-0799
	Ashly McLean	140 Rodney Ct	251-6716
	Jacob Salway	177 S. Brittingham	257-1771
	Sue Purdon	141 Rodney Ct	212-3122
	Nate Penmoor	142 Rodney	577-5607
	Ryan Foster	156 Rodney Ct	251-4573
	Ed Malin	150 Tealway Ct	257-1465
	Mark Taylor	718 W. Brittingham Pl	255-0987

NOTE: ONE SIGNATURE PER HOUSEHOLD or BUSINESS WILL BE CONSIDERED.
 IN TO: Madison Traffic Engineering, 215 Martin Luther King, Jr., Blvd, PO Box 2986, Madison WI 53701-2986.