

MADISON PUBLIC LIBRARY  
Central Library  
201 West Mifflin St.  
Madison, WI 53703  
(608) 266.6300  
www.madisonpubliclibrary.org

BRANCH LIBRARIES: Alicia Ashman • Hawthorne • Lakeview • Meadowridge • Monroe Street • Pinney • Sequoya • South Madison

July 19, 2010

Planning Department  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Rm. LL100  
Madison, WI 53703

To Whom It May Concern:

At its meeting on July 8, 2010, the Madison Public Library Board had a brief presentation from John Brigham of Lee & Associates about the proposed project to construct a McDonald's in the Madison East Shopping Center at the 2700 block of East Washington Avenue. (An Informal Presentation about this project was submitted to the Urban Design Commission on May 15, 2010, and that application is on Legistar). The Library has a presence—the Hawthorne Branch—located in this shopping center, and has several concerns about possible negative impacts upon library services that may result should a McDonald's be built on the site. These include:

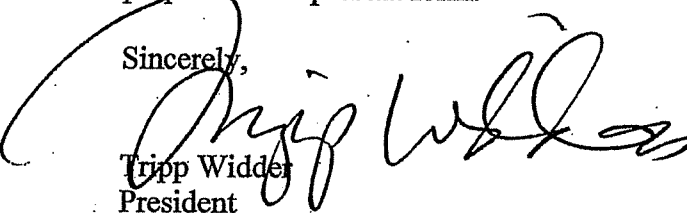
- **Reduced visibility of the Hawthorne Branch**  
The proposed site of the McDonald's would significantly reduce visibility of the library from East Washington Avenue. Several of the communities served by the Hawthorne Branch are highly transient, and it is critical that the library remains easily discoverable by residents.
- **Increased car traffic at an already difficult intersection**  
McDonald's traffic will increase the volume of cars entering and exiting the shopping center at the entrance closest to the library (across from Pawling Street). There is no traffic light at this entrance, and it is already difficult to make a left hand turn when exiting. A McDonald's at the proposed site would often more than double the time it currently takes to simply return a book in the library's bookdrop. We also have concerns about increasing car traffic around a service heavily used by pedestrians, cyclists, and children.
- **Loss of parking**  
The proposed site would eliminate dozens of parking spots close to the library. In addition, many of the spots that remain will be in use by McDonald's customers, forcing many library patrons to park considerably further away from the library than they do now. This inconvenience will be particularly acute for patrons with small children, those who borrow heavily from the library, and staff (who typically leave closer spots for patrons, and who walk to their vehicles after closing time).

WPL 2-16-11 No. 6 Handout

Note: The proposal indicates 235 total parking spaces would remain, but it is unclear how this would be achieved since a reduction of 53 spots would result if sited as proposed. There are presently three lots that serve the shopping center— 82 spots from Burger King to the driveway across from Pawling Street, 180 spots from Pawling to E. Johnson, and 62 spots near the Walgreen east of there. The latter of these lots is more than a full block from the library.

Collectively, we believe these factors would significantly decrease use of the branch and, in turn, hinder the library's extremely positive impact upon the East side communities it serves. In the long run, implications of decreased usage of the library include less assistance with employment, fewer opportunities for youth and adults, reduced access to the internet, and adverse impacts upon literacy. Therefore, we strongly oppose the proposal in its present form.

Sincerely,



Tripp Widder  
President  
Madison Public Library Board

TW/cs