

BEACH TO BAY PROPERTIES LLC  
178 1/2 NORTH IOWA STREET, SUITE 203  
DODGEVILLE, WI 53533

Tele: 608-235-2889

Fax: 608-935-2756

May 28, 2008

ATTN: LISA ZELDRAN  
Common Council Office, Room 417  
210 MLK Jr Blvd  
Madison, WI 53703

RE: West Gilman Street Reconstruction Project

Dear Ms. Zeldran:

Enclosed are copies of my 5-28-08 letter to Zach Brandon and the enclosures referred to therein. Please circulate the enclosed materials to council members at your earliest opportunity and prior to the next council meeting, which I understand is scheduled June 3, 2008. Thank you.

BEACH TO BAY PROPERTIES, LLC



BY: Gregg E. Waterman

Enc.

cc.w.enc.:

Rebecca Anderson, Laketowne Apartments  
Rob Beyer, Lava Lounge & Blue Lotus Lounge  
Walter Borowski, Porta Bella Restaurant  
Duane Hendrickson, Gilman Plaza  
Tom Paras, Amy's Cafe  
Edw. Duke Scherer, Bill's Key Shop  
Bob Volkman, Stop & Shop Grocery

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178 1/2 NORTH IOWA STREET, SUITE 203  
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Tele: 608-235-2889

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May 28, 2008

Zach Brandon  
Laundry 101  
437 W. Gilman St.  
Madison, WI 53703

COPY

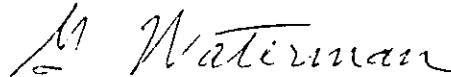
RE: West Gilman Street Reconstruction Project

Dear Mr. Brandon:

I understand you own Laundry 101 located on the subject block of 400 West Gilman Street. Enclosed are copies of my 5-24-08 letter to Brenda Konkell and the written materials referred to therein which have been submitted to the city regarding the project. I note city traffic engineering estimated a \$50,000.00 cost for the pilot referred to in my enclosed letter to Ms. Konkell.

I would like to discuss this matter with you before the Common Council meeting scheduled June 3, 2008. Therefore I intend to contact you at 266-4071 or 294-9274 shortly after the anticipated delivery of this letter. Please contact me at 608-235-2889 before then if you prefer to initiate contact. Thank you.

BEACH TO BAY PROPERTIES, LLC



BY: Gregg E. Waterman

Enc.

cc.w.enc.:

Rebecca Anderson, Laketowne Apartments  
Walter Borowski, Porta Bella Restaurant  
Duane Hendrickson, Gilman Plaza  
Edw. Duke Scherer, Bill's Key Shop

Brenda Konkell  
Tenant Resource Center  
1202 Williamson St.  
Madison, WI 53703

BEACH TO BAY PROPERTIES LLC  
178 1/2 NORTH IOWA STREET, SUITE 203  
DODGEVILLE, WI 53533

Tele: 608-235-2889

Fax: 608-935-2756

May 24, 2008

Brenda Konkel  
Madison Common Council  
210 MLK, Jr. Blvd.  
Madison, WI 53701-~~2985~~

COPY

RE: 421 West Gilman Street Reconstruction Project

Dear Ms. Konkel:

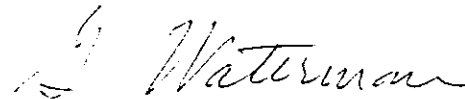
I understand you are a Common Council member serving on the State Street Design Project Oversight Committee. I write in response to action taken at the committee meeting May 22, 2008 to recommend a 120-day trial pilot of converting Gilman Street between State Street and University Avenue from one-way to two-way traffic.

I understand committee/council members Mike Verveer and Eli Judge intend to propose a resolution at the 6-3-08 Common Council meeting adopting the recommendation for the 120-day pilot. I further understand council member Marsha Rummel supports the pilot.

In the public hearing portion of 4-24-08 committee meeting Ms. Rummel spoke in favor of two-way streets in general and commented further as a spokesperson for Rainbow Bookstore which is located on the subject block. All other speakers (approximately eight) at both the 4-24-08 and 5-22-08 meetings spoke in opposition to two-way.

No written comments have been submitted in support of two-way traffic on the subject block. Eight narratively written comments opposing two-way and a petition opposing two-way signed by 39 petitioners have been submitted to the committee.

I would like to discuss this matter with you before the Common Council meeting scheduled June 3, 2008. Therefore I intend to contact you at 266-4071 shortly after the anticipated delivery of this letter. Please contact me at 608-235-2889 before then if you prefer to initiate contact. Thank you.



Gregg E. Waterman

cc:  
Rebecca Anderson, Laketowne Apartments  
Walter Borowski, Porta Bella Restaurant  
Edw. Duke Scherer, Bill's Key Shop

GREGG E. WATERMAN  
421 West Gilman St.  
Madison, WI 53703  
Tele: 608-235-2889

May 20, 2008

Traffic Engineering  
215 MLK, Jr. Blvd.  
P.O. Box 2986  
Madison, WI 53701-2986

RE: West Gilman Street Reconstruction Project

Enclosed are a one-page document signed by 17 opponents of two-way traffic on the 400 block of West Gilman Street, and a three-page document to supplement a PUBLIC COMMENT SHEET I submitted to your office April 21, 2008. Please forward these materials to the State Street Design Project Oversight Committee.

At the public hearing on April 24, 2008 the committee discussed prior successful conversions to two-way traffic on other downtown blocks. The discussion included comments that South Henry, West Doty and West Wilson streets were accepted by residents of the those blocks as calming and offering more advantages than disadvantages. The disucssion also included a comment noting the different characteristics between those blocks and the subject block. I further note the following in this regard.

The converted blocks of Doty, Henry and Wilson streets consist of residential buildings primarily built as single family homes and later converted to two-flats. The converted blocks, each with approximately 20 housing units, consist of much less dense housing than the subject block.

The subject block contains over 170 residential housing units, including a 110-unit building, a 20-unit building, two 14-unit buildings, a six-unit building, a four-unit building and several mixed use structures containing residential units. Furthermore, the subject block includes numerous commercial enterprises throughout.



---

Gregg E. Waterman

Enc. (2)

Supplement to Public Comment Sheet submitted by Gregg E. Waterman  
opposing two-way traffic on the 400 block of West Gilman Street

1. THE FLEXIBILITY OF A TWO-WAY OPTION TO ALLOW TEMPORARY CLOSURE OF TRAFFIC ACROSS STATE STREET DOES NOT OUTWEIGH INCREASED CONGESTION AND SAFETY HAZARDS OF PERMANENT CONVERSION TO TWO-WAY TRAFFIC.

Proponents of two-way on the 400 block of West Gilman Street (hereinafter the "subject block") may argue on the basis of flexibility that allowing two-way traffic on Gilman Street to University Avenue would permit the temporary closure of through traffic across State Street while maintaining continuous traffic flow. Those proponents may assert that the one-way option would preclude such temporary closure by prohibiting vehicles moving onto the subject block from North Broom Street; that during such temporary closures a driver turning from Gorham Street onto the 400 block of North Broom Street (between State and Gorham streets) would have to maneuver a u-turn to exit that block of Broom Street - a maneuver rendered more difficult by the short overall length of that block of Broom Street.

Posing such an argument, however, as a requirement for permanent two-way traffic on the subject block is misguided. Indeed there are only several events per year that compel temporary closure of traffic across State Street at Gilman and Broom streets. Such closures can continue with the one-way option as are done presently with the one-way configuration - by temporarily also closing traffic on the 400 block of North Broom Street. Thus, the one-way option does allow temporary closures across State Street without the permanent congestion and hazards arising from reconstructing the subject block for two-way vehicle traffic.

Furthermore, such an argument for a two-way option is misplaced. The argument is better placed to propose converting the 400 block of North Broom Street to one-way moving southeast, either permanently or during such temporary closures across State Street.

In fact, there is little utility in retaining a lane for vehicles moving northwest on the 400 block of North Broom Street. Such movement serves only vehicles moving northwest on the 300 block of North Broom Street (between Johnson and Gorham streets) and destined for the 200 block of West Gilman Street (between Henry and State streets). Drivers so destined and moving north or west on any other block have better access via Henry Street, from either Johnson or Gorham streets.

**2. ANY PERCEIVED BENEFIT OF A TEMPORARY CONVERSION OF THE SUBJECT BLOCK TO TWO-WAY TRAFFIC ON A TRIAL BASIS IS ILLUSORY, AND DOES NOT OUTWEIGH THE HARM AND CONFUSION ARISING THEREFROM.**

Those not in support of recommending the one-way option may argue that two-way traffic should be tried as a temporary measure. Such an argument may assert that the current geometric of the 38-foot curb-to-curb width of the street pavement allows the current one-way configuration to be usefully compared to a two-way option configured with the same street width of 38 feet; that a temporary installation of signal lights and signs for two-way traffic on the existing terrace will offer meaningful insight to compare a two-way configuration with a one-way configuration.

Such a temporary conversion to two-way traffic, however, will not produce a relevant comparison between the one-way option and a two-way option. Any trial will be relevant if and only if it also includes a temporary conversion of the subject block to the proposed one-way geometrics of a 32-foot wide street from curb to curb. The reason a trial of two-way traffic is irrelevant in the absence of also temporarily reducing the street width to 32 feet is because the geometrics of the current 38 foot wide street does not offer the primary benefit of the one-way option: An increase of terrace width from 6.5 feet to 9.5 feet. Indeed the increased terrace width is the predominant characteristic of the one-way option, primarily because the increase allows service vehicles to stop on the expanded terrace and conduct service without

temporarily blocking a traffic lane. The expanded terrace also creates better pedestrian circulation to the State Street area.

Furthermore, undertaking a temporary conversion of the subject block to two-way traffic for the purpose of discovering whether one-way or two-way is the appropriate recommendation for permanently reconstructing the subject block is contrary to the concept of planning. It undermines the objective study conducted by the city specifically to address that issue.

Determining whether to recommend permanent conversion to two-way traffic was the purpose of the Detailed Engineering Review conducted by city traffic engineering. City engineering announced in February that it was comfortable with the subject block remaining one-way, primarily due to the conflicts two-way traffic presented at the University Avenue intersection.

Surely those conflicts of safety and congestion will exist in any temporary two-way trial period. Thus, such a trial will foster public mistrust of the city carrying out its planning responsibility through an objective and reliable process.

Furthermore, a trial period will result in business being uncertain about the future plans for the subject block. That uncertainty will retard private investment and blight the block. A trial period also will cause uncertainty in the public, and confusion about the future use of the block.

The trial period for two-way traffic existed decades ago, when the subject block was converted from two-way to one-way traffic. Since then State Street has been converted from two-way traffic to its current use. Surely there is no more reason now for two-way traffic, either permanently or temporarily.

May 20, 2008



---

Gregg E. Waterman



LAKE TOWNE APARTMENTS & MANAGEMENT

615 Howard Place, Madison, WI 53703  
Phone (608) 255-3311; Fax (608) 255-0515

~~City~~ Greg  
Please make  
sure the  
gets to  
meeting tonight  
Tom Anderson

RECEIVED

MAY 22 2008

PROPERTY MANAGEMENT



# PUBLIC COMMENT SHEET

FOR THE

## Gilman Street Reconstruction Project

April 07, 2008

Name: Rebecca Anderson

Phone No.: 608 219 7749

Email: WWW.lakotowne@shcglobal.net

The above information is optional

Your Comments: I am owner of 454 W. Gilman  
& 458 (one side of 405 N. Francis

I am opposed to making W. Gilman St  
two way! I am in agreement  
Traffic Engineering Div. is "comfortable" with  
it remaining as a one way street

Also, I agree with Gregg's/aterman's arguments  
against two way.

The congestion with the foot traffic  
and "game day" foot & cars traffic  
is way over <sup>right</sup> the safety limits of the  
area with all the streets converging.

Two-way will compound the confusion  
and make it unsafe for pedestrians  
& cars

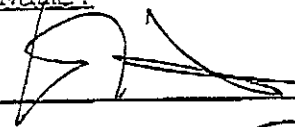

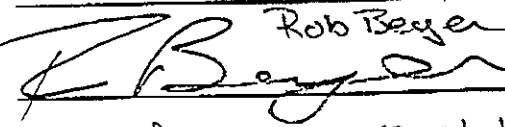
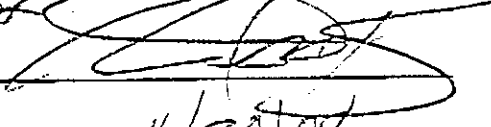
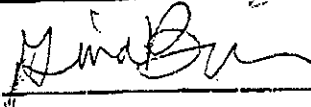
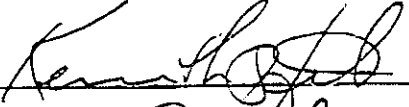

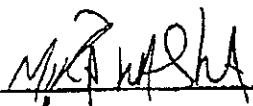

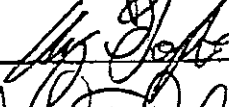


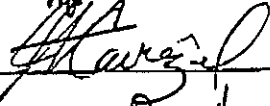
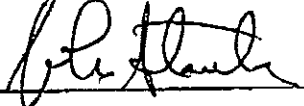
Traffic Engineering  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2986  
Madison, Wisconsin 53701-2986

Rebecca M. Anderson  
E-Mail: [rebecca@lakotowne.com](mailto:rebecca@lakotowne.com)

TO: STATE STREET DESIGN PROJECT OVERSIGHT COMMITTEE and MADISON CITY COUNCIL  
P.O. Box 2986  
Madison, WI 53701-2986

RE: GILMAN STREET RECONSTRUCTION

I oppose changing West Gilman Street between State Street and University Avenue from one-way traffic to two-way traffic:

Name:	Resident of:	Signature:	Date:
	520 UNIV 459 W. Gilman Madison, WI	Duane Hendricks	4/30/08
Bonnie Brink	459 W. Gilman 520 University Ave		4/30/08
	Rob Beyer 461 W. Gilman St		
Gina Bostea	520 Univ. Ave #355		4/30/08
Wanda Wanda Smith	459 W. Gilman	Wanda Smith	4/30
Kenneth Pfile	459 W. Gilman, suite 320		4/30/08
R Bluel	459 W. Gilman #1100		
Simeon C. Nohar	520 University Gilman #260		
	520 UNIVERSITY/GILMAN #260		5-1-08
Andy Goplin	459 W. Gilman		5/1/08
Richard Thomsen	520 University Ave, Suite 320 Madison, WI 53703		05/02/08
Kent Rerhey	459 W. Gilman		May 5 2008
Tom Carew BLOCK CLEANERS	5619 MAIN ST MC FAELAND		5/5/08
DAN Stein	520 UNIV Ave #315 MCA, WIS	Daniel Stein	5/6/08
JOHN STAUBER	520 UNIV AVE #227 MCA, WI		5/6/08
WALTER BOROWSKI	5125 TOMAHAWK JR. MADISON, WI	Walter Borowski	5/6/08



STATE STREET DESIGN PROJECT OVERSIGHT COMMITTEE and MADISON CITY COUNCIL  
P.O. Box 2986  
Madison, WI 53701-2986

RE: GILMAN STREET RECONSTRUCTION

I oppose changing West Gilman Street between State Street and University Avenue from one-way traffic to two-way traffic:

<u>Name:</u>	<u>Resident of:</u>	<u>Signature:</u>	<u>Date:</u>
Jesse Charles <sup>driver</sup>	211 W. Gilman Apt 1W	J Charles	5-17-08
Anna Bartholomay <sup>Driver</sup>	223 W. Gilman Apt #2	Anna Bartholomay	5-18-08
Ashli Davies	420 N. CAMM ST	Ashli Davies	5/17/08
Ashley Stavis	420 N. CARROLL ST	Ashley Stavis	5/17/08
Joe Peitne	1655 N. Packer St	Joe Peitne	5/17/08
Jessica Burns	9025 W. Keefe Ave	Jessica Burns	05/17/08
Leif Bergquist	17 W Gilman	Leif Bergquist	5/17/08
Ron Pennington	3655 Bay View	Ron Pennington	5-17
Sandra Gelberstein	121 W. Gilman St	Sandra Gelberstein	5/17/08
Mike Albert	121 W. Gilman St	Mike Albert	5-17-08
Emily Clare	101 W. Gilman	Emily Clare	5-17-08
James L. Hubert	27 W. Mills	James L. Hubert	5-17-08
Sheryl Taylor	1462 Chandler St.	Sheryl Taylor	5-17-08
Anita Chaskis-Gold	415 N. Henry St	Anita Chaskis-Gold	5-17-08
Jenna Staff	432 State St.	Jenna Staff	5-17-08
Rick O'Neill	6727 Pinelake Dr.	R. O'Neill	5-17-8
Jason Richards	420 Graham	Jason Richards	5-17-08

Post-It® Fax Note	7671	Date	23.MAY.08	# of pages	3
To	Greg Klaterman	From	Bill Fruhling		
Co./Dept.		Co.	City of Madison-Planning		
Phone #	235.2889	Phone #	267.8136		
Fax #	935.2756	Fax #			

RECEIVED MAY 14 2008

# MENT SHEET

FOR THE

## Gilman Street Reconstruction Project

April 07, 2008

Name: Gina Bosben (Gilman Plaza #355)  
 Phone No.: (608) 445-3314  
 Email: Jelafrances4@yahoo.com

The above information is optional

Your Comments: I would prefer <sup>the 400 block of</sup> Gilman  
to stay a one-way street. Creating  
a two-way street on this block  
will create safety issues - primarily  
@ State St & the Uni-Frances intersection.  
In addition, there is quite a  
bit of foot traffic on these  
sidewalks. There is not enough  
space for a two-way w/o eliminating  
either ~~traffic~~ parking or sidewalk  
space. These parking spaces are  
commonly filled up.

Decreasing confusion is far  
out-weighted by negative factors  
of creating a two-way street here.

Traffic Engineering  
 215 Martin Luther King, Jr. Blvd.  
 P.O. Box 2986  
 Madison, Wisconsin 53701-2986

E-Mail: traffic@cityofmadison.com



# Gilman Proposal

1. Remain One Way from State to University

- 2 way destroys residential setting for the 100 thru 400 blocks (Wisconsin Ave to University Ave.)

- 2 way will create a major thoroughfare for ~~the~~ East to West traffic - creating a busy cross intersection grid from 5 directions at State Gilman and Broom and at University Gilman and Francis.

Peak hours and event days makes Gilman a Gorham by pass ruining the ~~residential~~ residential setting of the 100-400 blocks.

The 100-300 block already a two way - but is not an artery that leads anywhere - with its

necessary parking on both sides it can not safely handle the 300% to 400% percent increase in traffic.

~~Over~~

~~also~~  
- the city rejected the proposed state st parking ramps because the increased traffic - which would have been much more random - would destroy the residential areas between State and Wisconsin Ave.

This traffic would be 3 or 4 fold worse.

- also creating a very non pedestrian friendly intersection at State Gilman and Broom.

Right now the West Johnson and Gorham corridors work do not add an alternative that will negatively impact a downtown neighborhood.

There are enough balconies on State St. do not make it worse.



# PUBLIC COMMENT SHEET

RECEIVED APR 23 2008

FOR THE

## Gilman Street Reconstruction Project

April 07, 2008

RECEIVED APR 23 2008

Name: Thilo Kraetschmer

Phone No.: 608-216-4195

Email: KRAETSCHMER@WISC.EDU

The above information is optional

Your Comments: I'm currently living on the one-way  
part of Gilman St. (400 block) and I just resigned  
the lease also for next year. I have a car and the  
one-way street doesn't bother me at all. In fact,  
I'm afraid that a two-way arrangement would increase  
traffic and thus noise. In addition, I walk and ride  
my bike on Gilman St. daily and I'm concerned  
about safety in the proposed two-way option.  
⇒ One-way option.


Traffic Engineering  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2986  
Madison, Wisconsin 53701-2986

E-Mail: [traffic@cityofmadison.com](mailto:traffic@cityofmadison.com)

To Whom it may concern:

Speaking as a resident of the affected area, a driver, and also as a graduating landscape Architect, I am in favor of allowing the 400 block of W. Gilman St. to remain a one-way street. I feel that the existing traffic conditions are sufficient, and that adding an extra direction of traffic would create unnecessary conflict at the State Street and University Ave. intersections, as well as at resident drive ways along the block.

I am in favor of street repairs, additional trees, and wider sidewalks for storefront use, etc. However; I feel that the elimination of parking spaces for bumpouts should be carefully weighed, as street parking can be a limited resource in the State Street Area.

- Carsen Nachreiner  
  
nachreiner@wisc.edu

To whom it may concern,

I am a resident of the affected State Street area and am in strong rejection of West Gilman Street becoming a two way street. The street already lies between two very abnormal intersections at University and State. The street becoming two-way would drastically add confusion, traffic volume and pedestrian/vehicle conflicts to an area where they do not exist.

I am very much in favor of streetscape improvements. The addition of trees, terraces, and wider sidewalks would help erase the image of blight that the area displays. However, the additions of bumpouts are not necessary. Bumpouts are great in areas where heavy traffic occurs within highly walked areas but as a resident walker I feel there is not conflict between walkers and drivers to a point where erasing valuable parking spots is necessary.

Matt JohaneK

A handwritten signature in black ink that reads "Matt JohaneK". The signature is written in a cursive, slightly slanted style.

majohaneK@wisc.edu

# PUBLIC COMMENT SHEET

FOR THE

## Gilman Street Reconstruction Project

April 07, 2008

Name: Gregg E. Waterman  
Phone No.: \_\_\_\_\_  
Email: \_\_\_\_\_

The above information is optional

Your Comments: \_\_\_\_\_

\_\_\_\_\_

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Traffic Engineering  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2986  
Madison, Wisconsin 53701-2986

E-Mail: [traffic@cityofmadison.com](mailto:traffic@cityofmadison.com)

ATTACHMENT TO PUBLIC COMMENT SHEET  
for the  
Gilman Street Reconstruction Project  
April 07, 2008

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ATTACHMENT TO PUBLIC COMMENT SHEET  
for the  
Gilman Street Reconstruction Project  
April 07, 2008

**I. INTRODUCTION**

I own property known as 421 West Gilman Street, which is a four-unit apartment building. I support the one-way concept of reconstructing the 400 block of West Gilman Street.

I strongly support improvements in lighting. The 400 block of West Gilman is the foremost pedestrian thoroughfare between the high densities of middle State Street and the southeast university campus. It currently appears somewhat lackluster, primarily because it is dark.

I also support terrace development. Narrowing the traffic lane via the one-way concept of street reconstruction will allow more inviting commercial uses of the terraces. Such use surely will attract circulation between University Avenue and middle State Street.

I respond aesthetically to bump outs, however, I am concerned about the consequent loss of parking. Thus, I take no position on bump outs.

I oppose the concept of reconstruction for two-way traffic. An assertion that two-way traffic achieves better circulation to the State Street area than one-way northeast traffic flow is without merit. It ignores the primary utility underlying the State Street/Gilman Street intersection: An intensively used, multi-directional pedestrian platform at the prominent cross roads of the State Street mall.

Less safety and more congestion for vehicles and pedestrians is a predictable and foreseeable outgrowth of a two way concept of reconstruction. As primarily a residential block, the companion increase in traffic noise will have a significantly negative impact on the greatest number of highest users of the affected property.

The companion change of the direction of vehicles using the northwest side of Gilman Street, either parked or moving, also will significantly burden pedestrians: Additional splash, spray, noise and exhaust fumes will be directed toward the sidewalks on the northwest side of upper end of the 400 block of West Gilman Street adjacent to the State Street mall.

Furthermore, with two lanes of traffic, the terraces will be more narrow and vehicles will be closer to the sidewalk. Sidewalk dining, such as the existing use at Amy's Cafe, will be the direct target of vehicle noise, exhaust, splash and spray.

## II. ARGUMENT OPPOSING TWO WAY TRAFFIC

Two-way traffic on the 400 block of West Gilman Street will not achieve the goal of better circulation to the State Street area. Any additional traffic flow will consist primarily of non-destination users.

One of the two-way options eliminates the ingress of northeast bound traffic from Francis Street. Both two-way options cause the greatest loss of parking.

The 400 block of West Gilman Street is predominantly residential units located mid-block, with commercial property dominating nearer the intersections. Two-way traffic will add little circulation to such enterprise areas already exposed to the circulation fostered by the intersections.

Both two-way options present substantial safety issues. Intersections at both ends of the subject block will become more dangerous for pedestrians and vehicles.

Both two-way options also present substantial increases in congestion radiating from the University Avenue intersection. The resulting increase in noise will profoundly diminish the quiet use and enjoyment of the primarily residential block.

**A. TWO-WAY TRAFFIC WILL NOT FURTHER A GOAL  
OF BETTER CIRCULATION TO THE STATE STREET AREA**

Two-way traffic on the 400 block of West Gilman Street will not achieve the goal of better circulation to the State Street area. It conflicts with better pedestrian circulation. Adding a lane in the 400 block for vehicles moving southwest does nothing more than promote vehicle traffic away from State Street, and from the 400 block of West Gilman Street. Thus, a two-way concept does not improve circulation of traffic to the State Street area.

It may be argued that adding a lane for traffic moving from the 300 block of West Gilman Street will aid circulation to the State Street area. Such an argument may be supported with the hypothesis that a lane for southwest traffic could compel westbound drivers moving southwest on the 300 block of West Gilman Street who are seeking a more westerly flow, to cross the State Street intersection, continuing southwest onto the 400 block of West Gilman Street, presumably to access the multiple westbound lanes of University Avenue. Such a hypothesis, however, lacks foundation. Such an argument fails because westbound drivers on the 300 block of West Gilman Street can traverse the State Street intersection onto Broom Street for more immediate access to those multiple westbound lanes.

One of the two-way concepts, the Gilman Right In Right Out,



eliminates vehicles from entering the 400 block of West Gilman Street bound northeast from Francis Street. Such a loss vastly outweighs any perceived improvement of vehicle circulation to the State Street area rendered by a two-way concept.

Furthermore, each two-way option eliminates multiple parking spaces on Gilman Street, as many or more than the one-way concept. Any benefit of bringing drivers and vehicle passengers to the State Street area is lost if they cannot park.

It may be argued that a two-way concept will enhance commercial property exposure on the 400 block of West Gilman Street, thus purportedly increasing circulation to the area. The vast majority of the buildings on that block, however, consist of residential units.

Furthermore, the residential units are clustered mid-block, whereas the non-residential units are generally in the areas closer to the intersections at State Street and at University Avenue. Indeed, a striking feature of that block is the existence mid-block of a large parking lot on each side of the street. Thus, to a large extent the majority of commercial properties already enjoy significant exposure by virtue of proximity to the circulation offered at the intersections.

**B. BOTH TWO-WAY OPTIONS PRESENT  
UNREASONABLE DANGER TO PUBLIC SAFETY**

Both two-way options create significant safety concerns at University Avenue. The Gilman Right In Right Out option is particularly problematic, because drivers turning right from Gilman Street onto University Avenue will not realize when westbound traffic is controlled by a yellow light, and will unknowingly and instantaneously run the subsequent red light.

It is foolish conjecture to perceive a benefit of changing the easternmost University Avenue crosswalk from a northeast/southwest direction to a north/south direction. Such a change will put pedestrians directly in the path of such drivers unknowingly running the light.

Compounding this safety issue is the fact that such a driver, tending to look east at oncoming traffic on University Avenue, will be outside the field of vision of any southbound pedestrian. Thus, neither driver nor pedestrian in such a common situation will be aware of each other because they will both be looking away from each other.

The City of Madison Engineering Division estimates that either two-way option will double the amount of vehicle traffic on the affected block. Such an increase will surely cause an increase in driver risk-taking.

Exacerbating the issue is the fact that the University Avenue intersection is anchored by numerous alcohol licensees. Given the four additional existing licensees spanning the 400 block to State Street, increased vehicle flow at bar time brings foreseeable safety issues to that entire block of West Gilman Street.

The two-way options present significant safety concerns at the State Street intersection as well. Simply put, it is a bad idea to create an additional vehicle path across a pedestrian mall at an intersection with such heavy foot traffic moving in so many competing directions.

**C. AN OVERBURDENSOME INCREASE IN CONGESTION CAUSED BY THE  
TWO-WAY OPTIONS OUTWEIGH ANY NEGLIGIBLE BENEFIT**

Both two-way options also create significant congestion concerns. Such congestion will back up along all five corridors

emanating from the University Avenue intersection.

The two-way Signalized option further extends the congestion from University Avenue back to Gorham Street. Decreasing green signal time on University Avenue by 15% during all times of the day is a paralyzing prospect.

Either two-way option will create direct westbound flow on the entire four-block span of West Gilman Street, from Wisconsin Avenue to University Avenue. Either such option will cause West Gilman Street simply to become an overflow route as westbound traffic builds up on Gorham Street to University Avenue.

Moreover, the Signalized option reduces by 24% the time for Francis Street pedestrians to cross University Avenue. This reduction will be further aggravated by the foreseeable increase in pedestrian traffic arising from the development of the site formerly known as University Square.

The 400 block of West Gilman Street is primarily residential. With congestion comes additional noise, and a diminution in the quality of residential life on that block.

### III. CONCLUSION

The 400 block of West Gilman Street is the foremost pedestrian link between the southeast end of campus and middle State Street. The immediately rising mixed use development of the former University Square site makes that pedestrian link more vital, and the future planned development of southeast campus even more so.

Improved lighting in the 400 block of West Gilman Street will vastly improve its appearance and safety. Terrace expansion afforded by the one way concept will stir circulation to State Street and engender more engaging commercial uses at street level.

Adding a southwest lane will not increase circulation; rather it will spur vehicle traffic away from the State Street area. Loss of parking underscores the reality that such traffic will logically consist of flow through vehicles rather than destination users. Elimination of vehicles bound northeast from Francis Street presents the worst case for impeding circulation to the State Street area.

The only possible beneficiary of a two-way option is the flow through driver intent on the most direct westbound route to University Avenue from the 300 block of West Gilman Street. In effect, however, the "way the crow flies" along that route indeed is only second best to the immediate access via Broom Street to the multiple lanes of Gorham Street and University Avenue.

Availability of parking is the single most influential factor compelling a motorist to circulate the State Street area as a destination user. The one-way option minimizes loss of parking. That distinction becomes more paramount with each additional bump-out.

The 400 block of West Gilman Street consists predominantly of residential units and large open space parking lots at mid block, transitioning to commercial enterprise clustered near the State Street and University Avenue intersections. The sight lines afforded such enterprise promote circulation in both directions on Gilman Street.

Exposure to enterprise near University Avenue invites circulation to State Street. Likewise, exposure to commerce near State Street compels circulation toward University Avenue. Little circulation to the State Street area can be gained by exposing the mid block streetscape of multistory apartment buildings and large, surface level parking lots to vehicles moving southwest.

Vehicle ingress and egress of the two-way options present a reckless proposal at both ends of the block. The Right Out option is particularly bone jarring for Francis Street pedestrians crossing University Avenue. The proposal promotes unknowing disobedience of the traffic signal when it is red for westbound traffic, and propels such a vehicle to strike a southbound pedestrian when the driver and pedestrian are naturally looking in directions away from each other.

Such public endangerment is foreseeable. It is thus dissolute planning to place such dangers in any area, and particularly at this intersection dominated by bars.

Heavy, multi directional pedestrian traffic at the five point middle State Street intersection exists essentially non-stop. Adding a vehicle path crossing the intersection in another direction is quite simply a bad plan, both in terms of safety and congestion.

Both two-way options are irretrievably unworkable when viewed in the context of the increases in congestion. No benefit can be found when balanced against a 15% decrease in green signal time on University Avenue during all times of the day. With higher density residential and commercial development rising in the southeast campus area, it is folly to suggest an overriding benefit in a two-way option.

The residential and pedestrian users of the subject block stand to suffer onerous burdens of congestion and noise from a two-way option. Those uses are unreasonably jeopardized by either two-way option.

For all the reasons above, both two-way options should be rejected. If not rejected, however, proceeding toward adopting either two-way option should be done cautiously. With the existing

cross section of the street in place, it is well advised that adoption of a two-way option be undertaken only on a trial basis.

April 21, 2008

A handwritten signature in cursive script that reads "Gregg E. Waterman". The signature is written in dark ink and is positioned above a horizontal line.

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Gregg E. Waterman