

MEMORANDUM

To: South Capitol District Planning Committee

From: Urban Assets

Date: 2/10/2014

Re: East Gateway Focus Group

The purpose of the East Gateway focus groups was to gather the opinions and recommendations of neighborhood residents regarding the Wilson Street/Williamson Street and Blair Street/John Nolen Drive intersection.

Members of the Williamson-Marquette neighborhood were provided the opportunity to participate in the focus group on two occasions. Eight individuals (excluding City and Consultant staff) attended the first meeting and six individuals attended the second meeting. Three of the individuals who attended the first meeting also attended the second meeting.

First meeting attendees:

1. Larry Jensen
2. Anne Walker
3. Peter Wolff
4. Donna Magdalena
5. Jim Skrentny
6. Peter Ostlind
7. Chuck Strawser
8. Marsha Rummel

Second meeting attendees:

1. Larry Jensen
2. Anne Walker
3. Peter Wolff
4. Melanie Foxcroft
5. Mike Soref
6. Tim Wong

David Trowbridge and Brian Smith of the City of Madison and Melissa Huggins and Emma Schumann of Urban Assets attended both meetings.

The first focus group meeting was organized to gather neighborhood residents' opinions regarding the guiding principles, key issues, top priority issues, and acceptable trade-offs for the East Gateway. The following guiding principles, top priority issues, and acceptable trade-offs were discussed:

Guiding Principles	Top Priority Issues	Acceptable Trade-Offs
1. Safety	1. Traffic calming	1. Diversion vs. speed
2. Streets should serve people	2. Traffic diversion	2. Directing traffic onto East Washington Avenue vs. Jenifer Street
3. Minimize flow of commuter traffic through neighborhood	3. Traffic speed	3. Squaring off channelized right vs. maintaining channelized right
4. Solve negative impacts of traffic on neighborhood	4. Connectivity between Downtown and the near eastside for pedestrians and bikes	
5. Pedestrian/bike-oriented performance standards	5. Connectivity to the lake	
6. Feasible solutions	6. Clarity of movement/wayfinding	
	7. Exiting Machinery Row	
	8. Treating the intersection as local streets instead of a highway	

Participants of the second focus group were presented the guiding principles, top priority issues, and acceptable trade-offs developed in the first focus group and were asked to provide their own perspectives and recommendations.

Issues and recommendations discussed at both meetings include the following:

Channelized Right/Williamson St. Access	Bikes/Pedestrians	Machinery Row
1. Remove channelized right turn onto Williamson Street from John Nolen Drive	1. Reduce the number of crossings for pedestrians	1. Eliminate the two-way access to Machinery Row
2. Square-off channelized right and make one-stage crossing	2. Increase walk time for pedestrians	2. Eliminate left turn out of Machinery Row
3. Retain channelized right to allow for unobstructed pedestrian crossing from north to south on Williamson Street	3. Shift the pedestrian/bike crossing north on Blair Street	3. Improve pedestrian/bike safety at Machinery Row access point
4. Time the light at the channelized right to be red when the light onto Blair Street is red		4. Implement parking and/or bike path in front of Machinery Row on Williamson Street to slow traffic and eliminate merging issues
5. Eliminate left turns from Blair Street onto Williamson Street		

Focus group participants also made general recommendations for the intersection:

1. Improve wayfinding
2. Change the “feel” of the intersection to alert drivers coming off of John Nolen Drive they are entering a neighborhood
3. Implement the Hancock intersection, as it simplifies the East Gateway
4. When selecting a concept, consider its feasibility with regard to Railroad negotiations

Additionally, focus group participants asked that the Consultant Team put into writing the reasons why the channelized right turn onto Williamson Street is necessary.

The following page includes a concept developed by the Marquette Neighborhood Association Traffic Committee that was presented at both focus group meetings.

