

Regent Street Business Association

Madison, Wisconsin

March 2nd 2026

City of Madison Transportation Committee

Re: Support for the City's Preferred Regent Street Reconstruction Alternative

Dear Members of the Transportation Committee,

On behalf of the Regent Street Business Association, I am writing to express our strong support for the City of Madison's preferred alternative for the Regent Street reconstruction project.

Earlier this year, our association organized a meeting of business owners along the corridor and submitted a letter outlining our priorities for the project. Our concerns centered primarily on improving pedestrian safety, strengthening connectivity, maintaining existing parking and access for customers and deliveries, enhancing lighting, and ensuring the long-term economic viability of existing businesses.

We are pleased to report that, through a collaborative process, City staff have meaningfully incorporated many of these priorities into the proposed design. In particular, the plan improves pedestrian crossings and safety, strengthens connections to surrounding neighborhoods and the Southwest Commuter Path, maintains on street parking, and thoughtfully balances the needs of motorists, pedestrians, and cyclists.

We would especially like to recognize Tom Mohr and the Traffic Engineering staff for their consistent engagement with our business community. Their willingness to listen, adjust, and communicate has built confidence among our members that this project will not only modernize Regent Street but help make it a safer and more vibrant place to live, visit, and operate a business.

The preferred alternative enjoys broad support among businesses along the corridor. We believe the proposed design represents a careful and successful balance between safety improvements and the practical access needs that allow small businesses to survive and thrive.

Members of our association plan to speak at the upcoming Transportation Committee meeting in support of this proposal, and we respectfully encourage the Committee to advance the City's preferred alternative.

Sincerely,

Samuel Brown

Chair, Regent Street Business Association

Owner, Fabiola's Spaghetti House & Deli, Leopold's Books Bar Caffè, Greenbush Bar