

**REPORT OF:** City Traffic Engineer

For Removing the 10 Block of N. Broom Street from the Residential Daytime Parking Permit program and establishing this block as a combination two-hour and 25-minute parking meter zone.

Filed in the Office of the City Traffic Engineer  
**March 7, 2007**

Filed in the City Clerks Office:

**Presented**

**Referred**

**Reported Back**

**Adopt**

**Rules Suspended**

**Re-Referred**

**Placed on File**

**I.D. NUMBER**

**Date Council Action Required: March 20, 2007**

**TO THE MAYOR AND COMMON COUNCIL:**

This block of North Broom Street is being considered for removal from the Residential Daytime Parking Permit program to facilitate establishing a combination two-hour and 25-minute parking meter zone. The goal is to accommodate changing land uses, which include a new restaurant on this block. This item has been introduced by Alder Mike Verveer. Madison General Ordinances require that the City Traffic Engineer study any proposed removals of Residential Daytime Parking Permit areas and provide a report documenting findings of that study.

Now, therefore, in compliance with said instruction, the City Traffic Engineer reports as follows:

1. During the study, fewer than half of the automobiles parked on this block had Residential Daytime Parking Permits. Parking is only allowed on the east side of the street.
2. Adjacent blocks with metered parking, including the 100 block of N. Broom Street, have fewer than half of the available stalls occupied.
3. With the completion of construction projects on the 10 block of N. Broom Street, an additional 14 metered parking stalls will be re-opened on the 300 block of W. Mifflin Street.
4. The nearby Overture Center Parking Ramp, operated by the City Of Madison Parking Utility, has had approximately a 50% occupancy rate in recent years.
5. Considering that there is ample unused metered parking in the area, if at some point area residents feel there is a need for more area for Residential Daytime Permit Parking, other nearby blocks such as the 100 block of N. Broom could be considered for this program.
6. The City Traffic Engineer recommends that the 10 block of N. Broom be removed from Residential Daytime Permit Parking and parking meters installed.

DATED: March 7, 2007

**David C. Dryer, P.E.**  
 City Traffic Engineer