

To: Transportation Commission
From: Carrie Rothburd, Bay Creek
Re: Legistar 90700, Item 4
Date: 11/5/25

I spent yesterday morning on S. Park St., visiting with business owners, informing them of today's discussion at the Transportation Commission about BRT implementation and parking, providing them with information about the meeting, and asking them about their situation and position regarding parking on S. Park St.

This isn't the first time someone has asked these businesses their views on parking. In 2018, Madison Economic Development, working with MG&E and supported by Madison College, Workforce Development Board of South Central Wisconsin, and the no longer extant South Metropolitan Business Association, completed a Business Walk report that yielded these results:

QUESTION 3: WHAT CAN BE DONE TO IMPROVE BUSINESS ON THE PARK STREET AND REGENT STREET CORRIDORS?

Parking [according to 26 percent of interviewees] and Traffic/Safety [according to 26 percent of interviewees] were on the top of the list for what needed to be done to improve Park Street and Regent Street. Most people agreed that more parking is not only needed in the area, but the lack of parking hurts their business/customers and their ability to secure a quality workforce. Traffic and [street] safety is also a concern...

<https://static1.squarespace.com/static/55e4e30de4b04628c9f8841d/t/5c42388c1ae6cfae34a6bdec/1547843726471/Park+Street+Corridor-Report+FINAL+.pdf>

So, I was not surprised that every business owner with whom I spoke welcomed the possibility of continued parking on S. Park St.

What surprised me was the fact that, except for the owners of Quality Hardware and Bob's Copy Shop and the owner of the gas station at W. Olin Avenue and S. Park, no one had been contacted to solicit their presence and input regarding Item 4 on the agenda. Several in fact were unaware of the potential impending loss of parking. One thought that planners had already decided to reinstate on-street parking.

All were concerned and supportive of the need for parking as an essential component of the growth of the S. Park business corridor—even those with off-street parking.

None of them expressed support for parking as lack of support for BRT. These business owners do not see a conflict between a thriving business community and good community transit. They simply do not want transportation at the expense of business. To the contrary, shop owners and renters alike view their own success and that of the corridor and the BRT as interdependent.

On behalf of myself and these shop owners, many of whom cannot attend today's meeting because they will be working in their shops, I urge the Transportation Commission to support Agenda Item 4 to allow for the thorough planning that the South Park Corridor deserves. We need time to hear from all shop owners, time to consider various parking and traffic flow options as a community so that we can plan for a successful and well-used BRT alongside a thriving business community. We want people to ride the bus, but we don't want them simply passing through the corridor. We want them to get off the bus and shop and stay for a while. That will not happen if the BRT winds up putting businesses out of business.