

March 9, 2011

To Whom It May Concern:

At its meeting on March 3, 2011, the Madison Public Library Board reaffirmed its opposition to the proposed project to construct a McDonald's in the Madison East Shopping Center at the 2700 block of East Washington Avenue. (An Informal Presentation about this project was submitted to the Urban Design Commission on February 16, 2011, and that application is on Legistar. The Madison Public Library Board had a brief presentation from John Brigham of Lee & Associates about the proposed project on July 8, 2010, and sent a letter of opposition to the Planning Department on July 19, 2010.) The Library has a presence—the Hawthorne Branch—located in this shopping center, and has several concerns about the possible negative impacts upon library services that may result should a McDonald's be built on the site. These include:

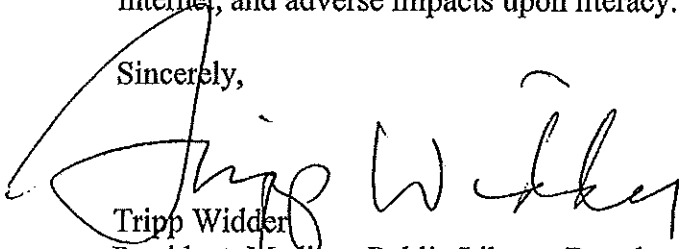
- **Reduced visibility of the Hawthorne Branch**  
The proposed site of the McDonald's would significantly reduce visibility of the library from East Washington Avenue. Several of the communities served by the Hawthorne Branch are highly transient, and it is critical that the library remain easily discoverable by residents.
- **Increased car traffic**  
McDonald's traffic will increase the volume of cars entering and exiting the shopping center at the entrance closest to the library (across from Pawling Street). There is no traffic light at this entrance, and it is already difficult to make a left turn when exiting. A McDonald's at the proposed site would often increase the time it takes to return a book in the library's busy bookdrop—more than 528,000 items were checked in at the Hawthorne Branch in 2010. We also have concerns about increasing car traffic around a service heavily used by pedestrians, cyclists, and children.
- **Loss of parking**  
The proposed site would eliminate dozens of parking spots close to the library. In addition, many of the spots that remain will be in use by McDonald's customers, forcing many library patrons to park considerably further away from the library than they do now. This inconvenience will be particularly acute for patrons with small children, those who borrow heavily from the library, and staff. (Staff members typically leave closer spots for patrons, and walk to their vehicles after closing time. While there is additional parking in the lot behind the mall, it is poorly lit and employees elect to not park there for safety reasons.)

Collectively, we believe these factors would significantly decrease use of the branch and, in turn, hinder the library's extremely positive impact upon the East side communities it serves. On February 23, 2011, Library management met with representatives from Lee & Associates in regards to the concerns detailed above. There was discussion of changes to the proposal that might mitigate impact to the library and its patrons, including new signage on the street, lighting of existing signage, dedicated parking, and lighting of the rear parking lot. While such

modifications might marginally reduce some of the negative impacts described above, the Board continues to oppose the project.

Approval will, we believe, result in reduced usage of the library which in turn will mean less assistance with employment, fewer opportunities for youth and adults, reduced access to the internet, and adverse impacts upon literacy.

Sincerely,

A handwritten signature in black ink, appearing to read "Tripp Widder". The signature is written in a cursive style with a large initial "T" and "W".

Tripp Widder  
President, Madison Public Library Board

TW/cs