

BEACH TO BAY PROPERTIES LLC
178 1/2 NORTH IOWA STREET, SUITE 203
DODGEVILLE, WI 53533

Tele: 608-235-2889

Fax: 608-935-2756

May 24, 2008

Dan McCormick, City Traffic Engineering
215 MLK Jr Blvd
Madison, WI 53701-2986

COPI

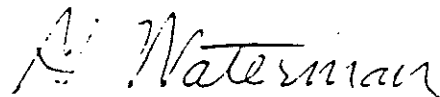
RE: West Gilman Street Reconstruction Project

Dear Mr. McCormick:

Yesterday Bill Fruhling at City Planning referred me to you regarding the 5-22-08 motion carried by the State Street Design Project Oversight Committee recommending a 120-day trial pilot. I understand you may be involved in developing parameters of the criteria for gauging the success of the pilot.

I spoke with with committee member Mike Verveer immediately after the 5-22-08 committee meeting regarding the criterion of measuring economic/business vitality along the street. Per our discussion I understand the motion intended the scope of that measure be limited to businesses situated on the subject block. Mr. Fruhling indicated the same in our conference yesterday.

As you commence developing these criteria I would like to discuss this matter with you. Therefore I intend to contact you at 267-1969 shortly after the anticipated delivery of this letter. Please contact me at 608-235-2889 before then if you prefer to initiate contact. Thank you.



Gregg E. Waterman

cc:

Rebecca Anderson, Laketowne Apartments
Walter Borowski, Porta Bella Restaurant
Edw. Duke Scherer, Bill's Key Shop
Bill Fruhling, City Planning
Michael Verveer, State Street Design Oversight Committee

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June 9, 2008

Ted Crabb, Chairman
State Street Design Project Oversight Committee
741 Seneca Pl.
Madison, WI 53711-2950

COPY

RE: West Gilman Street Reconstruction Project

Dear Mr. Crabb:

Thank you for officiating at the recent Oversight committee meetings. Enclosed is a copy of my 5-24-08 letter to Dan McCormick regarding the motion by Ald. Verveer for the 120 day pilot which the committee acted on at its meeting May 22, 2008. My notes from that meeting indicate the motion incorporated a directive that traffic engineering measure pedestrian safety and traffic flow, and in consultation with Downtown Madison, Inc., also measure the economic impact of the pilot on businesses along Gilman Street between State Street and University Avenue.

On June 3rd Mr. McCormick informed me that City Traffic Engineering, however, intends to use a broader scope to measure economic impact of businesses. Mr. McCormick indicated an intent to also measure the pilot's impact on businesses on Frances Street between Johnson and State, on State Street between Frances and Gorham, and on University Avenue between Marion Street and Hawthorne Court. Mr. McCormick did not indicate whether the city intended that broader scope to also include businesses on Broom Street or on Gilman Street between State and Henry Streets.

Mr. McCormick further indicated, however, that after the May 22nd committee meeting Mary Carbine, Executive Director of the State Street Business Improvement District (BID) contacted Mr. McCormick and that based on his conference with Ms. Carbine the city intends to consult with BID in measuring such economic impact. I also note the text in the body of Legislative File Number 10674 states in resolution paragraph 4 that "the pilot shall be evaluated on . . . economic vitality measures in consultation with the State Street Business Improvement District." I further note the legislation is silent as to consultation with Downtown Madison, Inc.

Thus, it appears the legislation as drafted and as being interpreted by the city significantly changes the motion acted upon by the committee. Therefore, I ask the committee to address these issues.

As you may know, the legislation is expedited for action by the Common Council on July 15, 2008. I note the lead committee, the Board of Public Works, has deferred the matter until its meeting July 2, 2008. I further note the next Oversight committee meeting is not scheduled until July 24, 2008. Therefore, I ask

that the committee convene on or before July 2, 2008 to consider
Legislation File Number 10674. Thank you.

BEACH TO BAY PROPERTIES, LLC



BY: Gregg E. Waterman

CC:

ATTN: LISA VELDRAN
Common Council Office, Room 417
210 MLK Jr Blvd
Madison, WI 53703

Dan McCormick, Traffic Engineering
215 MLK, Jr. Blvd.
P.O. Box 2986
Madison, WI 53701-2986