

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

Tele: 608-235-2889

Fax: 608-935-2756

June 19, 2008

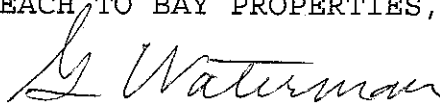
ATTN: LISA VELDRAN
Common Council Office, Room 417
210 MLK Jr Blvd
Madison, WI 53703

RE: Pending legislation 10674 proposing a 120 day pilot of two-way traffic on West Gilman Street

Dear Ms. Veldran:

Enclosed are copies of my 6-19-08 letter to the chairpersons of the referral committees, and the enclosures referred to therein. Please circulate the enclosed materials to all council members at your earliest opportunity. Thank you.

BEACH TO BAY PROPERTIES, LLC



BY: Gregg E. Waterman

Enc. (5)

cc.w.enc.:

Rebecca Anderson, Laketowne Apartments

Rob Beyer, Blue Lotus Lounge

Walter Borowski, Porta Bella Restaurant

Duane Hendrickson, Gilman Plaza

Stan Kaufman, Brady House

Art Luetke, Victoria Assoc.

Tom Paras, Amy's Cafe

Duke Scherer, Bill's Key Shop

Jeff Stanley, Ian's Pizza and

Dotty Dumpling's Dowry

Bob Volkman, Stop & Shop Groc.

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June 19, 2008

William F. Bremer, Chair
Board of Public Works
9 Flad Cir
Madison, WI 53711-1731

COPY

Mark N. Shahan, Chair
Pedestrian/Bicycle/Motor Vehicle Commission
607 Piper Dr.
Madison, WI 53711-1338

RE: Pending legislation 10674 proposing a 120 day pilot of two-way traffic on West Gilman Street

Gentlemen:

Enclosed to supplement materials posted on the City's Legistar website are copies of the following materials opposing legislation 10674:

1. One-page letter dated June 9, 2008 from Art Luetke to Larry Nelson and Alder Mike Verveer;
2. One-page petition submitted by Tom Paras, the owner of Amy's Cafe at 414 W. Gilman St.;
3. Two-page petition and attachment submitted by owners of the Brady House condominiums at 422 N. Henry St.; and
4. Four-page memo dated June 19, 2008 from me to your committees.

Please kindly circulate the enclosures to other members of your committee for review prior to the next meeting of your committee. Thank you.

BEACH TO BAY PROPERTIES, LLC



Enc. (4) BY: Gregg E. Waterman
cc.via.fax: David Dryer, Traffic Engr Larry Nelson, City Engineering
Rebecca Anderson, Laketowne Apartments Lisa Veldran, Common Council
Rob Beyer, Blue Lotus Lounge Tom Paras, Amy's Cafe
Walter Borowski, Porta Bella Restaurant Duke Scherer, Bill's Key Shop
Duane Hendrickson, Gilman Plaza Jeff Stanley, Ian's Pizza and
Stan Kaufman, Brady House Dotty Dumpling's Dowry
Art Luetke, Victoria Assoc. Bob Volkman, Stop & Shop
Grocery

608-240-8844



Luetke Investment Real Estate

1865 NORTHPORT DR., #B • MADISON, WISCONSIN 53704

June 9, 2008

Mr. Larry D. Nelson P.E.
City Engineer
210 Martin Luther King Jr. Blvd
Room 115
Madison WI 53703

Alder Mike Verveer
210 Martin Luther King Jr. Blvd.
Room 417
Madison WI 53703

RE: *Opposition to Gilman St. two-way traffic*

Dear Mr. Nelson & Alderman Verveer,


I am the owner of the 4 story, 14 unit *Victoria* building at 445 W. Gilman St. I also own the adjacent building at 447 W. Gilman St. that houses my long-term tenant, *Amsterdam* clothing boutique.

I am opposed to the Gilman St. reconstruction that would change this block of Gilman from one-way to two-way traffic. The confusion that would be caused to pedestrian and bicyclist safety would be paramount and the additional stop light at the University intersection would add further confusion to an already complicated traffic congested area.

In the alternative however, keeping the one-way traffic flow with enlarged concrete terraces would be a wonderful enhancement for the businesses already located on the street, as well as an attraction for other new businesses. Further, keeping this block "one-way" will be the only way to give "a better sense of Community" to this neighborhood that you, Alderman Verveer, speak of.

Lastly, I am also vehemently opposed to any trial period of the two-way traffic as this proposal is simply an *end-run* attempt to making the two-way traffic *permanent*.

Sincerely,



Art Luetke
Owner

✓ cc: Atty Gregg Waterman

SEE ATTACHED

RE: WEST GILMAN STREET RECONSTRUCTION

No later than June 12, 2008 mail to:

MADISON COMMON COUNCIL OFFICE, Room 417
210 MLK Jr Blvd
Madison, WI 53703

I oppose changing West Gilman Street between State Street and University Avenue from one-way traffic to two-way traffic:

Name: Resident of: Signature: Date:

Benjamin Atkinson 422 N. Henry St Unit B Benjamin Atkinson 6/6/08

Stan Kaufman 422 N Henry St Unit A Stan Kaufman 6/6/08

James A. Witalison 422 N. Henry St. - C James A. Witalison 6/6/08

Blank lined area for additional responses.

We own condominiums at 422 North Henry Street, at the corner of North Henry and Gilman Streets. There are friends who own a house on North Carroll Street. The traffic here is heavy enough already. When there are special goings-on at the University, it can be bumper to bumper. We are trying to maintain a normal community life. Further increasing through traffic could only frustrate that objective. The removal of parking spaces would be undesirable, since parking can be at a premium in this downtown neighborhood.

TO: Board of Public Works; Pedestrian/Bicycle/Motor Vehicle Commission
FROM: Gregg E. Waterman
DATE: June 19, 2008
RE: Inconsistency with Madison Comprehensive Plan of pending
legislation 10674 proposing two-way traffic on Gilman Street

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I. HISTORICAL BASIS FOR TWO-WAY TRAFFIC ON GILMAN STREET

In 1999 the Common Council adopted the State Street Strategic Plan as an element of the Downtown 2000 Master Plan, adopted in 1989. The transportation component of the Strategic Plan recommended converting Gilman Street west of State Street (the subject block) from one-way traffic to a wider street for two-way automobile traffic. The only reason stated in the Strategic Plan for the conversion is "to improve access to Lower State Street."

The transportation component of the Strategic Plan, however, also recommends enhancing pedestrian safety by narrowing cross streets. The transportation component of the Downtown 2000 Master Plan encourages the use of alternative forms of transportation to the automobile, and recommends no additional paved lanes for automobile traffic going east or west in the isthmus area. The economic component of the Strategic Plan further recommends developing pedestrian-friendly transit.

In 2002 the Council adopted the State Street Design Project Plan. The Project Plan also recommended converting the subject block to two-way traffic. The Project Plan is silent about the purpose of improving access to lower State Street - the purpose stated in the 1999 Strategic Plan. Instead, the only reason stated in the Project Plan for two-way traffic on the subject block is "to permit the temporary closure of through-traffic across State Street while maintaining continuous traffic flow and on-street parking access on both side streets [of Broom and Gilman]."

There exists no adopted legislation in which two-way automobile traffic on the subject block is based on economic development. Pending legislation 10674, however, refers to measuring economic vitality. Thus it appears economic impact lies at the heart of legislation 10674.

II. TWO-WAY CONFLICTS WITH SUBSEQUENT DOWNTOWN ADVISORY REPORT

Fifteen years after adoption of the Master Plan the city initiated the Downtown Advisory Report to assist the city in creating the Madison Comprehensive Plan for the revitalization of Madison's downtown. The Report summarized existing downtown plans, and with input from public meetings in 2004, formed transportation and economic development goals and recommendations for the Comprehensive Plan. Two-way traffic on the subject block conflicts with these goals and recommendations.

A. Formulation of current goals and recommendations for transportation and economic development

In 2004 the Downtown Advisory Report (the Report) summarized the

areas of consistency amongst the recommendations in existing downtown plans for transportation as follows:

- Increase transit and non-automobile options downtown;
- Enhance the pedestrian character of downtown;
- Generally encourage use of a "park and ride" program;
- Generally discourage non-residential traffic traveling through the interior of residential neighborhoods; and
- Some plans recommend eliminating backyard parking lots downtown.

The economic component of the Report contains no recommendations in existing downtown plans relevant to converting the subject block to two-way automobile traffic.

B. Public reaction to current goals and recommendations for transportation and economic development

With input from focus groups of downtown residents; retail business owners; and developers, investors, and architects; the Report states the following transportation goals and recommendations, and the corresponding reactions of the focus groups relevant to pending legislation 10674:

<u>Goals</u>	<u>Public Reaction</u>
Provide balanced transportation system	Reduce cars for cleaner air
Downtown transportation should be easy to use	Single occupancy cars clog streets Reduce road capacity to allow more rapid transit infrastructure
Downtown businesses and activities should be easy for all to use	No comments
Downtown should be enjoyable place to walk and bike	Need to encourage "non-users" of mass transit onto the system
Design of downtown transit should contribute to the character in which it is located	Encourage mass transit to improve neighborhoods; return Gorham and Johnson to two-way after streetcars are in place

Recommendations

Enhance the walking experience and improve pedestrian facilities

Expand bicycle routes that safely and efficiently traverse through and connect to the downtown

Limit backyard parking lots

Public Reaction

State Street as a designated pedestrian way

Wider sidewalks

[Permit] two-way bike traffic on the one-way blocks

Reduce auto capacity on our streets

Regarding either transportation or economic development the Report contains no goals of, recommendations for, or public reaction to:

- Two-way traffic on the subject block of Gilman Street;
- Improving access to Lower State Street; or
- Permitting temporary closure of through-traffic across State Street while maintaining continuous traffic on side streets.

The Report indicates the focus groups of employers and retail business owners repeatedly called for "parking, parking, parking" as the way to improve downtown as a better place to work and do business.

III. ADOPTION OF COMPREHENSIVE PLAN AND PREPARATION OF DOWNTOWN PLAN

In 2006 the Common Council adopted the Madison Comprehensive Plan. A priority recommendation of the Comprehensive Plan is to develop a detailed plan for downtown Madison that builds on the recommendations of the Downtown Advisory Report.

In April, 2008 the city planning department started the year-long process of developing the detailed Downtown Plan. The department assembled more than 80 public participants to vote on issues including the most important transportation and economic development recommendations of the Report, and to supplement those recommendations.

Voters found the most important transportation recommendations of the 2004 Report were to expand bicycle trails, to preserve locations for future commuter rail stations and to encourage transit oriented development. Voting generated additional recommendations of efficient transportation systems into/out of Downtown (buses, and other forms); and an efficient/affordable transportation system to get lower wage workers downtown (i.e., a partnership with the city for bus passes).

Regarding economic development, voting showed high regard for the Report recommendation of involving the business community in parking solutions. Voting added the recommendation of connecting corridors to the central business district (i.e., Park St. and East Washington Av.)

IV. CONCLUSION

The 1999 legislation for two-way automobile traffic on the subject block is outdated. Pending legislation 10674 to permit two-way traffic is incongruent with the Downtown 2000 Master Plan recommendations to develop pedestrian friendly transit and for no additional paved lanes for westbound traffic in the isthmus. A two-way street on the subject block is six feet wider than the one-way option, again in direct conflict with the State Street Strategic Plan recommendation for more narrow cross streets.

Transportation goals and recommendations stated in the 2006 Comprehensive Plan's Downtown Advisory Report, and further developing in the Downtown Plan, repeatedly encourage alternatives to the car. Public response echoes the want for bicycles, pedestrian ways, buses and rapid transit as downtown alternatives to clogged streets, dirty air and neighborhoods diminished by flow-through automobile traffic.

Moreover, traffic studies count 35,000 vehicles per day on Gorham Street, and 1,250 on the subject block. A westbound lane added to the subject block will cause opportunistic drivers on Gorham to equalize those counts by overflowing through the Mansion Hill neighborhood onto East and West Gilman streets. This conflicts directly with the Report recommendation to discourage non-residential traffic traveling through the interior of residential neighborhoods. Understandably nearly half the pages of petitioners opposing two-way consist of Mansion Hill residents of that purely residential neighborhood east of State Street.

Neither do the economic goals and recommendations of the Downtown Advisory Report provide any support for two-way automobile traffic on the subject block. Parking is loudly called to improve economic development downtown. Two-way traffic on the subject block will have a significant impact on parking. A traffic light for drivers moving west from the subject block will take green time away from the light controlling Frances Street traffic. Frances dead ends at the largest city parking ramp (between University Avenue and Lake, State, and Frances streets). Thus, users exiting the ramp onto Frances must move through the intersection of Frances and University. Reduced green light time for Frances will cause traffic to back up into the ramp.

Furthermore, automobile drivers moving westerly on the subject block will be moving downhill. An increase in speed and risk taking as they approach the University Avenue traffic light will create a greater need for bump-outs on the subject block. Each bump-out displaces two on-street parking stalls. Each stall creates tens of thousands of dollars in annual income for nearby businesses. Understandably 24 of about 30 business owners on the subject block petitioned in opposition to two-way traffic.

Pending legislation 10674 is contrary to all current city planning, public want, economic development and business sense. The committees to which the legislation has been referred are well advised to recommend the Common Council reject 10674.