



Facilities Planning & Management
UNIVERSITY OF WISCONSIN-MADISON

November 18, 2016

David Dryer, P.E., CAPP
City Traffic Engineer & Parking Utility Manager
30 W. Mifflin St. Suite 900
Madison, Wisconsin 53703

RE: MONROE STREET RECONSTRUCTION

Dear David,

This letter expresses our support for the proposed cross section as presented at the October 27, 2016 'Cross Section Open House' held at Edgewood College. As an institutional stakeholder and committee member of the Engagement Resource Team (ERT), we have been involved in the public process and discussions since early 2016. As a major employment center and economic driver for the region it is imperative that the city considers a comfortable, efficient, and connected transportation network to service the isthmus and by extension, UW-Madison.

The University is a national leader in providing effective transportation demand management and alternative commuting strategies. With over 70% of our students walking, biking, or busing to campus and only 52% of our faculty and staff driving to campus, a road network that can provide today's demands and remain flexible to accommodate future transportation methods and volumes remains a strong institutional interest. Based on the 2014 'Biennial Transportation Survey Report' completed by UW Transportation Services, Monroe Street accommodates approximately 20% of the faculty, staff, and hospital employee trip distribution to/from campus.

Special events are a regular occurrence on campus with our three primary sporting venues (the Kohl Center, Camp Randall Stadium, and the Field House) averaging 130 events per year. A reasonably conservative estimate of 15% of attendees to these venues would equate to nearly 500,000 trips per year along the already undersized Monroe Street arterial. A distributed arterial street network and robust transit system is necessary to efficiently and conveniently welcome and disperse these visitors as they come and go from these regional event centers. This ensures our adjacent neighborhoods are not experiencing 'cut-through' traffic, added congestion, or excessive noise from event traffic.

It is also our position that the current proposal of two full travel lanes and parking/peak hour travel lanes is better suited to support a high level of service. This also provides an enhanced business district through the retention of on-street parking all while ensuring access and connectivity throughout Madison. The proposed traffic calming measures and green infrastructure recommendations will ensure the safety of users of the area and sustainability of the watershed, both of which enhance quality of life for the entire community.

Thank you for the opportunity to be an ERT member and provide valuable input to this important city project. Please contact me at 608-263-3023 if you have any questions or need further information.

Thank you,

Gary A. Brown, PLA, FASLA
Director, Campus Planning & Landscape Architecture
Facilities Planning & Management, University of Wisconsin-Madison

cc: Alder Sara Eskrich, District 13; Patrick Kass, UW-Madison Director of Transportation Services; Jason King, UW-Madison Athletics Associate Director; Aaron Williams, UW-Madison FP&M Campus Planning