

From: Joe S <joe.d.schubert@gmail.com>
Sent: Saturday, May 4, 2024 7:49 PM
To: Martinez-Rutherford, Dina Nina <district15@cityofmadison.com>; Park Commission <pacommission@cityofmadison.com>
Subject: Olbrich North Parking Lot

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Hi Alder Dina Nina and Park Commissioners,

I'm writing to you to ask that you do not approve the proposed parking lot at the Olbrich North Park.

The timeline I heard for the parking lot is 4 years: I believe we have the time and the need to better look into the significant amount of questions raised during the public engagement section.

For example, many of the features that Madisonians did ask to be built here will not be built for 10 years - why are we building a parking lot before we build the park?

I attached a pdf with my thoughts and a few images - thanks for any time you spend reading it!

Let's build something cool here instead of a parking lot.

Best,
Joe

—

Too Many Outstanding Questions: Why We Should Pause the Proposed Olbrich North Parking lot.

- ➔ This parking lot will not be built for years: we have time to more holistically and comprehensively evaluate options for the Olbrich Park area.
- ➔ There are too many unanswered questions and issues raised during the public engagement period to move forward with the parking lot. We need to consider: ***what else could we build or do with this space and funding?***
 - ◆ A parking lot was the 2nd least popular option on the survey, yet we are prioritizing this as the first amenity we build...

Below are some of the unanswered questions, as I see them. Thanks for reading 😊

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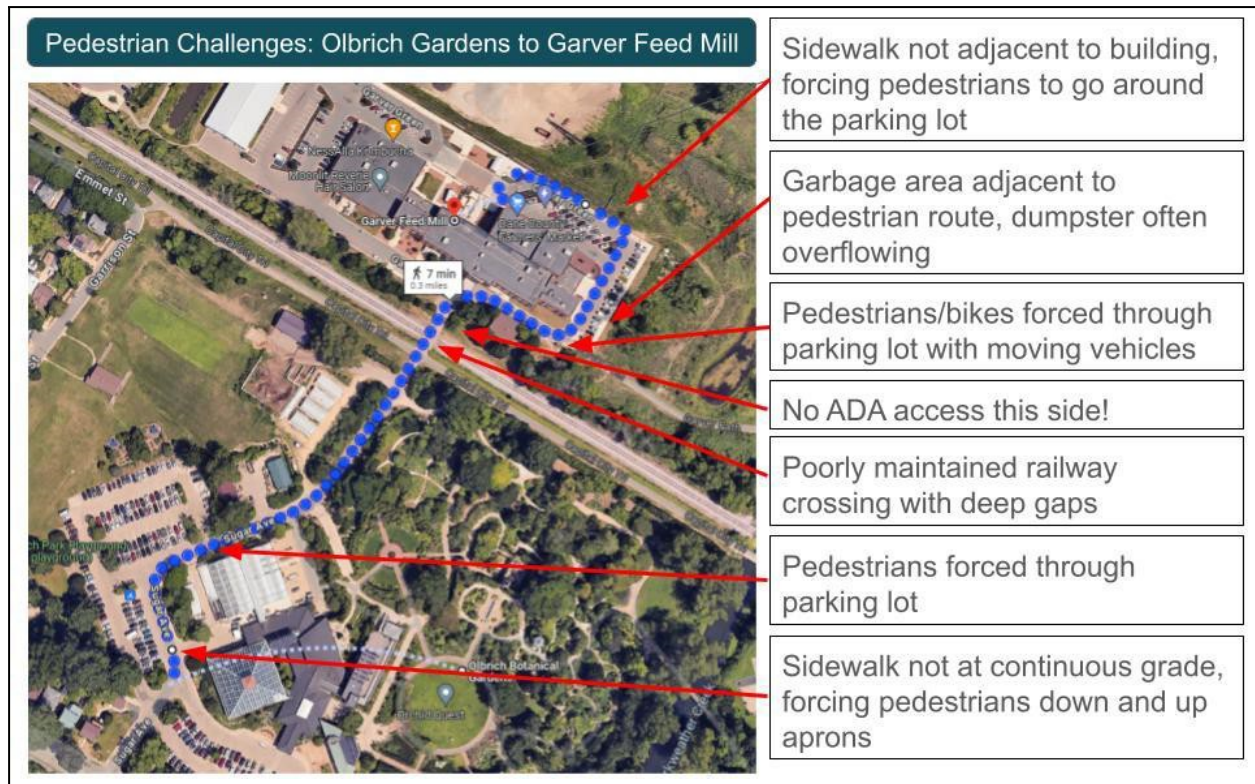
Question 1: Have We Fully Addressed the Trade-Offs Between a Large and Small Parking Lot?

	Current, Large 60+ stall parking lot	Small Parking Lot (10-15 stalls)	Note
Sense of place	Bad	Not good, but better	Parking lots reduce sense of place.
Trail network and park amenities	Bad	Not good, but better	The larger the parking lot, the less space we have for trails and park amenities.
Local Businesses	Unclear	Unclear	It is unclear what analysis supports the large parking lot need.
Local residents across income levels	Bad	Not good, but better	Parking lots would take away money and natural space. Within 1 mile of this park are communities below, at and above Madison's median income: all lose out on a better park.
Accessibility	Unclear	Unclear	How many ADA stalls? See below for some existing challenges navigating the area with a stroller.
Local environment	Bad	Not good, but better	
Global environment (i.e. climate change)	Bad	Not good, but better	
Connection to Olbrich	Bad	Not good, but better	See below for challenges in connection to Olbrich.
Financial Cost	Bad	Not good, but better	Rough estimates for 75-100 stall parking lots were \$550k to \$600k. Total money earmarked for the North Parcel is ~\$1,000,000, per the Alder.
Vehicle violence and community safety	Bad	Not good, but better	I was hit by a car while biking this spring - it sucked!!!
Solving unauthorized parking issue	Doubtful	Doubtful	See question 3 below

Question 2: Have we looked for other ways to make the “Olbrich-Garver” campus more accessible?

- Accessibility was one of the main arguments for a parking lot.
- I can't speak well to accessibility, but I am curious what analysis went into these claims?
- I often walk with a stroller from Olbrich to Garver, below are multiple improvements I would make.

Image 1: places for improvement in the “Olbrich-Garver” campus



Question 3: Will more parking actually help?

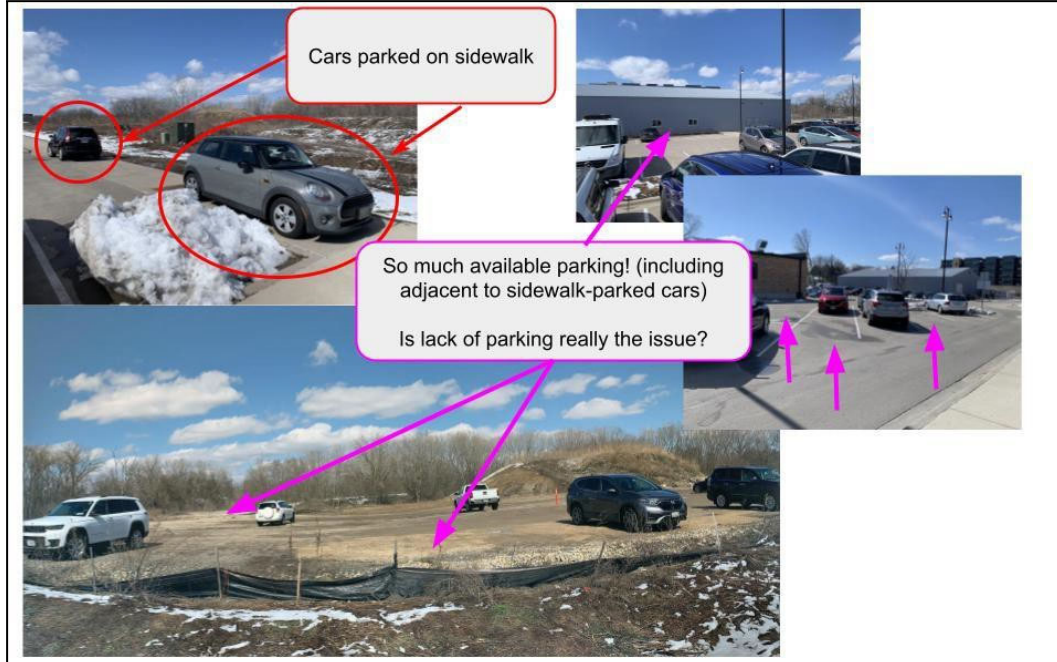
- It is unclear what analysis or study was done to determine parking would help reduce unauthorized parking, another one of the main selling points of a parking lot.

Image 2: ample parking does not necessarily solve unauthorized parking (one main selling point of the new parking lot). Pictures taken on 2023-12-23, around 11:35 AM. Should we consider improvements to pedestrian



infrastructure instead?

Image 3: another Saturday with open parking, that, again, doesn't solve unauthorized parking. Photos taken on 2024-03-23 around 2:30, PM.



Question 4: have we considered alternative uses of the parking lot money?

- The parks department mentioned other parking lots would be reduced or removed: can we have more concrete plans around this?
- Neighbors asked for a more comprehensive approach to the area: how can we connect these trails?
- What could we build, if we didn't spend this money on a parking lot?

Image 4: Neighbors didn't just ask for less parking, they also suggested a more complete park and trails system. Here's one (out of date) example for how this could look! Yes, this is a fake map, with a few challenge spots and issues, but it's also food for thought. What if we spent our limited money and space building a trail system and adding more native and wildflower areas?

Madison-Olbrich Nature Area for Recreation and Conservation: MONARC Park

Conservation + recreation working together to increase natural park space

Yes, there are many issues + challenges with this fake map: but it is (hopefully) food for thought!



What if we prioritized trails, instead of a parking lot?

Here's a fake map with what this could look like!

This integrated park could have 10+ miles of trails, along with opportunities for adding more native plants.

This network could include hiking, running and biking trails.

From: Matt Ambrosio <matt.ambrosio@gmail.com>

Sent: Monday, May 6, 2024 10:31 PM

To: Park Commission <pacommission@cityofmadison.com>; Kaniewski, Adam B <AKaniewski@cityofmadison.com>; Knepp, Eric <EKnepp@cityofmadison.com>; Martinez-Rutherford, Dina Nina <district15@cityofmadison.com>

Subject: Earth Day Parking at Garver

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Hello Madison Parks Commissioners, Superintendent Knepp, and Alder Dina Nina Martinez-Rutherford,

My name is Matt Ambrosio, I am a resident of the Atwood neighborhood and frequently visit Garver Feed Mill. I have also been following the conversation about the undeveloped lot next to Garver. The other evening a free community Earth Day event was held there. During the event, I took note of the parking situation, cognizant of the larger conversation regarding how much of the lot is planned to become parking, which motivated me to write to you.

The Earth Day event seemed to attract several hundred attendees, which is on the lower side for this type of community event that I've attended previously at Garver. Interestingly, many of the guests and organizations that attended chose to drive to the area, despite the event being held ON EARTH DAY during good weather. I couldn't shake the irony as I recalled the many people who advocated for less parking due to the environmental impact so I snapped a picture (see below). Proponents for fewer parking stalls have often raised the points that fewer stalls would encourage families, individuals, and visitors to access Olbrich Park and Garver by way of bike or bus. As you can see by the image below, the current overflow parking lot which is slated to shrink to 60-65 stalls in the current Olbrich North Plan was jammed with cars — by my count at least 75 vehicles were present. Both bike rack areas were pretty full as well. I

am inclined to glean from the attached photo of parking at Garver's Earth Day event that even Madison's most eco-conscious chose to drive.

Furthermore, sufficient parking is critical to support equitable access to the Olbrich Park and Garver Feed Mill, particularly those who cannot bike or must rely on the bus, which, notably, has recently decreased service to this area. It is my hope that the city will consider the parking needs of the community as they continue to work on developing the lot next to Garver.

Sincerely,

Matt Ambrosio

--

Matt Ambrosio, PhD
Visiting Assistant Professor of Music Theory
Lawrence University
(he, him, his)

Madison Parks Commissioners, Superintendent Knepp and Alder Dina Nina
Martinez-Rutherford,

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Sincerely,

Matt Ambrosio



From: Josh Olson <jo.olson03@gmail.com>
Sent: Tuesday, May 7, 2024 6:43 AM
To: Park Commission <pacommission@cityofmadison.com>
Subject: Olbrich Park Plans - Still Less Parking

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Hi,

After reviewing public comment and the survey results, it still looks like the Park Commission is "feeling the need" to add more parking than is requested by the public. This might be because of Garver Feed Mill ownership heavily stressing additional parking options.

I want to highlight that this is public land, not something that has to be used for private uses. My gripe with the parking is that it's an asphalt lot on what is already nature. If it's not fully occupied during normal park hours, that's a waste of space on our part that could have been used for more park. That would be really sad to me.

Also parking lots are really expensive (potentially \$15k/spot for a lot like that) and they don't provide much public good. They store private vehicles that are unoccupied. What do we say to the locals that don't own cars but still have to pay for the lot?

Here's my recommendation. If you still feel the parking lot is "necessary" to be that size, make people pay to use it. Parking is a privilege, not a right, and I'm completely fine with additional lot space if the users are paying fair market prices for it. My guess is they won't if they have to pay, but we can let those private individuals decide.

Additionally, you could then use this parking revenue to maintain the park or provide other facilities that were initially out of scope (like a public restroom). Call it a "parking benefit lot" and thank the drivers who are supporting the park.

...

To summarize:

1. Unused parking is bad. It would be better to undershoot than overshoot, especially when it comes to expenses. Does the public know how much varying lot sizes would cost and can we give them that estimate?
2. In either case (more or less parking), we should have private individuals pay to use it. There's no such thing as free parking (it costs a lot to build and maintain), so the people who are using this space for private use should fund their use
3. Use the parking revenue to make the park better

Thank you,
Josh Olson

From: Benjamin Noffke <bnoffke3790@gmail.com>
Sent: Tuesday, May 7, 2024 10:51 AM
To: Park Commission <pacommission@cityofmadison.com>
Subject: Opposed to Garver Feed Parking Pressure

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Dear Parks Commision,

I understand that there has been additional pressure to increase the amount of parking available at Garver Feed Mill in relation to Legistar 83145. I strongly oppose the addition of excessive parking on the city's park land for several reasons.

The more parking provided, the more travel by car will be encouraged. Increased car traffic will make it more difficult for those arriving by foot/transit/bike if there are more vehicles posing collision risks. This will negatively reinforce alternate modes of transportation.

Building more surface parking will require more maintenance on the paved surface and maintenance to handle storm water. With the city's operating budget issues, I'm concerned about appropriating funds/future funds to accommodate a mode of travel that is only accessible to those with enough wealth.

I think prioritizing parking will lead to less equitable outcomes in the long term, which is how we should be considering projects that shape our public land. Instead, we should be focusing on ways to encourage traveling to Garver Feed Mill by foot/transit/bike. There are bike trails nearby and several transit stops.

If anything, free parking is the main detriment to the complaints about parking availability. This is a subsidy to those driving, who can surely afford to pay a more fair price to store their vehicle if they can afford to operate one. If parking is priced more appropriately, this can be a solution to steering more

people toward alternate modes of transportation and freeing up existing spaces, while increasing customer turnover as a benefit to the businesses.

Thanks for your consideration,
Ben Noffke
