

Good evening and thank you for this opportunity to speak in reference to item 5: 33109 on the agenda.

I have read with interest the Planning Division Staff Report prepared by Kevin Firchow (9/22/14) as well as the Draft Operations Plan (9/10/14)and Request for Height Modification (9/10/14) presented by the AC Hotel by Marriott.

I commend the AC Plan for attention to the adopted Lamp House Plan which calls for a balance of "historic preservation and economic development" (Legistar File ID #35010, 34641, 33109) in the Lamp House Block on which the subject site will be located. The Lamp House Block plan also speaks to the historic residential character of the block and asks for that to be preserved.

Other speakers have emphasized the problem of a 10 story building and issues of increased traffic. You have seen the pictures of traffic during the Taste of Madison and the backup that occurs.

I would like to speak directly to the issue of parking as addressed in the report prepared by Kevin Firchow and to Item D under Planned Development Standards: the project "Shall not create disproportionate traffic or parking demands." The Traffic and Engineering division staff "believes that the success of this site is largely contingent on how the valet is operated and traffic managed.(par. 4, Item D.) As a neighbor and downtown resident I agree. It is my opinion based upon observation and practice that the plans carefully outlined in the AC plan sound reasonable in theory but would not work in practice. I refer again to the pictures of traffic on a special occasion when cars on Webster are backed up to East Washington (how will hotel guests be able to arrive and depart in the midst of that?). Cars on Mifflin are backed up in both directions trying to enter the garage. The traveler not wanting to park has a difficult time moving forward because of the line of cars parked on Mifflin, and so is stuck in the line of would-be parkers that are waiting for a car to exit before they can enter the garage. There are other exits and entrances to the garage but they are not operative at times of heavy use and at least one is restricted at all times to permit holders only. How will valets maneuver in this traffic to park or return a car to a guest? How will a guest who wants to self park be able to manage? One way is to eliminate on street parking on both Mifflin and Webster. And how will that affect residents who live and work downtown and do not have garage parking? How will that diminish the city's revenue from the meters?

Item D also states that the "Traffic and engineering staff has... requested that there be an ability to monitor traffic impacts in the future....." and "has recommended that the proposed zoning text be amended to list the hotel as a conditional use within the PD district." It refers to "non-anticipated impacts that may arise." I am not sure what this means but it sounds like let's deal with the problem when it occurs instead of now.

I support the recommendations of the Traffic Engineering Division but think they are incomplete. The time is now to solve the problems that exist and that will only increase

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with more residents occupying Rouse apartments (how can they be assured entrance and exit from their garage during traffic jams?) and the hotel traffic.

The Traffic Engineering Division has requested "an ability to monitor traffic impacts in the future." The time is now before motorists, hotel guests, bikers and residents are inconvenienced or possibly harmed physically.

Last Sunday afternoon when most of Wisconsin was watching the Packers and there should have been a minimum of traffic, Anne and Bill and I took a walk around the block. The traffic was not heavy but persistent. We were surprised and noted how fast the cars zip around the corner of East Wash and Webster and dismayed when we saw a biker on Mifflin zoom around a car and run a red light.

Let us address the problem now before we move forward. Let us require a parking plan that is realistic and respectful of the residential character of the block.

Thank you.

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