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May 1, 2015

**Bradley Cantrell, Ken Opin, Ledell Zellers, Melissa M. Berger, Michael Heifetz,  
Michael Rewey, Sheri Carter and Steve King**

Plan Commission

City of Madison

**Re. HUB developments impact Gilman Street Parking, jeopardizing local small business**

Dear Plan Commission Members,

I own and work from the Gilman Street Plaza office building, located at 520 University Avenue. I attended the April 23rd neighborhood meeting regarding the proposed new construction of HUB 2 on the current Mullins parking lot. The Chicago-based developers did an excellent job presenting their project, though I gather they still have some decisions to finalize.

**We are very concerned that existing small businesses in the State Street area will be adversely affected by the lack of consistently reliable access to parking options in the Gilman/Frances area.**

The proposed new construction on the Mullins lot raises concerns for existing businesses in this area. Many of us do not feel that the city has done anything to address the very serious parking problems created by the construction of HUB 1; and now we are facing another year of construction tangles and more lost parking? Has the city abdicated all responsibility to advocate on behalf of local long-standing small businesses in this area affected by the HUB developments?

When HUB 1 was built, it eliminated 100 surface parking stalls used by local business owners and their employees who work and do business here; and we all know that HUB 1 did not create enough additional parking to even accommodate the hundreds of new

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residents it brings to this block. Additionally, during the past year and a half, construction equipment and vehicles have eliminated much of the metered street parking on Gilman Street and the street itself has been partially blocked or closed almost continuously, causing further traffic headaches.

I have three doctors and an attorney in my building; also, a busy hair salon, a masseuse, and a variety of other small operations. These businesses not only need reliable and affordable parking for themselves and their staff, but also for their clients.

Our Alderman Mike Verveer indicated at the neighborhood meeting that he believes the Frances street public ramp adequately addresses these parking issues. But, every time the Kohl Center hosts any number of events (Wisconsin Interscholastic Athletic Association (WIAA) high school championships, volleyball, basketball, hockey, commencement ceremonies for the UW and Madison high schools, concerts, ice skating shows, career fairs, political gatherings, conventions, etc.), that ramp is inaccessible. There are literally cars at every entrance, lined up down the streets waiting for a space to open up - from 7 am to 7 pm during some of these events.

Speaking with the manager of the Einstein Bros. Bagels on State Street, she tells me that the employees she has working their delivery service can almost never count on getting into that lot on Saturdays. In addition to Kohl Center events and Saturday congestion, there are other days of the year that State Street and University happenings also fill the Frances/Lake street ramp to capacity.

Are small businesses supposed to shut down on Saturdays and during the many annual downtown events that fill-up the both the metered street parking and the Frances/Lake street ramp? Of course not. Contrary to what Alderman Verveer believes, the ramp is simply not consistently dependable as a back-up parking option for employees and customers of the many small businesses of State Street/Gilman area, if they find the metered street stalls already taken.

Now the city is set to approve HUB 2, which will eliminate another 100 surface parking stalls from our area, add 800 new residential beds, 9300 sq. ft. of retail space, but only 149 of their own parking stalls? At the meeting, the developers suggested they would like to see a restaurant/bar go into that retail space. Where will the employees and patrons of that new establishment be parking? You, see how this project further adds to the number of cars competing for the very limited street spaces and adds to the congestion in the public ramps?

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My building has sustained a high level of vacancies due to the parking concerns of potential tenants. It has been even worse this last year during the HUB 1 construction, given our metered street parking on Gilman has been mostly eliminated by the construction vehicles and equipment. If you approve this new HUB project, anything that can be done to keep the construction off the street, leaving the metered stalls available to our businesses would be a huge help. Feel free to contact me if I can be of any assistance on this point.

Also, is it possible to designate some permanent (and perhaps more affordable) public parking in the area for our use? Something on the street or in the ramps that would always have space for clients and tenants, regardless of events going on at the Kohl Center?

Thank you very much for your time on the issue.

Sincerely,

Duane Hendrickson, Realtor