

VILLAGE OF SHOREWOOD HILLS
TRAFFIC COMMITTEE

Draft Minutes of Monday, January 28, 2008

MOTIONS FOR THE BOARD OF TRUSTEES TO CONSIDER:

- Installation of a permanent speed hump at the 2007 test location on Wood Lane with appropriate storm-water drainage (Refer to 2.b.).
- Installation of the temporary speed hump at the intersection of Oxford Road and Sweetbriar Road (Refer to 2.c.i.).
- Use the Village e-mail network to notify residents when motor vehicles must be removed from Village streets to enable the crew to plow the streets and to include these arrangements in a newsletter article (Refer to 3.b.)
- Increase parking citation fee from \$15/\$30 to \$50 (if paid within 7 days) and \$100 (if paid after 7 days) (Refer to 3.c.).

1. Meeting called to order by Chair Bromley at 7:01 pm.
 - a. Present: Joyce Bromley, Chair, Robert Gerber, Jane Grabowski-Miller, Karen Knetter, Tom Popkewitz, Devra Rich, Jan Tymorek, Police Chief Pine. Guest: Tom Young
 - b. Police Chief Pine confirmed that the meeting had been posted according to the Wisconsin Open Meeting Law.
 - c. Bob Gerber agreed to take meeting minutes.
 - d. November 2007 minutes will be considered at the February meeting.
2. Current Issues and Updates
 - a. Traffic monitor results: Results of the traffic monitoring data of streets identified as “pass-through” streets were discussed. The streets include 2 points on Lake Mendota Drive (east-west); Edgehill Parkway (east-west); Edgehill Drive (north-south); Oxford Road (east-west). Police Chief Pine electronically monitored these streets on October 23-28, 2007 for count of traffic and for speeds at or above 28 mph. A University football game was not held on a Saturday of this week-end.

The headings on traffic tables should be modified (change MPH RANGE to Maximum MPH). The headings for the columns should read: “TOTAL”, “>28 MPH”, “%>28”, and “Maximum MPH”.

The data collected on Edgehill Drive deserves extra attention. The speed limit on Edgehill Drive is 20 mph except for an area between Lake Mendota Drive and Blackhawk Drive where the speed limit is 15 mph. The traffic was monitored at the corner of Viburnum Drive and Edgehill Drive. During October 23-28, 2007, 3211 vehicles traveled southbound and 3162 northbound. Most of the traffic occurred between 10:00 am - 6:00 pm (1592 and 1768 respectively) and speeds over 28 mph are common. Between 7:00 -10:00 am the southbound traffic count was 851 and 371 northbound. Thirty-five percent (35.3%) of the traffic during this period of time was at or above 28 mph and speeds were recorded as high as 40 mph. Various traffic calming options were considered.

Roma Lenehan’s expressed concerns for the hazards at the intersection of Lake Mendota Drive and Edgehill Drive were discussed.

The Committee agreed on short-run and long-term approaches. In the short-run Police Chief Pine agreed to assign police officers on Edgehill Drive between Lake Mendota Drive and Blackhawk Drive during the week days and to issue tickets to motor vehicle drivers traveling

over 28 mph. In the long-run, we will provide this data to a traffic planner for traffic calming recommendations for us to consider.

[NOTE: See Safe Routes to School, 3 a) ii. in relationship to Edgehill Drive as a dominant route to Shorewood Hills Elementary School.]

The Village has hired a traffic planner consultant to evaluate the current traffic count and patterns of traffic on Marshall Court, "Ridge Street" and University Bay Drive. Additionally, the traffic planner will model anticipated traffic counts and patterns for various types of redevelopment on Marshall Court. This data will be useful in determining traffic/parking requirements as Marshall Court is redeveloped. This is timely because a developer has proposed an office building for the corner of University Bay Drive and Marshall Court and the building will have a higher density of employees than we have had in the area to date.

- b. Review Wood Lane Traffic Monitor Results: Traffic count and speed data taken before and after installation of a temporary speed hump on Wood Lane showed similar before/after traffic counts but significantly reduced speeds following the placement of the traffic calming device. In addition to reduced speeds, residents on Wood Lane reported that drivers stayed on the appropriate side of the street.

The committee recommends the construction of a permanent speed hump at the 2007 test location on Wood Lane with appropriate stormwater drainage. Motion made by J. Tymorek, seconded by B. Gerber. Motion passed unanimously.

- c. Consideration for the reconstruction of Columbia and Oxford Roads (2009)

- i) The Traffic Committee has considered a speed hump on Oxford Road between Bowdoin Road and University Bay Drive for several reasons: Oxford Drive is used as a pass-through street for neighboring communities and has a high traffic count, the speed limit is frequently exceeded, the hill for westbound traffic is a barrier for seeing the entire road ahead, and it is a major crosswalk to and from University Housing units.

Traffic monitored between October 23-28, 2007 (4-weekdays) indicated that over 2292 motor vehicles traveled east and 1933 traveled west on Oxford Road. During that same period on average 40.1% of westbound traffic traveled between 28 mph and at least 40 mph (averages ranged from 31.1-48.1%) , and eastbound on average 26.4% between 28 mph and over 40 mph (18.7-33.8%).

J. Tymorek moved and B. Gerber seconded the motion to place the temporary speed hump on Oxford Road at the Sweetbriar Road intersection. Motion carried 5-0-1, D. Rich wanted more time to consider this motion.

- ii) Evaluate Drop-off, Pick-up Areas on Columbia Road: Shorewood Elementary School is the next traffic monitoring project. Traffic will be electronically monitored around Shorewood Hills Elementary School during the spring while school is in session and before construction of Shorewood Boulevard begins. Police Chief Pine has observed hazardous conditions around the school due to traffic congestion and the use of school drop-off and pick-up areas practices--this impacts Columbia Road, Amherst Drive, Harvard Drive, and Yale Road. Congestion is heaviest on weekdays between 8:25-8:35 a.m. In planning for the reconstruction of Columbia Road in 2009 we will be considering traffic counts, speeds, current practices and how the street can be made safer.

3. New Business

- a. Safe Routes to School is a Wisconsin Department of Transportation program available to municipalities. The Village of Shorewood Hills has partnered with this program in order to make safer routes to school and to encourage K-8 students to walk/bike/scooter to school. The Village worked with the University of Wisconsin Department of Family Health on this survey.
- i) Patterns of student foot/bike traffic between home and Shorewood Elementary School: The committee reviewed results from the Shorewood Hills Elementary School survey taken last fall, prior to October 3, 2007, International Walk to School Day. The survey identifies routine walk/bike/scooter routes. Seventy-seven percent (77%) of those who responded to the survey indicated that they walk/bike/scooter to school. Over 30% of the students returned surveys and over 25% included a map of their routes to school.
- ii) Of the 25% who included a map of their routes 15.5% used Edgehill Drive and 35.9% crossed at Oxford and Bowdoin Roads. Edgehill Drive and Oxford Road have been Village streets with recorded high counts of traffic and frequent speeds at or above 28 mph and many at speeds at least 40 mph. The survey results will be provided to a traffic planning consultant for consideration with the other issues facing traffic in the Village.
- b. Snow Removal Obstructions and Safe Walking Routes: Motor vehicles parked on Village streets during snow storms have presented snow removal problems and can increase risks as other drivers/pedestrians navigate around them. Options for notifying residents to remove their vehicles from the street were discussed: alternate-side parking, to restrict any parking on Village streets during winter months, to send broadcast notices to local mass media, or to send messages through our Village email network.

T. Popkewitz made the motion and J. Tymorek seconded the motion to use the Village e-mail network to notify residents to remove their motor vehicles from Village streets to enable the crew to plow the streets and to include this information in a newsletter article. The motion passed unanimously.

- c. Parking Tickets: Police Chief Pine reported on the 2007 parking citations data: 1058 parking citations were issued last year (only 3 were dismissed). Parking violations for 1-hour or 2-hour violations were the most common. He reported the same vehicles have been ticketed routinely throughout the year. Parking tickets are cheaper than paying for UW parking. Currently the parking ticket is \$15 (if paid within 7 days) and \$30 (if paid after 7 days).

T. Popkewitz made a motion and J. Grawbowski-Miller seconded the motion to increase our parking citation fee to \$50 (if paid within 7 days) and \$100 (if paid after 7 days). The motion passed unanimously.

- d. University Avenue Corridor: Reconstruction of University Avenue from Segoe Road westward to Allen Boulevard in Middleton is scheduled for 2009 and will impact on the Village and other adjacent neighborhoods to University Avenue as drivers avoid using University Avenue.

When University Avenue east of Segoe Road is redeveloped important considerations to the Village will be provisions for bus stops, safe pedestrian intersections for crossing University and Village east-west streets, the continuation of the bike path along University Avenue, and a potential bicycle station close to the University Hospital complex.

- e. Amenities to a rail stop at University Bay Drive and University Avenue: Bicycle stations are becoming popular in dense employment areas. J. Bromley asked committee members to investigate the concept of bicycle stations in general and options for a bicycle station near

University Bay Drive and University Avenue. The Millennium Park in Chicago provides one model. Even if the rail stop would not be located at University Bay Drive, is there merit in having a bicycle station for those who commute to campus by bicycle or bus near this location.

A bicycle station could accommodate bicycle commuters, others who commute by rail or bus and would benefit from having a bicycle available to them during the day, and general bicycle parking and/or rental. Some bicycle stations have membership levels where “members” have lockers and shower facilities.

4. We received public comments about traffic conditions on University Bay Drive, Edgehill Drive/Lake Mendota Drive intersection and “red light running.”
 - a. In response to Susan Bulgrin’s concern, Police Chief Pine agreed to provide additional monitoring of the Colgate Road and University Bay Drive intersection and to write citations to motor vehicle drivers who do not stop at the stop sign.
 - b. In response to Jill Peyrot’s concern, the Traffic Committee agreed to discuss the issue of long-term parking on University Bay Drive. Village parking permits were intended to allow a resident to park outside or near his/her home and to prohibit others from taking all of the available parking areas on Village streets. Some Village residents are using streets on the east side of the Village for their day parking while they work; thereby, preventing residents in this area from using streets in front of their homes for themselves and their guests.

Terms of Village parking permits will be considered at the next Traffic Committee meeting.

- c. In response to Paula Hogan’s concern for residents who live at 1240 University Bay Drive (and their guests) the Traffic Committee agreed to evaluate the extent of the traffic island.

Police Chief Pine will investigate why the street divider that extends across 1240 University Bay Drive needs to have a 4-inch curb and why it cannot be shorter. Shortening the divider will allow residents of 1240 University Bay Drive to use their driveway when traveling either north or south.

- d. The Traffic Committee agreed to discuss monitoring and enforcing “red light running” on University Avenue in response to concerns expressed by Jan Tymorek and Peter Hans.
 - e. Roma Lenehan’s concerns about the hazards related to the Lake Mendota Drive and Edgehill Drive intersection were discussed in relationship to the count of traffic, speed of traffic, and number of children who use Edgehill Drive in their route to and from Shorewood Elementary School. These concerns will be provided to the traffic planner consultant.

5. Traffic Committee Meeting Dates in 2008
 - a. Monday, February 25
 - b. Monday, March 24
 - c. Tuesday, April 22

Meeting was adjourned at approximately 9:15 pm.

Respectfully submitted,

Joyce Bromley, Chair
Traffic Committee