

VILLAGE OF SHOREWOOD HILLS
TRAFFIC COMMITTEE

Draft Minutes of Monday, February 25, 2008

1. Call to Order: Meeting was called to order at 7:03 pm.
 - a. Present: Present: Joyce Bromley, Chair, Jane Grabowski-Miller, Bob Gerber, Tom Popkewitz, Devra Rich, Police Chief Pine, Administrator Karl Frantz; Excused Absences: Karen Knetter, Jan Tymorek; Guests: Tom Young, and Paul Lenhart and his associates Mike Herl, Douglas Hursh, and John Lichtenheld
 - b. Police Chief Pine verified that the agenda had been properly posted.
 - c. J. Bromley took minutes of the meeting.
 - d. Approval of minutes:
 - i. November 26, 2007 minutes moved by Tom Popkewitz and seconded by Bob Gerber were unanimously approved.
 - ii. January 28, 2008 minutes moved by Bob Gerber and seconded by Tom Popkewitz were unanimously approved.

2. Current Issues and Updates
 - a. Traffic Control Results: Police Chief Pine reported results of street monitoring by police officers in a squad car as requested by the Traffic Committee;
 - i. The monitoring of Edgehill Drive between Lake Mendota Drive and Blackhawk Drive was prompted by results of the electronic monitoring which revealed a common occurrence of speeders in this area that is marked for 20 mph and 15 mph. This section of the street was monitored for 45 minutes on January 29, 30, 31, and on February 19 at 11:00 am and at 1:00 pm. Speeds were recorded between 24-28 mph and one driver (who received a citation) at 35 mph.
 - ii. The monitoring of University Bay Drive at Colgate Road was prompted by complaints expressed by several residents on that street. The police officer did not see anyone violate the 4-stop signs at that intersection on January 24.
 - b. Traffic Citation Fees
 - i. Traffic citations were reviewed to determine if current fees have been effective. The only parking violation that appears to have repeat violators is the "Parked Past Posted Time Limits for either 1-hour or 2-hours." University employees commonly park on Village streets and have confessed that it is cheaper to pay for parking citation than to pay for parking at the University.

Graduated fines were considered; that is, as violators repeat the offence the fine increases. This would be an administrative nuisance and would consume more time of the police officer who could be patrolling Village streets.

The Traffic Committee once again supports raising the citation fee for this particular offense to \$50.00 if paid within 7-days and \$100 after 7-days. In addition, police officers would place warning notices on cars alerting them to the change, prior to its initiation.
 - ii. The program to download a list of drivers who have received several citations for the offense under consideration is too cumbersome for the time available to the staff. Police Chief Pine reported that most of the parking citations on Marshall Court were to the same drivers.

c. Red Light Running (AB528)

Assembly Bill 528 has passed the Assembly Urban and Local Affairs Committee on Thursday, February 21, 2008. It will be sent to the Rule Committee that decides on the Senate agenda. If it reaches the Senate a public hearing will be held. The Traffic Committee will continue to follow its progress.

If AB528 passes in its present state municipalities within Wisconsin could choose whether or not to allow traffic control photographic systems to monitor intersections for “red light runner.” Red light runners are defined as those drivers who *enter* an intersection on a red light. When a light turns red, any car entering the intersection would be photographed with a sensitivity to record the rear license plate, the condition of the intersection, and the red light. The record would be given to the local police department to determine a violation. For example, if someone turns right on a red light and the intersection is clear a citation would not be issued. Since the person in the vehicle is not photographed, this system eliminates concerns about racial profiling.

Police Chief Pine report 7 red light runner violations between January 1-February 25, 2008.

d. StreetShare Pledge informational brochures will be available for distribution with pool passes. An additional insert will be included to present street etiquette for pedestrians. The same information can be distributed to members of Blackhawk Country Club, Marina, and the First Unitarian Society.

e. Village of Shorewood Hills Parking Permits Policy

Bob Gerber motioned, Devra Rich, seconded a motion to revised Village of Shorewood Hills Ordinance 7.09 (1) to permit residents to park within 100 yards of their property line. The motion passed 5-0-0. This change will preserve convenient street parking for everyone near their residence.

The last sentence of 7.09 (1) would read “Such permits will allow such residents to park or leave standing such motor vehicles on any street in the One-Hour or Two-Hour Parking Zones *within 100 feet of their property line* without any time limitation.

f. The Island at University Bay Drive and Oxford Road obstructs the driveway of residents at 1240 University Bay Drive. The University representative will evaluate the possibility of shortening the island and Police Chief Pine has arranged to have the show removed from the island to allow visibility for drivers.

g. Village Snow Removal

- i. Karl Frantz agreed to broadcast email notices to residents to alert them about snow plowing of Village streets. The email will instruct them to remove their motor vehicles from the street. If motor vehicles are not moved, a police officer will call the resident to move the motor vehicle. This winter about 8 residents were called to remove their motor vehicle from the street. Everyone complied.
- ii. All of the snow we received this winter has presented challenges, especially to those in the Village who clear our streets. The Traffic Committee is on record to

acknowledge the outstanding job our crew has done this year to keep our streets well plowed and widened and safer for us all.

- h. Speed Humps
 - i. The motion to install a permanent speed hump on Wood Lane in the location of the temporary hump last year will be forwarded to the Board of Trustees in March.
 - ii. The motion to install the temporary speed hump on Oxford Road will be advanced to the Board of Trustees in March. The location will be west of Sweetbriar Road and east of the pedestrian cross walk. The objective is to slow west bound traffic while visibility of the crosswalk is obstructed and before a vehicle reaches the pedestrian intersection.

3. New Business:

- a. The Traffic Committee reviewed the Krupp & Associates proposal for traffic concerns related to parking, motor vehicle counts, traffic patterns, bicycles, and pedestrians. Parking on Marshall Court is of great concern for the Village Police Department as well as for the Traffic Committee. Other than the intersection at Marshall Court and University Bay Drive, the speed of traffic has not been an issue in this section of the Village. Parking, pedestrian and bicycle safety are the main issues to be satisfactorily addressed.

The types of office uses will determine types of traffic patterns. In response to T. Popkewitz's concerns, Paul Lenhart said that offices were primarily business offices, not patient care rooms; for example, UW Nursing Recruitment Center will be a tenant. The VA Hospital has expressed an interest in office space in this building.

Parking

Douglas Hursh discussed the parking plan for this development. The objective of Krupp & Associates is to add density for a place of work, but to conceal parking areas underground. The result will be to create streets that are pedestrian and bicycle safe. Having a safe pedestrian street will encourage building occupants to use mass transit and to walk to the building from University Avenue.

Parking arrangements will accommodate 193 cars, plus mopeds, and bicycle stalls. The first level will be 30 minutes-2-hour parking. Currently eight (8) short-term (30-minutes) parallel parking stalls are planned for Marshall Court to accommodate deliveries and visitors. Parallel parking is a more urban approach to making streets pedestrian safe, because cars become a barrier from the street to the pedestrian sidewalk. Parallel parking would also accommodate retail needs on the street level.

In response to J.Grabowski-Miller's inquiry about parking arrangements in the garage, Mr. Lenhart explained that a pass card with photosensors will be required on 2 levels that will be reserved for tenants. The entrance to the garage from Marshall Court will have a door.

Two-and-one-half (2 ½) levels of parking for employees and their clients will be underground with the top level available to the First Unitarian Society on evenings and on week-ends. A stair well to the parking garage will be available on the north side of the property to accommodate the First Unitarian Society. In response to Police Chief Pine's concern for the safety of people from the First Unitarian Society using this parking garage, Paul Lenhart said that Krupp & Associates would hire a security company that uses

surveillance cameras for the walkway between the First Unitarian Society and the parking garage, and in the parking garage.

Members of the Traffic Committee are divided about street parking in front of the building. We recognize that whatever decisions are made about this building are also decisions made about the character of our Village. These are the unresolved concerns expressed by members of the Traffic Committee:

- To keep all parking underground in order to encourage a more “pastoral” setting consistent with the rest of the Village.
- Create more space between the door and the street. People leaving the building may be distracted or their visibility may be impaired by the weather or seasonal conditions.
- Move the building further north and put in a semi-circle drive for delivery vehicles.

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- To include on-street parallel parking especially to provide flexibility for potential retail space.

Douglas Hursh responded to some of these concerns. The parking garage levels are not high enough to accommodate delivery trucks. In response to D. Rich’s concern for refuse vehicles collecting trash and recyclable materials from the garage, Mr. Hursh said that the containers for trash and recycling would be taken to the truck at the curb.

The Traffic Committee is not prepared to make any recommendations or motions until the entire length of Marshall Court can be considered. Parking requirements will be considered with the redevelopment models for mixed use and types of mixed uses. Instead of requiring each property owner to support parking stalls, funds from a Tax Increment District (TID) could be used to build public parking to accommodate the entire area with space for motor vehicles as well as a bicycle station.

Motor Vehicle Counts

Most of the information John Lichtenheld, Krupp & Associates traffic consultant, provided pertained to University Bay Drive. He evaluated current traffic at peak hours defined as 7-8:00 am and 4:30-5:30 pm. He estimated that traffic on Marshall Court during these times would increase by 80 in the morning and 80 in the evening. On University Bay Drive the morning count was 1400 and afternoon at 1200. The increase on University Bay Drive would be about a 4-5% increase; however, University Bay Drive would likely be safer because other driveways onto University Bay Drive would be eliminated.

He recommended traffic calming measures on Marshall Court to slow traffic on a narrow street. The Village experience, as determined by traffic citations and on-site reports, is that speed of traffic on Marshall Court is not an issue.

The Traffic Committee will wait for the Village traffic consultants report before making any recommendations or motions.

Traffic Patterns

Mr. Lichtenheld discussed his evaluation of the traffic plan. The current 5 driveways will be reduced to one driveway leading to an underground garage at the west side of the property accessible from Marshall Court. He has taken into consideration mass transit orientation (bus/rail), bicycles, pedestrians, and motor vehicles.

Employees in UW offices at 800 University Bay Drive will enjoy the same transportation privileges as other UW employees; that includes, free bus passes, car-pooling options, and parking on the hospital campus.

Other considerations for developing safe traffic patterns:

- Installation of buried utility lines and removal of utility poles (that can obstruct a persons view and obstructs snow removal).
- Work with the University and the City of Madison to develop methods to reduce traffic stacking on University Bay Drive. The traffic is not from the Village and the City of Madison and the University from which traffic is generated must be involved in the solution. Would a stop light at University Avenue by University Station be beneficial?
- The suggestion of a one-way traffic loop was not supported by the Traffic Committee. One-way traffic is one of most hazardous traffic arrangements. Drivers are much less conscientious and this method would be incompatible with encouragement of safe pedestrian traffic and the “pastoral” character of the Village.
- Concern that the protrusion of the southeast corner design of the building will adversely affect or give the perception of adversely affection visibility at that intersection. This could be avoided by moving the building further north.

The Traffic Committee will continue to work at developing traffic patterns that will accommodate Marshall Court uses.

Bicycles

Bicycle parking will be available in the underground garage. The Traffic Committee recognizes that this developer cannot be expected to solve the problems associated with the Village bicycle route in this one building. However, it is important that this proposed building provides a safe street passage for bicycles.

- Eliminating parallel parking would provide a safer bicycle route.

Pedestrians

The Traffic Committee is unanimous in its commitment to making all streets pedestrian safe and for pedestrians to have confidence that the streets are safe for them.

- The over-riding concern is a wider set-back of the building from the street in order to project a pedestrian friendly environment on Marshall Court. This would also allow more area for seasonal snow storage.

The Traffic Committee will hold any recommendations or motions pertaining to 800 University Bay Drive until it can review the traffic study commissioned by the Village.

Meeting adjourned 9:14 pm.

Respectfully submitted, Joyce E. Bromley
Chair, Traffic Committee

ADDENDUM:

Tom Young distributed maps of the Village with sign locations and a legend that indicates each type of sign for a later discussion.

Police Chief Pine generously provided a list of other traffic violations that occurred in the Village between January 1-February 25, 2008.

- 13 Speeders
- 9 OWI
- 1 Reckless driving
- 6 Suspended license
- 1 Underage
- 19 Miscellaneous: obstacle impediment, no light, identification, improper stop, left turn violation, causing an accident by following too close