

Monroe Street Reconstruction Kickoff Meeting Notes Wingra School, June 13, 2016

Total participants: 89

Table Conversation #1: Headlines Exercise

During this 15-minute exercise, participants worked both individually and in small table groups to answer the question, “What newspaper headline would you like to see result from the Monroe Street Reconstruction project?” Responses are as follows:

- Traffic Pressure Does Not Make Pedestrians Uncomfortable
- Monroe Street A Model For Madison
- Zero Pedestrian Accidents On Monroe Street After Reconstruction
- Reconstruction Pleases All
- Monroe Street Traffic Calm, Business Booming And Enhances Neighbors Quality Of Life
- A Greener, Safer Monroe Street Emerges
- Monroe Street Neighborhood Advances With Greener, Safer Business District
- On Time, On Budget
- Safety Of Pedestrians And Bicycle Is A Model For Future Community
- Small Town Feel In The Middle Of A Big City
- All Monroe Street Businesses Survive Roadwork
- Monroe Street, Where Friends Gather And Things Happen!
- Monroe Street Neighborhood Rated Best In City For Quality Of Life
- Sustainable, Innovative Design Of Monroe Street Reflects The Values Of The Community
- Monroe Street Reconstruction Sets A Sustainability Example For Future Street Reconstruction Projects In Madison.
- Monroe Street Reconstruction Seen As Most Sustainable Green Street In The Nation By National Panel
- Madison’s Cooperative Spirit Realized On Monroe Street
- Small Town Feel In The Middle Of Big City
- Become Good Neighbors
- Monroe Street Does It Right: Shining Example Of How To Live, Work, Play
- Monroe Street Reconstruction Enhancing Pedestrian Safety
- Monroe Street Reconstruction Did Not Take Away The Beauty Of Surrounding Neighborhoods
- Crashes Reduced By 75%, Speeds By 35%
- Businesses Alive And Thriving, The Place To Be
- Slow Going And Pleasant For All
- Revitalized Green Monroe Street Attracts Pedestrians And Cyclists To Area Businesses
- Pedestrian Friendly And Safe
- High Rise Building Curtailed In Preservation Of Lake Wingra Quality

- Reconstruction Of Monroe Street Wins National Urban Design For Its Synthesis Of Transportation (Car, Bike, Bus), Green Space And Preservation Of Vibrant Businesses
- Monroe Street Sets New Standard For Multimodal Corridor
- Most Friendly Pedestrian And Bike Street In The Midwest
- Monroe Street Revitalized - Residents, Business Owners, Commuters, Happy With Plan
- Pedestrian Safety Does Not Make Monroe Street A Bottle Neck
- Monroe Street Reconstruction Respects The Past And Accommodates The Future
- Cars Give Way To People On Newly Reopened Monroe Street
- Monroe Street – Symbol Of People Friendly Corridor Community Celebrates Coming Together – Bold Vision Points The Way To Green Community Vision
- Monroe Street: Traffic Calmed, Pedestrian Activity, Businesses Are Booming, Neighbors Are Happy
- Monroe Street Is A New Model Green City
- New Monroe Street Is Safe, Cozy And Green
- Done On Time Under Budget
- Monroe Street Community And Businesses Stronger
- New Initiatives For Pedestrian Safety On Monroe Street
- Monroe Street Plan Highlights Residential Quality Of Life
- Complete Street Improves Business Accessibility, Water Quality And Pedestrian Safety
- No More Pedestrian Accidents On Monroe
- Monroe Street Neighbors Bury Power Lines, Use Low Glare Lighting, And Add Bike Boulevards Adjacent To Monroe
- Monroe Street Reconstruction Provides Great Balance For Cars, Bikes And Pedestrians
- Monroe Street Reconstruction Provides Artery: Provides Heartbeat Of Neighborhood
- Retail Sales Soar Following Bike Lane Installation On Monroe
- Monroe Street Competed On Time
- Neighborhood Businesses Celebrate Economic Boost
- A New Gateway For Camp Randall To Open
- Monroe Street Is The First Green Street In Wisconsin
- Monroe Street As A Model For Green Urbanism
- Post Construction, Monroe Street Positioned For Another 30 Years As Backbone To Strong Neighborhood
- Collaboration Sensation: Monroe Street Is A Model For Green Urbanism
- After A Century, Monroe Street Successfully Converts Itself From A Transportation Corridor To A Vibrant, Walkable Neighborhood Who's Neighbors Know And Respect Each Other
- Users Respect Each Other Even Though They Are "Tourists"
- Smooth Ride On Monroe
- A Safe Place To Shop: Well Lighted Sidewalks And Crosswalks, Bike Lanes
- Businesses Thrive On Revitalized Monroe Street
- Safer And Calmer Monroe Street Reconstruction
- The New Monroe Street Brings Out The Best Of The Neighborhood
- Monroe Street Reconstructed, Enhances Quality Of Life And Improves Safety For All
- New Monroe Street Is Safe And Cozy

- The Most Transparent Planning Process In The History Of The City Of Madison! All Parties' Needs Were Met – Within Budget.
- Copenhagen Looks To Monroe Street For New Model Of Multi-Modal Transit And Placemaking
- Monroe Street Changes Priorities; Greening and Pedestrian Emphasis Over Car Traffic
- Forest Canopy Closes Over Monroe Street
- Public Sparkling Water Opens For Business In Wingra Park
- Reconstruction Pleases All

Table Conversation #2: Feedback Exercise

Following presentations by Urban Assets and City of Madison staff, participants worked individually and in small groups for thirty minutes to respond to the following questions:

1. What have you heard today that you like, appreciate, or agree with?
2. What have you heard today that you disagree with or are concerned about?
3. What 2-3 things do you want to learn more about or discuss further, in order to provide more informed input during this process?

Q1: What have you heard today that you like, appreciate or agree with?

- Flags at bike crossing
- Placemaking and bikes
- Placemaking effort to increase vibrancy of neighborhood
- Crosswalks have colored middles
- Allowing citizen input early in the process
- Color, placemaking crosswalks
- Balancing of transportation efficiency, varieties – bus, bike, pedestrian, greenspace, placemaking, safety
- Balancing multi-modal needs of the street
- Count down timers on crosswalks
- Signs that flash at crosswalks
- Water infiltration using vegetation
- Focus on pedestrian safety and placemaking
- Intention to include community input balanced with the understanding of trade offs
- Using public input to inform decision making
- Pedestrian crosswalk signs
- Need Pedestrian light at Knickerbocker
- Like: data driven approach
- Enhance pedestrian safety
- Like: emphasis on pedestrian safety
- Comprehensive approach
- Repeatable and documented process for decisions
- Binding asked is very important
- Short and long term pedestrian safety solutions
- Focused on balanced approach to cars, bikes, pedestrians
- Need for pedestrians and bicycle safety
- Green infrastructure
- Sustainability

- Community space opportunities
- Making it easier and safer to cross Monroe Street
- I love data
- I like that there's an eagerness to listen to all perspective
- Ensuring enough green spaces to accommodate population density
- Wanting to maintain the residential quality of the neighborhood
- Like: emphasis on pedestrian safety
- Like: attempt at transparency and consensus building during this process
- Pedestrian crossing
- Like: that they're keeping the work within one year, not two
- Democratic process involving neighborhood
- Focus on placemaking
- Watershed plan
- Pedestrian crossing
- Underground utilities take advantage of lateral replacements
- Like: replacing all the public utilities
- Like: pedestrian crossing signs
- Holistic approach to planning
- Good and open process for community input
- 2016 start with pedestrian flashing signs at some crosswalks
- Inclusive process
- Regard for past plans and planning efforts
- There needs to be a balance
- Bike improvements
- The amount of money allocated for the project including some extras
- Interim crosswalk strobes
- Agree: pedestrian crossings
- The fact that it will actually be done at last
- Pedestrian lights 2016+
- The willingness of city staff to be involved in the community process
- The pedestrian improvements
- The emphasis on infiltration of rain water
- Getting feedback from the public in this process
- City staff is here to answer questions
- All parties represented
- Pedestrian and environmental issue are considered
- Well organized process
- Diverse attendees
- Appreciate collaboration – (that) there is not a finished product or vision
- Agree with data collecting and using data for many years instead of short 5 years
- Necessary upgrades to utilities
- "Green" goals
- Aware of neighborhood concerns about traffic and safety
- Potential of what can be
- City "A Team" on the project
- Attention to pedestrians
- Agree with effort to plan and plan more before breaking ground

- Agree with the sharing of information from the City of Madison to the neighborhood
- Watershed protection considerations
- Multi-modal transit considerations - car, bike, bus, pedestrians
- Placemaking nodes with community engagements features: ART
- Use of Envision Table
- Use of Lake Wingra Watershed Plan
- That you are open to public input
- Multiple goals
- Thoroughness of city staff in gathering input and data
- Envision framework
- Engagement Resource Team (ERT) Composition
- Acknowledging multiple uses of the street (bike, pedestrian, bus)
- Ample opportunity for public input
- Using placemaking as an organizing principle
- Emphasis on pedestrian safety and business growth
- Emphasis on place making and keeping Monroe Street a destination
- Crazy legs closing and a “park” like area
- The understanding of people who live here and businesses that operate
- Process keeps moving project forward
- Having a planning tool to help manage the process
- Documenting process/decision making
- Good community input
- Attention to pedestrian crossing safety
- Consensus of a lot of people
- Disagree with nothing
- Found out that Edgewood to Odana is more of a resurfacing project. Hoping it is a quicker fix.
- Need to improve for people on foot and people on bike
- Focus on pedestrian safety
- Slow cars
- Involving the public and stake holders early on
- Preserve vitality of businesses
- Focus on pedestrian concerns
- Consideration of placemaking
- Emphasis on placemaking
- Agree with pedestrians
- Let’s make Monroe Street greener
- Interim pedestrian safety signs
- Improvement to roadways, increased green space and bike safety
- Thinking about how this will impact business
- Rain gardens
- Placemaking
- Emphasis on sustainability

Q2: What have you heard today that you disagree with or are concerned about?

- Sanitary budget is low!
- Flashing beacons aesthetically terrible
- 44’ street cross section to remain

- Stronger, safer connections
- Disagree with how unconcerned the city seems to be with growth of apartment/condos with traffic volume and damage to place makers
- Health of businesses – how to minimize
- Getting enough rain garden - \$20,000 budgeted is very low. Need creative siting to get enough are for gardens.
- True accessibility for wheelchairs, especially. May/will need reconstruction at corners and sidewalks.
- No revisiting zoning – current zoning encourages tunnel of high rises up to sidewalk – Yuk
- Too general
- Conflicts between pedestrians, bikes and cars
- More resources for underground utilities
- What is the most important thing, priorities unknown
- Lack of discussion of bicycle facilities
- Lack of discussion of parking needs vs. wants
- No information on what constraints there are on the cross-section
- No mention of the Monroe-Odana intersection as problematic for bikes and pedestrians
- Too general
- Only \$200,000 for water quality?
- Not much research provided (i.e. traffic numbers)
- Detailed information on plans
- Need detailed budget breakdown
- Concerned about parking – I pay \$25 a year re: parking on a nearby street
- 2025 completion date
- Concerns that the process might not be sufficiently forward – looking
- Concerned that past planning efforts and plan might be ignored because of anecdotal/personal concerns and critiques
- That everyone believes they will get all their wishes
- Tiny budgets for rain gardens
- The concerns of some will be loud and may not represent most people
- Will it be done on time? Penalties for delays....
- Concerned that aesthetics will be ignored in the face of other interests, e.g. safety
- Lack of businesses that cared to come to this meeting
- Concerned about city's plans for express lanes
- Need more \$ for street beautification
- No crossing (pedestrian) from Edgewood to Western...maybe Baltzell?
- No mention of city fund to help businesses survive the process
- Higher population density includes parking challenges
- Concerned retailers won't be heard; business v. neighbors
- Preserving the character
- Not undergrounding all future power lines
- Doesn't sound like plan to decrease traffic volume (just calm it)
- Parking, traffic
- Concerned with trade offs
- Ability to accommodate all of users' wants and needs
- Trade off: let's figure out best possible and move beyond what we have done
- If we put in bike accommodations, what happens to the parallel SW bike path? Why duplicate?

- Trade-offs might destroy good ideas
- How to accommodate all with physical space allotted
- Options for dividing traffic lanes?
- Dedicated cross walks for pedestrians
- Dedicated bike lanes? Tradeoffs.
- Connectivity of existing bike systems
- Projections of increasing traffic counts
- Pedestrian lights elevated (not eye level)
- Tree canopy
- Water quality budget
- Increase of apartments/condos and building sizes
- Tradeoff on traffic flow
- Tradeoffs are challenging
- Not undergrounding lines in residential areas of Monroe Street
- Not enough \$ to deal with diversity of ideas
- Disagree with bike accommodations – they should use bike path
- Feeder intersections should be reconfigured: Commonwealth, Odana, Gran/Spooner, Regent/Monroe
- Parking for those who live on the street!
- No discussion on driving pattern if going to change
- Design is not thought out yet
- Lots of ideas for pedestrian improvements, but zero ideas for bike improvements
- Combined focus – pedestrians, bikes transit – these are very different considerations
- Budget already seems allocated, precluding some options
- Bicycle accommodations seem an afterthought
- More education of drivers on pedestrians and speed
- How will impacts on broader neighborhood be considered – many streets, residences in close proximity
- How to preserve unique character of Monroe Street
- Trees and utilities along Monroe Street
- How to balance needs of multi user groups
- Landscape architecture – what is the budget?
- Budget
- Budget sounds low
- Impact on businesses – how to balance access and all other project needs and wants
- Worried that there is not enough talk about Monroe as traffic corridor – should Monroe be a traffic connector for Verona?
- Worried that stakeholders like condo developer and private colleges are considered separately vis a vie placemaking
- Placemaking could have unintended negative consequences (e.g. Philosopher’s Square)
- Width of Monroe Street
- Monroe Street needs signs that say how fast cars are going
- Smaller or no trees in some
- Missing viewpoints of Monroe Street homeowners residents (vs neighborhood) – cost for existing functional curb; lighting so much per homeowner
- Don’t like overhead cross signs – ugly
- Lighting assessment may be very expensive for home and business owners

- Highest recorded speeds
- Location of pedestrian installations
- Placemaking and culture of pedestrian rights
- Specifics of pedestrian crashes
- Edgewood field lighting will be bad for homeowners (too bright)
- Flashing crossing signs seem like a Band-Aid for poor street design
- I hear much talk of \$ when talking about pedestrian safety
- Need pedestrian crossing at Knickerbocker
- Does solar work effectively, consistently under cloud cover?
- How will rain gardens grow in the sun on Monroe? It won't grow prairie plants.

Q3: What would you like to learn more about or discuss further?

- How to project parking demand for commercial and high density residential development and how to accommodate this demand to avoid a mess
- Detail on costs, e.g. undergrounding
- How will issues be prioritized?
- Did not/do not understand the distinction of "parking" facilities – commuters=no? Who will be encourage/discouraged and how?
- Option for bike lanes
- Can the cross section be increased?
- Need parking needs assessment
- Plans for Odana-Monroe intersection to simplify and make safer
- Research on impact on the neighborhood (not necessarily the businesses but the people who live there)
- Research on long term costs
- Ideas for Crazy Legs
- Pedestrian improvement costs
- Underground and tree canopy = options/\$
- More data – what % of storm water runoff from sidewalks and street will be infiltrated in the rain gardens planned?
- Constraints/issues with more sustainable products i.e. porous pavement
- Can storm water be creatively exported to rain gardens off the street or captured in the ground prior to getting to the street?
- Making a road that is quieter///pavement types? Vegetation?
- Pavers in the road at intersections
- Keep "place maker" of the street by keeping height of commercial building to 4 stories
- Keep speed limit restricted
- Keep volume of cars to a minimum and how to achieve (this).
- The character of place making feature and nodes – what level of engagement will be pursued?
- Who are the main patrons of Monroe Street businesses? More neighbors? More commuters? More bikers?
- There is a good way to capture a lot of storm water that would otherwise run to Monroe Street. The parking lot of Wingra School runs to an inlet that usually runs down sidewalk on Gilmore Street and across the terrace. Site a number of rain gardens there.
- Bike counts, pedestrian counts, car counts on event days
- More detailed information on plans and possibilities
- Crossing Edgewood and Monroe

- Leading examples of green urbanism and infrastructure
- What's ERT role after public meetings and focus groups (i.e. who summarizes input?)
- Traffic lanes, flow and parking
- Grant opportunities available to extend resources
- Traffic patterns – where are cars coming from/going to?
- How is public input incorporated?
- How many on street parking spots are there for businesses?
- How was \$17 million decided upon as a budget?
- Transit impacts during construction
- Internet/fiber as utility
- Zoning
- Plan to be done before 2017 football season
- Who is parking, where, and to do what?
- How are parking stall actually used/allocated?
- What are some creative solutions to the challenges (not cookie cutter?)
- Better breakdown of costs and charges and how that will affect my taxes
- After this engaging public input...will the City Of Madison engineering promise to implement our ideas? In the past this has not always occurred.
- How are things getting prioritized?
- Impact on Lake Wingra
- More info on successes and lessons learned from Will Street
- How do they compare?
- Is there a direct connection with Madison press in project segments?
- Parking and zoning: Building housing should take into consideration that every resident has a car. One space per unit doesn't cover the need and pushes people onto side streets.
- What is the current zoning policy for Monroe Street?
- Similar project in other cities? Can we look at examples?
- Traffic flow and engineering. Destination.
- More analysis of distracted and speeding drivers. "Average speed" is one to have presented the data but there are so many permutations including time of day, near misses...downtown event effects...
- Methods to predict future traffic density
- Examples of success
- Budget breakdown and real cost of basics (paving, etc.)
- Traffic date – congestion impact to pedestrian safety
- Can environment grants be obtained to fund special projects on some stretches? Like: greening, lake quality improvement projects (can't think of one besides the run-off sedimentation basins, but that type of thing.)
- 85th percentile car speeds (vs. average speed)
- Pedestrian and Bicycle counts
- What is the total # of car parking spaces (not only on Monroe but within two blocks?)
- What the street will look like – visual picture
- Other resources that might be available since Monroe Street is a "gateway" street
- What are the options to increase bike access to/from and along Monroe?
- Percentage of people going to businesses by mode (car, walk, transit, bike)
- How will we access Monroe Street businesses during reconstruction?
- Speed bumps

- What engineering standards will be used for the re-design?
- Inbound and outbound rush hour traffic
- Cost of various street lighting options and how it gets assessed to the property owner
- Pedestrian and biker safety
- Most effective pedestrian facilities
- Keeping speed limit the right speed limit.
- Data gathering plan for interim pedestrian facilities
- Reducing impact of construction on Lake and Arboretum
- Traffic counts inbound vs. outbound - informs traffic flow during construction
- What happens to business?
- How to reduce traffic on collateral streets during reconstruction (e.g. Gregory Street)
- Business cause and effect
- More information on bike safety
- Beautification – planters and bus stops (Rochester, MN is a great example)
- Crazy legs triangle
- Discussion of goal of street
- Traffic calming procedures
- More traffic data with documentation
- Have there been any studies on which types of cross walk devices are most effective
- 2-3 things: parking? Speeding?
- Bike lanes/shared roads. How will this work with street width and parking?
- Bike accommodations and facilities such as parking
- Information about anticipated future use of Monroe Street by vehicles
- The city plans for the traffic flow after the reconstruction
- Speed reduction techniques
- Data on zip codes of Monroe Street business customers 9 not just our neighborhood)
- Cost too high for undergrounding?
- Will low glare lights be used?
- Only one cross section?
- How much for partial undergrounding?
- How will final decisions get made?
- How is driver/car transportation actually getting taken into account?
- What would be the implication of taking out a driving lane?
- # of lanes (cars) analysis
- Parking alternative analysis
- Cross section impact analysis
- Traffic calming options

Additional Notes

Comments were also submitted by email from Peter Nause on behalf of the Dudgeon-Monroe Neighborhood Association Parks Committee. They highlight four key locations of interest along Monroe Street:

1. **Leonard Street Commons**, an under-valued, heavily used pedestrian connection between SW Commuter Path & West Lawn Ave and all Edgewood Campus & Lake Wingra open spaces (Vilas, Wingra Parks; northern UW Arb property).

Living adjacent we rallied for that street closure, with cooperation with Engineering at that time, I designed the open space planting plan. Principally I and others have donated plants, a flagstone path to accommodate Edgewood students cutting through planting beds, a couple hundred dollars & volunteer maintenance there every year for over 15 years without ANY additional city assistance since its inception.

We want this green space included in considerations for enhancements. Specific suggestions will be provided when the street planning process allows.

2. **Wingra Park Orchard Garden** and the pedestrian/bike path entry to the north end of the park at Monroe Street. We have noted that this pedestrian linkage at Monroe Street has already been listed as a potential green space amenity & encourage its further development.
3. **The Jensen Legacy Path** linking the two Council Ring historic landmarks. Alder Eskrich is familiar with our meetings with both UW Arboretum staff & Madison Parks Superintendent Knepp & City Planning's Landscape Architect Linda Horvath.
4. **Street trees.** A demonstration planting of best practices for a select limited # of street trees using the Silva Cell DeepRoot system. We would fundraise to see how many of these root structural cells might be underwritten by donations - proposing they are matched by the city.



Meeting notes compiled by Urban Assets.

Project contact: zia@urbanassetsconsulting.com