

Transportation and Parking Analysis Technical Advisory Group



Meeting Agenda
Wednesday, September 25, 2019
5:00 p.m.
Village Hall Committee Room
3930 N. Murray Ave Village of Shorewood, WI 53211

1. Call to order
2. Roll call
3. Statement of Public Notice.
4. Review of Town Hall / Focus Group Summaries Memo
5. Status Update for Draft Report
6. Discuss final Town Hall date and time
7. Questions/comments from TAG to consultants
8. Schedule future meeting(s).
9. Adjournment.

Dated at Shorewood, Wisconsin, this 23rd day of September, 2019

Village of Shorewood
Sara Bruckman, CMC/WCMC
Village Clerk

Should you have any questions or comments regarding any item on this agenda, please contact Bart Griepentrog, Planning Director, Planning & Development Department, at (414) 847-2640.
Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

DATE: 9.10.2019

TO: Griepentrog, Bart

COMPANY: Village of Shorewood, WI

ADDRESS: 3930 N Murray Avenue

CITY/STATE: Shorewood, WI 53211

FROM: Baron, Phil; Baglini, Andrew; Mordenti, Bobby (Walker Consultants),
Corcoran, Steve (Eriksson Engineering Associates, Ltd.)

PROJECT NAME: Town Hall Meeting #2 and 3 and Focus Group Summaries

Below is a summary of comments and questions provided by community members during Town Hall Meeting #2 and #3, and the eight focus group meetings. The comments and questions do not represent Walker's opinions or recommendations at this time.

Town Hall #2 Summary (Parking)

- Tuesday, July 30th
- 6:00 PM
- Village Library
- 18 attendees
- Discussion format based on consultant facilitated questions

The meeting explored specific questions that were based off of three (3) key topics and geographic areas from the previous Town Hall meeting. The fourth topic (multi-modal transportation) was further discussed during Town Hall #3 (see below).

- 1) Oakland Avenue Corridor,
- 2) Capitol Drive Corridor,
- 3) Residential Parking

The community provided input as round table groups discussing each of the questions presented (as shown in Exhibit 1).

Exhibit 1: Round Table Discussions



Town Hall #2-Topic Area Group Summaries

Oakland Avenue Corridor

#1 What opportunities exist to improve parking access on Oakland Avenue?

Community Input:

- Research alternative locations for dumping excess snow, which limits parking supply in overnight lots that people pay for monthly
- Enforcement for public lots to increase turnover and provide safety
- Prices for overnight parking on surface lots are too high compared to larger cities
- Enforcement during recreational leagues on the South Oakland Avenue surface lots. League attendees take spaces away from monthly parkers
- Provide multi-story parking for renters/owners on empty lots within the Village
- The intersection of Oakland and Kensington has limited parking
- Provide wayfinding signs for public parking
- Snow clearance for more parking in the winter, establish a snow emergency restriction to move cars off the street for the snow plows. This will allow more parking on street in the winter
- Research designated delivery times for loading and unloading along Oakland Avenue

#2 Are there opportunities to improve public parking signage along Oakland Avenue? Is the signage useful?

Community Input:

- Signage is unclear and inconsistent, there needs to be a more uniformed approach to signage along Oakland Avenue, keep it simple
- Provide lighting around stop signs for enhanced visibility for pedestrians and vehicles
- Improve the Village website to show where public parking is located in the Village (i.e. Minneapolis public awareness signs)

#3 Is parking enforcement effective on Oakland Avenue? What violations do you commonly see, if any?

Community Input:

- There needs to be more of a visual presence of enforcement (this was discussed at length)
- Delivery trucks and loading zones are parking in the streets, which blocks the flow of traffic
- Potentially increasing the cost of parking tickets could change behavior

Capitol Drive Corridor

#1 Does Shorewood High School have adequate parking supply on-campus to serve teachers, students, and visitors? If not, where do they park?

Community Input:

- The High School and Fitness Center use the same parking lot, creating an overfilled condition. It was commented that many students drive to school and the parking is limited
- 142 spaces available
- Verify status of referendum to reconfigure lot

#2 Are on-street parking time-limits consistent and clear along Capitol Drive and in the Village as a whole?

Community Input:

- People park over the lines which eliminates available parking spaces
- Vehicular speed is too fast on Capitol Drive which causes safety issues with pedestrians and vehicles parking on-street
- There needs to be better execution of the school pick up procedure. Parents should comply to existing parking procedures by pulling into an available parking lot space, instead of double parking

#3 Are there opportunities to add on- or off-street parking supply near Atwater Park?

Community Input:

- Limited due to restrictions during peak times on Lake Drive
- Nearby residents do not want beach parking on their residential streets
- ADA for Atwater Park should be added
- Add signage for parking for Atwater Park
- More bike racks needed at Atwater Park
- Consider expanding bike share system at Atwater Park

Residential Parking

#1 Are there quality overnight parking alternatives, at differing price points?

Community Input:

- Reduction or removal of nighttime restrictions may encourage neighboring communities to park in Shorewood
- Pressure on North Oakland with multi-modal use (auto, bike, pedestrian, scooter)
- Pressure on residential neighborhoods outside Oakland Avenue and Capitol Drive corridors
- Provide Planning Commission checklist for parking ratios and loading for different users
 - Specific to commercial and employee parking on Oakland Avenue
- Every multi-family resident should be able to purchase an overnight pass
- Drop-off zones needed in multi-family residential areas for loading and unloading

#2 Are the current on-street parking regulations easily understood; and if not, what can be improved?

Community Input:

- Inconsistent with signage, one block has one restriction another block is different
- Signs need to be simple, clear and easy to read for pedestrians and vehicles
- More consistency with Village wide regulations and not a medley of restrictions

#3 Are there quality parking options available to multi-family tenants that may include on- and off-street options? Are there any opportunities for shared parking in any private parking lots?

Community Input:

- Currently Metro Market has available parking but nobody wants to park there. The perception is that garages are unsafe
- Parking lots to the north are used and have a one year waiting list
- The Village needs more parking options closer to multi-family residential

Town Hall #3 Summary (Transportation)

- Thursday, August 29th
- 6:00 PM
- Village Library
- 20 attendees

This Town Hall meeting was aimed at gathering information from residents on transportation/mobility issues in the community. The three areas that the Town Hall meeting focused on were:

- 1) Traffic,
- 2) Pedestrian/Bike, and
- 3) Mobility/Alternative Transportation.

The community provided input on each of these topics as a single group.

Key Themes and Areas of Interest

As mentioned in the Town Hall Summary, community members provided opinions, experiences, and recommendations related to three (3) topic areas. This session allowed participants to voice their concerns and learn more about transportation within the Village of Shorewood. A summary of what was discussed, categorized as key themes. These themes are not the only issues under review but serve as a starting point to guide further analysis and policy review.

Traffic

1. Metro Market Pedestrian and Vehicular Circulation

Community Input:

- Traffic congestion surrounding the Metro Market parking structure is a concern
- Concerns about traffic and pedestrian movement from the new daycare across Oakland Avenue
- Would not like to see Wood or Jarvis made one-way
- Potential signal at Kensington/Oakland had positive and negative comments
- Line of sight issues at garage access (vehicles using “loading” area near south garage access lanes blocking vision)

2. Stop Signs

Community Input:

- Discussion on the “Shorewood Stop” when cars roll thru a stop sign without a complete stop
- There are too many stop signs in some areas

3. School Traffic Safety

Community Input:

- Crossing guards are needed
- Promote walking to school
- Regular enforcement of the traffic regulations
- More push button flashing crosswalk lights along Oakland Avenue
- Electronic speed signs by the high school

Pedestrian/Bicycle

1. Education

Community Input:

- Continue to educate the Shorewood driving community about bike and pedestrian rules and regulations
- Mitigate impediments to seniors walking along sidewalks (bikes, E-scooters, etc...) through education

2. Bike Infrastructure

Community Input:

- Poor bike path pavement conditions (i.e. potholes)
- Make Murray Avenue a bike boulevard
- Redesign bike lanes along Capitol Drive to create protected bike lanes

3. Bublr Bikes

Community Input:

- Consider the need for more bike stations in the neighborhoods
 - Most residents own or have access to a bike
 - Consider a station at Atwater Park

Mobility/Alternative Transportation

1. Public Transportation

Community Input:

- Review bench locations along Capitol Drive, east of Oakland Avenue, with narrower sidewalks. The locations impede the public right of way
- Questions about the Wilson Transit Route Status (remaining for now - MCTS)

2. E-scooters

Community Input:

- Concerns expressed about e-scooters coming to the Village
 - Do not want e-scooters on sidewalks
 - Parking locations need to be defined
 - Under age users
 - Future regulations to follow

3. Other Topics

Community Input:

- Zip Cars – Should there be more and where
- Small robot deliveries – Future impact
- Impact of future traffic technology (autonomous vehicles and other technologies)
- Traffic surveillance systems
 - Discussed City of Milwaukee's current request to implement Red Light and Speeding cameras
- Promote positive reinforcement for good behavior
- Vehicle speeds on Murray are high
- Consider no thru driving on Shorewood Blvd during school drop off
- Consider micro-managing traffic during certain times of day in certain areas

- Consider the use of camera technology for enforcement in the future
- Intersections need more visibility for both pedestrians and drivers
- Desire for signs upon entering Shorewood saying “Watch for Bikes/Peds”
- Is traffic enforcement possible through other personnel? Crossing guards, for example
- If other personnel cannot issue tickets, consider sending letters

Focus Group Summaries

Shorewood Focus Group Meetings- August 15th

10:30 AM - Transportation and Mobility Staff (Police, DPW)

- Vehicles disregarding stop signs along Oakland Avenue, which creates pedestrian safety issues
- Morris Boulevard, south of Capitol Drive is used as an alternate route to Oakland Avenue
- *Menlo Blvd and Morris Blvd (high priority with safety) reduce speed by installing speed bumps and visual crosswalks
- Pedestrian and vehicle conflicts when exiting the garage of Metro Market garage
- Install pavement markers striping for parking spots
- Shorewood Intermediate School (SIS) on Morris has traffic and safety conflicts during morning and afternoon drop offs and pick ups
- Install stop sign at Hubbard Park
- DPW intersection of Beverly Road and Morris Boulevard received several comments regarding safety
- Pedestrian and safety issues at the intersection of Kensington and Oakland Avenue
- Provide ADA on-street parking at Atwater Park

1:30 PM - Parking Staff (Police, Customer Service)

- Lack of communication between landowner and tenant regarding the purchasing of parking permits
 - Timing
 - Tenants pay landlord not village, this results in parking that is not permitted
 - Current policy for all multi-family residential goes through landlord to provide parking permits
- Enforcement (areas of activity)
 - Daytime – Blue’s Egg and Starbucks, Atwater beach access
 - Nighttime – Olive Street and side streets off of Oakland Avenue (bars and restaurants)
 - Students parking in the UWM area are violating parking regulations but are hard to enforce due to out of state plates
 - 4000 block of Murray – School zones, drop off and pick up zones (parents not paying attention)
- Current Village process for issuing parking permits is in written form
- Private contractor provides crossing guards
- Overnight Parking
 - Parking supply for multi-family is limited
 - 25 spaces available on 4th floor of Metro Market (no one wants to park there due to the \$50 cost)
 - Opposite sides of street for overnight parking

3:30 PM – Transportation and Mobility (community members)

- Concerns with visibility on Oakland Avenue with heavy pedestrian and vehicular presence
- Consider bump outs along commercial corridors to reduce speed and provide safety for pedestrians
- 12 and under can ride bikes on sidewalks
- Bike infrastructure improvements needed to keep bikes off sidewalks
- Currently bikers fly through stop signs, increased enforcement is needed
- Crosswalk improvements needed at the intersection of Marion and Oakland Avenue
- Timing of DPW garbage truck routes need to change so they do not interfere with school times
- Oak Leaf Trail- River Park needs a bike and pedestrian separation lane for improved safety

4:30 PM – School District (Principals)

- New policy for this school year- students are not allowed to park in lot
- Some students live far away and need to drive, there are not enough on-site parking spaces
- Larger parking lots and structures need more wayfinding signs
- Lake Bluff Elementary School needs ADA parking spaces near main entrance
- Capitol Drive needs to reduce the height of the landscaping in median, it is difficult to see pedestrians in crosswalks
- Current regulations are good, but lack of enforcement is an issue
- More signage needed for pedestrian safety
- Add crosswalks at entrances of school buildings
- Create parking and drop-offs behind school (Newhall Street and Larkin Street behind Lake Bluff School)

Shorewood Focus Group Meetings- August 28th

1:00 PM – Metro Market Garage Meeting

- Mosaic Apartments
 - 95 units
 - 20 spaces on 2nd floor of Metro Market garage (wait list)
 - Underground garage 120 (1.5 per unit)
 - 2-3 bedroom 95% occupied
- Overnight parking on 4th floor (Village spaces)
- Metro Market Garage Parking:
 - 1st Floor- Metro Market Customers
 - 2nd Floor- Public Parking and Mosaic Residents
 - 3rd Floor- Metro Market Customers
 - 4th Floor- Public Parking, employee parking
- Plans exist to lower the masonry on entrance/exits of Metro Market garage to improve visibility
- Metro Market hours 6am-11pm
- No guidelines or signage for restrictions at this time

- No complaints regarding customer use of the existing garage except entry/exit concerns
- Potential addition of a west ramp entrance off of Wood Place

2:00 PM – Business Owners

- Inconsistent on-street parking restriction times
- Provide markings for parking spaces along Oakland Avenue
- Suggest no overnight parking restrictions
- A common question was: What are the use rights for Metro-Market garage?
- The Lake Bluff and Oakland Avenue intersection is well designed, it was suggested to replicate that at the intersection of Kensington and Oakland Avenue

3:00 PM – Multi-Family Residential

- Increase the number of validated renters for duplexes, in addition to increasing the overnight permits
- It was suggested that the fee for the Lake Bluff and Oakland Lot is too high for overnight parking
- Parkers must move cars every 24 hours, this is hard for people on vacation
- Better communication is needed between the Village, landlord and renter
- Clarification of parking policies, simplification would be useful
- Potentially use residential driveways and garages to rent out
- Daytime parking permits for residents
- There needs to be more spaces available for multi-family properties

4:00 PM – Single-Family Residential

- It was suggested that there be a demarcation of single-family and multi-family if overnight parking is allowed
- Areas of Concern
 - School Corridors
 - Safety with crossing streets
 - Lack of visibility and crosswalks
 - Kramer and Lake Bluff, T intersection has lack of stop signs
 - Morris and Capitol Intersection, no U-turns
 - Kensington going west, width of street
 - What is the outdoor storage policy for Metro Market, safety issues with visibility when they sell goods on sidewalk
 - Wood and Olive through traffic
 - Edgewood and Oakland Intersection
- Parking meters in Shorewood are undesirable
- Garage near Walgreens is underutilized
- Consistency needed with parking restrictions