

DATE: 7.19.2019

TO: Griepentrog, Bart

COMPANY: Village of Shorewood, WI

ADDRESS: 3930 N Murray Avenue

CITY/STATE: Shorewood, WI 53211

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PROJECT NAME: Technical Memo- Town Hall Meeting #1

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Town Hall Summary

The initial community engagement session for the comprehensive Transportation and Parking Analysis consisted of two introductory Town Hall meetings on Wednesday, June 26th. The Town Hall meetings were held at 1:00 pm and 6:00 pm and led by the project consultants from Walker Consultants and Eriksson Engineering. The total attendance for both meetings was approximately 68 people. These introductory Town Hall meetings were aimed to explain the scope of the analysis and gather information from residents on transportation and parking issues in the community.

Each meeting explored the key topic and geographic areas in Shorewood as it relates to parking and transportation. The four areas that the project focused on were:

- 1) Oakland Avenue Corridor,
- 2) Capitol Drive Corridor,
- 3) Residential Parking, and
- 4) Multi-Modal Transportation.

The community provided input during the breakout sessions discussing each of these topics (as shown in Exhibit 1+2).

Exhibit 1 + 2: Interactive Group Discussions



Initial Data Collection Area

The scope of the project includes a defined geographic area that encompasses the Village of Shorewood, with the primary data collection occurring along two major commercial corridors of Oakland Avenue and Capitol Drive (as shown Exhibit 3+4).

Exhibit 3 + 4: Data Collection Area (North and South Boundaries)

Exhibit 3 - North Area Boundary



Source: Walker Consultants

Exhibit 4 - South Area Boundary



Source: Walker Consultants

Key Themes and Areas of Interest

As mentioned in the Town Hall Summary, community members provided opinions, experiences, and recommendations related to four (4) topic and geographic areas. This session allowed participants to voice their concerns and learn more about transportation and parking issues 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.

Oakland Avenue Corridor

1. Visible Enforcement

- Review parking management and enforcement programs aimed at changing motorist behavior to manage vehicular speed and protect residential and commercial areas from spillover parking impacts.

2. Intersection Improvements

- Research best practices for safe crossings for pedestrians, bicyclists, and vehicles at the following intersections:
 - Oakland Ave and Glendale Ave
 - Oakland Ave and Kensington Blvd
 - Oakland Ave and Wood Pl

3. Metro Market Pedestrian and Vehicular Circulation

- Review traffic and pedestrian circulation within and surrounding the Metro Market parking structure.

4. Clear and Visible Signage for Off-Street Public Parking Facilities

- Explore consistent signs for restrictions, locations, and availability. Messaging and appearance should be similar to current Village signs and marketing.

5. Loading and Unloading Zones for Delivery Trucks and Handicap Accessibility

- Review traffic conflicts with the times of delivery and lack of loading and unloading zones.
 - Opportunity for consistent policies during peak travel times.
- Research zones for handicap accessibility

Capitol Drive Corridor

1. School Zone Safety

- Explore pedestrian and bike safety around schools, particularly Shorewood High School
 - Identify traffic conflicts with pedestrian crosswalks
 - Primary concerns with Capitol Drive intersections at Morris Blvd. and Oakland Ave.
 - Secondary concerns with intersections with Estabrook Parkway and intersections in front of the high school: Larkin Street, Newhall Street, and Bartlett Avenue

2. Transportation Mode Choice Education

- Continue to educate the Shorewood driving community about bike and pedestrian rules and regulations
- Review on-street paint and curb enhancements and improved signage

3. Atwater Park Equitable Access

- Atwater Park and Beach access
 - Maintain small-town, community green-feel at Atwater Park
 - Research best practices for imposing a charge for non-resident vehicles and/or pedestrians looking to access the beach

4. On-Street Parking Policy Consistency

- Review Current on-street parking restriction for inconsistencies
 - Explore 2-hr time limit along the entirety of Capitol Drive
 - Explore 2-hr and 4-hr parking throughout Village in current time-limited areas

Residential Parking

1. Overnight Parking

- Review current overnight parking policy Village-wide

2. Residential Parking Permit Program

- Review the temporary nightly parking permissions that allow for 20 on-street parking per license plate in a calendar year

3. Residential On-Street Regulations

- Explore widths of streets that allow for parking on both sides to determine if safety and access are a concern
- Review on-street regulations for the length of stay limits to determine if current policies are appropriate
- Review Winter on-street parking restrictions

4. Alternative Off-Street Parking Facilities for Residential Use

- Explore opportunities for alternative off-street parking options to be used for on-street residential spill-over

5. Multi-Family Parking Policy

- Review residential permit allocation for multi-family developments

6. Residential Parking Restrictions on Narrow Roadways

- Consider limiting on-street parking when the width of a road does not allow for safe two-way traffic
- Consider vehicle size restrictions on narrow roadways when parking on-street and overnight

Multi-Modal Transportation

1. Schools

- Review traffic concerns expressed about the schools through-out the Village regarding arrival/dismissal congestion, student loading, pedestrian crossings, and the training of crossing guards

2. Pedestrians

- Review crosswalk locations to ensure safety with visible markings
- Research safety issues with pedestrians, vehicles, and bicyclist on sidewalks

3. Bicycle Transportation

- Explore opportunities for more bike lanes
- Educate drivers and bicyclists on rules of the road and safety

4. Streets

- Identify locations used for cut-thru- traffic and research policies to help alleviate those issues
- Apply visible enforcement for the use of stop and yield signs
- Review traffic conditions around the Metro Market and Walgreens
- Review U-turns on Capital at Morris for safety issues
- Research Morris Boulevard for specific congestion points and traffic volumes at different parts of the day

5. Public Transportation

- Review existing bus stops for potential upgrades such as seating and shelters
 - Research opportunities for a Village-wide streetcar service
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Village Wide Themes:

- Explore all public parking policies and restrictions to determine best practices for consistency and ease of use.

Additional Areas of Interest:

- *Wayfinding Signs and Village Branding:* Wayfinding systems serve an important role well beyond responding to the need for basic navigating, identification, and information. From a parking perspective, wayfinding elements and branding can help direct people to underutilized parking facilities and enhance their experience.