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VILLAGE OF SHOREWOOD, WISCONSIN

**TRANSPORTATION + PARKING
ANALYSIS**

November 26, 2019



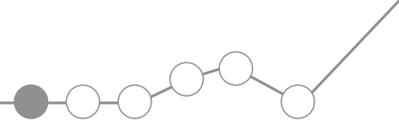
**WALKER
CONSULTANTS**



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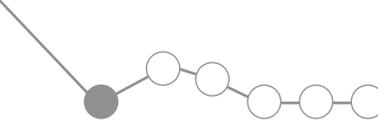
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EXECUTIVE SUMMARY

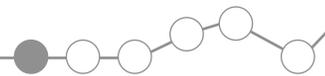
The Village of Shorewood engaged Walker Consultants and Eriksson Engineering to evaluate opportunities for improving the current public parking system and transportation infrastructure to better support and serve the community. Transportation and parking systems provide the physical connection to services, activities, and people that define and strengthen the community. The goals of this engagement were to provide community members with an opportunity to help shape public policy and recommendations that positively impact their community. The project team hosted town hall meetings, focus groups, Village staff work sessions, and met with individual stakeholders to listen and learn about the parking and transportation challenges in Shorewood.

The findings and recommendations in this report provide the Village with strategies and implementable tasks to address the current parking and transportation challenges while also planning for the Shorewood of tomorrow. The recommendations include parking policy modifications and physical improvements to signage, crosswalks, and challenging intersections.

Through extensive community engagement and online public input, the project team reviewed existing on-street parking deficiencies and policy gaps, particularly in residential areas where traditional single-family homes, higher density rental properties, multi-tenant apartments, and commercial land uses coexist and compete for limited public curb space. Community members identified problematic areas where crosswalks, signalization, signs, sidewalks, and traffic intersections were a cause of concern. The knowledge gained through community feedback was used to guide and help develop a set of parking and transportation recommendations and policies.

The recommendations provide the Village with an opportunity to make important, impactful changes for its citizens that will help to ensure that the public on-street parking supply will continue to serve Shorewood residents and businesses well; that existing and future regulations are effectively enforced; that any changes to the Village's parking regulations or enforcement of such regulations are strategically defined and well communicated to the public; and that pedestrian crosswalks, intersections, and roadways will not hinder the quality of life for those who live and work in Shorewood.

The following key recommendations are summarized and provided for consideration by the Village of Shorewood.



Parking Recommendations

#	Issue	Current Policy/Conditions	Recommendation	Estimated Cost
	Village Parking Utilization	<p>Parking Supply: 2,458 On-street parking spaces 1,069 Off-street parking spaces 3,527 Total parking supply</p> <p>Weekday Conditions: 2:00 PM Parking surplus 2,284 spaces 7:00 PM Parking surplus 2,373 spaces 11:00 PM Parking surplus 2,860 spaces</p>	<ul style="list-style-type: none"> • Continue to and expand the use of shared parking agreements between the Village and private off-street parking owners. • Metro Market Garage is approximately 15 percent occupied near the hour of 11 PM and could help support nearby overnight parking needs. • On-street parking supply is available in the commercial business district during daytime and evening hours and could support additional overnight parking permits. • Local on-street parking challenges occur temporarily near the hour 7 PM along the west cross streets of North Oakland Avenue, but should not impede the allocation of on-street residential permits. 	<ul style="list-style-type: none"> • Not Applicable
	Update Parking Ordinance	Update/Approve, as needed	<ul style="list-style-type: none"> • Update current Village parking ordinance to accurately reflect current policy and procedures, and recommended revisions 	<ul style="list-style-type: none"> • None • Village staff time
	Multiple on-street time limits	10-minute, 15-minute, 1-hour, 2-hour, 3-hour parking time limits offered on-street	<ul style="list-style-type: none"> • Provide two 2-hour daytime on-street parking from 8:00 a.m. to 6:00 p.m., except Sundays and holidays, and where prohibited at all times, or by permit, or restricted to 15 minutes. • Simplify communication of on-street parking regulations • Reduce the total number of parking regulation signs • Add parking regulation signs at primary traffic entry points to the Village 	<ul style="list-style-type: none"> • \$300/sign (new) • Village staff time
	ADA Parking Authorization	Village Manager responsible for ADA parking request with assistance from Customer Service personnel	<ul style="list-style-type: none"> • ADA parking space request directed to Public Works • Director of Public Works responsible for review and authorization of ADA parking space installation 	<ul style="list-style-type: none"> • \$400-\$500/Space • Village staff time
	Loading Zones	Designated areas provided upon request and payment of fee	<ul style="list-style-type: none"> • Maintain current policy. 	<ul style="list-style-type: none"> • None • Village staff time
	Resident Overnight Parking Permit	Limited to Residents	<ul style="list-style-type: none"> • Modify Resident Overnight Parking Permit Program to allow participation by apartment tenants 	<ul style="list-style-type: none"> • \$300/sign • \$1,000 for on-line and print program material update • Village staff time

Parking Recommendations

#	Issue	Current Policy/Conditions	Recommendation	Estimated Cost
	Temporary Parking Permit Program	On-line purchase of temporary overnight parking permit with maximum of 20 permits per year	<ul style="list-style-type: none"> Maintain current policy. A monthly resident overnight parking permit can be purchased if a resident exceeds the temporary permit limit and needs additional access to overnight parking 	<ul style="list-style-type: none"> None
	Winter On-Street Parking	No person shall park any vehicle on the east side or north side of any Village street between December 1 and February 28, annually, subject to the following exceptions: East Capitol and North Oakland	<ul style="list-style-type: none"> Alternate side parking is in effect 24/7 year-round unless a particular block or curb area has parking-related signage stipulating otherwise. Vehicles parked on the street must be moved every 24 hours. The alternate side parking provides the Public Works department with improved access to routine street maintenance and snow removal. 	<ul style="list-style-type: none"> \$300/sign Offer app-based on-street parking reminder. Nominal cost to Village
	Parking Permit Pricing	\$50 for on-street overnight parking \$50 - \$75 for off-street parking permit	<ul style="list-style-type: none"> Maintain current pricing structure Different products 	<ul style="list-style-type: none"> None
	Resident Daytime Parking Permit	\$10 per year Only applies to defined zones	<ul style="list-style-type: none"> Maintain current daytime on-street parking permit programs Programs are achieving the desired outcome 	<ul style="list-style-type: none"> None
	TDM Guidelines	No formal TDM code requirement for new developments	<ul style="list-style-type: none"> Village consider adopting a municipal code that establishes provisions for a Village Transportation Demand Management (TDM) program 	<ul style="list-style-type: none"> None
	Complete Streets Guidelines	No formal Complete Streets Village policy	<ul style="list-style-type: none"> Village consider formally adopting Complete Streets Planning Guidelines Obtain standardized Complete Streets Checklists from National Complete Street Coalition, a program of Smart Growth America 	<ul style="list-style-type: none"> None Village staff time
	Parking Enforcement	Part-time parking enforcement staff serve the Village with the use of LPR enforcement equipment	<ul style="list-style-type: none"> Continue the use of LPR for enforcement Continue to report to Police Department Consider adding one part-time employee to support enforcement efforts during peak weekday periods near schools and along Capitol Avenue and Oakland Avenue Consider implementing Village Ambassador program 	<ul style="list-style-type: none"> \$35,000 PT Labor Village staff time



Transportation Recommendations

#	Issue	Current Policy/Conditions	Recommendation	Estimated Cost
	Menlo-Morris Cut-through	Not Applicable	<ul style="list-style-type: none"> • Additional No right-turn on red signage • Relocate north stop sign and crosswalks at Beverly • Modify Hubbard Park intersection • Install bump outs: <ul style="list-style-type: none"> • South of Capital Drive • North of Pinedale Court • South of Beverly Road • North of Newton Avenue • East of Morris Boulevard 	<ul style="list-style-type: none"> • \$100,000
	Morris Capital Intersection	Not Applicable	<ul style="list-style-type: none"> • Restrict parking on north side of Capital west of Morris 	<ul style="list-style-type: none"> • Minimal Cost
	Shorewood Intermediate School	Not Applicable	<ul style="list-style-type: none"> • Relocate bus loading zone 	<ul style="list-style-type: none"> • Minimal Cost
	Rolling Stops	Not permitted by state law	<ul style="list-style-type: none"> • Remove unnecessary stop signs • Periodic Enforcement 	<ul style="list-style-type: none"> • \$100/sign
	Oakland-Kensington	Not Applicable	<ul style="list-style-type: none"> • Install a traffic signal 	<ul style="list-style-type: none"> • \$250,000
	Oakland-Glendale	Not Applicable	<ul style="list-style-type: none"> • Do not install a traffic signal 	<ul style="list-style-type: none"> • None
	Capital-Estabrook	Not Applicable	<ul style="list-style-type: none"> • Do not install a traffic signal 	<ul style="list-style-type: none"> • None
	Ridgefield Cut-through	Eastbound Left-turn and Northbound Right-turn Restrictions	<ul style="list-style-type: none"> • Maintain Turn Restrictions 	<ul style="list-style-type: none"> • None
	Oakland-Edgewood	Not Applicable	<ul style="list-style-type: none"> • Install additional pedestrian/bike warning signs 	<ul style="list-style-type: none"> • \$5,000
	Loading Zones	Loading zones created upon request	<ul style="list-style-type: none"> • Limit zones to one per block • Permit parking in loading zone later in the day (Example: After 12 PM) 	<ul style="list-style-type: none"> • \$500/zone
	Visibility	Not Applicable	<ul style="list-style-type: none"> • Improve lighting in the garage • Modify planters and restrict height of sidewalk sales areas 	<ul style="list-style-type: none"> • Private Cost
	Pedestrian Safety	Not Applicable	<ul style="list-style-type: none"> • Remove northern crosswalk at Jarvis • Provide barriers direction pedestrians to southern crosswalk 	<ul style="list-style-type: none"> • \$30,000

Transportation Recommendations

#	Issue	Current Policy/Conditions	Recommendation	Estimated Cost
	Jarvis-Lake and Menlo-Lake Crosswalk Visibility	Painted crosswalk	<ul style="list-style-type: none"> • Install rectangular rapid flashing beacon • Long-term – Add Bump outs 	<ul style="list-style-type: none"> • \$20,000-\$40,000 per location
	Capital Drive Crosswalks by High School	Five cross-walks	<ul style="list-style-type: none"> • Eliminate west crosswalks at Larkin and Newhall • Install additional signage • Possible rectangular rapid flashing beacon 	<ul style="list-style-type: none"> • \$5,000 to \$30,000
	Inconsistent Crosswalk Design	Different styles of crosswalks are used	<ul style="list-style-type: none"> • Standardize crosswalks with high visibility (except at existing stamped asphalt locations) 	<ul style="list-style-type: none"> • \$500 each
	Walkable Community		<ul style="list-style-type: none"> • Continue promoting Shorewood as a walkable community 	<ul style="list-style-type: none"> • Soft Cost
	Adult Bicyclists on Sidewalks	Banned for ages over 12 years old	<ul style="list-style-type: none"> • Public outreach and education • Signage • Periodic enforcement 	<ul style="list-style-type: none"> • \$300/sign
	Protected Bike Lanes on Capital Drive	Bike lanes between on-street parking and travel lanes	<ul style="list-style-type: none"> • Short Term – Green Bike Lanes • Long-term – Move the bike lane to the curb and on-street parking between the travel and bike lanes 	<ul style="list-style-type: none"> • \$300,000+
	Bike Boulevard	Long-term plan for Murray Avenue and Kensington Boulevard	<ul style="list-style-type: none"> • Proceed with design and implementation of the bike boulevard 	<ul style="list-style-type: none"> • \$150,000/route
	BublR Bikes	Existing agreement with BublR on location and number of bike stations in the Village	<ul style="list-style-type: none"> • Add a station at Atwater Park • Consider future locations at Parks and Schools as warranted. 	<ul style="list-style-type: none"> • Paid by Program
	E-Scooters	None	<ul style="list-style-type: none"> • Ban e-scooters from sidewalks • Monitor Milwaukee pilot program and incorporate into Village policy 	<ul style="list-style-type: none"> • Staff for legislation
	Electronic Surveillance	Not currently permitted by State law	<ul style="list-style-type: none"> • Monitor Milwaukee's legislation to permit red light and speed cameras • When permitted, install to expand enforcement 	<ul style="list-style-type: none"> • None at this time
	Autonomous Vehicles	None	<ul style="list-style-type: none"> • Follow State regulations as they are developed 	<ul style="list-style-type: none"> • None at this time
	Automated Deliveries	None	<ul style="list-style-type: none"> • Consider future restrictions to preserve sidewalks for pedestrians 	<ul style="list-style-type: none"> • None at this time



The Village of Shorewood, with the assistance of Walker Consultants and Eriksson Engineering Associates, conducted a transportation and parking analysis to review current conditions, identify opportunities for improvement, engage with the community, and recommend implementable solutions. This analysis included the entire Village of Shorewood, with a more focused analysis on the commercial corridors of Oakland Avenue and Capitol Drive as well as within the immediate residential areas (as shown in **Exhibit 1**).

The Transportation and Parking Analysis is an implementable solution-based study to enhance the way the Village of Shorewood utilizes and manages its parking and transportation systems. The analysis will serve as a tool to create a modern, well-balanced approach to parking and provide multi-modal transportation choices in a safe and comfortable environment.

This analysis is organized into five main sections.

1. Introduction
2. Public Engagement
3. Parking Analysis
4. Transportation Analysis
5. Appendix

The transportation and parking recommendations will be presented through policies and an implementation matrix. They will help address community issues and concerns with day and nighttime parking, transportation and traffic improvements, and residential parking policies. The analysis will also guide staff on managing accessible on-street parking and implementable changes to improve Village enforcement.

PROJECT GOALS



REVIEW

current conditions, policies, and practices



IDENTIFY

opportunities to improve the Village transportation and parking system



ENGAGE

the community to help shape transportation and parking policies and improvements



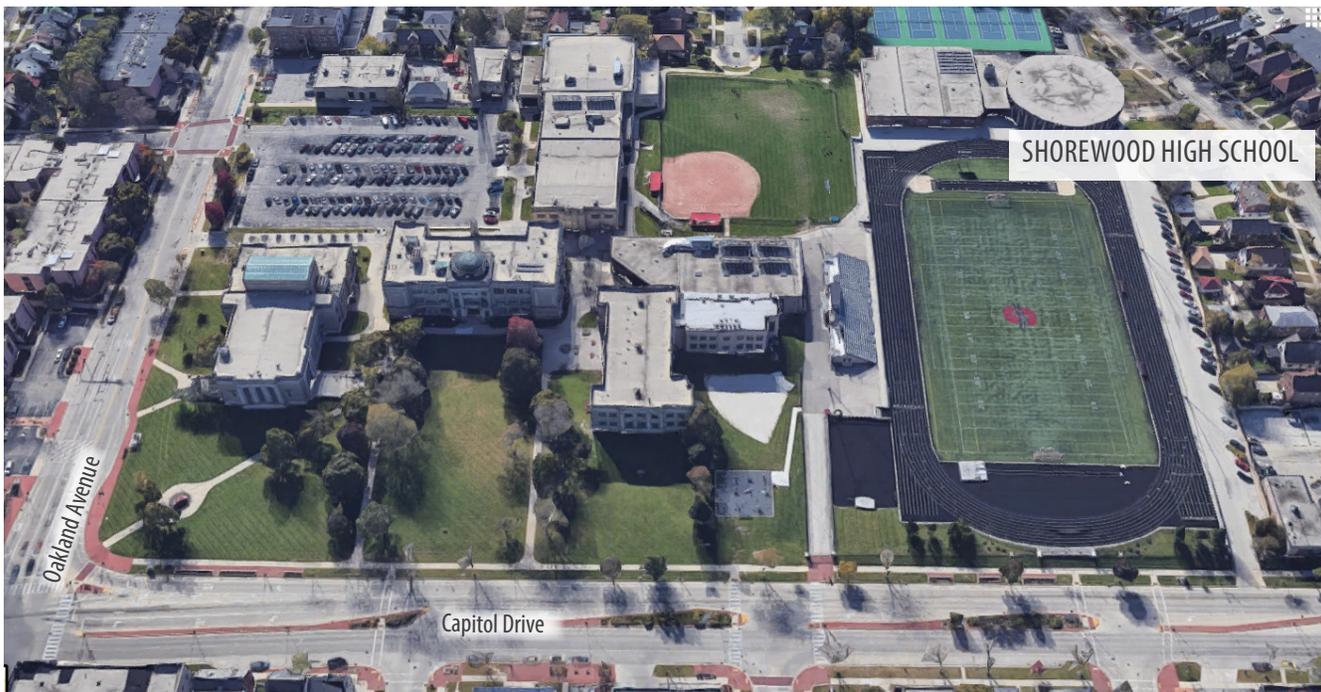
RECOMMEND

implementable solutions to achieve an integrated and sustainable transportation and parking system

METHOD OF EVALUATION AND KEY GOALS

The parking policy recommendations included in this report are presented through a framework of four (4) key goals or desired outcomes. The policy goals outlined in this report stem from the evaluation of current Village parking policies, market conditions, and input received from community members who participated in the public engagement process. The desired outcomes include improvements in the areas of

- 1. Communication,
- 2. Accessibility,
- 3. Standardization, and
- 4. Enforcement



Source: Google, 2019



Source: Walker Consultants, 2019



Source: Walker Consultants, 2019

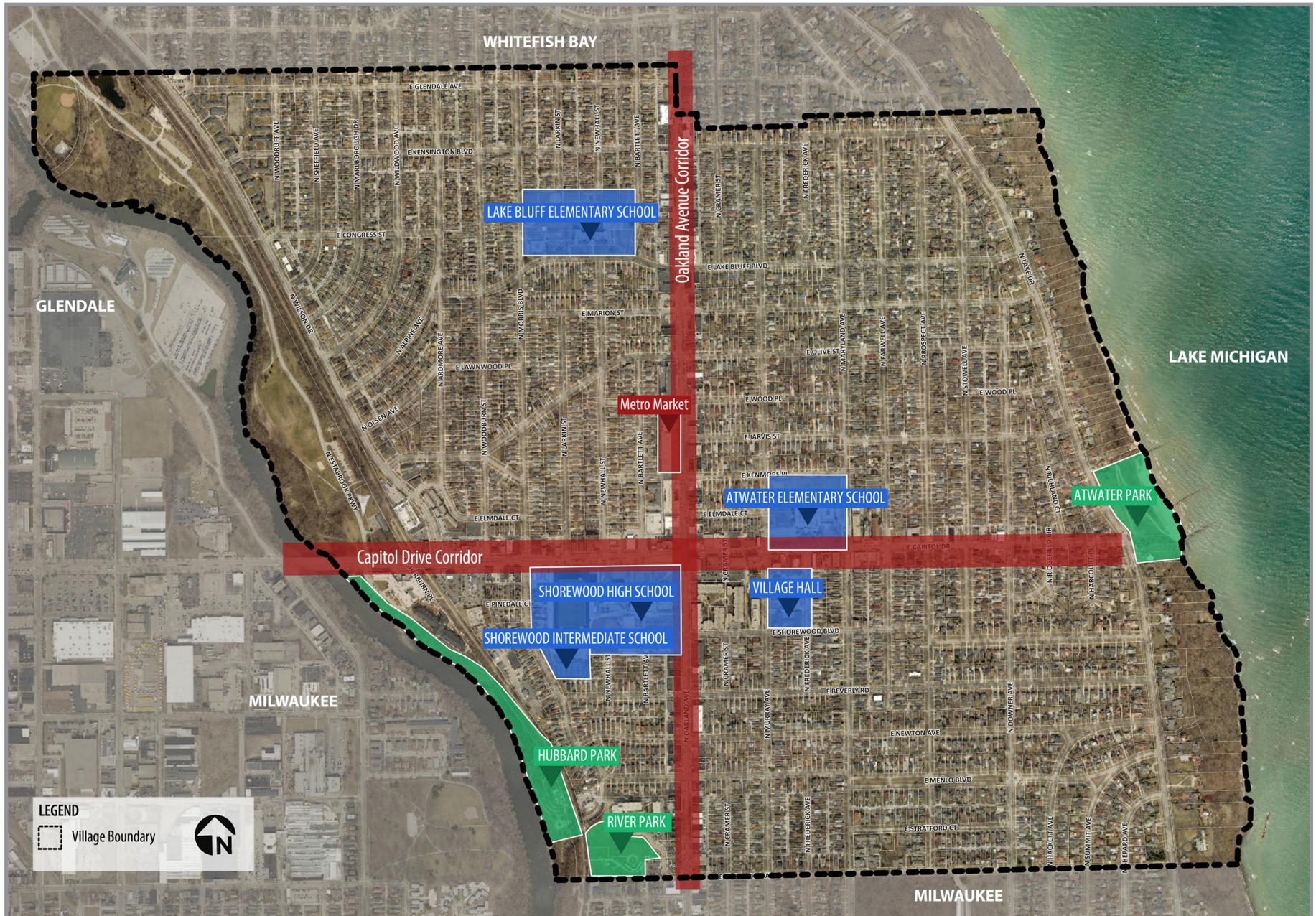


Exhibit 1: Village of Shorewood Context Map



PUBLIC ENGAGEMENT

The public engagement sessions 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. 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. The additional public meetings were held on Tuesday, July 30th, and Thursday, August 29th. The July 30th meeting focused on parking-related issues, while the August 29th meeting discussed traffic and transportation concerns. The total attendance for all four meetings was 120 community members.

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 public engagement process identified groups of the community that include residents, property owners, business owners, and village staff. They were provided the opportunity to provide input through the four public meetings, two days of focus groups and the online surveys via the Village website. The information that has been collected helped to enhance the decision-making processes on parking and transportation issues in the Village. The information gathered during each public meeting is summarized below. In addition, samples of public engagement tools that the project team used to obtain insight and comments from community members. See Appendix for a complete list of public comments submitted to the Village and project team.

HOW WE ENGAGED



4

PUBLIC MEETINGS

100+ attendees

8

FOCUS GROUP MEETINGS

Attendees included Village staff, business owners, residents, school representatives, bike and safety coalition members, and elected officials

3

T.A.G. MEETINGS

Members of the Technical Advisory Group helped shape policy recommendations

80+

ONLINE COMMENTS SUBMITTED

The surveys were produced by the Village and available to the public via the Village website

01

VILLAGE TRUSTEE QUESTIONNAIRE

Additional questions were asked to the Village Trustees for input



TOWN HALL MEETING #1- KEY THEMES

As mentioned in the Town Hall Summary, community members provided opinions, experiences, and recommendations related to four (4) topics 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 are presented below. These themes are not the only issues under review but served as a starting point to guide further analysis and policy review.

1. OAKLAND AVENUE CORRIDOR KEY THEMES

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

2. CAPITOL DRIVE CORRIDOR KEY THEMES

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 Access

- Atwater Park and Beach access
 - Maintain small-town, community green-feel at Atwater Park

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

3. RESIDENTIAL PARKING KEY THEMES

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

4. MULTI-MODAL TRANSPORTATION KEY THEMES

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

VILLAGE WIDE THEMES + ADDITIONAL AREAS OF INTEREST

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



TOWN HALL MEETING #2- KEY THEMES

This was the second Town Hall for the comprehensive Transportation and Parking Analysis. The meeting took place on Tuesday, July 30th. This Town Hall was more discussion-based, where participants gathered into groups to formulate top comments to the questions that were presented by the project consultants. The total attendance for the second Town Hall was approximately 18 people.

The meeting explored specific questions regarding three (3) key topics and geographic areas identified during the previous Town Hall meeting.

1. OAKLAND AVENUE CORRIDOR GROUP DISCUSSION SUMMARY

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

- Research alternative locations for dumping excess snow, 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 S. 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 in winter on-street
- 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?

- Signage is unclear and inconsistent, there needs to be more uniformed approach to signage along Oakland Avenue, keep it simple
- Provide lighting around stop signs for enhances visibility for pedestrians and vehicles
- Create a public 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?

- There needs to be more of a visual presence of enforcement
- 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

2. CAPITOL DRIVE CORRIDOR GROUP DISCUSSION SUMMARY

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

- No, the High School and Fitness Center combined for parking lot. A lot of students drive to school and the parking is limited
- 142 spaces available
- Referendum to reconfigure lot

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

- People park over the lines which eliminates available parking spaces
- Speed is 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, make parents pull into parking lot instead of double parking

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

- Limited due to restrictions during peak times on Lake
- Residents do not want beach parking on their residential streets
- Accessible parking space(s) for Atwater Park
- Show parking for Atwater Park
- More bike racks at Atwater Park

3. RESIDENTIAL PARKING GROUP DISCUSSION SUMMARY

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

- Reduction in nighttime restrictions may cause other communities to utilize Shorewood
- Pressure on N. Oakland
- Pressure on outliers of CBD
- Planning Commission

Checklist for parking ratios and loading for different users

Every multi-family resident should be able to purchase an overnight pass

Drop-off zones in multi-family

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

- No, very inconsistent with signage, one block has one restriction another block is different
- Signs need to be simple and easy to read
- Village wide regulations and not a hodgepodge 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?

- Currently Metro Market has available parking on the 4th floor but nobody wants to park there. The perception that garages are unsafe
- Parking lots to the north are used and have a 1 year waiting list
- Need more options closer to multi-family



TOWN HALL MEETING #3- KEY THEMES

This Town Hall meeting was held on Thursday, August 29th, at 6:00 PM at the Village Library. The total attendance for the third Town Hall was approximately 20 people. Town Hall #3 focused on gathering information from residents regarding transportation/mobility issues in the community. The three (3) areas that the Town Hall meeting focused on were: 1) Traffic, 2) Pedestrian/Bike, and 3) Mobility/Alternative Transportation. The key themes discussed include:

1. TRAFFIC KEY THEMES

1. Metro Market Pedestrian and Vehicular Circulation

- 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

- 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

- 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

2. PEDESTRIAN + BICYCLE KEY THEMES

1. Education

- 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

- 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

- 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

3. MOBILITY/ALTERNATIVE TRANSPORTATION KEY THEMES

1. Public Transportation

- 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

- 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

- Shared Vehicles- Should they be available in the Village
- 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 MEETINGS

August 15, 2019

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

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

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

4:30 PM – School District (Principals)

August 28, 2019

1:00 PM – Metro Market Garage Meeting

2:00 PM – Business Owners

3:00 PM – Multi-Family Residential

4:00 PM – Single-Family Residential



Source: Walker Consultants, 2019

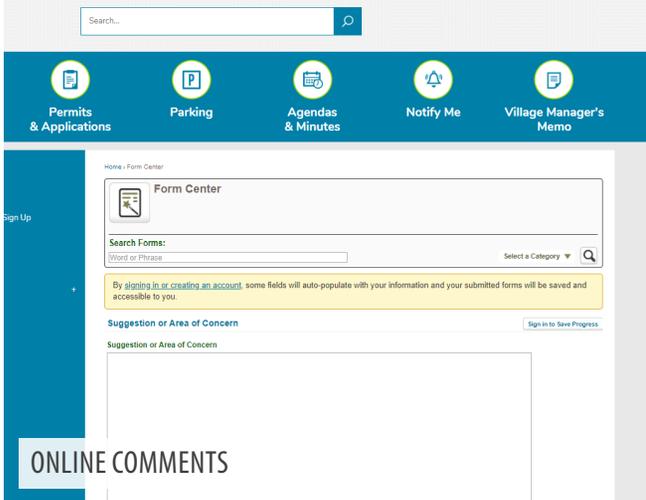


ENGAGEMENT TOOLS

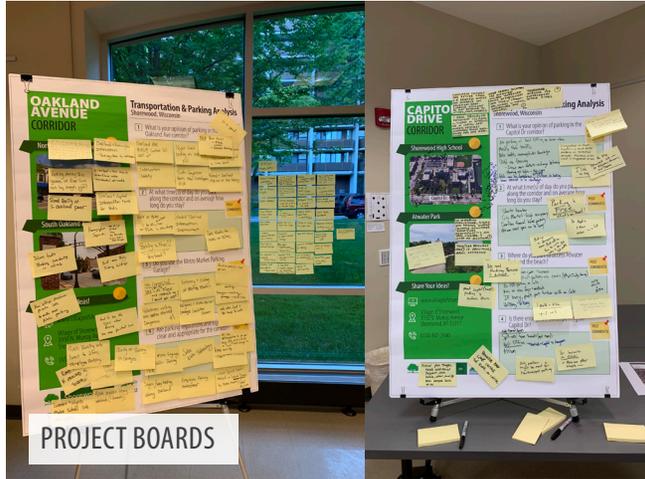


PRESENTATIONS

Boards & Committees Departments Community



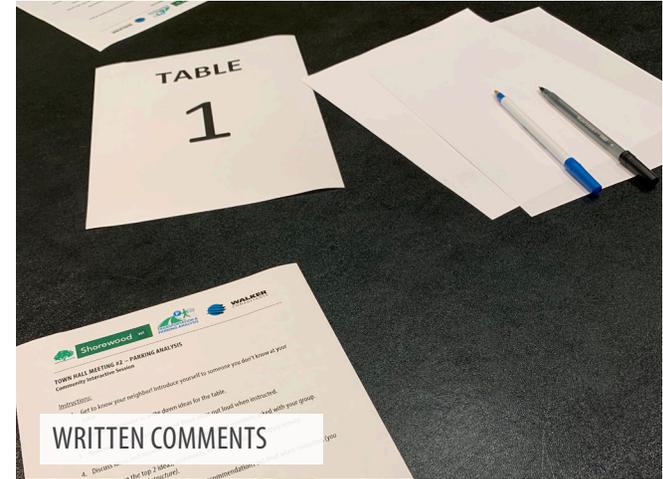
ONLINE COMMENTS



PROJECT BOARDS



STATION DISCUSSIONS



WRITTEN COMMENTS



GROUP DISCUSSIONS

TOWN HALL MEETING FLYERS

**Wednesday
JUNE 26**
1:00 PM OR 6:00 PM

Shorewood Village Center
3920 N. Murray Ave.



TRANSPORTATION & PARKING ANALYSIS

TOWN HALL

The Village would like to know what you think! Join us for one of two introductory Town Hall meetings to discuss the Village's upcoming comprehensive Transportation and Parking Analysis. Led by our project consultants from Walker Consultants and Eriksson Engineering, these introductory Town Hall meetings are aimed to explain the scope of the analysis and gather information from residents on transportation and parking issues in the community.



www.villageofshorewood.org/tap
PAD@villageofshorewood.org
(414) 847-2640

 Shorewood

This analysis is funded by the Village Board and Community Development Authority.

**TUESDAY
JULY 30**
6:00 PM

Shorewood Village Center
3920 N. Murray Ave.



TRANSPORTATION & PARKING ANALYSIS

PARKING TOWN HALL

There's too much. There's not enough. I need options. It's too costly. It's too cheap. The regulations don't make sense. Why do I need a permit? How do I get a permit? Etc.

The Village wants to know what you think! Join us for a Town Hall to discuss parking issues/opportunities in Shorewood. Online comments may also be submitted through the project website.



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(414) 847-2640

 Shorewood

This analysis is funded by the Village Board and Community Development Authority.

**THURSDAY
AUGUST 29**
6:00 PM

Shorewood Village Center
3920 N. Murray Ave.



TRANSPORTATION & PARKING ANALYSIS

TRANSPORTATION TOWN HALL

Where do you need to go? How do you want to get there? Is it safe? Where do you see poor behavior? Where can we make things better? What should be our priority? Can we afford it?

The Village wants to know what you think! Join us for a Town Hall to discuss transportation issues/opportunities of all kinds in Shorewood. Online comments may also be submitted through the project website.



www.villageofshorewood.org/tap
PAD@villageofshorewood.org
(414) 847-2640

 Shorewood

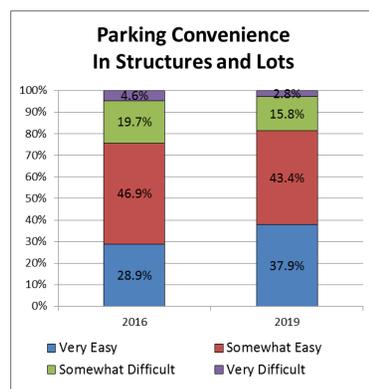
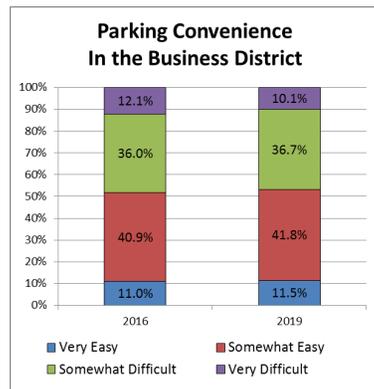
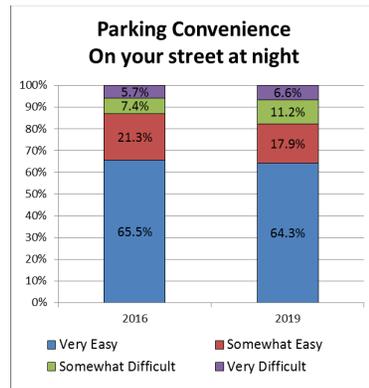
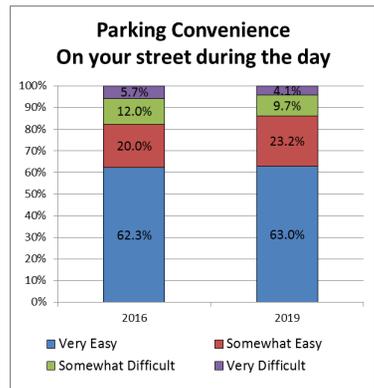
This analysis is funded by the Village Board and Community Development Authority.

2019 COMMUNITY SURVEY QUESTIONS

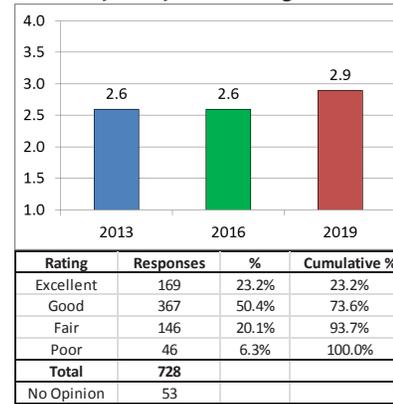
The Village of Shorewood conducted a Community Survey to provide the Shorewood Village Board with perceptions and opinions about general services as well as current and future initiatives. Below is a summary of some of the parking and transportation related questions and survey results. These survey results, in conjunction with the public workshops and meetings as previously mentioned, helped direct the consultant team as they established policies and recommendations for the Village.

Convenience of Parking

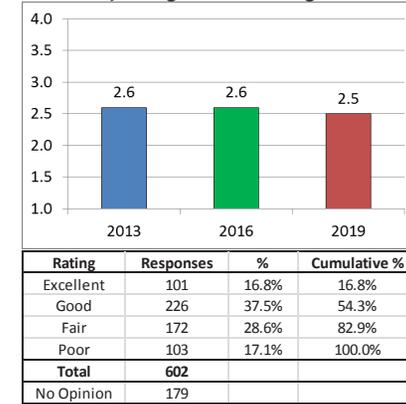
This section is the beginning of section 2 that focuses on parking. The Village asked community members to rate the convenience of four different parking situations: on your street during the day, on your street at night, in the business district, and in the parking lots and structures. The purpose of the question is to provide information for Village officials in making policy decisions related to parking. The data will also be provided to the transportation and parking consultant, who will utilize the information to make recommendations. Respondents were able to select the following options: very easy (4), somewhat easy (3), somewhat difficult (2), and very difficult (1). This question was also inquired back in 2016.



Availability of Day-Time Parking

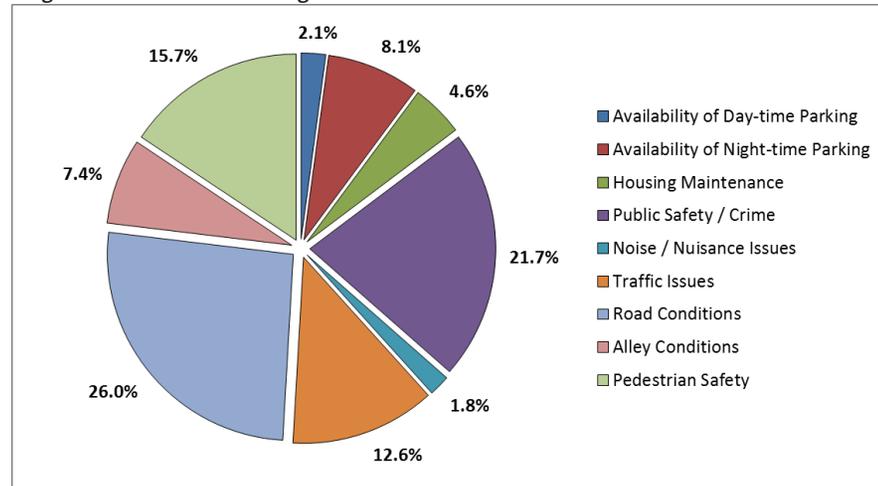


Availability of Night-Time Parking



Note: 2013 and 2016 ratings were based off of the perception: "Availability of Parking." Starting in 2019, Village separated question into day-time and night-time to assess the difference.

Neighborhood condition needing most attention

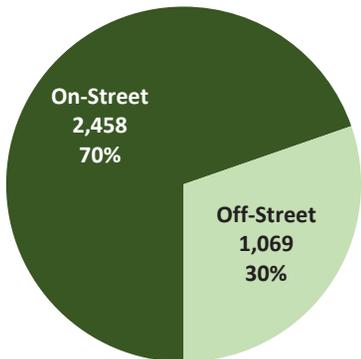




OAKLAND AVENUE + CAPITOL DRIVE BUSINESS DISTRICT OVERVIEW

The current parking supply in the defined area consists of public on-street spaces, twelve (12) off-street public parking lots, and two (2) privately owned, publicly accessible parking garages (Metro Market Garage and Bartlett Ave/Lighthorse Garage). The total supply in the defined area is 3,527± spaces*, of which 2,458± (70 percent) are on-street, and 1,069± (30 percent) are off-street.

Exhibit 2: Parking Supply by Type



**The data collection area includes the entirety of the business district/commercial areas of Oakland Avenue and Capitol Drive, as well as the immediately adjacent one-block area (one block east and west of Oakland, and one block north and south of Capitol). The remaining streets and parking spaces throughout Shorewood were considered in this analysis but were not included in the parking space inventory detailed in this section.*

KEY OBSERVATIONS



ON-STREET SPACES

2,458±*
Total



PUBLICLY ACCESSIBLE GARAGES

02
Total



PUBLIC SURFACE LOTS

12
Total



OFF-STREET SPACES

1,069±
Total

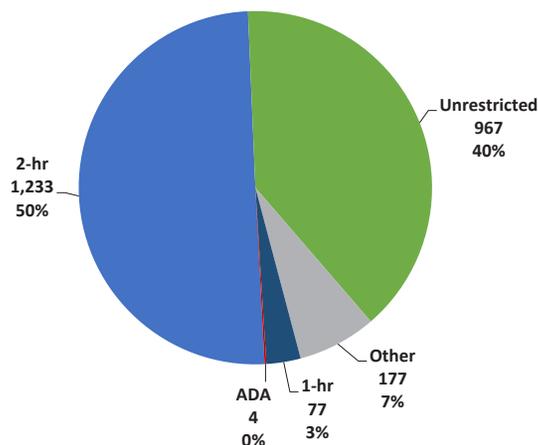
* On-street spaces within the data collection area



ON-STREET ALLOCATION

Of the 2,458 on-street spaces, 1,233± (50%) of the spaces are two-hour spaces, while 967± (39%) are unrestricted spaces. Please see **Exhibit 3** for a full breakdown of on-street spaces within the data collection area.

Exhibit 3: On-Street Space Allocation



OFF-STREET ALLOCATION

Of the 825 off-street spaces, 570± (53%) are permit/reserved spaces, while 352± (33%) are two-hour spaces.

Additionally, of the 491± total spaces in surface lots, 160± (33%) are available for customer or visitor parking. For typical commercial business districts, this percentage is low. Please see the recommendation matrix for further details regarding the breakdown of reserved and customer parking in commercial business

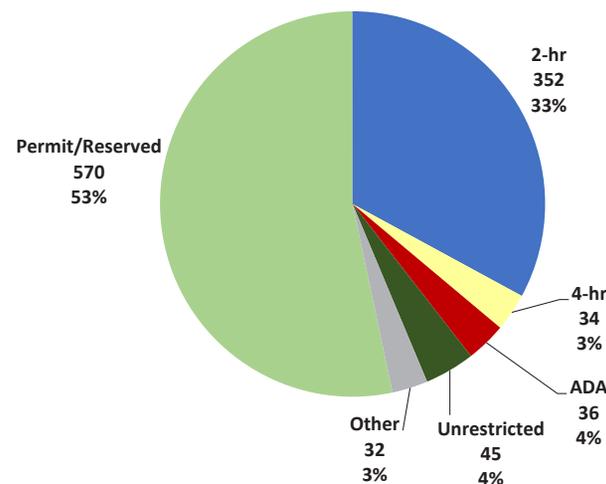
districts. Of the total off-street parking spaces in the data collection area, 491± (60%) are provided in surface lots, while the remaining 334± spaces (40%) are located in garages. Please see **Exhibit 4** for a full breakdown of off-street spaces within the data collection area.

Exhibit 5 provides a visual representation of the various on-street parking restrictions within the data collection area, as well as the locations of the off-street parking facilities. *Please note that all restriction times shown are in accordance to the signed restrictions at time of data collection. The signed parking restrictions do not all match the current Village Ordinance. Public Works should audit the parking signage to ensure compliance with current village ordinance.*

Exhibit 4: Off-Street Space Allocation

Public Off-Street Inventory Breakdown		
Off Street Parking	Supply	Percent
Permit/Reserved	570	53%
2-hr	352	33%
4-hr	34	3%
ADA	36	3%
Unrestricted	45	4%
Other	32	3%
Total	1,069	100%
Garage	464	43%
Surface Lot	605	57%
Total	1,069	100%
Publicly Accessible	431	40%
Reserved	638	60%
Total	1,069	100%

Public Off-Street Inventory Breakdown		
Customer Parking	Supply	Percent
Garage	260	57%
Surface Lot	196	43%
Total	456	100%



OAKLAND AVENUE + CAPITOL DRIVE BUSINESS DISTRICT

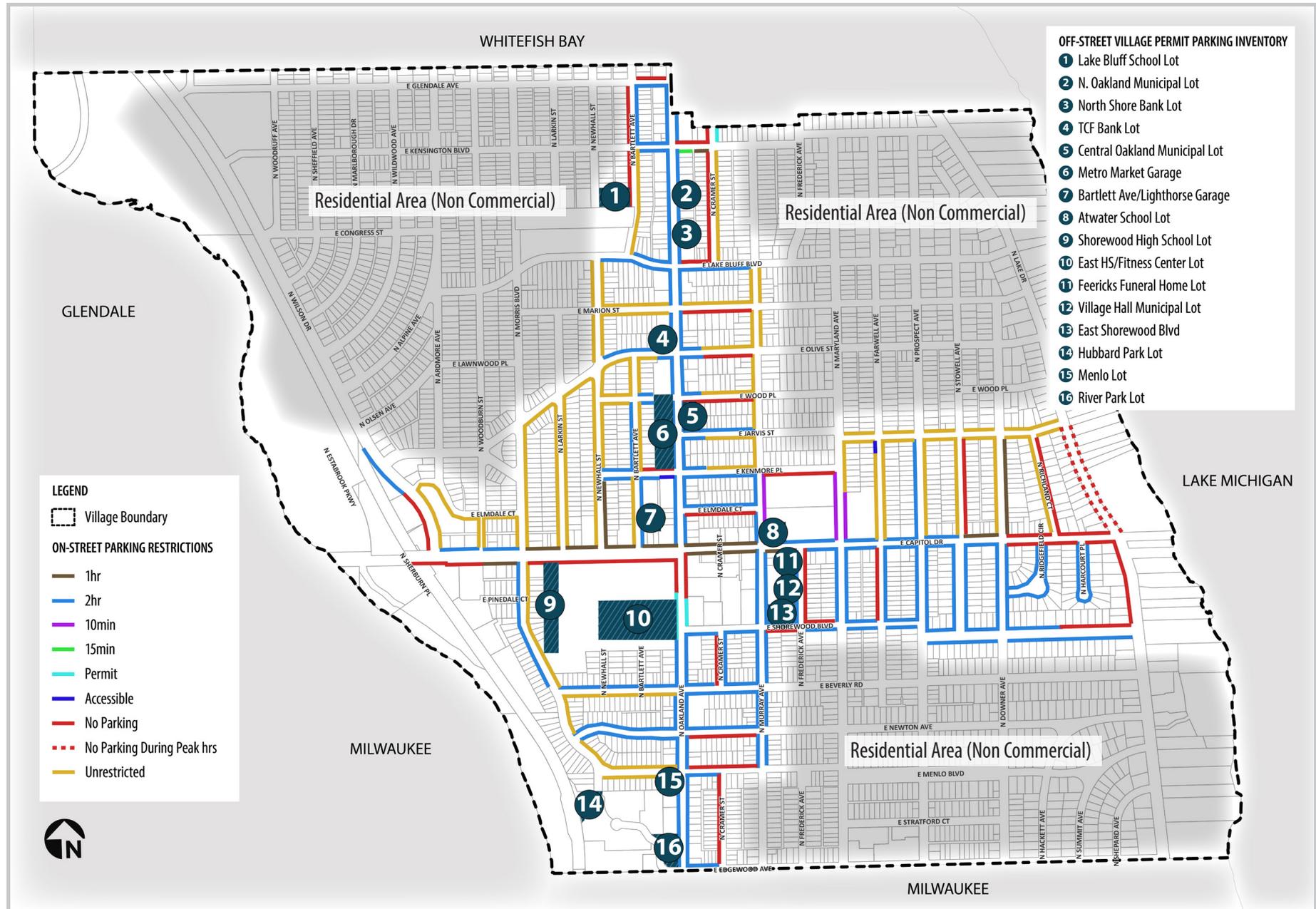


Exhibit 5: Business District On-Street and Public Parking



CURRENT PARKING CONDITIONS

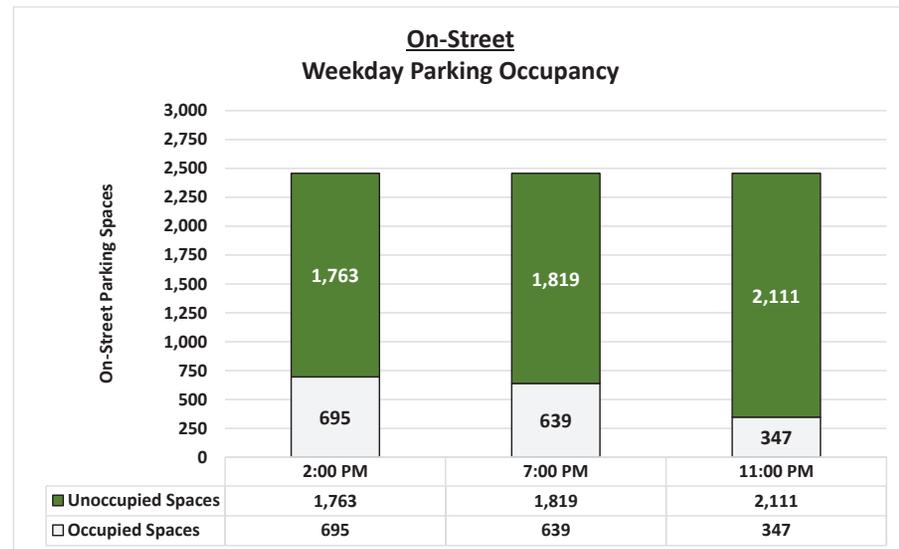
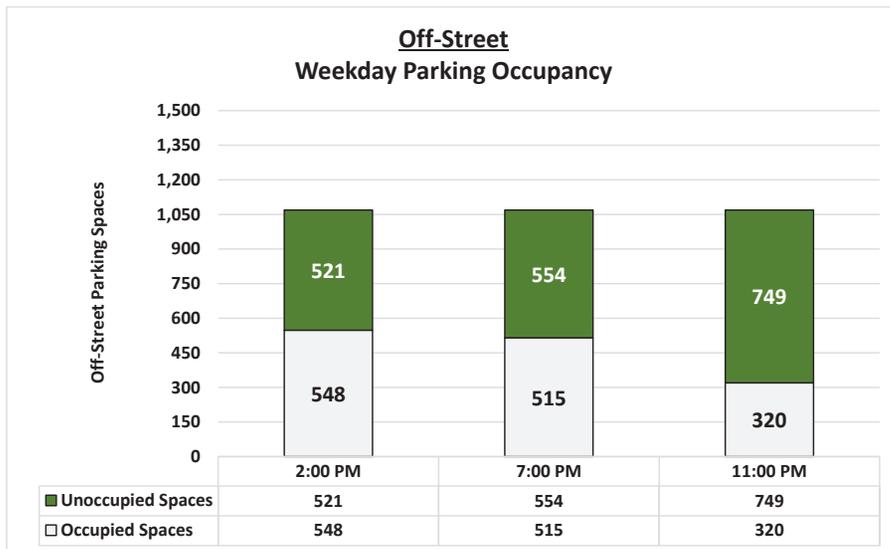
The current parking conditions in the Oakland Avenue and Capitol Drive business district reflect the diversity of land uses that generate demand for public and private parking resources. The data provides an understanding of the typical parking patterns and helps to clarify the local parking issues and opportunities. There are high-intensity areas during specific periods of the day, but the local market data indicates an overall surplus of unoccupied parking supply during peak weekday conditions.

Exhibit 6: Current Parking Occupancy and Adequacy

Parking Type	Parking Inventory	Parking Occupancy and Adequacy					
		2:00 PM	Occ. %	7:00 PM	Occ. %	11:00 PM	Occ. %
On Street	2,458	695	28%	647	26%	357	15%
Surplus/(Deficit)		1,763		1,811		2,101	
Off-Street	1,069	548	51%	515	48%	320	30%
Surplus/(Deficit)		521		554		749	
Total	3,527	1,243	35%	1,162	33%	677	19%
Surplus/(Deficit)		2,284		2,365		2,850	

The following exhibits provide a summary of the current on- and off-street parking occupancy, and adequacy for the defined area. The off-street parking operates with a surplus of unoccupied supply during daytime and evening hours. Similarly, there is a significant surplus of unoccupied on-street parking supply.

Exhibit 7: Weekday Parking Occupancy



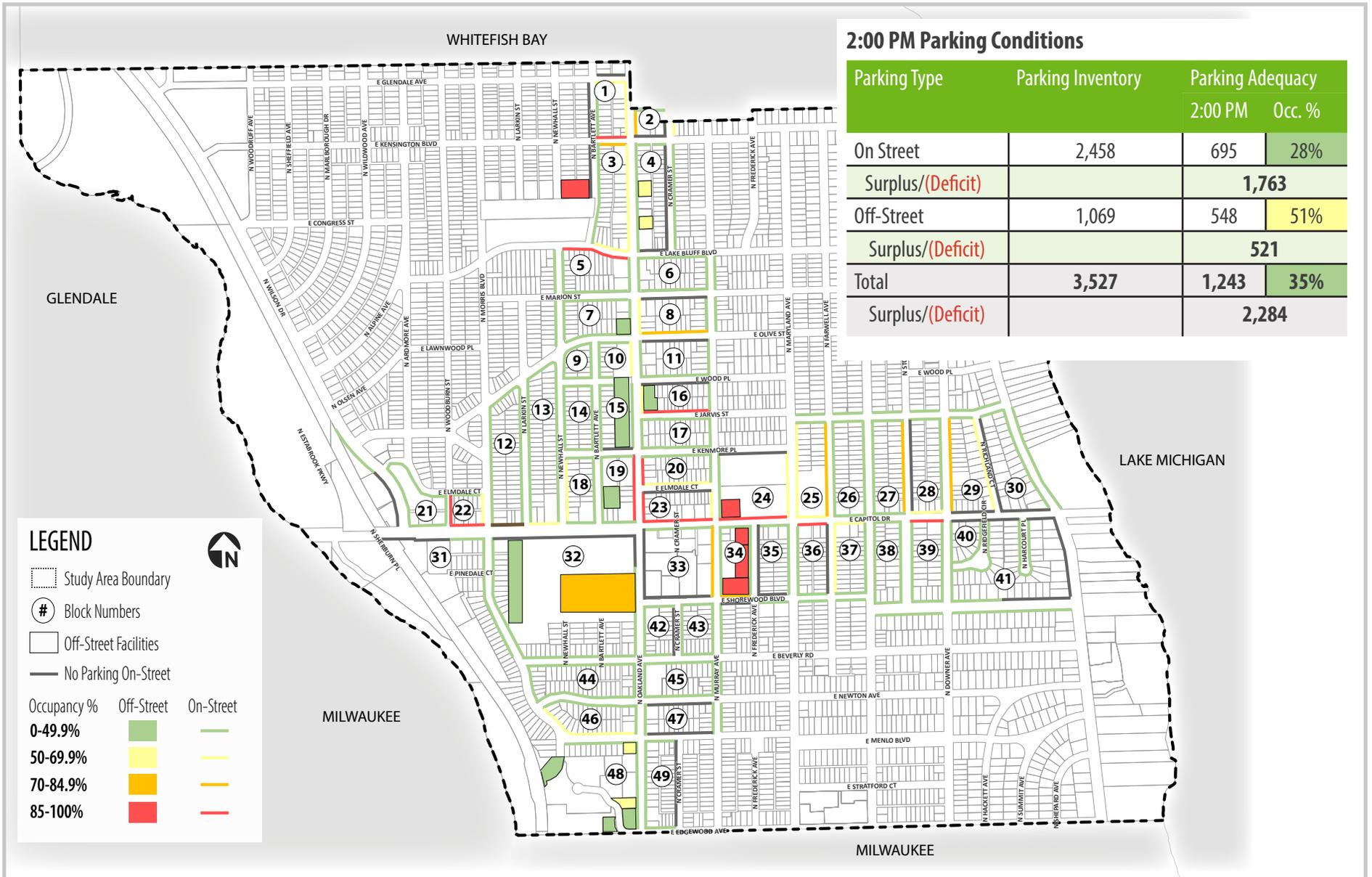


Exhibit 8: Parking Occupancy Percentage for 2:00 PM

CURRENT PARKING CONDITIONS + POLICIES

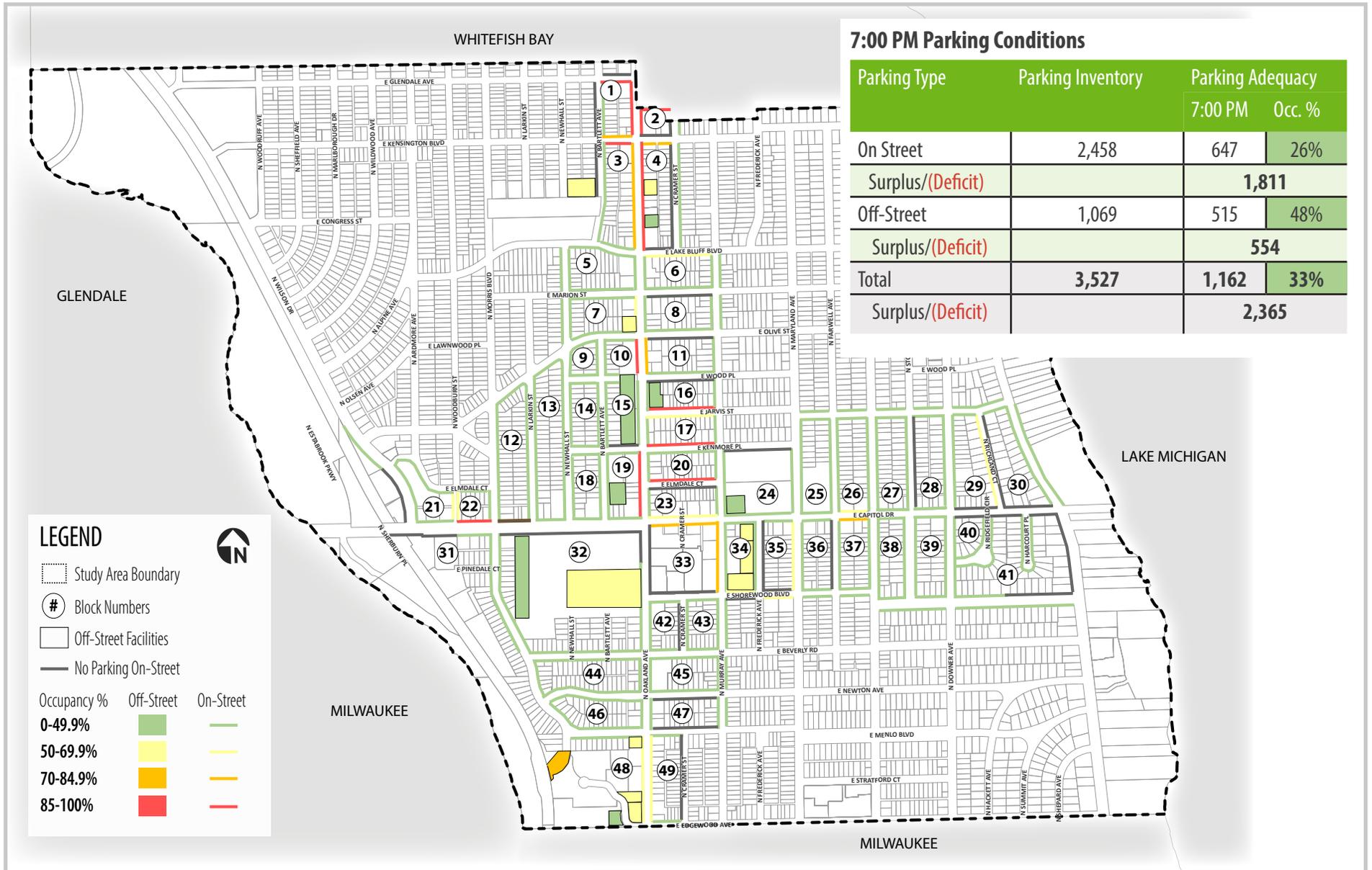


Exhibit 9: Parking Occupancy Percentage for 7:00 PM

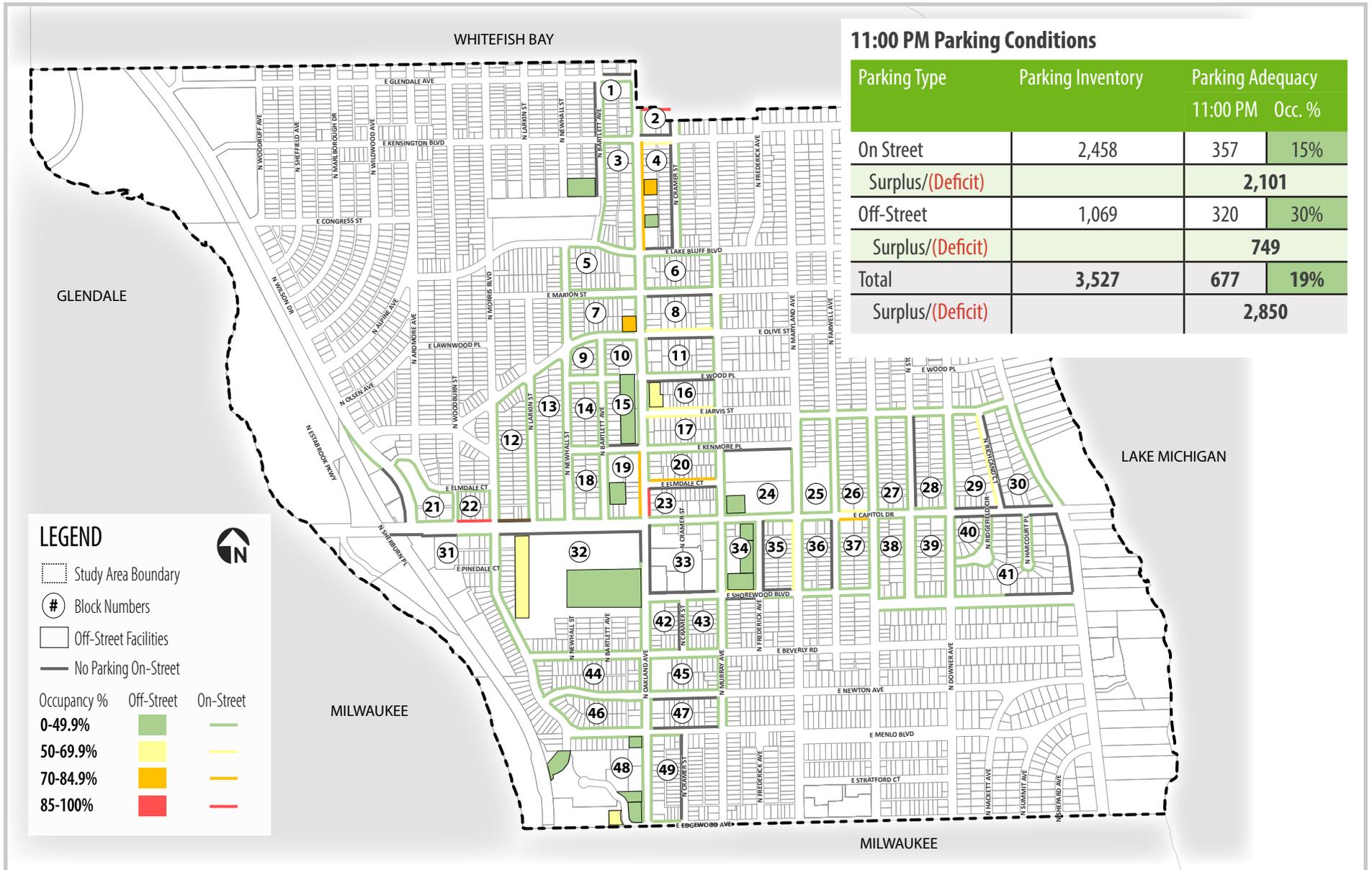


Exhibit 10: Parking Occupancy Percentage for 11:00 PM



CURRENT PARKING SUMMARY

There are areas within the commercial business district that experience high levels of demand that strain local parking supply, while at the same time, nearby areas experience a parking surplus. Even though available supply may exist within one or two blocks, these localized “hot spots” can form perceptions that parking supply is inadequate. Often the solution includes a combination of improving access to the unoccupied public and private supply and long-term consideration for adding more proximate supply or reducing parking demand through public programs. It is Walker’s professional opinion that current parking challenges can be improved with a management solution that is foundational for a long-range plan that may include displacement of surface parking and greater reliance on multi-modes of transportation. Many communities are rethinking how best to address the challenges of parking and pursuing management solutions before committing to long-term capital investment. This course of action may improve perceptions and increase access to available supply. At the very least, management improvements can help the Village mitigate future capital costs by maximizing the use of existing public resources.

The parking utilization data and market observations indicate that most on-street patrons are parking for less than two hours and are most likely downtown visitors. The commercial district employees are primarily parking in private off-street lots. This allocation of demand aligns with the locations intended for each user group. Our conclusion, based on observation, is that current policies support short-term parking on-street and long-term parking off-street.

While the current parking system works for the current market conditions, modifications could help position the Village to address future planning concerns and support economic development proactively.

There are areas of Shorewood that temporarily experience high levels of demand that strain local parking supply, while nearby areas experience a substantial parking surplus. Even though available supply may exist within one or two blocks, these localized challenges can shape perceptions that parking supply is inadequate. The community can either address the parking challenges by building more supply or better managing access to the existing supply or a measured combination of both. Many communities are rethinking how best to address the challenges of parking and are pursuing management solutions before committing to long-term capital investments. This course of action is proven to improve perceptions and increase access to available supply.

The following exhibit provides an overview of how communities are starting to think about parking planning.

Exhibit 11: Community Approach to Parking Planning

Old Parking Paradigm	New Parking Paradigm
“Parking Problem” means inadequate parking supply	✓ There are many types of parking challenges (management, pricing, enforcement, etc.)
Abundant parking supply is always desirable	✓ Too much supply is as harmful as too little. Public resources should be maximized and sized appropriately
Parking should be provided free, funded indirectly, through rents and taxes	✓ Users should pay directly for parking facilities. A coordinated pricing system should value price parking with on-street the highest
Innovation faces a high burden of proof and new ideas should only be applied if proven and widely accepted	✓ Innovation should be encouraged. Even unsuccessful pilot programs often provide useful information
Parking management is a last resort, to be applied only if increasing supply is infeasible	✓ Parking management programs should be applied to prevent parking problems

OVERVIEW OF CURRENT PARKING POLICIES

The current parking regulations in Shorewood represent a network of Village ordinances established over many years by Village leadership to manage the use of public-owned parking resources. The ordinances are a reflection of previously adopted plans and policies designed at the time with specific land-use types, development densities, transportation options, and community demographics in mind. Public parking policies can impact the quality of life for residents and visitors and should be monitored regularly to ensure that public surface lots and curb space enhance access and options for the residents and visitors of Shorewood.

Historically, community members worked with Village representatives to address parking challenges that may be local and specific to an individual’s situation or broader and more systemic with impacts to a larger segment of the Shorewood population. In reaction to requests for parking improvements, the Village develops and adopts a new ordinance, or in rare instances, a modification to an existing policy may occur without formal revisions to the applicable ordinance. An example may include something minor, like the installation or removal of a single parking sign. Nonetheless, this approach can result in the change of a day-to-day policy that does not match with current Village ordinances. As a best practice, the Village parking ordinances and policies should undergo periodic calibration to maintain accuracy, effectiveness, and reflect the changing operating environment.

OVERNIGHT
PARKING PROGRAM
AREA T

VILLAGE OF
SHOREWOOD

Shorewood
AT THE EDGE
OF THE CITY AND
THE HEART OF
EVERYTHING

The Village of Shorewood
3930 N. Murray Ave.
Shorewood, Wisconsin 53211-2303
414.847.2700 • Fax 414.847.2707
www.villageofshorewood.org



Source: Walker Consultants, 2019



Source: Walker Consultants, 2019



PARKING PLANNING WORKSHOPS

Public parking is interwoven with many aspects of a vibrant community. Some community members believe public parking should be free of charge, and others that believe a public utility should charge market rates. Parking planning workshops, facilitated by Village staff, can provide an opportunity for community members with different viewpoints on parking to come together, learn, and help shape future parking plans. The location, pricing, and availability are three of the most examined parking-related topics.

Community members often learn that poorly thought out pricing policies and user regulations can encourage overcrowding or inaccessible on-street supply and drivers circling during times of peak demand. The outcome is the result of on-street parking that is, at times, priced too cheaply compared to off-street parking options or largely restricted to one user group. The artificially low price and limited access to supply drive up demand for the type of parking that is already hardest to find, short-circuiting the free-market functionality that would otherwise allow people to make smart choices about where to park. The result includes the scarcity of underpriced on-street parking (near popular destinations), perceptions of inconvenience among potential shoppers, and underutilization of public off-street ramps and lots. The exhibit to the right illustrates three outcomes from pricing strategies.

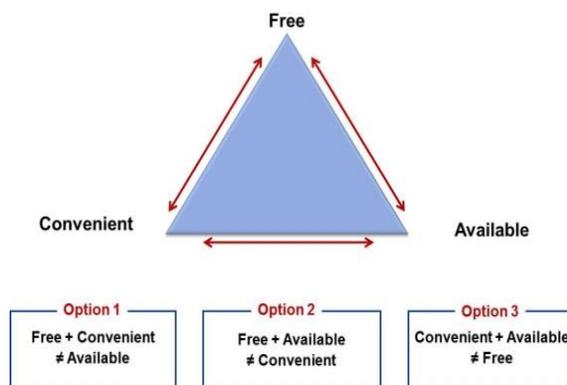
There is a resistance in some communities to charge for parking out of fear that the added cost will turn residents and visitors away. Our research has identified that people are more concerned with availability and convenience than having to pay a nominal fee to park their car. A fee-based parking program serves as a management tool that aims to increase availability on-street while offering lower-cost alternatives for long-term patrons. Parking challenges often arise from a community’s desire to offer free, convenient and available parking at all times. The reality is that only two of the three objectives in the previous exhibit can be achieved simultaneously.

Walker encourages the Village to facilitate annual community workshops on parking to help inform stakeholders of planning initiatives and improve parking policies. This annual process should be part of a continuous improvement program.

CONTINUOUS IMPROVEMENT MODEL

The Village should consider initiating a parking and mobility continuous improvement program (CIP). The primary objective of the program would be to ensure that an adequate supply of appropriately located parking is available to support the community and economic development needs, along with appropriate mobility options. The program would use market data derived from this annual CIP analysis and track key performance measurements determined by Village leadership. For example, categories to be tracked may include:

- Parking Inventory
- Peak Parking Occupancy
- Parking Adequacy
- Future Parking Needs
- Parking Satisfaction Survey
- ADA Compliance and Available Supply
- Market Pricing
- Annual Citations



RESIDENTIAL PARKING OVERVIEW

The Village of Shorewood offers overnight parking options in public surface lots and on-street areas to provide residents and apartment tenants with access to convenient off-site vehicle storage. Multiple parking programs are offered by the Village that includes daytime on-street, overnight on-street, overnight surface lot, 24-hour access surface lot, and temporary on-street permits. These programs aim to serve the parking needs of residents when on-site parking supply either does not exist or is unavailable. There is also a limited amount of private-owned parking supply allocated for permit parking in two structured parking facilities and multiple surface lots.

The current parking permit programs offered through the Village of Shorewood are summarized in the following exhibit.

Exhibit 12: Summary of Current Parking Permit Programs

Permit Options	Resident	Apartment Tenant
Daytime: On-Street Permit	Eligible <ul style="list-style-type: none"> Districts C, D, F, J, RCA, RDPPD \$10 per vehicle annually No Garage, No Driveway = 2 on-street permits Can park 1 car on property = 1 on-street permit If an available public surface lot is within 2 blocks of residence, permit provided for surface lot If public surface lot is more than 2 blocks from residence, permit provided for on-street Duplex Resident is allowed 1 space per unit 	Ineligible
Overnight: On-Street (Bumper Parking)	Eligible <ul style="list-style-type: none"> Permit Areas T, W, X, Y, Z \$50 per month 	Eligible Through Property Management Only (Limited Supply per Building) <ul style="list-style-type: none"> Permit Areas T, W, X, Y, Z \$50 per month
Overnight: Off-Street	Eligible <ul style="list-style-type: none"> \$50 per month 	Eligible <ul style="list-style-type: none"> \$50 per month
24-hour Access: Off-Street	Eligible <ul style="list-style-type: none"> \$75 per month 	Eligible <ul style="list-style-type: none"> \$75 per month
Overnight: Temporary On-Street	Eligible <ul style="list-style-type: none"> 20 temporary permits per year for each license plate Free to resident 	Eligible <ul style="list-style-type: none"> 20 temporary permits per year for each license plate Free to resident



ON-STREET DAYTIME PARKING DISTRICTS

The Village of Shorewood has designated several residential streets impacted by commuter parking as residential permit parking districts. The districts are also known as Commuter Parking Districts, Impact Parking Zones, or Residential Congested Parking areas. Parking in these districts for more than two consecutive hours between the hours of 8:00 a.m. and 4:00 p.m. except Sundays and holidays is allowed by permit only. The annual permit fee is \$10.00 per vehicle for residents that meet the permit qualifications. Exceptions include service and delivery trucks, disabled persons with appropriate disabled license plates or permit, and guests of a resident for one day with permission by the Village Customer Service.

Residents in the following areas are eligible for on-street daytime parking permits:

Exhibit 13: Summary of Current Daytime Resident On-Street Parking Districts

District C

- West side of North Newhall Street from the south right-of-way line of East Kenmore Place to a point approximately 301-feet south thereof where parking is restricted to a **one-hour limitation** at certain times without a permit
- East side of North Newhall Street from the south right-of-way line of East Kenmore Place to a point approximately 423-feet south thereof, where parking is restricted to a **one-hour limitation** at certain times without a permit
- Parking in all other areas of District C for more than two consecutive hours between the hours of 8:00 a.m. and 4:00 p.m. except Sundays and holidays **is allowed by permit only**
- Resident on-street permit fee is \$10.00 per vehicle annually for residents

District D

- East Elmdale Court between North Oakland Avenue and North Murray Avenue, where parking is restricted to a **two-hour limitation** at certain times without a permit
- Resident on-street permit fee is \$10.00 per vehicle annually for residents

District F

- East Pinedale Court from North Morris Boulevard west thereof to the end of said street, where parking is restricted to a two-hour limitation at certain times without a permit
- Resident on-street permit fee is \$10.00 per vehicle annually for residents

Exhibit 13: Summary of Current Daytime Resident On-Street Parking Districts (Continued)

District J

- The 3800 block of North Newhall Street, where parking is restricted to a **two-hour limitation** at certain times without a permit.
- Resident on-street permit fee is \$10.00 per vehicle annually for residents

Residential Congested Parking Area (RCA)

- The RCA is located in the southeast area of the village and is bounded by North Lake Drive on the east; the north side of East Capitol Drive on the north; the east side of North Oakland Avenue on the west; and the north side of East Edgewood Avenue on the south. **Parking is limited to two hours between the hours of 8:00 a.m. and 6:00 p.m., Monday through Friday.** (Note: The south side of Edgewood Avenue is in the City of Milwaukee and is not included in this ordinance.)
- Resident on-street permit fee is \$10.00 per vehicle annually for residents

Residential Daytime Parking Permit District (RDPPD)

- The 4000 blocks of North Downer Avenue and North Prospect Avenue, where parking is **limited to two-hour parking, Monday through Friday, between the hours of 8:00 a.m. to 4:00 p.m.**
- Resident on-street permit fee is \$10.00 per vehicle annually for residents

**Residents living in any of the above-designated districts can come to Village Hall and will be granted on-street daytime parking permission upon proof of residence, proof of vehicle registration and payment.*

CURRENT ON-STREET NIGHT PARKING RESTRICTIONS

The Village of Shorewood allows 20 temporary, on-street overnight parking permissions per license plate in a calendar year. Once the 20 overnight parking permissions have been used up residents will not be able to purchase anymore for the remainder of the calendar year. However, options are available for monthly off-street overnight parking on one of the Village of Shorewood-managed lots.



PARKING POLICIES, PRACTICES + OPPORTUNITIES FOR IMPROVEMENT

Clear public policies and practical parking ordinances are required for public safety, sustained community access, and effective enforcement in the Village. The recommendations included in this analysis are presented under a framework of key goals (shown to the right). The four (4) key goals are based on parking issues identified by the public and Village staff throughout the planning process.

All of the parking recommendations are divided into two (2) topic areas: 1. Oakland Avenue and Capitol Drive 2. Residential Parking. Within the two (2) topic areas, the recommendations are subdivided into Daytime Parking, Night Parking and Winter Parking.

1. OAKLAND AVENUE + CAPITOL DRIVE PARKING

Daytime Parking

Night Parking

Winter Parking

2. RESIDENTIAL PARKING

Daytime Parking

Night Parking

Winter Parking

KEY GOALS



IMPROVE COMMUNICATION

Simplify and clearly present current policies and practices



IMPROVE ACCESSIBILITY

Increase access to public parking and transportation options within the Village



IMPROVE STANDARDIZATION

Revise processes for efficient implementation by staff, and simplification of use by residents and visitors



IMPROVE ENFORCEMENT

Revise policies and practices to increase compliance with public parking regulations

OAKLAND AVENUE + CAPITOL DRIVE POLICY RECOMMENDATIONS

Daytime Parking

#	Current Policy/Conditions	Recommendation	Ordinance
1	1-hr Parking: From 8:00 a.m. to 6:00 p.m., except Sundays and holidays, and where prohibited at all times, or restricted to 15 minutes.	<p>Consistent Two-Hour Parking</p> <p>Two (2) hour daytime on-street parking. From 8:00 a.m. to 6:00 p.m., except Sundays and holidays, and where prohibited at all times, or restricted to 15 minutes.</p>	Article VIII, Section 500-20 A
	1-hr Parking: From 8:00 a.m. to 4:00 p.m., except Saturdays, Sundays and holidays and where prohibited at all times.		Article VIII, Section 500-20 B
	1-hr Parking: From 8:00 a.m. to 3:00 p.m., except Saturdays, Sundays and holidays, and where prohibited at all times.		Article VIII, Section 500-20 C
2	2-hr Parking: From 8:00 a.m. to 4:00 p.m., except Saturdays, Sundays and holidays or where prohibited at all times, or where limited to 15 minutes.	<p>Consistent Two-Hour Parking</p> <p>Two (2) hour daytime on-street parking. From 8:00 a.m. to 6:00 p.m., except Sundays and holidays, and where prohibited at all times, or by permit, or restricted to 15 minutes.</p>	Article VIII, Section 500-19 A
	2-hr Parking: From 8:00 a.m. to 3:00 p.m., except Saturdays, Sundays and holidays, or where prohibited at all times.		Article VIII, Section 500-19 B
	2-hr Parking: From 9:00 a.m. to 4:00 p.m., except Saturdays, Sundays and holidays.		Article VIII, Section 500-19 C
	2-hr Parking: From 7:30 a.m. to 4:30 p.m., Monday through Friday, except holidays.		Article VIII, Section 500-19 D



OAKLAND AVENUE + CAPITOL DRIVE POLICY RECOMMENDATIONS

Daytime Parking (Continued)

#	Current Policy/Conditions	Recommendation	Ordinance
2	2-hr Parking: From 8:00 a.m. to 6:00 p.m., except Sunday and holidays, and where prohibited at all times or restricted to 15 minutes, or when restricted to permit parking only (See Subsection I of this section.).	<p>Consistent Two-Hour Parking</p> <p>Two (2) hour daytime on-street parking. From 8:00 a.m. to 6:00 p.m., except Sundays and holidays, and where prohibited at all times, or by permit, or restricted to 15 minutes.</p>	Article VIII, Section 500-19 E
	2-hr Parking: From 8:00 a.m. to 7:00 p.m., except Sunday and holidays, and where prohibited at all times or restricted to 15 minutes, or when restricted to permit parking only (See Subsection I of this section.).		Article VIII, Section 500-19 F
	2-hr Parking: Between 9:30 a.m. and 2:30 p.m. Monday through Friday.		Article VIII, Section 500-19 G
	2-hr Parking: Between 8:00 a.m. and 8:00 p.m. Monday through Friday.		Article VIII, Section 500-19 H

OAKLAND AVENUE + CAPITOL DRIVE POLICY RECOMMENDATIONS

Daytime Parking (Continued)

#	Current Policy/Conditions	Recommendation	Ordinance
3	Permit Parking: Parking by permit only. Except as otherwise directed by posted signs, parking is permitted from 7:00 a.m. to 4:30 p.m., Monday through Friday, on regular school days, only for vehicles displaying a Shorewood High School parking permit approved and issued by the Shorewood Police Department for the following street locations. At all other times, parking at these locations shall be as otherwise regulated by this chapter.	Maintain Current Policy	Article VIII, Section 500-19 I
4	15-Minute Parking: Fifteen-minute parking limit	Maintain Current Policy	Article VIII, Section 500-21 A
5	10-Minute Parking: Ten-minute parking limit	Consistent Fifteen-Minute Parking Zones	Article VIII, Section 500-21 B



OAKLAND AVENUE + CAPITOL DRIVE POLICY RECOMMENDATIONS

Night Parking

#	Current Policy/Conditions	Recommendation	Ordinance
6	Night Parking: Except as otherwise restricted or permitted under the Shorewood Village Code, no person shall park any other vehicle not listed in § 500-16A(2) on any Village street or highway between the hours of 3:00 a.m. and 5:00 a.m. on any day except Saturdays, Sundays or holidays.	<p>Village Resident Night Parking Permit Program</p> <p>For Shorewood residents who participate in the Village Resident Night Parking Permit Program, see Residential Night Parking Recommendation #11. For non-Village residents, maintain current policy.</p>	Article VIII, Section 500-16 (3)
7	Night Parking Special Permits: Vehicles may be parked during the hours between 3:00 a.m. and 5:00 a.m., provided that they shall first obtain a special permit from a facility the Village may designate for the sale of such permit, after filing an application and paying a permit fee, all as required under this section.	<p>Initiate On-Street Night Special Permit Program after current special permit expires</p> <p>Current special permit holders will have the option of renewing their current special permit after their current permit expires. After the expiration of their current permit, the permit holder will be subject to the Village Resident Night Parking Permit Program, or they will have the option to purchase an off-street Night Parking Permit. Any new Special Permit applications will not be permitted after the Resident Night Parking Permit Program implementation date.</p>	Article VIII, Section 500-16 B

OAKLAND AVENUE + CAPITOL DRIVE POLICY RECOMMENDATIONS

Night Parking (Continued)

#	Current Policy/Conditions	Recommendation	Ordinance
8	Alternate Side Parking: Except as provided in Subsection C(2), vehicles parked pursuant to this section authorizing nighttime parking shall be parked: On the east and north sides of the street on Sunday, Tuesday and Thursday nights; and on the west and south sides of the street on Monday and Wednesday nights.	<p>Alternate side parking is required from 10PM - 6AM, unless otherwise posted.</p> <p>On even-numbered calendar days a vehicle with a valid overnight parking permit must be legally parked on the side of the street with even house numbers; on odd-numbered calendar days a vehicle must be parked on the side of the street with odd house numbers.</p>	Article VIII, Section 500-16 C (1) a,b

Winter Parking

#	Current Policy/Conditions	Recommendation	Ordinance
9	Winter Parking: No person shall park any vehicle on the east side or north side of any Village street between December 1 and February 28, annually, subject to the following exceptions: East Capitol and North Oakland.	<p>Alternate side parking is in effect 24/7 year-round unless a particular block or curb area has parking-related signage stipulating otherwise. Vehicles parked on the street must move every 24 hours. The alternate side parking provides the Public Works department with improved access to routine street maintenance and snow removal.</p> <p>Justification: Allows for more supply year-round</p>	Article VIII, Section 500-26 A (1)



RESIDENTIAL PARKING POLICY RECOMMENDATIONS

Daytime Parking

#	Current Policy/Conditions	Recommendation	Ordinance
10	On-Street Daytime Parking Districts: Residential Districts, Permit parking in residential permit parking districts	Maintain Current Policy, but for consistency and simplicity, recommend referring to all Daytime Parking Districts (Commuter Parking Districts, Impact Parking Zones or Residential Congested Parking areas) as Daytime Parking Districts.	Article VIII, Section 500-25 B

RESIDENTIAL PARKING POLICY RECOMMENDATIONS

Night Parking

#	Current Policy/Conditions	Recommendation	Ordinance
11	<p>Night Parking: Except as otherwise restricted or permitted under the Shorewood Village Code, no person shall park any other vehicle not listed in § 500-16A(2) on any Village street or highway between the hours of 3:00 a.m. and 5:00 a.m. on any day except Saturdays, Sundays or holidays.</p>	<p>Implement Village Resident Night Parking Permit Program</p> <p>Allows Shorewood residents to park between the hours of 3:00 a.m. and 5:00 a.m. on any street not designated as a no parking or 15-minute loading zone. No parking zones also include zones listed in Article VIII, Section 500-14 A-C. Permit will be attached to one (1) license plate.</p> <p>No more than one (1) permit per license plate. Maximum two (2) permits per household. Also subject to Winter Parking Policy.</p> <p>Recommend replacing quarterly permit option with a half-year and full-year permit option. Recommend higher fee than currently for on-street special permit.</p> <p>Application: Requires two forms of proof of residency submitted to Village Customer Service.</p> <p>Justification: Provides more choices to those who have few parking options.</p>	<p>Article VIII, Section 500-16 A (3)</p>



RESIDENTIAL PARKING POLICY RECOMMENDATIONS

Night Parking (Continued)

#	Current Policy/Conditions	Recommendation	Ordinance
12	Night Parking On-Street Special Permit: Vehicles may be parked during the hours between 3:00 a.m. and 5:00 a.m., provided that they shall first obtain a special permit from a facility the Village may designate for the sale of such permit, after filing an application and paying a permit fee, all as required under this section, and shall be parked as authorized by such permit.	<p>Initiate a Sunset Clause on the On-Street Night Special Permit Program</p> <p>Current special permit holders will have the option of renewing their current special permit for up to five (5) years. If still a permit-holder after five years, they will be subject to the Village Resident Night Parking Permit Program, or they will have the option to purchase an off-street Night Parking Permit. Any new Special Permit applications will not be permitted after the Resident Night Parking Permit Program implementation date.</p>	Article VIII, Section 500-16 B

*Night Parking On-Street Special Permit- This program was designated to allow vehicles to be parked during the hours between 3:00AM and 5:00AM, within specific streets, to accommodate the supply demand for multi-family developments within the Village (see Parking and Limits and Regulations, Article VIII, Section 500-16 B).

RESIDENTIAL PARKING POLICY RECOMMENDATIONS

Night Parking (Continued)

#	Current Policy/Conditions	Recommendation	Ordinance
13	Night Parking Off-Street Permits: Shorewood Village Parking Website, Off-Street Overnight Parking Permits	Maintain Current Permit Pricing	Village Website
14	Temporary Overnight Parking Permission: Shorewood Village Parking Website, Request Overnight Parking Permission	Maintain Current Policy	Village Website
15	Alternate Side Parking: Except as provided in Subsection C(2), vehicles parked pursuant to this section authorizing nighttime parking shall be parked: On the east and north sides of the street on Sunday, Tuesday and Thursday nights; and on the west and south sides of the street on Monday and Wednesday nights.	Maintain Current Policy	Article VIII, Section 500-16 C (1) a,b



RESIDENTIAL PARKING POLICY RECOMMENDATIONS

Winter Parking

#	Current Policy/Conditions	Recommendation	Ordinance
16	Winter Parking: No person shall park any vehicle on the east side or north side of any Village street between December 1 and February 28, annually, subject to the following exceptions: East Capitol and North Oakland	<p>Alternate side parking is in effect 24/7 year-round unless a particular block or curb area has parking-related signage stipulating otherwise. Vehicles parked on the street must move every 24 hours. The alternate side parking provides the Public Works department with improved access to routine street maintenance and snow removal.</p> <p>Justification: Allows for more supply year-round</p>	Article VIII, Section 500-26 A (1)

ACCESSIBLE ON-STREET PARKING

Overview

The purpose of this policy review is to clarify practices and procedures for accessible on-street parking compliance and management for people with disabilities in the Village of Shorewood.

Most cities have an internal policy to install parking improvements in accordance with the Americans with Disabilities Act (ADA) and meet the latest state code by ADA rules.

ADA Title II applies to public rights-of-way as well as parking lots/buildings. Title II prohibits discrimination on the basis of disability in all services, program, and activities provided by the state or local governments. Local municipalities often add ADA on-street parking upon a legitimate request by a business or community member. The challenge with converting a standard on-street parking space to an ADA accessible space is providing access aisles and sidewalk improvements or curb cuts to accommodate the necessary area for movement. There are no formal requirements for the appropriate number of ADA on-street spaces, so this number is up for interpretation based on the local need and ability to accommodate. Municipalities often apply the off-street ADA space requirements according to the sliding

scale based on overall design capacity. This approach is a locally applied guideline to be proactive but is not mandated for on-street parking by state or federal authorities. According to Walker's experts on this subject, the federal government is behind on setting standards for on-street ADA requirements.

Most municipalities address on-street ADA requests with a reactive application of a policy that is applied when called upon only.

RESPONSIBLE PARTIES

As stated in Shorewood Municipal Code Section 500-13, the Village Manager is hereby authorized and empowered, upon request, to designate parking zones on Village streets reserved for vehicles operated by or for the benefit of physically disabled persons, provided that the vehicles display current special license plates issued under the authority of § 341.14(1), (1a), (1m), (1q) or (1r), Wis. Stats., or a special identification card issued under the authority of § 343.51(1), Wis. Stats., or a registration plate, card or emblem issued by another jurisdiction which designates the vehicle as a vehicle used by a physically disabled person.

We recommend that the municipal code change to authorize the Public Works Director, rather than the Village Manager, to designate parking zones on Village streets reserved for vehicles operate by or for the benefit of physically disabled persons. The Public Works department would have full authority to approve and install proper signage for an ADA space.

ADA PARKING ALLOCATION PROCESS

Current federal ADA regulations do not specifically address on-street parking spaces, however, since the Village makes on-street parking available to persons with disabilities via Village Municipal Code Part II, Article VII, Section 500-13, Authority to Designate Parking Zones for Handicapped, a formal policy and request process should be implemented in the Village. Village Municipal Code permits accessible parking for the exclusive use of persons with disabilities who have a distinguishing license plate or placard on their vehicles issued by the Wisconsin Department of Motor Vehicles. Accessible on-street parking is typically indicated by a posted sign and is subject to the time restrictions and use regulations posted.



POLICY FOR EXISTING NON-RESIDENTIAL STREETS

Applicability:

All accessible space requests are subject to Village review.

The accessible on-street parking policy applies to the Oakland Avenue and Capitol Drive Commercial Corridors. Accessible spaces are permitted one Village block east and west of Oakland Avenue, and one block north and south of Capitol Drive.

Any newly approved accessible space will follow currently posted on-street restrictions.

Policy:

Criteria 1: Total Number of Accessible Spaces

Provide at maximum one (1) parking space per twenty-five (25) that already exist on any Village block, and allow no more than two (2) spaces per every two (2) blocks. This design ratio follows current off-street design standards provided in the 2010 Standards for Accessible Design document by the US Department of Justice, as shown in **Exhibit 14**.

Please note the following:

- Any newly approved accessible parking space will utilize an existing on-street parking space. No new on-street parking spaces will be added.
- Additionally, No Parking zones would remain, and they would not be able to be used for an accessible space.
- Several municipalities around the country currently apply this off-street design standard when converting existing, standard on-street spaces to accessible on-street spaces.
- The design standard also applies to Capitol Drive. The industry standard of 2.0 spaces for every two blocks is reasonable for commercial corridors within Shorewood.

Exhibit 14: Accessible Space Design Standards

Table 208.2 Parking Spaces

Total Number of Parking Spaces Provided in Parking Facility	Minimum Number of Required Accessible Parking Spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4

Source: ADA Standards for Accessible Design, US Department of Justice, 2010

Exhibit 15: Accessible Space Design Standards, Applied to Shorewood

Total Oakland Avenue On-Street Spaces	342
1:25 Design Ratio	14
Total Oakland Avenue Blocks	14
Spaces Available per Every Two (2) Blocks	2.0

Source: Accessible Space Design Standards, Walker Consultants, 2019

Criteria 2: Location of Accessible Spaces

- a. Accessible on-street parking spaces may be installed as needed to provide access to activity centers, including but not limited to government buildings and courthouses; hospitals, healthcare facilities; recreational, educational and vocational facilities; and houses of worship.
- b. Locate adjacent to existing sidewalk ramps (i.e. sidewalks, street corners, surface lots, etc.).
- c. If possible, locate near the accessible or main entrance of large buildings or businesses.
- d. All current posted on-street restrictions will apply when locating the newly accessible space (i.e. if the subject block is a No Parking zone, the accessible space would be provided at the nearest on-street location where parking is permitted).
- e. All newly approved accessible parking spaces in commercial areas will be allowed for use by anyone with an approved accessible license registration plate, card, or emblem, not just one individual or vehicle.

POLICY FOR EXISTING RESIDENTIAL STREETS

- Provide at maximum one (1) parking space per twenty-five (25) that already exist on any Village block, and allow no more than two (2) spaces per every two (2) blocks. This design ratio follows current off-street design standards provided in the 2010 Standards for Accessible Design Department of Justice document, as shown in **Exhibit 14**.
- Accessible on-street parking will be provided upon request and is subject to review by the Public Works Director.
- All newly approved accessible parking spaces in residential areas will be allowed for use by anyone with an approved accessible license registration plate, card, or emblem, not just one individual or vehicle.
- Any newly approved accessible space will follow currently posted on-street restrictions.

APPLICATION PROCESS:

Requests will be submitted to the Village by a community member through an online application process. The Village's Customer Service Department will review the application based on the criteria provided above. The initial review of accessible on-street parking space requests will occur in conjunction with the Public Works Department. Once verified as a qualified application, the Customer Service Department will forward the application to the Public Works Director for final review, approval, and installation. Upon approval, the Village will provide the appropriate signage and notification for all impacted community members. The Village should set a limit on the number of accessible spaces allowed within a defined area, and if the number of requests reaches that threshold, a formal review process through the Village Plan Commission, in conjunction with the Public Works Director, would be required to provide any additional spaces.

OVERVIEW OF CURRENT PRACTICES

The following parking enforcement recommendations are aimed to improve policies and practices in order to increase parking compliance within the Village. The text in green provides the recommended enforcement method, while the bullet points below provide the intended outcome.

Improve management of Village public parking by regulating the use of short-term and long-term parking supply using time limits and enforcement, rather than parking meters and a pricing strategy.

Pursue and encourage proactive enforcement with an on-street time limit. The purpose is to provide visitors and patrons with improved access to premium parking options on-street and in non-permit spaces in public surface lots located throughout the business district.

- Use parking time-limits and citations as a tool to encourage turnover in the business district's most convenient parking spaces for customers and visitors, while providing quality alternative parking options for employees and other community members with long-term parking needs.
- Proactive enforcement is required with time-limited parking in on- and off-street parking facilities to achieve the intended outcome of the parking system.

Maintain current policy to issue standard parking citations of \$25 (all parking violations except posted private property and handicap space), \$30 (parking on posted private property) and \$125 (parking in a handicap space).

- **Resident Night Parking Permit Program-** With the adoption of Village Resident Night Parking Permit Program, consider increasing the Night Parking fine amount from \$25 to \$30 to encourage compliance with the overnight parking ordinance.
- **School Zone Parking Citations-** Implement a School Zone Parking Citation that exceeds the standard parking citation amount to emphasize the importance of safety and access near Village schools, and elevate community compliance. Consider adopting a school zone citation rate of \$125. The citation rate is equivalent to the citation rate for illegally parking in a handicap space.



Source: Walker Consultants, 2019



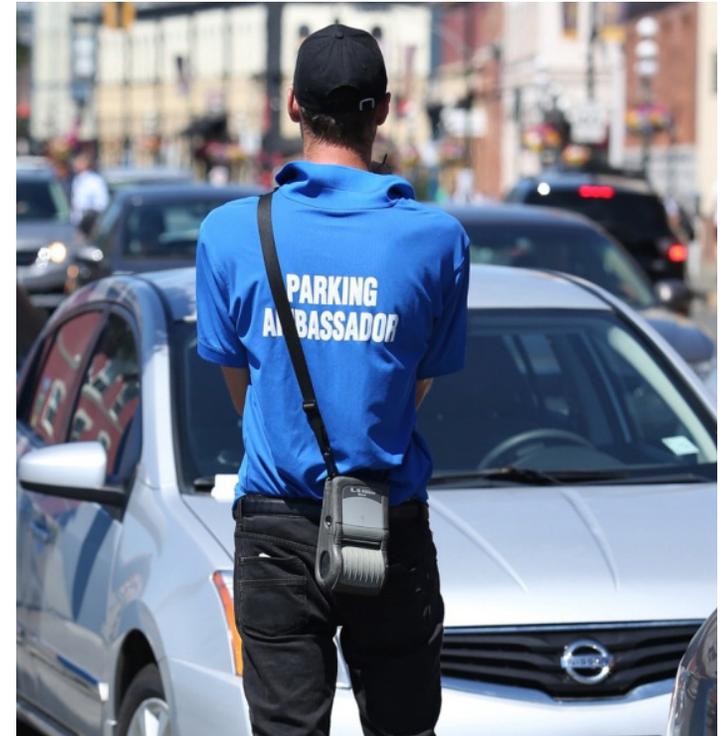
Source: School Crossing Sign, California Policy Center

Consider implementation of issuing a courtesy citation to educate first-time violators (particularly overnight parkers with the adoption of a Village Resident Night Parking Permit Program). Courtesy citations could be issued in coordination with a “Shorewood Ambassador” program, a team of local citizens who share an affinity for Shorewood who aims to keep the Village clean, beautiful, and friendly. Ambassadors would assist the Police Department with parking enforcement but also help residents or visitors with information about events, places to eat, directions, general information, business district trash removal, planting and watering of business district flowers and greenery, report streetscape issues, and report crime.

- Use parking citations as a tool to help manage parking demand and encourage proper use of short-term or customer parking areas. Courtesy citations will communicate a preference to educate first-time violators and not convey a predatory environment.

Enforce time limits using License Plate Recognition (LPR) equipment for maximum efficiency and accuracy.

- LPR is used to manage on-street overnight parking and residential parking permit compliance in the Residential Congestion Area. The Village parking enforcement should also use LPR technology and fixed routes to manage on-street parking time limits in the core commercial areas.
- As an alternative to managing Village parking using a fee-based parking system, time limits and daily enforcement presence helps ensure proper use of short- and long-term parking areas.



A City of Victoria parking ambassador - Photograph By Bruce Stotesbury, Times Colonist



VILLAGE PROCESS ENHANCEMENTS

Organizational Structure

The organizational structure of a parking system is usually scaled to the size of the municipality, number of public parking assets, and overall complexity of the operating system. The Village parking system is managed through ordinance creation, policy administration, and ordinance enforcement. The Village does not have a parking department dedicated to parking management. Instead, a combined effort by the Village Board of Trustees, staff, police department, and Village commissions contribute to the management of the public parking assets. While the organizational structure aligns with the geographic size of Shorewood and available government resources, there are opportunities for improvement in the organizational structure to help deliver parking services to the community with greater efficiency.

PERMIT MANAGEMENT PROCESS

Management of the current parking permit system is administered by Village Customer Services personnel. The management of Village parking permits has evolved with the creation of parking ordinances, special parking zones, and the increase in demand for overnight on-street parking permits.

Permit Management Recommendations:

1. Electronic records of active parking permits
2. Automated management of permit allocation and calculation of available permits by zone and parking location
3. Replace customized permit calculation by multi-unit residential building with standard residential overnight on-street parking permits available to all residents that meet the permit qualifications
4. Collect payment for residential parking permits directly from resident, and not from multi-tenant building owners or landlords
5. Allow online payment for all residential parking permits
6. Synchronization of electronic permit records with LPR enforcement technology
7. Goal – Improve process consistency,
 - clarity of regulations
 - clarity of permit allocation
 - public communication
 - collection of permit fees

PARKING INFORMATION REQUESTS

The Village of Shorewood is a high-density community with multiple mobility options provided by walkable neighborhood sidewalks, bicycle lanes, public transit and automobile roadways. Public parking is a vital component of the transportation ecosystem that involves regulations for on-street curb-management and the management of public surface parking lots. Clear communication of parking regulations is an important element to the delivery of parking services to the community.

The Village Customer Service employees are the primary contact for parking-related information. This practice should continue, and the Customer Service employees should have the information and tools necessary to respond to inquiries in a timely and accurate manner.

All parking-related information requests should initiate with Customer Service, then move to the Planning Director only when information requests pertain to proposed new development or requests for changes to parking policies or ordinances.

PARKING REQUIREMENT AND VARIANCE PROCESS

The Village of Shorewood Plan Commission is the civic body that reviews new development plans, conditional use permits and certain changes of occupancy within the Village. The current parking requirements are deemed outdated by many development applicants, resulting in a request for a special exceptions in parking requirements. Walker recommends that parking planning ratios and requirements be updated by the Village to mitigate the need for development applicants to seek special allowances. Additionally, Walker recommends that the Village Plan Commission require development applicants to prepare a site-specific shared parking analysis if seeking a special exception. The recommended scope of services for the shared parking analysis is provided below:

The purpose of the shared parking analysis is to demonstrate justification for a special parking exception.

Parking Requirement and Special Exception Process

1. Meet with development representatives to the shared parking study objectives, the project area, review the work plan, and set a schedule.
2. Obtain from the development team detailed information regarding the amount of each land use type. The land use data should be broken down by square feet.
3. Determine present and proposed site utilization, pedestrian and vehicular traffic circulation patterns.
4. Identify present and proposed site utilization, pedestrian and vehicular traffic circulation patterns, anticipated peak patronage, visitation, or occupancy periods.
5. Conduct an hourly parking occupancy survey of the existing development area. This survey will help determine the parking demand ratio of the existing nearby land uses. The occupancy survey will be conducted over the course of one day.
6. Prepare Shared Parking Analysis employing the Urban Land Institute' Shared Parking methodology.
7. Summarize the findings in a draft report; submit and discuss the draft report with the Village Plan Commission.

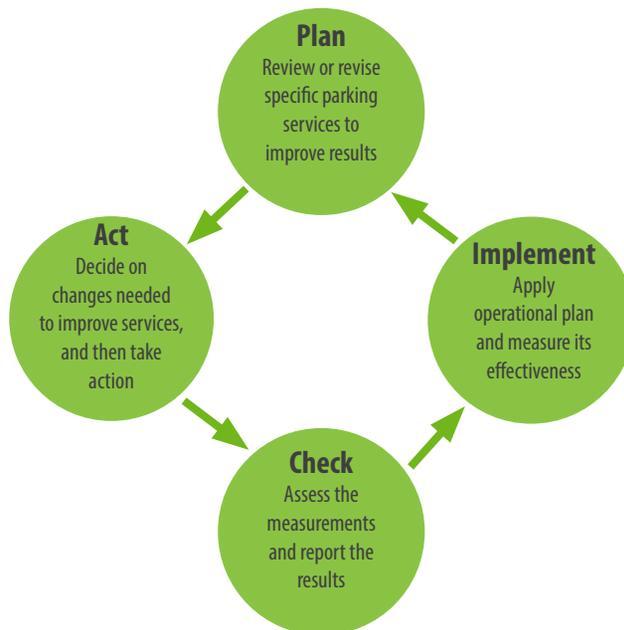


PARKING SYSTEM DASHBOARD FOR PERFORMANCE MEASUREMENT

Management of the public parking assets can become more complex as the local market dynamics change, and the public parking system is required to adjust accordingly. This section of the report identifies the development and use of performance measurements to help the Village achieve its mission. At present, the Village does not use performance metrics or measurements to manage the parking system.

Performance measurements are instruments used by leadership to articulate progress and help achieve strategic outcomes. The starting point for selecting which performance measurements are meaningful should be those that Village leadership uses to assess the delivery of public services. In our experience, many public parking systems tend to only report financial performance indicators, even though they may be trying to communicate and implement strategies such as maximizing the use of public assets, improving customer service, or increasing public access. The purpose of defining meaningful measurements is to allow leadership to assess progress against the stated mission and specific quantitative and qualitative objectives.

At present, the Village does not prepare an annual parking report that presents key accomplishments, partnerships, issues, challenges, achievements, and a general “state of parking” and access in the Village of Shorewood. The goal of an annual report on public parking is to communicate the accomplishment of key objectives and to provide clarity about the public parking system. It is our professional judgment that providing the public with an annual report on parking performance in the Village represents best practices in the industry and should be considered going forward.



The parking system operating information maintained by the Village is limited at this time but can be useful in the development of base performance measurements. The existing operating data and system statistics such as permits sold by type, citations issued by type and location, and annual parking revenue, although static, could serve as an integral part of a continuous management process where the Village plans, implements, checks, and acts, with specific focus on the fulfilment of the mission. The exhibit shows the continuous management process as well as where performance measurements are used to check progress toward strategic plans.

The parking industry will to a degree condition the parking system performance measurements. For example, the parking industry often measures performance of a parking system on a per space basis. However, we recommend that the Village not feel bound to preexisting standards used by other municipal parking systems. The overriding need is for the performance measurements to be relevant to the Village and align with the stated mission. Performance measurements inform leadership with meaningful and reliable data that, when combined with observation and political realities, allow for more sound decisions.

The following discussion provides recommendations for performance measurements that may help the Village measure and articulate progress toward achieving its mission and strategic outcomes. The use of the measurements proposed below would represent a dynamic dashboard that would be “wired” to the Village accounting, LPR enforcement, and other electronic record management system(s), updating changes as they occurred in the system. The variation of performance measurements applicable to Shorewood should be developed in coordination with input from the Village Board.

Exhibit 16: Potential Performance Measurement Table

Operating Measurements

1	Number of Public Parking Spaces
2	Parking Spaces by Allocation (Permit, Daily, Free, Rate)
3	Historical Occupancy Data <ul style="list-style-type: none"> • By Area • By Time Parameter • Occupancy Heat Map • Revenue Overlay
4	Citation Issued <ul style="list-style-type: none"> • By Enforcement Officer • By Area • By Citation Type • Citation Heat Map
5	Citation Collection Rate
6	Citation Adjudication Rate <ul style="list-style-type: none"> • By Citation Type • By Issuance Location
7	Number of Parking Employees

Communication Measurements

1	Comment Response Time
2	Occupancy Data by Location
3	Parking Rates by Location
4	Annual Report

Financial Measurements

1	Revenue to Expense Ratio
2	Operating Revenue <ul style="list-style-type: none"> • Per Permit Type • Per Area • Per Citation Type
3	Operating Expenses <ul style="list-style-type: none"> • Per Permit Type • Per Area • Per Citation

Community Perception Measurements

1	Annual Community Parking Survey
2	Online Forum
3	Perpetual Feedback Survey

Parking and Mobility Performance Measurements

1	Reduction in Parking Cars <ul style="list-style-type: none"> • By Area • By Location Type (Lots, Garages, On-Street)
2	Reduction in Citations Issued <ul style="list-style-type: none"> • By Area • By Location Type (Lots, On-Street) • By Citation Type
3	Increased Use of E-Bike Amenity <ul style="list-style-type: none"> • By Location

PARKING POLICIES, PRACTICES + OPPORTUNITIES FOR IMPROVEMENT

PURPOSE FOR PERFORMANCE METRICS

Performance measurements, as shown in the previous exhibit, serve as a lens through which the public parking policies are evaluated, and operating decisions are made. The parking systems measurements help monitor the current operating status as well as the potential impact which system changes may have on the stated mission. As the size and complexity of the Village public parking system increases to serve the changing needs of the community, there is a need for understanding the big picture and the operating details together to help inform local leadership on policy and planning decisions. An operating dashboard is the recommended instrument for monitoring performance metrics.

Walker recommends that the Village consider the benefits and future use of a cross-platform access dashboard to help guide short- and long-term operating decisions. Key benefits include but are not limited to:

- The ability to access up to date operating information and manage the system dashboard from a mobile device in the field or in the office at one's computer.
- The ability to personalize the Village parking analytics and define the information management wants to examine.

- The ability to quickly share customized parking information via reports and graphing tools with Village leadership and community members.

PERFORMANCE MEASUREMENT DASHBOARD OPTIONS

The following exhibit includes a comparison of performance measurement dashboard options and range of potential costs.

Exhibit 17: Range of Base Performance Measurement Dashboard(s)

		Potential Cost				
Performance Measurement Dashboard Options		High	Medium High	Medium	Medium Low	Low
Analytic Options	Full system replacement with integrated solution (Automated Real Time)	●				
	Partial system replacement + custom Business Intelligence (BI) tool integration (Automated Semi-Real Time)	●	●			
	Business Intelligence app custom development (Automated semi-Real Time)		●			
	Business Intelligence app out of box integration (Automated Semi-Real Time)		●	●		
	Business Intelligence app integration (Manual Batch)		●	●		
	Basic report tool + database + server/hosting (Batch + Manual)			●	●	
	Basic report tool + database + server/hosting (Manual)				●	
	Conventional Excel report (Manual)					●

CURRENT MEASUREMENT OPPORTUNITIES

A full operating system replacement with integrated real-time analytics may not be achievable in the near-term considering the high cost to implement. Consequently, the technological limitations of the current operating systems would restrict the development of a comprehensive management dashboard. The Potential Performance Measurements previously identified in this section represent an optimal management dashboard. In the near-term, the Village can still make progress towards effectively measuring parking performance by focusing on Community Perception Measurements.

Walker recommends that the Village consider developing and administering an annual parking survey, a perpetual feedback survey, and online forum for the purpose of measuring its delivery of parking services. In our professional judgment, the measurement of community perception would yield the most valuable information at the lowest cost. Additionally, the LPR equipment has the capability to document parking occupancy data and citations by location. We recommend the Village expand the use of LPR data to report system performance on a regular basis, and report the performance metrics to the public in an annual report.



Source: Genetec, Parking Enforcement

PARKING POLICIES, PRACTICES + OPPORTUNITIES FOR IMPROVEMENT



Parking Utility Source of Revenues	2018	% of Total
Overnight Parking Permission	\$ 1,580	15.6
Oakland Ave - Y	38,000	11.5
Village Hall Lot	31,000	9.3
North Municipal Lot	30,000	9.0
River Park Lot	26,000	7.8
Wilson - W	20,000	6.0
Ogden Lot	14,000	4.2
Capitol Drive - X	14,000	4.2
N. Oakland Ave - Z	13,000	3.9
Lighthouse Lot	11,000	3.3
Bumper - H	11,000	3.3
Lake Bluff School Lot	9,000	2.7
North Shore Bank Bldg Lot	9,000	2.7
TCF Bank Lot	8,500	2.6
Menlo Blvd Lot	7,000	2.1
High School West	5,400	1.6
Loan Interest Income	5,043	1.5
W. Capitol Drive - T	3,800	1.1
High School East Lot	3,500	1.1
Metro Market Lot	3,500	1.1
E Shorewood Blvd	3,500	1.1
Interest Income	3,500	1.1
Hubbard Park Lot	3,000	0.9
Atwater School Lot	2,500	0.8
RCA Daytime	2,000	0.6
Daytime Permits	1,200	0.4
Feerick Lot	1,000	0.3
Waiting List Admin Fee	500	0.2
Miscellaneous Revenue	100	0.0
Replacement Permits	75	0.0
Total Revenue	\$331,698	100.0%

OVERVIEW OF POTENTIAL POLICY IMPACT ON PARKING UTILITY OPERATING REVENUES

The on-street parking permit policy recommendations may have a neutral impact on the overall projected operating off-street permit parking revenues for the parking utility. The public on-street and off-street parking are two different products that appeal to the end-user based on factors such as location, access to supply, and ease of use. We anticipate that the one-year wait-list for public off-street parking in the surface lots would decrease marginally with the additional parking options, but the total number of off-street permits sold on an annual basis would remain stable.

- Expansion of the residential/apartment tenant overnight on-street parking permit program would likely increase access to supply for community members seeking to purchase on-street parking permits, resulting in additional on-street parking revenue collected by the Village.
- The parking policy recommendations seek to improve community access to parking supply in surface lots and on-street. The increased access to supply will likely generate additional labor requirements in the form of time for Customer Service personnel to process permit requests, but the incremental gain in parking revenue is expected to exceed the incremental increase in operating costs.
- The increase in on-street overnight parking permits would not increase or decrease enforcement costs. The current enforcement equipment, collection and permit software can scale to the increase in units sold. The enforcement routes would remain relatively the same, and the hours of operation would not change.

TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM

Transportation Demand Management programs, or TDM, provide information and incentives that give people choices for how they want to get around and access their destinations. TDM programs promote alternatives to driving alone, such as transit and bike-sharing. These programs influence how and when people travel, resulting in a more efficient transportation system. Effective TDM programs reduce vehicle trips, vehicle miles traveled (VMT) and greenhouse gas emissions, while increasing mobility for everyone.

TDM programs focus on changing behavior and reducing drive-alone mode share of commute-to-work trips, but also reducing drive-alone mode share in general. Outcomes of TDM programs are reductions in traffic congestion and parking demand due to increased access and utilization of alternative modes.

Coordination of the evolving parking and mobility needs of the community is important, and it is recommended that the Village consider adopting a municipal code that establishes provisions for a Village Transportation Demand Management program. The purpose of the TDM code is to promote the adoption of Transportation Demand Management Programs in commercial, academic and multi-family residential developments; promoting and increasing work-related transit use, ridesharing,

walking and bicycling to minimize the number of employees and residents traveling in single-occupant vehicles at the same time and during peak-hour periods; and improving the mobility and general efficiency of circulation and transportation systems by reducing single-occupant vehicle trips and total vehicle miles traveled within the community and the region.

If a TDM program is established in Shorewood, the Village should provide a TDM toolkit and guide for developers and residents. TDM guidelines may require a developer to meet a specific number of TDM points, ranging from a minimum of 0 to 10, based on development size. For example, a developer of a new multi-family development of ten or more units would receive 0.5 points for providing on-site bicycle facilities.

Shorewood's TDM program requirements should extend to new developments in the Village for all commercial uses, office, retail, restaurant, and bar establishments having more than ten employees. Shorewood is a transit-friendly and walkable community, and employers should encourage their employees to use modes other than a single-occupancy vehicle to commute to and from work. Residents should continue to be encouraged to bike or walk within the community. The TDM program would help develop and promote transportation options.

Examples include but are not limited to:

- **Commuter programs:** Provide programs for employers to incentive their employees to reduce their automobile commute trips. This program can include carpool matching, telework, transit allowances, and Guaranteed Ride Home, and incentives to walk or bike.
- **Facilitate shared parking:** Provide a parking brokerage service, matching businesses that have extra parking supply to share parking with nearby businesses or with the Village as an alternative to adding parking supply.
- **Develop TDM standards:** The Village, or TDM representatives, can work directly with businesses and developers to develop standard guidelines to meet TDM incentives and programs.
- **Marketing:** Advertise commuter programs to employees and residents, facilitate incentives that encourages participation. Perform commuter preference surveys to target commuter programs.

PARKING POLICIES, PRACTICES + OPPORTUNITIES FOR IMPROVEMENT

COMPLETE STREETS

Complete Streets is a transportation planning approach that ensures all future street projects will take into account the needs of all travelers, regardless of age, ability, or mode of transportation. The National Complete Streets Coalition views a Complete Streets initiative as having four distinct phases: policy adoption, agency institutionalization, better projects, and larger societal outcomes.

Though not formally adopted by the Village currently, more recent planning efforts in the Village exhibit elements of Complete Streets strategies, as demonstrated by the presence of parklets, bike lanes, sidewalk improvements, an e-bicycle station, and multiple public transit options. The planning efforts do consider the safety and well-being of the people who live and visit the Village activate the sidewalks and enjoy engaging in the community. This holistic planning approach has been adopted and supported by many communities around the country, including the City of Milwaukee.

By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right of way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means that every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists—making the community a better place to live.

According to the Complete Streets Coalition, there are five key steps to implementation:

1. Restructure or revise related procedures, plans, regulations, and other processes to accommodate all users on every project. This could include incorporating Complete Streets checklists or other tools into decision-making processes.
2. Develop new design policies and guides or revise existing to reflect the current state of best practices in transportation design.
3. Offer workshops and other training opportunities to transportation staff, community leaders, and the general public so that everyone understands the importance of the Complete Streets vision. Training could focus on Complete Streets design and implementation, and community engagement.
4. Create a committee to oversee implementation. This is a critical accountability measure, ensuring the policy becomes practice. The committee should include both external and internal stakeholders as well as representatives from advocacy groups, underinvested communities, and vulnerable populations such as older adults, children, low-income communities, non-native English speakers, those who do not own or cannot access a car, and those living with disabilities.

5. Create a community engagement plan that considers equity by targeting advocacy organizations and underrepresented communities. This requires the use of outreach strategies such as holding public meetings at easily accessible times and places, collecting input at community gathering spaces, and hosting and attending community meetings and events.

Based on parking, traffic, and mobility concerns expressed by the community through the public engagement process, it is recommended that the Village consider adopting a Complete Streets policy that would help guide future community improvement projects.





INTRODUCTION

A well-functioning transportation system is essential to any community. Not only does it help facilitate growth through the conveyance of people and goods, but also promotes and ensures safety for those individuals. It is important to have a balance of transportation modes, so that the overall system is not solely reliant on the automobile, but can be traversed by bus, bicycle, or on foot. These multiple modes of transportation will help cater to the wide variety of needs in the community.

Each of these modes as they currently function within the Village of Shorewood will be assessed by the project team as part of this study. This assessment, along with the feedback provided by Village staff and community members alike, will serve as the basis for the analysis of existing transportation issues and the development of recommended improvements. These recommendations will be made with a priority on safety for all multimodal users and optimal operating conditions for the entire transportation system.

KEY GOALS



STANDARDIZATION

Use standard processes and traffic control measures to consistently apply and communicate with the traveling public



ENFORCEMENT

Ensure compliance of good travel behaviors



ENCOURAGEMENT

Improve use of transportation network by communicating expectations with the public



SAFETY

Improve the safety for all modes of the traveling public



EXISTING TRANSPORTATION SYSTEM SUMMARY

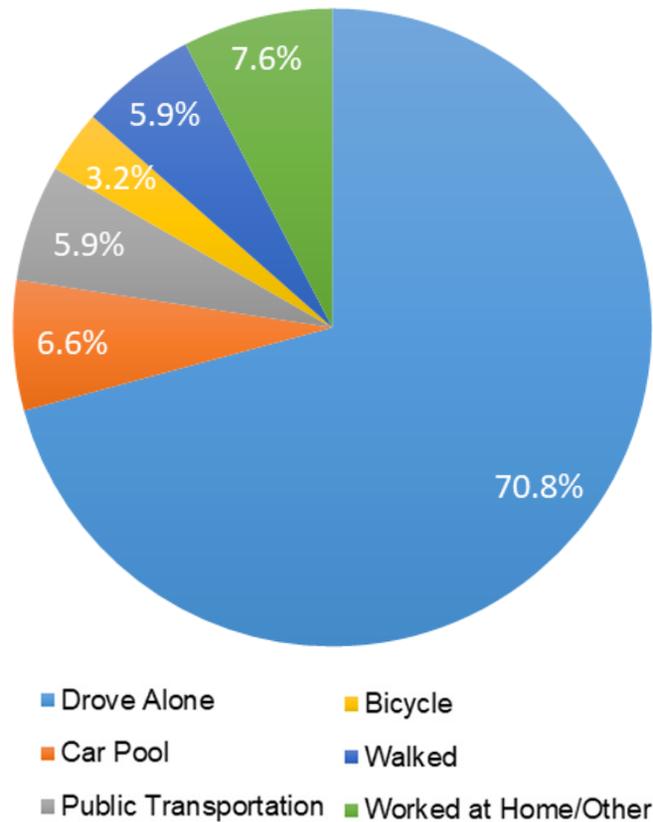
Community Characteristics

Established in the early 1900's, the Village of Shorewood, Wisconsin encompasses 1.6 square miles and boasts a population of over 13,228 people. The Village is bordered by water on two sides with Lake Michigan to the east and the Milwaukee River to the west. The City of Milwaukee and the University of Wisconsin Milwaukee campus is located just south of the Village, along Edgewood Avenue. Whitefish Bay is the community to the north with the border just north of Glendale Avenue, west of Oakland Avenue and Kensington Boulevard to the east of Oakland Avenue. Shorewood has the highest population density per square mile in the State of Wisconsin with 8,321 persons per square mile (2017 Census data). For comparison, Whitefish Bay is second with 6,704 persons per square mile and the City of Milwaukee is third with 6,152 persons per square mile.

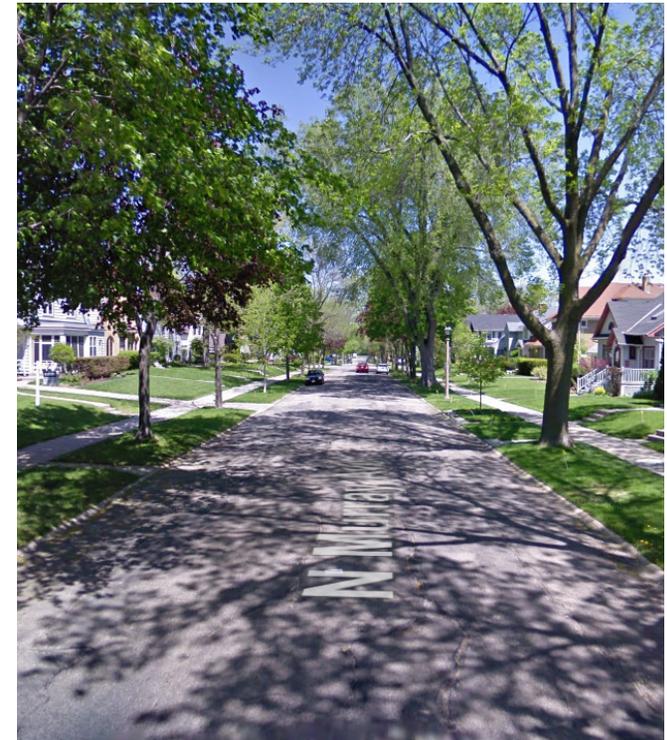
The street network is a traditional grid network serving an urban environment. Pedestrian sidewalks and bike routes are provided, along with transit buses as a means of public transportation.

Vehicular transportation is the primary means of transportation within the Village. Census data from the American Community Survey (2013-2017) indicates that 83.8% of work trips by residents were by vehicle. A breakdown of the data is shown in **Exhibit 18**.

Exhibit 18: Shorewood Work Trip



Source: 2013-2017 American Community Survey



Source: Google, 2019

Roadway Classification, Function and Jurisdiction

The first step in developing a transportation plan and policy is to classify the roadways that will be affected. There are typically three major roadway classifications identified in a community:

1. **Arterial roadway:** An arterial roadway gives priority to thru traffic and carries both local and regional traffic. Speed limits are 35 mph or greater and traffic volumes are at least 6,000 vehicles per day. Arterial roadways have two or more travel lanes plus turn lanes at critical intersections.
2. **Collector road:** A collector road gives equal priority to access to local properties and local thru traffic, while simultaneously serving as a connection from the local streets to the arterial roadways. Speed limits are 25 to 35 mph depending on location. Daily volumes range from 1,500 to 6,000 vehicles per day. Residential collector roads are at the lower end of the speed limits and traffic volumes.
3. **Local street:** A local street gives priority to access to local properties and carries less thru traffic.

The Interstate Highway System does not run through the Village of Shorewood. I-43 is located 1.75 miles to the west of the Oakland Avenue and Capital Drive (SR 190) intersection along Capital Drive.

Shorewood has three principal arterial roadways within Village limits, two of which fall under the jurisdiction of the Wisconsin Department of Transportation (WisDOT): Capitol Drive (Highway 190) and North Lake Drive (Highway 32). Capitol Drive is an east-west roadway that runs generally through the center of the Village with a posted speed limit of 30 miles per hour (MPH) west of Oakland Avenue and 25 MPH to the east. Lake Drive is a north-south roadway that runs along the eastern side of the Village, closest to Lake Michigan, with a posted speed limit of 30 MPH. The third principal arterial roadway is the section of Oakland Avenue south of Capitol Drive, which is a north-south roadway that runs generally through the center of the Village with a posted speed limit of 25 MPH.

In addition to the three principal arterials, there are three minor arterials within the Village limits: the section of Oakland Avenue that is north of Capitol Drive; Wilson Drive, a north-south roadway that runs generally through the west side of the Village (closer to the Milwaukee River) with a posted speed limit of 30 MPH; and the section of Downer Avenue that is south of Capitol Drive, which is a north-south roadway

that runs through the east side of the Village (closer to Lake Michigan) with a posted speed limit of 25 MPH.

A number of roadways throughout the Village are classified as collector roads, which includes Estabrook Parkway, Alpine Avenue, Ardmore Avenue, Kensington Boulevard, Lake Bluff Boulevard, Morris Boulevard, Menlo Boulevard, Maryland Avenue, Downer Avenue (north of Capitol), and Edgewood Avenue. Of these collector roads, only two are not under Village jurisdiction: Estabrook Parkway, which is under the jurisdiction of Milwaukee County, and Edgewood Avenue, for which jurisdiction is shared with the City of Milwaukee. Each of these roads has a posted speed limit of 25 MPH. All of the other roadways within the Village limits, which represent the majority of the Village roadways, are considered local roads, which all also have posted speed limits of 25 MPH.

Refer to **Exhibit 20** for a functional roadway classification map for the Village of Shorewood.

Only two streets within the Village are designated as one-way:

- Shorewood Boulevard – Between Murray Avenue and Frederick Avenue – one-way westbound
- Elmdale Court – Between Oakland Avenue and Murray Avenue – one-way eastbound



While all the residential and commercial lots in the Village have direct access to their lots from the adjacent system, a smaller percentage of the lots are also served by alleys. The majority of the alleys are located in the northwest section of the with residential lots that have parking garages on the alley.

Traffic Control and Calming

There are two major types of traffic control devices utilized at intersections within local roadway systems to inform and guide the flow of motor vehicles, pedestrians, and bicyclists: traffic signals and stop signs. Traffic signals are preferred at locations with higher volumes of traffic, where the longer designated phases for individual approaches allow for improved flow through the intersection. Alternatively, stop signs are preferred at lower-volume locations.

The Village of Shorewood has 12 traffic signals located along either Capitol Drive (between Wilson Drive and Lake Drive) or Oakland Avenue (between Lake Bluff Boulevard and Edgewood Avenue). With the exception of the traffic signals on Oakland Avenue at Kenmore, Menlo, Shorewood, at Lake Bluff, which is under Village jurisdiction. The signal at Edgewood and Oakland is owned by the City of Milwaukee. The remaining seven signals are under WisDOT jurisdiction. A map indicating the locations of traffic signals within the Village is provided as **Exhibit 21**.

The majority of roadway intersections that do not have traffic signals throughout the Village are under stop sign or yield sign control. Stop signs are currently installed in either one of two configurations: all-way stop control, where stop signs are in place at all of the approaches to a given intersection; or two-way stop control, where stop signs are only installed at the approaches for one of the roadways in order to prioritize traffic flow along the other roadway. Additionally, a smaller percentage of roadways within the Village are currently outfitted with yield signs, which operate similarly to two-way stop control, but do not require vehicles to come to a full stop as they approach the intersection. Yield signs are used on low speed/volume/pedestrian roads with clear sight distance to see approaching vehicles. A map indicating the locations of stop and yield signs within the Village is provided as **Exhibit 21**. Any intersections not indicated as having traffic signals, stop signs, or yield signs are currently uncontrolled, meaning that traffic is free-flowing without any formal traffic signage/direction. These instances are all located on low-volume residential streets.

Traffic-calming devices – such as speed humps, diverters, traffic circles, speed humps, raised intersections, bump outs, and speed tables – are another commonly-utilized means of guiding traffic throughout a roadway system. These devices, which can either be constructed in-

place or prefabricated, are generally employed in order to reduce vehicular speeds to a particular level. Speed humps are the most effective at reducing vehicle speeds, but are also the least comfortable for drivers. Speed tables, on the other hand, are more comfortable for drivers but less effective at reducing speeds. Speed humps offer a greater balance between the two. Despite the effectiveness of these devices, there are not any such elements currently in place within the Village of Shorewood. As informed by the Village's Public Works Department, implementation of these types traffic-calming devices on Village roads create challenges with snow plow operations during winter months.

Consultation with the Village's Police Department has indicated that as currently operating, there are no specific locations within the Village limits that have resulted in an increased amount of vehicular, pedestrian, or bicycle crashes than would be typically expected; it is generally understood that the existing transportation system offers an acceptable level of safety for its multimodal users.

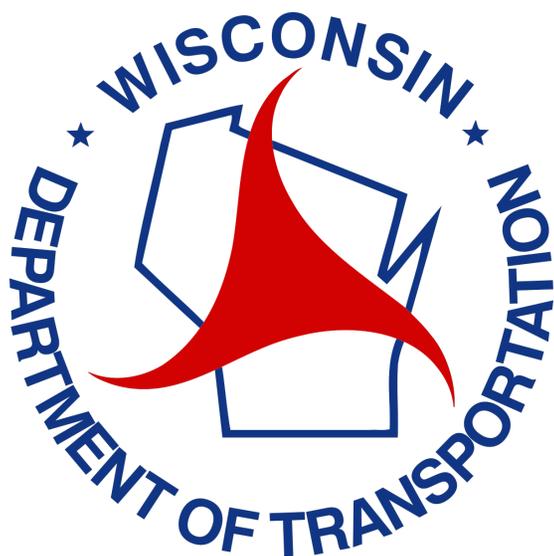
Traffic calming devices in general should not be used along arterial roadways within the Village since they carry a combination of local and regional traffic. Bump outs are acceptable. Collector roads and local roads can apply traffic calming devices.

Wisconsin DOT Traffic Data

WisDOT publishes data for average daily traffic (ADT) volumes for notable roadways throughout the State of Wisconsin that are publicly available on the WisDOT website, of which 13 are within the Village limits. The traffic counts are commonly updated every few years, with the three most recent updates having been made in June 2019, May 2016, and September 2013 (although not all intersections were included as part of each individual update). A summary of the recorded two-way daily traffic volumes along Shorewood roadways is provided as **Exhibit 19**.

Exhibit 19: WisDOT Average Daily Traffic Data

ROADWAY	SECTION	2019 ADT	2016 ADT	2013 ADT
Capitol Drive	West of Estabrook	20,500	N/A	29,700
	Between Wilson and Estabrook	N/A	24,200	24,900
	Between Wilson and Woodburn	20,800	20,600	25,900
	Between Bartlett and Oakland	16,700	N/A	19,300
	Between Oakland and Cramer	10,200	10,500	10,300
	Between Maryland and Farwell	6,600	7,300	7,200
Wilson Drive	Between Harcourt and Lake	4,500	4,800	4,400
	Between Capitol and Kenmore	8,100	10,600	8,100
	Between Marlborough and Sheffield	7,800	7,400	7,300
Alpine Avenue	Between Wilson and Ardmore	360	N/A	N/A
Ardmore Avenue	Between Congress and Kensington	440	660	N/A
Morris Boulevard	Between Beverley and Capitol	N/A	5,600	5,000
	Between Capitol and Elmdale	2,600	2,500	N/A
Oakland Avenue	Between Edgewood and Menlo	11,300	14,200	16,700
	Between Shorewood and Capitol	10,400	12,300	13,900
	Between Capitol and Elmdale	9,700	12,700	11,900
	Between Lake Bluff and Kensington	6,100	9,400	8,900
Maryland Avenue	Between Edgewood and Stratford	2,500	N/A	3,700
	Between Capitol and Kenmore	1,500	N/A	N/A
	Between Lake Bluff and Kensington	320	N/A	N/A
Downer Avenue	Between Edgewood and Stratford	N/A	5,800	N/A
	Between Capitol and Jarvis	830	N/A	N/A





As indicated by the data, the highest-volume roadways within the Village are the arterial roadways - Capitol Drive, Lake Drive, and Oakland Avenue each see ADT volumes in excess of 10,000 vehicles at their highest, while Wilson's ADT exceeds 8,000. Traffic generally tends to decrease throughout the roadway system to the east and north portions of the Village, further away from the major interstate highway (I-43) that is located to the west. The remaining collector and local roads are much lower in total traffic volumes, all reaching peak demands of less than 3,000 vehicles per day (with the one exception being Morris Boulevard in the section south of Capitol, which will be discussed later in this report).

All recorded traffic volumes are found to be generally commensurate with the functional classifications and geometric designs of the roadways, and it should be noted that the volumes throughout the system have decreased by as much as 30% on the higher-traffic roadways (Capitol and Oakland), with the only notable recorded increases being found along Lake Drive towards the southern portion of the Village. Peak hours of traffic occur during the morning and evening commute times or 7:00 to 9:00 AM and 4:00 to 6:00 PM.

Exhibit 19: WisDOT Average Daily Traffic Data (Continued)

ROADWAY	SECTION	2019 ADT	2016 ADT	2013 ADT
Lake Drive	Between Edgewood and Shepard	14,600	11,700	12,200
	Between Capitol and Jarvis	12,800	10,700	10,600
	Between Marion and Lake Bluff	12,000	12,100	N/A
	Between Lake Bluff and Kensington	11,400	12,100	12,800
Kensington Boulevard	Between Wilson and Woodruff	2,100	N/A	N/A
	Between Wildwood and Ardmore	2,100	N/A	N/A
	Between Ardmore and Woodburn	860	N/A	N/A
	Between Morris and Larkin	1,400	N/A	N/A
	Between Oakland and Cramer	1,400	N/A	N/A
	Between Maryland and Lake	800	N/A	N/A
Lake Bluff Boulevard	Between Woodburn and Morris	850	N/A	N/A
	Between Morris and Larkin	910	N/A	N/A
	Between Frederick and Maryland	910	N/A	N/A
	Between Farwell and Prospect	720	N/A	N/A
Edgewood Avenue	Between Oakland and Cramer	2,300	N/A	N/A
	Between Maryland and Prospect	2,400	N/A	N/A
	Between Shepard and Lake	1,300	N/A	N/A

Other Traffic Data Sources

In order to assist with the assessment, EEA was provided with a number of previously-completed studies by the Village of Shorewood, including the traffic studies for the 2016 North Shore Bank development on Oakland Avenue, the 2016 Lake Drive Lane Reduction, the 2014 Metro Market development on Oakland, and the 2011 Mandel Shorewood development as well as the Village's 1984 Comprehensive Traffic Plan. The traffic count data referenced within each of the studies is in line with the public WisDOT ADT volumes, which supports the notion that regional traffic has been decreasing slightly in recent years. Most notably, the existing daily traffic volumes cited in the 1984 Comprehensive Traffic Plan are substantially greater than the 2019 WisDOT data, with as much as 30,600 vehicles per day being noted on Capitol Drive, 14,800 vehicles on Lake Drive, 19,800 vehicles on Oakland Avenue, and 10,300 vehicles on Wilson Drive. The same study noted an average annual traffic growth rate of 0.2% for the overall Village roadway system between 1965 and 1983, although it is clear that the overall traffic volume peaked at around the time of the study. Based on the substantial amount of publicly-available information and supplemental data provided to EEA by the Village of Shorewood, it was determined that site-specific traffic counts

were not warranted as part of this study in order to comprehensively review the existing Village transportation system and develop recommendations for further improvements.

Existing Pedestrian, Bicycle, and Public Transit Systems

The existing pedestrian transportation system throughout the Village of Shorewood is extensive and comprehensive, with few (if any gaps); sidewalks are currently provided on both sides of all roadways within Village limits, and designated pedestrian crosswalks are provided at nearly all of the major intersections as well as multiple mid-block locations along the highest-traffic section of Capitol Drive. Rapid rectangular flashing beacons (RRFB's) – high-visibility, push button-activated, lighted warning signs advising drivers of present pedestrians – are currently in place at crosswalks along both of Capitol Drive (to the west of Newhall Street) and Oakland Avenue (both north and south of Jarvis Street), in addition to standard high-visibility fluorescent yellow crosswalk signage being in place at many other locations. However, it should be noted that while there are a significant amount of crosswalks currently throughout the Village, the design of the crosswalks is not universally standardized. Multiple crosswalk configurations are currently in place, including:

- Standard high-visibility ladder-style crosswalks (as installed at the Capitol-Oakland intersection, for example)
- Stamped-asphalt asphalt with white-striped outside edges (as installed at the north and south legs of the Capitol-Morris intersection)
- Standard low-visibility crosswalks containing only outside edge striping (as installed at the Capitol-Woodburn intersection)
- Cross-hatched pattern crosswalks (as installed at the Morris-Beverly intersection)



Source: Google, 2019



Although all of the varying existing crosswalk designs throughout the Village meet the requirements for typical crosswalks per the requirements of the Manual of Uniform Traffic Control Devices (MUTCD), the high-visibility ladder-style crosswalk design is the most-highly recommended and effective option due to increased visibility for drivers. Crosswalks should not be used indiscriminately. An engineering study should be performed before a marked crosswalk is installed at a location away from a traffic control signal or an approach controlled by a STOP or YIELD sign. The engineering study should consider the number of lanes, the presence of a median, the distance from adjacent signalized intersections, the pedestrian volumes and delays, the average daily traffic (ADT), the posted or statutory speed limit or 85th-percentile speed, the geometry of the location, the possible consolidation of multiple crossing points, the availability of street lighting, and other appropriate factors.

Similar to the pedestrian transportation systems, the existing bicycle transportation system in the Village is well-developed and expansive. Designated bike lanes have been installed along each of the Village's major arterials (Capitol, Wilson, Oakland, and Lake) and access is provided to the Oak Leaf Trail bicycle route that runs along the east side of the Milwaukee River at four locations. Low-traffic bicycle routes,

designated by signage and wayfinding, are also provided throughout some of the lower-volume roads, such as Morris, Menlo, and Lake Bluff. In addition to the dedicated infrastructure for bicycle traffic provided currently, the Village maintains a policy that any bicyclists over the age of 12 are not allowed to ride on the sidewalks and instead must utilize the on-street bike lanes where applicable. A map delineating the existing bike routes within the Village is provided as **Exhibit 23**.

Finally, the Village is also serviced by public transit buses as part of the Milwaukee County Transit System, with three primary bus lines routing through Village roadways: the Red line operates along Capitol Drive and Downer Avenue, the Green line operates entirely along Oakland Avenue, and the 14 line operates Wilson Avenue and the westernmost section of Capitol. Two other bus lines (the Gold line and the 30/30X line) operate along the section of Edgewood Avenue between Downer and Maryland Avenues that is adjacent to the University of Wisconsin-Milwaukee campus, but do not extend any further north into Shorewood. **Exhibit 22** indicates the bus routes and individual bus stop/bench locations within the Village.

The bus lines are:

Red Line – Capital Drive – The Red Line route runs along Capital Drive from 127th Street to the west into Shorewood and then heads south on Downers Avenue to UW-Milwaukee's campus.

Green Line – Bayshore-Airport – The Green Line northern terminus is the Bayshore Town Center and extends south into Shorewood along Oakland Avenue into the City of Milwaukee and ends at Mitchell International Airport.

Gold Line – UWM-Wisconsin – The Gold Line loops around the UWM campus, including along Edgewood Avenue, and goes south to Wisconsin Avenue and then west to Brookfield Square.

14 Bus – Humboldt- Forest Park – The 14 line goes between Bayshore Town Center to Southridge Shopping Center. In Shorewood, it runs along Wilson Drive and west on Capital Drive.

30/30X Bus – Sherman-Wisconsin – The 30/30X line loops around the UWM campus, including along Edgewood Avenue, and goes south to Wisconsin Avenue and then north on Sherman.



Exhibit 21: Traffic Control Inventory



Exhibit 22: Bus Routes/Stops

METRO MARKET REDEVELOPMENT CIRCULATION STUDY

The Metro Market grocery store, residential units, and other commercial stores were developed in 2015 on the west side of Oakland Avenue from Olive Street and Kenmore Place. Between the grocery store and the residential/commercial developments, stands a four-story parking garage with two full access drives on Oakland Avenue. The residential development has two access points with one on Olive Street and a secondary access point from within the garage. Loading for the Metro Market is off Kenmore Place.

This section of Oakland Avenue has one travel lane in each direction with no median for left turns. There are also bike lanes on each side, sidewalk display areas, loading zones, bus lanes, and on-street parking. At the south end, its intersection with Kenmore Place is signalized and its intersection with Olive Street to the north is a four-way stop.

Concerns raised by Village stakeholders regarding this area, which were confirmed upon observation by the project team, include traffic congestion, poor sight lines, and pedestrian safety.

Based on these comments and observations by the project team, the following recommendations and conclusions have been developed:

- **Reduce the contrast in lighting between the outside and inside of the garage** at both entrances so drivers can see pedestrians and other vehicles easier as they enter or exit the drive. This can be done by improving the lighting within the garage, for which an electrical engineering consultant should be engaged to identify what cost-effective measures can be taken to increase the amount of lighting at the garage entrance/exit.
- **Improve existing sight lines for drivers** by reducing the height and length of the planters by the north entrance of the garage. Also, remove grocery products placed near the drive, reduce the height of nearby vegetation, and keep sidewalk product sales to less than three feet in height at the south entrance. Vehicles should also be prohibited from parking in the area just north of the driveway to keep sight lines clear, as vehicles currently parking in the space reduce visibility for inbound and outbound garage traffic. This can be initially done with striping and signage; however, in order to ensure long-term compliance, new curbing and sidewalk should be added.

- **Remove the northern crosswalk at Jarvis Street over Oakland Avenue** to reduce driver confusion and minimize the overlap with vehicles turning left into the south entrance. The north crosswalk should be removed and the west side of Oakland Avenue at the crossing should be blocked by extending the fencing from the north, with north Rectangular Rapid Flashing Beacons (RRFB) being relocated to the south crosswalk. By removing the north crosswalk, the existing conflict between the pedestrians using the crosswalk and vehicles navigating the north-south offset between Jarvis Street and the garage entrance will be eliminated, which improves safety conditions. Additional signage should be installed in the northeast corner directing pedestrians to the east and south crosswalks.
- The proposed daycare facility is east of Oakland Avenue, opposite the parking garage with an inbound entrance between Jarvis Street and Wood Place. Parents would enter from Oakland Avenue into the facility's parking lot, park their vehicle, enter the building, and then leave by exiting on to Jarvis Street. Given the dispersed nature of traffic and the short duration of parking, **there should be no notable queuing or backups onto Oakland Avenue.**

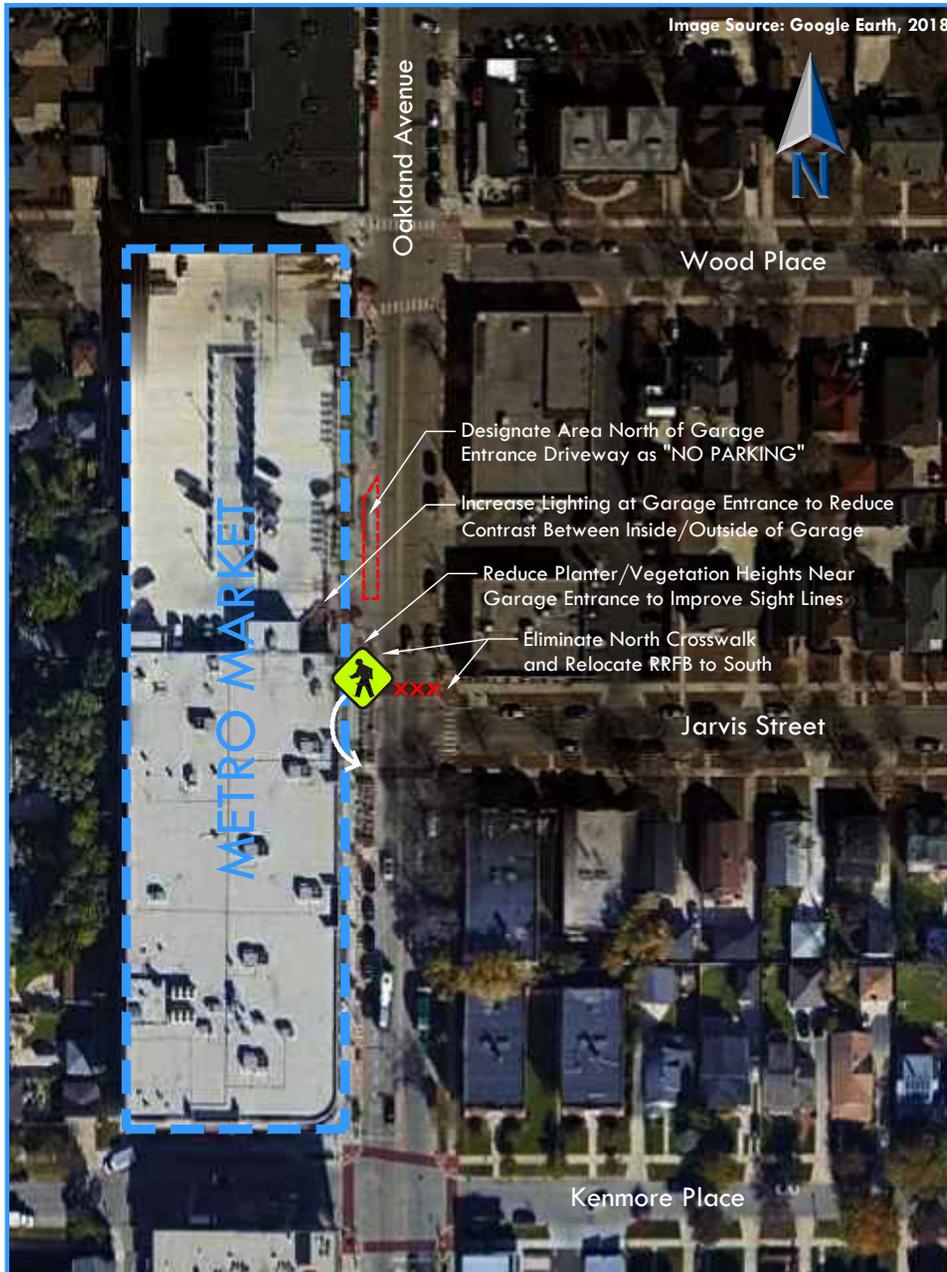


Exhibit 24: Metro Market Recommended Improvements

ANALYSIS OF SPECIFIC VEHICULAR TRAFFIC ISSUES

Menlo-Morris Cut-Through Traffic

A significant concern raised by both Village of Shorewood staff and community members is the high volume of vehicular traffic on Morris Boulevard/Menlo Boulevard between the traffic signals at Capitol Drive (to the northwest) and Oakland Avenue (to the southeast). The road is a residential collector road with one lane in each direction and on-street parking on both sides. With average daily traffic reaching as high as 5,600 vehicles per day, per WisDOT data, this amount exceeds the 4,000 vehicles per day level that is commonly regarded as the upper threshold for daily traffic on collector roads.

Village stakeholders identified commuters to and from the University of Wisconsin-Milwaukee (UWM) campus as the most likely contributor to the high traffic volume. The campus is located to the southeast of the roadway in question and drivers most commonly exit I-43 at Capitol Drive going eastbound and – instead of going as far east as Oakland or Maryland Avenues – decide to turn right onto Morris and cut through the residential areas. Commuters most likely prefer this alternate route because they bypass the congestion that occurs along Oakland Avenue during arrival and dismissal

periods at Shorewood High School, as well as the additional traffic signals and generally higher volume of traffic on the Capitol and Oakland arterial roadways. Subsequent observations by EEA confirmed that this is the case. Traffic to and from Shorewood Intermedia School also contribute to activity along the route.

In 2017, Clark Dietz (an engineering consulting firm based in the Midwest region) was retained by the Village of Shorewood to conduct a traffic and speed study on the specific issue, and found that despite residents' concerns regarding high speeds, as much as 85% of total vehicles on the roadway were traveling at 28-29 MPH or less, which is 3- 4 MPH higher than the posted speed limit of 25 MPH. This indicates that the most pressing issue for the roadway is the high volume of vehicles. Following the study, two "No Turn On Red" signs were installed at the traffic signal arm facing the eastbound approach of the intersection of Morris and Capitol in order to limit the amount of incoming traffic.

Secondary to the high volumes of traffic, a concern was also raised regarding the alignment of the intersections of Morris Boulevard with both Beverly Road and the Hubbard Park access (where Morris turns from a north-south alignment to east-west and becomes Menlo

Boulevard). Both intersections are stop sign-controlled at all approaches.

At the Beverly intersection, the southbound stop sign for the intersection is located approximately 85 feet north of the center of the intersection which results in drivers having difficulty in determining which approach has the right-of-way at a given time due to the significant distances between stopped vehicles. The reason for the atypical offset is due to the existing access drive to the Village Public Works facility that is located on the west side of Morris, which is offset to the north from the opposing westbound Beverly Road; the southbound stop bar is placed to the north of that driveway, assumedly in order to minimize conflicts with vehicles entering/exiting Public Works.

At the Hubbard Park access, the alignment of the intersection is similarly atypical. In the eastbound direction on Morris, a landscaped island located within the intersection allows for vehicles to make a right turn into the Park access driveway and bypass the stop sign in doing so. A pedestrian crosswalk is in place immediately to the south of that island, without any high-visibility warning signage. The stop sign for the westbound approach on Morris is offset approximately 20 feet behind the crosswalk (which is much greater than the 4' offset that is generally accepted as a standard) in order to not block an existing residential driveway, which



leads to more limited lines of sight to other vehicles in the intersection.

In reviewing the above elements, EEA finds although the amount of vehicles utilizing the road exceeds typical levels for roadways of this classification, substantial modifications to the roadway in order to increase capacity – such as widening the road or eliminating on-street parking to provide additional traffic lanes or eliminating the stop signs on the Morris/Menlo approaches at the existing all-way stop intersections – would not be beneficial to the Village. Given the existing elements of the surrounding roadway system that lead to the Menlo-Morris cut-through being preferred by UWM commuters, it is likely that further improving the capacity of the roadway in order to better accommodate the higher traffic would result in an even greater amount of traffic using the road and higher levels of concern from the residents in the area. Based on that assessment, the following recommendations have been developed for the road in order to improve traffic operations:

- Install additional “No Right Turn On Red” signs at the eastbound approach of the Morris-Capitol intersection. Although two signs were installed on the traffic signal arm, per the recommendation of the 2017 Clark Dietz study, these signs are on the far side of the intersection and may not be clearly visible for drivers. At a minimum, an additional sign should be installed at the signal head facing the eastbound direction at the southwest corner of the intersection (closer to vehicles), with additional consideration being made to installing a second sign further east of the intersection.
- The stop sign for the southbound approach of the Morris-Beverly intersection should be relocated south to be as close to the intersection as possible in order to reduce lines-of-sight between stopped vehicles. The sign would be located on the south side of the Public Works driveway, for which consideration could be given to installing “Do Not Block Driveway” signage/stripping to keep the southbound vehicle queue from blocking access to the facility. Additionally, in order to better facilitate the relocation of the stop sign, the existing sidewalk and curb ramps on the north side of the intersection should be removed. These elements do not currently lead to a designated pedestrian crosswalk (which is a safety hazard), and with

crosswalks already provided on the other two legs of the intersection, pedestrian traffic will still be sufficiently accommodated.

- High-visibility warning signage should be installed for the crosswalk on the northbound approach of the Morris-Hubbard Park access intersection, and a stop sign should be installed for eastbound right-turning vehicles in advance of said crosswalk. In order to further improve pedestrian safety, consideration should be made for reconstructing the intersection in such a way that the internal landscape island and eastbound right turn cut-through would be eliminated in favor of a more typical three-way intersection alignment.
- Install bump outs at strategic location wo help slow traffic and aid in pedestrians and bicyclists to cross the road. They could be installed at:
 - South of Capital Drive
 - North of Pinedale Court
 - South of Beverly Road
 - North of Newton Avenue
 - East of Morris Boulevard



Exhibit 25: Morris and Beverly Intersection Recommended Improvements

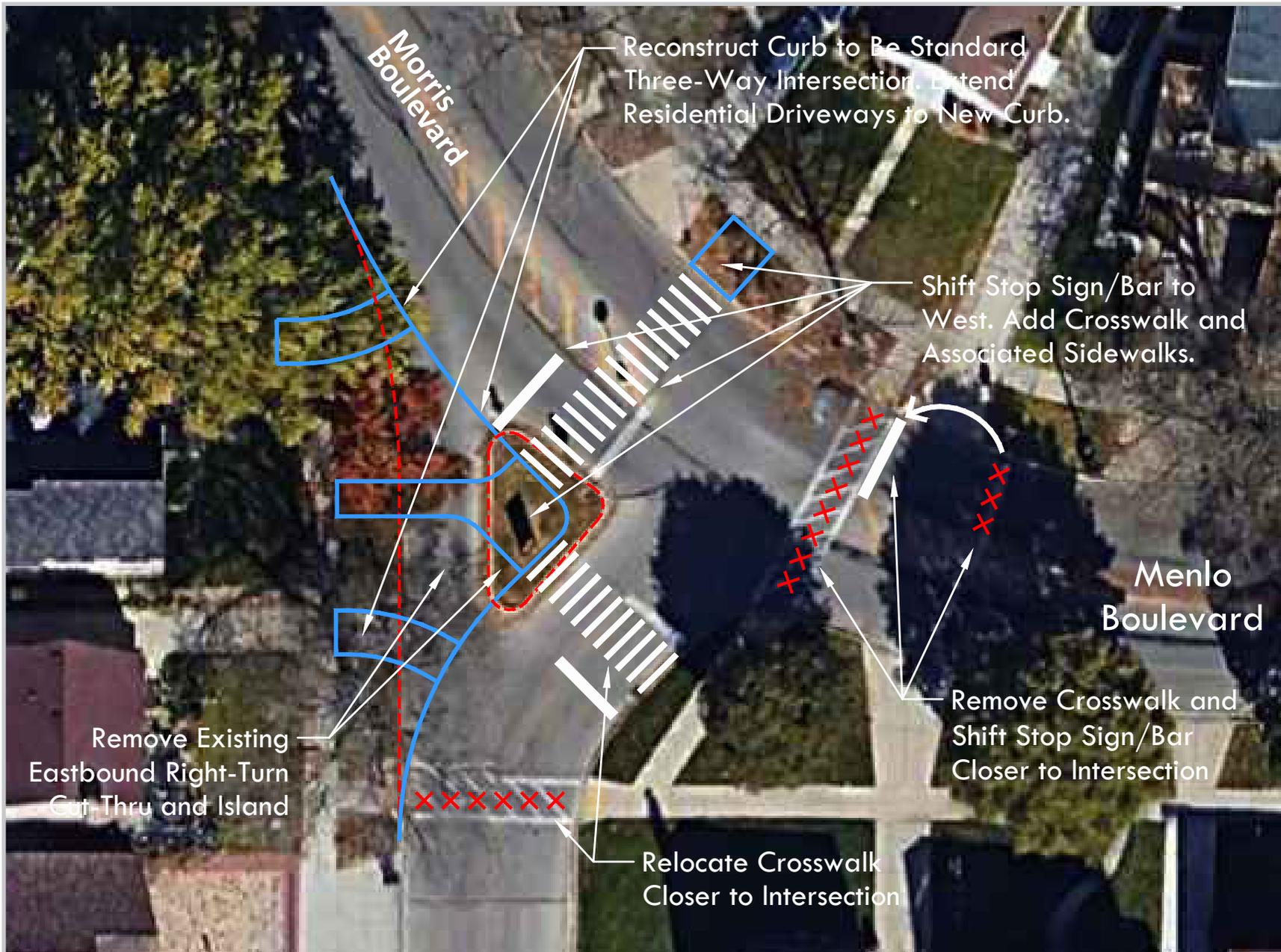


Exhibit 26: Morris and Hubbard Intersection Recommended Improvements

Morris-Capitol Intersection Restrictions

At the intersection of Capitol Drive and Morris Boulevard, a significant number of eastbound vehicles are utilizing the left-turn lane in order to perform a U-turn, reversing direction to go eastbound on Capitol. A majority of the vehicles performing this maneuver are patrons of the businesses along the south side of Capitol between Morris and Wilson Drive, specifically, the Corner Bakery and Culver's restaurants. Left turns out of these facilities to travel in the westbound direction are not possible due to geometric restrictions on Capitol. With no other way to travel westbound, vehicles are performing the U-turn maneuver and are often swinging out more widely than expected, occasionally traveling into the spaces on the north side of Capitol reserved for the bike lane and on-street car parking. A previous attempt by the Village of Shorewood to address this issue resulted in the installation of a "No U-Turns Allowed" sign at the intersection's eastbound left-turn. However, the sign was deemed impermissible and removed by WisDOT because U-turns are commonly allowed within the State of Wisconsin and, with Capitol Drive falling under WisDOT's jurisdiction, the Village did not have the authority to install the sign in the first place.

Another concern raised by residents at this intersection is with respect to left-turn movements at the northbound approach from Morris. There is not a dedicated left-turn lane on this approach (with left-turning vehicles being combined with thru traffic in a single lane in addition to a dedicated right-turn lane), and as such, there is not a protected left-turn phase for northbound traffic provided at the traffic signal, which reduces the capacity of the lane. The following recommendations have been developed in order to improve the operations of the intersection:

- One or two of the on-street parking spaces on the north side of Capitol Drive (closest to the intersection) should be eliminated and striped-out in order to provide additional space for vehicles to perform the eastbound-to-westbound U-turn maneuver at the intersection. This will be the most effective way to ensure that vehicles are able to safely access the westbound direction on Capitol, given that the U-turn maneuver is already commonplace for drivers. It would be costly and negatively impact thru traffic on Capitol to reconstruct the roadway in order to accommodate left-turn movements out of the businesses on the south side of the street.

- Petition the Wisconsin Department of Transportation to reinstall the U-turn prohibition. If this effort is successful, without a good alternative solution, it would relocate the U-turns further to the east to the streets opposite Shorewood High School which is not desirable.
- No changes should be made to the existing operations of northbound left-turns from Morris onto Capitol. Traffic counts have indicated that the traffic volumes on Morris north of Capitol are less than half of that on the south side (2,600 vs. 5,600), meaning that the amount of southbound traffic through the intersection that would prevent northbound left-turns is much lower in comparison and allow for the intersection to operate at an acceptable level. Additionally, as previously noted, any improvements to the capacity of northbound traffic on Morris – specifically for the UWM commuter traffic which would be turning left onto Capitol to access the Interstate – would likely result in an increased amount of vehicles utilizing the Menlo-Morris cut-through and thereby negatively impacting the residents.



Shorewood Intermediate School Student Pick-Up Procedures

Shorewood Intermediate School, located on the east side of Morris Boulevard to the north of Beverly Road, currently serves approximately 320 students between 7th and 8th grade.

Students commute to the school via foot, school bus, or by a parent. School hours of operation are 8:10 AM to 3:20 PM. During the afternoon dismissal time, buses stage along the east side of Morris, directly to the west of the existing parking lot on the south side of the school, while waiting to load students. The bus loading area is designated as “No Parking” during school arrival and dismissal times, whereas on-street parking is provided along the rest of Morris on both sides of the street. Parents utilize the south parking lot to queue until they are able to pick up their student, at which point they exit through the north driveway of the lot back onto Morris.

A concern raised by parents is that, while exiting the parking lot, their line of sight looking south down Morris is blocked by the buses, which reduces their ability to adequately gauge oncoming traffic and safely enter the street. This visibility issue can be resolved by shifting the location where buses stage to the north, on the opposite side of the parking lot driveway. The existing on-street parking area that would be impacted by that shift could be replaced in the location where buses currently stage. By switching the bus staging location and on-street parking, visibility would be improved along

Morris for parents exiting the south parking lot, in addition to the benefit of students no longer having to walk through the parking lot in order to reach the buses.

Rolling Stops

Another major problem cited by Village staff and community members alike, is drivers’ noncompliance at stop-controlled intersections throughout the municipality. Drivers are not coming to a complete stop but are slowing down and rolling through stop sign. Various industry studies have indicated that as many as 70% of vehicles do not fully stop at stop signs, and most notably along lower volume collector and local residential roadways.

Of the 150 intersections that not controlled by a traffic signal, 105 are currently under two-way stop control, 35 are under all-way stop control, and the remaining 10 are under yield control. The two-way stop intersections are most commonly located along the higher-volume roads, such as Capitol Drive, Lake Drive, Downer Avenue, and Wilson Drive, in order to prioritize the larger amounts of thru traffic on those roads. The all-way stop intersections are fairly dispersed throughout the Village, but are occasionally found in a sequence of two or three along consecutive roadways. For example, along Olive Street, east of Maryland; along Kenmore Place, west of Maryland; and along Shorewood Boulevard, near the Village municipal complex. In reviewing the existing intersection network,

rolling stops issue are caused by a combination of two issues: an excessive amount of stop signs throughout the Village have exhausted their effectiveness on local drivers who are familiar with the area, and a lack of enforcement has led to drivers becoming unconcerned about penalties for not obeying the signs. This has led to the following recommendations being developed:

- Additionally discussions should be held with Village staff and residents to **identify locations where all-way stops can be reduced to two-way stop control**, reducing the amount of ineffective/unnecessary stop signs throughout the Village roadway system. This analysis should be focused on the areas as previously noted which have multiple all-way stop intersections in sequence, which may be contributing to the rolling prevalence as drivers understand that they will have to travel through multiple stop signs in row, and thereby are less willing to come to a full stop at each location. Additionally, although there are currently a few isolated intersections throughout the Village which are currently uncontrolled, it is not recommended for the Village to pursue uncontrolled intersections as a standard given that such an alignment is uncommon for suburban roadway systems in the area and may lead to increased confusion for drivers.

- Engage the Village of Shorewood Police Department **to increase enforcement of stop control at intersections** and reinforce to drivers that such disregard for the stop signs will be penalized. If increased levels of enforcement are either not viable or additional measures want to be pursued, consideration could be given to installing additional signs at existing stop sign locations indicating the fine amount if the signs are not followed.

Oakland-Kensington Intersection Capacity

The intersection of Oakland Avenue and Kensington Boulevard, currently under all-way stop control, is towards the north side of the Village's Business District and experiences relatively high traffic volumes. Per WisDOT data, Oakland Avenue experiences 6,100 vehicles per day north of Kensington and 5,500 vehicles per day south of Kensington, while Kensington itself experiences 1,400 vehicles per day on both sides of the intersection. Also, given the substantial amount of commercial land uses in the vicinity of the intersection, there is a high volume of pedestrian traffic in the area that are using the intersection's crosswalks. Due to the imbalance between the traffic volumes between the two roads, with Oakland experiencing as much as 450% more vehicles on a daily basis, the current all-way stop configuration is not optimal and leads to increased congestion on the higher-volume roadway.

As such, it is recommended that a traffic signal be installed in this location (cost about \$150,000). A signal will allow for an optimized balance of green times to best accommodate the varying volumes on the two streets while simultaneously providing pedestrian protection at the crosswalks with designated "Walk"/"Do Not Walk" phases as part of the signal design. Alternatively, revising the intersection to be under two-way stop control (instead of all-way) would also improve the intersection's capacity of the thru traffic on Oakland, but would come at the cost of a reduction in capacity for thru traffic on Kensington as well as a decrease in pedestrian safety (by not requiring all approaches of the intersection to come to a stop in advance of the crosswalks).

Comparing the Oakland-Kensington intersection to the Oakland-Lake Bluff Boulevard signalized intersection located approximately 1,000 feet to the south, the daily traffic volumes on Oakland would assumedly be equivalent, however, the daily traffic volumes on Kensington are as much as 50% higher than on Lake Bluff. That amount of additional traffic on the intersection's minor street, compared to an existing nearby signalized intersection, helps to support the notion that Oakland-Kensington should be signalized as well.

Oakland-Glendale Signal Request

Village residents requested that the possibility of installing a new traffic signal at the intersection of Oakland Avenue and Glendale Avenue be investigated. The intersection, located at the northern limits of the Village (encroaching on the Village of Whitefish Bay), is currently under two-way stop control, with one traffic lane being provided at all four approaches. On-street parking is provided along Oakland in the vicinity of the intersection, and pedestrian crosswalks are in place at the north, south, and west legs of the intersection.

Although detailed traffic count data is not available for Glendale Avenue, it is likely that the volumes are lower than Kensington Boulevard or Lake Bluff Boulevard to the south, given the prevalence of residential land uses along Glendale compared to the denser commercial uses further south along Oakland into the Village of Shorewood. Given the assumed lesser traffic volumes (both vehicular and pedestrian), it is not likely that the intersection would be able to warrant the installation of a traffic signal. Additionally, given Glendale Avenue's proximity to Kensington Boulevard (less than 550 feet between the two roadways, measured along Oakland), it is not recommended to install that traffic signals that close. The previously



recommended Oakland-Kensington signal would be preferred due to it having a greater benefit to the overall roadway system, and it is likely that the presence of an additional signal nearby would help to improve the traffic flow at the Oakland-Glendale intersection as well.

It should also be noted that, since the intersection is partially located within the limits of the Village of Whitefish Bay, any potential improvements to the intersection would require an inter-governmental agreement between the two municipalities prior to implementation.

Capitol-Estabrook Signal Request

Similar to the Oakland-Glendale intersection, a request was made by local residents to investigate the possibility of incorporating an additional traffic signal at the intersection of Capitol Drive with Estabrook Parkway. The key improvement that would be made to the intersection is the ability for vehicles on either of the two smaller-volume approaches (i.e., exiting the apartment complex to go west, or exiting Estabrook Park to go east), which is currently a challenge due to the high volume of thru traffic on Capitol.

The first challenge in being able to install a signal at this location is its proximity to two other existing traffic signals along Capitol at

Humboldt Boulevard, located approximately 675 feet to the west, and at Wilson Drive, approximately 575 feet to the east. Typically, a spacing of a quarter-mile (1,320 feet) is preferred for consecutive traffic signals, and 600 feet is generally considered the absolute minimum allowable distance. As Capitol Drive is under the jurisdiction of WisDOT, and therefore more strict about protecting the capacity for thru traffic on its major arterial, it is possible that the limited available spacing (particularly to the east, towards Wilson) is not permissible for an additional signal.

A second concern regarding the potential installation of a signal in this location is that, with the increased capacity that a signal would provide for southbound traffic from Estabrook, it is likely that the signal would result in a redistribution of eastbound traffic into the Village of Shorewood off of Wilson Road and into Estabrook Park. Currently, vehicles originating from the north that are attempting to travel east through the Village via Capitol Drive are most likely to utilize Wilson Drive, as it is a designated minor arterial roadway and allows for a protected left-turn onto eastbound Capitol Drive at a traffic signal. If a signal were to be installed at Estabrook, drivers would be more inclined to cut through Estabrook Park in order to reach eastbound Capitol Drive, given the generally lower amount of traffic on the roadway and

lack of other connecting streets. The increased amount of thru traffic in the park would come at the expense of user experience and pedestrian safety, which would be a highly undesirable result for Milwaukee County (who owns and maintains the park) as well as the community at large.

If additional accommodations are desired by the community in order to improve the ability for vehicles exiting the apartments to travel west, then it could be considered to modify the configuration of the existing landscape barrier median located immediately west of the intersection in order to better accommodate U-turn maneuvers. The median itself is approximately 26 feet wide, which is sufficient space for a U-turn for typical passenger vehicles, and could be reduced in width (in the east-west direction) by as much as 26 feet without impacting the existing planting area. Providing a space for U-turns in this location could be preferable for the condominium residents, who must currently either perform a similar U-turn further to the east at Wilson (which is a tighter maneuver that requires cars to swing out into both thru lanes, if not the bike lane) perform a two-part left turn (first pulling out into the median area once eastbound traffic is cleared, and then waiting for westbound traffic to clear before completing the turn onto Capitol).

Ridgefield Cut-Through Traffic

Ridgefield Court is a small residential road on the east side of the Village of Shorewood. The road has one lane in each direction, and runs northeasterly between the west side of Downer Avenue and the south side of Capitol Drive, being under stop control at both intersections (neither of the thru streets have stop signs). On-street parking is provided on both sides of the street along Downer, as well as on the north side of Capitol to the west of the intersection.

Residents along Ridgefield have noticed an increased amount of traffic on the street from vehicles cutting through the residential area in order to bypass the traffic signal at the intersection of Capitol and Downer. Northbound vehicles on Downer wanting to travel to the east will turn right onto Ridgefield before making another right on Capitol, and westbound vehicles on Downer wanting to travel to the south will do the same (albeit with left turns in and out of the neighborhood instead of rights). For drivers making those types of turns, it can be faster to cut through on Ridgefield instead of having to wait at the upstream signalized intersection, which with the exception of an eastbound right-turn lane on Capitol, only provides one lane on each approach.

In order to deter vehicles from cutting through on Ridgefield and make their turns at the signalized intersection, it is recommended that the turn restrictions be maintained for the eastbound left-turns on Capitol Drive and for the northbound right-turns from Downer Avenue.

Oakland-Edgewood Red Light Compliance

Specifically cited by local pedestrians and bicyclists, is an issue with vehicles traveling along Oakland Avenue continuing to travel through the signalizing intersection at Edgewood Avenue (at the southern limits of the Village) after the signal has turned red. The concern is with respect to the safety of pedestrians and bicyclists who also utilize the intersection and are preparing to cross the roadway once their respective signals turn green. Given the intersection's function as a primary means of access to River Park located to the west, this is a significant priority.

Between green light phases on opposing roadways, traffic signals will cycle through a yellow phase (informing drivers that their phase is about to end) and then transition to an "all-red" phase, which is a short period during which all approaches of the intersection are shown a red light. The intent of this phase is to provide an additional level of safety for vehicular traffic

in order to ensure the intersection is clear of potentially-conflicting vehicles before starting the next green phase. In this case, it appears that drivers are taking advantage of the all-red phase in order to "beat the signal" – making it through the intersection before opposing traffic receives a green light - and it is coming at the expense of pedestrian and bicyclist safety.

Problems such as this are best solved by implementing red-light cameras as part of the traffic signal infrastructure. Red-light cameras are able to photograph any vehicles who do not comply with the red light phases and allow the municipality to issue a moving violation ticket to the driver. However, red-light cameras are not currently allowed by law in the State of Wisconsin, meaning this type of solution is not applicable at this time (refer to the "Alternative Mobility Analysis" section of this study for a detailed description of this issue). However, it was also observed that despite "PED-XING" striping being installed on the roadway in front of the crosswalks on Oakland, there is no signage in place informing drivers to be wary of pedestrian crossings at the intersection. Installation of high-visibility pedestrian signage would be a recommended improvement to promote pedestrian safety in the short-term. Periodic enforcement would also be recommended.

TRANSPORTATION ANALYSIS

It should also be noted that, similar to the intersection of Oakwood and Glendale Avenue as described previously, since the intersection is partially located within the limits of the City of Milwaukee, any potential improvements to the intersection would require an inter-governmental agreement between the two municipalities prior to implementation. The City of Milwaukee owns and operates the traffic signal equipment.



HIGH-VISIBILITY SIGNAGE

Source: Texas A&M Transportation Institute

Truck-Bus Loading Conflicts

Along the Village's central business district along Oakland Avenue, delivery trucks are utilizing spaces reserved for transit bus stops in order to park and drop off their goods. This has resulted in the transit buses being unable to stop at their normal locations and having to find alternative locations on the roadway to stop and load passengers, which has led to increased traffic delays and inconveniences for the transit system users. Although the individual businesses should ideally have designated off-street loading areas for delivery vehicles, this is not always the case, and such loading areas are unlikely to be utilized by delivery/courier service vehicles (i.e., FedEx, UPS, or Amazon) that tend to utilize whichever open space is available on the street closest to their destination.

A solution to this issue would be to assign spaces currently utilized as on-street parking as loading areas, which would allow space for delivery vehicles that would not negatively impact the public bus transit system. Designating one loading space per block along Oakland Avenue is recommended, and the spaces should be striped with a cross-hatch pattern and supplemented with signs stating "NO PARKING – LOADING ZONE." In order to minimize the impacts to available on-street parking, the signs could be modified to also include a specific time ("6AM TO NOON," for example) that would allow for the spaces to be utilized for parking during

non-delivery times. Loading zones would be created on a request only basis and serve all users on the block. Commercial loading would be prohibited in other parking spaces.

ANALYSIS OF SPECIFIC PEDESTRIAN TRAFFIC ISSUES

Jarvis-Lake Crosswalk Visibility

Lake Drive Crosswalks Visibility

Jarvis Street is an east-west residential road that runs between Oakland Avenue (to the west) and Lake Drive (to the east) in the northeast portion of the Village. There is one travel lane in each direction with on-street parking provided on both sides of the street. At its intersection with Lake Drive, where the road terminates, there are pedestrian crosswalks provided at each of the north and west approaches. This crosswalk was the only designated east-west crosswalk providing pedestrian access across Lake Drive in this portion of the Village constructed as part of the recent Lake Drive Lane Reduction project. The next closest crosswalk is located approximately 1,000 feet to the south at Lake's intersection with Capitol Drive.

Menlo Boulevard is a similar east-west residential road with a crosswalk at Lake Drive 1,800 feet south of Capitol Drive with crosswalks on the west and south legs.

With these crosswalks being relatively isolated from any other designated pedestrian accessways, drivers may not be as prepared to come to a full stop and allow for pedestrians to cross even with standard high-visibility crosswalk signage in place. It is recommended that an RRFB with push-button activation on both sides of Lake Drive be installed at this location in order to maximize visibility to drivers and improve pedestrian safety. Bump-outs could eventually be added to shorten the crossing distance for pedestrians. They could be incorporated in the future reconstruction of Lake Drive in the future which require approval from WisDOT.

Capitol Drive Mid-Block Crosswalks

The highest individual instance of pedestrian traffic within the Village of Shorewood is due to Shorewood High School students crossing Capitol Drive in order to get to school. The high school, which is located at the southwest corner of the intersection of Capitol Drive and Oakland Avenue, is accessible to pedestrians via crosswalks at each of the three nearby signalized intersections (Capitol-Morris, Capitol-Oakland, and Oakland-Shorewood), as well as five mid-block crosswalks along Capitol:

- Two at the intersection of Capitol with Larkin Street, with one each on the east and west sides of Larkin
- Two at the intersection of Capitol with Newhall Street, with one each on the east and west sides of Newhall
- One at the intersection of Capitol with Bartlett Avenue, on the east side of Bartlett

Of those five crosswalks, only three (both sides of Newhall and to the east of Bartlett) have any type of signage in place alerting drivers to the presence of a crosswalk, with the Newhall west crosswalk having an RRFB with push-button activation available on both sides of Capitol. With so many mid-block crosswalks along the roadway, pedestrian traffic is not consolidated at one location which leads to confusion and numerous stops for drivers. The situation is made worse for both vehicular and pedestrian traffic due to the limited amount of warning signage.

The following recommendations have been developed in order to improve pedestrian safety for the mid-block crosswalks on Capitol Drive:

- **The crosswalk on the west side of the Capitol-Larkin intersection should be eliminated.** Of the five mid-block crosswalks mentioned previously, this crosswalk is the furthest from the high school. It also requires pedestrians to cross over five lanes of traffic (due to the eastbound left-turn lane at the intersection), so it is less preferable to the crosswalk on the east side of this intersection. The crosswalk on the east side of the intersection only requires pedestrians to cross four lanes of traffic and has additional space within the roadway median for pedestrians to stage before crossing the rest of Capitol.
- **High-visibility crosswalk signage should be installed along Capitol Drive** for the crosswalk on the east side of the Capitol-Larkin intersection, at a minimum, with consideration being given to the installation on a push-button activated RRFB. Existing plantings along the landscaped median should also be inspected, and trimmed/removed if necessary, to ensure sufficient lines-of-sight for westbound drivers to see pedestrians in the median waiting to cross the north side of the street (and vice-versa).



- **The crosswalk on the west side of the Capitol-Newhall intersection should be eliminated.** Although this crosswalk currently has an RRFB in place, thereby making it the most pedestrian-friendly of the five mid-block crosswalks, the same limitations exist due to the westbound left-turn lane and minimal space in the median as in the west Larkin crosswalk. It would be preferable for the west crosswalk to be eliminated, with the RRFB and push button equipment being relocated to the east crosswalk. The landscape median plantings at the east crosswalk should similarly be monitored in order to ensure sufficient lines-of-sight.

Inconsistent Crosswalk Design

As previously discussed in the Existing Transportation System Summary of this study, the design of crosswalks is not universally standardized throughout the Village. Multiple crosswalk configurations are currently in place, including:

- Standard high-visibility ladder-style crosswalks (as installed at the Capitol-Oakland intersection, for example)
- Stamped-asphalt asphalt with white-striped outside edges (as installed at the north and south legs of the Capitol-Morris intersection)

- Standard low-visibility crosswalks containing only outside edge striping (as installed at the Capitol-Woodburn intersection)
- Cross-hatched pattern crosswalks (as installed at the Morris-Beverly intersection)

Although all of the existing crosswalk designs throughout the Village meet the requirements for typical crosswalks per the requirements of the Manual of Uniform Traffic Control Devices (MUTCD), the high-visibility ladder-style crosswalk design is the most highly-recommended and effective option due to increased visibility for drivers.

It is recommended that the Village of Shorewood implement the ladder-style design a standard for all pedestrian crosswalks moving forward, and implement the ladder-style striping where practicable on existing low-visibility outer edge-striped crosswalks throughout the Village.

Promoting Shorewood as a Walkable Community

Generally speaking, the Village of Shorewood has a transportation system that is very accommodating of pedestrian traffic from an infrastructure perspective. With the Business District, Municipal Complex, and larger schools being centrally-located within the Village, it is set up to be easily traversable by walking.

The Village should take great pride in this and engage in public outreach programs to promote itself as a walkable community and encourage its community members to take advantage of its pedestrian-friendly accommodations. An increase in pedestrian traffic would benefit the Village across multiple aspects of its transportation system, meaning less vehicular congestion, improved safety conditions for pedestrians and bicyclists, and a reduction in parking demand for non-residential land uses.



WALKABILITY

ANALYSIS OF SPECIFIC BICYCLE TRAFFIC ISSUES

Adults Bicyclists on Sidewalks

A quality of life issue surfaced during the engagement process, with community members citing conflicts between adult bicyclists and pedestrians using the sidewalks. Wisconsin law limits sidewalk usage by bicyclists to those under the age of 12 and all major bicycling organizations and bicycle education curriculums, recommend that adult bicyclists ride in the street as a matter of standard practice. Riding on the sidewalk is generally far more dangerous for adult and older teen cyclists than riding on the adjacent street, with crashes being statistically more likely for bicyclists using sidewalks compared to on-street bike lanes. This is due in large part to the increased visibility that bicyclists have for motorists when riding on the street.

Adult sidewalk cycling generally declines in municipalities where improved biking conditions and dedicated biking infrastructure have made community members feel safer cycling on the street. As these improvements continue throughout the Village, cyclists will be more incentivized and comfortable using bike lanes, which will have the dual benefit of reducing potential conflicts with pedestrians on the sidewalks and protecting bicyclists from vehicular traffic.

It is recommended that the Village continue to implement the Shorewood Bike Plan and provide education to bicyclists about safety issues and the rules of the road (i.e., no adults on sidewalks). It is possible that, despite it being State law, many teenage/adult bicyclists are not aware that they are not permitted to bike on the sidewalk. The Village should consider implementing a public outreach program to convey this to the community as it expands its bicycle infrastructure, and potentially add specific signage at high-bicycle traffic areas (such as along Capitol Drive or Oakland Avenue) that outlines the regulation and will better inform the public. Generally speaking, targeted interventions aimed at educating young cyclists, improving dedicated infrastructure, and prioritizing cycling traffic can increase rule compliance across all platforms, such as promoting awareness that stop signs apply to cyclists as well as motorists. Periodic enforcement by the Police Department will with compliance.

Protected Bike Lane on Capitol Drive

Capitol Drive is the roadway that carries the most traffic of any street in Shorewood. It also provides a bike lane in each direction from the western Village limits east to Atwater Park. Across the Village, the geometry of the road reduces from a five-lane road between Estabrook Parkway and Oakland Avenue down to two lanes through the commercial/educational district and into the residential area leading up to Atwater Park. On-street parking is provided along Capitol between Woodburn Street (to the west) and Downer (to the east), with no parking available to the east of Downer.

The current bike lane is located between the street curb and the travel lane or between parking and a travel lane directly adjacent to moving vehicles, which has been cited as a safety concern by community members. A protected bike lane provides a barrier between the bike lane and moving vehicles that can consist of curbs/medians or parked cars. Such a barrier is not currently in place. The following improvements could be implemented in order to provide a protective barrier for bicyclists along Capitol, or otherwise improve bicyclist safety:



- **The existing configuration where the bike lanes are provided between the roadway travel lanes and on-street parking could be reversed**, with on-street parking being directly adjacent to the moving vehicles and the bike lanes would directly abut the curb. This would provide a protective barrier for bicyclists and allow for parked vehicles to re-enter the roadway without having to cross over the bike lane. While improving bicyclist safety, this option would present the challenge of having the driver-side doors of parked cars swinging out into the path of moving vehicles instead of the bike lane as currently composed, which given the higher amount of vehicular traffic compared to bicycles, may not be an optimal solution.
- Alternatively, **on-street parking could be selectively eliminated in sections along Capitol Drive** which would allow for the widening of the bike lanes in order to accommodate a curb- or median-style barrier between vehicular travel lanes and the bike lanes. Under the current configuration, the bike lane areas are not wide enough to be able to accommodate the installation of a barrier while maintaining an appropriate width for bicyclists, meaning that the roadway would need to be widened and on-street parking spaces removed. If on-street parking were desired to be maintained, this option could be combined with the switch in alignment between parking spaces and bike

lanes as described above, since there would be no way for vehicles to access the parking spaces if the curb/median barrier were installed directly adjacent to the travel lanes.

- If the realignment or reconstruction of the roadway as described in either option above is undesirable either due to either cost concerns or an unacceptable loss in available on-street parking, bicyclist safety could be improved under the current alignment by **installing solid green striping in the existing bike lanes**. Green bike lanes in areas where motorists merge or turn across a bike lane, are a high-visibility signal alerting drivers to the presence of a bike lane and would help to prevent vehicles from inadvertently crossing into the bike lanes.



Source: Better Block, Creating Bike Lanes

Bike Boulevard

The Shorewood Bicycle Implementation Plan designated Murray Avenue and Kensington Boulevard as the preferred routes for future bicycle boulevards. A bicycle boulevard is a lower-volume, lower-speed street that has been optimized for bicycle traffic. The purpose is to provide bicyclists with a safer and more relaxing place to ride. While many residential streets are already favorable to most bicyclists, a bicycle boulevard goes the extra step to provide safe crossings at major streets and encourage motorists to travel at slow speeds, while reducing the frequency of stop signs.

Murray Avenue is a lower-volume, lower speed street that connects the entire village from Edgewood Avenue to Glendale Avenue. It also parallels Oakland Avenue one block to the east (660 feet) and would provide a more pleasant ride for bicyclists and less conflicts with vehicles, trucks, buses, and pedestrians. The crossing of Capitol Drive is already controlled by a traffic signal.

Kensington Boulevard runs east-west thru the northern part of the village from Lake Drive to Wilson Drive which both have on-street bike lanes with similar characteristics. A traffic signal is proposed where it cross Oakland Avenue.

Our recommendation is to **proceed with the design of Murray Avenue and Kensington Boulevard as a bike boulevard** and prepare signage and striping plans. A sample of a bike boulevard is shown in **Exhibit 21**. When the bike boulevards are implemented, significant public education would be required to educate the public about their operation and benefit.



Source: Bike Boulevard, Missourian

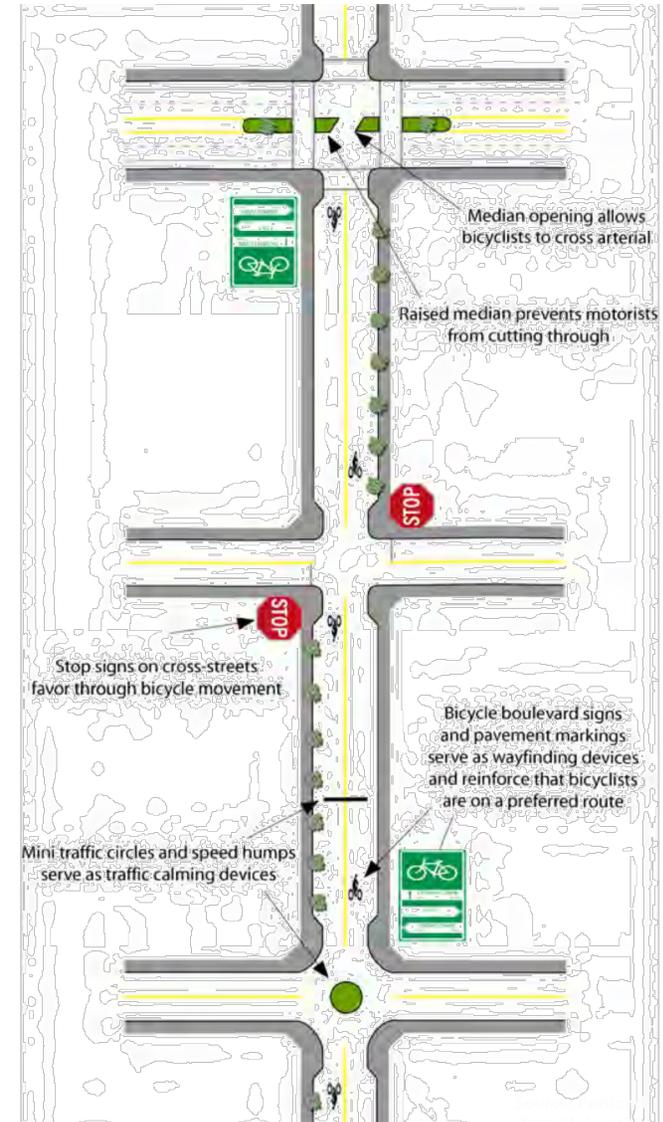


Exhibit 27: Bicycle Boulevard Design Elements



FUTURE MOBILITY CONSIDERATIONS

The entire way people and goods travel from point A to point B is changing, driven by a series of converging technological and social trends including the rapid growth of carsharing and ridesharing; the increasing viability of electric and alternative powertrains; new, lightweight materials that can be used to develop improved products; and the growth of connected – and ultimately – autonomous vehicles. The result is the emergence of a new ecosystem of mobility that could offer faster, cheaper, cleaner, safer, more efficient, and more customized travel. While uncertainty abounds, particularly about the speed of the transition, there has been a fundamental shift toward a future mobility system centered around driverless vehicles and shared mobility.

BublR Bikes

A bike sharing service – called BublR – is an existing transportation service in Shorewood that provides an alternative to the use of a vehicle and the search for parking. With low-cost options including an hourly pass or an annual membership, residents and visitors can easily pick up a bike at one station and drop it off at another station in or outside the Village. As an on-demand, sustainable, and healthy mode of transit, bike sharing complements Shorewood’s existing public transportation networks to enhance mobility, wellness, economic development and quality of life. Bike sharing helps build strong communities — and most successful bike shares are the result of strong community efforts.

Within Shorewood, there are seven BublR station locations with 95 docks for bikes within the Oakland Avenue and Capital Drive commercial corridors. They are located at:

- 1200 E. Capital Drive – 15 docks
- 2100 E. Capital Drive – 13 docks
- 1770 River Park Court – 14 docks
- 3853 N. Oakland Avenue – 15 docks
- Metro Market – 17 docks
- 4334 N. Oak Land Avenue – 10 docks
- 4485 N. Oakland Avenue – 11 docks

During the engagement process, citizens expressed a desire for a station within Atwater Park so they do not have to drive to the beach with its limited parking. Other future locations could include new station within parks or on school grounds within the community.

It is recommended that the Village engage with the BublR organization and have annual meetings/ discussions about the usage of the existing station and opportunities to expand within the community, such as Atwater Park.

E-scooters

E-scooters recently emerged as a new shared mobility service in the United States and provide similar transportation advantages as BublR Bikes. Less than a year after their debut, e-scooters were operating in 65 U.S. cities. Studies in many cities found the following benefits:

- Reduce traffic congestion by shifting trips away from private motor vehicle use
- Expand access to opportunities for underserved residents
- Reduce air pollution
- E-scooters replaced driving and ride-hailing trips.
- E-scooter users preferred riding on low-speed streets and in bike lanes.
- E-scooters attracted new people to active transportation.

Currently, e-scooters are located in the City of Milwaukee but have been observed operating in Shorewood. Milwaukee is running a pilot program with an e-scooter company to implement and to determine the appropriate amount of regulation.

E-scooters should be restricted to the streets and not allowed on the sidewalks. Where the speed limits are 30MPH on Capital Drive, Lake Drive, and Wilson Drive, their existing bike lanes will allow the e-scooters to operate without mixing with higher-speed vehicles. Permitted parking locations will need to be resolved.

The Village of Shorewood should follow the results of the City of Milwaukee pilot program and incorporate their lessons learned in developing regulations of e-scooters in Shorewood.

Electronic Surveillance

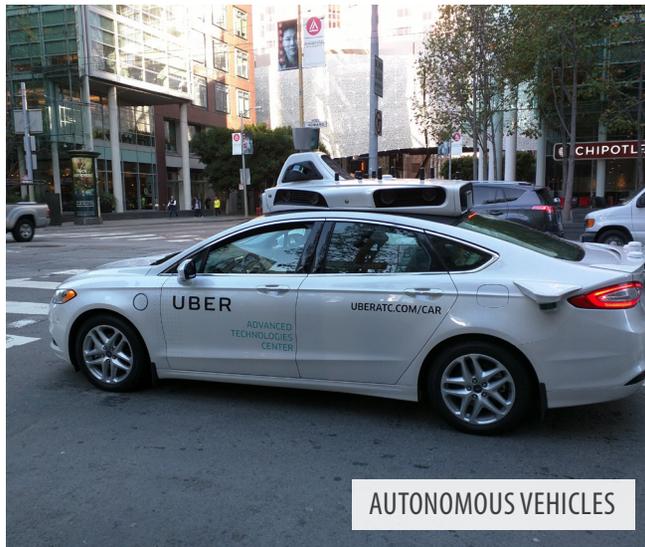
One of the common themes heard during the engagement process was a call for more enforcement of transportation laws. Given the current size of the Shorewood Police Department – or any police department for that matter – it is impossible for officers to be everywhere at once. One option to extend the police reach is by using electronic surveillance to monitor traffic conditions. The two most common methods are red-light cameras and speed cameras to detect and issue fines for improper behavior. Unfortunately, at this time, these devices are not permitted in the State of Wisconsin. However, the City of Milwaukee is proposing a bill that would launch a five-year pilot program of the cameras at about 50 intersections around the city.

The Village of Shorewood should follow the results of the legislation pilot program and determine if it should be implemented in the future to assist enforcement activities.

Autonomous Vehicles

Driven by rapid advances in vehicle connectivity, automation, electrification, and data acquisition/ analytics, transportation is on the cusp of a transformation. While many unknowns remain, there is little doubt that these changes will be disruptive and far-reaching. Planning methodologies, business models, partnerships, policy and regulation, research, workforce, land use, environmental, infrastructure design and operations are several of the many elements that are or will be impacted by these emerging mobility opportunities. Autonomous vehicles have the potential to enhance safety, increase mobility, and generate economic opportunity. These cars may also disrupt the operations of manufacturing industries, increase traffic congestion, transform our understanding of how different land uses function, and impact the environment, although the degree and timeframe for these impacts is unclear.

WisDOT has convened a special committee to recommend a coordinated effort to best advance testing and operation of autonomous and connected vehicles in Wisconsin. The committee was chaired by the WisDOT Secretary and included representatives from the State Legislature, public agencies, law enforcement, automotive and motorcycle manufacturers, trucking, and other sectors. It is recommended to follow and monitor WisDOT’s lead on the regulation of autonomous vehicles.



AUTONOMOUS VEHICLES

Source: UBER Self Driving Car, Wikimedia Commons



AUTONOMOUS VEHICLES

Source: UBER Self Driving Car, LA Times



Robot/Automated Delivery Systems

Automated robot vehicles are being developed to deliver meals, groceries, and packages to homes and offices. The goal of all these robots is to deliver in what the industry calls the “last mile,” or the distance from a local depot to a final destination. Right now, these routes are covered by humans in cars or vans. This is inefficient and uses too much energy and worsens congestion. In some cases, for instance on campuses or inside large office complexes, it’s time-consuming and impractical.

These small bots could, in theory, solve many of these “last mile” problems by offering an efficient, quick, and inexpensive way to get your stuff whenever you needed it. This is easier said than done; there are plenty of unanswered questions about how these bots should operate in society. They must be good citizens, respect humans, and do their job as invisibly as possible. Another, less legal aspect that may impede the future success of delivery robots as business model is the question how much society—and municipal governments—will indeed welcome an excessive use of pedestrian walkways by delivery robots. The related legal framework which evolves around the sector of delivery robots represents a patchwork of different rules on national, regional and municipality level, making it complicated to realize the competitive advantage of the business model of the delivery robots for the last-mile.

The autonomous supply chain will create enormous opportunities to make the flow of goods safer, more efficient and environmentally friendly: self-driving cars alone would reduce accidents by 70%, improve fuel-efficiency by 20%, and save about 1.2 billion hours of pure driving time over a period of ten years. Less congestion will make the flow of goods and people faster.

The major potential impact on Shorewood by delivery robots is the sharing of the limited sidewalk space for them to travel to individual homes and business. It is recommended to consider the limitations of the future use by location or time of day.



Source: Drone Delivery Canada, Wikimedia Commons

TRANSPORTATION ANALYSIS RECOMMENDATION SUMMARY

Transportation Recommendations

#	Issue	Current Policy	Recommendation	Estimated Cost
1	Menlo-Morris Cut-through	Not Applicable	<ul style="list-style-type: none"> • Install Local Only Traffic signs form 9 AM to 3 PM • Additional No right-turn on red signage • Relocate north stop sign and crosswalks at Beverly • Modify Hubbard Park intersection • Install bump outs: South of Capitol Drive North of Pinedale Court South of Beverly Road North of Newton Avenue East of Morris Boulevard 	\$100,000
2	Morris Capitol Intersection	Not Applicable	<ul style="list-style-type: none"> • Restrict parking on north side of Capitol west of Morris 	Minimal Cost
3	Shorewood Intermediate School	Not Applicable	<ul style="list-style-type: none"> • Relocate bus loading zone 	Minimal Cost
4	Rolling Stops	Not permitted by state law	<ul style="list-style-type: none"> • Remove unnecessary stop signs • Periodic Enforcement 	\$100/Sign
5	Oakland-Kensington	Not Applicable	<ul style="list-style-type: none"> • Install a traffic signal 	\$250,000
6	Oakland-Glendale	Not Applicable	<ul style="list-style-type: none"> • Do not install a traffic signal 	None



Transportation Recommendations (continued)

#	Issue	Current Policy	Recommendation	Estimated Cost
7	Capitol-Estabrook	Not Applicable	<ul style="list-style-type: none"> Do not install a traffic signal 	None
8	Ridgefield Cut-through	Eastbound Left-turn and Northbound Right-turn Restrictions	<ul style="list-style-type: none"> Right-turn in only access on Capitol 	None
9	Oakland-Edgewood	Not Applicable	<ul style="list-style-type: none"> Install additional pedestrian/bike warning signs 	\$5,000
10	Loading Zones	Loading zones created upon request	<ul style="list-style-type: none"> Limit zones to one per block Permit parking in loading zone later in the day (Example: After 12 PM) 	\$500/zone

Metro Market Recommendations

#	Issue	Current Policy	Recommendation	Estimated Cost
11	Visibility	Not Applicable	<ul style="list-style-type: none"> Improve lighting in the garage Modify planters and restrict height of sidewalk sales areas 	Private Cost
12	Pedestrian Safety	Not Applicable	<ul style="list-style-type: none"> Remove northern crosswalk at Jarvis Provide barriers direction pedestrians to southern crosswalk 	\$30,000

Pedestrian Recommendations

#	Issue	Current Policy	Recommendation	Estimated Cost
13	Jarvis-Lake Crosswalk Visibility	Painted crosswalk	<ul style="list-style-type: none"> • Install rectangular rapid flashing beacon • Long-term – Add Bump outs 	\$20,000 - \$40,000 per location
14	Capitol Drive Cross-walks by High School	Five cross-walks	<ul style="list-style-type: none"> • Eliminate west crosswalks at Larkin and Newhall • Install additional signage • Possible rectangular rapid flashing beacon 	\$5,000 to \$30,000
15	Inconsistent Crosswalk Design	Different styles of crosswalks are used	<ul style="list-style-type: none"> • Standardize crosswalks with high visibility (except at existing stamped asphalt locations) 	\$500 each
16	Walkable Community	Not Applicable	<ul style="list-style-type: none"> • Continue promoting Shorewood as a walkable community 	Soft Cost

Bicycle Recommendations

#	Issue	Current Policy	Recommendation	Estimated Cost
17	Adult Bicyclists on Sidewalks	Banned for ages over 12 years old	<ul style="list-style-type: none"> • Public outreach and education • Signage • Periodic enforcement 	\$300/sign
18	Protected Bike Lanes on Capitol Drive	Bike lanes between on-street parking and travel lanes	<ul style="list-style-type: none"> • Short Term – Green Bike Lanes • Long-term – Move the bike lane to the curb and on-street parking between the travel and bike lanes 	\$300,000+
19	Bike Boulevard	Long-term plan for Murray Avenue and Kensington Boulevard	<ul style="list-style-type: none"> • Proceed with design and implementation of the bike boulevard 	\$150,000/route



Future Mobility Recommendations

#	Issue	Current Policy	Recommendation	Estimated Cost
20	BublR Bikes	Existing agreement with BublR on location and number of bike stations in the Village	<ul style="list-style-type: none"> • Add a station at Atwater Park • Consider future locations at Parks and Schools as warranted 	Paid by Program
21	E-Scooters	None	<ul style="list-style-type: none"> • Ban e-scooters from sidewalks • Monitor Milwaukee pilot program and incorporate into Village policy 	Staff for legislation
22	Electronic Surveillance	Not currently permitted by State law	<ul style="list-style-type: none"> • Monitor Milwaukee’s legislation to permit red light and speed cameras • When permitted, install to expand enforcement 	None at this time
23	Autonomous Vehicles	None	<ul style="list-style-type: none"> • Follow State regulations as they are developed 	None at this time
24	Automated Deliveries	None	<ul style="list-style-type: none"> • Consider future restrictions to preserve sidewalks for pedestrians 	None at this time



APPENDIX

APPENDIX A: PUBLIC ENGAGEMENT COMMENTS

OAKLAND AVENUE

- Consideration should be given to installing parking meters in the business district, especially near Oakland and Olive. On Saturday and Sunday mornings, that area becomes very congested with parked cars for patrons of Blues Egg, with cars parking at least as far up as on Marion St. to go to Blue's Egg. Olive St. for at least one block both east and west of Oakland is full of parked cars. Parking meters would at least encourage those customers to use the free parking garage rather than street parking, and otherwise generate revenue from those who still choose to park on the street. I definitely think parking meters should be looked at as a way to increase revenue before considering a wheel tax on residents. The pedestrian environment at Oakland and Olive needs to be greatly improved. Crossing the street there often feels difficult, as most cars passing through the intersection are looking to get past the stop sign as quickly as possible, and either not looking for pedestrians, or seeing the pedestrians but inching forward to pressure them into crossing the street faster. Perhaps a signal can be considered at that location to allow for walk / don't walk phases to make crossing the street safer.
- Absolutely no parking meters on Oakland Avenue. If you're so desperate for money, raise the taxes. Don't nickel and dime me to death.
- With the seemingly unlimited number of parklets approved by the Village, parking on the streets of Shorewood has become more difficult.
- It amazes me that with such restricted parking options, the restaurants along Oakland are able use so many spaces to provide "outdoor cafe" options. (surely the village receives compensation for this?) While I am not sure how healthy it is to sit and eat in the midst of automobile exhaust, it certainly cuts down on too many parking spots. Maybe we as a village can find some place for the restaurants to offer a common garden experience (like using part of one of the school lots, or Hubbard) with a variety of vendors. from whom to choose)
- I like the covered parking lots at Walgreens, Ascension, and Metro.
- Glendale and Oakland intersection improvement
- Safe routes for kids on bikes
- Parking is FREE!! Very Good!

- Oakland and Capitol intersection is very hard for pedestrians to cross
- Road quality is poor on South Oakland
- Delivery trucks block residents in alleys
- Parking during recreational league games are not long enough (2hr)
- Night-time parking is full on North Oakland
- Build more public parking buildings
- Have the Village purchase private lots to make more public parking
- Hard to see the parking signs when driving, also use painted lines for spaces
- More clarity of parking garages
- Solve parking issues with new technology
- Current parking signs are unclear, not enough time to do your thing. Early dinner and drinks or lunch not always 2 hours long
- Public parking lots limit to 2 hours, where are employees suppose to park?
- Employee parking enforcement
- ADA access along Oakland
- Add signs and wayfinding along Oakland Ave
- Lower speed limit or add speed bumps around Metro Market/new daycare

Metro Market

- The entrance into Metro Market on Oakland Ave (1 block north of Capitol Dr). I'd suggest eliminating the handful of street spots immediately next to the entry into Metro Markets parking structure and consider a left turn lane. Traffic regularly is backed up out into the busy Capitol Dr and Oakland Ave intersection. (There is a



possible back entrance that could be created into the parking structure, the street behind it is a dead end)

- Similarly, the pedestrian crossings of the Metro Market garage entrances somehow need to be made safer, as again cars turning into / out of the garage are often not looking at people crossing the driveways on the sidewalk.
- Too Congested
- Issues with entering and exiting
- Walgreens and Metro Market garages have circulation issues
- Avoid whenever possible, can't get out!

CAPITOL DRIVE

- As an employee of the Shorewood Animal Hospital, 2500 E. Capitol Dr. (Capitol and Stowell), I'd like to express concern about putting any parking time constraints on Stowell Ave, where we, and many of our clients, park. I know in the past there had been talk about making it 2 hour parking. If that were to happen, we would really have nowhere to park unless we went out and moved our cars throughout the day. One of the things we were wondering.., currently, parking is allowed on the west side of Stowell. Would you consider having parking allowed on the east side of the street instead? It would allow for more parking spots, as there are no driveways on the east side of Stowell.
- East of Oakland, employees regularly take preferred spaces, leaving customers to drive around and look.
- Congestions on East Capitol – a lot of UWM parkers on residential streets. Maintain 2-hr limit in congested areas.
- I like free parking, so keep it!
- Parking is free – that's an asset!
- The only problem for parking on Capitol is the need for handicapped parking.

- We need handicap spaces along Capitol.
- Need restrictions so residents have access in and out of driveways near Atwater Park.
- Not enough parking at the Post Office, and there is no drive-thru.
- Parking demand "hot spot" around City Market and the funeral home. The Atrium event space can also produce high demand periods.
- Parking can be difficult at Atwater Park, especially during events like 4th of July and clean-up day.
- When busy, people park further north on Lake Drive, away from the Park.
- There is no handicap parking on Lake.
- Walking and/or biking is the easiest way to get to Atwater Park.

RESIDENTIAL PARKING

- Size of vehicles permitted- There are no regulations pertaining to the size of vehicles permitted overnight. Narrow streets and impaired sight lines make over sized vehicles dangerous to pedestrians, bicyclists and other vehicles. They should be required to park in lots



- Please look at residential on-street parking on streets that can only have parking on one side because of how narrow they are. There are some streets where one side has driveways and the other side does not, but the parking is on the side that has

driveways, cutting the amount of parking spots in half. For example, the 3800 and 3900 blocks of Farwell Avenue

- I would like to suggest that Elmdale Ct (between Oakland and Murray) become a permit only parking area from 6pm-8am (similar to the parking restrictions farther north on Oakland, near the Collectivo).
- As a homeowner (single-family home), I do not have a garage or driveway and instead pay \$50/mo for overnight parking on my block. Since we are located between Camp and Brat House, I am constantly and consistently unable to find parking on my street with all the bar-goers/shuttle-takers/game-watchers taking up all parking spaces on Elmdale. The shuttle services offered by both Camp and Brat House are excellent; however, it is exceptionally frustrating when folks park their cars in front of my house for extended periods of time while going to see a ball game or a concert in East Troy and I end up having to park my car several blocks away.
- I believe making the tiny stretch of Elmdale permit parking only during the nighttime hours will make parking more accessible for residents with nowhere else to park. There is plenty of public parking available in the parking garage behind the old Sendiks, which makes the permit parking only rule completely reasonable and abidable. I have no problem paying \$50/mo for on-street parking as long as I am actually able to park on my street on a nightly basis.
- Street Parking, it is too much. We are starting to look like Milwaukee. We live here especially to not be like that. Also, I heard there may be parking meters, I don't agree with that.
- I have a few ideas/comments on Shorewood's parking and traffic problems.
 1. At the last meeting, several people mentioned that there is not enough police visibility in the community. Using bicycle police would be helpful on many levels. They would experience and see first hand the dangers for both pedestrian and drivers. It would also be a good PR move.
 2. As for parking, I think that senior citizens should definitely be allowed to obtain permits for both day and night parking on the street. Safety is a huge factor as is convenience and access to their home/apt. Many seniors have to park in dark and unattended lots and can't unload their car anywhere near their home/apt. If there is an emergency in the middle of the night, seniors need to get safely to their car which may be several blocks away.
 3. I am sure you know about the latest issue with parking at the high school. Starting next week, there will be no more student parking in the lots at school. All of those students will be parking on the streets near the school which are already busy and parked up on school days. Another parking and traffic dilemma!!!

- Parking/Traffic on North Morris Blvd. Hello, I live on the 4100 block of Morris Blvd and have a sign in my front yard that restricts parking from 7-9am daily (2 hours). What is the purpose of that sign? Due to our narrow driveway, we constantly need to re-park cars in the morning to leave for work. Just yesterday, I parked in front of our house to let my wife out, ran inside to grab my son, came out 10 minutes later to a parking ticket. We have spent \$1000 on tickets like that. If the sign is there because Morris sees heavier traffic at those times, the only thing that slows down those cars from speeding is parked cars. North Morris Blvd has a speeding problem, when it is narrowed with parked cars, traffic slows down, when it is open, cars routinely speed. We also have several small children on our block that like to play outside and speeding cars are a daily struggle. The worst is actually on our walks to Lake Bluff in the morning, not only are cars speeding but they also run the stop sign at Morris and Olive. It would be nice if the Village would help share the cost of signs that read, "Slow Down, Children Present" or even a digital speed signal. Anything would help. While reviewing parking and transportation in Shorewood, PLEASE don't overlook North Morris Blvd. It's only a matter of time before there is a serious accident. I'm always happy to discuss further.

Overnight Parking

- My view is we have too much overnight parking on side streets. Too many parking spaces close to intersections. It is difficult to see around these vehicles (especially minivans and SUV's). Also I strongly oppose any parking meters.
- Parking/Overnight parking: I'm hoping the village can adopt some kind of overnight parking system that recognizes the difference between an overnight guest and a resident who needs to access parking on their street in front of their homes. I don't have an issue with paying for limited overnight guest parking and possibly purchasing overnight guest passes—I do have an issue requiring my relatives to jump through hoops to create and account to process a \$2 charge to park on my street overnight. This is cumbersome, annoying, and awkward to ask of guests and for the handful of times we need it, doesn't seem worth the charge. I'd be happy to purchase one time use passes, maybe available in packs of 10 or 20, or consider some kind of system that doesn't require a ton of money to run or manage but also is accessible and user friendly. It wouldn't hurt the Village to look into what other communities do that is efficient and serves our residents. Writing the date, in ink, on a one time pass that is displayed from the car seems like a low cost alternative to some automated system or requiring the SPD to have to check some automated system. It is a service to the people who live here and pay high property taxes to be able to use the street when that is the only alternative for a short term parking situation. Or being able to issue these parking passes as printable tickets online, there has to be a system in place in another community that provides this guest service without an exorbitant fee. Seattle does this, we could too. A separate issue is residents who don't have access to parking.



I believe the Village needs to find a better way to accommodate residents who need to park on the street in front of their homes. Since I'm not included in this group, I would defer to someone who needs this option and ask them what they think is fair. I do own rental property and the public lot time restrictions are very cumbersome--particularly for people with babies or small children to expect them to shuffle out of a public lot at 7 or 8 a.m.--particularly when the public lot is a block from their home. We have seen potential tenants turn our place down because of the lack of access to parking that makes sense for them--mostly tenants with young children, which is exactly who you are trying to draw to Shorewood for your school population. Complicated parking restrictions are a deterrent for attracting families to Shorewood. Accessible parking at your home is a top priority for families. Please find a way, even with a block by block analysis, to open more accessible parking. Maybe not approaching this as a revenue enhancer, but a service to our residents who are already keenly aware of our high cost of living in Shorewood. Can Shorewood open up the blocks where residents can purchase parking passes for the year? I would love to be able to tell my tenants there is this option for them if they need more parking than what our rental provides. Balancing all of those concerns, I would prefer we don't eliminate parking restrictions all together. Some of our narrow streets are far too crowded, even without snow, to allow for parking on both sides. Our snowfall is also another reason not to eliminate parking restrictions. Our streets would look like the East side, and that is a total mess--not walkable and limits visibility when driving due to uncleared snow. Doing away with all parking restrictions would probably make it more challenging for residents to park near or in front of their own homes. Might there be a way to give priority passes to residents who don't have driveways or garages?

- I live in a duplex on Capitol Drive between Downer Avenue Richland Court. With two families in the duplex we have 4 vehicles in our driveway. Prior to the last road rebuild/repave work we were able to park on both the north and south sides of Capitol Drive. When the work on the street was done we lost all street parking. Side streets have 2 hour parking. So we experience a daily headache as we maneuver time schedules to get cars positioned for coming and going. We used to be able to park a car in front of our house with no time limits which provided much better maneuverability. When we have visitors they have to park on adjacent streets and be mindful of time limits. At night I walk my friends to their cars and they drive me back to my house. This is quite inconvenient. When the work was done Mr Schwartz had said to try to tolerate the loss of parking. If it didn't work he said we could request returning a parking lane on one side of the street. I am requesting parking on one side of the street. Thank you for your consideration.

- With regards to residential parking on the street of your residence, I'd like to see the 20 night a year policy increased. I understand the requirements to have safe accessible streets but I feel residents should have the ability to obtain permits to park monthly for register vehicles.
- Residents should be able to have more access to street parking overnight with less restriction.
- The \$50/month night parking fee is very unaffordable, especially in comparison to Milwaukee which only costs \$55 for an entire year. It's also frustrating to have to pay to leave my car in a parking
- I chose Shorewood just over a year ago because of its proximity to downtown and all of the "big city" amenities (Metro Market, Walgreen's, Camp, Brat House, Colectivo, etc.) in a small-town environment. When I relocated from Columbus, OH, I was dumbfounded that I would need to pay for an overnight parking permit (Columbus, a much larger city than Metro-Milwaukee, charges \$0 for overnight public parking, even in the bustling downtown area). Looking back on it, I sometimes wonder why I didn't live in Milwaukee's Lower East Side, Riverwest, or Bayview neighborhoods (where I'd only have to pay a \$50 yearly permit instead of a \$50 monthly permit). I make a decent living for a millennial, yet \$50 extra per month hurts when I have student loan debt to pay off. I can only imagine what it must feel like for an underprivileged minority looking to make a better home for their family in Shorewood. Parking costs are a hindrance to the growth of a diverse Shorewood. You often hear from the crotchety property owners in Shorewood that free parking (or a nominal yearly street parking permit) will make our streets overcrowded and parking impossible. To those property owners I say: is it impossible for you to find parking on the weekends when it's allowed? Why are you worried about street parking when you own a driveway? Another issue with parking permits is the restrictive time limitation. Sure, you can pay extra for a 24-hour permit, but if \$50 is a hindrance, how can I afford to pay an additional \$25? My main concern is with the Ogden parking lot - there were talks when the new day care permit was issued that the parking times will be changed from 7PM-7AM. With most professional work shifts beginning at 8AM, it's going to be extremely inconvenient to wake up earlier to move my car before getting ready for work. What's more is that I'll have to fight for street parking at 7AM with those same crotchety homeowner parents dropping off their children because they'll refuse to park in the business parking lot due to "crazy drivers" (or some other silly excuse). If parking time restrictions change or permit prices do not decrease, I will be leaving Shorewood. If Milwaukee can provide extremely low-cost street parking with sufficient space, why can't Shorewood? Why would Shorewood residents rather have millennials and underprivileged minorities leave the village than provide sustainable parking options? The village supposedly prides itself on diversity, yet true colors seem to show when we talk about the tough issues such as parking.

- lot when going out of town for a weekend.
- I believe that the cost for monthly street overnight parking is much higher than surrounding areas. For instance, the city of Milwaukee offers an overnight parking permit for the entire year for \$50 while ours is \$50 per month. On top of this, limited space is available in certain busier areas, such as 4400 block of Oakland Ave. Also is the alternating side of the street parking being regulated effectively? I have been following this rule, however I have noticed that many other overnight parking permit holders near my building are not. I am confused as to how this is regulated and not being enforced properly. As being a new college graduate and having many expenses, the fee of parking per month is outrageous.
- PLEASE consider changing the overnight-parking restrictions to allow for either free overnight parking on the streets for residents throughout the year or pay-for-street-parking monthly permits available to residents. My wife and I have two kids, two cars (needed for work) and live in a duplex. There is no on-site parking available so we must walk five blocks every morning to fetch each car AND pay a total of \$125/month for this "convenience." This setup is especially brutal and unfair in the winter. There is no good reason to have such a bizarre and backward system for people who LIVE IN SHOREWOOD! We are not visiting, we live here. Why must we hide our cars in remote lots every night?
- Charging residents who are unlucky enough not to have dedicated parking such fees is insult upon injury. In addition, we must to park remotely and at Lake Bluff we must move our vehicle by 7am! The Oakland lot has fewer restrictions in terms of moving the vehicle, but the monthly fee recently increased 50 percent! That is just wrong -- the Village is overtaxing common people who simply need a place to park their cars for the 2.5 hours the Village deems it is illegal to park on the street.
- The current overnight parking policy also discourages diversity in Shorewood. Not everyone can afford to own a home with a bountiful driveway. The current parking policy punishes renters and others who end up getting priced out of Shorewood in part because they cannot afford egregious parking fees every month.
- I can understand the desire to control and perhaps tax overnight parking to some extent, but the current rules are expensive, oppressive and punish residents who need to park somewhere and have no other options. My wife and I don't have hundreds of dollars to throw away on parking every month and I suspect many others don't either. The Village should really find an alternative system that doesn't put such a financial and logistical strain on residents. The Village is unconscionably squeezing the budgets of working families and making parking a huge pain year-round. Thank you for your time and consideration. I am begging for relief from these draconian parking restrictions. They are the single worst and most bewildering thing about living in

Shorewood. I grew up in Shorewood but lived in the Twin Cities for over a decade where I never had to worry about overnight parking anywhere in the city unless it was a snow emergency. A few years ago, I moved back and the nightmare of parking from my youth has returned. The overnight parking rules are the source of much frustration and consternation among residents. Ease up on these restrictions NOW!

- Let me just start by saying that I LOVE living in Shorewood. My least favorite thing about living here, though, is that overnight parking is so darn expensive. \$50 a month is almost as much as paying for a spot in a private lot. I think \$25 a month would be a bit more reasonable, especially for people living in apartments with no other choices but street parking. Another thing is that you are not allowed to get a daytime parking pass if you live in an apartment. For me, that makes very little sense as someone with a house has a driveway (i.e. many options). A person in an apartment has no driveway and so is forced to park on the street. While I haven't personally received a parking ticket this way (since I work 8-5), I have neighbors that have gotten them and are very frustrated as they are just trying to live and be at their own apartment! Just some thoughts. Thank you for maintaining this beautiful neighborhood and for giving me a chance to voice concerns!
- My concern primarily has to do with the Village's rule about overnight parking on our streets. My husband and I have indoor parking so us parking on the street is not an issue. However, the restrictions that exist - limiting street parking to 20 times per year per license number, for one, makes the Village seem unfriendly and clueless. Multiple people live in apartments and flats. Though we have a walk-able Village many residents need a car to get around to other places in the metropolitan area. Not being able to park on the street near where we live means walking blocks after parking in a lot. This could be dangerous and greatly inconvenient. One of the things I heard last night is that parking on the street increases crime and the criminals go back and tell their friends that Shorewood is easy pickings as for car break-ins. I wonder about that. It seems to me that the great majority of car break-ins have to do with owner lapses - keys left in car, car is unlocked, car is kept running. My suggestion is to allow street parking every night and do it with the even/odd system. This would make it possible for any street cleaning that needs to be done - though I wonder if street cleaning is ever done at night. Odd/even parking would also make it possible to see if a car has been abandoned on the street.
- Please do NOT reinstate an overnight parking fee of any kind for residents or their guests.
- We've talked with numerous residents who do not have any or suffice parking for their own cars at their residence for their driving adults. If the cars are registered to TAX-



PAYING residents (not renters or guests), we feel very taken advantage of that we are also charged for parking on the streets we already help pay to maintain through taxes. We understand the need to have some extra revenue, and it makes some sense that for renters they pay (to possibly also reduce the total number of cars in homes that rent to many student for example), but if the residents are the tax paying individuals it seems very not right to charge us to park overnight. And to limit to just one car per home feels harsh and cruel. We are a two-car household, both full time working parents with differing schedules with young children; we only have one car on the street that we pay for, and then we have to pay to rent a spot farther away. Imagine the logistics of this as parents of toddlers; year round, toting them to and from our own car, when, again, we pay a hefty amount of taxes to begin with.

- I live near, UWM and I understand that having the 2 hour parking prevents students from congesting the neighborhood. On the corner of Menlo Blvd and Prospect Ave is an apartment building where I currently reside. It is currently about 2 blocks away from the university. There is no more parking available through them because there are more residents than spots available. I have tried going to shorewood city hall for a yearly or monthly on street night and day parking. Unfortunately since I do not live in a house I was not able to. I also tried the police department and for me to get a pass my landlord has to get permits for the residents. Although she has no obligation to do as the parking available at the apartment is enough in her eyes. So I am in a unique situation where I have to either park 5 blocks away or pay student parking fees of uwm which I am not a student of. It would be great if apartment residents could buy the same passes as regular home owners or something similar so we have more options than just our landlord parking.
- I don't understand why we cannot allow parking on all / almost all streets, or at least one side of the street, all night long. Lots of cities do this, do they not? Why not Shorewood?
- My initial take is that I am not in favor of expanding on-street overnight parking. As a background, there is a large apartment building down the street from me that does not have parking on site. My street (Marion St.) is too narrow (approx. 24' wide curb to curb) to have both bi-directional traffic and on-street parking on one side, yet that is the configuration that is currently allowed. On a typical weeknight, this is manageable, as most residences on the block either park in their driveways, garages, or at adjacent businesses with surface parking lots via permit, so if two cars are coming from opposing directions, one car is able to duck into the area where parking is allowed but unoccupied, and allow the oncoming car to pass. However, on weekend nights, the entire block is almost always full of parked cars, so it is much more difficult to have two cars coming from opposing directions pass each other safely. I have even seen a firetruck struggle to make a turn onto my street because the street is too narrow and a parked car was obstructing it from making the turn. My concern is that the congestion

that typically only occurs on Friday and Saturday nights would become a nightly occurrence if on-street overnight parking permission is expanded. If additional on-street overnight parking must take place, my hope would be that the permit fees be structured to encourage use of off-street parking lots where available (i.e. make on-street parking permits more expensive than off-street parking permits). Otherwise, I feel one-way streets should strongly be considered on narrow streets to mitigate some of the issues I discussed.

- While eliminating restrictions on parking might be friendly, I find there are already too many parked cars on my street. I am worried that if overnight restrictions are lifted there will not be enough space and if we would need to park on the street (we have multiple autos in a duplex) or would have guests, we will have to go several blocks down the street. We live near apartments and businesses. My husband already often has to park a long block away. People in apartments should continue to park off the street at night.
- I'm a Shorewood resident and don't have problems parking in Shorewood, although I usually walk to my destinations. I love having the Green bus line in Shorewood. I think Shorewood should publicize public bus transportation for its ecological benefits and ease of use, as well as a benefit of living here. It's not weather dependent as bikes are. I suggest that overnight parking restrictions be lifted. I think they should be lifted for everyone but, if not, then definitely for residents and their visitors. Each Shorewood household should be given two passes that can be placed in the inside windshield of the car. This would be so much more convenient as well as free of cost for users and for the village. I've lived in many communities and none of them have had over night restrictions. I don't understand its purpose.

MULTI-MODAL TRANSPORTATION

- I have 3 subjects I'd like to address: 1. The new crosswalk at Wilson Dr. to Estabrook Park, just south of Kensington, used to have flashing lights we could activate when crossing. I was told they would be re-installed once the project was completed but they have not. It makes such a difference to have these lights so that drivers see them and stop. This would be a perfect place for the undercover police to cross and ticket drivers as 75% do not stop. 2. The crosswalk at Capitol and Prospect also needs to be monitored. I cross there daily when walking the dog and I would say maybe 5% of drivers stop. 3. There needs to be a stop sign installed at Lake Bluff and Frederick. This is a T intersection so drivers need to slow down to turn anyway. It is also on the "designated walking route" for the elementary children. My husband was crossing the north side of Lake Bluff a couple of months ago with our dog. While in the middle of the street, a driver came rushing through and hit our dog hard enough to knock her

out of her collar. Thankfully our dog was ok but I'd hate to think what would've happened if that were a child. I know we have plenty of stop signs in Shorewood, but they are particularly important along the designated walks to school.

- Excessive speeding and aggressive driving along Morris Blvd.
- After 33 years living in a house we owned in Shorewood, we have moved to The Oaks apartment building at 3900 N Estabrook Parkway. We wanted to downsize but stay in Shorewood. Since there are 100+ units (with older adults) at The Oaks there is a lot of traffic now turning off and on Capitol Drive off Estabrook Pkwy both from the north and south. We believe it would help if Estabrook Parkway and Capitol Drive was a controlled intersection with traffic lights. During certain times of the day it is almost impossible and dangerous to turn left from all directions. The traffic is worse in the summer months when Estabrook Park is busy. It should be noted, though, with the exit off I-43 closed, there is somewhat less traffic coming east on Capitol and any traffic analysis should take that into account. Also there is no turn lane for turning left off Capitol to the apartment building drive and traffic can back up on Capitol heading west while someone is in the traffic lane trying to turn left. As for driving in Shorewood: some streets are narrow and it's challenging to maneuver two way traffic and bicycles. Parking is a challenge and deters new businesses. We would hope that the transportation study would also look at the County's mass transit system - the more routes that are enhanced with better service and increased frequency, the more Shorewood riders and less Shorewood traffic.
- Is there a plan for Downer Avenue reconstruction between Edgewood and Capitol and addition of bike lanes on that avenue?
- Wood Pl between Maryland and Oakland should be a ONE WAY GOING WEST! There is not enough space for both directions and it is really dangerous traffic, particularly between Murray and Oakland
- This is a follow up to the newsletter on the 25th, and the request for transportation concerns. I would say that the parking on Kenmore Pl. can be tight the closer one is to Oakland Ave. The road needs to ensure ability for 3 car widths (Parking, & both lanes of traffic) and at times when it is fully parked on (it usually is), it is tight enough (or 'feels' tight enough) to where cars traveling toward Oakland Ave. have to weave into driveway openings to let others pass, it's not smooth nor safe way to drive down the street. I would think either no parking, a limited sectioned to allow for better 'weaving', or one way traffic would be easiest to control it. Appreciate everyone's time / consideration. Thank you.
- I just read yet another article promoting Shorewood as an "age friendly" community. The Shorewood website, newsletters, magazines and other media describe the village as safe and pedestrian friendly. Yet many of our streets, sidewalks and crosswalks remain very dangerous for pedestrians. I moved back to Shorewood 13 years ago. Every year I called the Village President and DPW about the terrible conditions of the sidewalks, particularly on Oakland Avenue, yet they were not resurfaced until recently. The crosswalks, however, remain very unsafe. Just one example is the crosswalk at Merion and Oakland on the West side of the street. It is so uneven that my wheeled walker and grocery cart actually get stuck. Ironically, the street was torn up and resurfaced a few feet from there for sewer repair within the past few years. I ask that this and other frequently traveled crosswalks be at least temporarily repaired before the ice and snow make them even more dangerous and that resurfacing of all crosswalks become a major priority. Thank you for your attention to this matter and for your continued concern for pedestrian safety. From a concerned resident
- Speeding cars along both Beverly and Murray are getting worse. The corner of Beverly and Murray is extremely dangerous in the morning - 7:30-8:30 am. Due to a variety of factors documented by Lt. Leibenthal in 2016, (please see this report) this corner has higher-than normal usage. People are using Beverly-Murray as cut-through routes and there are many near-miss accidents. Near-misses are not documented by the police department. Please strongly consider visible police presence at this corner -- M-F 7:30-8:30 -- ASAP. Murray is becoming a "fast" alternative to Oakland. Beverly is a "speedway" through Shorewood. This will only get worse. Very concerning.
- Concrete islands are better than 2-D painter word and symbols on pavement. Semi-literate citizens do not respond to letters, signs, and symbols.
- Capitol Drive is used as a freeway. The Police Department should be issuing more tickets to change behavior. Running red lights and stop signs is common.
- Whatever proposals you come up should not divert Capitol/Oakland traffic to the immediately neighboring residential streets. In the past, we have seen the first block of residential streets next to Capitol/Oakland treated as quasi-commercial; we are not, we are just as residential as those residential streets 3 or 4 blocks from the commercial thoroughfares (same kids playing on the block by the street, etc.). Keep Capitol/Oakland traffic on Capitol/Oakland and do not impact the immediately neighboring residential areas.
- Do not make Wood Place one-way or install a light at the end of the street. At times it is difficult to turn south on Oakland from Wood Place, but so many folks insist on doing do even when cars are backing up behind them. If you divert Wood Place traffic toward Oakland, this problem will only get worse

- Menevering Shorewood streets and sidewalks has become a nightmare. I have lived here off and on, since 1982, and have never seen it so bad as it is today. I have many suggestions to consider, education being the biggest one...for bikers, peds, motorists, dog-walkers, scooters...we all need a new education as to how to best conduct ourselves in this, our evolving age, of so many different types of participants attempting to utilize such a small space. Education to the public about the rules for all sorts of street and sidewalk users needs to happen!... we all need to learn! Who will teach us & how will the teaching be done & and really, what are the Rules?! This all needs to be determined and then be brought to everyone's attention !! adult bikers: ex.Many adult bikers (2-wheeled) go through stop signs without stopping when all appears clear ... is that okay? Can they go against traffic signals when all is clear? Can they ride on ped crosswalks along w peds, or should they be on the road next to peds? Are bikers responsible to stop and check for oncoming traffic before crossing at ped walk intersections or do they just have the right of way as would a ped. ? student bikers: Daily, I see many students/kids go whizzing past Walgreens parking lot , for example, without even looking to see if a car is coming in or out...= need to educate about this! And kids on bikes on sidewalks need to learn to let peds know when they are approaching from behind them...they come up fast, and a ped may be turning into a store door for instance, and get clipped off. Peds: May peds, esp'ly students, cross parking lot entrances at Walgreen's, for instance, without stopping to check for cars, ...they need education on this! I think we should consider placing a traffic officer there, during peek after school hours, for instance, to help point this out to the students. Could save lives! Also posting "Ped Friendly" signs at store entry/exit ways, etc., reminding drivers that peds abound here...similar to a Ped friendly sign I recently saw at the Princeton campus..could save lives! At ped. crosswalks and parking lots, may peds just cross without first stopping / looking / checking ~ that is, just expecting cars to stop for them...is this okay? And when eye contact b/t a motorist and a ped is made, It often becomes a battle as to who will let who walk or drive first! That is not right!! Suggestions?! small scooters... I was almost hit by someone on a scooter coming from the other direction in a cross walk at a green light! I started walking alone, south, across the crosswalk, seeing no one at all crossing north in the intersection. I looked down for a second, and suddenly a person on a scooter yelled, excuse me! , as she whizzed by and just about brushed against me. Peds need to now learn to that we must watch for scooters coming from down the block and assume they may turn into the crosswalk. What are scooter rules? Do they ride on roads, sidewalks?, etc. We need to educate! What are tips for motorists and peds and dog walkers, etc., re: how to watch for scooters...they whiz by so fast, come out of nowhere, and are so much smaller than bicycles. They pose a new hazard. Are scooter drivers insured, just in case they hit someone ? Is the liability discussed b/t company and rider before renting a scooter ? Do scooter drivers need a lic of any kind? Who is liable for scooters that get parked just anywhere, and then end up wind blown and knocked down into a parked

car?...or end up laying in the foot of an intersection? ...or get parked blocking a sidewalk, etc. Motorists: They need to slow down on all streets, whether or not there are stop signs or yield signs. They need to be made aware and understand that in Shorewood ...peds and bikers and scooters may appear at any place at any minute! = Educate! again, maybe with bright "Ped Friendly Zone" signs or "Non-Motorist Friendly Zone" signs. Maybe we need to be known as the town that has enforced 25 mile speed zones on every single block in Shorewood!!! We should consider just making 25 miles an hour the speed for motorists in our town...everywhere in Shorewood ~ Captiol, Oakland, side streets, etc. Make it known to all with obvious posting and keep it enforced !!!!! We need more traffic law enforcement personnel giving out speeding tickets and tickets to motorist for not giving right of way to peds, at this time, until things cool down a bit here in Shorewood. Traffic enforcement personnel going to different locations at different times of day, giving tickets, would help to educate the public, make Shorewood safer, and as well, easily pay for the needed use of more traffic enforcement personnel. I think we would be surprised how many poor habits are used by all of us on our streets and sidewalks of Shorewood. I have a sense that a huge impact would be made on the safety on Shorewood streets, once we start reporting how many speeding tickets and right of way tickets we give out per week or month in Shorewood. This would alert everyone to slow down! And then maybe we would be able to lessen traffic law enforcement presence on the streets again!...bc things would be better! btw... one intersection that I know is not long enough for peds ~ please consider increasing the time allowed for pedestrians crossing on Oakland at Kenmore; I have known slower elderly people totally unable to cross that intersection within the timeframe given. This also suggests the importance of considering having drop/off, pick/up points on places on streets, such as in front of high rise apts., banks, strips of shops, etc., so that elderly, etc., do not have to walk so far to get to "their ride." Thank You for Your ear on this posting.

Bicycling

- Bike routes throughout the village-on main streets in light of how many young people travel to school on bike I am surprised that we do not have more clearly marked routes. Is oakland just not recommended for bikes? If not, we should clearly direct traffic onto alternate streets. So many young people travel around the village on bikes (sometimes without helmets!) and I think we could do better to improve the clearly marked infrastructure for bike travel safety.
- Designated bike lanes on Capital and Oakland: In some municipalities, the bike lanes are between the parked cars and the curb with cones designating the bike lanes. As a biker, one fears drivers opening their car doors without looking while considering

traffic at the same time. I do not know if we have the street width to accommodate this proposal Education of the Driver: Is it possible to have signs to remind people to check their rear view mirrors, before opening a car door.

- It is highly important to me to consider bike & pedestrian safety when dealing with transportation and parking issues. I have no problem issuing overnight parking permits to residents. There should be a fee for this and parking should only be allowed on one side of the street. Thank you!
- Ensure that all future off-street parking projects include parking and MODERN racks for bicycles.
- Ensure that all future covered parking projects allocate reasonable parking for bicycles. Provide MODERN specs and REQUIRE businesses to pay for MODERN bike racks located reasonably, in order to get their licenses and legal occupancy.
- Correct the errors made in the recent past. Allocate covered bicycle parking in the Walgreens & Metro Market parking facilities. It's unreasonable that my bike gets soaked and snowed on, and I get soaked and snowed on when loading groceries, while auto drivers have not a hair out of place. It's also unreasonable that racks get plowed in.
- Make sure all trails and bicycle facilities are landscaped, especially at intersections, with plants that don't grow over 24 inches, to increase sight lines and improve safety. Keep all plantings except grass at least 4-6 feet back from the edge of the asphalt.
- Add center striping to all trails.
- Think about how planning and development ordinances need to be changed to provide parity to bicyclists, who pay the same local taxes as auto drivers. Then make it happen. Shorewood can be a Platinum community. It should be
- Replace all pavement loop traffic detectors at signal intersections with video detection set to detect bicyclists.
- Biking is dangerous near the Post Office due to cars.
- Protected bike lane needed crossing the river on Capitol.
- Concerns with bike safety and knowledge of the rules of the road.

Intersections

- I would suggest adding a green left turn arrow to the intersection of Morris Blvd and Capitol Drive. Most northbound traffic makes a left turn at the light, and traffic is especially heavy on school mornings. My husband and I live on Morris and I struggle to get out of the driveway to get to work most mornings during the school year. I also believe to become a safer, more bike-friendly village (especially for kids) that on-street parking should be limited to one side of residential streets that aren't wide enough to accommodate two lanes of parked cars and two lanes of active traffic. Weaving around cars and stopping to try and get through streets creates dangerous situations for drivers, bikers and pedestrians.
- Consider adding a stop light at the intersection of Capitol Drive and Estabrook Parkway. The addition of the 100-unit Oaks apartments plus Harbor-Chase employees and deliveries has really increased the traffic at the intersection. It is especially difficult for north-bound Estabrook traffic to turn left on to Capitol. At a minimum, redesign the median to improve visibility. No parking should be allowed year-round on the west side of Estabrook Parkway south of Capitol Drive. The street is curved and way too narrow to permit parking on both sides
- I'd like to express concern about the overall dangerousness in the intersection at Oakland & Kensington and the block west. The area has a healthy pedestrian presence, is heavily traveled by vehicles, and in the years since that area has become developed there is heavy traffic through the alleys between Oakland & Bartlett. Add to that the school zone, and it is really very dangerous. Anyone crossing the street, whether vehicle, pedestrian, or bike, has a very hard time seeing approaching traffic until it's nearly on top of them. As a solution I think it's obvious that parking should be limited to one side in that block, and another part of this solution would be regular parking enforcement. I see businesses seeming to get a pass on parking enforcement— one business in particular regularly has a vehicle parked in an unmarked spot, nearly into the crosswalk and impeding traffic. I see this as an issue of community safety. I have personally been driving home and turned from Oakland west onto Kensington, only to find that the street parking has made the street impossible for 2 cars to pass, so I have had no choice but to BACK UP into the intersection to let other vehicles pass. An emergency vehicle would have had trouble getting through that evening. Another solution I've wondered about is whether it's possible to make at least one of the alleys one way, exiting away from Kensington. These alleys both seem to have a lot of density with condo parking and business activity in addition to residential garages. It seems like a one way would help control traffic with minimal disruption
- Writing with some dismay over the miserable, even dangerous, condition of our street. It has not been repaved in the 15 years we have lived here and my neighbor says that actually it's been much longer (though Beverly Road, parallel to us, has been done at

APPENDIX



least once if not twice). On a tax basis alone, we need our road resurfaced, not to mention. That someone could fly off her bike or lose her teeth! Please come, see for yourselves, and remedy the situation!

- I have a great deal of concern over the safety around the traffic near each of the schools. I'm most familiar with the areas near LB and near SIS/SHS. In general I feel that there needs to be a LOT more enforcement of current traffic laws, and even consideration of doing things to limit traffic in pedestrian heavy areas, particularly the intersection of Morris & Capitol. It's no secret that intersection is very dangerous, and there are near-misses between our kids and drivers almost daily. Why do we accept this? My own child has nearly been struck by rushed, distracted drivers at that intersection more times than I can count. I hear similar stories from other parents. Once an SPD officer nearly struck a group of my child and 2 friends. No, he didn't have sirens on. Just another sign of how terrible that intersection is. Considering the frequency with which these things happen, I'm in favor of some kind of radical solution. These are middle school kids regularly getting hit or nearly hit by cars. How can we continue to let this happen? Another point I'd like to touch on is the blinking LED stop signs that seem to be favored as a solution to some traffic issues. I have no opinion on whether they affect traffic or not, but they will have an affect on the surrounding neighborhoods. Blinking lights are not just annoying, but can trigger migraines and other health concerns. If one were installed nearby, some would not be able to open their window blinds again.
- Revised Parking Signage on North Estabrook Parkway
The west side of North Estabrook Parkway currently has several "No Parking Dec to Mar" signs. The east side of this street is typically always fully utilized for parking by Harbor Chase personnel. As you know, North Estabrook Parkway is not nearly wide enough to accommodate parking on both sides of this street during any of the other non-snow months (Apr - Nov). Perhaps the existing signage on the west side of this street should be updated to reflect No Parking during the entire year. This change would better ensure unrestricted access for all village emergency vehicles as well as the one hundred Oaks apartment residents' cars.
- Synchronize traffic signals on Capitol Drive to minimize idling time for through traffic.
- Link Shorewood's Capitol Drive signal timing with Milwaukee signals at Humboldt & Capitol.
- I am very very concern about the safety implications of the electric scooters in Shorewood. The riders are not careful - They appear out of nowhere and are not following rules of the road. Accidents will happen !!! Please conduct a thorough analysis of this !!!!!!!!!!!!!!!!!!!!!!!

- Regarding traffic within the village:
There is an ongoing problem with drivers, bicyclist etc. regularly ignoring stop signs. This creates a very dangerous situation for others on the roads. As the school year approaches, it is imperative that special attention be paid to the areas around the schools. I live on Morris Blvd. about a block south of the kindergarten building and regularly observe cars barely pausing before barreling through the stop signs on Morris and Lake Bluff. There seems to be a shortage of officers available to address this problem, but if those charged with parking patrol could instead devote time to documenting cases of traffic violations during the morning and afternoon arrival and dismissal times it may help to prevent a tragedy. I have also observed Morris being used as a speedway by drivers who do not care to obey the 25 mph speed limit nor the lower speed limits in the school zones. I am sure that similar problems exist at the other district schools. I would encourage this committee to look into taking whatever action is possible to allow traffic cams to be used for enforcement activities.
- I am very much against cutting bus lines in Shorewood. Isn't it our goal to increase ridership for the sake of the environment from which we ALL benefit? I'm still looking for benches on Wilson? The lack of benches makes bus ridership less attractive.
- I just read yet another article promoting Shorewood as an "age friendly" community. The Shorewood website, newsletters, magazines and other media describe the village as safe and pedestrian friendly. Yet many of our streets, sidewalks and crosswalks remain very dangerous for pedestrians. I moved back to Shorewood 13 years ago. Every year I called the Village President and DPW about the terrible conditions of the sidewalks, particularly on Oakland Avenue, yet they were not resurfaced until recently. The crosswalks, however, remain very unsafe. Just one example is the crosswalk at Merion and Oakland on the West side of the street. It is so uneven that my wheeled walker and grocery cart actually get stuck. Ironically, the street was torn up and resurfaced a few feet from there for sewer repair within the past few years. I ask that this and other frequently traveled crosswalks be at least temporarily repaired before the ice and snow make them even more dangerous and that resurfacing of all crosswalks become a major priority. Thank you for your attention to this matter. From a concerned resident.
- Glendale and Oakland is dangerous! 4 way stop please!
- What can be done at the crosswalk at Newhall? When one lane of traffic stops for pedestrians a car from the other lane swings around. Could we have the flashing stop signs for crossing during certain hours?

- Maryland Avenue at Edgewood north to Capitol. Edgewood from Oakland east to Downer. I have seen many people almost get hit as well as nearly been hit myself. We've been in the village for 15 years and it is getting worse.
- I am concerned about the intersection of Morris and Capitol. Despite walk signals, this is a dangerous area for kids to cross on their own. I think a pedestrian bridge would be ideal.
- I am very concerned about the poorly lit crosswalk on Capitol and Bartlett that students and community members use daily. Currently there is a flashing sign that is ineffective located on the south side of Capitol about 350 feet before the crosswalk. This is a school crossing zone that students use in the morning and afternoon to get to the high school and middle school. If it is not formally designated as one it needs to be and the fines associated with speeding during morning/afternoon hours of use should be enforced. I cross with my elementary aged children so they can attend Rec. classes held at the High School after school and during the late fall and winter months, when it gets dark around 5:30, the crossing area is especially dangerous. People in the cars simply do not see you and they do not slow down.
I have lived in other communities where crossing zones were safe, MUCH safer than they are here. I lived in Miami, FL for six years and worked at an elementary school. In the state of Florida they take speeding in school crossing zones very seriously. They are clearly marked with flashing lights. People know that they will be fined if they are speeding in the zones during certain hours because there are police cars sitting there waiting to ticket you and they do.
This article illustrates my point?
<https://www.sun-sentinel.com/local/schools/fl-ne-school-zone-tickets-20190815-ozkvwgbdyneu7lzqjibwgzudvi-story.html>
This article talks about the fines associated with speeding in school zones.
<https://www.theticketclinic.com/blog/what-you-need-to-know-about-speeding-in-a-school-zone>
Speeding in a school zone can have deadly consequences for children who, by their very nature, are very vulnerable and in need of special care and protection. As such, penalties for unsafe speed in a school zone are enhanced. Fines, points on your driving record and increased insurance rates can be costly. Depending on the seriousness of the offense, a mandatory hearing and driver license suspension could be added to your list of problems if you are caught exceeding the speed limit in a school zone.
What is the posted speed in a school zone and what methods are used to alert drivers that they are entering a reduced speed area? Generally, the posted speed in a school zone is 20 mph. The school zone must display signs clearly indicating the boundaries of the zone and hours of restricted/reduced speed, or, there must be a properly placed flashing beacon that is activated during school zone hours.
What penalties could I expect if I'm cited for speeding in a school zone?

- \$50 for 1-9 miles per hour over the speed limit
- \$200 for 10-14 miles per hour over the speed limit
- \$300 for 15-19 miles per hour over the speed limit
- \$350 for 20-29 miles per hour over the speed limit
- \$500 for 30-39 miles per hour over the speed limit
- \$2000 for 50 miles per hour, or more, over the speed limit

To summarize, I think improvements must be made to increase pedestrian and in particular student safety in our school crossing zones. This can be done by:

1. Enforcing the current laws during drop off and pick up hours for school. This would make a huge impact and increase safety for everyone.
2. Installing flashing crossing signs like the ones on Oakland Ave. to cross Metro Market would also be incredibly effective in helping drivers see that someone is using the crosswalk, especially in the winter months when it gets dark early. Enforcement of yielding to pedestrians when the crosswalk is being used on off school drop off/pick up hours would also change behavior in a positive way. Thank you for soliciting input. I look forward to seeing how the crossing area on Capitol Dr. and Bartlett in front of the H.S. will be improved in the near future. Sincerely, Dawn Blackmore

- There is a little confusion at the corner of Olive and Wilson regarding the pedestrian and bike crossing to the bike trail/Estabrook. I have seen some close calls. It's difficult to explain here but is related to the need for bikes to get from the North corner of Wilson and Olive to the South corner using the sidewalk before crossing Olson to the bike lanes or bike path
- The intersection of Newhall and Capitol is dangerous.
- U-turns are Culver's on Capitol are a concern. There is a conflict point at Morris and Capitol with people making U-turns back west after traveling east. There are also narrow turn-lanes in this area.
- I have observed frequent illegal U-turns at intersection of Capitol and Morris. Vehicles invariably begin eastbound and end westbound.

ENFORCEMENT

- Negative impact of relaxed regulations:
Existing day and night parking regulations provide all neighborhoods with equal quality of life and delivery of services. Loosening of restrictions will have a profoundly negative impact in the densely populated areas(multi family dwellings) compared to single family areas. It will affect quality of life and delivery of services. It will create a

APPENDIX



perception of two separate villages: one crowded and chaotic, the other tranquil and family friendly. One less desirable than the other. It will increase the number of vehicles in the village. Costly to enforce, therefore won't be enforced. Restrictions need to be equal to or stricter than neighboring municipalities.

- In the Municipal parking lot on Oakland and Kensington, a parking checker gave me a ticket for parking next to a handicap spot which was not a handicap spot at all. The first stall is a handicap spot with a sign, second stall is a handicap ramp, the third spot is a handicap spot with a sign. The fourth spot is a regular designated parking spot. This particular parking checker has given out hundreds of tickets to Shorewood residents for \$20. If this was indeed a designated handicap spot the ticket would be for over \$200. She has been doing this for over 8 years as I distinctly remember being at Einstein's bagels and she gave some family friends, both attorneys, an erroneous ticket for parking next to a handicap stall, and they stood there and taught her about the law and she subsequently ripped up the ticket. The parking checkers apparently need to be re-educated on the laws of the parking in the state of Wisconsin as they have given out thousands of dollars in illegal parking tickets in Shorewood. If this doesn't stop, I will be contacting my attorney.
- Could the police do enforcement with bicycles so that they would not be in traffic and could be more visible?
- My area of concern is the inconsistency of traffic obeying the Stop sign located right at 3600 N Morris Blvd (our home). While repainting and neon flashing stop signs have raised awareness of the Menlo/Morris corridor, a large percentage of drivers still blow through the signs. I know every previous owner of our home has raised this issue and I know the village has put attention and money into it. I'd like to get an update on future plans and continue the conversation. Thank you!
- I have HUGE concerns with Morris Blvd. Specifically Morris and Capital. I understand that a police officer can't be there 24/7 BUT if they could they'd have a heyday. The "no right on red" is pretty much ignored, not seen, or people are "bullied" into turning because the cars honk and honk until someone feels scared of a road rage incident and they turn on the red. YES, I have seen it!! Morris Blvd. is a mess. I live here. I see it all the time. Speeding will always be the issue. I just do NOT understand how it can be a school zone and there seems to be very little in the way of school zone practices being instilled. As you travel south on Morris Blvd, the approach is sorta blind, with a small hill, and a bend. I have seen kids running across the street to waiting vehicles and car doors opening etc..it is a disaster and an accident waiting to happen. Why is this street such a constant source of trouble. I seriously don't know what the resolution is other than maybe a very visible police presence. Or, an empty police car with it's lights on all the time!! On another note. I would love to get neighborhoods together to set up bait cars (and bikes) ..to catch these punks who are brazenly stealing people's cars. Why

Not? At least we'd get some fear (or known presence) out to these groups who they themselves have an intricate system of telling their fellow thugs where the soft targets are.

- Traffic safety concerns near the high school. Police should be stationed there before and after school.
- Many traffic solutions are weighted toward increased police enforcement and fines (jaywalkers, illegal U-turns, irresponsible dog owners). Therefore, increase enforcement and impose fines.

Schools

- Good Morning, I hope that your summer went well. I'm reaching out to you about the parking situation at SHS. I realize that there are a limited number of spots, and nothing can be done about that. I am concerned though that because so much of the area around the school is limited to 2 hour parking that:
 1. Numerous drivers competing over the same spots can result in an unpredictable ability to secure a park on the street. It appears that SHS students are also competing with UWM students who park in the unrestricted areas and then catch the bus to campus.
 2. If students have to spend unexpected extra time finding an unrestricted park, they end up being put in the position of either being late to class or risking getting a parking ticket.

Since it seems like this is going to be the permanent situation going forward, I was wondering if anyone had considered asking the Village to partner with SHS to help find a solution? The Village allows residents to purchase on street parking passes to avoid being ticketed for the 2 hour parking rule, as long as they are parked within their designated neighborhood area. Many of the residents don't need the pass, so some of those blocks have very few cars parked on the street during the day (the east side of Beverly off of Oakland is an example of this). I have residents who have offered their on street parking allowance to me because they don't need it, but they cannot purchase a pass for a vehicle not registered to them.

Maybe some options could be:

1. If an SHS student has a resident willing to give up their on street pass allowance for the student, allowing that resident to do so. This doesn't result in an overload of parking since the same number of on street passes available for purchase.
2. Allowing SHS students to purchase parking passes that are limited to specific areas that don't have high on-street pass utilization. This still accomplishes the goal of

distributing parking, but allows the SHS students to at least have a more predictable parking situation.

I realize that this is low on the priority list since most of the students don't have to drive, but for families who don't live close enough to bike/walk, it can be a significant challenge in the morning routine.

- All of the crosswalks that cross Capitol drive from the north between Oakland and Morris need more police surveillance during active (before school and after school) times. I and many other parents and community members have been witnessing children on foot and bikes nearly getting struck by fast moving cars several times already this school year. There needs to be safer passage for SIS and SHS students. I would love to see a foot bridge erected over Capitol drive. Until that can be accomplished there needs to be flashing lights like the ones in use at Metro market, or stronger police presence. What does it say about us as a community that we have lights in use so that people can safely cross Oakland ave to reach Metro market, but none being used so that kids can safely access school?
- Many, many parents are talking on social media about the dangerous street crossing at Morris and Capital Dr. please prioritize a stop light there or flashing cross walks at the very least!
- Crosswalks on Capitol and Morris while students are going to and from school. A police presence would make a huge difference!
- I am very concerned about the traffic on Capital Dr. as the children are coming and going to school. Only one cross walk is guarded. When children attempt to cross, frequently, on car will stop, and the cars in the other lane will fly by nearly hitting the crossing child. I have personally witness a child nearly getting hit at least a half dozen times. Other parents report witnessing the same incidents. I would like to see a pedestrian bridge across capital between SIS and the High School.
- In the interim, the police need to be present and on site every single morning, issuing citations to those who disobey crosswalk laws and other traffic laws that endanger the school children.
- Morris and Capitol on school days are terrifying. Please consider additional signage and police presence whenever possible. Any other suggestions to increase safety in those areas would be welcome as well.
- I live in the southeast quadrant and feel strongly about keeping vehicles off the street at night and keeping the 2 hour daytime parking restrictions here. I also do not want to see snow emergency parking move to odd/even sides of streets. I believe this would create a mess for snow plows, as happens on the east side of Milwaukee. This

quadrant is close to UWM, and I would hate to open up any increased ability for students and teachers to utilize Shorewood streets while at school, as was common before the 2 hour restrictions. I love the aesthetics of restricted parking, and do not want to see our beautiful village streets lined with cars. I think allowing night street parking IN FRONT OF ONE'S OWN PROPERTY could be looked at on a case-by-case basis, for those really hurting with their situation. I do not want to see people parking on streets and using their garages for storage, as I believe would be a tendency if overnight parking is allowed. Also, renters and those with special permits should be required to park on their own blocks, in front of their own properties.

- We would bring in a whole lot of revenue in Shorewood, and maybe help all of us learn to more safely use our walkways and streets, etc., would a few traffic officers stand on the approximate corners of Kenmore and Oakland, watching in all directions, (ex., Walgreens lot, Metro lot, illegal turns, not waiting for peds, bikers on sidewalks, etc.) for a minimum of an hour each morning and an hour around 3, 5, and 7:pm each day, ticketing for wrong doings by cars, bikers, peds, etc.! I believe the revenue would easily pay for the cost of the extra duty traffic officers, and help to make our citizens more aware! Sincerely, A very concerned citizen
- School pedestrian traffic needs additional support, both before, after, and during open campus lunch at the High School.
- Median fencing on Capitol Drive is too high for drivers to safely see over it.
- Pedestrian walk signals are short and make crossing in time difficult.
- Snow removal is difficult around the High School.
- Pedestrian crossing can be dangerous at the intersection Oakland and Capitol.
- Pedestrian crossing is difficult at the intersection of Oakland and Shorewood Blvd. There is currently no pedestrian walk signal delay.



APPENDIX B: RESIDENTIAL ON-STREET OVERNIGHT PARKING PROGRAM AREA DESCRIPTIONS

OVERNIGHT PARKING PROGRAM OVERVIEW

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PROGRAM ADMINISTRATION

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If purchasing permits by mail, it is recommended that property owners submit their payment for the next quarter permit before the 20th of the last month of the existing quarter to assure the timely receipt of the next period’s permit. Owners may purchase their permits for the entire year. According to Village policy, permits may not be sold for more than face value.


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**OVERNIGHT
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Updated 3-2016

AREA T PERMIT AREA

If you have a permit with the letter "T", you may only park in the designated permit areas shown below.



It is extremely important that you provide the Village with your correct license plate number and vehicle description.

QUESTIONS ...

For questions regarding the purchase of renewal permits, please contact the customer service counter between the hours of 8:00 a.m. and 4:30 p.m. (weekdays).

For questions or concerns about enforcement or restrictions, please contact the Shorewood Police Department, 24 hours a day a 414.847.2610.

PROGRAM HISTORY

The Village of Shorewood approved a pilot on-street parking program for N. Oakland Ave. north of E. Capitol Dr., in March of 2006. Due to the program's success, the Village Board approved an extension of the program in March 2008. Introduced on July 1, 2008, the extended program now includes N. Oakland Ave. south of E. Capitol Dr., E. Capitol Dr. east and west of Oakland Ave., as well as most of N. Wilson Dr.

NOTE: Please be advised that this program is subject to change.

PARKING REGULATIONS

Permits will allow parking on alternate sides of designated streets, within their designated letter.

ON SUNDAY, TUESDAY AND THURSDAY NIGHTS a vehicle with a valid night permit must be legally parked on the side of the street with even house numbers (north and east side of the street).

ON MONDAY AND WEDNESDAY NIGHTS a vehicle must be parked on the side of the street with odd house numbers (south and west sides of the street).

All vehicles must obey all time zones and other parking restrictions. Per ordinance, all vehicles must be moved at least once every 24 hours to not be considered abandoned.

Please follow all signs posted in the area.

As of March 2016, the Village of Shorewood switched to a new system for parking enforcement. This system scans license plates to determine whether or not the vehicle is permitted to park in the area. This new program means: there is no need to adhere a physical sticker to your bumper, there is no sticker to lose or fall off the vehicle and there is no sticker to remove when you sell your vehicle.





OVERNIGHT PARKING PROGRAM OVERVIEW

We are pleased to introduce the Village of Shorewood's extended Overnight Parking Program. The program allows property owners on parts of N. Oakland Ave., E. Capitol Dr., and N. Wilson Dr. to purchase a quarterly parking permit granting on-street alternate-side parking of one vehicle from Sunday evening to Friday morning. Each permit corresponds to a particular Permit Area within the village (T, W, X, Y, or Z). **Permits may only be purchased by property owners or managers; tenants must obtain their permits from their property owner or manager.** Details on a particular Permit Area and the program itself is provided in this brochure.

PROGRAM ADMINISTRATION

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If purchasing permits by mail, it is recommended that property owners submit their payment for the next quarter permit before the 20th of the last month of the existing quarter to assure the timely receipt of the next period's permit. Owners may purchase their permits for the entire year. According to Village policy, permits may not be sold for more than face value.


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OVERNIGHT
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AREA W

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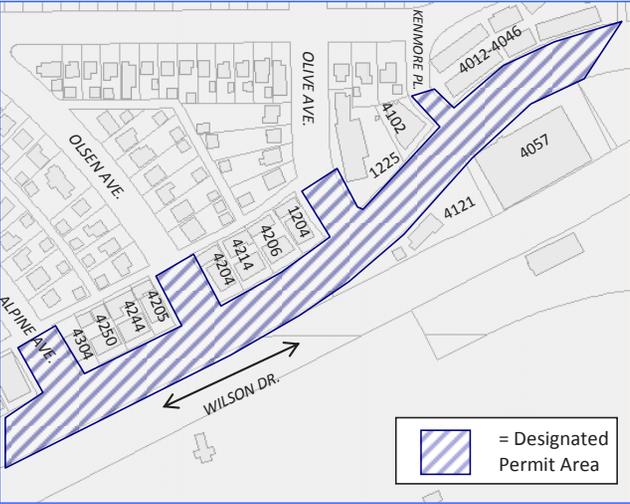
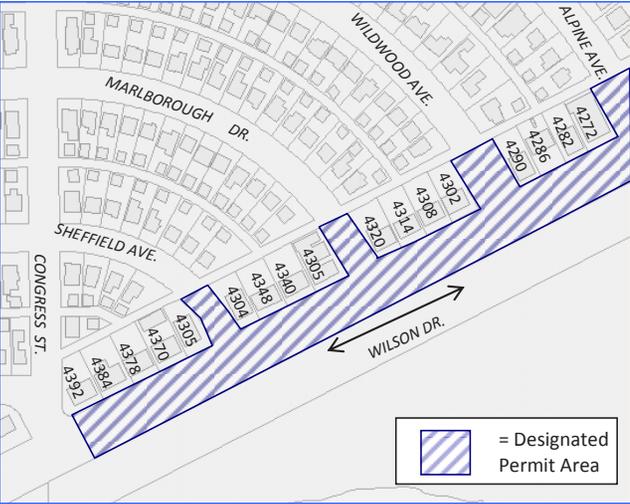
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Updated 3-2016

AREA W PERMIT AREA

If you have a permit with the letter "W", you may only park in the designated permit areas shown below.



PARKING REGULATIONS

Permits will allow parking on alternate sides of designated streets, within their designated letter.

Please follow all signs posted in the area.

As of March 2016, the Village of Shorewood switched to a new system for parking enforcement. This system scans license plates to determine whether or not the vehicle is permitted to park in the area. This new program means: there is no need to adhere a physical sticker to your bumper, there is no sticker to lose or fall off the vehicle and there is no sticker to remove when you sell your vehicle.

It is extremely important that you provide the Village with your correct license plate number and vehicle description.

All vehicles must obey all time zones and other parking restrictions. Per ordinance, all vehicles must be moved at least once every twenty-four hours to not be considered abandoned.

QUESTIONS ...

For questions regarding the purchase of renewal permits, please contact the customer service counter at 847.2700 between the hours of 8:00 a.m. and 4:30 p.m. (weekdays).

For questions or concerns about enforcement or restrictions, please contact the Shorewood Police Department 24 hours a day at 847.2610.

PROGRAM HISTORY

The Village of Shorewood approved a pilot on-street parking program for N. Oakland Ave. north of E. Capitol Dr., in March of 2006. Due to the program's success, the Village Board approved an extension of the program in March 2008. Introduced on July 1, 2008, the extended program now includes N. Oakland Ave. south of E. Capitol Dr., E. Capitol Dr. east and west of Oakland Ave., as well as most of N. Wilson Dr.

NOTE: Please be advised that this program is subject to change.





OVERNIGHT PARKING PROGRAM OVERVIEW

We are pleased to introduce the Village of Shorewood’s extended Overnight Parking Program. The program allows property owners on parts of N. Oakland Ave., E. Capitol Dr., and N. Wilson Dr. to purchase a quarterly parking permit granting on-street alternate-side parking of one vehicle from Sunday evening to Friday morning. Each permit corresponds to a particular Permit Area within the village (T, W, X, Y, or Z). **Permits may only be purchased by property owners or managers; tenants must obtain their permits from their property owner or manager.** Details on a particular Permit Area and the program itself is provided in this brochure.

PROGRAM ADMINISTRATION

The Overnight Parking Program is administered similarly to the Village’s current off-street/municipal lot and the N. Oakland Ave. on-street program. Under the Overnight Parking Program, permits are sold directly to property owners and are purchased for a designated three month period: January – March, April – June, July – September, and October – December. Property owners are responsible for providing the Village customer service counter with current vehicle information for each permit they have purchased.

If purchasing permits by mail, it is recommended that property owners submit their payment for the next quarter permit before the 20th of the last month of the existing quarter to assure the timely receipt of the next period’s permit. Owners may purchase their permits for the entire year. According to Village policy, permits may not be sold for more than face value.

A vertical brochure with a blue sky and white clouds background. At the top, there is a green tree logo with the word "Shorewood" below it. Below the logo is the text "AT THE EDGE OF THE CITY AND THE HEART OF EVERYTHING". At the bottom, there is contact information for The Village of Shorewood.


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A vertical brochure with a blue sky and white clouds background. At the top, there is a green rounded rectangle containing the text "OVERNIGHT PARKING PROGRAM AREA X" and "VILLAGE OF SHOREWOOD". Below this is a photograph of a street scene with cars. At the bottom, there is a green tree logo with the word "Shorewood" below it, followed by the text "AT THE EDGE OF THE CITY AND THE HEART OF EVERYTHING" and contact information for The Village of Shorewood.


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AREA X PERMIT AREA

If you have a permit with the letter "X", you may only park in the designated permit areas shown below.



PARKING REGULATIONS

Permits will allow parking on alternate sides of designated streets, within their designated letter.

ON SUNDAY, TUESDAY AND THURSDAY NIGHTS a vehicle with a valid night permit must be legally parked on the side of the street with even house numbers (north and east side of the street).

ON MONDAY AND WEDNESDAY NIGHTS a vehicle must be parked on the side of the street with odd house numbers (south and west sides of the street).

All vehicles must obey all time zones and other parking restrictions. Per ordinance, all vehicles must be moved at least once every twenty-four hours to not be considered abandoned.

REPLACEMENT STICKERS

If you sell your vehicle or need to replace the rear bumper due to an accident, a replacement sticker can be obtained at the Village Hall customer service counter for a small fee.

QUESTIONS...

For questions regarding the purchase of renewal permits or replacement stickers, please contact the customer service counter at 847.2700 between the hours of 8:00 a.m. and 5:00 p.m. (weekdays)

For questions or concerns about enforcement or restrictions, please contact the Shorewood Police Department 24 hours a day at 847.2610.

PERMIT PLACEMENT



Permits must be permanently affixed to the left rear bumper (driver's side) of the vehicle. Failure to properly display the permit can lead to a parking citation being issued.



PROGRAM HISTORY

The Village of Shorewood approved a pilot on-street parking program for N. Oakland Ave., north of E. Capitol Dr., in March of 2006. Due to the program's success, the Village Board approved an extension of the program in March 2008. Introduced on July 1, 2008, the extended program now includes N. Oakland Ave, south of E. Capitol Dr. as well as most of N. Wilson Dr.

NOTE: Please be advised that this program is in the pilot stage and is subject to change. The Village of Shorewood will be under-going a major street replacement program on East Capitol Drive in 2010 and changes to the on-street program may be needed. Before any changes are made, permit holders will be notified.



OVERNIGHT PARKING PROGRAM OVERVIEW

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If purchasing permits by mail, it is recommended that property owners submit their payment for the next quarter permit before the 20th of the last month of the existing quarter to assure the timely updating of records before the next period begins. Owners may purchase permits for the entire year. According to Village policy, permits may not be sold for more than face value.



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OVERNIGHT
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AREA Y

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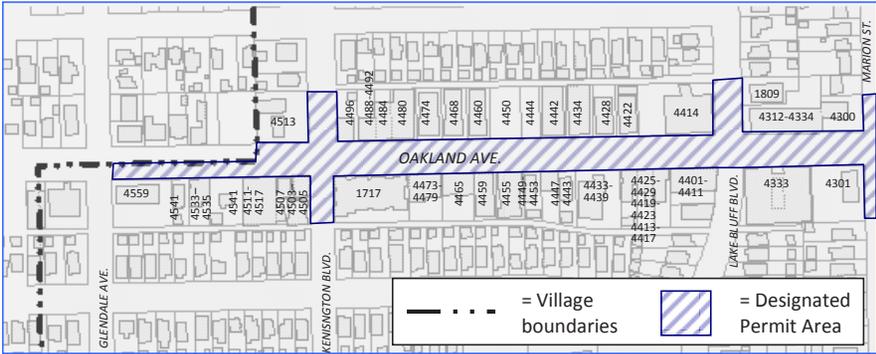
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Updated 03-2016

AREA Y PERMIT AREA

If you have a permit with the letter "Y", you may only park in the designated permit areas shown below.



PARKING REGULATIONS

Permits will allow parking on alternate sides of designated streets, within their designated letter.

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All vehicles must obey all time zones and other parking restrictions. Per ordinance, all vehicles must be moved at least once every twenty-four hours to not be considered abandoned.

Please follow all signs posted in the area.

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It is extremely important that you provide the Village with your correct license plate number and vehicle description.

QUESTIONS ...

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PROGRAM ADMINISTRATION

The Overnight Parking Program is administered similarly to the Village’s current off-street/municipal lot and the N. Oakland Ave. on-street program. Under the Overnight Parking Program, permits are sold directly to property owners and are purchased for a designated three month period: January – March, April – June, July – September, and October – December. Property owners are responsible for providing the Village customer service counter with current vehicle information for each permit they have purchased.

If purchasing permits by mail, it is recommended that property owners submit their payment for the next quarter permit before the 20th of the last month of the existing quarter to assure the timely receipt of the next period’s permit. Owners may purchase their permits for the entire year. According to Village policy, permits may not be sold for more than face value.



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www.villageofshorewood.org

OVERNIGHT
PARKING PROGRAM

AREA Z

VILLAGE OF
SHOREWOOD





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Updated 3-2016

AREA Z PERMIT AREA

If you have a permit with the letter "Z", you may only park in the designated permit areas shown below.



All vehicles must obey all time zones and other parking restrictions. Per ordinance, all vehicles must be moved at least once every twenty-four hours to not be considered abandoned.

QUESTIONS...

For questions regarding the purchase of renewal permits, please contact the customer service counter at 847.2700 between the hours of 8:00 a.m. and 4:30 p.m. (weekdays).

For questions or concerns about enforcement or restrictions, please contact the Shorewood Police Department 24 hours a day at 847.2610.

PROGRAM HISTORY

The Village of Shorewood approved a pilot on-street parking program for N. Oakland Ave. north of E. Capitol Dr., in March of 2006. Due to the program's success, the Village Board approved an extension of the program in March 2008. Introduced on July 1, 2008, the extended program now includes N. Oakland Ave. south of E. Capitol Dr., E. Capitol Dr. east and west of Oakland Ave., as well as most of N. Wilson Dr.

NOTE: Please be advised that this program is subject to change.

PARKING REGULATIONS

Permits will allow parking on alternate sides of designated streets, within their designated letter.

ON SUNDAY, TUESDAY AND THURSDAY NIGHTS a vehicle with a valid night permit must be legally parked on the side of the street with even house numbers (north and east side of the street).

ON MONDAY AND WEDNESDAY NIGHTS a vehicle must be parked on the side of the street with odd house numbers (south and west sides of the street).

Please follow all signs posted in the area.

As of March 2016, the Village of Shorewood switched to a new system for parking enforcement. This system scans license plates to determine whether or not the vehicle is permitted to park in the area. This new program means: there is no need to adhere a physical sticker to your bumper, there is no sticker to lose or fall off the vehicle and there is no sticker to remove when you sell your vehicle.

It is extremely important that you provide the Village with your correct license plate number and vehicle description.





PROGRAM OVERVIEW

Per Section 500-25(l) of the Village Code, “No person shall park a vehicle in excess of the posted time limits within the Residential Congested Area unless a valid Residential Congested Area parking permit has been purchased.”

The area is bounded by N. Lake Drive on the east, the north side of E. Capitol Dr. on the north, the east side of N. Oakland Ave. on the west and the north side of E. Edgewood Ave. on the south (see the map inside this brochure).

PERMIT ELIGIBILITY

Residents living at a single-family or duplex residence within this area may obtain up to two (2) parking permits per address. There is an annual charge of \$10 per permit. Permits are renewable annually on December 31. Permits are not pro-rated.

All permit applicants must be current residents of Shorewood, have a valid driver’s license and valid vehicle registration plates.

At the time of application, each applicant will need to present to Customer Service staff **a valid driver’s license with the same address as listed on the application. Utility bills, rental or lease agreements or house purchase documents may be submitted as proof of current residence.**

WARNING:
No vehicle may remain on any Village street for more than 24 hours without moving or it will be considered to be abandoned and subject to removal by police action.



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**RESIDENTIAL
CONGESTED
PARKING AREA**

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Program Currently in Effect

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