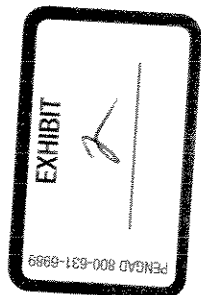


UWM PEAK PARKING DEMAND						
DEMAND - PEAK DAY, PEAK HOUR		Existing		Proposed		Needed
Students	11,000		11,000		11,000	
Enrollment Increase			2,000		2,000	
Faculty and Staff	2,400		2,667		2,667	
Visitors	300		333		333	
Total		13,700		16,000		16,000
Walk/Bike/Motorcycle/Drop-off	3,100		4,000		4,000	
Carpool	300		400		400	
UPASS	2,500		3,000		3,000	
ECVP	300		450		450	
Total		(6,200)		(7,850)		(7,850)
Total Peak Parking Demand		7,500		8,150		8,150
SUPPLY						
Existing UPARKS		1,300		1,300		1,300
Proposed Bradford & Humane Society				500		500
Proposed Miller Park				1,000		1,000
Existing On Campus Lots		2,000		2,000		2,000
Klotsche Addition				370		370
Proposed Columbia Hospital Acquisition				970		970
Proposed Additional On-campus				1,000		1,000
Total Parking Supply		3,300		7,140		7,140
Net Surplus/(Deficit) of Parking Spaces		(4,200)		(1,010)		(1,010)

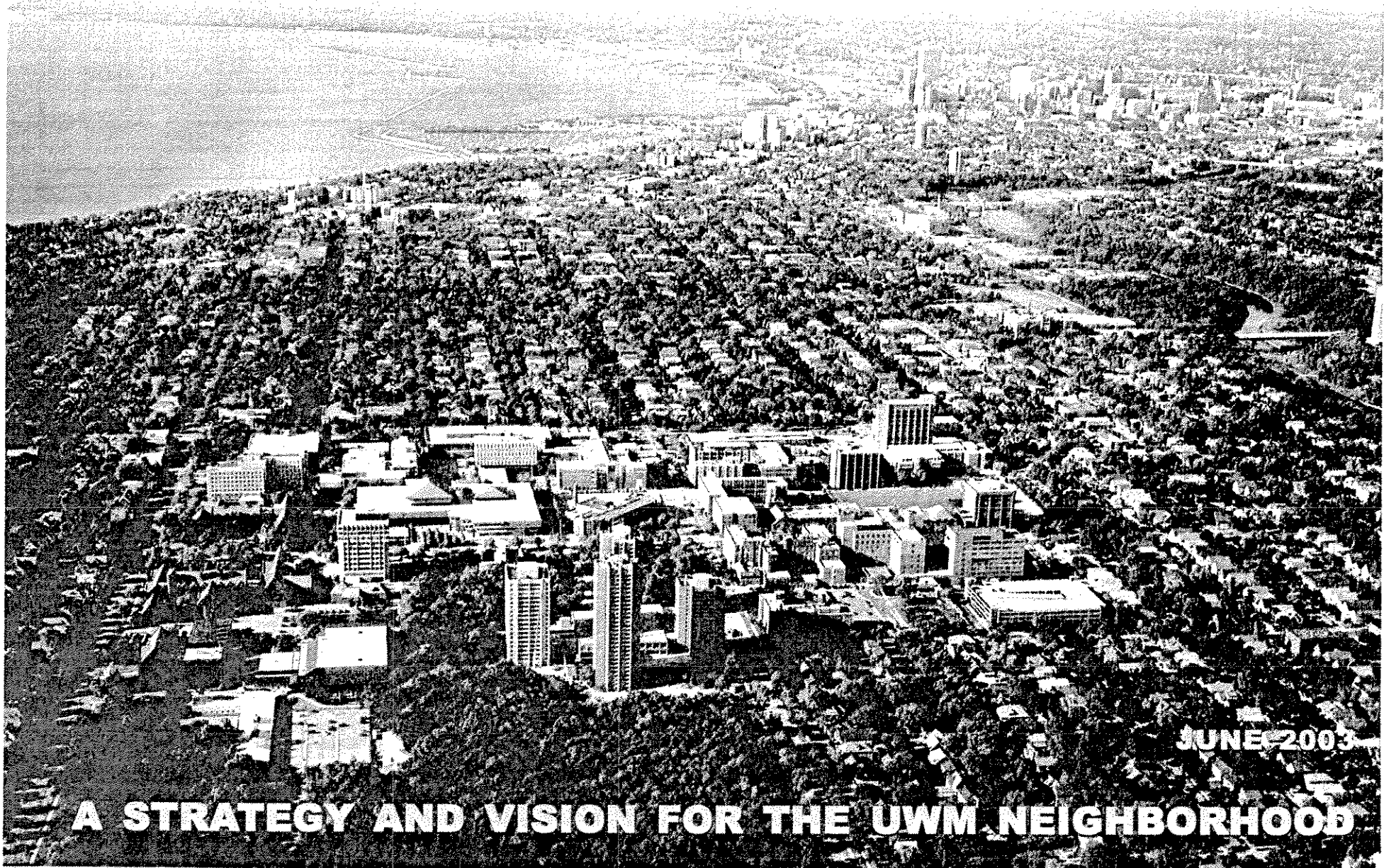
UWM Parking Demand and Supply

A good overall parking solution will be a sensitively designed, cost-effective package of alternatives that meets demand while maintaining the Neighborhood and campus' most valuable assets (e.g., traditional neighborhood, appealing and historic architecture, park-like setting, etc.). To balance growing demand and competing needs, a balanced parking system will likely require additional on-campus parking spaces, more remote parking lots linked to campus via an effective transit system, and a good supply of on-street parking. This will hold true even with some demand reductions from increased transit use (while increased transit use will offset the demand for parking, it will not eliminate it).

There is a significant move on the part of near-campus residents to implement a residential parking program that reserves a portion of the on-street parking supply for residents only. It is important to note that a reduction in the availability of on-street parking for University use must be accompanied by support for and construction of additional on-campus and remote parking supplies. Simply stated, supply reductions in one part of the system cannot reasonably be adopted without increases in another.



A PARTNERSHIP FOR CHANGE



JUNE 2003

A STRATEGY AND VISION FOR THE UWM NEIGHBORHOOD



INTRODUCTION

The University of Wisconsin - Milwaukee (UWM) Neighborhood is located in one of the City of Milwaukee's highest quality residential areas. While the University is an asset to the Neighborhood in many regards (e.g., financial and cultural), recent increasing demand for on-street parking, near-campus student housing, and student-oriented services have directly impacted the character of the adjacent neighborhoods and the quality of life for the residents.

As a result, the University initiated and agreed to fund, and DCD agreed to manage, a collaborative study for the neighborhoods immediately surrounding the campus within the City's boundary. The study's purpose is to identify a vision, and establish a working agenda of initiatives and specific action strategies to achieve this vision and to begin resolving critical issues regarding quality of life, housing, parking, and transit. The study's recommendations build on the many successful investments already being made by UWM, the City, and the Neighborhood.

The City and University retained the consultant team of SmithGroup JJR and Hurtado Consulting to facilitate a collaborative process and to draw upon their national experiences in university and neighborhood planning. Key stakeholders involved in the planning process included representatives from the Murray Hill, Cambridge Woods, Mariners, and Watertown Landmark Trust neighborhood associations as well as the Oakland Avenue Business Improvement District, Citizens for City Neighborhoods, Third District Alderman, Milwaukee Departments of Neighborhood Services and City Development, Milwaukee County, and the University of Wisconsin – Milwaukee's students and employees.

While this study represents a general consensus achieved during the one-year planning process, it is important to remember that diverse stakeholder interests will require ongoing dialogue to effectively address changing needs within an ever-changing social, economic, and political environment. True change can be realized

when all stakeholders are vested in an ongoing partnership, each working together within their own fiscal and legal authority.

During the course of the study, the University Neighborhoods Association (UNA) formed as an initial group representative of the UWM campus and the neighborhoods that surround it. It is anticipated that the UNA will expand its membership to include high level decision makers to become the UWM Neighborhood Partners as described later in this document.



Study Area

PARKING

Premise

Parking is a never-ending issue on every college and university campus. Finding the proper balance of parking to population is specifically tied to each institution's mix of employees, students, visitors, and location. While there are general patterns that remain true, this balance is constantly changing. For example, UWM's large commuter student body and location within an urban setting with mass transit services will impact parking requirements. A growing trend throughout the nation is that an increasing number of students desire having a car on campus, and the ability to do so affects which school they choose to attend.

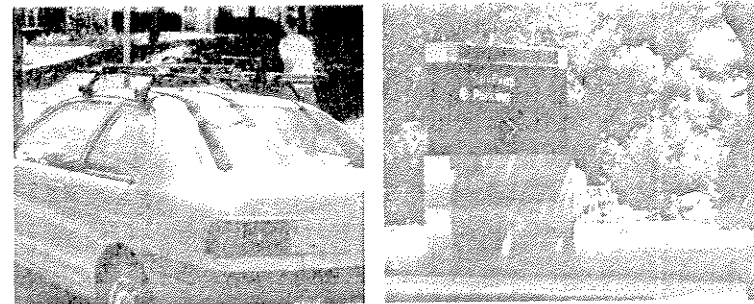
Efficient, reliable, desirable, and safe access is an essential requirement for a Great University Neighborhood. Because Great University Neighborhoods tend to be compact, densely populated, often live/work mixed use areas, they need to be well served by a multi-modal transportation system that incorporates mass transit, bicycles, walking, and the automobile.

The goal is to provide a balanced multi-modal system so that the amount of land dedicated to automobile parking lots and structures does not unduly or negatively affect the character of the campus and adjacent neighborhoods (particularly important in historic neighborhoods such as the UWM Neighborhood where the district attained much of its character before the automobile became the dominant mode of transportation).

A reasonable amount of parking is part of being accessible and a "necessary evil" in an automobile dependent society. Currently, the University relies upon an overburdened on-street parking system, a very limited number of spaces in campus lots and structures, and remote parking lots that are used to capacity during peak periods to meet student, faculty, staff, and visitor needs. At the same time,

residents, some of which are students and University employees themselves, and visitors to the Neighborhood also expect to find on-street parking near the campus. Peak demand frequently exceeds supply (too many cars chasing too few spaces), causing traffic congestion and "churning" as drivers keep searching for a convenient space. Altogether the combination of UWM's high commuter student population, a compact densely populated neighborhood, and a growing ratio of cars per person (a nationwide trend which is also prevalent throughout the study area), compounds the problem. The need for on-street parking by all of these groups must be evaluated and fairly balanced as part of a comprehensive parking strategy for the UWM Neighborhood.

Parking options include on-street parking spaces, on-campus parking lots, off-campus remote parking linked to transit, and off-street parking garages. Each of these solutions impacts the Neighborhood and campus environment in different ways, and should be implemented with regard for particular impacts on surrounding sites, buildings, and districts. In the case of remote parking, impacts are exported into other neighborhoods, and these should be developed with regard to those neighborhood contexts as well. In addition, each option must be carefully assessed to ensure that the benefits outweigh the cost in both dollar terms and environmental impacts. See the following table for an estimate of UWM parking demand and supply.



The RPP program, coupled with an increase in on-campus and remote lot parking, as well as an increase in on and off campus housing, will improve on-street parking for neighborhood residents.

Current Efforts and Previous Accomplishments

Residential Parking Permit Program

There have been cooperative efforts to advance the pilot residential parking permit program developed by the Eastside Transportation Management Association (ETMA). The association is a community coalition that has been working on finding solutions to the parking and traffic issues in the UWM Neighborhood since 1998. The City and UWM have supported ETMA's push for state legislation to enable a residential parking permit program based on the agreement made that one on-street space will be made available for residents only for every new off-street space built on-campus. The pilot program would be implemented within four one-block locations. The legislation is expected to be introduced in 2003.

On-campus parking

Over the years, UWM has extensively studied additional on-campus parking options and has identified several potential sites, including a preferred site for a parking garage behind the Edith Kunkle Center at Maryland and Kenwood Avenues (currently a day care center for faculty, staff, and alumni). This proposal was put on hold due to community opposition that focused primarily on potential Murray Avenue traffic impacts. The University still supports a facility at the Kunkle site and is open to considering a new or redesigned facility that effectively addresses traffic issues, design aesthetics, and construction costs.

The University is also very interested in purchasing the Columbia Hospital campus (assuming the hospital moves) that includes an existing parking structure with approximately 790 spaces, and 180 surface spaces. Discussions with the hospital are on-going. The University plans to undertake a facility feasibility study in 2003 to assess building conditions and program potential. The Columbia

campus is a good extension of the UWM campus. The buildings and grounds are not only adjacent, but are similar in scale and character to the UWM campus.

Remote parking

UWM has a strong commitment to utilizing remote parking linked to transit. The University recently received approval for use of the Bradford Beach and North Point lots. The University is in discussion with MATC to expand the Blue Hole lot at the intersection of East Capitol Drive and North Humboldt Boulevard, but any expansion would not occur for at least one year. Together these expansions will result in approximately 500 more spaces. Over the years, UWM has aggressively pursued additional remote lots, including the Summerfest lots. UWM will continue to look for remote parking opportunities that are in appropriate locations to serve commuters. Other options that might be explored are Miller Park, county parks with excess parking spaces, shopping malls with oversized parking lots, or available public land that is unlikely to be developed for environmental reasons, provided this land can be linked to the campus by transit.

Class scheduling

UWM has developed a new class schedule that will go into effect Spring 2003. The new schedule's purpose is in part to more efficiently utilize campus facilities. Redistributing classroom hours over a greater length of time, primarily into the mid-day, evening and weekend, could reduce peak parking demand.

Initiative Consideration: Parking

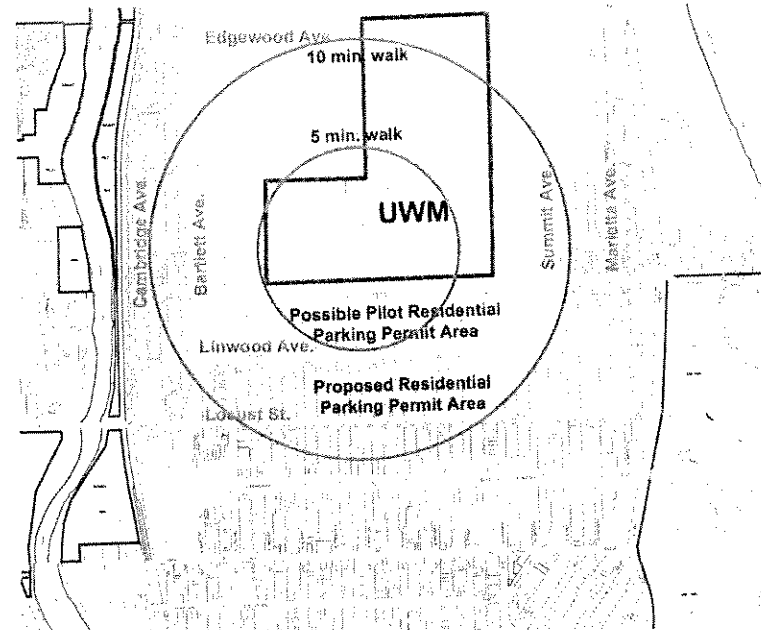
The following initiatives and action strategies were proposed for consideration and dialogue. Each action is complemented by an evaluation of its pros and cons along with benchmark examples from other institutions/communities where appropriate.

INITIATIVE #1 - INCREASE ON-STREET PARKING FOR NEIGHBORHOOD RESIDENTS

Action Strategy 1.1: Adopt a residential parking permit program for the commuter-impacted area.

Residential Parking Permit (RPP) programs can vary widely in their specific regulations. Using the ETMA pilot program as a starting place, the provisions of an RPP program for the UWM area could include the following:

- On street resident-only parking within the designated RPP area would be in effect between 8 a.m. and 7 p.m., with parking on one side of the street limited to vehicles displaying RPP permits.
- Parking on the non-RPP side of the street would be available to the general public subject to limitations posted by the City (i.e. time limitations).
- RPP permits would be available to residents in the district at a rate of two permits per principal residence (dwelling unit). For example, a single-family unit would receive two permits; a duplex would receive four; and a triplex would receive six.
- Limited duration visitor passes would also be available.
- After 7 p.m. and before 8 a.m. parking would be available to the general public subject to City regulations (i.e. overnight parking ban).



Potential RPP Zones

Action Strategy 1.1 Evaluation:

- The RPP concept is viable as long as it is implemented in a broad and consistent manner, throughout a definable district or commuter-impacted area (not a sporadic or haphazard block by block approach). A block-by-block approach is likely to create confusion and further traffic congestion as commuters seek unrestricted blocks over restricted blocks.
- The RPP program must define how streets can become eligible for participation. Typically this entails submission of a petition by a certain percentage of residents on a block and documentation of non-resident parking impacts through a simple parking utilization study.

Most cities prefer relatively large RPP zones. They ease enforcement and allow for resident parking demand on certain streets to spill over into other parts of the same district, and they restrict the supply of nearby on-street parking enough that non-residents are discouraged from hunting for an on-street parking spot and opt, instead, for remote parking lots or transit alternatives. For this reason, the one-block RPP zones proposed in the ETMA pilot program are unworkably small to facilitate a successful RPP program. They are also too small to be the basis for evaluating the potential impact of the RPP program on supply and demand.

When it is initially adopted in the UWM area, the RPP program should encompass a minimum two-block radius from campus. In this way it will be large enough to have an impact and to be understandable to non-residents seeking parking.

The RPP program must be coupled with the creation of an equal number of replacement parking spaces preferably on-campus, or in remote lot locations. Merely restricting the supply of near campus on-street parking will only aggravate the parking problem (deficit). It is estimated that approximately 800 to 1,000 on-street parking spaces could become available within the initial RPP zone (a two-block radius). Based on the ETMA agreement, these spaces will need to be replaced preferably on-campus, or off-campus in remote lots. The expanded RPP zone includes approximately 1,000 additional resident-only on-street spaces, which will also need to be replaced on-campus, or in remote lots. If the entire Neighborhood were to be included in the RPP program, approximately 2,200 spaces would have to be replaced.

The RPP program may need a "governor" or limiting factor to the maximum number of spaces that can be converted to resident parking in order to balance the overall system.

As proposed, the initial two-block zone could yield 800 - 1,000 spaces, or 50% of the existing supply. This percentage is probably too high, however if 50% of the supply within the proposed four-block zone (approximately 2,000 spaces) are calculated for the entire UWM Neighborhood study area (approximately 5,600 spaces), the number of permits drops to approximately 36%. Determining the exact amount will take further study and resolution, however 30% - 40% would be the probable range.

Benchmark example: At the University of Wisconsin - Madison, the City of Madison began its RPP program in 1978 to limit commuter parking on residential streets. The program has been periodically revised to improve its effectiveness. The defining rate of success has been limited by the ability to enforce regulations.
(Go to: www.ci.madison.wi.us, click on "City Agencies", click on "Parking", click on "Residential Parking Permits")

Benchmark example: At Kansas State University, the City of Manhattan began its RPP program in the 1980's to reduce over-occupancy of dwelling units by limiting the availability of overnight parking. Each dwelling unit is allowed one visitor and two resident parking permits.
(Go to: www.ci.manhattan.ks.us, then search "parking permits")

Action Strategy 1.2: Simplify parking regulations throughout the UWM Neighborhood.

There are approximately 30 different parking regulations posted on the 90 blocks around UWM. This makes the regulations difficult for drivers to understand and difficult for the City to enforce. Given that parking regulations are only as good as their enforcement, this is a significant weakness of the current approach. An RPP program coupled with uniform regulations throughout the Neighborhood will enable more efficient and effective management