



MillerCoors®

State Street Project

OCTOBER 5, 2017



MillerCoors Project Team

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MillerCoors & State Street Today

- 1,400 people work in Milwaukee (Brewery and Corporate)
 - Brewery workers & corporate staff frequently cross State Street
- 100,000+ visitors annually to Miller Visitor Center for brewery tour
 - Tour crosses State Street



MillerCoors & State Street Today

- Public gatherings for Holiday Lights
- Miller Inn Events



- Issues in recent years
 - Speeding
 - Running red lights (85 incidents in 15 days)
 - Crosswalk concerns
 - Tour Crossing Guards
 - Many near misses
 - Unfortunately so common not always reported
 - Vehicle crashes into buildings / sidewalk bollards
 - Fatalities

Incremental Mitigation Measures

- Installed placemaking and streetscaping elements to denote brewery area
 - Brick pavers, decorative metal arches, decorative building awnings, and street lighting
 - Ald. Murphy's District
 - 2002 file before Public Works Committee (Ald. Donovan, Gordon, Sanchez, Dudzik and Breier)



Incremental Mitigation Measures

- Worked with Milwaukee Police Department
 - Radar & Ticketing
 - Empty patrol car parked



- Flashing Speed Indicator
 - 2 signs on east and west ends
 - Districts of Ald. Murphy and President Hines
 - 2009 file before Public Works Committee (Ald. Donovan, Bauman, Wade, Puente and Dudzik)



- Speed Reduction
 - Reduction from 4 lanes to 2 (one in each direction)
 - Installation of traffic calming medians (concrete overlay type)
 - Dedicated turn lanes
- Pedestrian & Bicyclist Safety
 - Bollards and chains along outer edge of sidewalk
 - Pedestrian crosswalk refuge areas
 - Bicycle lanes



Results from similar projects

- Reno, Nevada – Wells Ave
 - 30% decrease in crashes
 - 54% reduction in pedestrian crashes
 - Reduced speeds 5-9 mph
 - Brooklyn, New York – W Sixth St
 - Reduction in crashes
 - Lower Speeds 60% exceed speed limit before, 18% after
- https://safety.fhwa.dot.gov/road_diets/case_studies/



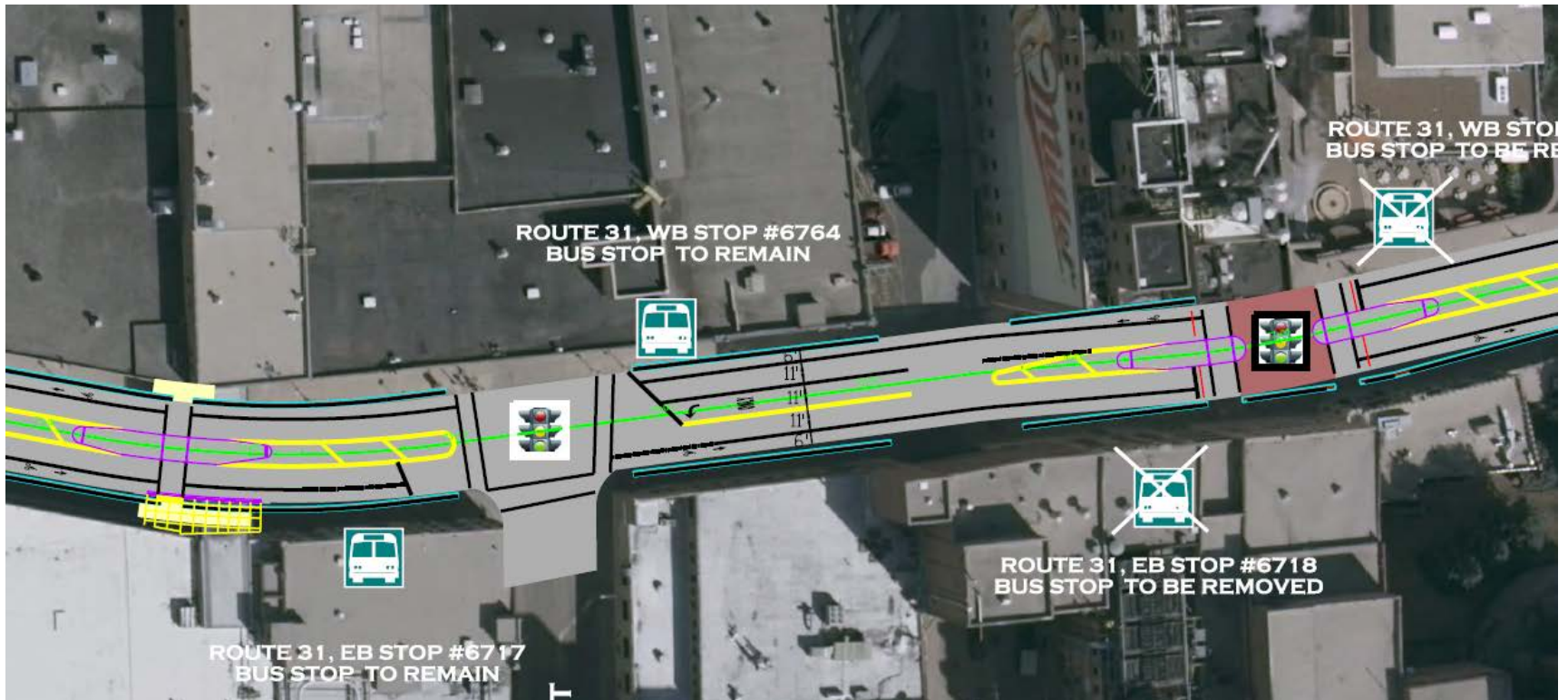
- Collaborative and thorough process with:
 - Milwaukee Police Department
 - Milwaukee Fire Department
 - Department of Public Works
 - Milwaukee County Transit System
 - Aids. Murphy and Stamper

Multiple changes and iterations based on feedback

Plan Details



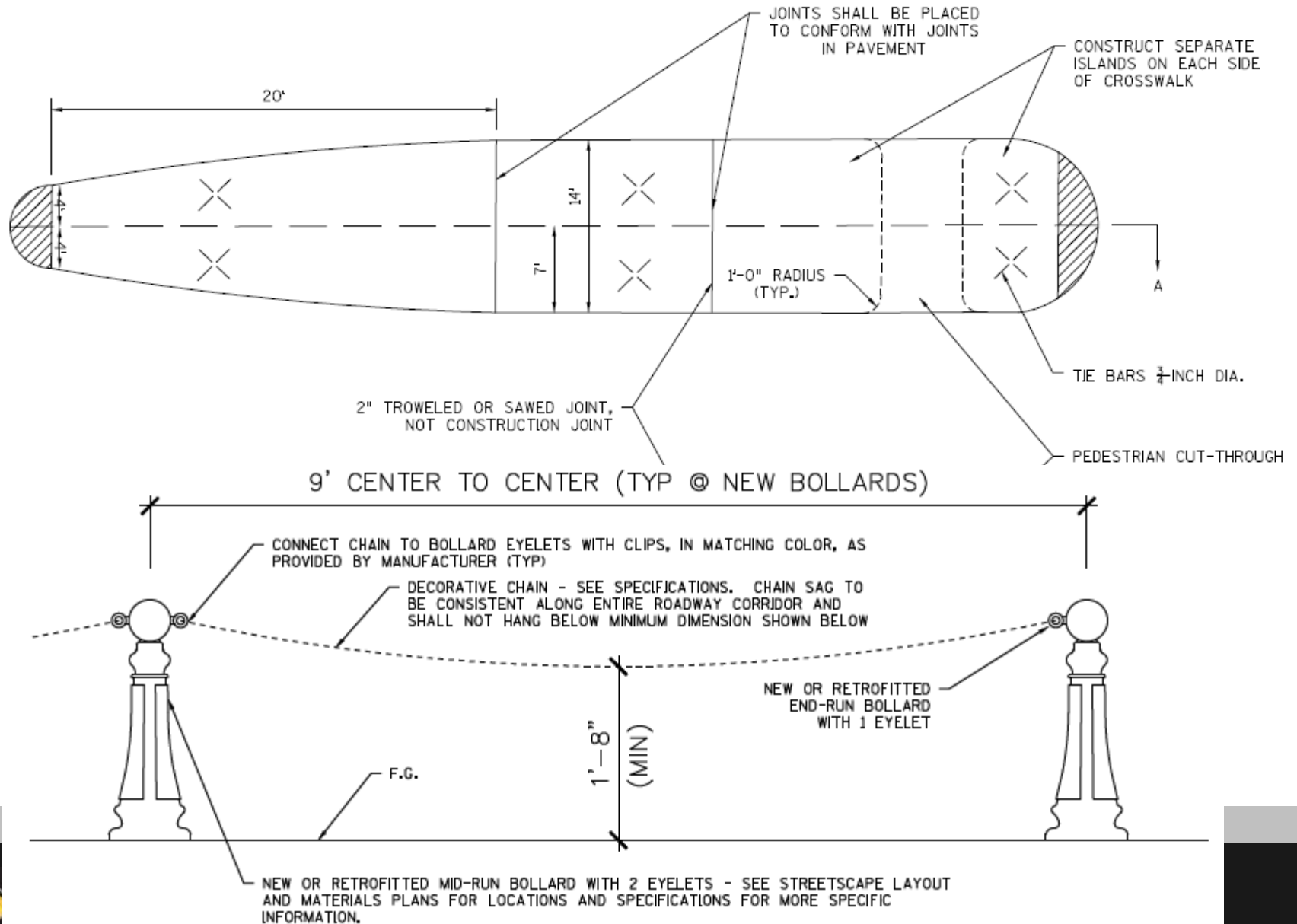
Plan Details



Plan Details



Overlay Concrete Median & Bollards with Chains





Conclusion

- Thank you