



W I S C O N S I N C E N T E R D I S T R I C T

Owners and Operators of the Frontier Airlines Center • Milwaukee Theatre • U.S. Cellular Arena

400 West Wisconsin Avenue Milwaukee, Wisconsin 53203

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February 18th, 2011

Alderman Robert Bauman
Alderman Willie Hines Jr. – Milwaukee Common Council President
Mr. Jeffrey Mantes – Commissioner of the Dept of Public Works

Re: West Wells Street Traffic Pattern

Dear Sirs,

Chairman Gimbel in a conversation with Mr. Curley from the Mayor's office, regarding this topic, instructed the District staff to formulate a response to the propose Milwaukee City plan to re-designate West Wells Street from one way to two ways beginning at 6th Street. The District is opposed to this action due to a number of safety and operational concerns.

History: The District Parking Lot is located between 6th and 4th Streets to the East and West and Wells and Kilbourn Streets to the North and South. The lot has two entrances and one exit. The one entrance and one of the exits are located approximately 300 feet east of the intersection of 6th Street and Wells on the North side of Wells Street. The second entrance is located approx. 150 feet from the intersection of 4th and Kilbourn. The District Main Parking lot has a capacity of 292 passenger vehicles slots and the District Staff Parking Lot has a capacity of 48 vehicle parking slots. Past year parking lot usage:

2008 – 41,275

2009 – 37,403

2010 – 39,660

Discussion:

1. Department of Homeland Security Issues: In part, some of these issues pertain to designated distinguished visitor functions that are hosted in District facilities.
2. Parking Lot Access:
 - a. Current traffic patterns allow vehicles to enter the District Parking Lot off Wells without impacting motorists traveling east bound on Wells to more easterly destinations. The District has not experienced any complaints from Milwaukee Police Department or Milwaukee City Officials for causing traffic congestion due to parking lot entry or exit. **Concern:** If Wells Street is designated two-way; the District is anticipating major traffic congestion backing up through 6th Street intersection with vehicles attempting to turn left into the parking lot.
 - b. The District Parking Lot is utilized for parking large vehicles. These types of vehicle include, motor coaches, touring buses, semi trailer trucks that require a larger turning radius. With the current traffic model, these vehicles are able to turn into the District Parking Lot in a manner that is safe and rarely impedes the flow of east

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bound traffic. **Concern:** If West Wells Street is designated two-ways, the District anticipates these vehicles that arrive will either: a). Attempt to make the right hand turn from the East by entering into the oncoming lanes thus causing a traffic safety concern; b). Attempting to make the left hand turn from the West across oncoming traffic that may cause serious traffic congestion at the corner of 6th and Wells and possibly the corner of 4th and Wells Street.

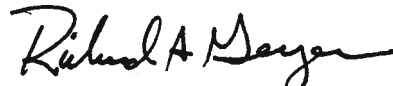
3. **Event Bus Transfers:** Currently, events utilize the south curb lane of West Wells Street cut lanes to stage touring buses that drop off patrons and clients attending District Events. Such events as National Rifle Association (10,000 attendees), American Legion (12,000 attendees), Paralyzed Veterans Association (7,500 attendees), Northwest Mutual Client Conventions (15,000 attendees) and Fidelity Information Services use the curb lane on West Wells Street to drop off and pick up our City guests. **CONCERN:** If West Wells Street becomes two ways, this cut out will be rendered unusable for bus use thus causing an impact to the clients attending events held at the Frontier Airlines Center. Further, if vehicles are staged for drop off and pick up; these large vehicles would likely take up some of the traffic lane that is adjacent to the curb lane thus causing a traffic safety concern.
4. **Event Move In and Move Out:** During various events, the South traffic lane of West Wells Street is utilized for load in and load out of trailers and semi trailer trucks. Currently, the District is able to block off one lane to expedite the load ins and load outs in a safe manner for both the individuals working the process and those citizens that traveling east bound on Wells Street. **CONCERN:** Should West Wells Street becomes two ways, the District will either have to close one lane of east bound traffic which might cause unnecessary safety and traffic concerns, or force these load ins and outs to move to another location that would cause additional expense to the clients and guests that choose to have their event in Milwaukee. This might become a negative economic impact to the City.
5. **Patron Entry and Exit of District Main Parking and Employee Lots:** Currently the Wells Street exit mandates a left hand turn onto Wells Street. Due to the configuration of the exit, (only one exit) traffic backs up to a point where District Staff periodically is forced to control the traffic exit flow for patron post event exits. **CONCERN:** If Wells Street becomes two ways; patrons will have the choice of turning left or right onto Wells Street from the parking lot. This choice may have an impact by: Patrons exiting the parking will have a choice of right or left turn. As the right turn option is the safest, the District would not be able to control those patrons turning left (East bound onto Wells Street). This east bound option will back up the exit process and create a distressed parking lot operation. The left turn option will also create an unsafe traffic pattern with two directional lanes of traffic. Additional traffic issues may be encountered with patrons entering the lot and potential West bound traffic. (Note: Vehicles crossing each other vehicles lanes of traffic while entering and exiting the lots).

With these concerns in mind, the District Staff is opposed to making Wells Street two ways. If you have any questions, please call me at 414-908-6069. It is all about safety for the client.

Sincerely,



Atty. Franklyn M. Gimbel
Wisconsin Center District Board Chair



Mr. Richard A. Geyer
President & CEO – Wisconsin Center District

Cc: Mr. James Kaminski