

**From:** Cindy Hayden [mailto:cmh@lakesuperior.com]  
**Sent:** Friday, September 25, 2015 1:39 PM  
**To:** Council  
**Subject:** I Support Michigan Street Bike Lanes!

Dear Duluth City Councilors,

Our business, Lake Superior Magazine and Outlet Store, has been located at 310 E Superior St since 2006. This location has provided excellent storefront visibility for us. We have thousands of catalog customers and paid subscribers in all 50 states and all Canadian provinces and many of them delight in stopping in our offices to shop and make contact while traveling in the Lake region - especially when doing the Lake Superior Circle Tour.

In the past 9 years as this end of town has improved, our walk-in traffic and sales volume from non-subscribers has continued to increase. Having the Duluth Trading store nearly next door has also brought a substantial increase in customers. Our business is completely dependent upon folks being able to find a convenient parking spot thus we appreciate the focus on monitoring the parking meters and ensuring regular turnover. We strongly believe we should not lose any parking spaces when Superior St is reconstructed because parking ease is critical to our business success.

While we consider ourselves very bike friendly and definitely believe downtown Duluth needs to have safe places for bicyclists we do not believe that Superior St is the proper location for a bike lane. It simply is not very safe! We are strongly in favor of developing a bike transit lane along Michigan Street.

Thank you for reading and for all you do for our beautiful city.

Best regards,

Cindy and Paul Hayden

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