

Transportation Demand Management Plan

Dayton Hotel

609 E. Dayton Street
City of Madison, WI

Site Location and Background

McGrath Property Group is proposing a Hotel located at 611 E Dayton St. in Madison, Wisconsin. The project consists of a 55 room hotel with underground parking.

The project site is approximately 180 feet northeast of North Blair Street and 450 feet southwest of North Blount Street and consists of a 106 feet wide piece of property spanning from East Dayton Street to East Mifflin Street.

This Transportation Demand Management Plan (TDMP) shows the proposed transportation options for guests and employees in order to make the redevelopment site more sustainable. The ultimate goal to reduce the number of vehicle trips by working at the development level to offer and encourage alternative forms of transportation.

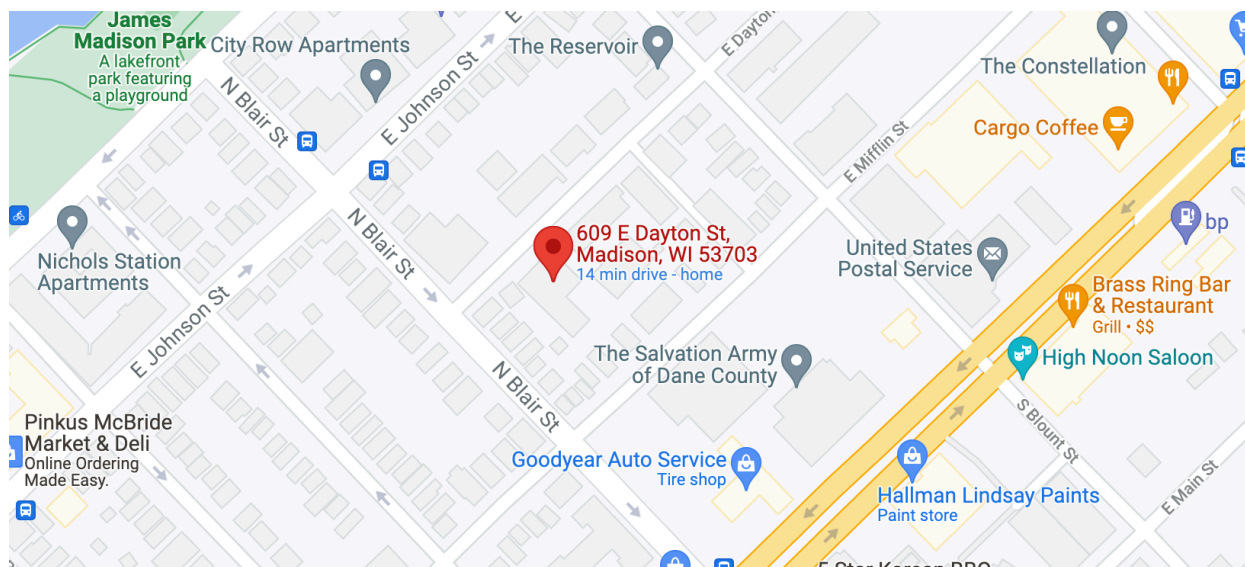


Figure 1 – Site Location

Introduction

McGrath Property Group is redeveloping the two properties located at 609 East Dayton Street and 616 East Mifflin Street. The sites are currently a single-story warehouse building with access from East Dayton Street and a two unit house with access off of East Mifflin Street. The proposed site consists of 45,000+ square foot, 55-key hotel. The proposed site plan for the hotel will include access to underground parking off of East Dayton Street and a loading area accessed off of East Mifflin Street.

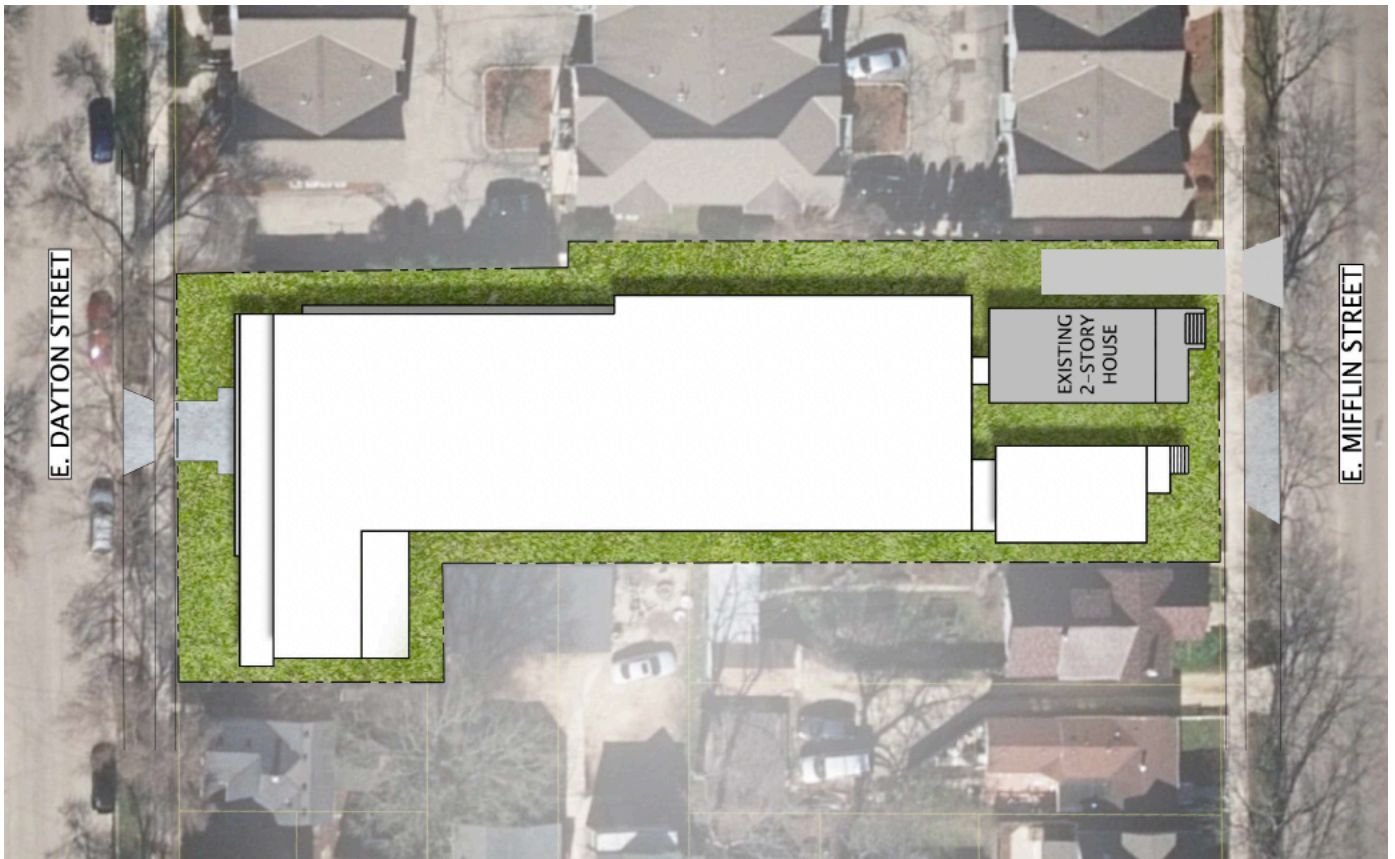


Figure 2 – Site Access Plan

Transportation Options

The Near East side of Madison is highly accessible for pedestrians, bikes, public transit, and personal vehicles which makes this a great location for the Dayton Hotel.

1. Pedestrian System

Sidewalks are present on both sides of East Dayton Street, North Blair Street, East Mifflin Street, and North Blount Street. In addition, sidewalks are available on both sides of the streets in the majority of the surrounding area. Sidewalks lead to the metro transit station and to many of the local attractions and businesses. Crosswalks are present at the intersections within the vicinity of the site as shown on Figure 3.

To encourage the pedestrian mode of transportation, hotel management will look into providing items such as complementary use of umbrellas and pedestrian friendly site lighting.



Figure 3 – Sidewalk Locations

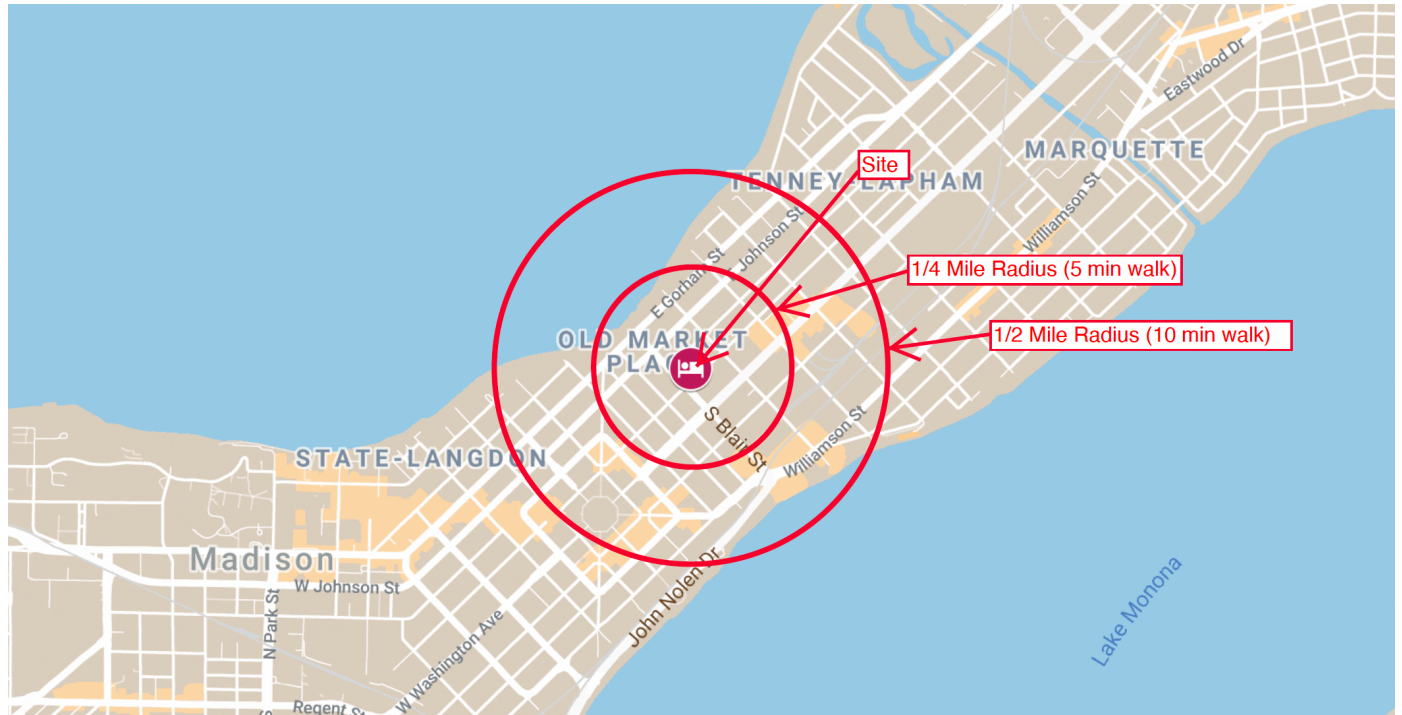


Figure 4 – Pedestrian Walking Radii

2. Bicycle System

Bike paths and bike boulevards are present surrounding the site. East Mifflin Street is a bike boulevard. Bike lanes are located on both sides of East Washington Avenue. Bike lanes are located on East Gotham Street and East Johnson Street. East Wilson Street also is a bike boulevard and is located four blocks south of the site and three blocks east. A multi-use trail is located four blocks south of the site connecting to the East Wilson Street bike boulevard.

Bicycle transportation is encouraged to access the site, so the proposed site will have 11 bike stalls with bike access to East Mifflin Street and East Dayton Street.

A 4 bicycle BCycle stations will be located on the Dayton Street side of the property.



Figure 5 – Bike Path Locations

3. Transit System

There are three weekday bus routes that serve East Washington Avenue, three weekday bus routes that serve East Johnson Street, and 11 weekday bus routes that serve the Capitol Square. There are six bus stops within three blocks of the site. Figure 6 shows the bus stop locations and usage.

To encourage bus ridership, hotel management will evaluate incentives to employees, such as, or similar to, free bus passes.



Figure 7 – Bus Route Locations

Route 2 - Serves: Sheboygan Ave, University Ave, UW Hospital, UW Campus, State St, Capitol Square, and Johnson-Gorham areas.

Route 4 - Serves: Fish Hatchery Rd, St Mary's Hospital, Mills St, UW Campus, State St, Capitol Square, Jenifer St, and Commercial Ave.

Route 5 - Serves: Park St, UnityPoint Health - Meriter Hospital, W. Washington Ave, Capitol Square, Johnson-Gorham, East HS, and Milwaukee St.

Route 6 - Serves: West HS, UnityPoint Meriter Hospital, Park-Regent, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Offices, East HS, Madison College, Community Action Coalition, and Portage-Hayes.

Route 7 - Serves: Monroe St, Edgewood College/West HS, Camp Randall, Unity Point Meriter Hospital, Park-Regent, UW Campus, State St, Capitol Square and Jenifer St.

Route 8 - Serves: UW Campus, University Ave, Sheboygan Ave and Old Middleton Rd.

Route 12 - Serves: Dutch Mill park and ride, Lake Point Dr, Alliant Energy Center, Capitol Square, UW Campus and University Ave.

Route 15 - Serves: High Point Rd, Old Sauk Rd, Old Middleton Rd, UW Campus, Capitol Square, East Washington Ave, East HS, and Milwaukee St.

Route 23 - Serves: Capitol East, Union Corners, East Towne, American Center, Sun Prairie.

Route 38 - Serves: Pflaum Rd., LaFollette HS, Turner Av, Dempsey, Atwood, Jenifer St, Wilson St/Capitol Square, Broom-Bassett, UW Campus, Observatory Dr, UW Hospital, University Ave and University Row.

Route 70 - Serves: UW Campus, University Ave, Spring Harbor, Marshall Park, Century Ave, Donna Dr, Branch St-Terrace Ave, Franklin Ave-Discovery Springs and Greenway Station.

Route 72 - Serves: UW Campus, University Ave, Spring Harbor, Century Ave, Branch St-Donna Dr-Franklin Ave/Marshall Park-Airport Rd-Pleasant View Rd, and Greenway Station

Route 81 - Serves: Memorial Union, Langdon St., James Madison Park, State St., Student Health Services, Southeast Dorms, Kohl Center, Broom/ Bassett.

Future Bus Rapid Transit (BRT)

The City of Madison plans to open a BRT transportation system in Fall 2024. The plan includes a station located at the intersection of Blair Street and East Washington Avenue approximately 600 feet from the hotel. The BRT system will provide hotel guests and employees access to a public transportation system that is fast and reliable. While not included in the initial phase of the project the City has a strong desire to connect the system to Dane County Regional Airport in phase 2 of the project. Connection to the airport would be a great option to further eliminate the need for a rental car for out-of-town travelers.

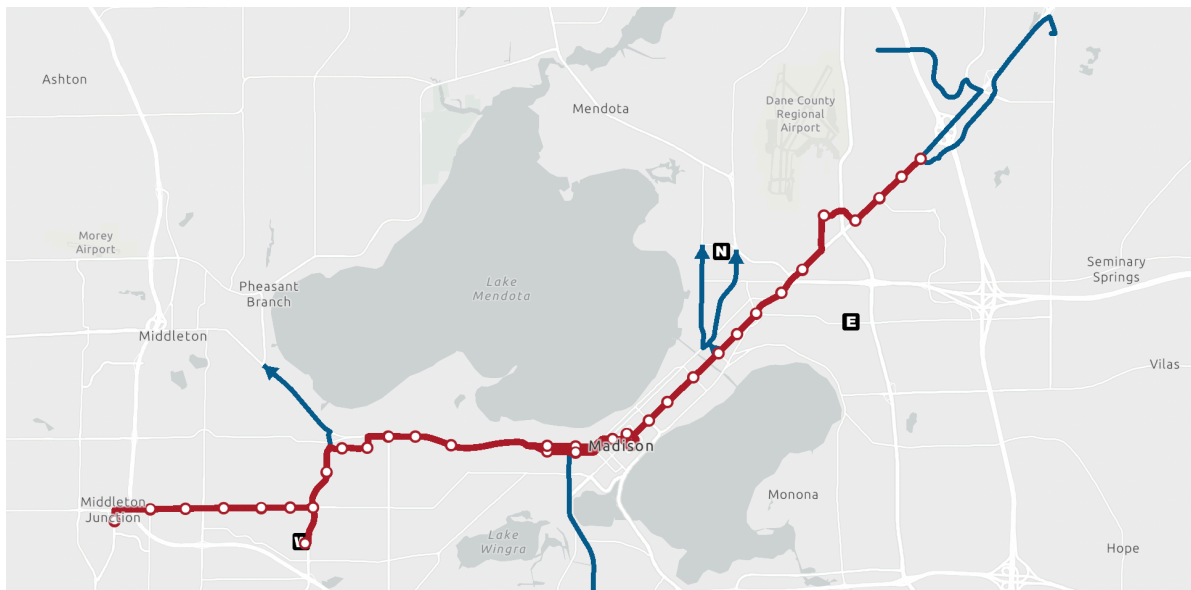


Figure 8 - Proposed Bus Rapid Transit System

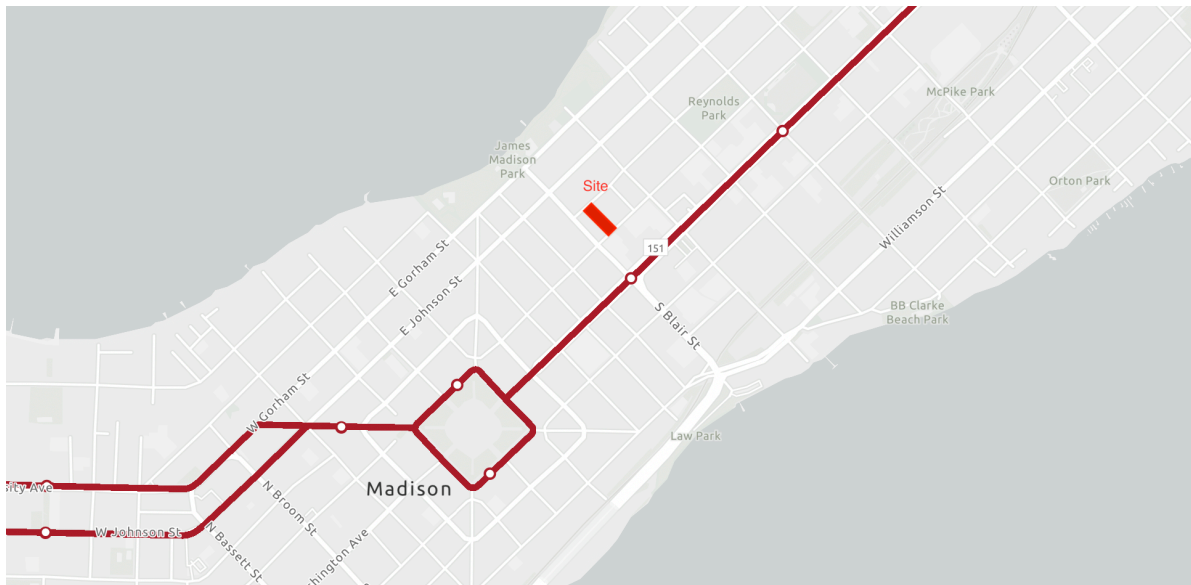


Figure 9 - Location of BRT Station (Blair & E Washington)

4. Ride Services

Uber and Lyft are to great options to eliminate the need for a rental car for out-of-town travelers.

The hotel is also exploring a shared car program through a partnership with Zerology. A fully electric vehicle will be parked at the building and will be reservable for use by hotel guests. This amenity would eliminate the need for personal vehicle for some guests. Figure 10 shows the round trip range for the electric shared car program.

The City of Madison also utilizes a website (www.rideshareetc.org) set up by the Madison Area Transportation Planning Board (MATPB) in partnership with the Wisconsin Department of Transportation (WisDOT) which allows commuters to find carpool partiers, available vanpools, transit routes, and biking partners.

The City of Madison has the Guaranteed Ride Home (GRH) program which makes it easier to choose cost-saving, healthy and sustainable options such as taking the bus, carpooling, vanpooling, biking or walking to work. The program provides a ride home in case of emergency to anyone who works in Dane County and uses one of these options for the majority of their commuter trips. This program would be more tailored towards hotel employees rather than guests.



Figure 10 - Round trip range for shared electric car program.

5. Personal Motor Vehicle

The site is located on East Dayton Street which is a local street. Access to the site will be from East Dayton Street. East Dayton Street is a two-lane local street which carries less than 1,500 vehicles per day. East Dayton Street has on-street parking.

Twenty six (26) total parking stalls will be provided on-site with two (2) being ADA accessible. These stalls will be for guest overnight parking.

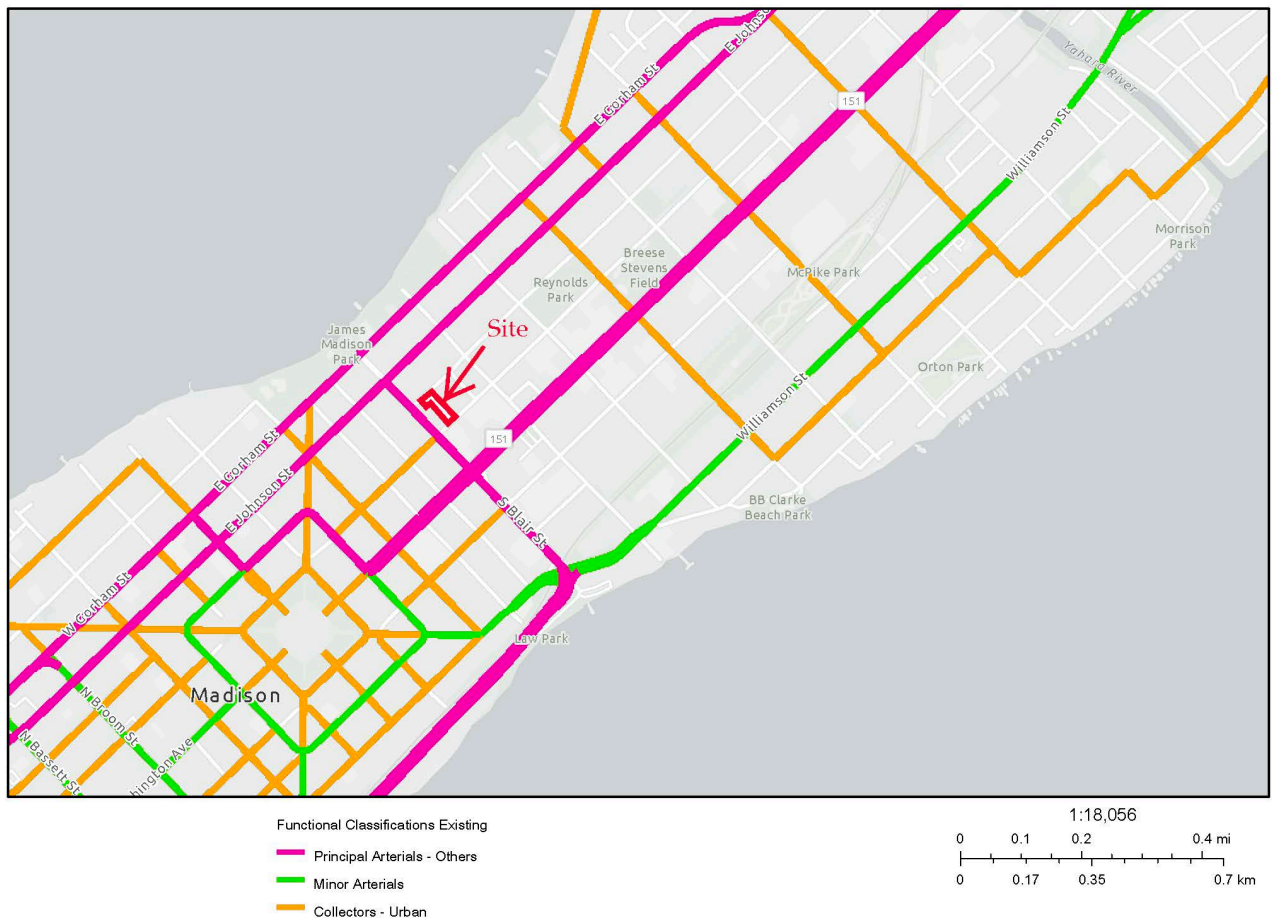


Figure 8 – Roadway Classification

6. Transportation Management Association & Employee Transportation Coordinator

City of Madison will be creating a Transportation Management Association to reduce the number of vehicular trips and promote alternate transportation types. Hotel management intends to incorporate with the Association in continuing to monitor and encourage alternate modes of transportation. Reviewing these goals is envisioned primarily through an Employee Transportation Coordinator who will assist with gathering traffic information from the Hotel site as needed. This information could be annual survey of employees' commuter preferences, the number of employees and guests from the previous year, current ETC contact information, and summary of traffic strategies. The TMC will work with the Traffic Association to aid in finding solutions to traffic-related issues for the site and relate that back to hotel operations with specific implementation. The TMC will meet at least annually with the MPO TDM Coordinator to discuss issues and opportunities. The TMC will also make sure the hotel has bus route and bike path information readily available for guests on-site, and will be able to readily assist with taxi, Uber or Lyft.

Conclusion

The proposed 55-key hotel site will have vehicular access off of East Dayton Street and pedestrian access off of East Mifflin Street. The site will have 26 total underground parking stalls and 15 total bike stalls which includes 4 BCycle Station stalls. A sidewalk system will connect the site to East Dayton Street and East Mifflin Street. Bike paths and bus routes are accessible from the site. Cooperation with the TMA will also help meet the future City transportation goals and allow the property to adjust to changes in guests transportation needs.