



THE EDGEWATER HOTEL

MADISON, WI

TRAFFIC DEMAND MANAGEMENT PLAN

MARCH 10, 2010



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INTRODUCTION: Landmark X, LLC, a Wisconsin limited liability corporation (“Landmark”), is proposing to redevelop and expand the existing Edgewater Hotel to include an approximately 180-190 room Hotel, a limited number of residential condominiums, 2 restaurants, a spa-fitness facility, a public terrace and enhanced amenities along the shoreline of Lake Mendota (the “Project”). This Transportation Demand Management Plan (“TDM Plan”) outlines the primary planning and operations strategies that have been developed to manage traffic and parking demand generated by the Project.

This TDM Plan is based on planning documents that were submitted to the City on March 10, 2010. These plans have incorporated several changes that will significantly enhance the management and flow of traffic, parking and loading / unloading on-site, including:

- 1) Relocation and expansion of the on-site parking from approximately 226 stalls to approximately 350-360 stalls;
- 2) Incorporation of a smart growth strategy to share a portion of the parking with National Guardian Life Insurance Group (“NGL”) thereby maximizing utilization of structured parking and providing additional capacity to support Project uses during peak periods;
- 3) Reconfiguration of the loading dock to accommodate the new structural building grid while maintaining semi truck and bus loading areas that are in excess of the loading capacity required by code;
- 4) Relocation of the garage entry to the private drive off Langdon Street thereby substantially mitigating the volume of traffic on the Terrace and increasing the landscaped, open space available for enjoyment by the public.

The detailed TDM Plan for the Project is included on the pages that follow.



**SECTION
OVERVIEW**

This TDM plan has been guided within the framework of the Site and surrounding area. This Section provides an overview of the key location, program and transportation criteria that have influenced the development of the TDM Plan.

SITE AREA

The site (the “Site”) encompasses approximately 2.23 acres of land located at the intersection of Wisconsin Avenue and Langdon Street in Madison, Wisconsin. Figure 2.0 illustrates the location of the Project within downtown Madison.



Figure 2.0 Site Location

**DESCRIPTION
OF PRIMARY
ROADWAYS**

The Site is located at the corner of Wisconsin Avenue and Langdon Street. A majority of traffic coming to and from the Site travels on Wisconsin Avenue. From Wisconsin Avenue vehicles have convenient access to Johnson and Gorham Streets which serve as primary east-west connections through the Isthmus and central City.

Wisconsin Avenue is a major arterial roadway with a 50 foot street width and parking on either side of the street. The roadway capacity for the area surrounding the Edgewater is estimated at 12,000 - 14,000 cars per day and could accommodate up to 24,000 cars per day with the removal of on-street parking⁽¹⁾. In 2006, the City of Madison estimated the average weekday volume of traffic on Wisconsin Avenue in the area north of Gilman at approximately 7,000 vehicles per day (ADT).

Langdon Street is also an important corridor and a primary entrance to the University of Wisconsin Campus. Langdon Street is a 34/38 foot wide street with two lane traffic and parking on either side of the street. The roadway capacity is estimated at 12,000 cars per day⁽¹⁾. In 2006, the City of Madison estimated the average weekday volume of traffic on Langdon Street between Wisconsin Avenue and Carroll Street at approximately 5,800 vehicles per day (ADT).

1. Source: Edgewater Hotel Renovation Traffic Impact, Schreiber Anderson Consultants, November 2009



PROGRAM SUMMARY

The Edgewater operates as a full-service hotel today with approximately 107 rooms, 11,000 square feet of function space, a restaurant and a pier/bar area.

Under the redevelopment plan, the Edgewater will continue to function as a full-service hotel. The rooms and program uses will be expanded as will the capacity of structured parking on site. A summary of the existing and proposed program is included below in Figure 2.1.

Existing Program	Square Footage				Proposed Program	Square Footage			
Hotel Guest Rooms/Living Areas	71,931 SF		107	Rooms	Hotel Guest Rooms/Living Areas *	225,398 SF		180-190	Rooms
Function Space (inc. Pre-Function)	10,600 SF				Function Space (inc. Pre-Function)	12,208 SF			
Restaurant/Bar/Café	6,083 SF				Restaurant/Bar/Café	11,976 SF			
Spa/Health	NA SF				Spa/Health	5,400 SF			
Fitness/Pool	NA SF				Fitness/Pool	5,000 SF			
Office	NA SF				Office	5,125 SF			
Parking	67,160 SF		151	Stalls	Parking	138,193 SF		355	Stalls
Totals	155,774 SF				Totals	403,300 SF			

* - Area calculation includes 180 to 190 Hotel Guest Rooms and Suites and may include a limited number of Condominiums

Figure 2.1 Existing and Proposed Program Summary

TRAFFIC DEMAND ANALYSIS

In November 2009, Schreiber Anderson Consultants completed a traffic study for the Project which has been attached hereto as **Exhibit A**. The report uses standard ITE ratios to estimate the incremental traffic demand generated at the Project.

The analysis estimated traffic demand under maximum occupancy (100%) and assumed a ratio of trips per room per day of 8.92. This ratio is at the high-end of the demand ratios and assumes an active hotel with banquet/meeting, restaurant and other ancillary facilities.

The analysis estimated an incremental increase of 795 trips (one way trips) per day. Of this, approximately 80% of the traffic would travel to and from the site on Wisconsin Avenue. Importantly the traffic demand generated by the project is well within the street capacity of both Wisconsin Avenue and Langdon Street. The capacity of Wisconsin Avenue is 12,000 – 14,000 cars per day and current (2006) traffic demand is estimated at 7,000 cars per day in this area. The capacity of Langdon Street is approximately 12,000 cars per day and current (2006) traffic demand is estimated at 5,800. The analysis shows the impact of the proposed redevelopment is estimated to increase traffic to no more than 59% and 50% of the capacity of Wisconsin Avenue and Langdon Street respectively. The analysis concluded that traffic generated by the proposed development will be marginal. The exiting street system has sufficient capacity to handle the increase in project traffic volumes. ⁽²⁾

² Source: Edgewater Hotel Renovation Traffic Impact, Schreiber Anderson Consultants, November 2009



**PEDESTRIAN
ACCESS**

The neighborhood surrounding the Edgewater is a fairly dense, urban neighborhood that is highly accessible to pedestrian foot traffic. The Site is within walking distance to the Capitol Square, the heart of the University of Wisconsin Campus and State Street. There are sidewalks on both sides of the street to facilitate pedestrian traffic and accessibility throughout the neighborhood. Figure 2.2 illustrates the sidewalks and access in the area surrounding the Edgewater.

Landmark analyzed the “walkability” of the neighborhood using WalkScore.com, an algorithm that has been developed to calculate the walkability of an address based on distance to nearby amenities. Using this algorithm, the Edgewater scored very high with 89 out of 100 points (very walkable) suggesting easy access and connections to surrounding residential and commercial uses.

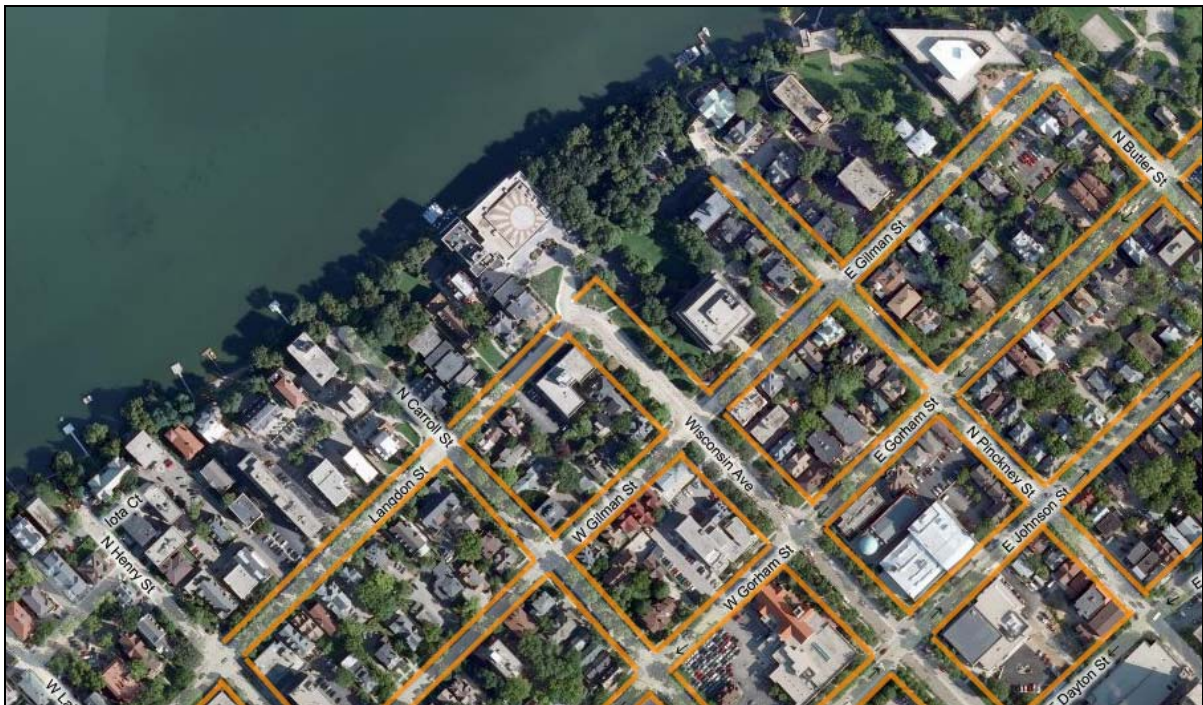


Figure 2.2 Sidewalk Access

The Project will encourage pedestrian activity in the neighborhood and will provide a destination at the waterfront for residents and visitors to walk to and enjoy. Pedestrian pathways have been included as part of the Project and provide access and urban open space on the Terrace and to the Lake Mendota waterfront.

As part of the Downtown Plan, the City is currently studying the feasibility of including a waterfront path along the shores of Lake Mendota. There is an existing pedestrian path along the waterfront in front of the Edgewater Hotel. The proposed Project includes a public stairway that connects the waterfront to Langdon Street and will provide an important portal for pedestrian traffic if the waterfront is further developed now or in the future.



**NEIGHBORHOOD
PARKING**

Parking in the neighborhood is primarily accommodated by on-street, permitted parking spaces. The commercial uses in the neighborhood including the Edgewater, NGL office building and the Verex office building all have structured parking to service employees and visitors. Some of the major employers also have rental arrangements with surface parking lot operators/owners throughout the area.

In the area surrounding the Edgewater there is limited two-hour street parking available and metered stalls on Langdon, Gorham, Johnson, and Dayton Streets. There are also several public parking lots and parking ramps within walking distance of the hotel. Figure 2.3 illustrates the location of public parking ramps within the neighborhood. The estimated distance, number of stalls and occupancy of these ramps is summarized below.

Location, Map Location	Distance	No. of Stalls	Peak Daily Usage ⁽³⁾
State Street Capitol Ramp, A	0.3 Miles	840	91%
Government East Ramp, B	0.4 Miles	526	98%
Buckeye Lot, C	0.3 Miles	53	87%
Overture Center Ramp, D	0.5 Miles	579	59%

(3) Note: Peak Daily Usage data provided by City of Madison, March, 2010 is the Peak Average Daily Usage from 11a-1p on Tuesday, Wednesday, or Thursday.

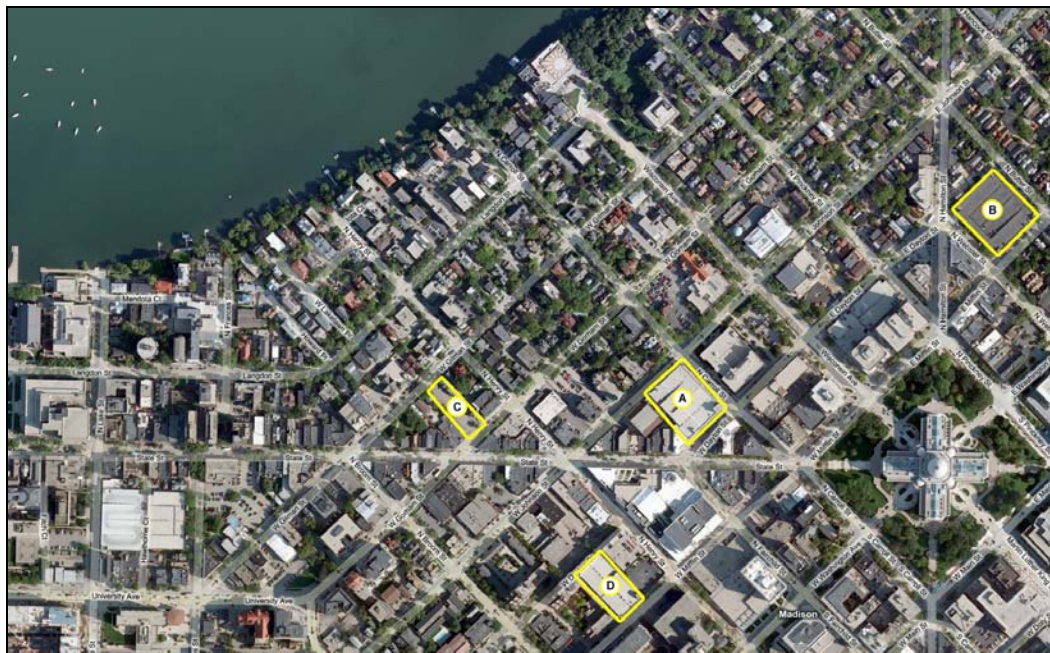


Figure 2.3 Public Parking in Neighborhood



**MADISON
METRO ROUTES**

The Project is located within walking distance of six Madison Metro stops. Importantly, these stops, especially State Street at West Gorham, service multiple public transit routes that will provide easy access for employees and visitors to the Project. Figure 2.4 provides a map illustrating the Madison Metro routes. The services available at each stop are summarized in the table below.

Metro Stops	Map No.	Distance	Routes
Langdon St. at N Carroll St.	1	< ¼ Mile	81
W Johnson St. at N Carroll St.	2	< ¼ Mile	9, 10, 27, 28
W Gorham St. at N Carroll St.	3	< ¼ Mile	9, 10, 27, 28, 81
Langdon St. at Memorial Union	4	< ½ Mile	81, 82
W Washington Ave at S Carroll St.	5	< ½ Mile	5,27, 47
State St. at W Gorham St.	6	< ½ Mile	2, 3, 4, 6, 7, 8, 11, 12, 13, 14, 15, 29, 37, 47, 56, 57, 58, 70, 71, 72, 74

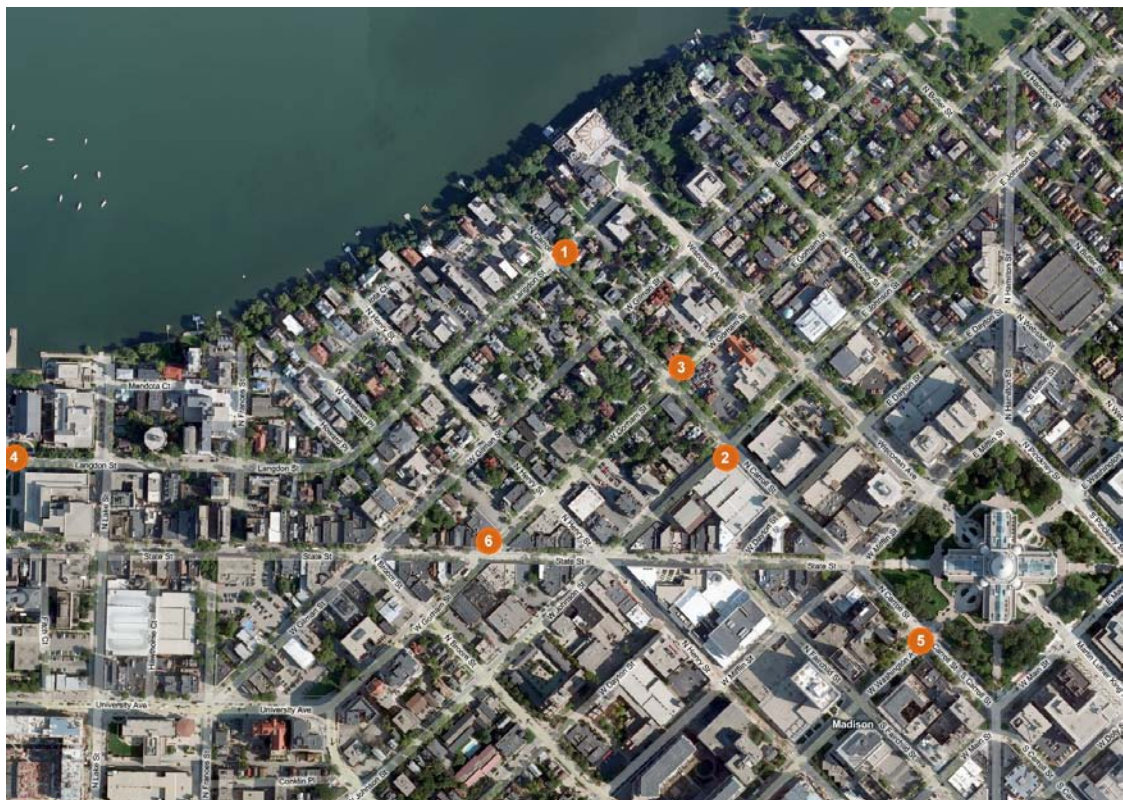


Figure 2.4 Madison Metro Stops



BIKE ACCESS

Bicycle traffic can utilize the existing bike lanes on Johnson and Gorham Streets coming from either the east or west and continue up Wisconsin Avenue to the Edgewater Hotel. The City is studying the incorporation of painted bike lanes on Wisconsin Avenue from Johnson to Langdon Streets. The painted bike lanes will serve to increase safe bicycle access to the Edgewater Hotel and better delineate the street intersection at Gilman and Wisconsin.

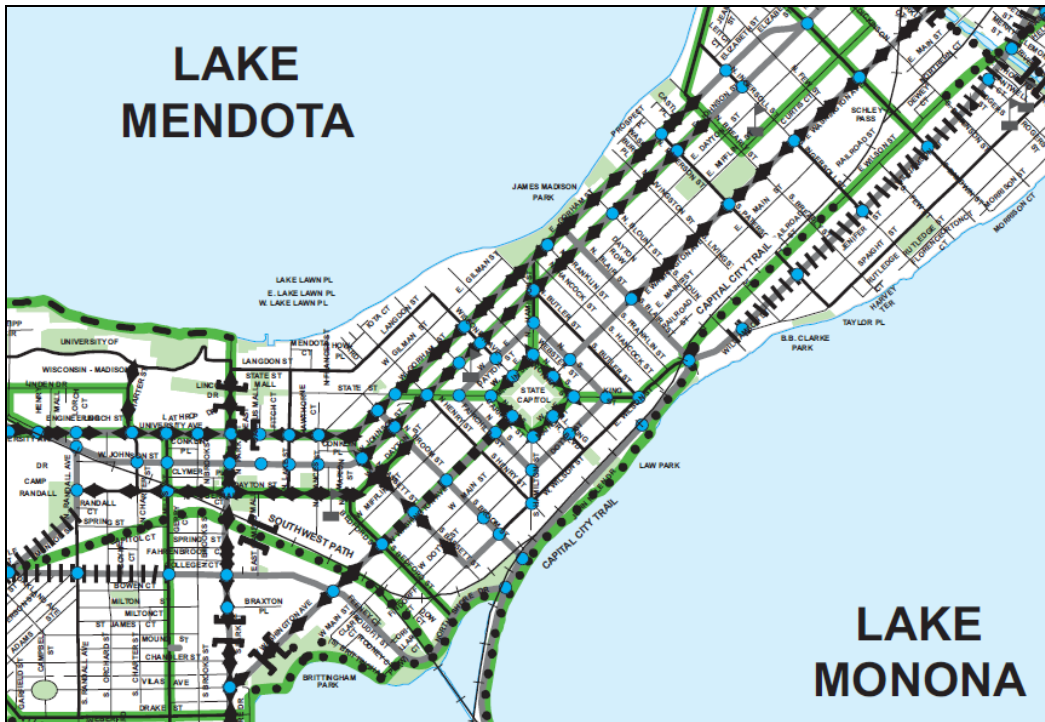


Figure 2.5 Bike Routes

The Project will encourage bicycle and other alternative forms of transportation to the Project. The on-site bike and moped parking is discussed later in this section.

**TDM STRATEGIES-
PLANNING**

The movement of vehicular, truck, bus, bike/moped and pedestrian traffic on the Site are primary considerations of the TDM strategies that have been established for the Project. The Section that follows provides an overview of the TDM strategies that have been incorporated into the planning and programming of the Project.

BT2, the Civil Engineer for the Project, has completed a series of traffic and turn movement diagrams related to the planned traffic improvements. These diagrams are included at the end of this Section and are referenced in the descriptions of improvements that will be made to the Project.

Additionally, Elkus Manfredi, the architect for the Project has provided updated information regarding parking for the Project in the plans submitted to the City on March 10, 2010. For reference purposes, reduced 8 ½" x 11" copies of the parking plans are also included at the end of this section.

**TRAFFIC
CONTROL**

The Site is located at the corner of Wisconsin Avenue and Langdon Street. The Wisconsin Avenue right-of-way extends into the Site and acts as a street-end turn around and drop-off area for the Project. A description of existing conditions and the proposed improvements under the redevelopment plan are summarized below.

Existing Conditions.

The existing Edgewater Hotel is accessed off the corner of Wisconsin Avenue and Langdon Street. Today the intersection is a continuous roadway with no traffic controls on the primary roadways. Vehicles exiting the Edgewater Hotel have a stop sign when exiting the site and yield to two-way traffic rounding the corner of the intersection.

Proposed Conditions.

Under the proposed redevelopment plan, the intersection will be redesigned into a 'T' intersection and is proposed to include a three-way stop at Langdon Street and at the two vehicular entry/exit points of the Project (described below). Traffic on Wisconsin Avenue will continue without a stop. Landmark will work with the City to monitor the intersection and determine the necessity of adding a 4-way stop. Landmark will also work with the City to monitor the traffic signals at Wisconsin / Gorham and Wisconsin / Johnson to determine if timing of traffic controls at said intersections needs to be altered to enhance the flow of traffic to and from the Project.

PARKING***Existing Conditions.***

The existing Edgewater Hotel parking garage is located below the main level of the hotel. The parking garage entry is located at the east end of the Edgewater Hotel main level. The parking garage spirals down four levels behind the guest rooms located along Lake Mendota. There are approximately 156 existing parking stalls on site.



Proposed Conditions.

On Site parking will be expanded to not less than 350 stalls which will be located in two structures. Approximately 151 stalls will be located in the existing structure which will be renovated and brought up to code under the redevelopment plan. The second structure will be located on land adjacent to the hotel which is currently owned by National Guardian Life Insurance Group (NGL) and will include approximately 204 stalls. The two parking structures will be connected through an underground tunnel beneath the existing hotel.

Not less than 120 of the stalls in the new structure will be shared with National Guardian Life Insurance Group (NGL). This shared parking arrangement will allow for the maximum utilization of structured parking and will provide additional parking capacity to support the hotel during peak periods.

The zoning criteria for parking stalls required to service hotels in the City of Madison is 1.0 parking stalls per hotel room. The proposed ratio of on Site parking exceeds the capacity required by code and builds additional flexibility to service peak periods. An analysis of peak period capacity also exceeds the “Peak-Parking Demand Index” ratio of 1.2 stalls per room which is an index used to measure parking demand by the Institution of Transportation Engineers for a Hotel (convention).⁽⁴⁾

(4) Source: Transportation and Land Development, 2nd Edition, Institute of Transportation Engineers

**VEHICULAR
ACCESS / GUEST
DROP-OFF**

The movement of vehicular traffic on the site is a primary consideration of the TDM strategies for the development. A description of existing conditions and the proposed improvements under the redevelopment plan are summarized below.

Existing Conditions.

The existing guest entry and drop off is primarily located in the Wisconsin Avenue right-of-way and serves as the vehicular street-end, entry for the hotel, loading dock and entry to the below grade parking structure. The slope of the entry is at a more than 10% grade and is often difficult to maneuver in the winter. Furthermore, the existing entry sequence does not include ADA compliant access from the street. Photos of the existing entry are included below.



Figure 2.6 Current Entry Drive



Figure 2.7 Current Guest Drop Off, Loading and Garage

***Proposed Conditions***

The redevelopment plan has been guided to significantly enhance the entry and arrival sequence to the hotel and public areas of the Project. The Site is organized with two primary access points off Wisconsin Avenue. The first is a plaza/turn around area which provides access from Wisconsin Avenue to the hotel, outdoor terraces and waterfront amenities. Vehicles will enter the site at Wisconsin Avenue (elevation 71) and slope down to a turn-around/drop off area in front of the main entrance to the hotel (elevation 61). This area will be maintained for guest loading and unloading only and will not include any long-term parking stalls. (See Figure 1.0 on BT2 diagrams)

Importantly, this area has recently been redesigned and the entry to the parking structure was relocated to another area of the Site. These changes allowed for a reduction in the size of the vehicular driveway and turn-around from previous proposals and provides for significantly enhanced pedestrian experience at the Project.

This plaza/turn-around includes two terraced stairways on either side of the vehicular drive. The terraced stairway provides public access and amenities that connect Wisconsin Avenue to the lower terrace and waterfront amenities that are part of the Project. An ADA compliant access route has been included on the Project from Langdon Street providing access to all levels of the Project, the terrace and the Lake Mendota waterfront. ADA compliant access to the waterfront does not exist today.

The second point for vehicular access to the site is off a private driveway which extends from the corner of Langdon and Wisconsin Avenue. The private drive will serve as the main entry and exit point for vehicular traffic to the site. Vehicles entering the garage will stack on the private drive turning right into the garage. One advantage of this design is that local and/or repeat visitors to the hotel are likely to immediately enter the garage and not drop off on the terrace. This will substantially reduce the amount of traffic on the terrace and will enhance the pedestrian experience. (See Figures 2.0-3.0 on BT2 diagrams.)

**TRUCK
INGRESS/EGRESS
AND LOADING
DOCK**

Truck ingress/egress and management of the loading dock area has been a major consideration of the planning of the Project. The Project has been designed to significantly enhance existing conditions and to mitigate the impacts of truck staging, noise from idling and loading/unloading within the neighborhood. The key elements of the TDM strategy for the management of truck deliveries are summarized below.

Existing Conditions

The existing loading dock is located at the front of the building adjacent to the Wisconsin Avenue right-of-way. The loading dock accommodates one small delivery van / truck, is too small to accommodate semi deliveries and is often too icy to access in the winter. The result is that trucks often stage on the turn-around or on



Wisconsin Avenue which impacts traffic and temporarily blocks the view to the lakefront. Photos of the existing entry drive and loading dock are provided below. Importantly, this condition and these challenges are not unique to the Edgewater Hotel as semi and truck staging for the restaurant at Kennedy Manor also occurs on Wisconsin Avenue.

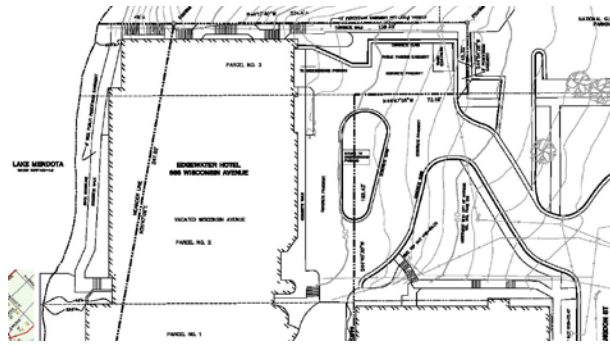


Figure 3.0 Current Entry Drive – Site Plan



Figure 3.1 Current Loading Dock

Proposed Conditions:

The proposed redevelopment plan will redirect truck traffic off Wisconsin Avenue onto the private drive serving the development. Trucks will back into the loading dock from the private drive (see Figure 4.0-6.0 on BT2 diagrams). Importantly, the Project has been designed so that there will be no truck turning movements on Wisconsin Avenue or Langdon Street. This is a significant improvement and key TDM strategy to enhance both pedestrian and vehicular traffic flow at this important intersection. The design will also mitigate the impact trucks have on the view corridor to Lake Mendota.

The loading dock includes two bays of 10' x 83' and 10' x 40' respectively. Additionally there is a loading / unloading zoning immediately adjacent to the loading dock on the private drive. The Zoning Code requires four 10' x 35' bays for a project of this size. We are requesting to modify this requirement and use a more efficient configuration of the loading dock to account for the urban nature of the site. Under the proposed configuration, the loading dock could support three 10' x 35' trucks in the dock area and, if necessary, an additional truck could load and unload off the private drive.

An added advantage of this plan is the loading dock has been designed to support a 10' x 55' semi which is not required by code but significantly mitigates the impact of truck deliveries in the neighborhood (See Figure 4.0-6.0 on BT2 diagrams). Importantly, loading and unloading will predominantly occur in an enclosed loading dock which will screen the activity from the neighborhood and mitigate the noise from trucks idling on the Site.

Comparatively, other hotels in the downtown area, many of which are larger than the proposed hotel, have more limited dock and loading/unloading areas to service those Projects, including:



Hotel	No. of Rms.	No. Loading Bays	Approx. Size	Semi-Loading
Edgewater Hotel (Proposed)	180-190	2	10 x 93/ 10 x 35	Yes
Hilton Hotel	240	2	10 x 35 / 10 x 35	On Street
Concourse Hotel	356	2	(Extend into R/W)	On Street
Inn on the Park	213	On Surface Lot	N/A	On Street
Campus Inn	74	On Street	N/A	On Street
Hyatt Place	151	On Private Drive	N/A	On Street

Figure 3.2 Comparable Downtown Hotel Loading Areas

**SHUTTLE & BUS
LOADING/
UNLOADING**

The management of shuttle and bus loading/unloading has been a primary concern with neighborhood residents. A description of existing conditions and the proposed improvements under the redevelopment plan are summarized below.

Existing Conditions.

Today, shuttles and buses visiting the Site either pull into the drive or load/unload at the top of the entry drive on Wisconsin Avenue. Shuttles and buses are often staged in the drive and/or on Wisconsin Avenue which at times has a negative impact on the flow of traffic in and out of the site and the view corridor over the site to the water. Overnight parking occurs either in the drive, on Wisconsin Avenue or in other street parking available throughout the City. Neighborhood residents have expressed significant concerns about the parking and noise created by idling shuttles and buses in the street near the residential areas.

Proposed Conditions.

Shuttles and buses will enter the private drive that extends from Langdon Street and will turn around / stage using the entrance to the loading dock and small parking area extending to the south of the loading dock (see Figure 7.0-8.0 BT2 diagrams). This proposal will remove shuttles/buses from the public street and mitigate any impact from the shuttle/bus staging on the view corridor to the water.

The private drive is large enough to accommodate multiple shuttles and/or buses while they stage to load/unload visitors to the Project. The loading dock area has been designed to accommodate parking for up to two buses (see Figure 7.0-8.0 on BT2 diagrams). In the event that a bus or buses require overnight parking, they will be pulled into the enclosed loading dock area. Overnight parking will be coordinated with truck deliveries. In the event that more than two buses require overnight parking, the Edgewater will require those buses to park in a remote parking lot and/or the hotel will apply for a street occupancy permit from the City of Madison which allows overnight, on-street parking in the downtown core.

The plans for bus loading/unloading and overnight parking are a significant improvement to the existing conditions and were developed directly from comments and requests that we received from neighborhood residents to improve this condition in the neighborhood. Neighborhood residents have seen the mitigation of these issues as significant positive attributes of the project.

**BIKE AND
MOPED PARKING*****Existing Conditions.***

The existing Edgewater Hotel does not have facilities to securely park bicycles and mopeds near the hotel.

Proposed Conditions.

The proposed Edgewater Hotel has dedicated stalls for the parking of bicycles and mopeds both on the plaza level, outside the entry to the proposed parking garage to the southwest, and in the proposed underground parking garage. This will remove the bicycles and mopeds from the elements and promote alternative modes of transportation to the Site on a year round basis. The proposed bike and moped facilities are a marked improvement to the current supply of such facilities and are aligned with the City of Madison's goal of encouraging non-vehicular and alternative transportation.

SIGNAGE

Signage will be provided at the entrance to the site at the intersection of Wisconsin Avenue and Langdon Street to direct vehicular traffic to the appropriate areas. Signage will also be provided showing the one-way travel pattern entering and exiting the site at the intersection of Wisconsin Avenue and Langdon Street.

A full signage package will be completed and approved by the City in accordance with the Madison General Ordinances subsequent to the Project approval. Additional information about specific locations and design of signage will be provided at that time.

**ADA
ACCESSIBILITY
TO
WATERFRONT*****Existing Conditions.***

The existing Edgewater Hotel does not provide an ADA accessible route to the waterfront, pier, or lakeshore walkway. There are stairs located at the various locations throughout the existing hotel that prohibit wheel-chair access to the waterfront and pier.

Proposed Conditions.

The proposed Edgewater Hotel will provide an ADA accessible to the waterfront amenities. ADA accessibility is provided through the interior of the hotel as the grade of the vehicular drop off area is too steep to meet code requirements.

A wheel chair can access the waterfront from the plaza or parking garages by taking the elevators in the proposed hotel addition to the bottom level in the tower (Lower Level 6). From the elevators at Lower Level 6 there is a corridor leading to an outdoor exit at the north end of the building. Once outside, a wheel chair accessible and ADA compliant ramp provides direct access to the lakefront walkway path leading to the pier and waterfront amenities of the proposed Edgewater Hotel.

Proper signage will be displayed both inside the hotel and outside on the plaza signaling the ADA accessible routes to the waterfront. The ADA accessible route to waterfront of Lake Mendota is illustrated in red in the figures below.



ADA ACCESS

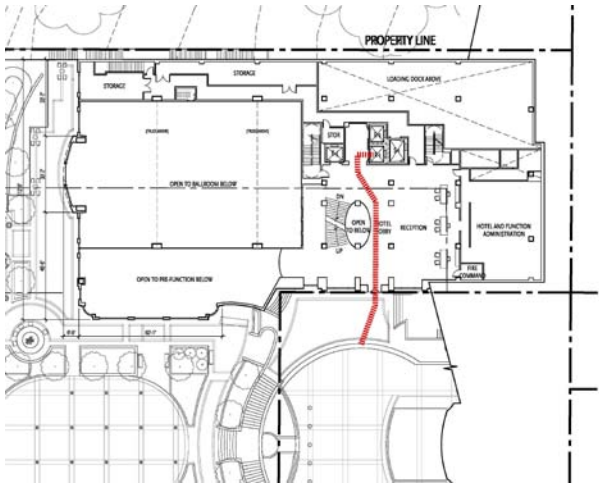


Figure 3.3 ADA Access from Guest Drop-Off to Elevator

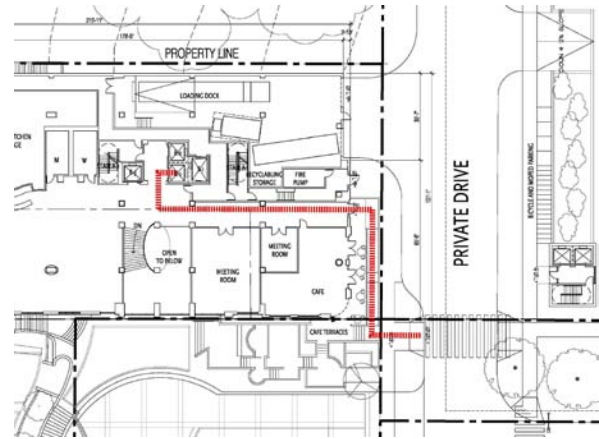


Figure 3.4 ADA Access from Wisconsin Avenue to Elevator

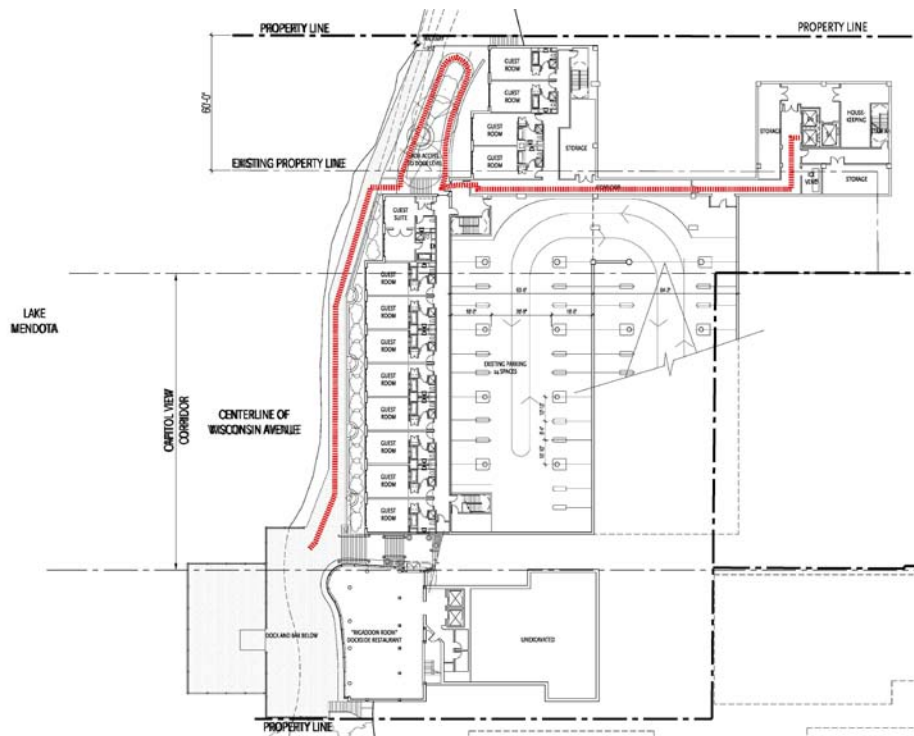


Figure 3.5 ADA Access from Elevator to Waterfront

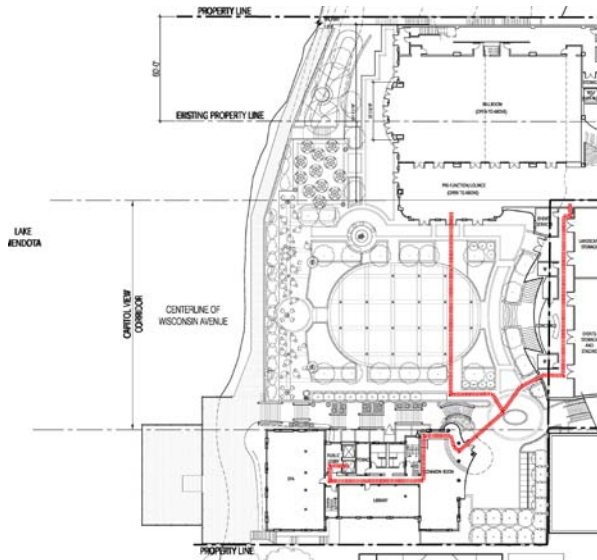


Figure 3.6 ADA Access to the 1940s Building from Plaza

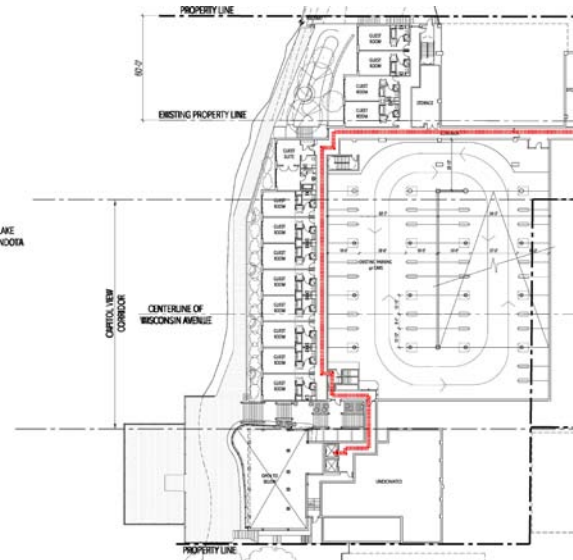
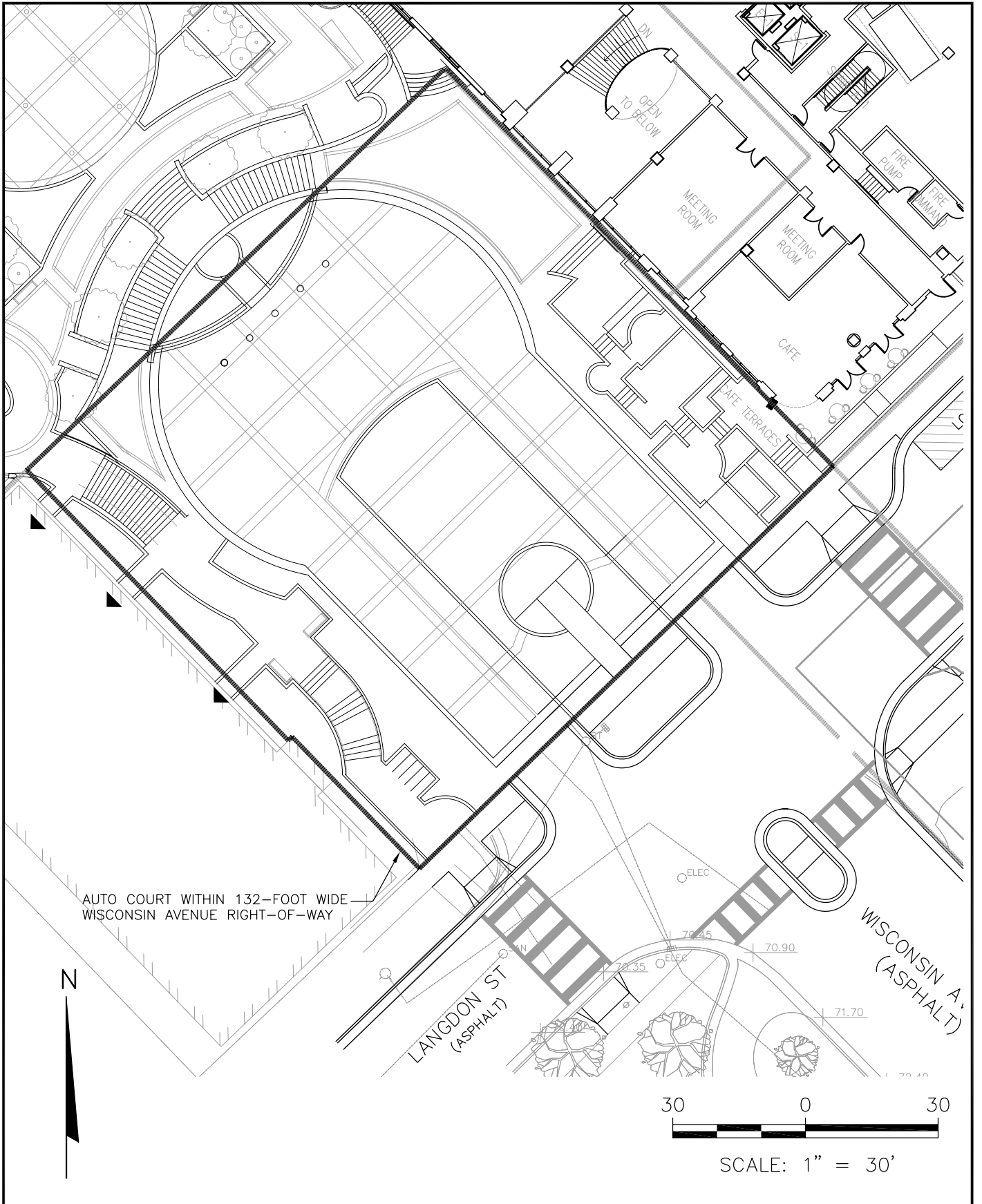
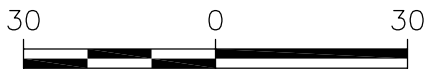



Figure 3.7 ADA Access to the 1940s Building from 1970s Building

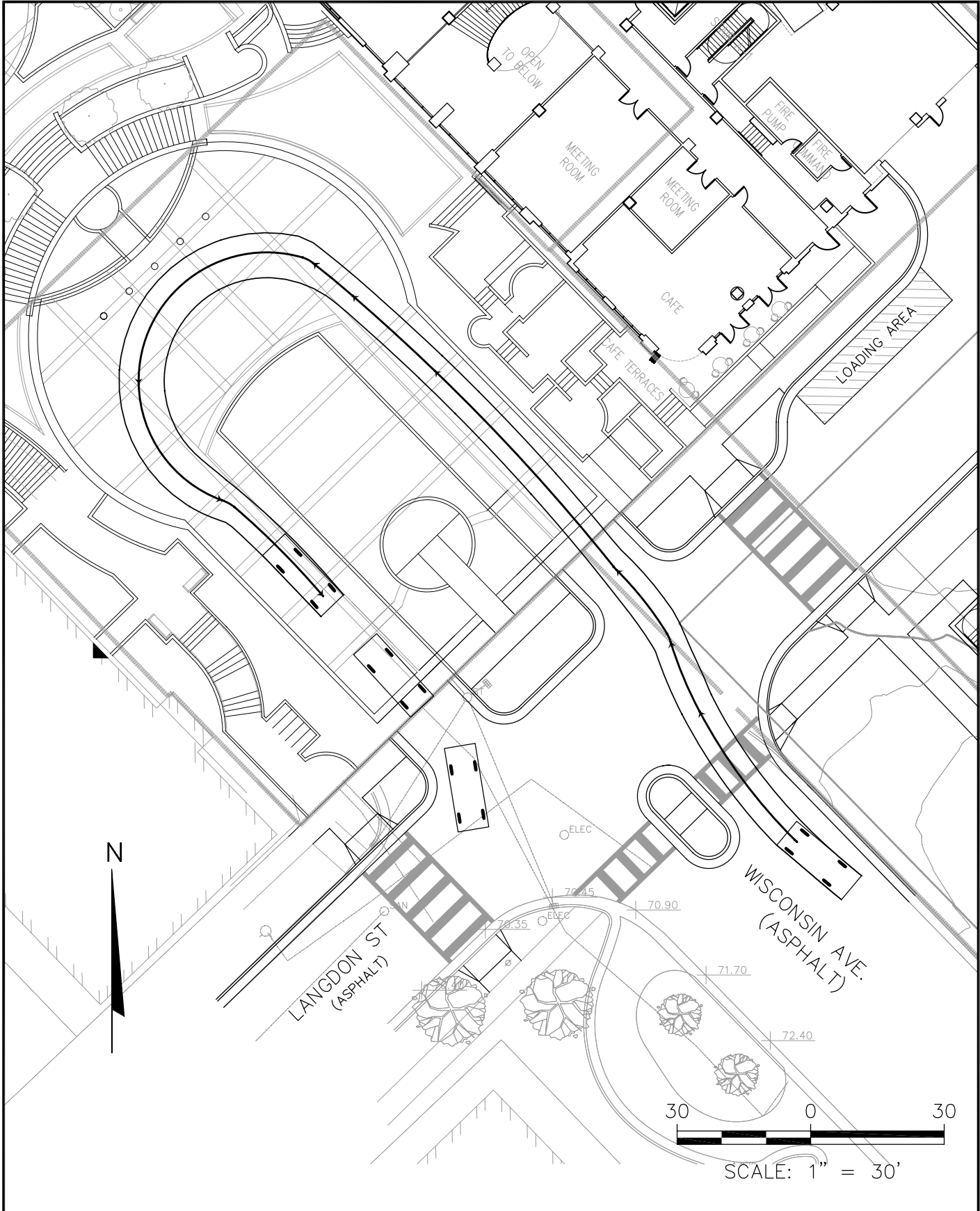



AUTO COURT WITHIN 132-FOOT WIDE
WISCONSIN AVENUE RIGHT-OF-WAY

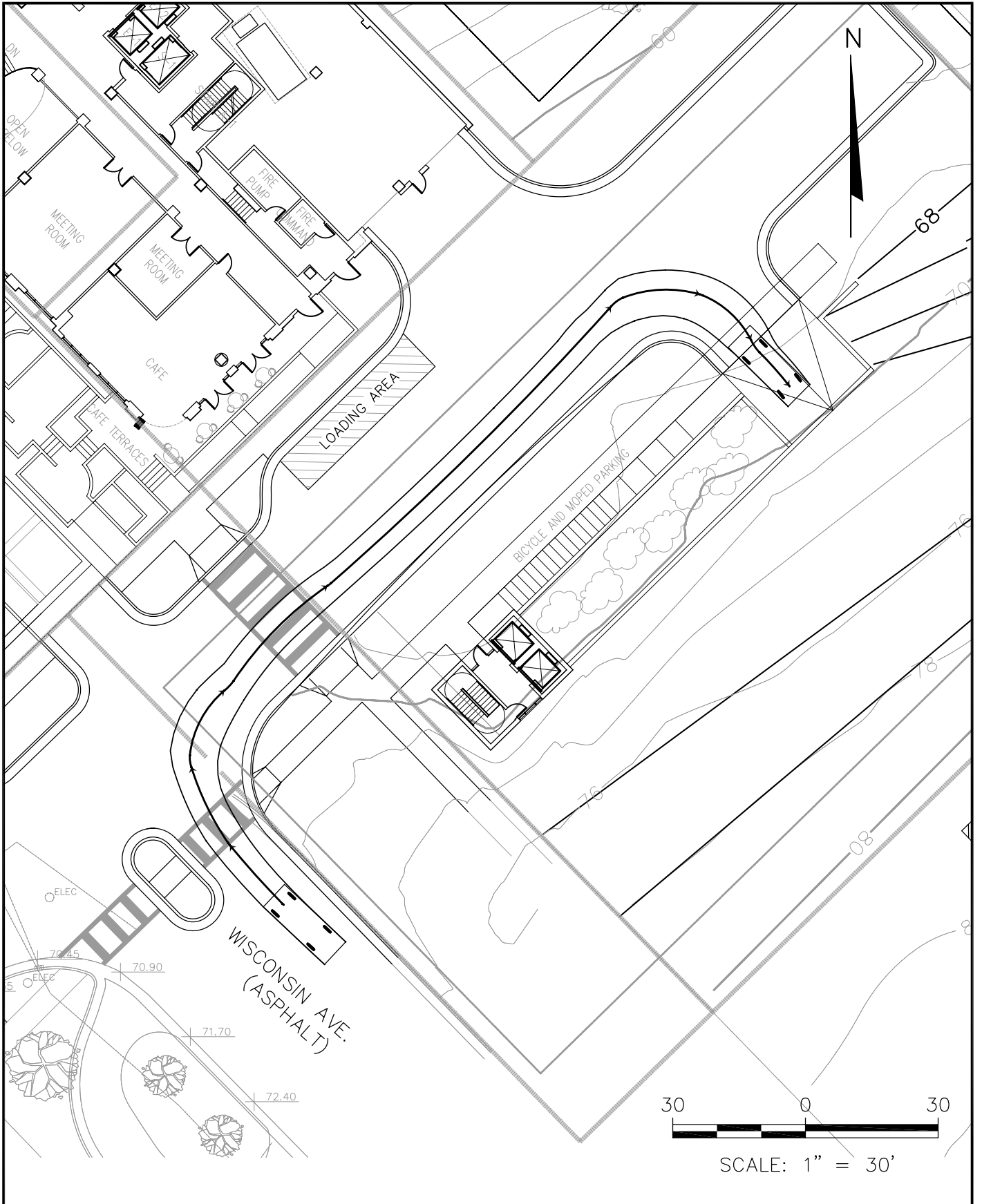



SCALE: 1" = 30'

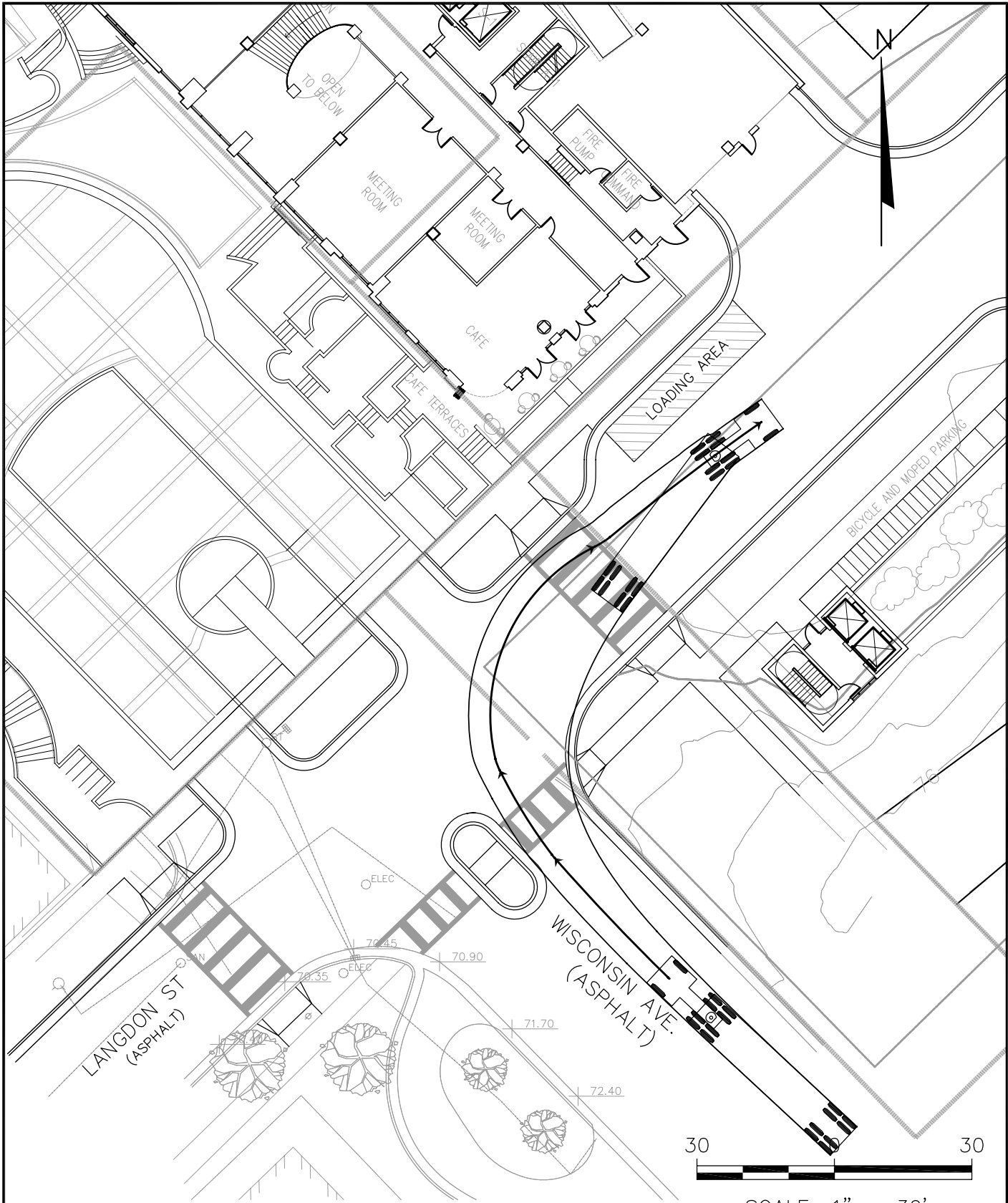
CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		ENGINEER		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839		FIGURE 1
	PROJECT NO.	3826		DRAWN BY:	KRG			AUTO COURT WISCONSIN AVENUE RIGHT-OF-WAY		
	DRAWN:	3/10/10	CHECKED BY:	MH						
	REVISED:		APPROVED BY:							




CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		ENGINEER		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE
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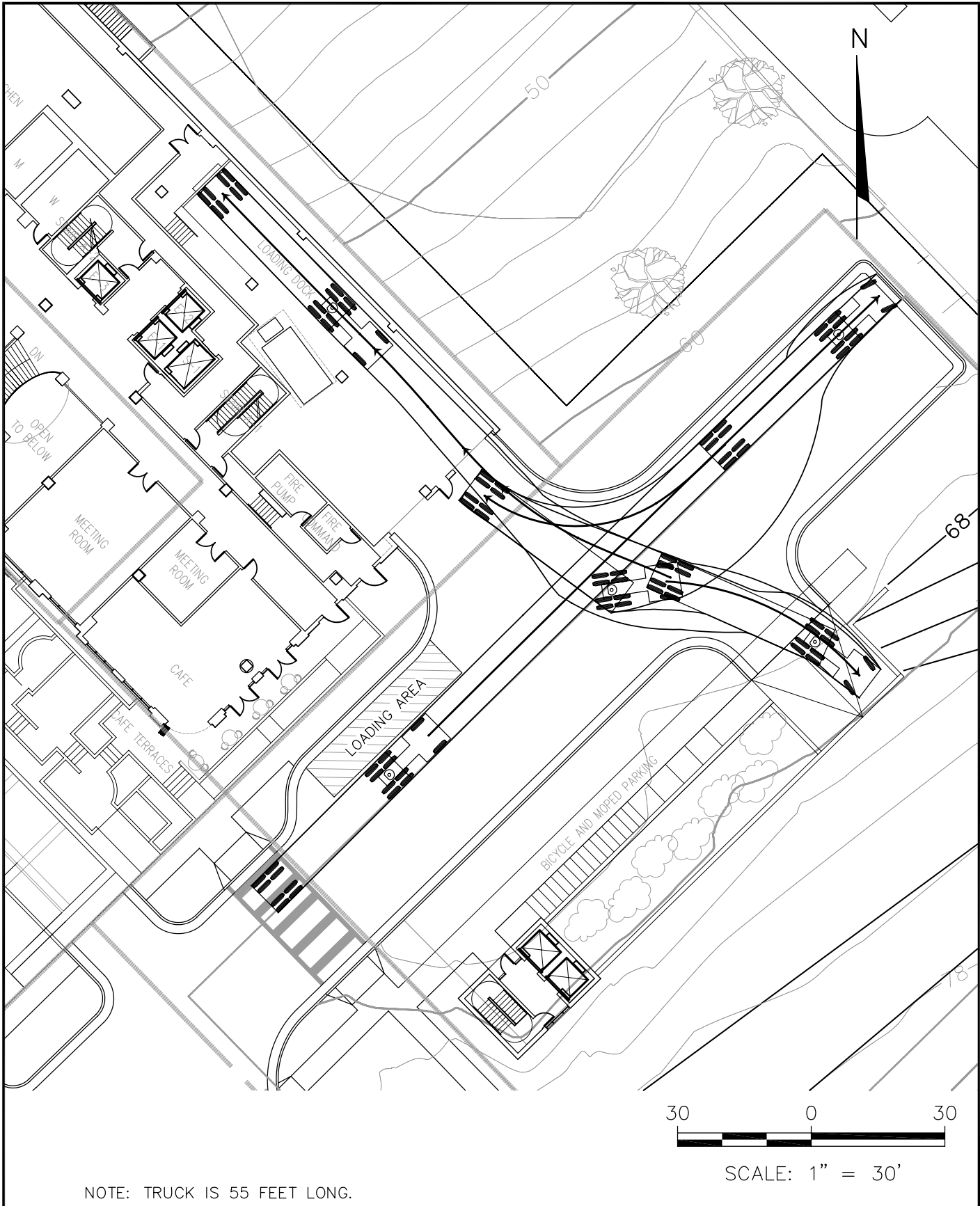



CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		CAR ENTERING PARKING GARAGE	
	PROJECT NO.	3826		DRAWN BY:	KRG		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839
DRAWN:	3/10/10	CHECKED BY:	MH				
REVISED:		APPROVED BY:					

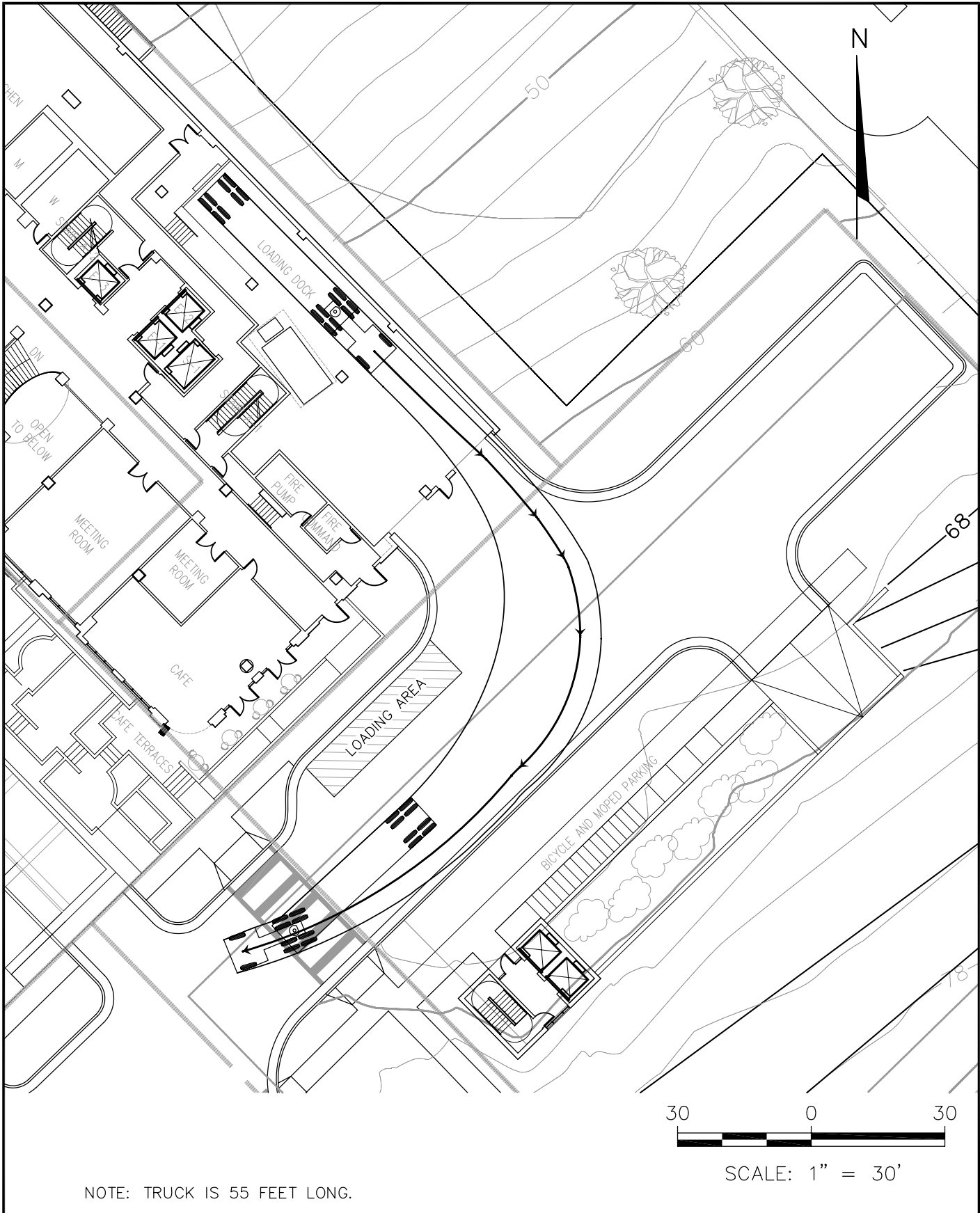


NOTE: TRUCK IS 55 FEET LONG.


CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		ENGINEER		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE
	PROJECT NO.	3826		DRAWN BY:	KRG				
	DRAWN:	3/10/10	CHECKED BY:	MH				4	
	REVISED:		APPROVED BY:						

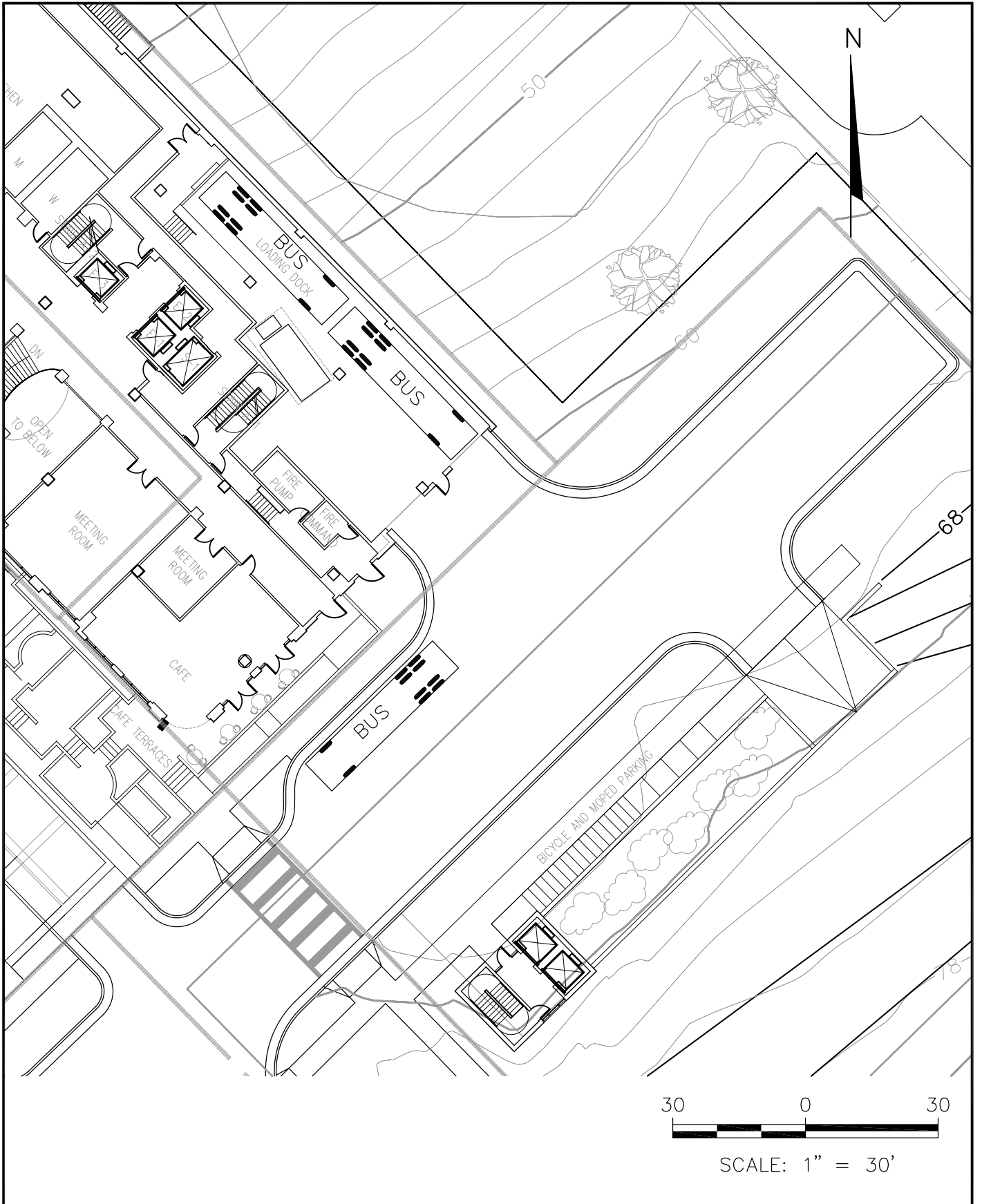


CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		ENGINEER		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE
	PROJECT NO.	3826		DRAWN BY:	KRG				5
	DRAWN:	3/10/10	CHECKED BY:	MH					
	REVISED:		APPROVED BY:						

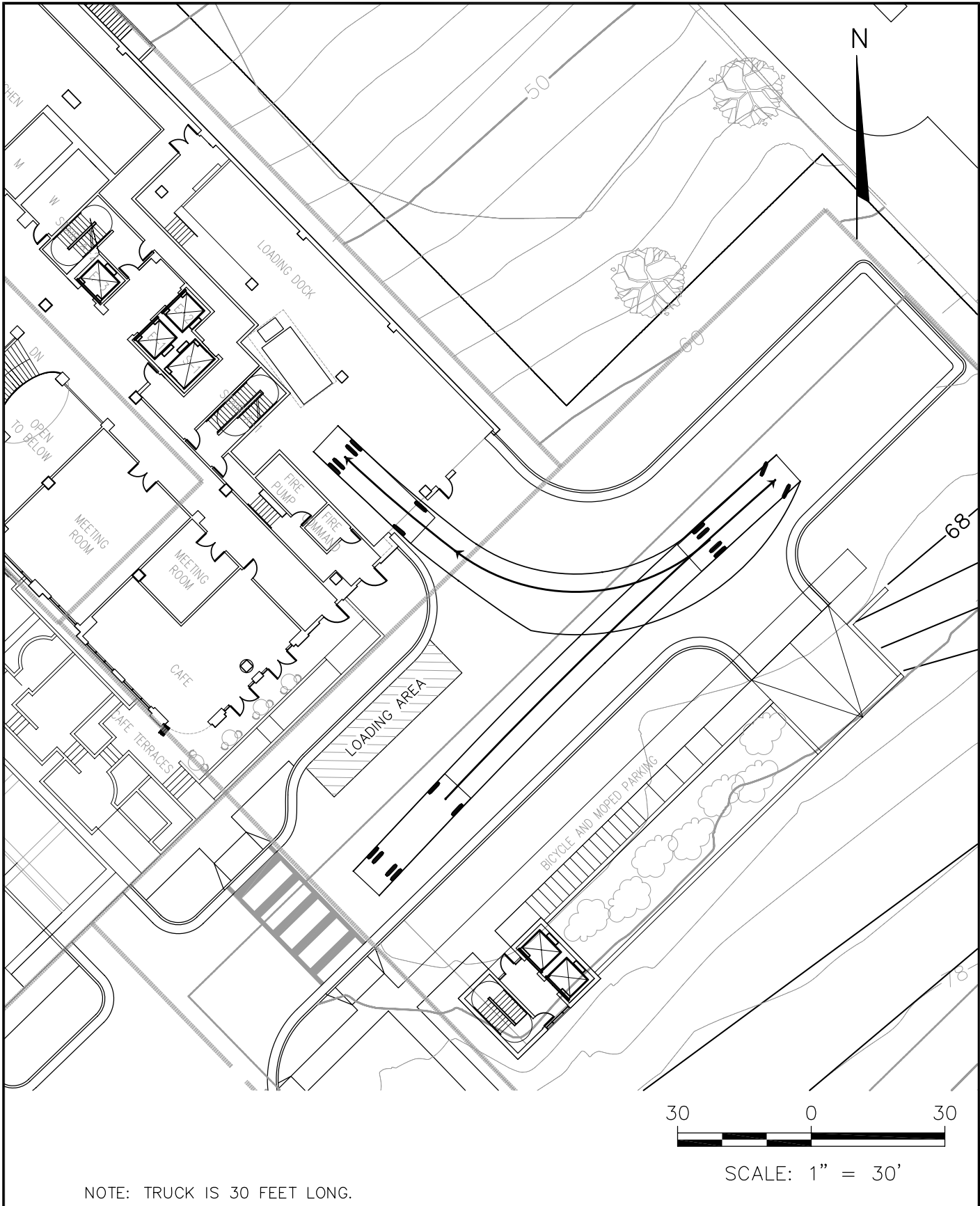


NOTE: TRUCK IS 55 FEET LONG.

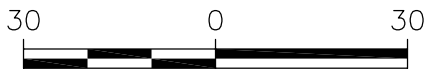
CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		ENGINEER		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE 6
	PROJECT NO.	3826		DRAWN BY:	KRG				
	DRAWN:	3/10/10	CHECKED BY:	MH					
	REVISED:		APPROVED BY:						



CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		BUS PARKING DIAGRAM (ASSHTO BUS-40 VEHICLE)	
	PROJECT NO.	3826		DRAWN BY:	KRG		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839
	DRAWN:	3/10/10		CHECKED BY:	MH		
REVISED:		APPROVED BY:		7			



NOTE: TRUCK IS 30 FEET LONG.



SCALE: 1" = 30'

CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		TRUCK TURNING DIAGRAM (AASHTO SU VEHICLE)
	PROJECT NO.	3826		DRAWN BY:	KRG	
DRAWN:	3/10/10	CHECKED BY:	MH			
REVISED:		APPROVED BY:				

**TDM STRATEGIES –
DAILY OPERATIONS**

The Edgewater Hotel is well situated in the urban core to take advantage of public transportation and to promote the use of alternative modes of transportation and shared ride services for guests and visitors to the Project. The summary of the TDM Plan for daily operations at the Project is included below:

Transportation Coordinator/Concierge Services:

The Owner will designate an employee to be the transportation coordinator (the “Transportation Coordinator”) for the Project. This person will be the key contact for interaction with the City to coordinate major events, traffic and parking considerations at the Site.

The Transportation Coordinator will stock maps and other information that is generated by the City, Greater Madison Convention and Visitors Bureau and/or other organizations to help inform and guide guests of the hotel to use public transportation and/or alternative forms of transportation to and from the Site. The Concierge and front desk personnel will be trained by the Transportation Coordinator to understand these alternatives and encourage guests to utilize shared ride services, Madison Metro or other alternative modes of transportation while visiting the City and/or Project.

The Transportation Coordinator will also form relationships with other third party organizations to promote alternative modes of transportation to the Hotel (e.g., Bike Federation of Wisconsin, Community Car, etc.).

Shared Parking

The parking structure is being developed in a partnership between Landmark and NGL. An agreement has been formed between the parties to allow the hotel to share parking. Employees of the NGL building will utilize the parking during normal office hours. These spaces will convert to hotel uses in the evenings and on weekends when the hotel, terrace, restaurants, etc. are operating at peak conditions and there is the highest demand for utilization of on-site parking.

Shared Ride Car Service:

Landmark plans to continue to offer and encourage guests to utilize the Edgewater car service, especially out-of-town guests arriving to the airport, bus depot or other locations as may become available over time (e.g. train station or other).

Landmark will also encourage the use of taxi and/or car services by guests of the hotel. Madison Taxi, Badger Cab, Union Cab, and other Madison taxi services will be directed to drop off and pick up guests at the guest entry/drop off area. A hotel employee will help direct guests to their taxis and taxis to their customers.



Landmark will incorporate information related to share ride services and alternate transportation methods into its web-site and the Transportation Coordinator will train front desk employees to encourage guests to utilize these services while visiting Madison.

Promote the Use of Public Transportation:

The location and breadth of public transportation routes near the Project make it convenient and accessible for employees who live throughout the Madison area.

The Transportation Coordinator will provide information to new employees related to the accessibility of public transportation and/or alternative modes of transportation on the site. This information will be made available as part of the standard employee training / orientation for the Project.

Pedestrian, Bike and Moped Accessibility:

The Project is conveniently located to the downtown and campus areas and is highly accessible to both pedestrian and bicycle traffic. The Project has been designed to accommodate bike and moped parking on a year-around basis.

The Owner will encourage employees to walk and/or ride bikes to the Site. The Owner will provide employee lockers with secured storage for bike helmets, backpacks and other cycling gear.



**TDM STRATEGIES
FOR OPERATIONS
- PEAK PERIODS**

A major focus of project planning has been on the management of traffic and parking during peak operating periods. The primary TDM strategies that have been incorporated into the Project to manage traffic and parking demand during these periods are outlined below.

Traffic Control at Intersection.

Traffic in and out of the Site will be controlled at the “T” intersection. Vehicles will be directed to drop off guests at the plaza/turn around level and will circulate through the “T” intersection to access the parking area. Vehicles entering the garage will turn right off Wisconsin Avenue and access the garage off the private entry drive. Vehicles exiting the garage will stack on the private drive and traffic flow will be controlled through the “T” intersection at the corner of Wisconsin Avenue and Langdon Street.

A traffic officer may be hired during large special events to conduct traffic control at the intersection of Wisconsin Avenue and Langdon Street to insure a safe and easy exit from the parking structure onto Wisconsin Avenue or Langdon Street.

Valet Parking.

During peak periods all or a portion of the on-site parking can be converted to valet service. Valet service could be limited to the area in the existing garage or expanded to the entire garage during peak periods. All valet parking will be handled by Edgewater Hotel employees or contracted vendors.

Valet Drop-Off/Pick Up.

The Site is serviced by two valet areas each with a unique and distinct function that will assist in directing traffic to and from the site in an orderly manner.

The first and primary valet area will be located at the base of the plaza/turn-around area outside the main entry to the hotel. Vehicles will load and unload on the northwest lane and valet services will be operated off of the main lobby area of the hotel.

A second valet may be provided along the private drive in front of the public entrance to the hotel (elevation 71). Cars would load and unload in a designated area on the private drive.

The incorporation of two valet areas at the hotel will significantly improve the management and flow of traffic in and out of the Site during peak periods as the queuing of cars can occur at multiple levels thereby mitigating the potential for traffic impacts on Wisconsin Avenue or Langdon Street.

Special Events.

The Edgewater may host special events (“Special Events”) from time-to-time that are of a magnitude that will require additional planning and coordination with the City. The Transportation Coordinator will work with the City to coordinate traffic



and identify open public parking lots/ramps that may be utilized to support such an event.

The Developer will request those organizing and/or promoting the event to provide information through electronic media (e.g. web site, facebook, twitter, etc.) to related to public and/or private parking alternatives near the site.

To the extent that buses and/or shuttles are required to run to support the event for a continuous period of time, the event planner and/or promoter will coordinate such activities with the City to encourage the use of the shuttle services and to mitigate the impact to parking on site.

During special events Landmark will require employees to park in off Site lots.



EXHIBIT A

November 23, 2009

Landscape Architecture

Urban Design

Community Planning

Civil Engineering

Ms. Amy Supple
Project Manager
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Re: Edgewater Hotel Renovation Traffic Impact

Dear Amy,

As part of the proposed renovation of the existing hotel facility, we have reviewed five issues related to traffic:

1. Estimated existing hotel trip generation as compared to the estimated trip generation with the proposed hotel renovation.
2. Reviewed traffic counts on the existing streets in the immediate area historically, currently, and projected with the proposed hotel renovation.
3. Reviewed the capacity of the existing streets as compared to their existing and projected demand.
4. Developed a comparison of other streets in the city that have similar traffic volumes and similar geometric design.
5. Recommended measures that can be further investigated to reduce trip generation by hotel employees.

Trip Generation

The existing hotel contains 100 rooms with a dining area and conference rooms. The renovated hotel will be expanded to 190 rooms with a similar sized dining area and conference rooms. Based on ITE trip generation rates for a hotel with similar accommodations, and assuming full occupancy, **Table 1** estimates that the hotel currently generates 883 trips per day with 85 trips during the Saturday peak hour and 66 trips and 69 trips respectively during the AM and PM week day peak hours.

As shown in **Table 2**, a renovated hotel with 190 rooms and full occupancy will increase to 1,678 daily trips, 164 trips during the Saturday peak hour, and 126 trips and 132 trips respectively during the AM and PM week day peak hours.

The proposed hotel renovation will result in an increase of 795 daily trips. Likewise there will also be increases in the peak hour trips by 60 trips in the AM and 63 trips in the PM and 79 trips during the Saturday peak hour. One thing to note with respect to the peak hour counts is that the weekday peak hour for a hotel (late morning and early afternoon) does not occur at the same time as the peak hour of the local streets (7:00 to 8:00 a.m. and 4:00 to 5:00 p.m.).

Traffic Volumes

Traffic counts in the area from 2006; include 7,000 vehicles per day (ADT) on Wisconsin Avenue north of Gilman, 5,800 on Langdon between Carroll and Wisconsin and 2,400 on Gilman on either side of Wisconsin Avenue.

It is estimated that the additional daily trips generated by the hotel (795) will be distributed with 80% using Wisconsin Avenue and 20% using Langdon Street. This will result in an increase of 636 vehicles on Wisconsin Avenue, bringing the projected daily traffic volume to 7,636 vehicles per day and 159 additional daily trips on Langdon Street, bringing the total number of trips on that street to 5,959 vehicles per day.

Historical traffic count trends over the last 16 years in the area of the hotel are shown in **Table 3**. The table indicates that traffic volumes on the local streets have been fairly consistent over the past 16 years. Langdon Street traffic volumes have ranged from 5,800 to 7,050 vehicles per day, the upper end of Wisconsin Avenue has ranged from 6,250 to 7,150 vehicles per day and Gilman has ranged from 2,350 to 3,500 vehicles per day over the past 16 years.

Also shown in the table are the projected traffic volumes on these same street sections with the addition of the hotel. With the additional trips, projected traffic volumes on Gilman and Langdon remain within the historical range of traffic volumes. The traffic volumes on Wisconsin Avenue show an increase of approximately 10% above the historical range.

Street Capacity

Street capacity is generally analyzed by the capacity of the intersections. However, a general rule of thumb for street sections is that a two lane urban street can accommodate 12,000-14,000 vehicles per day and a four lane facility can accommodate 24,000 to 26,000 vehicles per day. Gilman and Langdon Street, in the vicinity of the hotel, are 34/38 foot wide, two lane roadways with parking on both sides of the street. Traffic volumes on these two streets are well below the design capacity of a two lane street both with and without the expanded hotel. Wisconsin Avenue is also well below its design

capacity of 12,000 vehicles with its projected traffic volumes of 7,636. In addition, due to its comparatively wide 50 foot width, it could accommodate up to four lanes (24,000 - 26,000 ADT) with the removal of on-street parking.

Other Street Comparisons

Wisconsin Avenue currently has a daily traffic volume of 7,000 vehicles per day and projected volumes of 7,636. It is designed as a two lane road with parking on either side. The total street width is 50 feet. For comparative purposes, a number of other two lane streets with traffic volumes in the same range are shown in **Table 4**. These streets have higher 2006 traffic volumes than Wisconsin Avenue in 2006 as well as with the projected traffic volumes for Wisconsin Avenue with the proposed hotel renovation.

Trip Reduction

Reducing the number of trips made by the hotel can most effectively be done by focusing on the employees. Guest trips can be reduced by providing shuttle services for multiple guests and encouraging guests to walk to local restaurants and entertainment but it will, admittedly, be a marginal reduction. Incentivizing employees to use alternative modes of transportation has been shown to be the most effective measure to reduce automobile trips. This can include the following:

- Encourage the use of public transportation
- Rewards program for car pooling, walking, or bicycling
- Enlisting the assistance and resources of the Madison MPO sponsored rideshare program.

These measures can be more completely explored and detailed through the development of a Transportation Demand Management (TDM) Program.

Conclusion

The impact of the additional traffic generated by the proposed hotel renovation will be marginal. The existing street system has sufficient capacity to handle the increase in projected traffic volumes. The impact of the additional traffic can be further reduced by providing incentives for employees to use alternative modes of transportation.

Sincerely,

John Lichtenheld, Principal
Schreiber/Anderson Associates, Inc.

Enclosures: 4

Schreiber/Anderson Associates, Inc.

717 John Nolen Drive
Madison, WI 53713
T 608.255.0800
F 608.255.7750
www.saa-madison.com

Table 1 Edgewater Hotel Existing Trip Generation Estimates

Land Use	Daily	Daily		Peak Hour Trip Generation Rate			AM		PM		SATURDAY	
	Gen Rate	IN	OUT				IN	OUT	IN	OUT	IN	OUT
Hotel (Code 310) 100 Rooms	8.92 trips per Occupied Room	50%	50%	Weekday AM Peak .67 trips per Occupied Room	Weekday PM Peak .70 trips per Occupied Room	Saturday Peak .87 trips per Occupied Room	58%	42%	49%	51%	50%	50%
Hotel Generation	892	446	446	67	70	87	39	28	34	36	44	44
Total Trips Generated	892	446	446	67	70	87	39	28	34	36	44	44
(1%) Alternate Modes	9	9	9	1	1	2	1	1	1	1	1	1
Total New Driveway Trips	883	437	437	66	69	85	38	28	34	35	43	43

Source: ITE Trip Generation, 8th Edition, 2008.

Note: Peak hours of the generator typically do not coincide with the peak hours of adjacent traffic

Note: Assumes 100% hotel occupancy

Table 2 Edgewater Hotel Improvements Trip Generation Projections

Land Use	Daily	Daily		Peak Hour Trip			AM		PM		SATURDAY	
	Gen Rate	IN	OUT	Generation Rate			IN	OUT	IN	OUT	IN	OUT
Hotel (Code 310) 190 Rooms	8.92 per Occupied Room	50%	50%	Weekday AM Peak .67 trip per Occupied Room	Weekday PM Peak .70 per Occupied Room	Saturday Peak .87 trips per Occupied Room	55%	45%	57%	43%	50%	50%
Hotel Generation	1,695	847	847	127	133	165	70	57	76	57	83	83
Total Trips Generated	1,695	847	847	127	133	165	70	57	76	57	83	83
(1%) Alternate Modes	17	8	8	1	1	2	1	1	1	1	1	1
Net External Trips	1,678	839	839	126	132	164	69	57	75	57	82	82
(0%) Internally Captured Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total New Driveway Trips	1,678	839	839	126	132	164	69	57	75	57	82	82

Source: ITE Trip Generation, 8th Edition, 2008.

Note: Peak hours of the generator typically do not coincide with the peak hours of adjacent traffic

Note: Assumes 100% hotel occupancy

**Table 3
Edgewater Hotel Area Historical Traffic Counts**

Street Year	Gilman ADT	Wisconsin ADT	Langdon ADT
2006	2,350	7,000	5,800
	2,450	9,250	10,900
		9,750	
2004	2,600	6,250	7,050
	2,899	7,250	13,000
		12,450	
2000	2,450	7,150	6,100
	3,500	9,000	9,900
		10,250	
1990	2,600	6,400	6,000
	3,350	6,200	10,450
		9,000	
Projected w/ new hotel	2,400	7,636	5,960
	2,500	9,886	11,060
		10,050	

**Table 4
Madison Street Capacity Comparison**

Street Section	Langdon near Frances	Langdon near Union	Charter @U/W	Baldwin near E. Wash	Mills near Regent	Dayton E. of Park St.	Wisconsin Ave. near Langdon (projected)	Langdon near Wisconsin (projected)
2006 ADT (Average Daily Traffic)	9,500	10,900	9,500	8,000	8,400	8,000-11,000	7,636	5,960
Street Width (feet)	34	38	34	40	36	42-56	50	38
On Street Parking	Yes	Yes	No	Yes	Yes	One side	Yes	Yes