



City of Madison

Proposed Rezoning

Location

1004-1032 South Park Street

From: PD To: Amended PD(GDP-SIP)

Existing Use

Vacant

Proposed Use

Revised plans for approved mixed-use building to include 12,287 sq. ft. of commercial space, 157 apartments and 5 live-work units

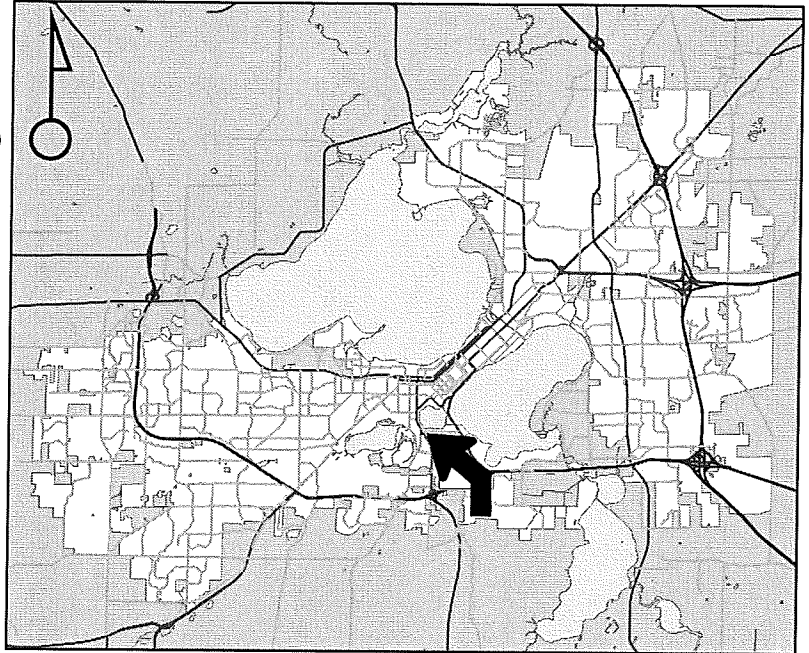
Public Hearing Date

Plan Commission

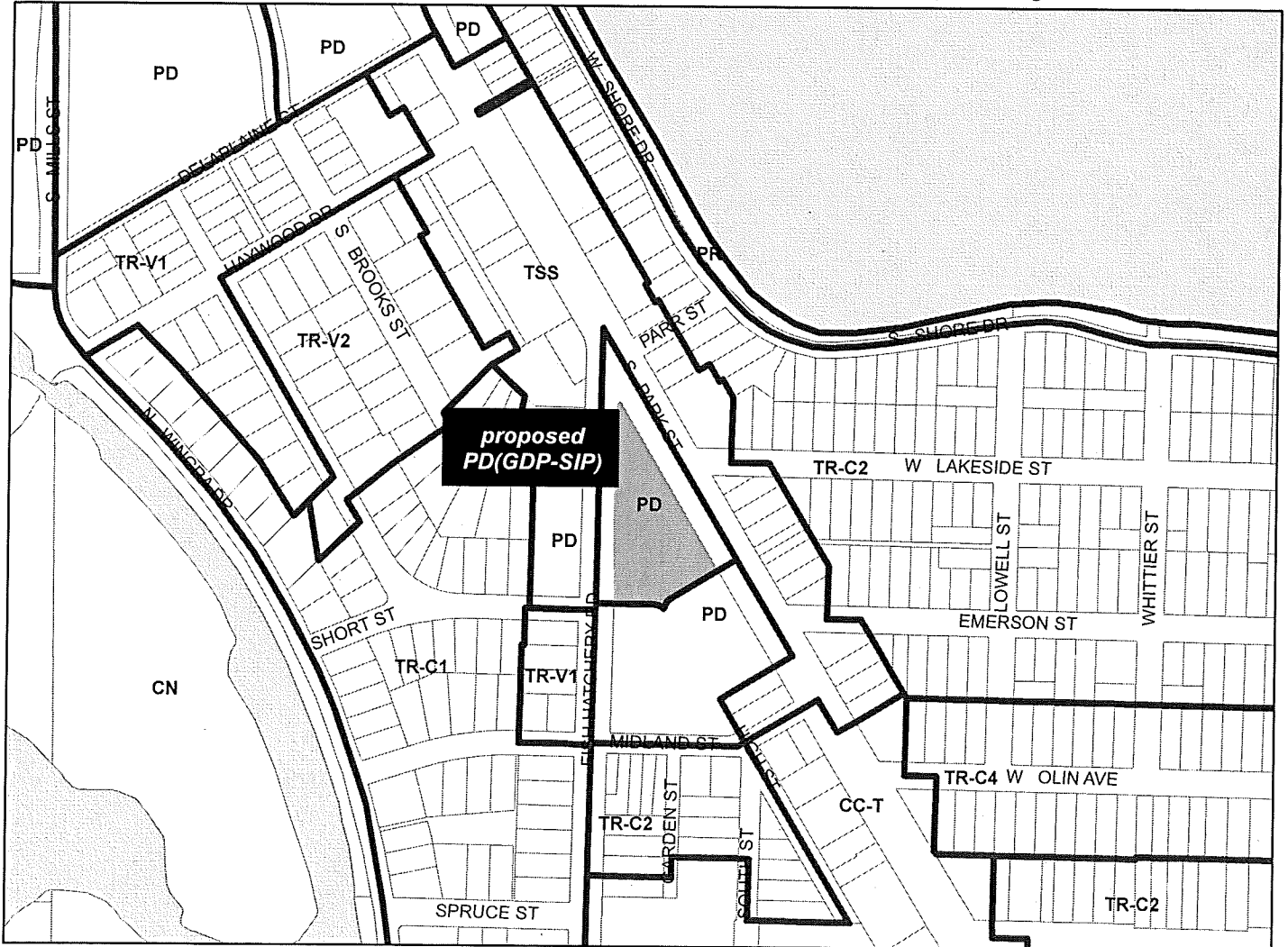
10 July 2017

Common Council

18 July 2017



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date 3 July 2017



LAND USE APPLICATION

LND-B

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid \$1,050 Receipt # _____
Date received 5/10/17
Received by ap
Parcel # 0709-262-0815-3
Aldermanic district B - Eskrich
Zoning district PD
Special requirements UDD #7, Engimp hold
Review required by _____
 UDC PC
 Common Council Other _____
Reviewed By _____

All Land Use Applications must be filed with the Zoning Office at the above address.

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application found on the City's web site.

1. Project Information

Address: 1004 & 10032 S. Park St.

Title: Peloton Residences, LLC

2. This is an application for (check all that apply)

- Zoning Map Amendment (rezoning) from _____ to _____
- Major Amendment to an Approved Planned Development-General Development Plan (PD-GDP) Zoning
- Major Amendment to an Approved Planned Development-Specific Implementation Plan (PD-SIP)
- Review of Alteration to Planned Development (PD) (by Plan Commission)
- Conditional Use or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other requests

3. Applicant, Agent and Property Owner Information

Applicant name Terrence R. Wall Company Peloton Residences, LLC
Street address P.O. Box 620037 City/State/Zip Middleton, WI, 53562
Telephone 608-826-4000 Email Jon@twallenterprises.com

Project contact person Jon Hepner Company Peloton Residences, LLC
Street address P.O. Box 620037 City/State/Zip Middleton, WI, 53562
Telephone 608-826-4000 Email Jon@twallenterprises.com

Property owner (if not applicant) _____
Street address _____ City/State/Zip _____
Telephone _____ Email _____

4. Project Description

Provide a brief description of the project and all proposed uses of the site:

A mixed-use 4-6 story building consisting of 157 market rate multi-family units, 5 live/work units, and 12,031 s.f. of retail space.

Scheduled start date 10/1/17 Planned completion date 4/1/19

5. Required Submittal Materials

Refer to the Land Use Application Checklist for detailed submittal requirements.

- Checklist of required materials including Filing fee, Land Use Application, Letter of intent, Legal description, Pre-application notification, Vicinity map, Survey or existing conditions site plan, Development plans, Land Use Application Checklist (LND-C), Supplemental Requirements, and Electronic Submittal*.

*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to papplications@cityofmadison.com.

For concurrent UDC applications a separate pre-application meeting with the UDC Secretary is required prior to submittal. Following the pre-application meeting, a complete UDC Application form and all other submittal requirements must be submitted to the UDC Secretary.

6. Applicant Declarations

Pre-application meeting with staff. Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff Jay Wendt Date 7/25/16
Zoning staff Matt Tucker Date 7/25/16

Demolition Listserv

Public subsidy is being requested (indicate in letter of intent)

Pre-application notification: The zoning code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), business association(s), AND the dates you sent the notices: Alder Sara Eskrich, Carrie Rothburd (Chair of the Bay Creek Neighborhood Association), and Steve Davis (Co-Chair of the Bay Creek Neighborhood Association). February 3, 2017 and March 13, 2017 See exhibit 1 attached.

The alderperson and the Director of Planning & Community & Economic Development may reduce the 30-day requirement or waive the pre-application notification requirement altogether. Evidence of the pre-application notification is required as part of the application materials. A copy of the notification letters or any correspondence granting a waiver is required as part of the application materials.

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of applicant Peloton Residences, LLC By: T. Wall Enterprises Manager, LLC, its Manager Relationship to property Developer

Authorizing signature of property owner By: [Signature] Date 5/9/17

Terrence R. Wall, President | 2 |



TO:

City of Madison – Planning Division
126 S. Hamilton Street
Madison, WI 53701

Jessica Vaughn

Department of Planning & Development – City of Madison
126 S. Hamilton Street
Madison, WI 53701

RE:

Letter of Intent – Land Use Application for Plan Commission and UDC Initial/ Final Approval Request

PROJECT:

**Peloton Residences
1004 & 1032 S. Park Street Madison, WI**

**May 10th, 2017
Page 1 of 5**

AYA Project # 59830

The following is submitted together with the plans and application for review by City staff and the Urban Design Commission. With this application we will be requesting initial and final approval of the project development and site plan layout. This letter of intent is accompanied by the Land Use application and Urban Design Application

Organizational Structure:

Owner/ Developer:

**Peloton Residences, LLC
P.O. Box 620037
Middleton, WI 53562
608-345-0701
Contact: Jon Hepner
jon@twallenterprises.com**

Site Engineer:

**Vierbicher
999 Fourier Drive, Suite 201
Madison, WI 53717
608-821-3966
Contact: Joe Doyle
jdoyle@vierbicher.com**

Architect/ Structural Engineer:

**Angus-Young Associates, Inc.
16 N. Carroll Street Suite 610
Madison, WI 53703
608-284-8225
Contact: Jeff Davis
jeffd@angusyoung.com**

Landscape Design:

**The Bruce Company
2830 Parmenter Street
PO Box 620330
Middleton, WI 53562
608-836-7041
Contact: Rich Strohmenger
rstrohmenger@brucecompany.com**

Introduction:

The triangular 1.65 acre site is located on the south corner of Park Street and Fish Hatchery Road and is part of an approved PUD_GDP that established a guide for redevelopment of the former Bancroft Dairy site. The PUD-GDP was approved by the Common Council on October 4, 2011 and later approved to a PUD-SIP zoning. The site is currently an open green space after the demolition of the former Bancroft Dairy Facility.

This proposal will create a dynamic mixed-use community that features attractive architecture and landscaping with density and uses that will support the surrounding businesses and residential neighborhood with a reflection to the history of the site.



Project Description:

The proposed development consists of 3 buildings of three to six stories surrounding an elevated and landscaped courtyard. The development provides a commercial space at the “wedge” of the site (corner of Park St. and Fish Hatchery Rd.) and along Park Street, live-work commercial spaces on Park Street and residential uses throughout the remainder of the site. Parking is below grade and the entrance is located along the South façade at the alley way between UW health and the proposed site. Residential apartments extend from the first through the fourth floors with a range of unit types available. The 4th level units are lofts, which consist of an internal 2nd level. The buildings will contain (152) apartment units, 12,181 gsf of commercial (including 1st level of live/work units and 6th level commercial/ community space), and (5) live-work units totaling 7,928 gsf of additional residential. We are providing site access via South Street (alley) from Fish Hatchery Road. Residents will be encouraged to exit the site by turning Right onto South Park Street.

The UW/ Wingra Clinic plan provided a shared drive for vehicular access to the site from either Park Street or Fish Hatchery. The proposed building has access to the parking level via ramp off this shared drive. 159 heated and secured parking stalls are provided. The parking level also provides room for 123 bicycle parking stalls, 76 of which are in a secured room.

The property is in the Bay Creek Neighborhood Association and within the boundaries of UDD 7, the South Madison Neighborhood Plan, the Wingra BUILD plan and an approved PD_SIP. The proposed development is generally consistent with those plans.

Building Design:

The design concept of the project reflects on the site history of Bancroft Dairy with a contemporary approach. This site was historically used as a manufacturing industrial use. With the Park Street elevation, we wanted to reflect on that history and are providing a contemporary reflection of an “industrial warehouse” feel with large divided light windows, inset balconies with soldier course and row lock brick detailing with awnings at the commercial spaces. Also, we plan to provide exposed steel canopy/ sunshade structure at the first level commercial space to further this industrial aesthetic. This warehouse look transitions into a more contemporary focus at the point – the idea being that we are transitioning to an iconic element of the design that doesn't forget about the neighborhood's history. This concept is meant to reflect the overall transition of the Park Street Corridor.

The “point” will include a 6 story glass curtain wall with an industrial sun shade canopy that jets out towards the intersection at the first level. The point will be a mixture of vision glass and spandrel glass to hide the floor structure. It will feature aluminum fins on the curtain wall to emphasize the verticality of the point element, and create an undulating appearance that changes based on your viewpoint. The top level will include a 2,795 gsf rooftop space to be leased that includes an outdoor patio. This is intended to be an amenity to the Bay Creek Neighborhood. Also included on the top level is a rooftop patio for residents and the users of the commercial space that will feature great views of the Capitol and Lake Monona.

For exterior building materials, we are proposing a mixture of limestone base, brick veneer, composite panel and composite siding, glass curtain wall and aluminum storefront. The large divided lite windows will be fiberglass, and smaller residential windows will be vinyl.

Urban Design District 7 Guidelines and Approach:

1. Building Setbacks and Orientation

a. Requirements:

- i. Current setbacks meet the requirement of between 1-10'**

b. Guidelines:

- i. The main entry to the resident lobby is on Park Street. A secondary entrance is on Fish Hatchery.**

2. Building Massing and Articulation

- a. Requirements:
 - i. All 3 street facades are designed with the same high level of quality and aesthetic.
 - ii. There are no "blank" street facades or walls.
 - iii. We have provided recessed entries, planter boxes with 18" high seat walls for pedestrians, pedestrian scale canopies and awnings, and outdoor seating around the live work units.
 - iv. Mechanical equipment will be located on the roof, hidden from view.
- b. Guidelines:
 - i. The facades have much variation in both height, material, and textures to give it an interesting and varying façade. The Park Street façade is sectioned into 3 different "buildings." We have treated the loft level (top) floor as a visual termination for the building. Material changes on the top level, and a strong roofline becomes the "cap" of the façade. At the point, we are providing a contrasting roofline that terminates the curtain wall.
 - ii. The point contains an entry into the commercial space with a canopy that cantilevers over a small plaza space at the intersection of Fish Hatchery and Park Street.
 - iii. See above building design concept for more information on Building Massing and Articulation.

3. Building Height

- a. Requirements:
 - i. The buildings range from 3-6 stories in height. Requirement is 4 stories max, with a possible bonus 2 stories where applicable.
- b. Guidelines:
 - i. This project is located on an iconic flat iron site, which lends itself to additional height at the prow. From a code standpoint, this is a 5 story building with 6 stories of height.

4. Windows

- a. Requirements:
 - i. The ground floor of the commercial spaces are primarily aluminum storefront windows for visibility and a pedestrian friendly streetscape.
- b. Guidelines:
 - i. Each commercial space entry will have glass doors and a canopy or awning with signage to announce the entry.
 - ii. The curtain wall at the point will be a mixture of spandrel glass at the floor levels and vision glass for the remainder. This will not be mirrored and will have a slight tint to it for light control.

5. Materials and Colors

- a. Requirements:
 - i. Exterior materials are a mixture of brick veneer, cast stone/ limestone base, and composite panels.
- b. Guidelines:
 - i. All materials will be appropriate colors with the red accents contrasting the neutral masonry colors and are consistent with the project branding.

6. Signage

- a. Guidelines:
 - i. Signage will be a mixture of building mounted signs and awning signs.
 - ii. The "Peloton" branding signs will be internally lit freestanding sign on both Fish Hatchery and Park Street at the point.
 - iii. The address "1010" will be a building mounted sign as shown on the renderings.
 - iv. Each tenant will have an awning sign, and each live work unit will have a free standing canopy sign.

7. Parking and Service Areas



- a. Requirements:
 - i. Parking is all located underground. The entrance to this parking garage is off the South façade via garage door.
 - ii. The trash collection is an enclosed room, which is located on the South façade. This room is access via overhead door.

8. Landscaping and Open Space

- a. Requirements:
 - i. The screening requirements are not applicable in this project.
- b. Guidelines:
 - i. We are providing foundation planter boxes that double as a pedestrian seat wall in several locations surrounding the 3 façades.
 - ii. The project includes a landscaped plaza internal to the residences.

9. Site Lighting and Furnishings

- a. Requirements
 - i. We will be providing full cut off fixtures and this information will be submitted at a later date.
- b. Guidelines
 - i. The building will be accent lighted appropriately to highlight the architectural features and provide enough pedestrian light at grade.
 - ii. Bike racks and planter boxes are shown on the plans and are designed to be integrated into the building design.
 - iii. Bicycle storage room is located in the lower level parking garage.

Construction Schedule:

The project is intended to start construction February of 2018, and deliver by May of 2019.

Site Development Data:

Densities:	
Lot area	71,647 sf or 1.64 acres
Dwelling units	157 units
Lot Area/ D.U.	456 sf/ unit
Density	95.2 Units/ Acre
Lot Coverage	57,674 sf

Dwelling Unit Mix:	
Live/Work:	5
Studio:	28
Studio Loft:	5
1 Bedroom:	78
1 Bedroom Loft:	10
2 Bedroom:	35
2 Bedroom Loft:	1
Total:	162



Building Height: 3-6 Stories

Floor Area Ratio:

Commercial	12,181 gsf
Live/ Work Space	7,928 gsf
Parking/ Support Spaces	58,767 gsf
Residential	167,472 gsf
Gross Floor Area	246,348 gsf
Floor Area Ratio	3.438

Vehicle Parking Stalls:

Lower Level 159

Bicycle parking stalls:

Parking Level 48
Secured Bike Storage Room 76
Sidewalk/ grade level 16

Thank you for your time reviewing our proposal.

Sincerely,

Jeff Davis, AIA



TO:

City of Madison – Planning Division
126 S. Hamilton Street
Madison, WI 53701

RE:

Management Plan

PROJECT:

Peloton Residences

AYA Project # 59830

May 10th, 2017
Page 1 of 1

Waste Management Plan – Advanced Disposal will be contracted to empty garbage and recycling containers multiple times each week. The trash room, which is a separate room off of the underground parking facility, will be checked daily for cleanliness. The trash room will have both recycling receptacles and trash receptacles. Tenants will be expected to carry their trash from their apartment to the trash room, and place garbage in the respective waste receptacle. Maintenance staff will use an environmentally friendly cleaning product to clean the floors and containers as necessary. Also, we will have video monitoring in the trash room for security purposes.

Snow Removal Management Plan – The Bruce Company will clear all public and private sidewalks and parking areas. This includes snow and ice removal and the application of a de-icing agent.

Parking Management Plan - Underground parking spaces will be assigned with the execution of a yearlong lease parking addendum. Parking spaces will be available to all tenants for an additional monthly fee. However, tenants will have to indicate that they would like to lease a parking space; spaces will not automatically be given upon apartment lease signing. In the apartment lease, we will include language explaining to tenants that they will not be able to obtain a residential parking permit within a 'limited parking area' due to the on site underground parking we offer. The parking area is accessible with a garage door opener or through key card access at the side "man-door". The management team will enforce proper parking, and will work with Madison Parking Enforcement as necessary. For security purposes, there will be video monitoring in a number of locations in the underground parking area. Maintenance staff will perform daily trash pickup and cleaning in the parking area.

Indoor/Outdoor Common Area Management Plan - Indoor and outdoor common areas will be accessible to residents via key card 24/7 if the particular common area does not interfere with the quiet enjoyment of all residents and neighbors. If the use of the common area could be potentially disruptive, then that particular common area will be accessible to residents via key card daily between 9:00 A.M. and 10:00 P.M. Management and maintenance staff will perform walk-throughs of these areas on a daily basis to ensure cleanliness.

Pet Waste Station Management Plan - We will have fully stocked pet stations at multiple locations on premises. These stations have individual waste clean-up bags and a container for disposal of pet waste. All residents will sign a lease pet addendum and will be given instructions on how to utilize the pet stations. Maintenance staff will empty pet stations, stock pet stations with appropriate materials and maintain general cleanliness of all grounds and pet stations on a daily schedule as well as on an as-needed basis. In addition, we will utilize Canine Waste Management on a weekly basis to properly dispose of pet waste at our site.

MEMORANDUM

To: Jon Hepner

From: John A. Lichtenheld P.E., AICP

Date: April 15, 2015

Project No.: 27-1001-00

Re: Wingra Point II Transportation Analysis

This memo summarizes the findings of a transportation analysis for a redevelopment project at the intersection of S. Park Street and Fish Hatchery Road in the City of Madison WI. The development comprises 173 apartment units and 6,000 square feet of commercial area on the first floor, plus 6 flex/work spaces. The project contains 150 underground parking spaces with three driveway accesses. There is the provision for 100 bike parking storage spaces in the development. Two of the access points are on S. Park Street and one is on Fish Hatchery. The project location and layout is shown in **Figure 1**.

As a part of the traffic analysis, we were requested to evaluate the number of trips generated by the development, the assignment of trips into and out of the development, and traffic turning volumes at the intersection of W. Lakeside Street and S. Park Street.

Each of the three drive accesses and their respective turning movements in and out of the driveways are shown in **Figure 2**. Two of the access points, one on S. Park Street and one on Fish Hatchery, have full access to the adjacent Street. A second access on S. Park Street, closest to W. Lakeside Street, has access proposed to be limited to right in and right out only. A restriction on left turns westbound from W. Lakeside onto S. Park Street are also being considered.

Both trip generation projections and traffic counts were determined during the morning and afternoon peak hours since that is the time in which the street system is at peak demand. The projected peak hour trips are shown in the table in **Figure 3**. The total number of trips projected is 59 trips during the morning peak hour and 93 trips during the afternoon peak hour. The table also shows how those trips are broken out between inbound and outbound trips during each of the two peak hour time periods based on the ITE Trip Generation Manual 9th Addition.

Traffic volumes, in terms of daily counts, on each of the three major corridors in the area are shown in **Figure 4**. These include daily traffic counts (2013) on the three major adjacent streets including S. Park Street, Fish Hatchery, and W. Lakeside Street. These counts were used to assign trip generation to the three proposed development driveway locations based on a gravity model. The projected trips into and out of the development driveways were distributed for the PM peak hour since that time period shows the highest trip demand for the development. The assigned trip distribution for the afternoon peak hour are shown in **Figure 5** and assumes each of the three access points has a connection to the underground parking.

Both AM and PM traffic turning movement counts were taken at the intersection of W. Lakeside Street and S. Park Street. The results of these counts is shown in **Figure 6** for both the afternoon and morning peak hours (7-9 AM and 4-6 PM) and confirms that the peak hours are 7:30 – 8:30 AM and 4:15 – 5:15 PM. It also confirmed that the afternoon peak hour did have the higher background traffic volumes

(2100 vs 2362) than the morning peak hour (**Appendix A**). The peak hour westbound left turn movement from W. Lakeside to southbound S. Park Street was low (4 to 9 vehicles).

An analysis of the Level of Service (LOS) for the W. Lakeside/ S. Park Street intersection is shown in **Figure 7**. It indicates that the overall intersection operates at an LOS C with S. Park Street having an LOS B and W. Lakeside having an LOS D. In particular, the left turn from W. Lakeside westbound to southbound on S. Park Street has an LOS F which was also substantiated by the low number of vehicles trying to turn left onto S. Park Street.

Based on this analysis, the following are our recommendations for improving transportation elements of the development:

1. Provide three access points to the development as shown on the existing development plan.
2. Restrict the access for the northern most access off of S. Park Street to right turn in and right turn out only.
3. Prohibit left turn through movements on westbound Lakeside at S. Park Street by signing and extending the existing median to the north. The existing left turn lane on S. Park northbound onto W. Lakeside should remain given the high turning volumes (36-87 vehicles) depending on the intersection geometrics. Given the poor LOS for the left turn movement and the low number of vehicles, (4-9 peak hour) as well as safety, restricting this movement, particularly during the peak hours, would be an improvement.
4. Remove a portion of the center island on S. Park Street and allow left turn movements into and out of the existing alley on the south end of the project.
5. Extend on-street parking limits on S. Park Street beyond two hours.
6. Prohibit on-street parking spaces on S. Park Street away from driveways to improve outbound site distance.
7. Upgrade bus stop on S. Park Street with a concrete pad and shelter.
8. Upgrade cross walk on S. Park Street at W. Lakeside with more visible signage and pavement markings.

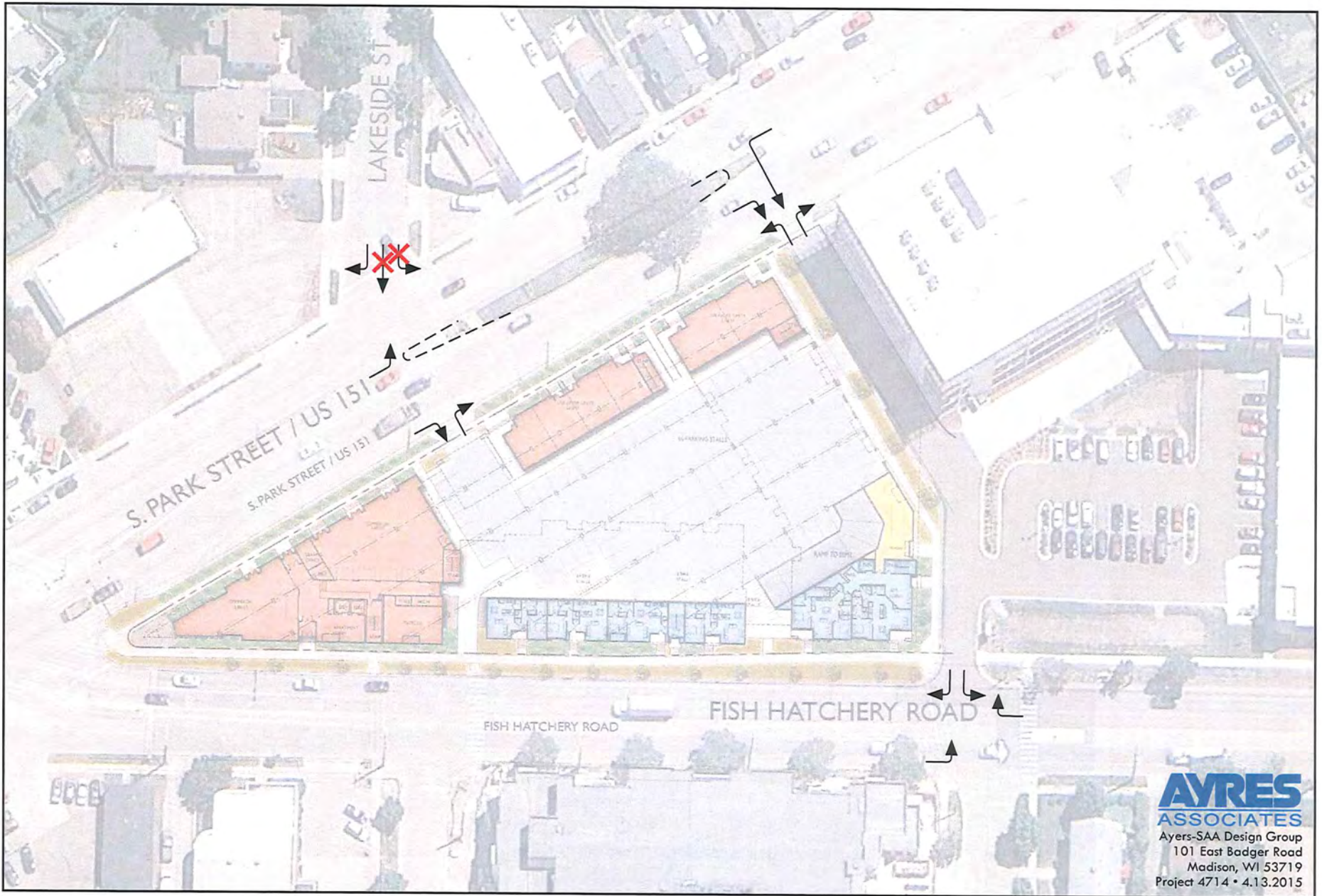
Wingra Point II

Figure 1 - Proposed Development Location



Wingra Point II

Figure 2 - Driveway Access



15-Apr-15 **Figure 3 ITE Trip Generation Rates - 9th Edition**

Wingra Point II
 Madison, WI
 SAA Design Group

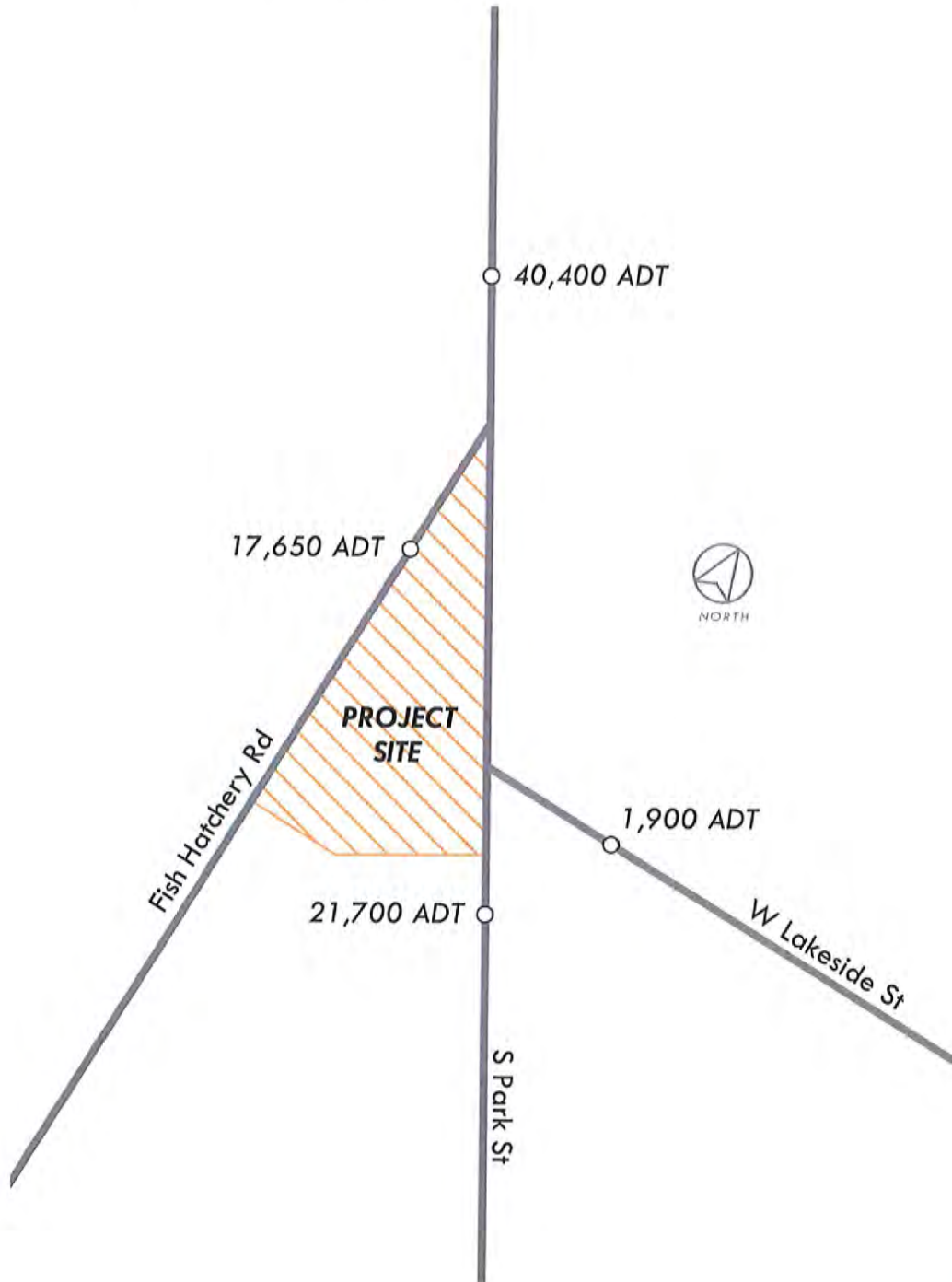
Description/ITE Code	Units	ITE Vehicle Trip Generation Rates <small>(peak hours are for peak hour of adjacent street traffic unless highlighted)</small>								Expected Units	Total Generated Trips			Total Distribution of Generated Trips					
		Weekday	AM	PM	Pass-By	AM In	AM Out	PM In	PM Out		Daily	AM Hour	PM Hour	AM In	AM Out	Pass-By	PM In	PM Out	Pass-By
Retail 826	KSF ²	44.32	NA	1.71		NA	NA	44%	56%	6.0	266	NA	16	NA	NA	0	7	9	0
Live Work	DU	13.90	1.30	1.50		50%	50%	50%	50%	6.0	83	7	9	4	4	0	5	5	0
Residential 223	DU	NA	0.30	0.39		31%	69%	58%	42%	173.0	NA	52	67	16	36	0	39	28	0
<i>Total</i>												59	93	20	39		51	42	

RED Rates = Peak Hour of Adjacent Street Traffic, One Hour between 7 and 9 a.m. or 4 and 6 p.m.
Green Rates = Peak Hour of Generator - (estimated from other reports)

NA = Not Available KSF² = Units of 1,000 square feet DU = Dwelling Unit

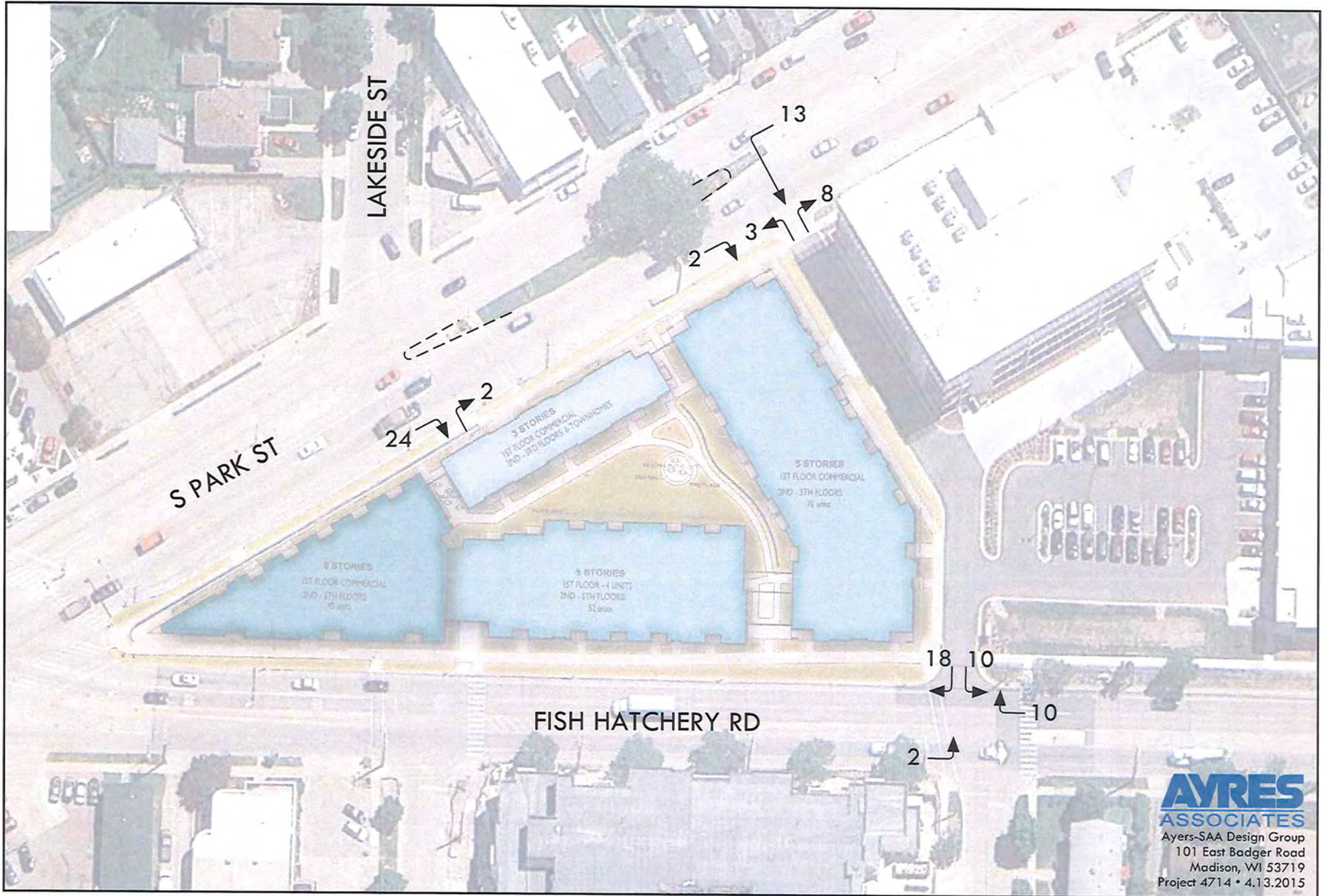
Wingra Point II

Figure 4
2013 Traffic Counts (ADT)



Wingra Point II

Figure 5 - Trip Distribution (PM Peak Hour)



Wingra Point II

Figure 6 - Peak Hour Traffic

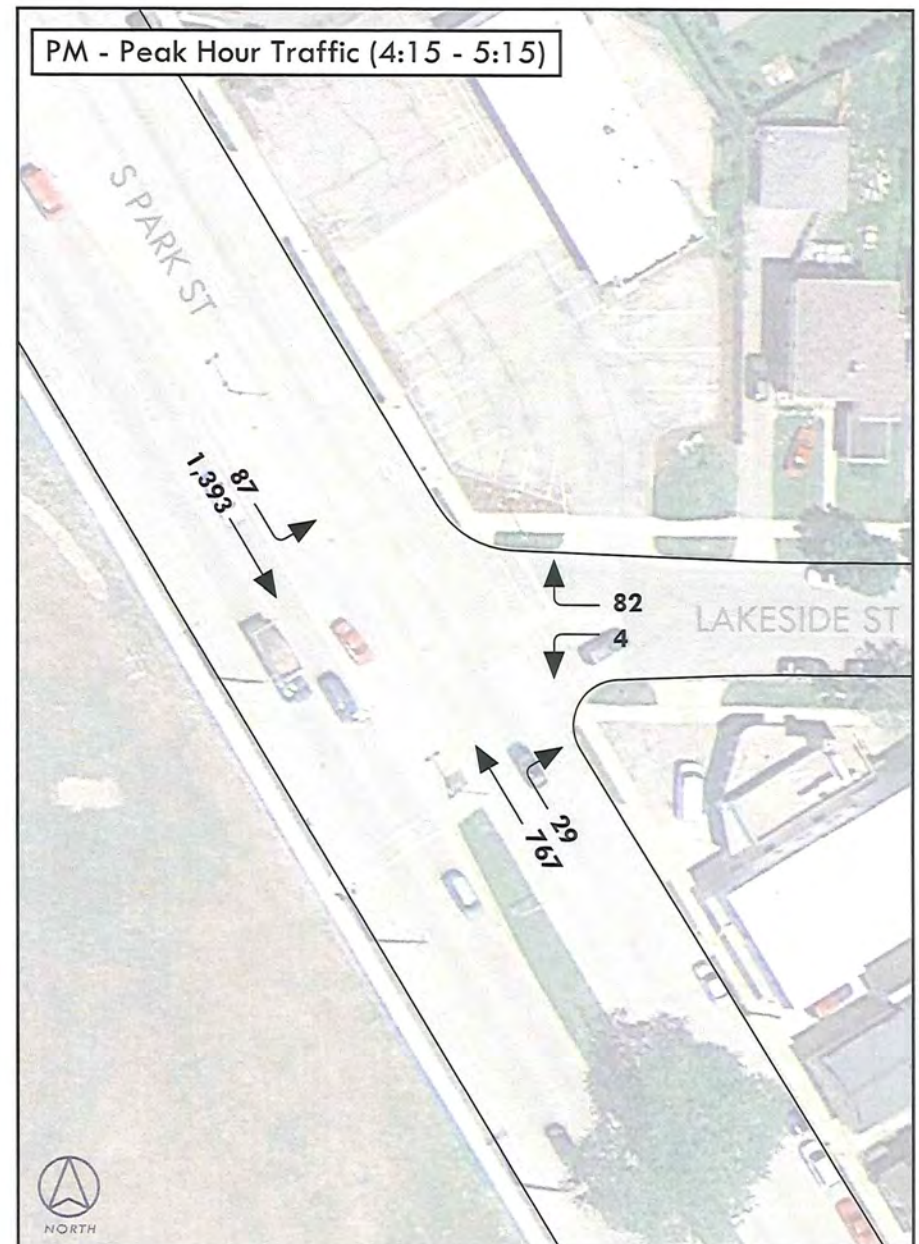


Figure 7 HCS Analysis

TWO-WAY STOP CONTROL SUMMARY								
General Information				Site Information				
Analyst	KAM			Intersection				
Agency/Co.	Ayres			Jurisdiction		City of Madison		
Date Performed	4/15/2015			Analysis Year		2015		
Analysis Time Period	AM Peak - 7:30-8:30							
Project Description <i>Wingra Point II</i>								
East/West Street: <i>Lakeside St</i>				North/South Street: <i>Park St</i>				
Intersection Orientation: <i>North-South</i>				Study Period (hrs): <i>1.00</i>				
Vehicle Volumes and Adjustments								
Major Street	Northbound			Southbound				
Movement	1	2	3	4	5	6		
	L	T	R	L	T	R		
Volume (veh/h)		1357	19	36	588			
Peak-Hour Factor, PHF	1.00	1.00	1.00	1.00	1.00			1.00
Hourly Flow Rate, HFR (veh/h)	0	1357	19	36	588			0
Percent Heavy Vehicles	0	--	--	0	--			--
Median Type	Raised curb							
RT Channelized			0			0		
Lanes	0	2	1	1	2			0
Configuration		T	R	L	T			
Upstream Signal		0			0			
Minor Street	Eastbound			Westbound				
Movement	7	8	9	10	11			12
	L	T	R	L	T			R
Volume (veh/h)				9	91			
Peak-Hour Factor, PHF	1.00	1.00	1.00	1.00	1.00			1.00
Hourly Flow Rate, HFR (veh/h)	0	0	0	9	0			91
Percent Heavy Vehicles	0	0	0	0	0			0
Percent Grade (%)	0			0				
Flared Approach		N			N			
Storage		0			0			
RT Channelized			0					0
Lanes	0	0	0	1	0			1
Configuration				L				R
Delay, Queue Length, and Level of Service								
Approach	Northbound	Southbound	Westbound			Eastbound		
Movement	1	4	7	8	9	10	11	12
Lane Configuration		L	L		R			
v (veh/h)		36	9		91			
C (m) (veh/h)		505	167		456			
v/c		0.07	0.05		0.20			
95% queue length		0.23	0.17		0.74			
Control Delay (s/veh)		12.7	27.8		14.9			
LOS		B	D		B			
Approach Delay (s/veh)	--	--	16.0					
Approach LOS	--	--	C					

Appendix A
Wingra Point II Transportation Analysis

Traffic Counts on S. Park Street & W. Lakeside Street

N/S Street Park
 E/W Street Lakeside
 Control: Stop sign on Lakeside

27-1001

S Park St & W Lakeside St

PM Peak Start Time	Park				Lakeside				Park				Intersxn				
	from North (southbound)				from East (westbound)				from South (northbound)				from West (eastbound)				Total
	Left	Thru	Right	Total	Left	Thru	Right	Total	Left	Thru	Right	Total	Left	Thru	Right	Total	
4:00 PM	25	361	0	386	5	0	13	18	0	182	6	188	0	0	0	0	592
4:15 PM	22	342	0	364	1	0	25	26	0	168	9	177	0	0	0	0	567
4:30 PM	23	366	0	389	0	0	12	12	0	192	7	199	0	0	0	0	600
4:45 PM	20	317	0	337	3	0	20	23	0	209	7	216	0	0	0	0	576
5:00 PM	22	368	0	390	0	0	25	25	0	198	6	204	0	0	0	0	619
5:15 PM	22	293	0	315	5	0	18	23	0	198	8	206	0	0	0	0	544
5:30 PM	23	294	0	317	2	0	19	21	0	173	6	179	0	0	0	0	517
5:45 PM	21	221	0	242	1	0	21	22	0	170	8	178	0	0	0	0	442

AM Peak Start Time	Park				Lakeside				Park				Intersxn				
	from North (southbound)				from East (westbound)				from South (northbound)				from West (eastbound)				Total
	Left	Thru	Right	Total	Left	Thru	Right	Total	Left	Thru	Right	Total	Left	Thru	Right	Total	
7:00 AM	5	142	0	147	1	0	13	14	0	266	4	270	0	0	0	0	431
7:15 AM	26	115	0	141	2	0	12	14	0	309	5	314	0	0	0	0	469
7:30 AM	12	151	0	163	2	0	24	26	0	361	3	364	0	0	0	0	553
7:45 AM	6	151	0	157	1	0	22	23	0	339	4	343	0	0	0	0	523
8:00 AM	9	157	0	166	5	0	23	28	0	330	6	336	0	0	0	0	530
8:15 AM	9	129	0	138	1	0	22	23	0	327	6	333	0	0	0	0	494
8:30 AM	11	125	0	136	2	0	16	18	0	256	7	263	0	0	0	0	417
8:45 AM	12	125	0	137	2	0	21	23	0	225	3	228	0	0	0	0	388

Peak Hour	from North (southbound)				from East (westbound)				from South (northbound)				from West (eastbound)				Intersxn Total
	Left	Thru	Right	Total	Left	Thru	Right	Total	Left	Thru	Right	Total	Left	Thru	Right	Total	
4:15-5:15	87	1393	0	1480	4	0	82	86	0	767	29	796	0	0	0	0	2362
7:30-8:30	36	588	0	624	9	0	91	100	0	1357	19	1376	0	0	0	0	2100

from North East South West					
Total Approach	sb	wb	nb	eb	
PM Peak	sb	wb	nb	eb	
4:15 PM	364	26	177	0	567
4:30 PM	389	12	199	0	600
4:45 PM	337	23	216	0	576
5:00 PM	390	25	204	0	619
	1480	86	796	0	2362

Peak Hour Factor				
	from North	East	South	West
PM Peak	0.95	0.83	0.92	#DIV/0!
AM Peak	0.94	0.89	0.95	#DIV/0!

from North East South West					
Total Approach	sb	wb	nb	eb	
AM Peak	sb	wb	nb	eb	
7:30 AM	163	26	364	0	553
7:45 AM	157	23	343	0	523
8:00 AM	166	28	336	0	530
8:15 AM	138	23	333	0	494
	624	100	1376	0	2100

MEMORANDUM

To: Jon Hepner, Development Associate, T. Wall Enterprises, LLC

From: John A. Lichtenheld AICP

Date: April 17, 2017**Project No.:** 27-1001-01

Re: Peloton Transportation Analysis Revised

This memo summarizes the findings of a transportation and parking analysis for a redevelopment project at the intersection of S. Park Street and Fish Hatchery Road in the City of Madison, WI. The development comprises 162 apartment units and 12,031 square feet of commercial area on the first floor. The project contains 156 underground residential parking spaces with two driveway accesses. One of the access points is on S. Park Street and one is on Fish Hatchery. There is an existing transit stop on S. Park Street and also one on Fish Hatchery Road. The project includes 71 bike stalls and up to 154 hanging bike storage racks. There is currently on-street parking on S. Park Street (2 hour) and bike lanes on Fish Hatchery Road from Brook Street north. Besides at the intersection of S. Park and Fish Hatchery Road, there are pedestrian cross walks on Park Street at Lakeside Street and Fish Hatchery at Brooks and High Streets. The project location and layout is shown in **Figure 1**.

Traffic

As part of the traffic analysis, we were requested to evaluate the number of trips generated by the development, the assignment of trips into and out of the development, and traffic turning volumes at each of the two driveway locations.

Each of the two driveway accesses and their respective turning movements in and out of the driveway are shown in **Figure 2**. The access on Fish Hatchery has full access to the adjacent street. The second access on S. Park Street is limited to right in and right out only. The two driveway accesses are interconnected by a common alley and provide access to the development's parking ramp.

Both trip generation projections and traffic counts were determined during the morning and afternoon peak hours since that is the time in which the street system is at peak demand. The projected peak hour trips are shown in **Figure 3**. The total number of trips projected is 49 trips during the morning peak hour and 96 trips during the afternoon peak hour. The table also shows how those trips are broken out between inbound and outbound trips during each of the two peak hour time periods based on the ITE Trip Generation Manual 9th Addition. While the trip generation will most likely be less than the recommended trip generation due to shared parking, availability of transit, and biking opportunities, the trip generation numbers are so small compared with existing adjacent traffic volumes that the higher rates were used as a "worst case" scenario.

Traffic volumes, in terms of daily counts, on each of the three major corridors in the area are shown in **Figure 4**. These include daily traffic counts (2013) on the three major adjacent streets including S. Park Street, Fish Hatchery, and W. Lakeside Street. These counts were used to assign trip generation to the two proposed development driveway locations based on a gravity model. The projected trips into and out of the development driveway were distributed for the PM peak hour since that time period shows the highest trip demand for the development. The assigned trip distribution for the afternoon peak

hour are shown in **Figure 5** and reflects that each of the two access points has a connection to the underground parking.

Both AM and PM traffic turning movement counts were taken at the intersection of W. Lakeside Street and S. Park Street. The results of these counts is shown in **Figure 6** for both the afternoon and morning peak hours (7-9 AM and 4-6 PM) and confirms that the peak hours are 7:30 – 8:30 AM and 4:15 – 5:15 PM. It also confirmed that the afternoon peak hour did have the higher background traffic volumes (2100 vs 2362) than the morning peak hour (**Appendix A**).

An analysis of the Level of Service (LOS) using HCS Analysis for the S. Park Street driveway is shown in **Figure 7**. It indicates that the driveway operates at an LOS B with no queuing on South Park Street.

Parking

There are 156 parking spaces provided on-site and 10 provided on Park Street for a total of 166 available spaces. Of these spaces, all 156 on-site spaces are below ground in the parking structure and dedicated to the residents. The 10 on-street spaces are for parking for the small commercial spaces. See **Appendix A** for the location of the parking spaces.

Recommendations

Based on this analysis, the following are our recommendations for improving transportation and parking elements of the development:

1. Provide two access points to the development as shown on the existing development plan.
2. The Park Street access is restricted to right turn in and outbound only.
3. To support the retail uses of the development and still encourage parking turnover, consider changing the existing 2- hour on-street parking limit on S. Park Street to 4-hour.
4. Prohibit on-street parking spaces on S. Park Street driveways if there are safety or sight distances concerns for outbound vehicles.
5. Upgrade bus stop on S. Park Street with a concrete pad and shelter.
6. Upgrade crosswalk on S. Park Street at W. Lakeside with more visible signage and pavement markings.

Figure 1 - Proposed Development Location

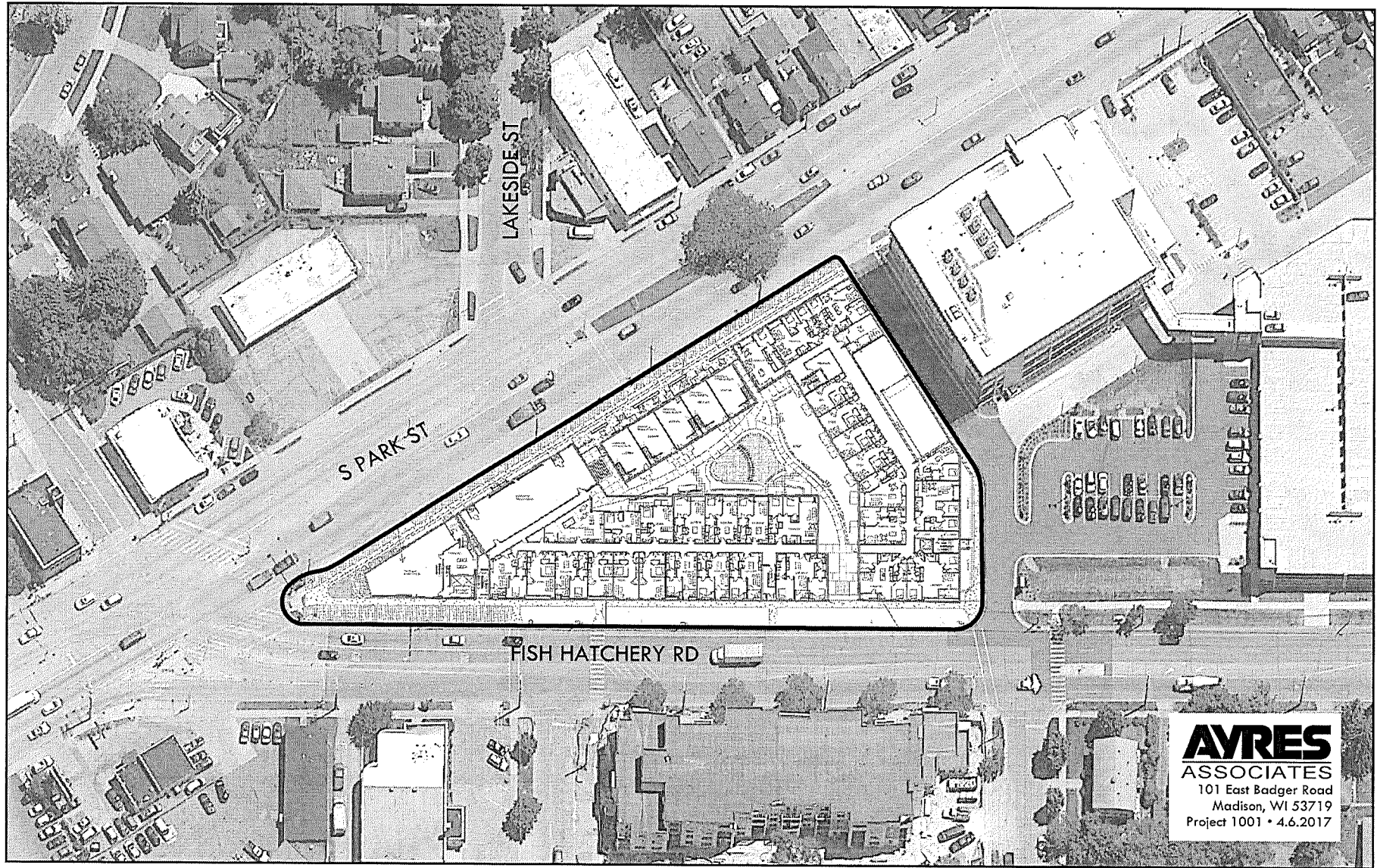
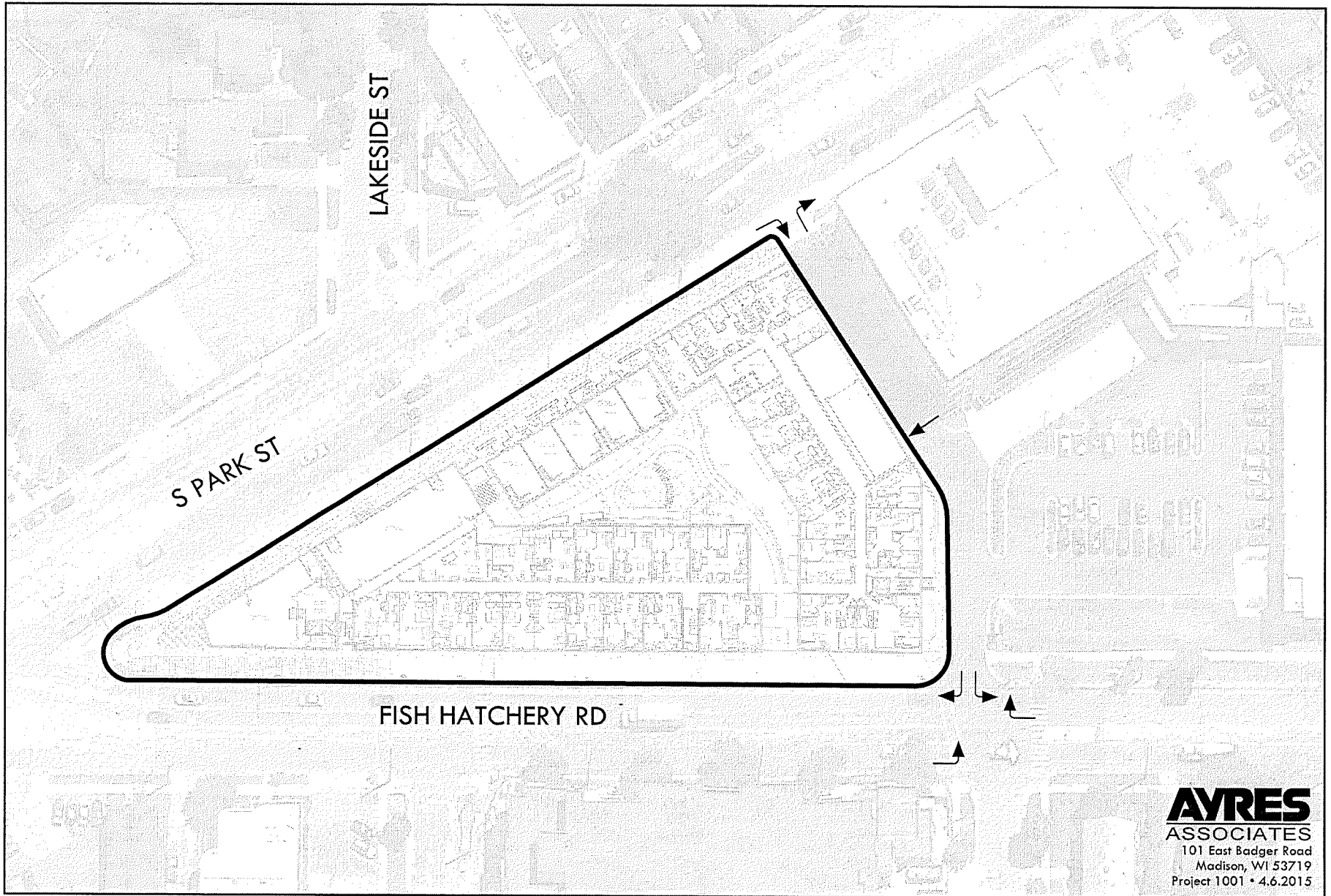


Figure 2 - Proposed Driveway Access



17-Apr-17	Figure 3 ITE Trip Generation Rates - 9th Edition				
Peloton Development					
Madison, WI					
SAA Design Group					

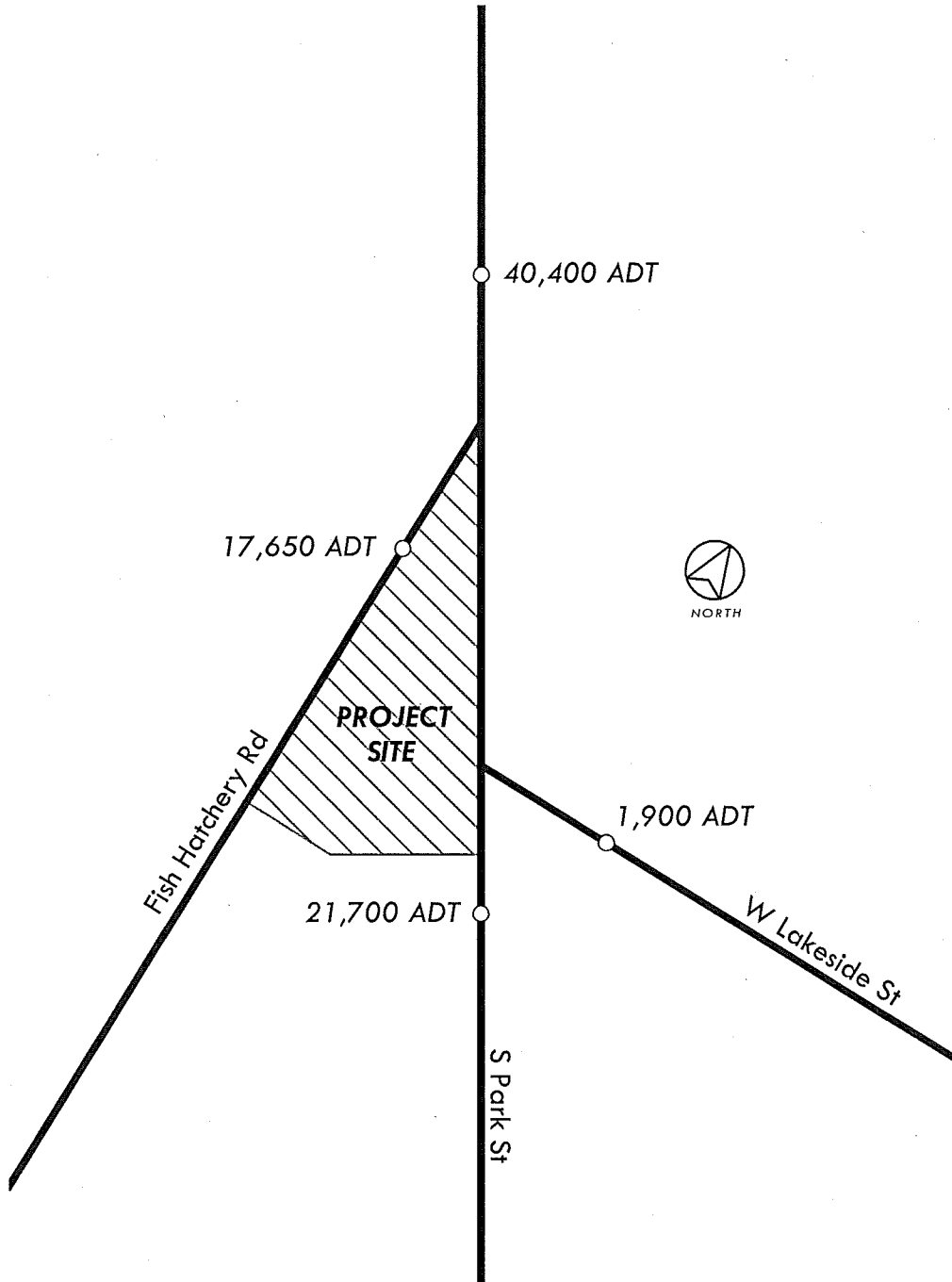
Description/ITE Code	Units	ITE Vehicle Trip Generation Rates <small>(peak hours are for peak hour of adjacent street traffic unless highlighted)</small>								Expected Units	Total Generated Trips			Total Distribution of Generated Trips					
		Weekday	AM	PM	Pass-By	AM In	AM Out	PM In	PM Out		Daily	AM Hour	PM Hour	AM In	AM Out	Pass-By	PM In	PM Out	Pass-By
Retail 826	KSF ²	44.32	NA	2.71		NA	NA	44%	56%	12.0	532	NA	33	NA	NA	0	14	18	0
Residential 223	DU	NA	0.30	0.39		31%	69%	58%	42%	162.0	NA	49	63	15	34	0	37	27	0
		<i>Total</i>										49	96	15	34		51	45	

RED Rates = Peak Hour of Adjacent Street Traffic, One Hour between 7 and 9 a.m. or 4 and 6 p.m.
 Green Rates = Peak Hour of Generator - (estimated from other reports)

NA = Not Available	KSF ² = Units of 1,000 square feet	DU = Dwelling Unit
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Peloton

Figure 4
2013 Traffic Counts (ADT)



Peloton

Figure 5 - Trip Distribution (PM Peak Hour)

4

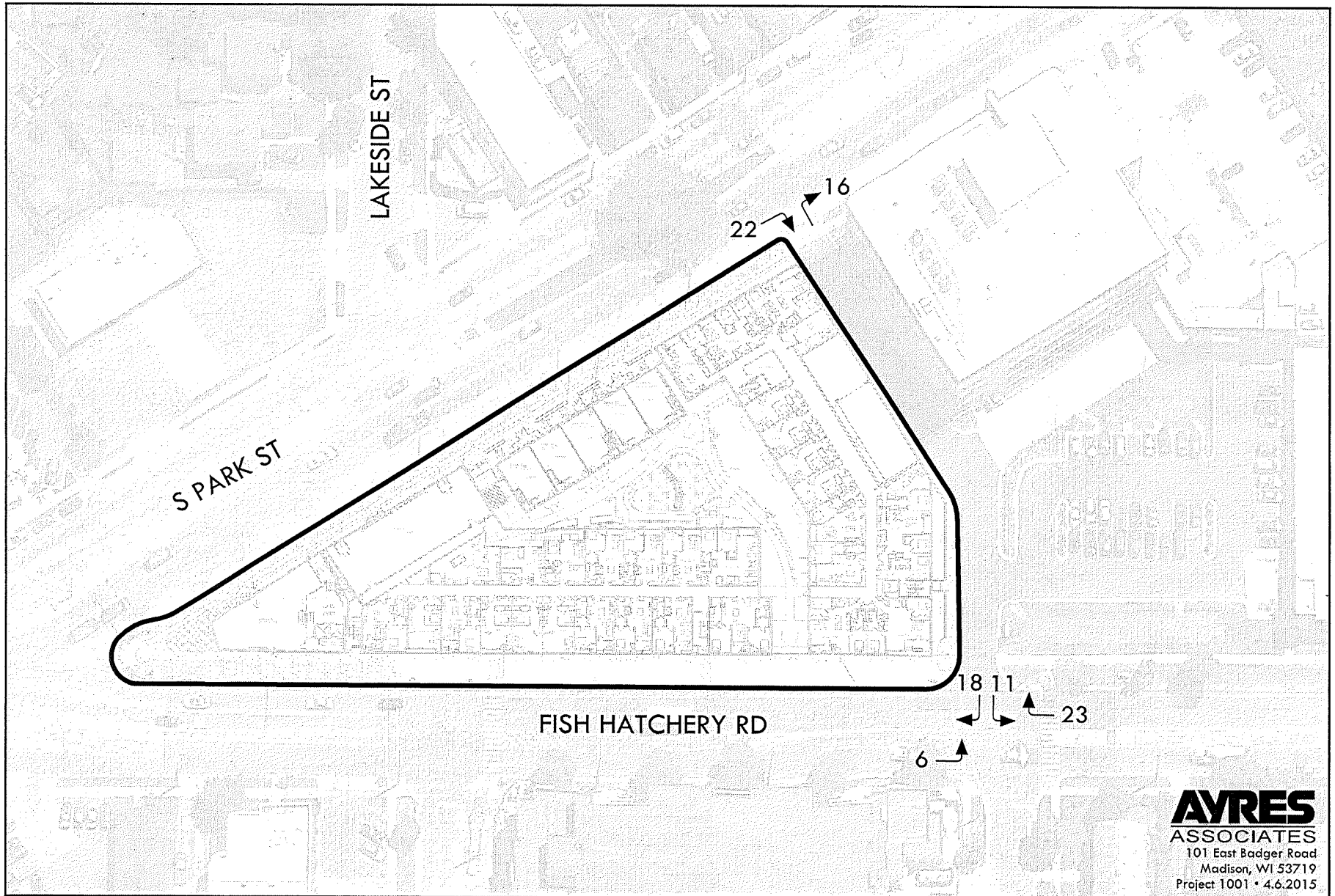


Figure 6 - Peak Hour Traffic

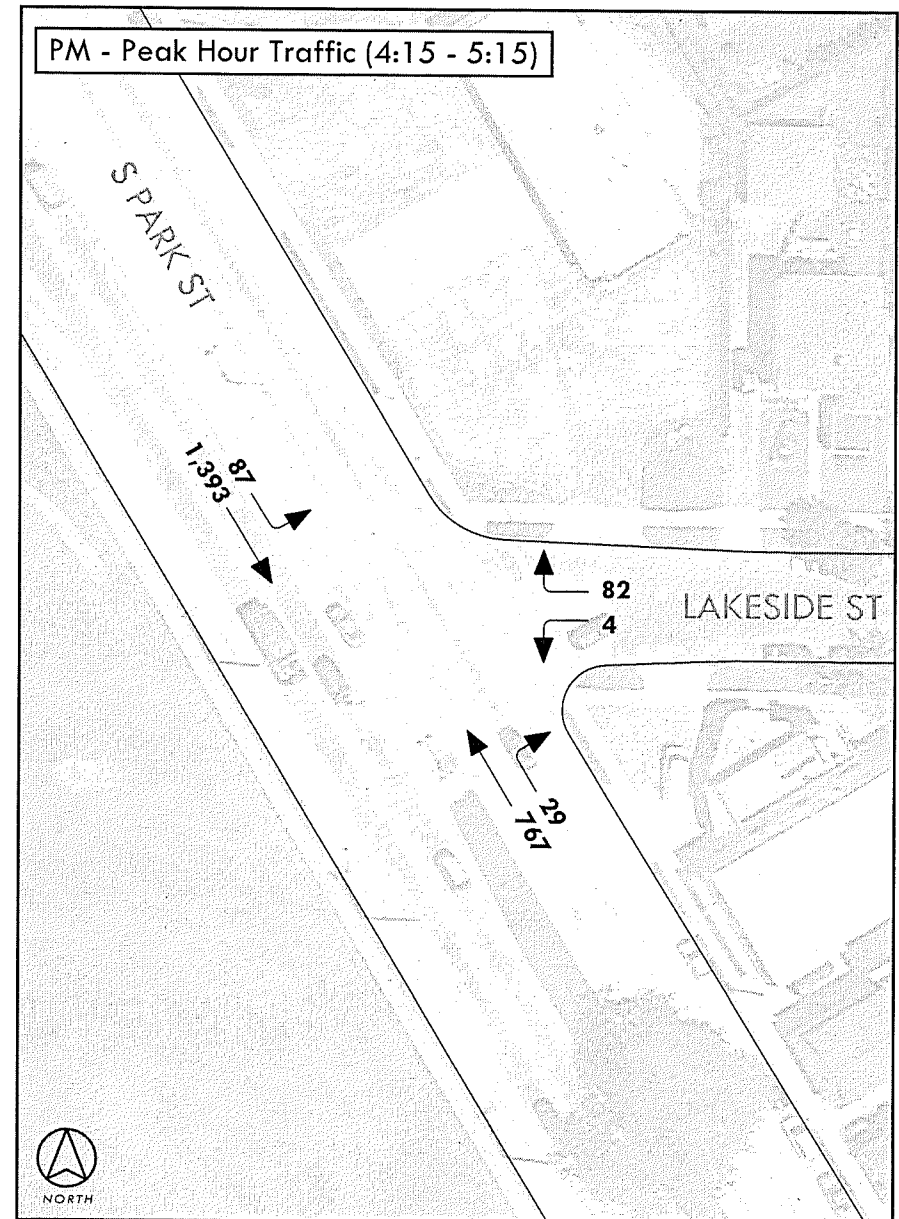
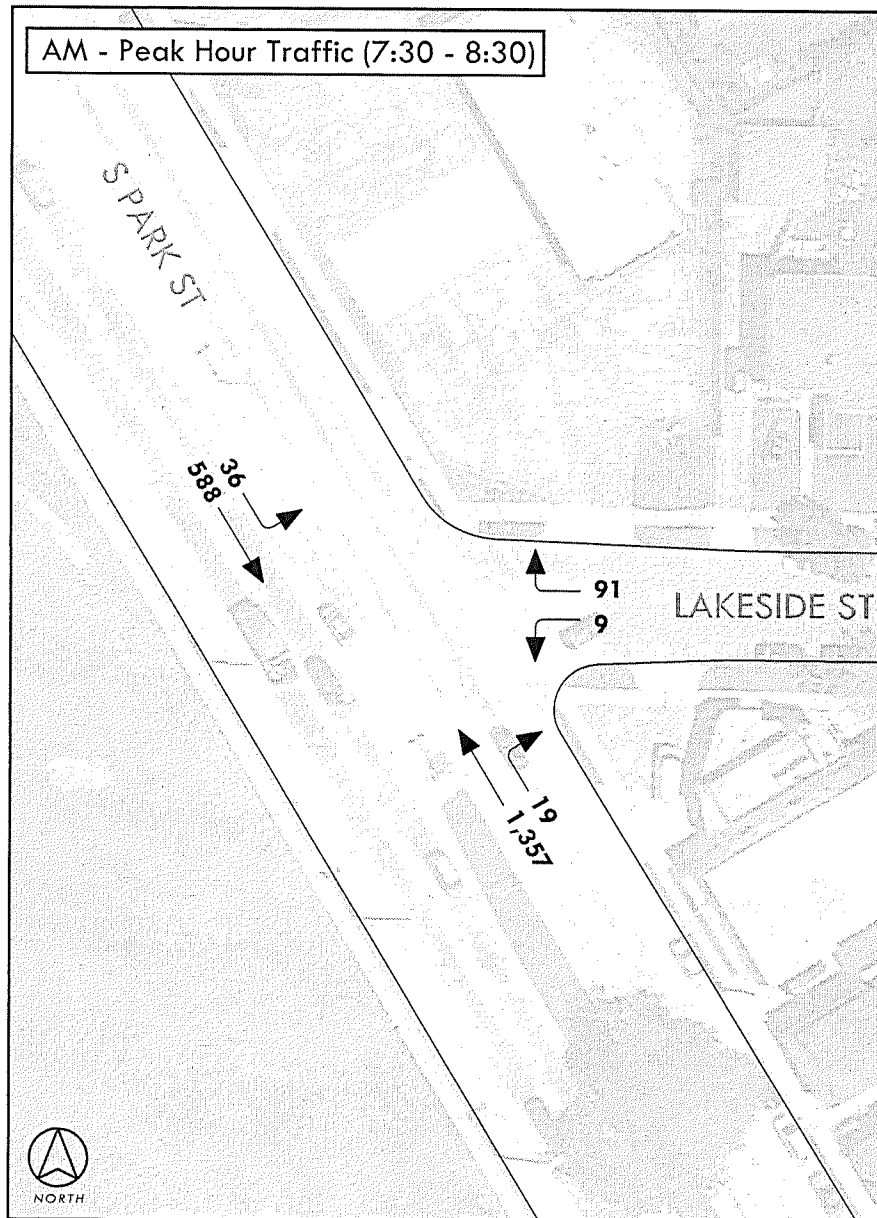


Figure 7 - PM Peak Intersection Level of Service Analysis

TWO-WAY STOP CONTROL SUMMARY								
General Information					Site Information			
Analyst	KAM				Intersection			
Agency/Co.	Ayres				Jurisdiction	City of Madison		
Date Performed	4/14/2017				Analysis Year	2016		
Analysis Time Period	PM Peak - 4:15-5:15							
Project Description <i>Peloton Residences</i>								
East/West Street: <i>Park Street Drive</i>					North/South Street: <i>Park St</i>			
Intersection Orientation: <i>North-South</i>					Study Period (hrs): <i>1.00</i>			
Vehicle Volumes and Adjustments								
Major Street	Northbound			Southbound				
Movement	1	2	3	4	5	6		
	L	T	R	L	T	R		
Volume (veh/h)		767			1393	22		
Peak-Hour Factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00		
Hourly Flow Rate, HFR (veh/h)	0	767	0	0	1393	22		
Percent Heavy Vehicles	0	--	--	0	--	--		
Median Type	Raised curb							
RT Channelized			0			0		
Lanes	0	2	0	0	2	1		
Configuration		T			T	R		
Upstream Signal		0			0			
Minor Street	Eastbound			Westbound				
Movement	7	8	9	10	11	12		
	L	T	R	L	T	R		
Volume (veh/h)			16					
Peak-Hour Factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00		
Hourly Flow Rate, HFR (veh/h)	0	0	16	0	0	0		
Percent Heavy Vehicles	0	0	0	0	0	0		
Percent Grade (%)	0			0				
Flared Approach		N			N			
Storage		0			0			
RT Channelized			0			0		
Lanes	0	0	1	0	0	0		
Configuration			R					
Delay, Queue Length, and Level of Service								
Approach	Northbound	Southbound	Westbound			Eastbound		
Movement	1	4	7	8	9	10	11	12
Lane Configuration								R
v (veh/h)								16
C (m) (veh/h)								445
v/c								0.04
95% queue length								0.11
Control Delay (s/veh)								13.4
LOS								B
Approach Delay (s/veh)	--	--				13.4		
Approach LOS	--	--				B		

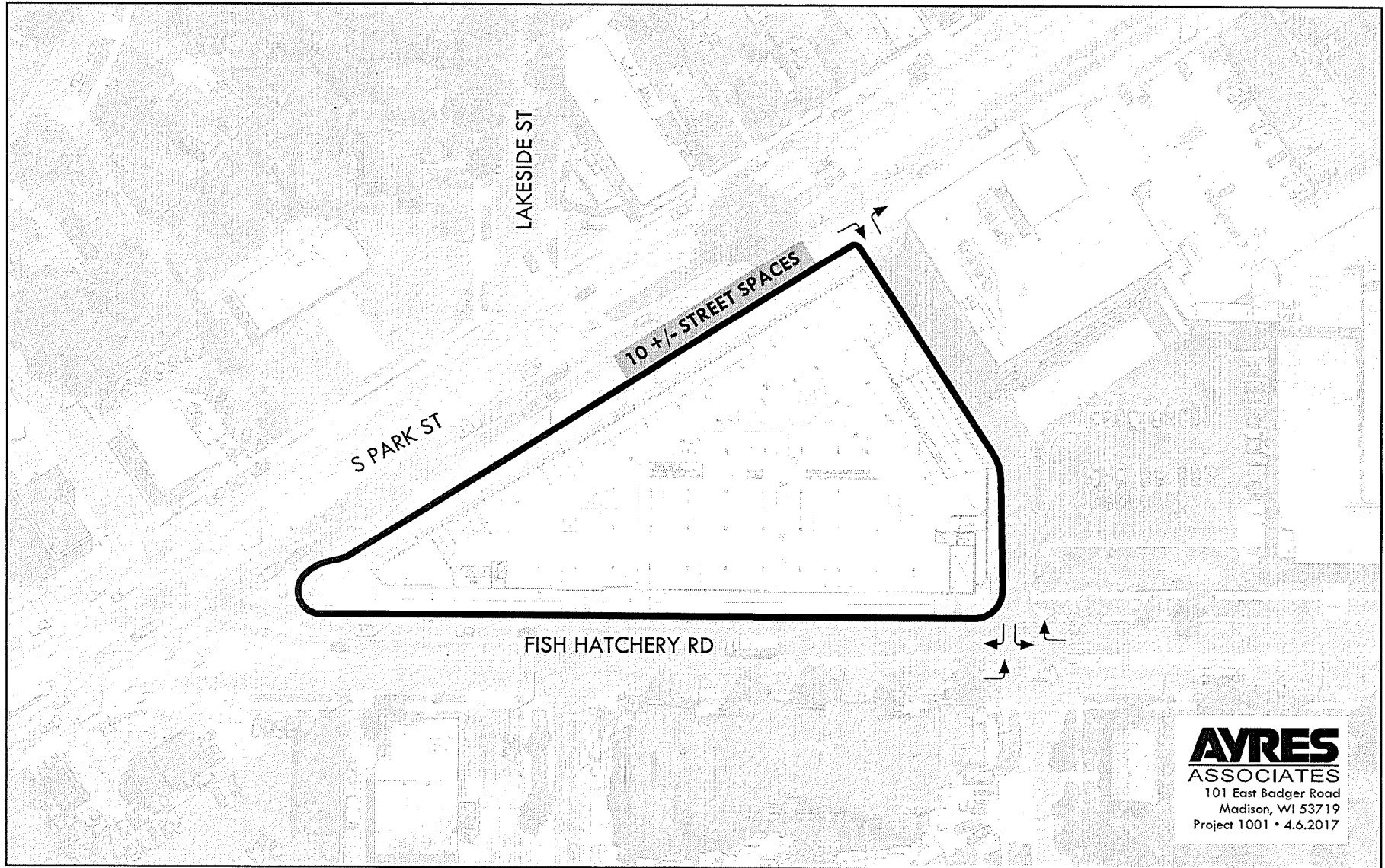
Appendix A
Peloton Development Transportation
Analysis

- **Traffic Counts on S. Park Street & W. Lakeside Street**
- **On-Street Parking and Access**
- **Underground Parking Plan**

Peloton

Appendix A - On-Street Parking and Access

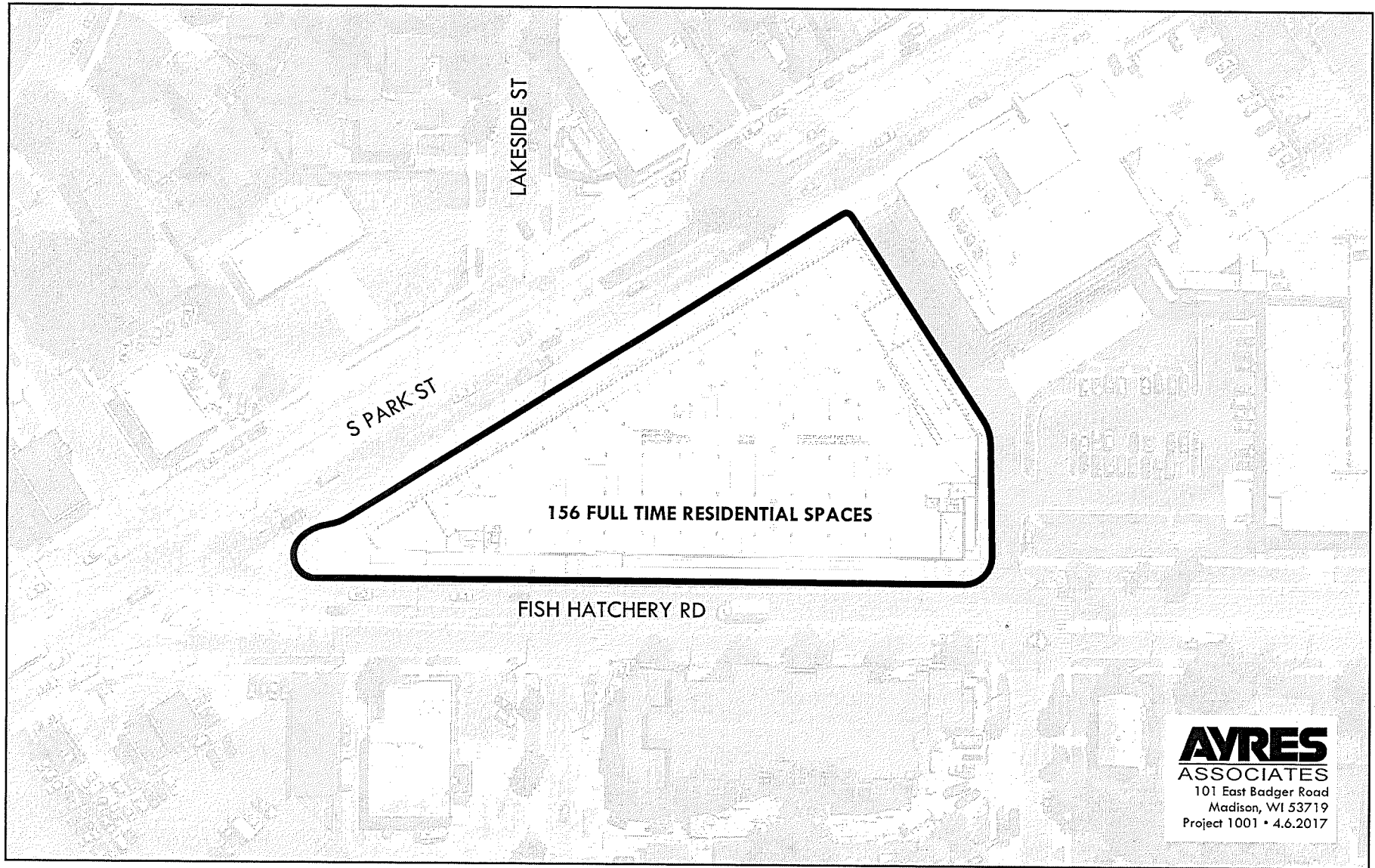
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Peloton

Appendix A - Underground Parking

4





City of Madison Fire Department

314 W Dayton Street, Madison, WI 53703-2506
 Phone: 608-266-4420 • Fax: 608-267-1100 • E-mail: fire@cityofmadison.com

Project Address: 1010 S. PARK ST.

Contact Name & Phone #: JEFF DAVIS, 608-284-8225

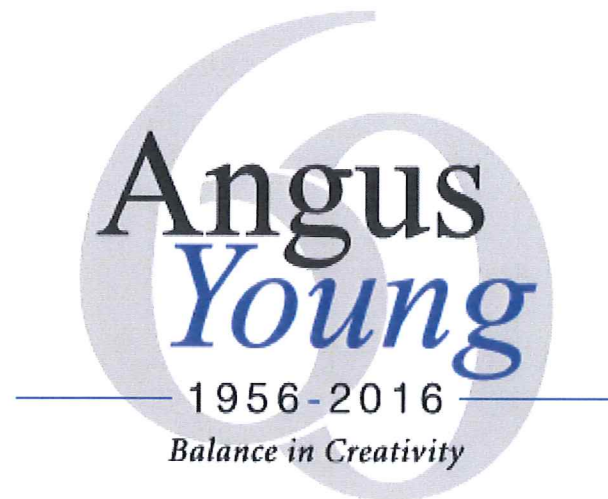
FIRE APPARATUS ACCESS AND FIRE HYDRANT WORKSHEET

1. Is the building completely protected by an NFPA 13 or 13R automatic fire sprinkler system? If non-sprinklered, fire lanes extend to within 150-feet of all portions of the exterior wall? If sprinklered, fire lanes are within 250-feet of all portions of the exterior wall?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No	<input type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A
2. Is the fire lane constructed of concrete or asphalt, designed to support a minimum load of 85,000 lbs? a) Is the fire lane a minimum unobstructed width of at least 20-feet? b) Is the fire lane unobstructed with a vertical clearance of at least 13½-feet? c) Is the minimum inside turning radius of the fire lane at least 28-feet? d) Is the grade of the fire lane not more than a slope of 8%? e) Is the fire lane posted as fire lane? (Provide detail of signage.) f) Is a roll-able curb used as part of the fire lane? (Provide detail of curb.) g) Is part of a sidewalk used as part of the required fire lane? (Must support +85,000 lbs.)	<input type="checkbox"/> Yes <input type="checkbox"/> Yes <input type="checkbox"/> Yes <input type="checkbox"/> Yes <input type="checkbox"/> Yes <input type="checkbox"/> Yes <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input type="checkbox"/> N/A
3. Is the fire lane obstructed by security gates or barricades? If yes: a) Is the gate a minimum of 20-feet clear opening? b) Is an approved means of emergency operations installed, key vault, padlock or key switch?	<input type="checkbox"/> Yes <input type="checkbox"/> Yes <input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No	<input type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A
4. Is the Fire lane dead-ended with a length greater than 150-feet? If yes, does the area for turning around fire apparatus comply with IFC D103?	<input type="checkbox"/> Yes <input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No <input type="checkbox"/> No	<input type="checkbox"/> N/A <input type="checkbox"/> N/A
5. Is any portion of the building to be used for high-piled storage in accordance with IFC Chapter 3206.6 If yes, see IFC 3206.6 for further requirements.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A
6. Is any part of the building greater than 30-feet above the grade plane? If yes, answer the following questions: a) Is the aerial apparatus fire lane parallel to one entire side of the building and covering at least 25% of the perimeter? b) Is the near edge of the aerial apparatus fire lane between 15' and 30' from the building? c) Are there any overhead power or utility lines located across the aerial apparatus fire lane? d) Are there any tree canopies expected to grow across the aerial fire lane? (Based on mature canopy width of tree species) e) Does the aerial apparatus fire lane have a minimum unobstructed width of 26-feet? f) Is the space between the aerial lane and the building free of trees exceeding 20' in heights?	<input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input checked="" type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No	<input type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A
7. Are all portions of the required fire lanes within 500-feet of at least (2) hydrants? <i>Note: Distances shall be measured along the path of the hose lay as it comes off the fire apparatus.</i> a) Is the fire lane at least 26' wide for at least 20-feet on each side of the hydrants? b) Is there at least 40' between a hydrant and the building? c) Are the hydrant(s) setback no less than 5-feet nor more than 10-feet from the curb or edge of the street or fire lane? d) Are hydrants located in parking lot islands a minimum of 3½-feet from the hydrant to the curb? e) Are there no obstructions, including but not limited to: power poles, trees, bushes, fences, posts located, or grade changes exceeding 1½-feet, within 5-feet of a fire hydrant?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No <input type="checkbox"/> No	<input type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input type="checkbox"/> N/A <input type="checkbox"/> N/A <input checked="" type="checkbox"/> N/A <input type="checkbox"/> N/A

Note: Hydrants shall be installed and in-service prior to combustible construction on the project site.

Attach an additional sheet if further explanation is required for any answers.

This worksheet is based on MGO 34.503 and IFC 2015 Edition Chapter 5 and Appendix D; please see the codes for further information.



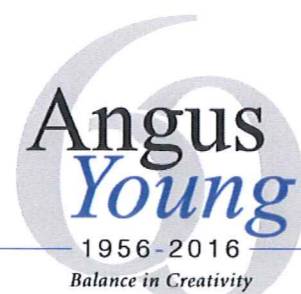
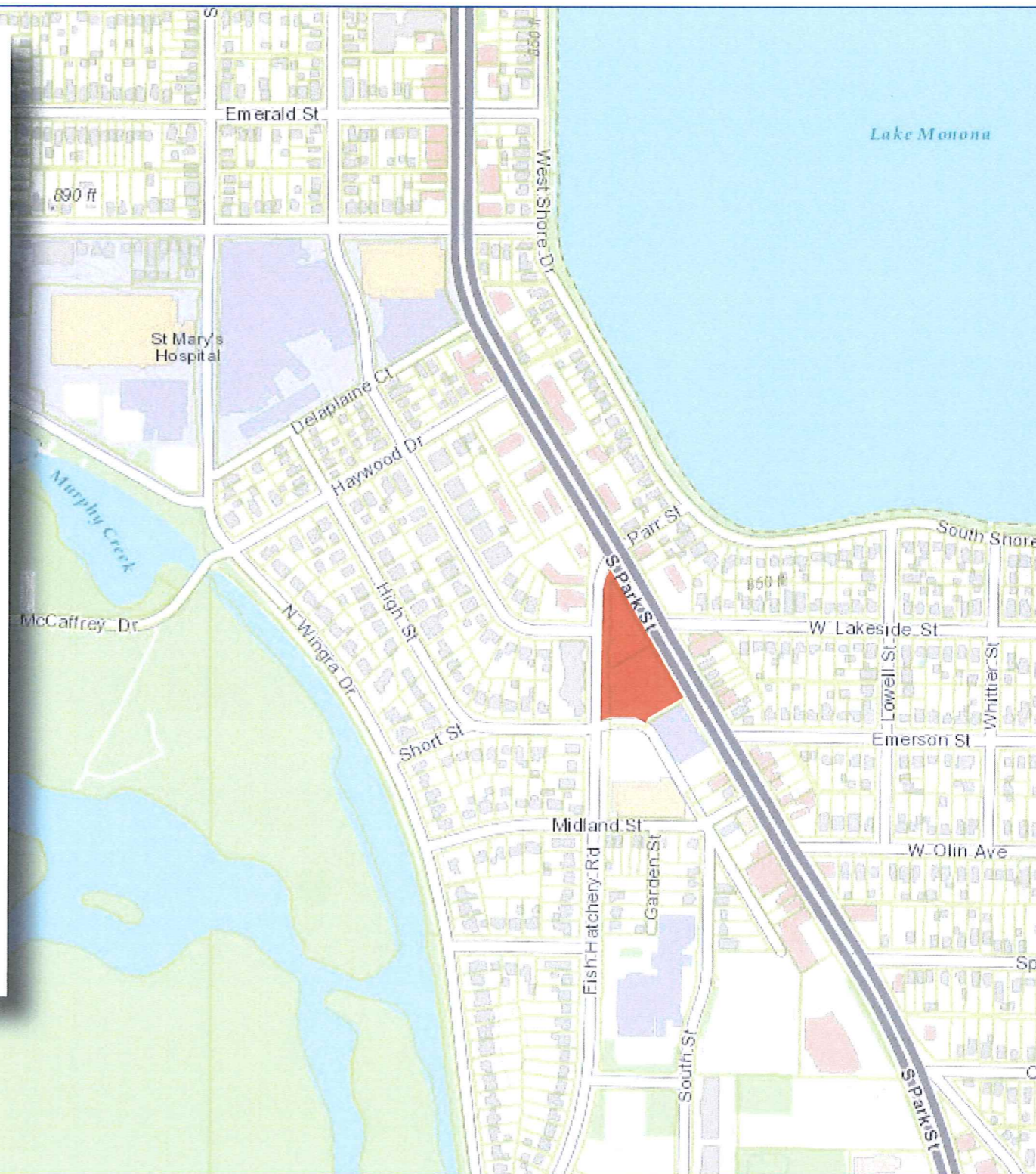
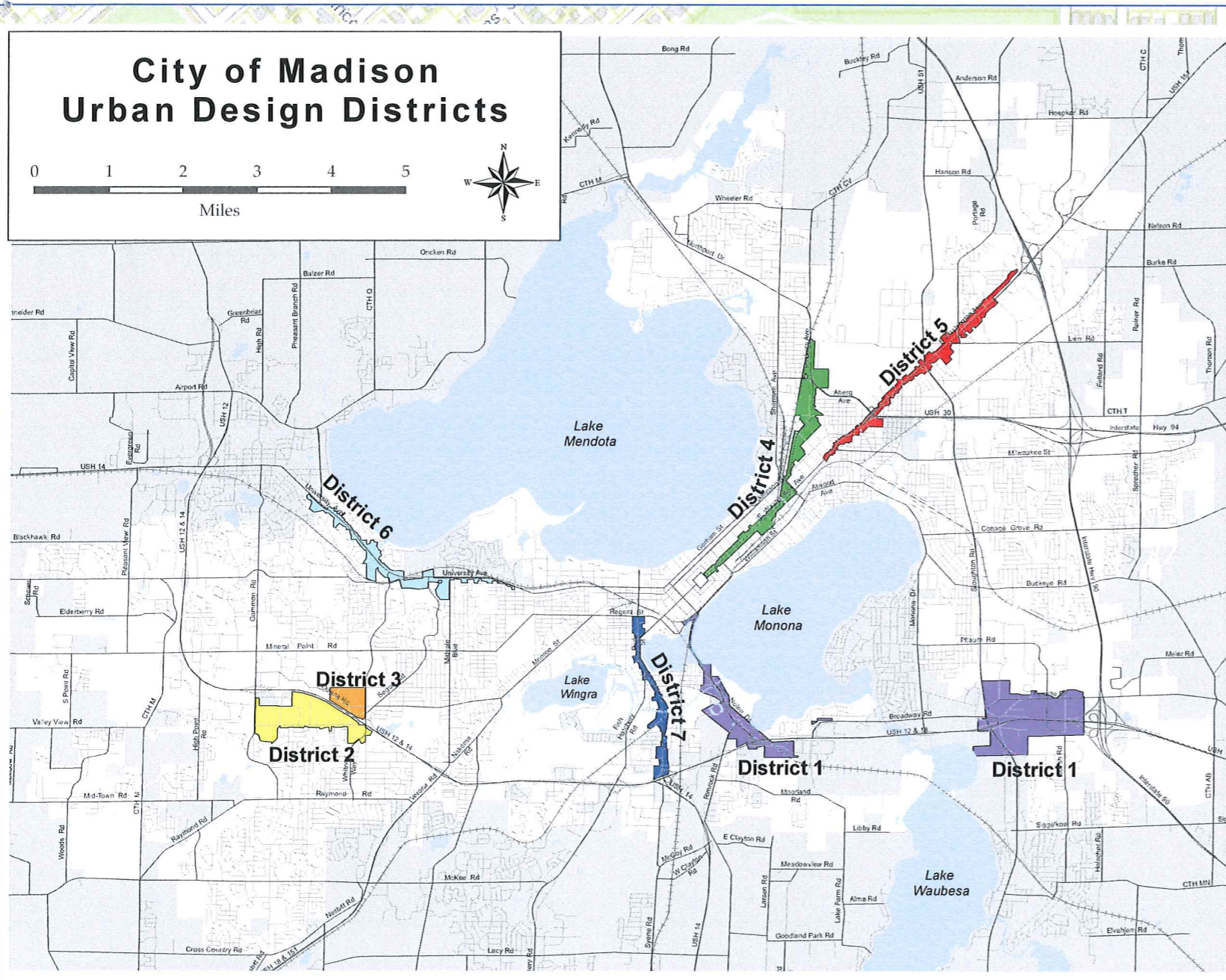
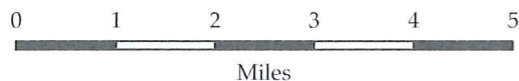
Peloton Place Residences
Peloton Residences, LLC

Urban Design Commission
Initial and Final Approval Submittal
and
Land Use Application Submittal

Jeff Davis
Angus-Young Associates
jeffd@angusyoung.com
608.284.8225

Jon Hepner
Peloton Residences, LLC
jon@twallenterprises.com
608.444-5552

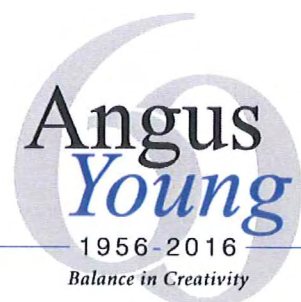
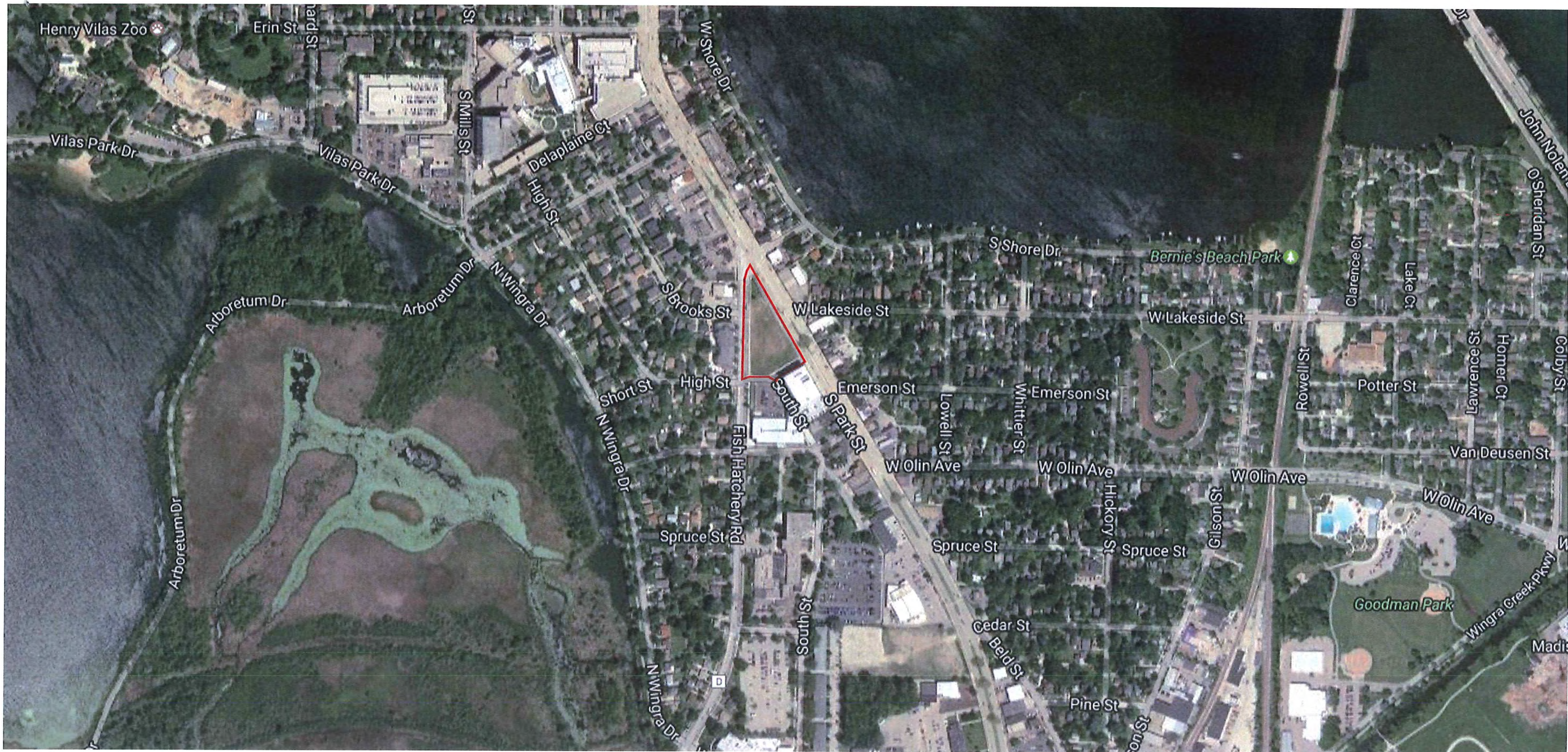
City of Madison Urban Design Districts



URBAN DESIGN DISTRICT

1010 PARK STREET · URBAN DESIGN DISTRICT 7 · PELTON PLACE RESIDENCES

MAY 10, 2017

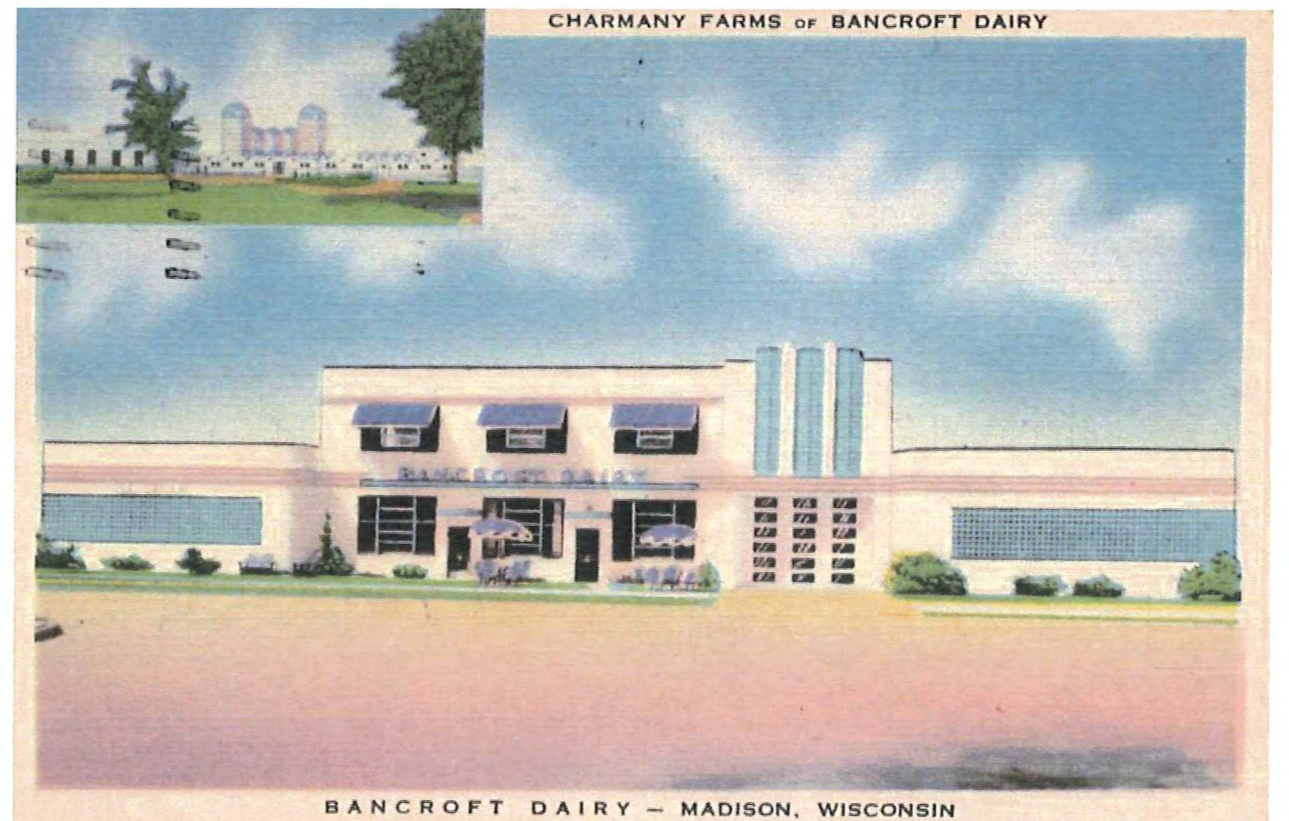
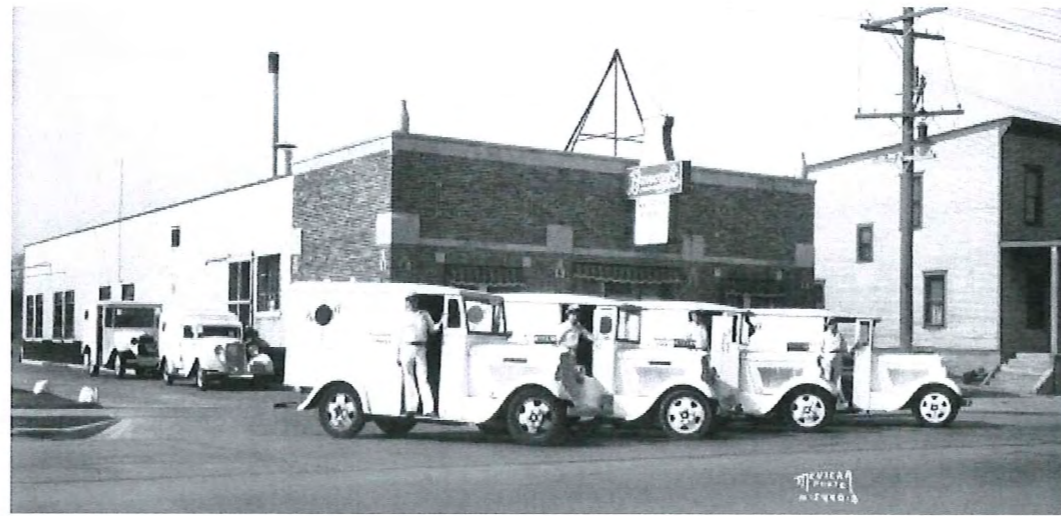


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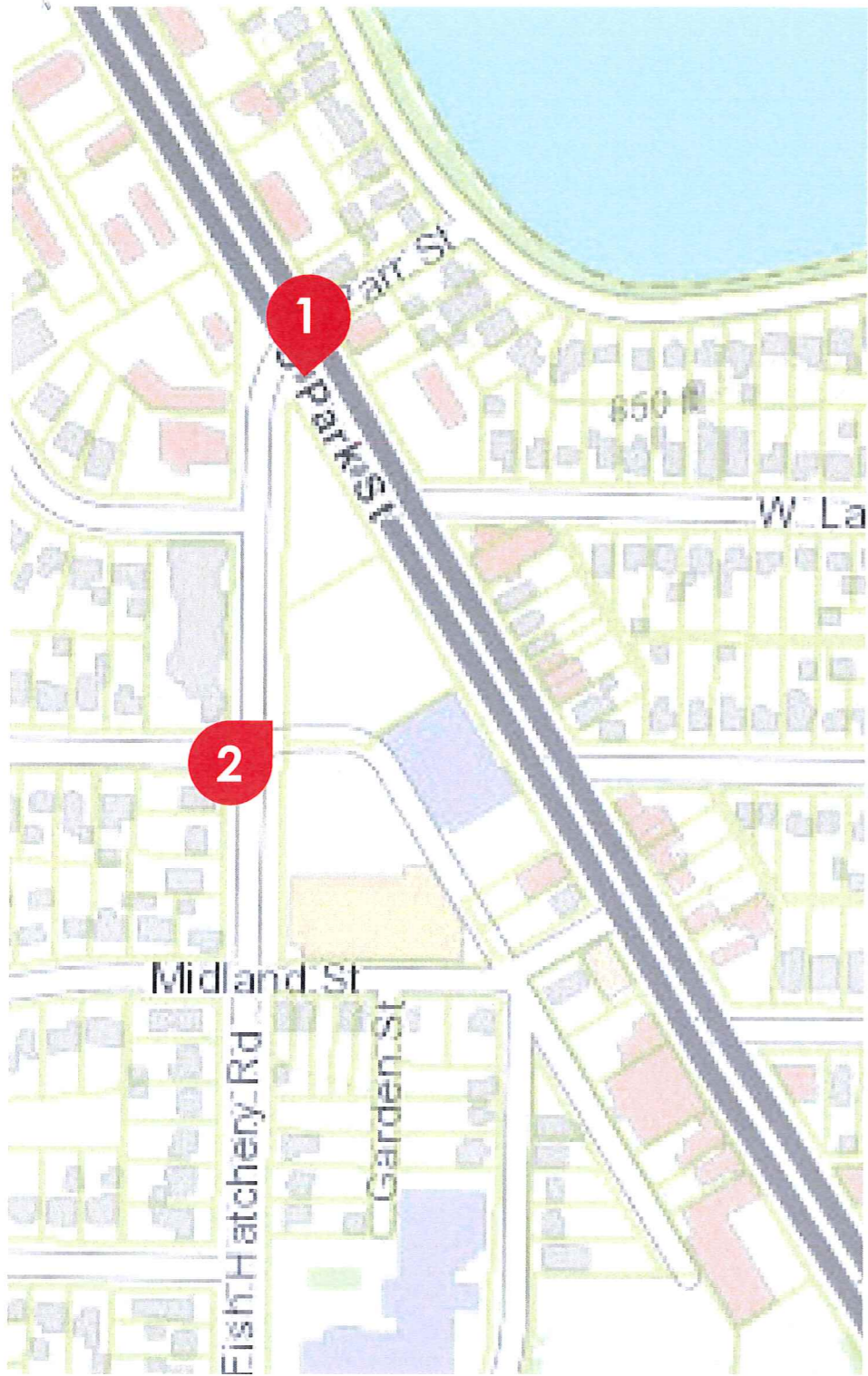
1010 PARK STREET · URBAN DESIGN DISTRICT 7 · PELTON PLACE RESIDENCES

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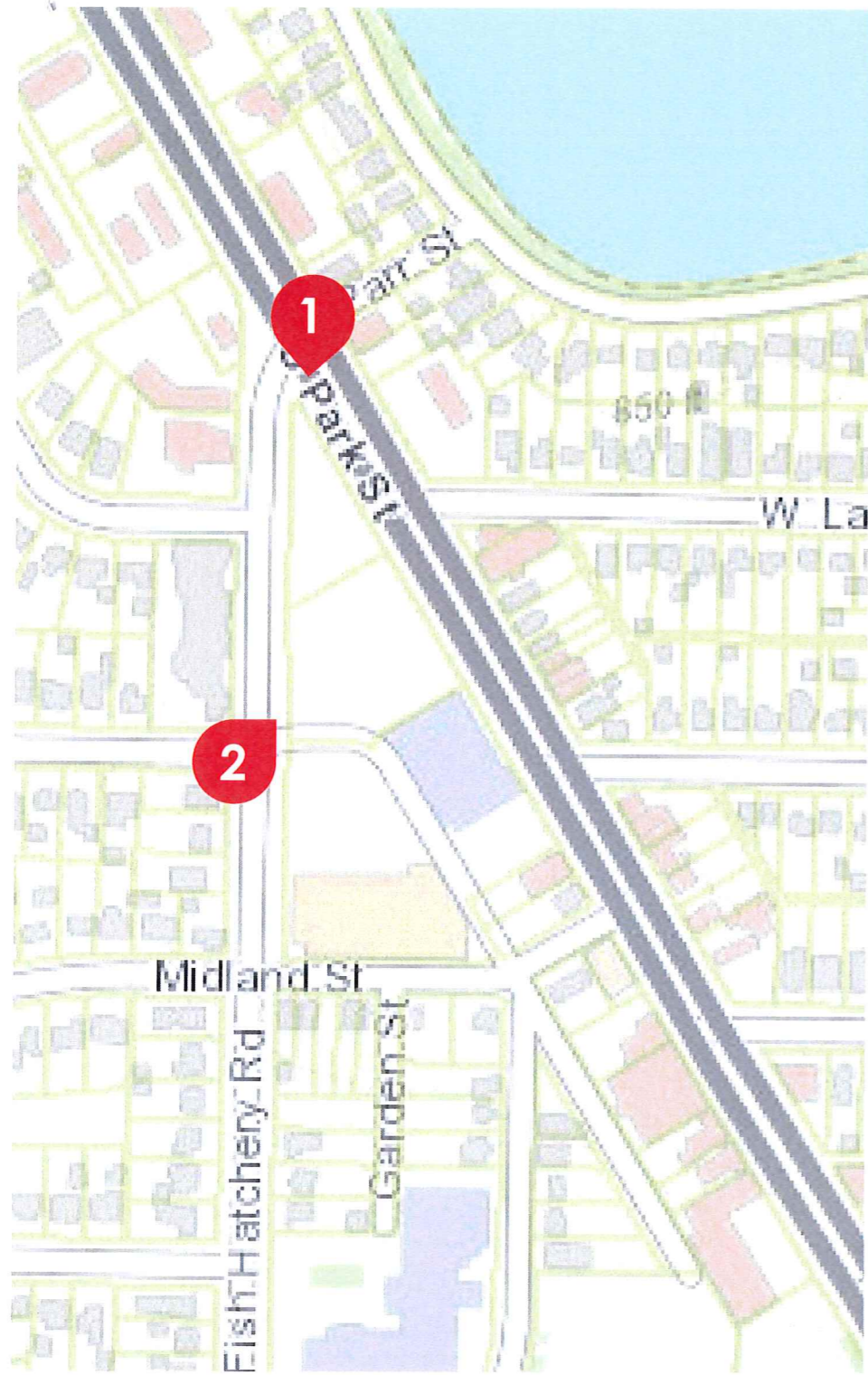
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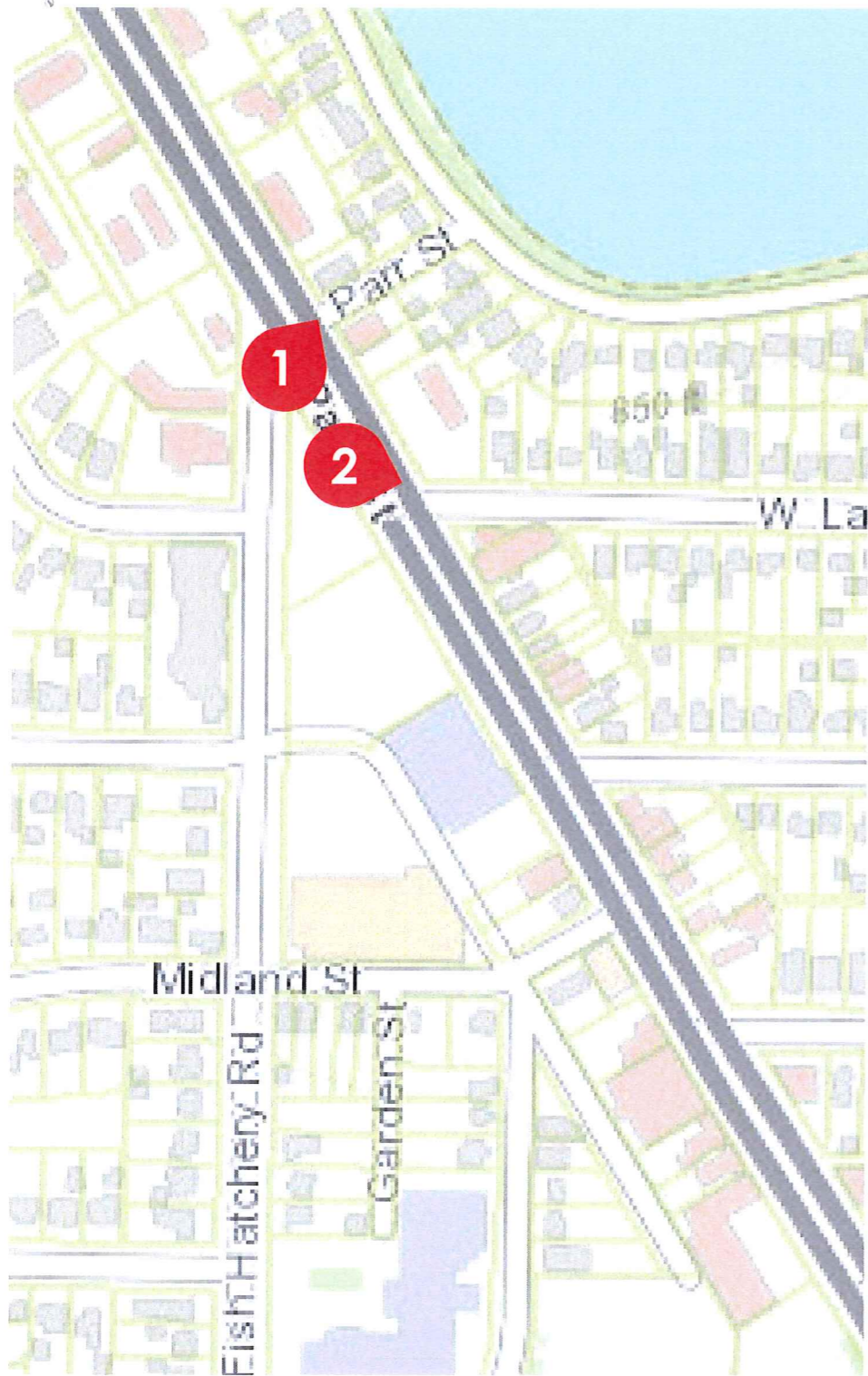


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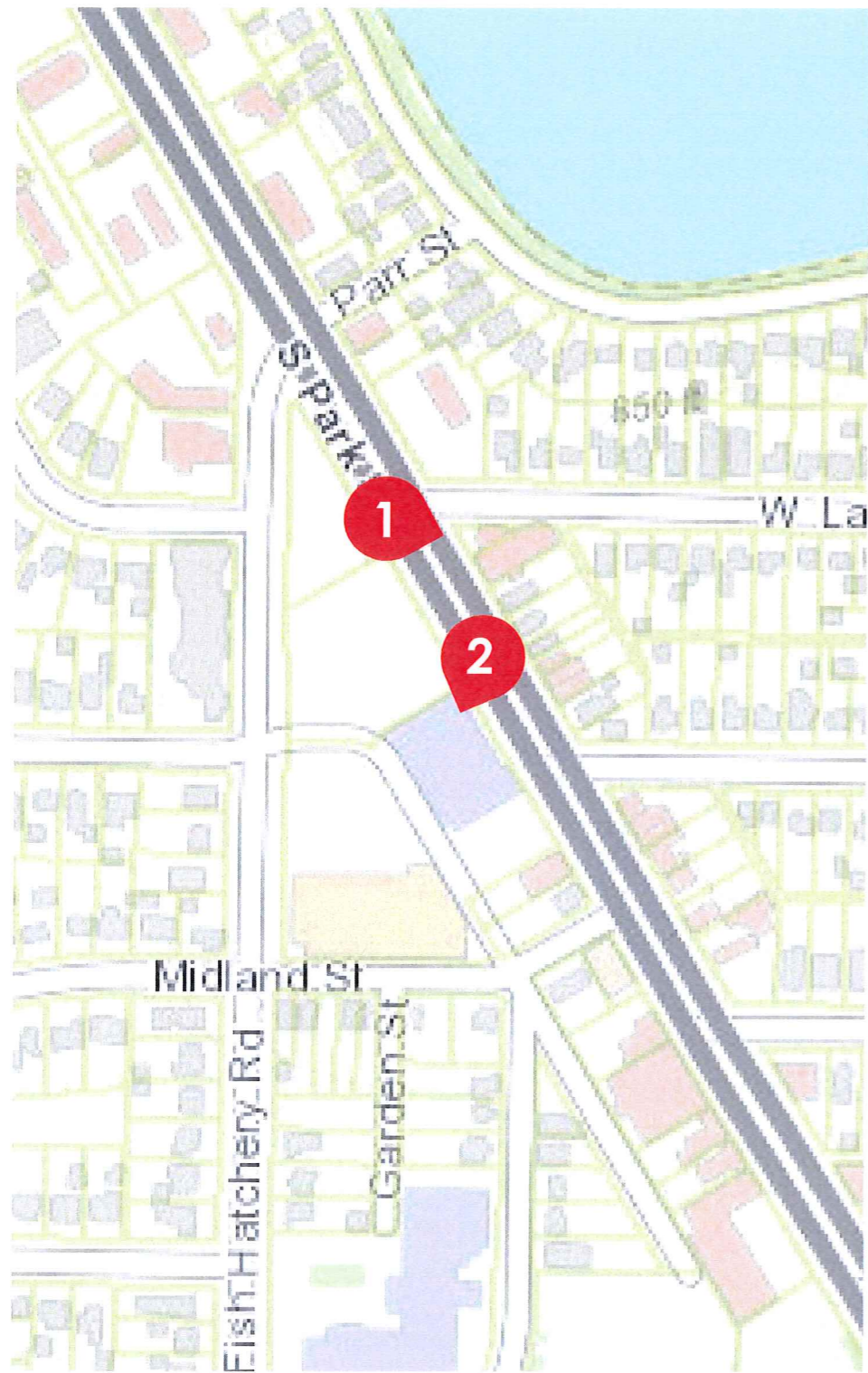


PRIOR TO DEMOLITION

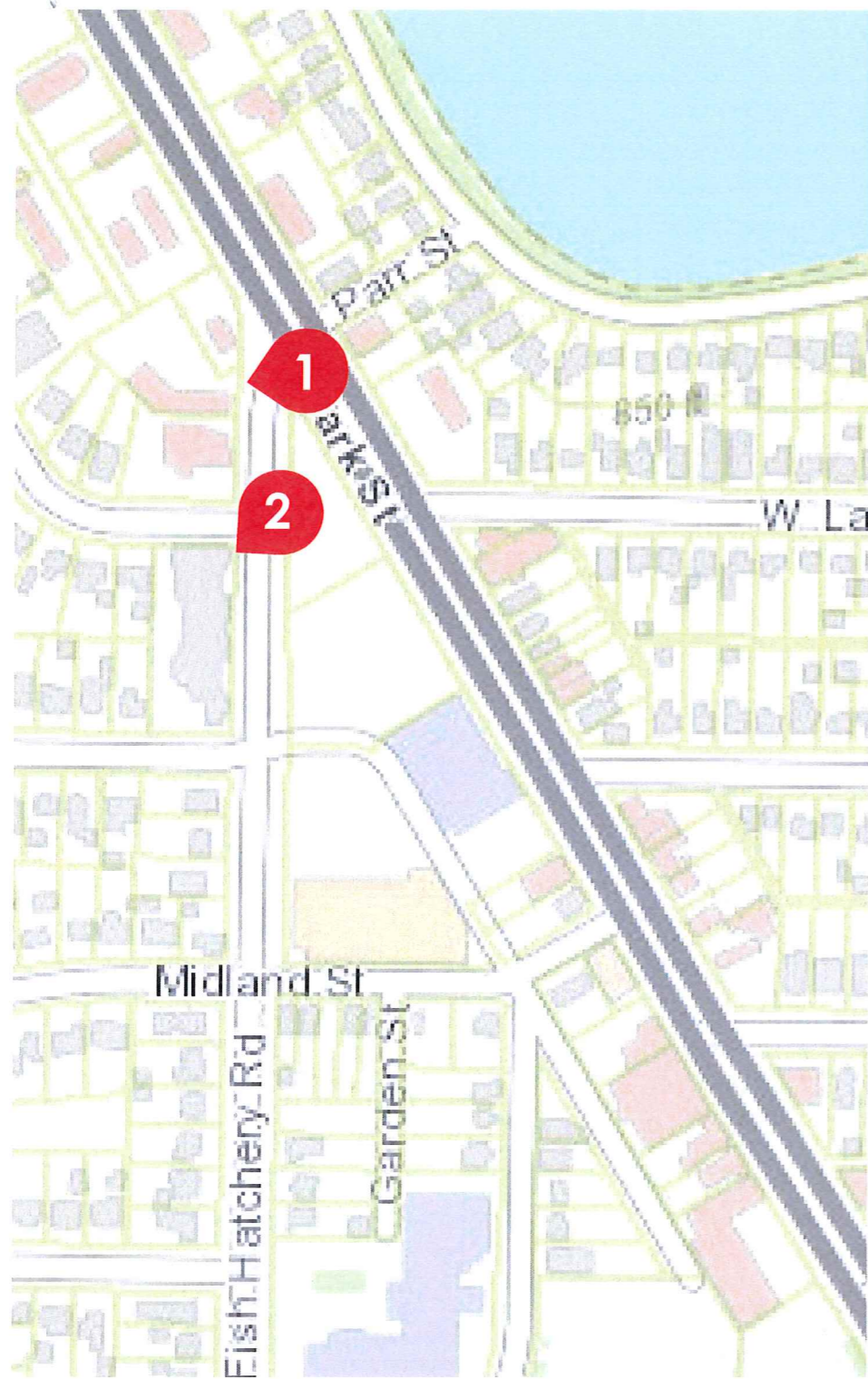




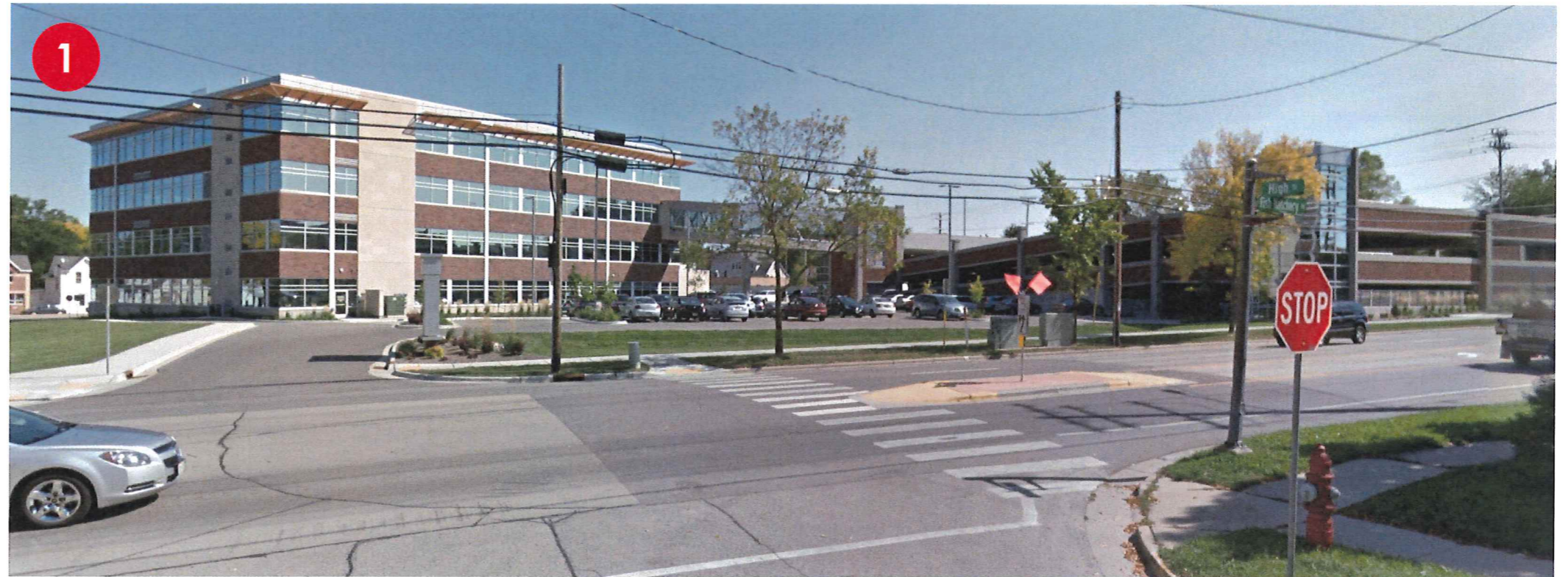
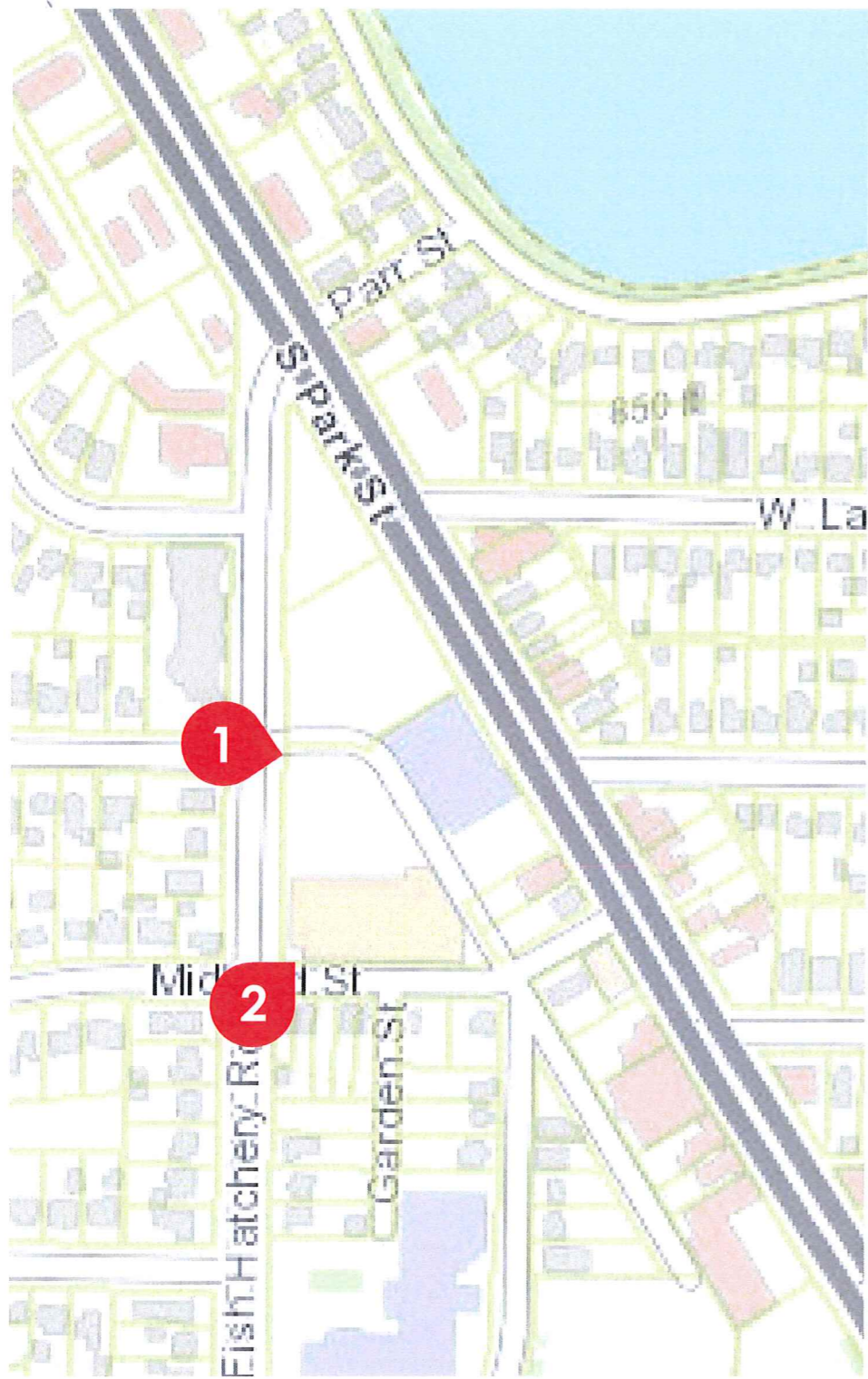
SURROUNDING SITES



SURROUNDING SITES



SURROUNDING SITES



SURROUNDING SITES