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June 11, 2021

Mr. Nate Helbach, Managing Partner
The Neutral Project, LLC
849 East Washington Avenue
Madison, WI 53703

Re: Bakers Place Travel Demand Management Plan

Dear Mr. Helbach:

Following is the final Bakers Place Transportation Demand Management Plan.

Please call me with questions at 608-251-4843.

Sincerely,

STRAND ASSOCIATES, INC.®



Jeff Held, P.E., PTOE

Enclosure: Report

c/enc: Matt Brink, Matt Brink Consulting, LLC

Report for
**The Neutral Project, LLC of
Madison, Wisconsin**

Bakers Place Travel Demand Management Plan



Jeffrey S. Held
2021-06-10

Prepared by:

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June 2021



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EXHIBITS

EXHIBIT 1–BP SITE PLAN
EXHIBIT 2–TDMP MEASURES
EXHIBIT 3–PARKING SUMMARY

Strand Associates, Inc.® (Strand) working with the Bakers Place Development Team (Development Team) created a Travel Demand Management Plan (TDMP) for the proposed Bakers Place Development Site (BP Site) located at 849 East Washington Avenue in the southwest quadrant of the Paterson Street intersection in the City of Madison, Wisconsin (City). Initial discussions with City staff resulted in development of this formal TDMP. Figure 1 shows the BP Site location.

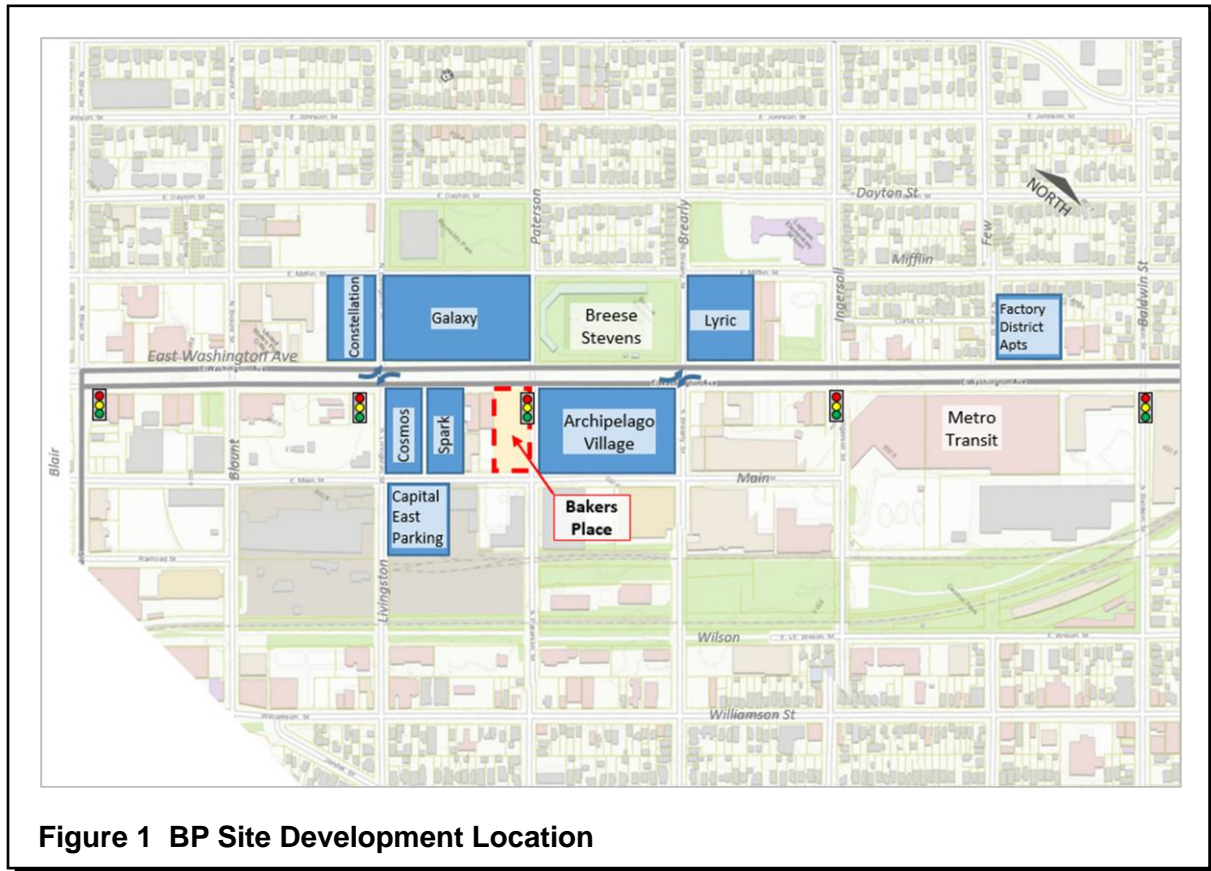


Figure 1 BP Site Development Location

PROPOSED SITE DESCRIPTION

The Development Team provided the proposed BP Site submittal for the City’s Urban Design Commission. The proposed primary motor vehicle access point is on East Main Street. The primary bicycle access point along the back of the existing buildings that front East Washington Avenue, are to remain, and are north and west of the proposed building tower. The site plan is provided as Exhibit 1. Figure 2 illustrates the proposed BP Site including the proposed access locations. The BP Site is planned to include:

1. 5,600 square feet (sf) of existing commercial and office space
2. 4,250 sf of new commercial and office space
3. 214 apartment dwelling units

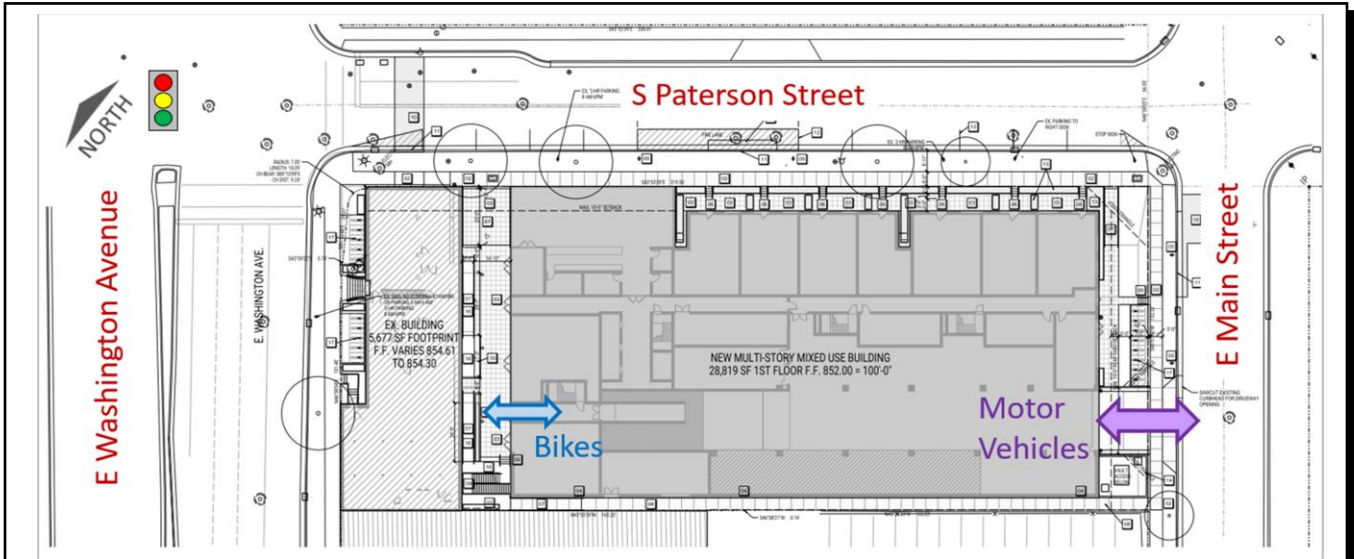


Figure 2 BP Site Plan

Figure 3 shows the BP Site arrangement of the proposed uses.

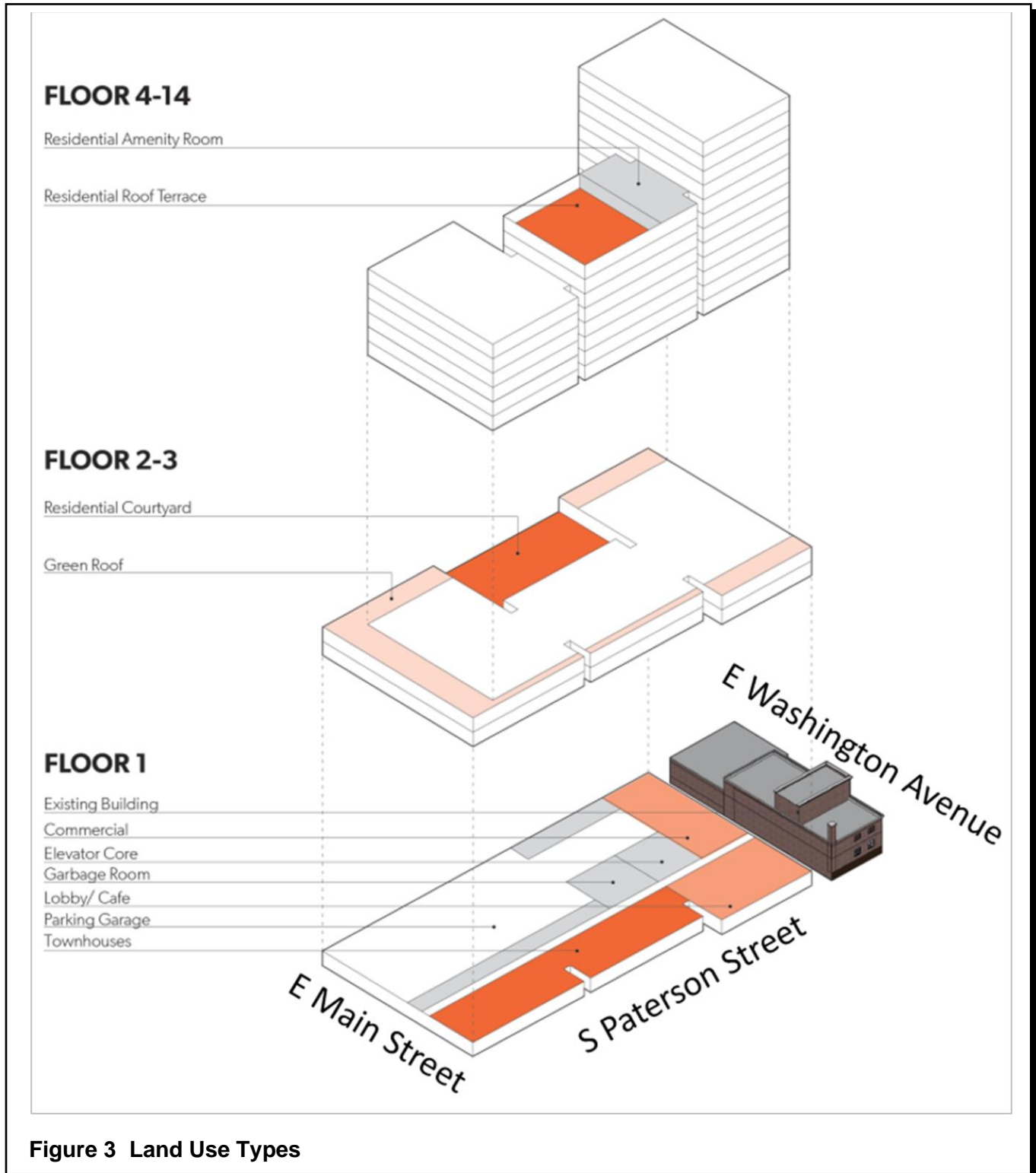


Figure 3 Land Use Types

PURPOSE OF THE TDMP

The primary goal of the TDMP, and the Travel Demand Management (TDM) measures contained in it, is to reduce the traffic impacts associated with the BP Site redevelopment and make transportation associated with the BP Site more sustainable. This is done primarily by identifying strategies that will reduce the number of peak-hour, single-occupant motor vehicle trips to and from the BP Site. This TDMP evaluates the motor vehicle and bicycle parking spaces required by City ordinances and the number of each proposed for the BP Site, and describes the specific TDM measures proposed that will impact the ultimate demand for BP Site parking.

SUMMARY OF TDM MEASURES

The BP Site was analyzed using the City's draft TDM spreadsheet. The results are included as Exhibit 2. The project exceeds the TDM points required of it (42 points granted with 40 points required). The following summarizes the TDM measures associated with the BP Site.

A. Pedestrian and Bicycle Strategies

The BP Site incorporates a number of pedestrian and bicycle features and amenities including:

1. A Walk Score of 91 out of 100, known as a "Walker's Paradise," noting that daily errands do not require a car. A Bike Score of 100 out of 100, known as a "Biker's Paradise," noting that daily errands can be accomplished on a bike.¹
2. Locker and shower facilities within the office space.
3. Sidewalk along all building frontage areas with direct pathways and carriage ways to all entrances and pedestrian-friendly site lighting compliant with City requirements.
4. Complimentary rain jackets and umbrellas in the lobby areas of the BP Site buildings to facilitate mid-day trips during poor weather conditions.
5. Multimodal wayfinding signage directing people to the Capital City Trail and available bike parking.
6. Heated, indoor bicycle storage with a separate stair-free entry and a bike repair station.
7. Total bicycle parking of 308 stalls is proposed (272 secured interior stalls and 36 exterior stalls). According to City ordinances, 245 stalls are required. This results in a 63-stall surplus.
8. An on-site e-bike share system with financial incentives including:
 - a. Two hours free for new residents.
 - b. Up to 50 hours free for renewing a lease.
 - c. 25 percent discounts from October through March.

¹<https://www.walkscore.com/score/849-e-washington-ave-madison-wi-53703> accessed on June 1, 2021.

B. Transit and Shared Ride Services

The BP Site provides Metro Transit amenities and shared ride options including:

1. Support for the City's Bus Rapid Transit (BRT) project.
2. Potentially provides free or discounted Metro Transit passes for employees and residents.
3. Multimodal wayfinding signage directing people to Metro Transit bus stops.
4. A community car/shared vehicle program that will provide eight electric Tesla motor vehicles for BP Site residents to be able to reserve and use, increasing the feasibility of living without the need to own a personal motor vehicle. Financial incentives including:
 - a. Two hours free for new residents
 - b. Up to 50 hours free for renewing a lease
5. Provide information about Rideshare Etc. and the Guaranteed Ride Home program to BP Site residents and employees in their welcome/orientation materials.
6. The Development Team will investigate the feasibility of providing dedicated, on-site curb space for taxi and other shared ride service pick up and drop off.

C. Motor Vehicle Parking

The BP Site provides the following motor vehicle parking features:

1. Total motor vehicle parking of 144 stalls is proposed. According to City ordinances, 181 stalls are required if the optional 25 percent reduction is approved. This results in a 37-stall deficit.
2. Parking for the residential units will not be included with basic rent (unbundled parking) and will need to be leased for a separate fee.

Exhibit 3 includes the parking required by City ordinance, the number of stalls proposed, and an alternative analysis for parking demand using Institute of Transportation Engineers parking demand rates and shared use parking calculations.

The Development Team believes the proposed 144 parking stalls is reasonable for the BP Site considering the level of TDM measures offered by the site and surrounding transportation networks. There may be additional parking options that can be pursued in the event that the City chooses to require some or all of the 37-stall deficit to be mitigated.

D. Transportation Management Coordinator (TMC)

The Development Team will require the BP Site's property management company to designate a TMC. The TMC will be responsible for promoting, monitoring, and updating TDM strategies. The TMC will create and distribute welcome packets, maintain traveler information at the concierge desk including part-time staffing, organize "commuter fairs" two or more times per year, and serve as the BP Site's liaison to City Traffic Engineering staff.

E. Transportation Management Association

Adjacent to the BP Site lies the Archipelago Village (AV) Site consisting of the entire block bounded by East Washington Avenue/US 151, South Brearly Street, East Main Street, and South Paterson Street. The AV Site plans to create a Transportation Management Association (TMA) to be known as the Archipelago Village Association (AVA), or similar. The AVA will strive to measure the effectiveness of the AV TDM strategies outlined in its TDMP and provide City staff with data to aid in future decision making regarding TDM requirements for proposed developments. The BP Site will ensure coordination between its TMC and the AVA.

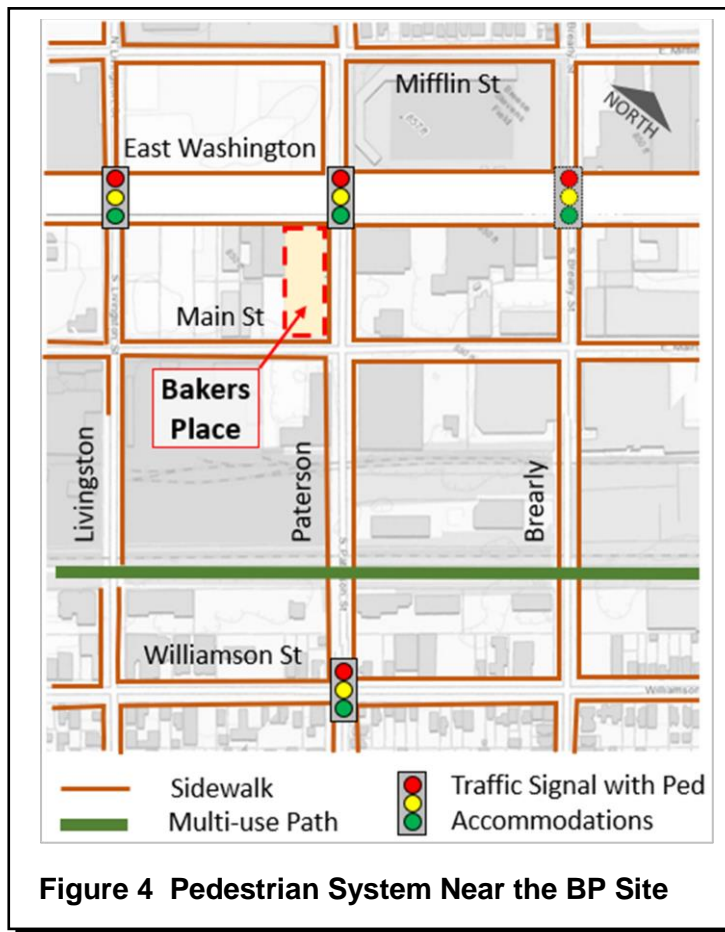
TRANSPORTATION CONTEXT AND TDM MEASURES

The BP Site is located on the East Washington Avenue corridor and is, therefore, highly accessible by many modes of transportation. In addition to the mix of land uses within the BP Site, the residential dwelling units complement the existing and proposed residential, commercial, and office land uses in the multiple building towers recently constructed or planned in the corridor, as well as the more traditional Tenney-Lapham and Marquette neighborhoods nearby.

A. Pedestrian System

1. Existing Conditions

Pedestrians have access via sidewalks on both sides of the streets surrounding the BP Site including East Washington Avenue, East Main Street, and South Paterson Street. There are sidewalks on both sides of nearly every street within several blocks of the BP Site. Most of the area intersections have traditionally marked crosswalks. Pedestrian signal heads exist at the signalized intersections nearby: East Washington Avenue and Livingston Street; and East Washington Avenue and Paterson Street. There is also the Capital City Trail, a multiuse path two blocks south of the BP Site. Figure 4 shows the existing pedestrian system near the BP Site.



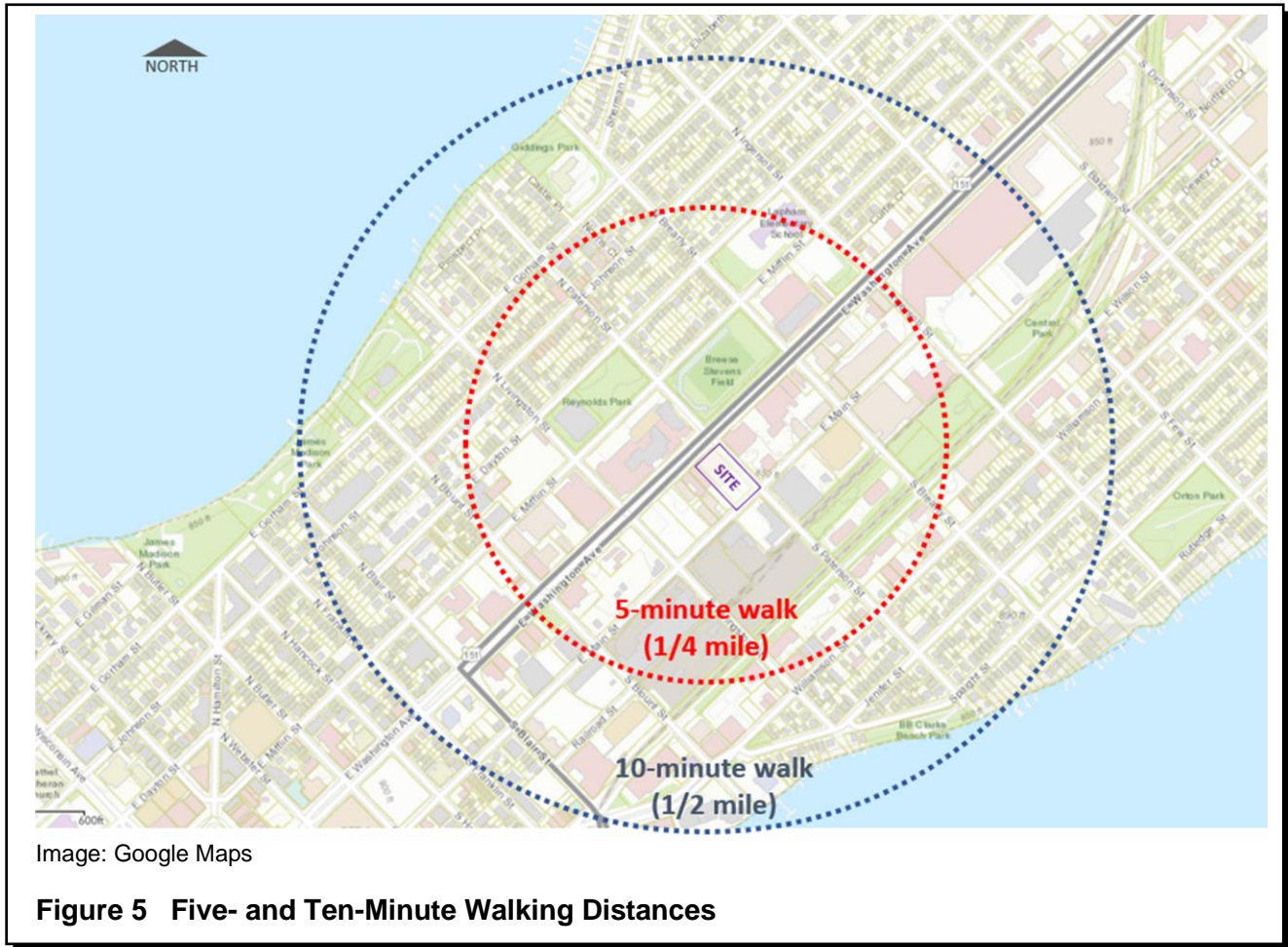
2. Proposed Conditions after Development of the BP Site

The BP Site includes a number of pedestrian features and amenities including:

- a. A Walk Score of 91 out of 100, known as a “Walker’s Paradise” noting that daily errands do not require a car.²
- b. Locker and shower facilities within the office space.
- c. Sidewalk along all building frontage areas with direct pathways and carriage ways to all entrances and pedestrian-friendly site lighting compliant with City requirements.
- d. Complimentary rain jackets and umbrellas in the lobby areas of the BP Site buildings to facilitate mid-day trips during poor weather conditions.
- e. Multimodal wayfinding signage directing people to the Capital City Trail.

²<https://www.walkscore.com/score/849-e-washington-ave-madison-wi-53703> accessed on June 1, 2021.

Figure 5 shows a walking radius for a five-minute trip and a ten-minute trip (one-way).



B. Bicycle System

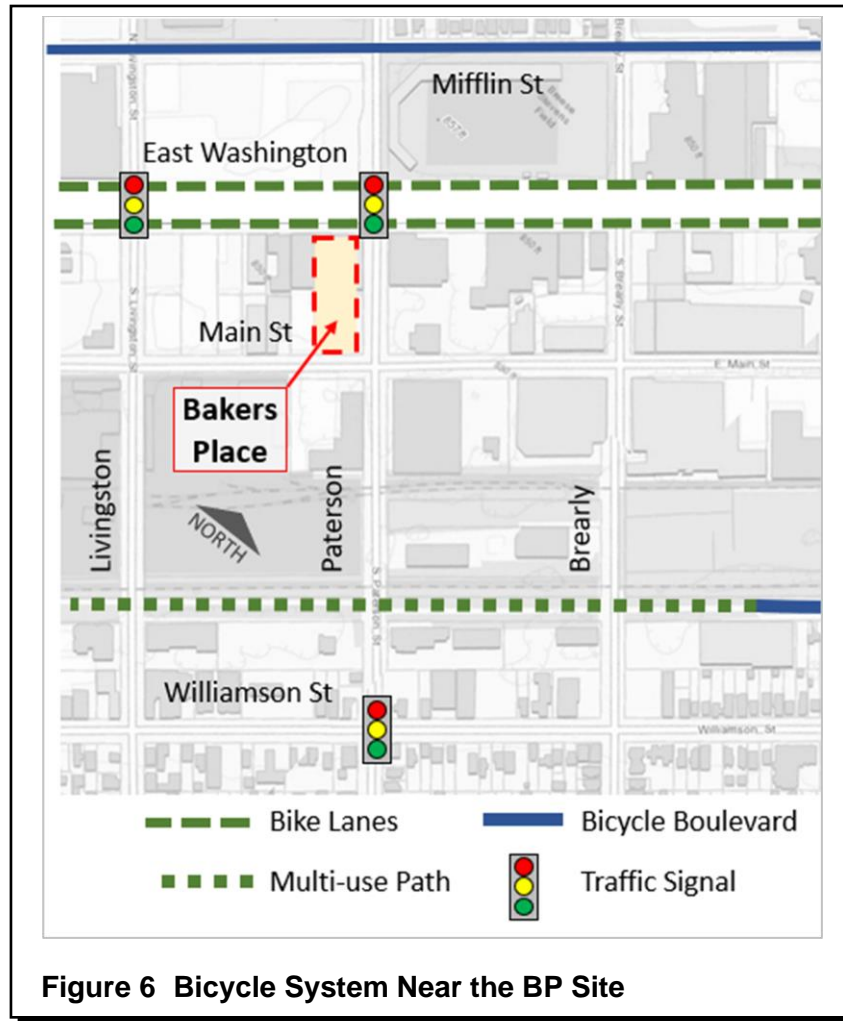
1. Existing Conditions

Cyclists have access to the BP Site via the streets and paths that surround it. The following items summarize the existing bicycle accommodations to and from the BP Site.

- a. East Washington Avenue—On-street bike lanes in both directions.
- b. Paterson Street—Low volume road, no bike lanes.
- c. Main Street—Low volume road, no bike lanes.
- d. Mifflin Street—Bicycle Boulevard one block north of the BP Site.
- e. Capital City Trail—Regional bike path two blocks south of the BP Site.

- f. Williamson Street—Higher volume road without marked bike lanes. Parking is allowed in the off-peak direction in a full-width outside lane that some cyclists feel comfortable using while the on-street parking is in use.

Figure 6 shows the existing bicycle system near the BP Site.



2. Proposed Conditions after Development of the BP Site

The BP Site includes a number of bicycle features and amenities including:

- a. A Bike Score of 100 out of 100, known as a “Biker’s Paradise,” noting that daily errands can be accomplished on a bike.³
- b. Locker and shower facilities for residents and employees.

³<https://www.walkscore.com/score/849-e-washington-ave-madison-wi-53703> accessed on June 1, 2021.

- c. Heated, indoor bicycle storage with a separated stair-free entry and a bike repair station.
- d. Total bicycle parking of 308 stalls is proposed (272 secured interior stalls and 36 exterior stalls). According to City ordinances, 245 stalls are required. This results in a 63-stall surplus.
- e. On-site e-bike share system with financial incentives including:
 - (1) Two hours free for new residents
 - (2) Up to 50 hours free for renewing a lease
 - (3) 25 percent discounts from October through March.
- f. Multimodal wayfinding signage directing people to the Capital City Trail and available bicycle parking.

C. Transit

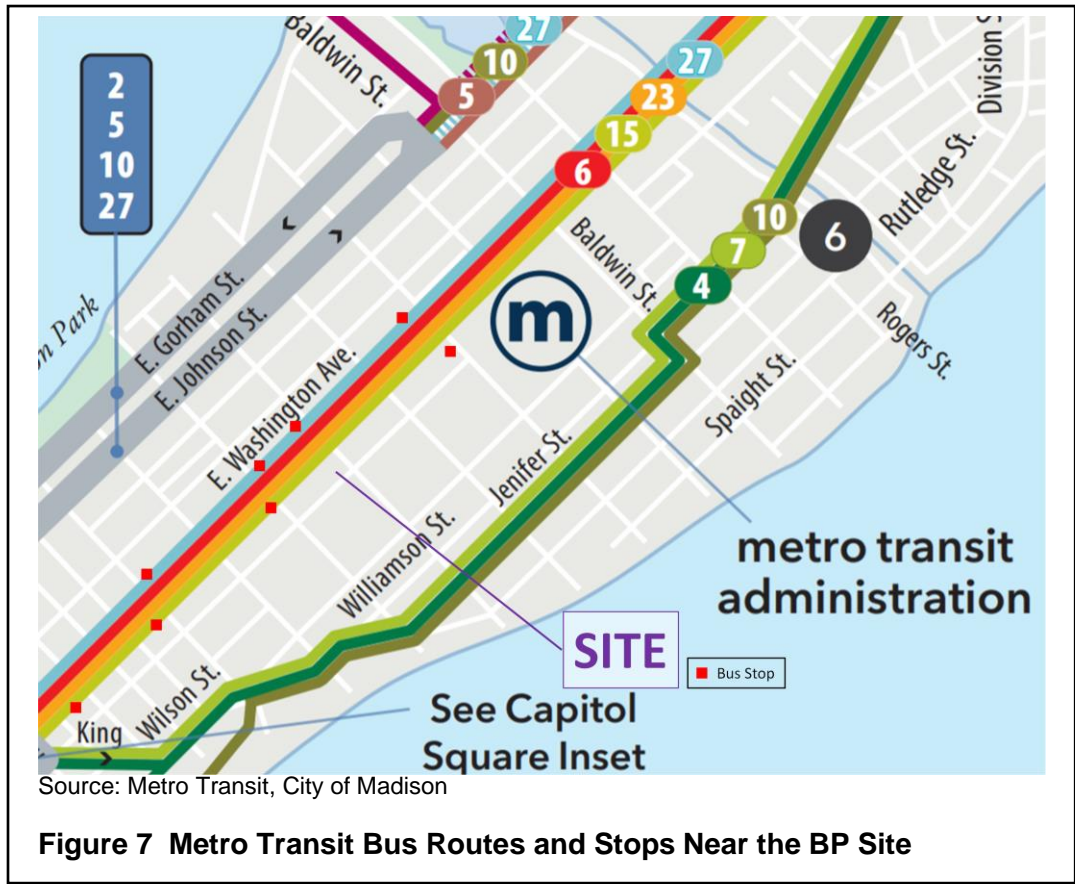
1. Existing Conditions

While Metro Transit is currently conducting a full review of local bus routes and service, there are currently four weekday bus routes that use and serve East Washington Avenue: one is in service all day, one provides off-peak service, and two provide peak-hour service from 6 to 9 A.M. and 3 to 7 P.M.

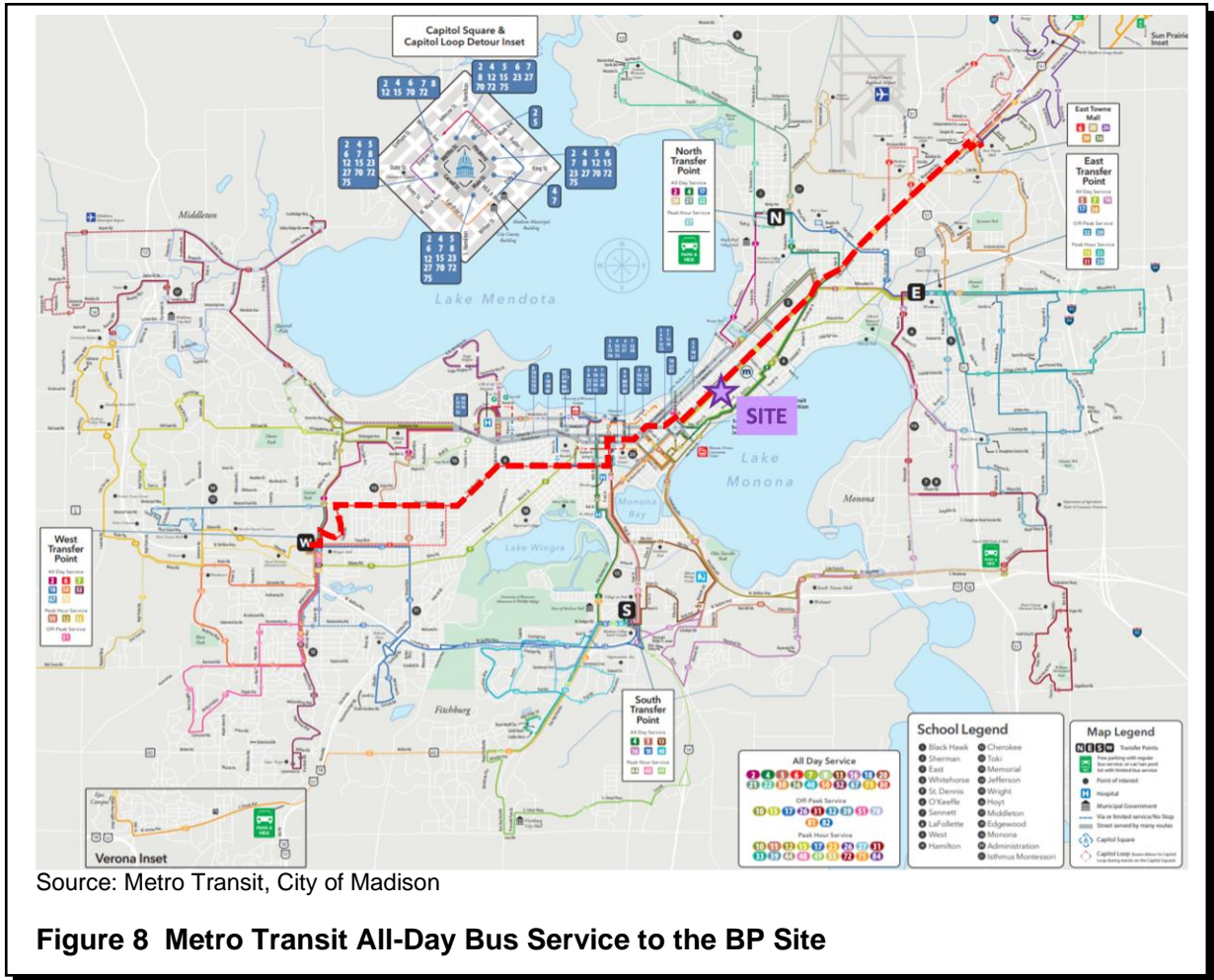
There are three bus stops at the intersections closest to the BP Site:

- a. Two at the East Washington Avenue and Paterson Street intersection.
- b. One at the East Washington Avenue and Brearly Street intersection.

Figure 7 shows the bus routes and stops near the BP Site.



The all-day weekday route that serves the BP Site (Route 6) travels from the West Transfer Point to East Towne Mall through the Madison Isthmus, and is shown in Figure 8.



2. Proposed Conditions after Development of the BP Site

In addition to existing transit service, which is currently being studied for a redesign, East Washington Avenue is one of four proposed routes for the City’s BRT initiative. Implementation of BRT is currently underway, and the system is expected to be operational in 2024. The east-west portion of the BRT system will travel along East Washington Avenue in front of the BP Site. A BRT station is proposed at East Washington Avenue and Livingston Street, one block southwest of the BP Site. When implemented, BRT will provide a very high service level to and from the BP Site.

The BP Site provides Metro Transit amenities including:

- a. Support for the BRT project.
- b. Potentially provide free or discounted Metro Transit passes for employees and residents.
- c. Multimodal wayfinding signage directing people to Metro Transit bus stops.

D. Shared Ride Services

1. Existing Conditions

The Greater Madison Area Metropolitan Planning Organization (MPO) administers Rideshare, Etc. in partnership with the Wisconsin Department of Transportation (WisDOT). The program includes a Web site (www.rideshareetc.org) where commuters can set up a profile and tailor searches for potential carpool partners, available vanpools, transit routes, and biking partners.

The Guaranteed Ride Home program offers commuters a taxi voucher that do not drive alone, so they are not stranded at work if an emergency arises. Up to six passes per year worth up to \$75 per ride are available. The program is administered by MPO and funded by the Dane County Highway and Transportation Department.

Uber and Lyft are two smartphone-based applications (apps) that allow users to request and pay for a ride on their phones. Both services are available and typically dependable in the City.

2. Proposed Conditions After Development of the BP Site

The BP Site includes a commitment from the Development Team to offer the following:

- a. A community car/shared vehicle program that will provide eight electric Tesla motor vehicles for BP Site residents to be able to reserve and use, increasing the feasibility of living without the need to own a personal motor vehicle. Financial incentives including:
 - (1) Two hours free for new residents
 - (2) Up to 50 hours free for renewing a lease
- b. Provide information about Rideshare Etc. and the Guaranteed Ride Home program to BP Site residents and employees in their welcome/orientation materials.

E. Motor Vehicle Parking

Several cities in the United States (U.S.) have no minimum parking requirements in their downtown or other specially designated areas. This is not to say that development projects provide zero parking, but rather that the amount of parking provided considers the mix of land uses, access to alternative modes, and other site and area specific factors. These cities vary in size compared to the City (population 258,000 in 2018 according to estimates from the U.S. Census Bureau) from smaller in size such as South Burlington, Vermont (population 19,000), to similar in size such as Buffalo, New York (population 256,000), to larger in size such as Hartford, Connecticut (population 893,000).

The BP Site development location across the street from the Galaxy development and the proposed AV Site in the 800 block of East Washington Avenue is as good a location as any in the City to limit

parking considering the density, mix of land uses, location on an existing key transit artery and future BRT corridor, access to bicycle friendly corridors, and general walkability of the east Isthmus.

The BP Site provides the following motor vehicle parking measures:

1. Total motor vehicle parking of 144 stalls is proposed. According to City ordinances, 181 stalls are required if the optional 25 percent reduction is allowed. This results in a 37-stall deficit.
2. Parking for the residential units will not be included with basic rent (unbundled parking) and will need to be leased for a separate fee.

Exhibit 3 includes the parking required by City ordinance, the number stalls proposed, and an alternative analysis for parking demand using Institute of Transportation Engineers parking demand rates and shared use parking calculations.

The Development Team believes the proposed 144 parking stalls is reasonable for the BP Site considering the level of TDM measures offered by the site and surrounding transportation networks. There may be additional parking options that can be pursued in the event that the City chooses to require some or all of the 37-stall deficit to be mitigated.

TMC

The Development Team will require the BP Site's property management company to designate a TMC. The TMC will be responsible for promoting, monitoring, and updating TDM strategies.

The primary responsibilities of the TMC include:

1. Creation and distribution of welcome packets.
2. Facilitating resource sharing among employees, residents, and guests.
3. Managing the transit passes program for employees, residents, and guests, if provided.
4. Upkeep of traveler information at the concierge desk including part-time staffing:
 - a. Upkeep of Web site information for various tenants of the BP Site summarizing options for traveling to and from the BP Site via alternative modes.
 - b. Provide real-time bus arrival information.
 - c. Provide lobby and concierge desk amenities such as umbrellas, rain jackets, and other items to encourage mid-day walking trips during inclement weather.
 - d. Provide flyers and/or information packets for residents and BP Site employees summarizing options for traveling to or from the BP Site via alternative modes

including walking, bicycling, Metro Transit bus service, the on-site e-bicycle and car sharing program, taxi, and ridesharing services such as Uber and Lyft.

5. Organize “commuter fairs” one or more times per year. This involves promoting the on-site bicycle and car sharing programs and inviting Metro Transit, rideshare providers, etc. to provide information to BP Site residents and employees regarding options for commuting to or from the BP Site.
6. Serve as the BP Site’s liaison to City Traffic Engineering staff. Collect and report performance metrics to the City on an annual basis for the first five years of operation including:
 - a. Current TMC contact information.
 - b. Summary of TDM strategies employed in the previous year.
 - c. Number of attendees at the commuter fair(s).
 - d. Report on status of free or discounted transit passes.
 - e. Report on status of shared e-bicycle use.
 - f. Report on status of community car/shared vehicle use.
 - g. Conduct an annual employee, resident, and guest survey to determine actual mode split to and from the BP Site.
7. Review and evaluate the effectiveness of TDM measures. Recommend adjustments.

TMA

A TMA is a non-profit organization that supports, monitors, and refines/updates TDM strategies for an area with multiple property and business owners, such as shopping malls or other business districts. It is typically member-controlled with a board that includes representatives of the member property and business owners.

Adjacent to the BP Site lies the Archipelago Village (AV) Site consisting of the entire block bounded by East Washington Avenue/US 151, South Brearly Street, East Main Street, and South Paterson Street. The AV Site plans to create a Transportation Management Association (TMA) to be known as the Archipelago Village Association (AVA), or similar. The AVA will strive to measure the effectiveness of the AV TDM strategies outlined in its TDMP and provide City staff with data to aid in future decision making regarding TDM requirements for proposed developments. The BP Site will ensure coordination between its TMC and the AVA.

EXHIBIT 1
BP SITE PLAN

849 E Washington Avenue: Bakers Place Development

EXHIBIT 2

Travel Demand Management Points Calculation

	Small	Medium	Large
Residential	10-25 du	25-100 du	100+ du
Commercial/employee	10-25,000 sf	25,000-100,000 sf	100,000+ sf

	Points Needed		
<.5/du	5	10	15
.5-.99/du	10	15	20
1.0-1.49/du	15	20	25
1.49-2.0/du	20	25	30
2.0-2.5/du	25	30	35
2.5+/du	30	35	40

Bakers Place
 214 du
 144 parking stalls
 0.672897 stalls/du

<.5/500 sf	5	10	15
.5-.99/500 sf	10	15	20
1.0-1.49/500 sf	15	20	25
1.49-2.0/500 sf	20	25	30
2.0-2.5/500 sf	25	30	35
2.5+/500 sf	30	35	40

9000 sf
 18 500 sf
 30 parking stalls
 1.666667

40 points

849 East Washington Avenue: Bakers Place TDM Points Calculation
2021-06-07, JSH

EXHIBIT 2

		Category	Measure	Option	Point value	Points Received	Potential Points Received	Changes to Considerations	Detailed Description	Eligible Use Categories	TDM Plan Requirements and Reporting	Bakers Place		
		Basic	Designated coordinator & pay program fee			1			Required of all			Property manager will designate a TDM coordinator		
		Basic	Delivery stalls						Don't count as stalls for TDM measure assessment					
Active Transportation	AT-1		Provide off-site bike facilities (provide ROW and/or funding)	A: Along building frontage	2				Bike lane and facilities as per city standards					
				B: Beyond building frontage	1-8				Provide off site bike facilities: (scaled based on dollar contribution) Bike lane as per city standards: Solid white line (on-street lane marking), painted bike lane, buffered bike lane (at grade with pedestrian), shared path, signages; Need examples of where might do this		Submit a plan with details on bike facilities that will be developed- locations, widths, materials being used or contribution provided to the City			
	AT-2		Provide bike repair and maintenance facilities	A: Not open to public	1				Provide a designated bicycle repair/ maintenance station for on-site employees, tenants, residents. Requisite tools and supplies should be available at all times, including atleast a bicycle pump, wrenches, a chain tool, lubricants, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke wrenches.	All		Specify location of bike repair station, the facilities or supplies that would be provided, means of access and maintenance plan; Property owner would be required to submit photographs to verify the availability and use of the facility. Site visits may be conducted by city staff.	1	
				B: Open to public	2				Provide a designated bicycle repair/ maintenance station open for everyone. Requisite tools and supplies should be available at all times (mentioned above).	All	Same as above			
	AT-3		Provide lockers with shower		1				Provide 1 shower along with 5 - 10 lockers for every XX (30?) bike parking spaces	All		Specify location and number of showers and lockers that would be provided, means of access and maintenance plan.; Property owner would be required to submit photographs to verify the availability and use of the facility. Site visits may be conducted by city staff.	1	
				Provide bike parking	A: Meet city standards	1				Provide bike parking based on standards defined in the zoning code. Locational advantage- additional point Micromobility parking?	All			
	AT-4				B: Provide segregated access to bike parking with no stairs	1				In addition to AT-4A, provide a convenient and segregated bike access to the parking area with no stairs (could be a ramp, elevator, etc.)	All		Specify location, type and amount of bike parking that will be provided to meet the city standards.; Property owner would be required to submit photographs to verify the availability and use of the facility. Site visits may be conducted by city staff.	1
					Provide bike share facility within a 0.25 mile	A: Provide shared fleet	1-2				Provide free on-site shared fleet of bicycles for use by residents/employees; 1 bicycle for every XX; based on ratio of bikes to users	All		
	AT-5				B: Provide memberships to employees/residents	3				Provide/offer one annual complimentary bikeshare membership to each DU and/or full-time employee	All		Specify if the measure is being carried out; Provide details about the number of people availing the offer, the cost/billing info., informational material provided to the residents/ employees	
					C: Kiosk open to public	2				Provide an on-site or contribute to an off-site bikeshare station (within 1/4 mile walking distance) that can be accessed and used by the visitors/public as well, based on prescribed standards. Can be used an alternative to AT-5A.	All		Specify size and location of bikeshares station, number of shared bikes that will be provided to meet the city standards.	
	AT-6			Provide off-site ped facilities (provide ROW and/or funding)	A: Along building frontage	2				Provide pedestrian facilities along frontage This would include paved sidewalk, lighting, planter strip, etc.	All		Submit a plan identifying locations, widths	2
					B: Beyond building frontage	1-8				Need examples of where might do this, crosswalks, connection to transit, streetscape improvements; Provide off-site pedestrian facilities: o Curb ramps o Marked crosswalks o Pedestrian signals o Street trees, planter strip o Stormwater control o Pedestrian lighting o Pedestrian connection to transit/bikeshare station	All			

Information and Communication	IC-1	Marketing campaign					Based on degree of implementation; Tailored marketing and communication campaigns - promotional measures and welcome packets, employee orientation, information on housing within half mile distance for employees, etc. (1 - 4 points based on degree of implementation) - Welcome packet and annual promotional campaigns (1 point) - Employee orientation and >1 promotional campaigns annually (1 additional point) - Personal consultation and possibly financial incentive to try sustainable options (1 point) - Establish info center with part-time person available (1 point)	All		2	
	IC-2	Multimodal wayfinding signs (usually outside)			1		Need to have transit or active transportation facilities nearby; Providing all-weather multimodal wayfinding signage to public and active transportation facilities, major destinations and public amenities, etc.	All		1	
	IC-3	Real-time bus/shuttle/vanpool arrival screen			1		Needs to have bus/van/shuttle service; Screen displaying real-time travel information- distance, time of arrival/departure, route, seat capacity, etc.	Employment, Institutional, Commercial		1	
Land Use and Location: Residential	LU-1	Affordable housing			2-6		Would need to be aligned with city's affordable housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20 % of housing for less than 80% MHI OR 7-14% of housing for less than 55% MHI 3 points: 20-25 % of housing for less than 80% MHI OR 14-20% of housing for less than 55% MHI 4 points: 20-25 % of housing for less than 55% MHI	Residential			
	LU-2	Walkscore (maybe Bikescore later)			1-5		Refer to: https://www.walkscore.com/ Determines level of availability of basic facilities in the neighborhood area within a walking distance; One per decile starting at 50	All		5	
	LU-3	Add LU mix	A: Two land uses			2-4		Base ratios on examples; Depends on ratio	All		2
			B: Three land uses			4-6		Base ratios on examples; Depends on ratio	All		
		Provide daycare facilities				2		within a quarter-mile radius that's available for use	All		
	LU-4					3		Getting points here for providing daycare service will exclude the floor area from being counted under land-use mix; On site - this is an alternative to the LU mix			
LU-5	Provide other specific trip-reducing service				1		Getting points here for providing trip-reducing services such as pet-care will exclude the floor area from being counted under land-use mix; Dog-sitting, something we haven't thought of, alternative to LU mix	All			
LU-6	Quarter-mile of all-day bus service				3		Located within quarter mile walking distance of a regular, frequent, all-day bus service	All		3	
Land Use and Location: Commercial/Office	LU-1	Affordable housing			2-6		Would need to be aligned with city's affordable housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20 % of housing for less than 80% MHI OR 7-14% of housing for less than 55% MHI 3 points: 20-25 % of housing for less than 80% MHI OR 14-20% of housing for less than 55% MHI 4 points: 20-25 % of housing for less than 55% MHI	Residential			
	LU-2	Walkscore (maybe Bikescore later)			1-5		Refer to: https://www.walkscore.com/ Determines level of availability of basic facilities in the neighborhood area within a walking distance; One per decile starting at 50	All		5	
	LU-3	Add LU mix	A: Two land uses			2-4		Base ratios on examples; Depends on ratio	All		2
			B: Three land uses			4-6		Base ratios on examples; Depends on ratio	All		
		Provide daycare facilities				2		within a quarter-mile radius that's available for use	All		
	LU-4					3		Getting points here for providing daycare service will exclude the floor area from being counted under land-use mix; On site - this is an alternative to the LU mix			
LU-5	Provide other specific trip-reducing service				1		Getting points here for providing trip-reducing services such as pet-care will exclude the floor area from being counted under land-use mix; Dog-sitting, something we haven't thought of, alternative to LU mix	All			
LU-6	Quarter-mile of all-day bus service				3		Located within quarter mile walking distance of a regular, frequent, all-day bus service	All		3	
O	Innovative measure				1-4		Any other measures suggested by the developer would be given points based on discretion of the city staff.	All			

**EXHIBIT 3
PARKING SUMMARY**

Uses	Size	Units	Madison Ordinances				
			Car Parking			Bike Parking	
			Ord.	25% Red.	Provided	Ord.	Provided
Office	5600	SF	14	11		6	
Restaurant	4280	SF	13	10		4	
Apartments	214	DU	214	161		235	
		Project Totals	241	181	144	245	306^

*Includes 8 Vehicle Car Share
 ^Plus E-Bike Share

Zoning Ordinance Requirements:

Use	Car Parking	Bike Parking
Office	1 per 400 SF	1 per 2000 SF
Restaurant	15% of capacity	5% of capacity
Apartments	1 per unit	1 per unit +1 guest per every 10 units
General Retail	1 per 400 SF	1 per 2000 SF

ITE Car Parking Demand Generation Rates - Dense Urban Setting							
Shared Parking Calculations	Weekday				ITE Demand with 25% Reduction	Proposed	
	710 General Office	932 high Turnover Rest.	221 Multifamily (Mid-Rise)	Raw Parking Demand			
Number of Auto Parking Stalls	9	28	193	230		142	
						Available Stalls	
12:00 - 4:00 AM	-	-	193	193	145	(3)	
5:00 AM	-	-	181	181	136	6	
6:00 AM	-	3	160	163	122	20	
7:00 AM	2	7	137	146	110	32	
8:00 AM	6	19	118	143	107	35	
9:00 AM	9	20	106	135	101	41	
10:00 AM	9	22	104	135	101	41	
11:00 AM	9	23	102	135	101	41	
12:00 PM	9	28	97	133	100	42	
1:00 PM	9	25	95	129	97	45	
2:00 PM	9	16	95	119	89	53	
3:00 PM	8	12	97	117	88	54	
4:00 PM	8	12	112	132	99	43	
5:00 PM	-	18	124	141	106	36	
6:00 PM	-	24	129	154	115	27	
7:00 PM	-	22	135	157	118	24	
8:00 PM	-	18	147	165	124	18	
9:00 PM	-	12	160	172	129	13	
10:00 PM	-	6	174	180	135	7	
11:00 PM	-	-	179	179	135	7	
	Maximum Concurrently Occupied				193	145	
Max by Type	9	28	193				
75% Max	7	21	145				