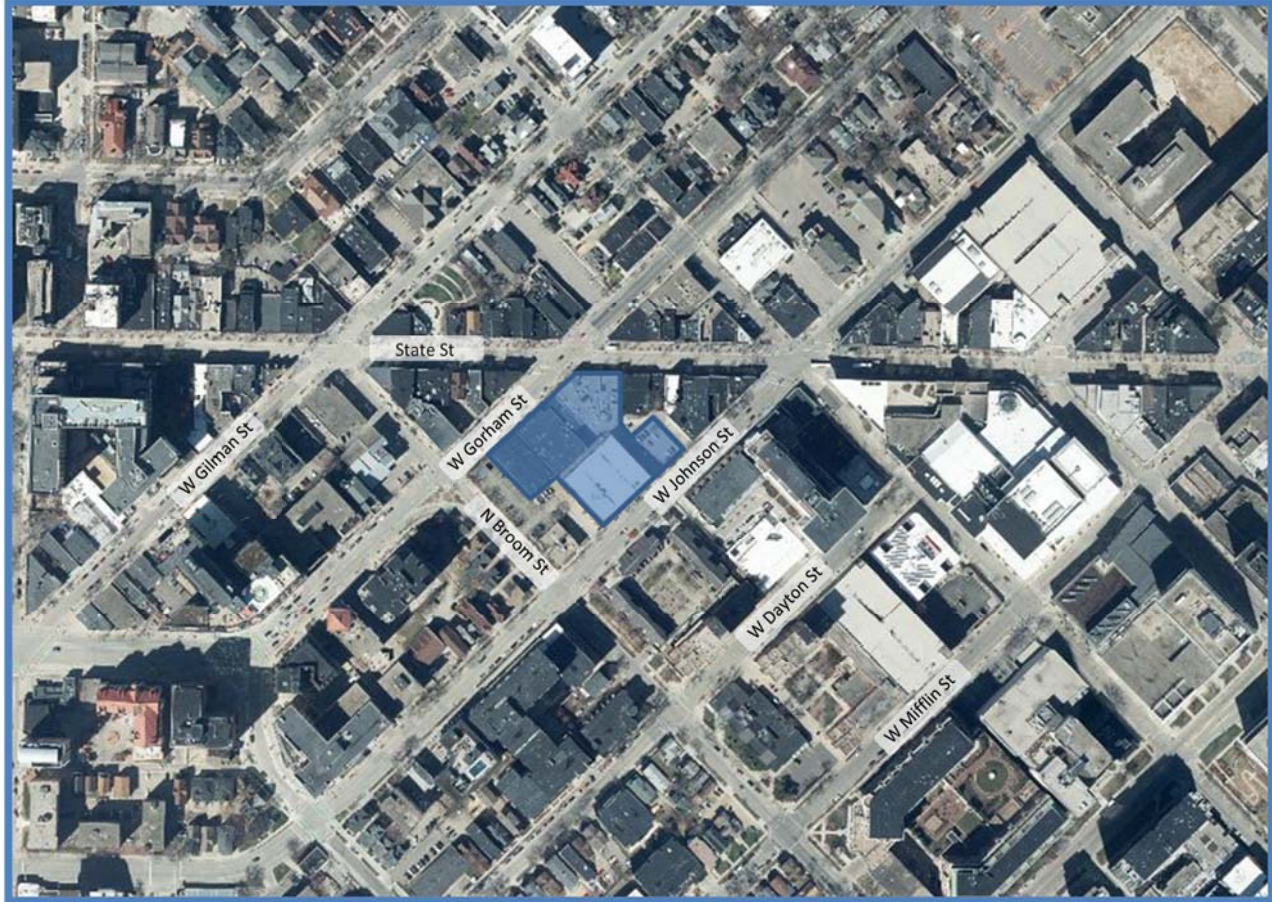


Madison Gorham Development Traffic Demand Comparison Analysis

CITY OF MADISON
DANE COUNTY, WISCONSIN



SUBMITTED: JULY 2021

PREPARED FOR:

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1.0 INTRODUCTION

Core Spaces is proposing redevelopment of several of the properties bounded by West Gorham Street, North Broom Street, West Johnson Street, and State Street, in downtown Madison, WI. The Madison Gorham project will include a 10-story building with student/young professional housing units, first-floor retail space, structured parking, and a rooftop terrace with a spa and pool. This new building will replace four existing buildings, including several retail spaces, restaurant/bars, and other smaller businesses at the site. A project location map is provided in **Exhibit 1**.

KL Engineering was contracted by Core Spaces to perform a traffic demand comparison analysis for the existing and proposed redevelopment area. The analysis was requested by City staff in conjunction with the land use application. The objective of the study is to determine the additional traffic that will be generated at this site as a result of the redevelopment.

1.1 Study Area

In the vicinity of the project area, West Gorham Street and West Johnson Street are one-way principal arterials in opposing travel directions (*westbound and eastbound respectively*) with on-street parking and a 25-mph speed limit. North Broom Street is a one-way westbound minor arterial with on-street parking and a 25-mph speed limit. State Street is a collector route which only allows access to city buses, bicycles, emergency vehicles, and permitted vehicles that are actively loading/unloading. All four roadways include bike accommodations, bus stops, and sidewalks.

2.0 BACKGROUND CONDITIONS

The project will require demolition of four existing buildings, which include a variety of different businesses. Many of these businesses plan to relocate to other locations within the City. The following buildings will be demolished as a result of the proposed development:

- 341 State Street
 - *Power Nine Games, Casa de Lara restaurant, Kanopy Dance Company, and Community Pharmacy*
- 315 West Gorham Street
 - *A Room of One's Own Bookstore, Canterbury Inn, and Kaplan*
- 319 West Gorham Street
 - *Chasers Bar and Grille*
- 322 West Johnson Street
 - *Terry's Car Care and Red Rock Saloon*

2.1 Existing Parking and Access

There are three existing driveways that serve the project site. Two accesses serve the businesses on West Johnson Street, including a driveway for Terry's Car Care with approximately 13 parking stalls and a driveway which provides access to the parking garage above Red Rock Saloon with approximately 31 parking stalls and 19 surface parking stalls. The third driveway access is located on North Broom Street, which is a public surface parking lot with approximately 24 parking stalls and connects to the Terry Car Care lot. In total, there are approximately 87 off-street parking stalls.

3.0 PROPOSED DEVELOPMENT

The proposed Madison Gorham project will replace the existing buildings on the site with a ten-story building that includes 386 residential units with 1,101 beds and just under 25,000 square feet of commercial space on the first floor. The building will also include 211 structured parking spaces, 528 residential bicycle parking stalls (*130 structured and 398 standard*), 54 guest bicycle parking stalls, and 79 moped parking stalls. Additionally, part of the public surface parking lot on North Broom Street will remain (<10 parking stalls).

3.1 Proposed Access

One driveway and one loading access is proposed with the Gorham Development Redevelopment. Both accesses will be on West Johnson Street. No other vehicular access is proposed with this development.

4.0 TRAFFIC DEMAND COMPARISON

Trip generation methodologies based on the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 10th Edition* were used to estimate the number of existing trips generated by the current businesses and the number of trips expected to be generated by the redevelopment project. Trip generation was performed using the ITE land uses that most closely fit the description of the existing/proposed land uses.

4.1 Existing Buildings Trip Generation

The existing businesses and restaurants are estimated to generate 4,596 weekday daily trips, 79 trips (46 in and 33 out) during the AM peak hour, and 458 trips (273 in and 185 out) during the PM peak hour. The trip generation estimates for the existing buildings are shown in **Table 1** below.

Table 1. Existing Buildings Trip Generation

Existing Businesses	ITE Land Use	ITE Land Use Code	Size	Weekday Daily Trips (rate)	AM Roadway Peak			PM Roadway Peak		
					In (%)	Out (%)	Total (rate)	In (%)	Out (%)	Total (rate)
Chasers Bar & Grille 319 W. Gorham	Drinking Place	925	7.9 1000 Sq. Ft. GFA	910* (115.19)	0 --	0 --	0 --	59 (66%)	31 (34%)	90 (11.36)
A Room of One's Own 315 W. Gorham	Variety Store	814	10 1000 Sq. Ft. GFA	635 (63.47)	18 (57%)	14 (43%)	32 (3.18)	35 (52%)	33 (48%)	68 (6.84)
Canterbury Inn 315 W. Gorham	Hotel	310	6 Rooms	86 (14.31)	2 (60%)	2 (40%)	4 (0.67)	3 (54%)	2 (46%)	5 (0.89)
Kaplan 315 W. Gorham	Small Office Building	712	1.3 1000 Sq. Ft. GFA	21 (16.19)	2 (83%)	0 (17%)	2 (1.92)	1 (32%)	2 (68%)	3 (2.45)
Terry's Car Care 322 W. Johnson	Automobile Care Center	942	7.3 1000 Sq. Ft. GFA	114 * (15.62)	10 (66%)	6 (34%)	16 (2.25)	11 (48%)	12 (52%)	23 (3.11)
Red Rock Saloon 322 W. Johnson	Drinking Place	925	9 1000 Sq. Ft. GFA	1022** (113.56)	0 --	0 --	0 --	67 (66%)	35 (34%)	102 (11.36)
Casa de Lara 341 State	High-Turnover (Sit-Down) Restaurant	932	10.8 1000 Sq. Ft. GFA	1,212 (112.18)	0 --	0 --	0 ⁺ --	65 (62%)	41 (38%)	106 (9.77)
Power Nine Games 341 State	Variety Store	814	3.8 1000 Sq. Ft. GFA	241 (63.47)	7 (57%)	5 (43%)	12 (3.18)	14 (52%)	12 (48%)	26 (6.84)
Kanopy Dance Co. 341 State	Health/Fitness Club	492	4.3 1000 Sq. Ft. GFA	148** (34.42)	3 (51%)	3 (49%)	6 (1.31)	8 (57%)	7 (43%)	15 (3.45)
Community Pharmacy 341 State	Pharmacy/Drugstore without Drive-Through Window	880	2.3 1000 Sq. Ft. GFA	207 (90.08)	4 (65%)	3 (35%)	7 (2.94)	10 (49%)	10 (51%)	20 (8.51)
Total Generated Trips:				4,596	46	33	79	273	185	458
Multimodal Trip Reduction (50%)				(2,298)	(23)	(17)	(40)	(137)	(92)	(229)
Total Existing Trips:				2,298	23	16	39	136	93	229

* Weekday daily trips were not available for this land use. The weekday daily trips were assumed to be 20% of the PM Peak total trips.

** Weekday daily trips were not available for this land use. The weekday daily trips were assumed to be 10% of the PM Peak total trips.

+ AM Peak trips generated are zero since the restaurant is not open in the morning.

Based on the downtown location, lack of available parking and multimodal facilities in the project area, a 50% multimodal trip reduction was applied to the businesses to account for these reductions in passenger vehicle trips to and from the site for all land uses. No linked or pass-by trip reductions were considered. Most of the pass-by trips to these businesses are assumed to be made by multimodal users.

4.2 Madison Gorham Trip Generation

Retail space within the Madison Gorham Development is anticipated to be used for a coffee shop (≈1,800 sq ft), high-turnover restaurants (≈13,800 sq ft), and traditional retail stores (≈9,200 sq ft). The trip generation estimates for the proposed development are shown in **Table 2** below. The proposed development is projected to generate approximately 6,254 weekday daily trips, 412 trips (201 in and 211 out) during the AM peak hour, and 537 trips (284 in and 253 out) during the PM peak hour. The trip generation estimates for the proposed development are shown in **Table 2** below.

Table 2. Proposed Development Trip Generation

ITE Land Use	ITE Land Use Code	Size	Weekday Daily Trips (rate)	AM Peak			PM Peak		
				In (%)	Out (%)	Total (rate)	In (%)	Out (%)	Total (rate)
Off-Campus Student Apartment	225	1,101 Bedrooms	3,468 (3.15)	54 (41%)	78 (59%)	132 (0.12)	137 (50%)	138 (50%)	275 (0.25)
High-Turnover (Sit-Down) Restaurant	932	6.9 1000 Sq. Ft. GFA	774 (112.18)	38 (55%)	31 (45%)	69 (9.94)	41 (62%)	26 (38%)	67 (9.77)
High-Turnover (Sit-Down) Restaurant	932	6.9 1000 Sq. Ft. GFA	774 (112.18)	0 --	0 --	0 ⁺ --	41 (62%)	26 (38%)	67 (9.77)
Coffee/Donut Shop without Drive-Through Window	936	1.8 1000 Sq. Ft. GFA	654* (363.10)	93 (51%)	89 (49%)	182 (101.14)	32 (50%)	33 (50%)	65 (36.31)
Variety Store	814	9.2 1000 Sq. Ft. GFA	584 (63.47)	16 (57%)	13 (43%)	29 (3.18)	33 (52%)	30 (48%)	63 (6.84)
Total Generated Trips:			6,254	201	211	412	284	253	537
Linked Trips**:			(409)	(33)	(31)	(64)	(21)	(18)	(39)
Multimodal Trip Reduction***:			(2,433)	(90)	(90)	(180)	(115)	(99)	(214)
Total New Trips:			3,412	78	90	168	148	136	284

* Weekday daily trips were not available for this land use. The weekday daily trips were assumed to be 10% of the PM Peak total trips.

** 10% linked trips for restaurant, 30% linked trips for coffee shop, and 10% linked trips for variety store.

*** 30% multimodal reduction for apartment and 50% multimodal reduction for businesses.

+ AM Peak trips generated are zero since the restaurant is not open in the morning.

Multimodal Trip Reductions

Trip reductions were applied to the trip generation to account for trips anticipated to and from the site via pedestrian, bicycle, and transit modes of transportation. Several bus stops and a robust network of bicycle and pedestrian facilities surround the site along with many potential trip origins and destinations within a quarter mile. Therefore, a 30% multimodal trip reduction was applied to the apartments and a 50% multimodal trip reduction was applied to the businesses to account for these reductions in passenger vehicle trips. Multimodal use to and from the apartment complex may be much higher since many of the residents will be students at the University of Wisconsin; however, it is assumed that some of this reduction is already considered as part of the ITE land use code used for the complex. However, given the minimal amount of parking on-site and the surrounding area, many residents will need to rely on alternative modes of transportation, resulting in higher multimodal trips than assumed for this analysis.

Linked Trips

Linked trips are trips that have both an origin and destination within the development and do not result in new trips on the public roadway network. An example of a linked trip at the Madison Gorham Redevelopment would be a resident of the apartments visiting the coffee shop. A 10% linked trip reduction was applied to the restaurant and retail land uses and a 30% linked trip reduction was applied to the coffee shop.

4.3 Trip Generation Comparison

Overall, the Madison Gorham redevelopment is anticipated to increase weekday daily trips, AM peak hour trips, and PM peak hour trips at the project site. A summary of the comparison is provided below:

- Weekday total daily trips are expected to increase by 1,114 (48%) with the proposed development.
- AM peak hour total trips are expected to increase by 129 (431%) with the proposed development. The higher increase in AM peak hour trips is a result of the change in land use from being predominantly businesses and retail to an apartment building where residents are likely to be traveling to work/school during AM peak hours.
- PM peak hour total trips are expected to increase by 55 (24%) with the proposed development.
- Evening and late-night trips are likely to decrease with less retail and bar space.

This development will increase the number of vehicular and multimodal trips to and from the site with the proposed higher density building. With the limited vehicle parking provided on-site, other modes of transportation will need to be used by residents. This will help alleviate any possible congestion concerns due to the increase in density of the overall site.

5.0 CONCLUSION

Information and analysis in this report document existing conditions, estimated trips generated by the existing site, expected new trips generated by the proposed redevelopment, and a comparison of these trips. In summary, the findings of this study are as follows:

- The proposed Madison Gorham redevelopment will replace four existing buildings, which include a variety of different businesses on the site with a ten-story building that includes 386 residential units with 1,101 beds and just under 25,000 square feet of retail space on the first floor.
- The site will include 211 vehicle parking stalls (124 parking stall increase from existing), 582 residential and guest bicycle parking stalls, and 79 moped parking spaces.
- One vehicular access point and one loading access are provided on W Johnson Street for the site.
- Parking provided on-site equates to 0.55 parking stalls per dwelling unit or 0.21 parking stalls per bed. With the very limited parking available on-site and off-site, estimated vehicular trips may be conservative.
- The redevelopment will increase the amount of vehicular and multimodal trips to and from the site with the higher density building. Vehicular weekday daily trips by 48% (*1,114 trip increase*), AM peak hour trips by 431% (*129 trip increase*), and PM peak hour trips by 24% (*55 trip increase*).
- With the minimal parking provided on-site, other modes of transportation will be encouraged by residents. These multimodal trips will help to alleviate potential congestion along the surrounding roadway network.





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July 14, 2021

Sean Malloy
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P.O. Box 2986

RE: Madison Gorham Development - Transportation Demand Management Plan (TDMP)

Dear Mr. Malloy:

Core Spaces is proposing the redevelopment of several properties bounded by W Gorham Street, N Broom Street, W Johnson Street, and State Street, in downtown Madison, WI. The proposed Madison Gorham development includes a 10-story building with student/young professional housing units, first-floor retail space, and structured parking. The new building will replace four existing buildings, which included several retail spaces, restaurant/bars, and other smaller businesses at the site. The proposal includes 211 vehicle parking stalls, 582 residential and guest bicycle parking stalls, and 79 moped parking spaces.

A Transportation Demand Management Plan (TDMP) has been prepared for the redevelopment following the scorecard requirements provided by the City. Based on City requirements and the planned number of parking stalls, a TDMP is not required for the proposed retail space and is required for the student/young professional housing units which is attached. Our evaluation of the TDM measures indicates that the housing complex will exceed point requirements set by the City.

KL Engineering is submitting this TDMP on behalf of Core Spaces for a request of review and approval by City staff in the Traffic Engineering and Planning department

Rob Bak will be the Madison Gorham Development TDMP administrator. His contact information is below:

Phone: (630) 730-9453

Email: robb@corespaces.com

The project team is committed to promoting sustainability with their ongoing development and as part of their overall philosophy. Please reach out to Rob Bak or KL Engineering with questions or concerns regarding the enclosed TDMP.

Sincerely,
KL Engineering, Inc.

Kelly Trac, P.E., PTOE, RSP₁
Senior Transportation Engineer

ktrac@klengineering.com

608-663-1218

cc: Zia Brucaya, Madison Area Transportation Planning Board
Eric Halvorson, City of Madison Traffic
Rob Bak, Core Spaces

Madison Gorham Development

Category	Measure	Option	Possible Points	Developer Points	Considerations & Description	Eligible Use Categories				TDM Plan requirement	Reporting (large projects)	Comments	
						Residential	Employment	Commercial	Institutional				
Basic-1	TDM coordinator and pay program fee			1	Designate a coordinator to manage TDM requirements and implementation. The person will be responsible for submitting the TDM plan prior to approval of the building permit, paying the program fee, submitting annual or bi-annual reports, and serving as the point of contact for any TDM matters. The position does not need to be full-time.	Y	Y	Y	Y		Contact info of the coordinator	Coordinator Contact Info: Rob Bak Core Spaces Development Manager 1643 N Milwaukee Avenue, 5th Floor Chicago, Illinois 60647 630.730.9453 robb@corespaces.com	
Basic-2	Pedestrian path to sidewalk			1	Provide continuous access to building entrances from the street to the sidewalk, as required by existing city standards.	Y	Y	Y	Y			Sidewalk is provided along W Gorham, State Street, N Broom Street, and W Johnson Street. Sidewalk is available for all accesses to the building.	
Basic-3	Bike parking			1	Provide bicycle parking as required by existing city standards.	Y	Y	Y	Y		Specify location, type and amount of bike parking that will be provided to meet the city standards.	Underground resident bicycle parking stalls will be located in the west corner (N Broom St & W Gorham St) of the parking garage. It includes 130 structured and 398 standard stalls for a total of 528 resident bike parking stalls. Guest parking stalls will be located in the west corner of the ground-level floor. It includes 54 guest bike parking stalls. The plan also includes 79 moped parking spots.	
AT-1	Enhanced access to bike parking	A: Segregated access to bike parking with no stairs B: Locational advantage		1	1 In addition to Basic-3, provide a convenient and segregated access to the bike parking area without stairs (e.g. on the same level as the entrance, or via a ramp or elevator). 1 Locate the bike parking in a covered, indoor space, less than 100 feet from the main entrance.	Y	Y	Y	Y		Provide a plan of the proposed segregated entry/exit, access path and any other relevant details. Indicate the proposed location and any relevant details.	Resident bike parking area will be accessed via ramp. Guest parking will be provided via a separate access off of N Broom St. All bicycle parking is located indoors in a covered space. Bike parking is provided in a separate area of the parking garage on the same corner as the main residential access.	
AT-2	No drive aisle crossing			1	Provide direct street frontage to minimize pedestrian/vehicular conflicts. Access points/stairs should be located such that pedestrians do not have to cross parking lot drive aisles.	Y	Y	Y	Y		Specify if the measure will be done	Building fronts along sidewalk. Underground parking access is separate from pedestrian access.	
AT-3	Off-site bike infrastructure			2-8	0 Develop or provide funding for off-site bicycle infrastructure (bicycle lanes, cycletracks, new crossings, bike-ped paths, etc.). Points and requirements to be determined by the city staff. Facilities used by both cyclists and pedestrians can earn a maximum of 12 points in this category and AT-7. Does not apply to facilities provided within the project area (GDP for incrementally developed PDDs). Facilities must be open to the public.	Y	Y	Y	Y		Provide details on bike facilities that will be developed- locations, widths, materials being used or indicate proposed monetary contribution to be provided to the City	Bike infrastructure already exists along the adjacent streets.	
AT-4	Bike user facilities	A: Bike lockers B: Bike maintenance facilities C: Clothes lockers and showers		1	0 Provide lockers for secure, long-term storage of bikes: 1 locker for every 20 DUs or 30 employees. 1 Provide a bicycle maintenance station for on-site employees, tenants, residents and visitors. Tools and supplies should include at minimum: a bicycle pump, wrenches, a chain tool, lubricants, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke wrenches. 0 Provide 1 shower along with 5 clothes lockers for every 30-50 bike parking spaces	Y	Y	Y	Y		Specify location and number of bike lockers that would be provided and means of access. Specify location of bike repair station, the facilities or supplies that would be provided, means of access and maintenance plan. Specify location and number of showers and lockers that would be provided, means of access and maintenance plan.	Indicate the number of bike lockers. Property owner would be required to submit photographs to verify the availability and use of the facility. Indicate the number of functional showers and lockers.	There will be longer-term bicycle parking provided behind access controlled doors/gates, however, no individual lockers will be provided. A bike maintenance station is planned near the secure bike storage area for the site. Showers/lockers not needed since this is an apartment complex. Residents can shower in their own apartment unit.
AT-5	Shared fleet of bikes			2	0 Provide an on-site shared fleet of free/rental bicycles for use by residents/ employees. Fleet should include at least 1 bicycle for every 10 DUs or 30 employees, with a minimum of 5 bikes.	Y	Y	Y	Y		Specify size and designated area for the shared fleet, number of shared bikes that will be provided, access and maintenance plan	Indicate the number of bikes and ratio of bikes to residents/employees.	Multiple Bicycle stations are located near the development site.
AT-6	Bike share	A: Develop a bike share station B: Provide memberships to employees/residents C: Locate close to bike share station		4 2 or 4 1	0 Develop a bikeshare station within a quarter-mile walking distance, to be a part of the existing bikeshare network that can be accessed and used by residents/employees. 0 Offer at least one annual bike share membership to each DU and/or full-time employee. Two points for a discounted memberships; four points for complimentary memberships. Bike share station must be within a quarter-mile walking distance. 1 Development is located within a quarter-mile walking distance of an existing bikeshare station that can be accessed and used by residents/employees.	Y	Y	Y	Y		Specify size and location of bikeshare station, number of shared bikes that will be provided. Specify if the measure is being carried out and relevant programmatic details. Specify size and location of bikeshare station, number of shared bikes that will be provided.	Indicate the number of bikes and any other relevant details. Provide the number of people availing the offer, cost details, informational material provided to the residents/ employees.	Several BCycle stations already exist within a quarter-mile of development. Stations include W Gilman @ Peace Park, University & Bassett, W Mifflin @ Central Library, and N. Frances & State St. Several BCycle stations already exist within a quarter-mile of development. Stations include W Gilman @ Peace Park, University & Bassett, W Mifflin @ Central Library, and N. Frances & State St.
AT-7	Off-site pedestrian infrastructure			2-8	0 Develop or provide funding for off-site pedestrian infrastructure (wide sidewalks, new crossings, connections to bike-ped paths, etc.). Points and requirements to be determined by the city staff. Facilities used by both cyclists and pedestrians can earn a maximum of 12 points in this category and AT-3. Does not apply to facilities provided within the project area (GDP for incrementally developed PDDs). Facilities must be open to the public.	Y	Y	Y	Y		Provide details on pedestrian facilities that will be developed- locations, widths, materials being used or indicate proposed monetary contribution to be provided to the City	Pedestrian infrastructure already exists along the adjacent streets.	
AT-8	Traffic calming			2	0 Develop or provide funding for traffic calming measures such as speed humps and roundabouts. Cost of such improvements to be determined by staff.	Y	Y	Y	Y		Specify the proposed contribution and details of interventions it would be provided for.		
HOV-1	Provide shuttle bus/vanpools			3-5	0 Provide vanpool options/shuttle services to every employee/resident. Shuttles/vanpools should connect to transit and commercial districts (for residential developments), or to transit or residential areas (for non-residential developments). Shuttles should not duplicate existing transit service. Points will be awarded as follows: Vanpools for employee commutes along with active on-site promotion of the vanpool option and/or pre-tax program for employees to cover teh fees, 3 points; School buses and campus shuttles for educational uses, 3 points; Shuttle service with circulation that is within one-mile radius of the site; 3 points;	Y	Y	Y	Y		Provide details of the vanpool/shuttle services - operational hours, destinations and distance covered, capacity, program implementation and management	Verify details of the vanpool/shuttle services - operational hours, proposed routes, capacity, program implementation and management.	
HOV-2	Car share	A: Provide shared fleet of cars B: Provide car-share parking space C: Car-share memberships		4 2 1-2	0 Provide cars for shared use by employees or residents, not including commercial vehicles. 0 Contract with car-share provider to place vehicles on site for use by car-share provider's customers. 0 Offer memberships to every DU or employee for using car-share. Car-share vehicles must be located on-site or within a quarter-mile walking distance. One point for discounted memberships; two points for complimentary memberships.	Y	Y	N	Y		Specify the proposed number of cars and appropriate ratio. Specify the location and number of proposed car-share parking spaces. Specify if the measure will be carried out and any relevant programmatic details	Indicate the ratio of cars to residents/employees. Verify car-share operations- vehicle ownership or lease, demonstration of reservation system and availability to all employees, etc. Submit evidence of the total number of employees and/or occupied Dwelling Units and the number of memberships provided in the last year.	
HOV-3	Guaranteed ride home program			1	0 Provides a ride home in case of emergency for employees who do not drive to work.	N	Y	Y	Y		Provide details of the proposed GRH program	Verify implementation of the program and indicate the number of beneficiaries.	

HOV-4	Pay for Transportation Network Company (TNC) rides to BRT		2	0	Pay for TNC (Uber, Lyft, etc.) or taxi rides for employees to access and use BRT as their primary commuting mode- would be applicable only to park and rides/outer-most stations- required with transit pass	N	Y	Y	Y	Y	Provide any relevant details.	Specify contribution provided, the station locations and the number of beneficiaries.	
HOV-5	Provide transit passes	A: For employees/residents	2-8	0	Provide monthly transit passes to employees/residents (one per DU). Points are based on the discount percentage. Two points for 25 percent subsidy, four points for 50 percent subsidy, six points for 75 percent subsidy, and eight points for free passes.	Y	Y	Y	Y	Y	Specify the level of contribution or incentive and how it will be provided and any additional information on measure implementation and outreach that demonstrates how the property owner will offer contributions or incentives	Specify the discount level and other implementation details. Provide the total number of employees or occupied dwelling units that requested and were given incentives/passes for transit last year.	
		B: For visitors/students	2-6	0	Enroll in Madison Metro's commuter pass program for educational institutions to offer discounted passes to students. For uses such as hotels and convention centers, offer guests/patrons contributions equivalent to 25, 50, 75, or 100 percent of the cost of a public transit day pass for each registered guest, for the number of days the visitor has booked travel, up to 7 days.	N	N	N	Y	Y	Specify the discount level and other implementation details. Provide the total number of students/visitors that requested and were given contributions or incentives for transit last year.		
HOV-6	Contribute to bus facilities		1-8	0	Build or fund off-site transit facilities, including shelters, stations, bus pull-offs, and real-time arrival screens. Points to be determined by the city staff.	Y	Y	Y	Y	Y	Specify the proposed contribution and other relevant details - this would be based on city requirements and approval		Several bus stops are already included near the development, including at the corner of W Gorham St & N Broom St and State St & W Johnson St. Additionally, there is a bus shelter located at State St & W Gorham St.
HOV-7	Transit measures for patrons/visitors/students	A: Transit ticket validation	2	0	This measure would involve offering transit pass validation to all patrons i.e. a discount or a similar benefit for taking transit, similar to shoppers getting discounts for bringing their own carry bags.	N	N	Y	N	N	Specify if the measure will be carried out and any relevant programmatic details.	Specify the number of beneficiaries.	
		B: Two-ride passes	2	0	Provide free one-ride passes for patrons/clients/visitors, such that at least 25 percent of patrons receive a pass.	N	N	Y	Y	Y			
		C: Sell Madison Metro passes	2	0	Sell Madison Metro transit passes to visitors, patrons or students. All potential beneficiaries should be clearly informed about the availability of transit passes through appropriate signs or communication channels.	N	N	Y	Y	Y			
IC-1	Marketing and informational campaign	A: Welcome packet and one annual promotional campaign	1	1	Provide informational material/brochures on TDM and various sustainable transportation options as part of a welcome packet and conduct an annual promotional campaign.	Y	Y	Y	Y	Y	Provide a description of the services that will be provided, details on program implementation and outreach.	Submit documentation of marketing activities (promotional material and outreach activities) for the prior year.	Open to including transportation information to residents when they move in.
		B: Employee orientation and multiple annual promotional campaigns	1	0	Introduce TDM and various sustainable transportation options during the employee orientation and conduct >1 promotional campaign annually.	Y	Y	Y	Y	Y			
		C: Financial incentives	1	0	Offer all employees/DUs a financial incentive (cash, gift cards or other incentive like vacation time) to try sustainable transportation options. Potential financial incentives: At least a 10-ride transit pass (~20\$) per employee or dwelling unit.	Y	Y	Y	Y	Y		Number of beneficiaries and relevant programmatic details.	
		D: Personal consultation and Information Center	1	0	Establish an information center/system with a part-time person available as the direct point of contact for tenants/employees/residents to disseminate information on TDM measures/sustainable transport options and handle queries and requests.	Y	Y	Y	Y	Y		Provide contact information of designated coordinator and a sample individualized transportation plan.	
IC-2	Multimodal wayfinding signs		1	0	Provide all-weather multimodal wayfinding signage to public and active transportation facilities, major destinations and public amenities within a half mile walking distance.	Y	Y	Y	Y	Y	Specify locations for the proposed signage.		
IC-3	Real-time bus/shuttle/vanpool arrival screen		1	0	Install and operate a screen displaying real-time travel information for relevant bus, shuttle or vanpool service located within a quarter-mile walking distance. The screen may show information on distance, time of arrival/departure, route, seat capacity, etc. This measure applies only to buildings with such service available.	Y	Y	Y	Y	Y	Provide details on location of the screen and the routes it would be displaying information about.		
LU-1	Affordable housing		1-10	0	Provide affordable housing. One point is awarded for every 20 percent of units that are offered at or below 60 percent of Annual Median Income (AMI) and/or one point for every 10 percent of units that are offered at or below 30 percent of AMI. This is aligned with Madison's affordable housing interventions.	Y	N	N	N	N	Specify the number of affordable units and income levels to which they are affordable.	Submit details on affordability restrictions for the project, the number, location, and sizes for all affordable units. City staff shall confirm that affordable units are offered as described in the project approvals.	They plan to have affordable beds instead of affordable units. 110 of the 1,101 beds (10%) will be provided at a discounted rate.
LU-2	Location efficiency	A: For non-commercial uses	1-5	5	Locate near amenities that reduce the need to drive. Refer to WalkScore (www.walkscore.com), which scores location efficiency on a scale from 0 to 100. Points are awarded as follows: 50-59, 1 point; 60-69, 2 points; 70-79, 3 points; 80-89, 4 points; 90-100 points, 5 points. If multiple street addresses are present in a building or development, points will be based on the average value.	Y	Y	N	Y	N	Specify the walk score value.		Walkscore value of 95-97 depending on current address used.
		B: For commercial uses	1-4	0	Provide amenities that reduce the need to drive. Refer to WalkScore (www.walkscore.com), which scores location efficiency on a scale from 0 to 100. To calculate points awarded, take the original WalkScore and add 5 points for every new storefront being added at the time of application, and calculate the percentage increase. TDM points are awarded as follows: 1-20 percent increase, 1 point; 21-40 percent increase, 2 points; 41-60 percent increase, 3 points; 61-80 percent increase, 4 points; 81+ percent increase, 5 points.	N	N	Y	N	N	Specify the walk score value.		
LU-3	Add LU mix	A: Two land uses	2-4	3	Provide two land uses onsite, allowing users to drive less. Qualifying land uses are: Residential, employment, commercial, manufacturing, and institutional (school, health care, religious institution). Points are awarded as follows: no single use is less than 1 percent of gross floor area, 2 points; no single use is less than 4 percent of gross floor area, 3 points; no single use is less than 8 percent of the gross floor area, 4 points.	Y	Y	N	Y	Y	Provide a plan and relevant details of the proposed land uses including size		Apartment Complex + Retail Space. Retail is approximately 5-6% of the gross floor area.
		B: Three land uses	4-6	0	Provide three land uses onsite, allowing users to drive less. Qualifying land uses are: Residential, employment, commercial, manufacturing, and institutional (school, health care, religious institution). Points are awarded as follows: no single use is less than 1 percent of gross floor area, 4 points; no single use is less than 4 percent of gross floor area, 5 points; no single use is less than 8 percent of the gross floor area, 6 points.	Y	Y	N	Y	Y	Same as above		
LU-4	Provide daycare facilities	A: Off-site daycare facility	2	0	Development is located within a quarter-mile walk of a daycare facility, which must be available to users of the site seeking TDM points.	Y	Y	N	Y	Y	Indicate the location the childcare facility, within a quarter mile walking distance from the property, with relevant description on operational hours, days and capacity.	Provide evidence to verify the availability of off-site childcare providers and documentation on outreach efforts for residents/employees/tenants.	
		B: On-site daycare facility	2	0	Establish an on-site daycare facility, to be used by residents or employees. Points are additive to land-use mix points awarded under LU-3.	Y	Y	N	Y	Y	Indicate the location of the space for the childcare facility, with relevant description.	Provide a description of the services - hours and days of operation, staffing, capacity, etc. to verify the availability and use of the on-site childcare services.	
LU-5	Other trip-reducing service		1	1	Provide any other specific trip-reducing service for building users, such as onsite food service for employees, pet-care service, laundry, playground, dogwalking/park. Points are awarded at the discretion of city staff. Building area involved in these services cannot be counted in LU-3.	Y	Y	N	Y	Y	Indicate the designated location of the proposed facility, with relevant description	Submit evidence of availability, operation and use of the facility.	There will be retail spaces on the first floor, on-site laundry, a fitness center, a rooftop terrace, a pool, and a spa in the building.
LU-6	Quarter-mile of all-day bus service		3	3	Development is located within a quarter-mile walk of a bus stop served by a route that runs at least every half-hour for at least 12 hours each weekday.	Y	Y	Y	Y	Y	Specify location of bus stops/stations within a quarter mile distance and relevant bus routes.	Provide updates about relevant bus routes and stops, if any.	There are major bus routes and stops located next to the development on State St, W Gorham St, W Johnson St, and N Broom St.
P-1	Priced parking	A: Cash out for employees	5	0	Offer all full-time employees the choice to forgo parking space for an in-lieu cash payment.	N	Y	Y	Y	Y	Specify the measure in the TDM plan	Indicate the number of beneficiaries.	
		B: Direct charge to employees	5	0	Charge employees at least \$50 per month to park, with an option to forgo the fee by not parking.	N	Y	Y	Y	Y		Indicate the number of beneficiaries for parking cashout.	

		C. Unbundled for residential	5	5	Lease or sell parking separately to residents from residential space. Fees/leases for parking must be optional.	Y	N	N	N			Parking stalls will be leased separately for residents. Parking fees will be in line with market rates for covered, secured private garage parking for the downtown area.
		D. Unbundled for employment or	3	0	Lease or sell parking to employers or commercial tenants from space for those land uses. Fees/leases for parking must be optional.	N	Y	Y	Y			
		E. Hourly or daily parking charges	5	0	Directly charge building users who have not purchased ongoing parking rights at least \$1/hour to park. Points earned for this measure can be in addition to other points in P-1.	Y	Y	Y	Y			Submit copies of parking rate sheets/photographs of signage displaying the parking rates for the facility.
P-2	Shared parking agreement		1-2	1	Keep parking capacity below the applicable parking minimum by sharing parking with a nearby land use, or allow users at another land use to park on-site such that the facility has parking capacity below applicable parking minimums.	Y	Y	Y	Y			Stalls within the parking deck will be leased to an adjoining property.
P-3	Off-site parking		1	0	Keep parking capacity below the applicable parking minimum by contracting with an off-site parking supplier, including but not limited to city Parking Utility ramps.	Y	Y	Y	Y	Specify the measure in the TDM plan with location and capacity of parking spaces.		There is off-site parking ramps, however, there are no plans to contract with them for additional parking needs.
P-4	Carpool preferential/free parking		2	0	Provide free or preferentially sited parking for carpool vehicles for employees, shoppers, students, or others as applicable.	N	Y	Y	Y	Specify the measure in the TDM plan with location and capacity of parking spaces.		
O-1	Delivery measures (TBD)	A: Delivery supportive amenities	1	1	Provide an area for receipt and temporary storage of deliveries.	Y	Y	N	N			A package locker system like Luxor or similar will be used.
		B: Pick-up/drop-off space	1	1	Delineate a separate space within the property for short-term pick-up/drop-off or loading/unloading from a delivery vehicle.	Y	Y	N	N			The first floor parking area includes 5 Uber/Lyft/food delivery and pick up spots.
		C: Provide Delivery Services	1	0	Provide delivery services that reduce VMT from single-stop motorized deliveries. Qualifying services include deliveries by bicycle, on foot, or in a delivery vehicle that makes multiple stops.	N	N	Y	N			
O-2	In-lieu fee			0	Pay \$10,000 to permanently achieve a point. Fee may be applied to any number of points desired.	Y	Y	Y	Y	Needs to be approved by city staff		If an applicant satisfies all their points through in-lieu contributions and bike parking + surrounding land uses, they would be exempt from future reporting. Applicants who meet a portion of their requirements with other TDM measures would still report and pay the program fee annually.
O-3	Join a Transportation Management Association (TMA)		1	0	Form or join a Transportation Management Association (TMA) to facilitate TDM activities such as marketing, outreach, and distribution services. Such TMA must be accredited by Transportation Engineering and must provide services that meet or exceed requirements for those for relevant measures claimed by the building under this program.	Y	Y	Y	Y			
O-4	Innovative measure		1-4	0	Any other measures suggested by the developer may be given points based on approval of the city staff.	Y	Y	Y	Y	Submit plan/ details, as relevant	As required by city staff.	

Point Total: 29

Points Needed: 20

Madison Gorham Mixed-Use Development TDMP

Site Summary:	Size	Parking Stalls	Parking Stalls / Unit	Min. Parking Stalls Required
Apartment Housing	386 units	211	0.55	--
Retail Space	24,725 sqft		--	62

* Assumed General Retail Category for parking minimums (1 per 400 sq ft)

	Small	Low-Medium	Medium	High-Medium	Large
	Residential	10-25 du	25-50 du	50-100 du	100-150 du
Employment	10-25,000 sf	25,000-50,000 sf	50,000-100,000 sf	100,000-150,000 sf	150,000+ sf
Parking Stalls per DU or 500 sq.ft. of non-residential area*	Mitigation Points required				
< 0.5	5	8	10	12	15
0.5 - 0.99	10	12	15	18	20
1.0 - 1.49	15	18	20	22	25
1.49 - 2.0	20	22	25	28	30
2.0 - 2.5	25	28	30	32	35
2.5 +	30	32	35	38	40

*Don't count loading area stalls for TDM measure assessment

At least 10 stalls

Luna's Groceries	Commercial	Under 40K	40-100K sqft	100-200K sqft	200K+ sqft
	Under parking minimums	no TDM	8	10	15
1 - 1.25 X parking minimum	no TDM	10	15	20	
1.25 - 1.5 X PM	10	15	20	25	
1.5 - 1.75 X PM	15	20	25	30	
1.75 - 2 X PM	20	25	30	35	
2+ X PM	25	30	35	40	

*Refer to use-specific parking minimums, as given in the zoning code

Institutional TBD