

## PREFACE TO EDGEWATER PARKING ANALYSIS

### Hotel developer's promise to have parking available for all demand created by the proposed hotel.

From the outset, the Edgewater hotel developer has asserted that there will be parking provided as a part of the project that will handle all parking demand created by the project under any circumstances. The Steering Committee on the Edgewater has criticized the plan for coming up short on the developer's promise. That the hotel development and public plaza ~~do~~ not add parking demand to the neighborhood already critically short of on-street parking has been a goal from the very beginning.

### Parking Conditions on Mansion Hill.

Mansion Hill is divided into two parking zones divided by Wisconsin Avenue. Zone 2, the westerly side of Wisconsin Avenue, running generally along Langdon and West Gilman, contains 205 two hour, on-street parking spaces. There were 435 parking permits issued to parkers in Zone 2. Zone 3 running generally east of Wisconsin Avenue on East Gilman and East Gorham contains 518 two hour, on-street parking spaces with 540 parking permits issued. Combined, the two zones provide 723 parking places for which 975 parking permits have been issued.

### The plan is still short of parking.

Many parkers who do not have parking permits, compete for these spaces, particularly during the night. It is well understood that there is absolutely no capacity to add more on-street parking demand without seriously eroding the residential quality of Mansion Hill and the Langdon Street neighborhood. From the outset, the Edgewater project has been criticized by the Mansion Hill Steering Committee and others for its unrealistic lack of parking. The last iteration of the plan added parking to be shared during weekdays with National Guardian Life, but the plan is still woefully short of meeting the goals that have been generally agreed upon.

The City often waives the parking requirements under Chapter 28.11 for downtown hotels because of the availability of on-street parking in the commercial areas of the Capitol Square and the availability of parking in the city's parking ramps. Those resources are not available to parkers at the Edgewater site. The nearest parking ramp is over five blocks away and requires walking up a five story hill. Patrons, particularly guests at a four-star hotel, will not trudge through rain and snow to walk between the city's parking ramps and the Edgewater. The Edgewater must fulfill all of its parking requirements.

Edgewater Parking Requirements per Madison General Ordinance Chapter 28.11(3)  
September 3, 2010

|  |   |                     |
|--|---|---------------------|
| Lodging Room / Dwelling: 1.0 / Key <sup>1</sup>                      | 190 Keys @ 1.0                            | 190 <sup>2</sup>    |
| Spa: 1.0 / 300 SF <sup>3</sup>                                       | 8,300 SF <sup>4</sup> @ 1.0 / 300 SF      | 27                  |
| Dining <sup>5</sup>  |   |                     |
| Restaurant: 30% Capacity   | 6,800 SF @ 1.0 / 15 SF x 0.3 <sup>6</sup> | 136                 |
| Terrace: 30% Capacity  | 1,730 SF @ 1.0 / 15 SF x 0.3              | 36                  |
| Café: 30% Capacity   | 960 SF @ 1.0 / 15 SF x 0.3                | 19                  |
| Café Terrace: 30% Capacity   | 420 SF @ 1.0 / 15 SF x 0.3                | 8                   |
| Rigadoon: 30% Capacity   | 2,150 SF @ 1.0 / 15 SF x 0.3              | 43                  |
| Dock & Bar: 30% Capacity   | 2,740 SF @ 1.0 / 15 SF x 0.3              | <u>55</u>           |
| Dining Subtotal  |   | 297 <sup>7</sup>    |
| Function   |   |                     |
| Ballroom: 10% Capacity <sup>8</sup>                                  | 6,500 SF @ 1.0 / 12.5 SF x 0.1            | 52 <sup>9</sup>     |
| Meeting: 30% Capacity <sup>5</sup>                                   | 3,200 SF @ 1.0 / 10.0 SF x 0.3            | <u>96</u>           |
| Function Subtotal  |   | 148 <sup>10</sup>   |
| Plaza: 10% Capacity <sup>7</sup>                                     | 13,500 SF @ 1.0 / 12.5 SF x 0.1           | 108 <sup>11</sup>   |
| Total Parking Stalls Required  |   | 770 <sup>12</sup>   |
| Total Parking Stalls Proposed (152 existing + 235 new) <sup>13</sup> |   | 387 <sup>14</sup>   |
| Hotel Parking Shared with NGL  |   | 120 <sup>15</sup>   |
| Parking Stalls Available Weekdays for Hotel                          |   | 267                 |
| Parking Shortfall Weekdays   |   | (503) <sup>16</sup> |
| Parking Stalls Available Evenings & Weekends for Hotel               |   | 387                 |
| Total parking shortfall nights and weekends                          |   | (383) <sup>16</sup> |

<sup>1</sup> 28.11(3)(1) 2.d Hotels and Motels. One parking space shall be provided for each lodging room, plus one additional parking space for each dwelling unit.

<sup>2</sup> 14 large suites/condominiums are shown on sheet A1.11 of the Elkus / Manfredi plan set dated March 10, 2010. Per 28.11(3)(l) 2.a 1.75 stalls / three bedroom residential unit are required. Assuming apartments rather than lodging rooms for these 14 keys would increase the parking requirement from 190 to 201.