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September 12, 2019

Mr. Curt Brink
Archipelago Village, LLC
701 East Washington Avenue, Suite 105
Madison, WI 53703

Re: Archipelago Village Transportation Demand Management Plan (TDMP)

Dear Mr. Brink:

Following is the final revised Archipelago Village TDMP. Please let me know if you have any questions or need additional information.

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

Sincerely,

STRAND ASSOCIATES, INC.®

Jeffrey S. Held, P.E., PTOE

Enclosure: Report

c/enc: James Korb, Archipelago Village, LLC
Marlene Korb, Archipelago Village, LLC

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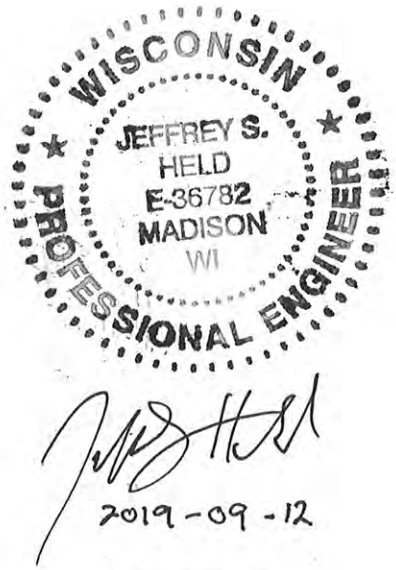
Report for

Archipelago Village, LLC of Madison, Wisconsin

Archipelago Village Transportation Demand Management Plan



Prepared by:

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September 2019

STRAND ASSOCIATES®

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Strand Associates, Inc.® (Study Team) performed a Traffic Impact Analysis (TIA) for the proposed Archipelago Village, LLC development site (AV, or Site) bounded by East Washington Avenue/US 151, Brearly Street, Main Street, and Paterson Street in the City of Madison, Wisconsin (City). The TIA was accepted by City of Madison Traffic Engineering (TE) staff. As a condition of accepting the TIA, TE staff requested development of this formal Transportation Demand Management Plan (TDMP). Figure 1 shows the Site location.

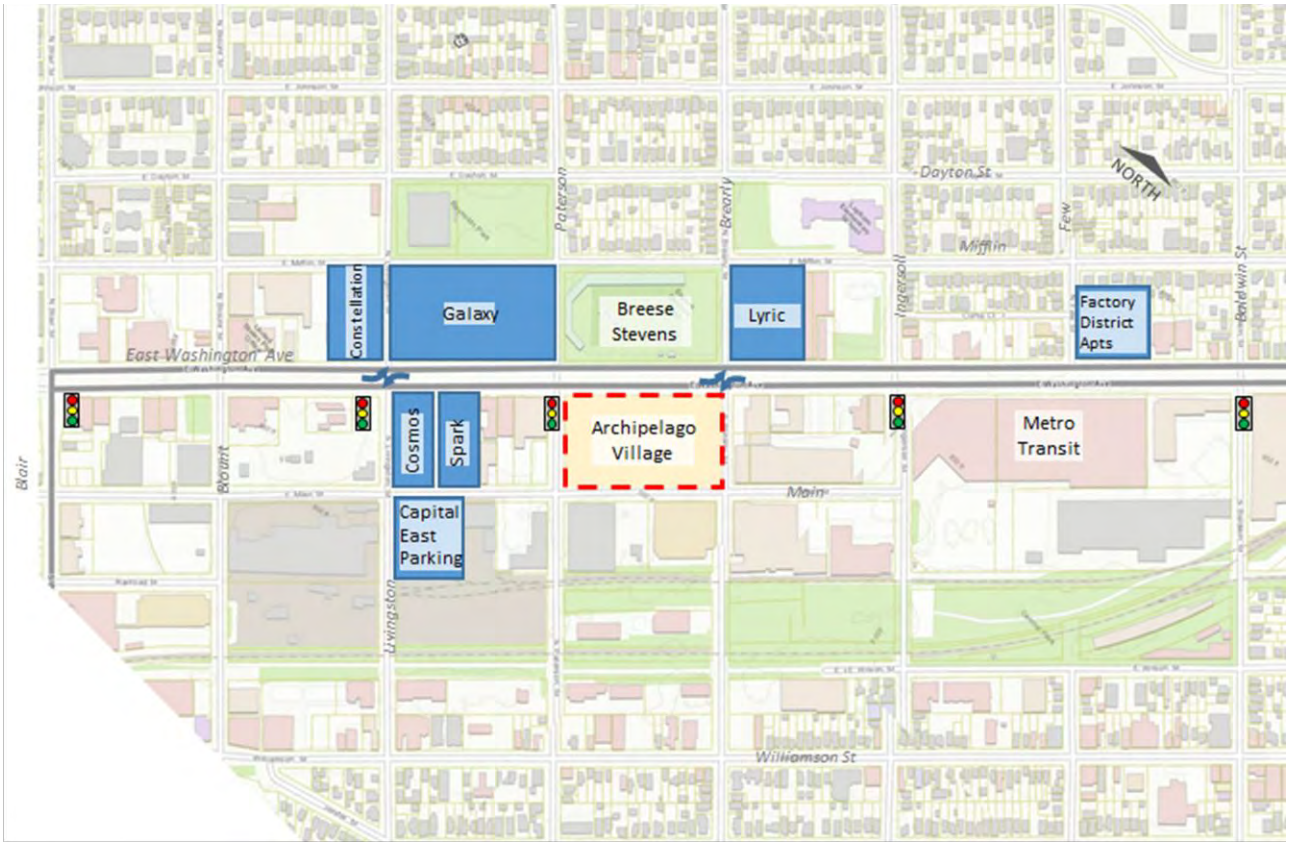


Figure 1 Site Location

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 AV redevelopment and make transportation associated with the 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 Site.

INTRODUCTION AND SITE SUMMARY

The Archipelago Village Development Team (Development Team) is redeveloping the south and east sides of the 900 block of East Washington Avenue. The Site master plan includes four motor vehicle access points: one on East Washington Avenue (North Access), which would be right-in/right-out only; one on Brearly Street (East Access); one on Main Street (South Access); and one on Paterson Street (West Access). Figure 2 illustrates the proposed site plan including proposed access locations.

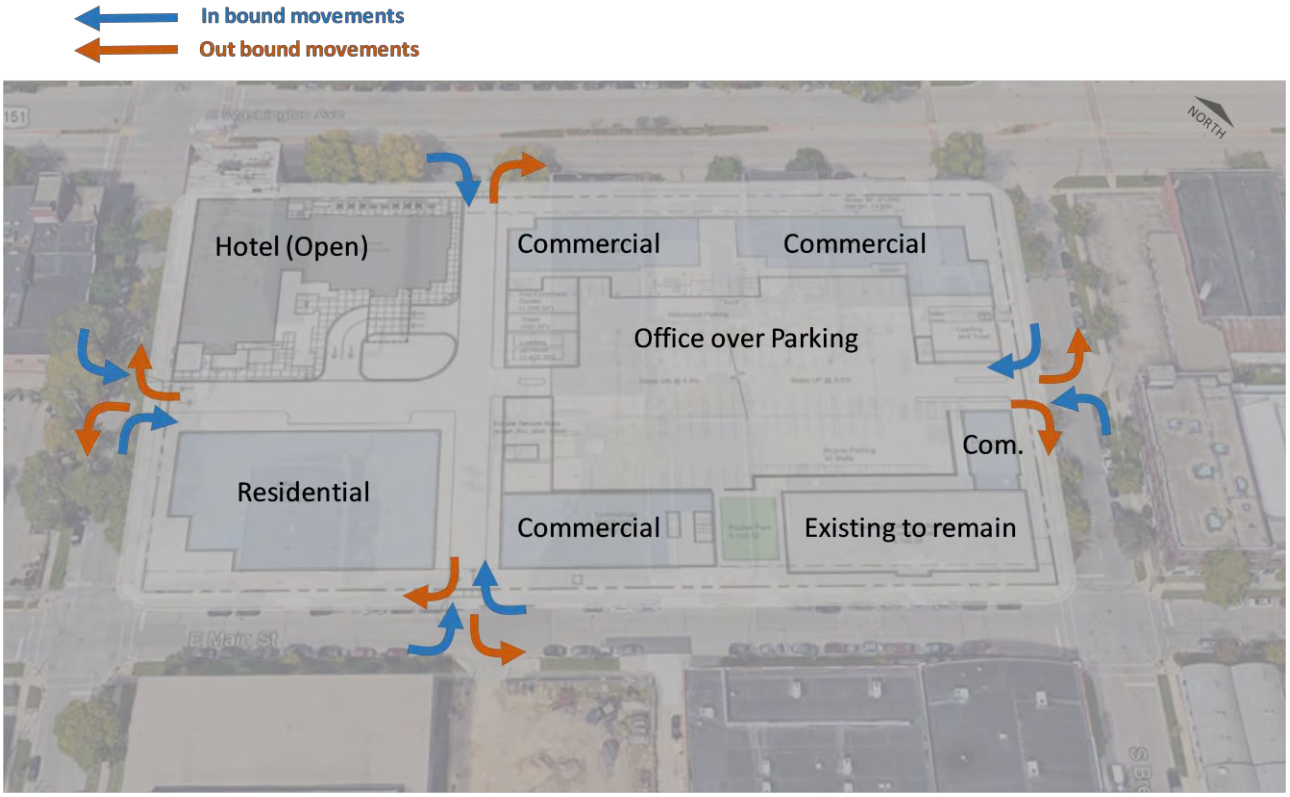


Figure 2 Site Motor Vehicle Access

At buildout, the Site is planned to include:

- 68,000 square feet (sf) of commercial space
- 374,000 sf of office space
- 144-unit boutique hotel
- 152 apartment units

As of the date of this TDMP, the hotel in the western corner of the Site has been renovated/constructed and is open to the public (Phase 0).

A. Phase 1

Phase 1 of the redevelopment was approved by City of Madison Plan Commission on May 6, 2019. Phase 1 includes an 11-story glass building over structured parking that will provide approximately 253,000 sf of mostly office use, with some retail or commercial use to be located on the ground floor. Construction is expected to begin in summer 2019. This TDMP focuses on post-Phase 1 conditions.

B. Future Phases

The timing and configuration of the remaining phase(s) is to be determined. The need for future revisions or updates to this TDMP will be determined as needed during the approval process for future phase(s).

TRANSPORTATION MANAGEMENT ASSOCIATION (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.

The redevelopment of the Hill Farms state office building on the near-west side is planned to include the formation of a TMA. The Declaration of Covenants for Madison Yards at Hill Farms[1] requires the incorporation of a Wisconsin non-profit, non-stock corporation to be known as The Madison Yards at Hill Farms Association, Inc. (MYHFA). Among other duties, the MYHFA is responsible for "implementing, maintaining, and managing the … TDMP" and shall "enforce and sustain the TDMP". According to the covenants, the MYHFA may levy fines for continuing or flagrant violations of the TDMP. Furthermore, all owners within the redevelopment "shall be subject to a general annual assessment, determined and levied by" the MYHFA "for the purpose of paying the costs and expenses incurred by" the MYHFA and are also subject to special assessments for extraordinary expenses that are outside the budgeted general annual assessment.

The Development Team will create a TMA with a structure similar to the MYHFA for the Site to be known as the Archipelago Village Association (AVA), or similar. The AVA will strive to measure the effectiveness of the TDM strategies outlined below and provide City staff with data to aid in future decision making regarding TDM requirements for proposed developments.

TRANSPORTATION CONTEXT AND TDM MEASURES

The Site is located on the East Washington Avenue corridor and is, therefore, highly accessible by many modes of transportation. In addition to the ultimate mix of land uses within the Site, the substantial amount of office use complements the existing residential land use in the multiple building towers recently constructed 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 Site including East Washington Avenue, Brearly Street, Main Street, and Paterson Street. There are sidewalks on both sides of nearly every street within several blocks of the Site. Most of the area intersections have traditionally marked crosswalks. Pedestrian signal heads exist at all the signalized intersections nearby: East Washington Avenue and Livingston Street; East Washington Avenue and Paterson Street; East Washington Avenue and Ingersoll Street; Williamson Street and Paterson Street; and Williamson Street and Ingersoll Street. There is also the Capital City Trail, a multi-use path two blocks south of the Site.

[1] *Declaration of Covenants, Reservations, and Easements for Madison Yards at Hill Farms* by Michael J. Dwyer, Godfrey & Kahn, S.C., 833 E. Michigan Street, Milwaukee, WI 53202.

Figure 3 shows the existing pedestrian system near the Site.

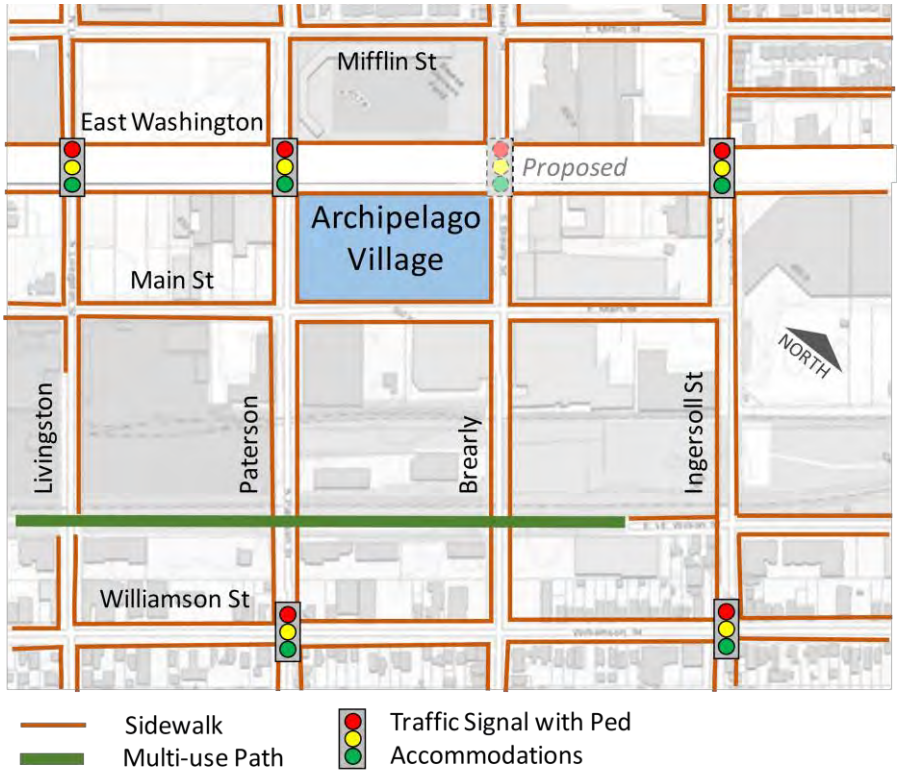


Figure 3 Pedestrian System Near the Site

2. Proposed Conditions after Phase 1

The site plan for Phase 1 includes a number of pedestrian amenities including:

- Locker and shower facilities within the office space.
- Pedestrian friendly site lighting compliant with City requirements.
- Complimentary rain jackets and umbrellas in the lobby areas of the Site buildings to facilitate mid-day trips during poor weather conditions.
- A proposed partial signal at Brearly Street and East Washington Avenue will add another signalized pedestrian crossing.

Figure 4 shows a walking radius for a five-minute trip and a ten-minute trip (one-way).

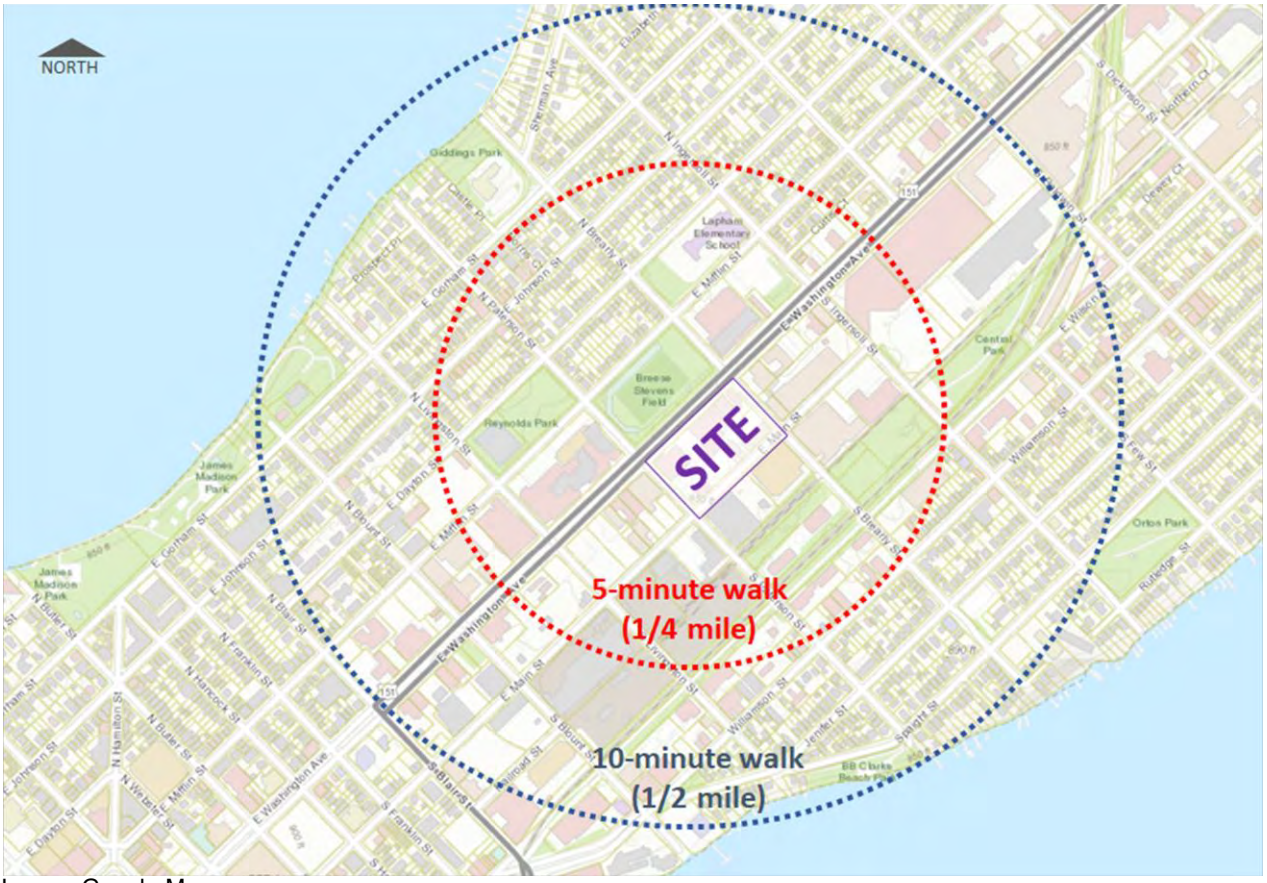


Image: Google Maps

Figure 4 Five- and Ten-Minute Walking Distances

B. Bicycle System

1. Existing Conditions

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

- East Washington Avenue–On-street bike lanes in both directions.
- Paterson Street–Low volume road, no bike lanes.
- Brearly Street–Low volume road, no bike lanes.
- Main Street–Low volume road, no bike lanes.
- Mifflin Street–Bicycle Boulevard one block north of the Site.
- Capital City Trail–Regional bike path two blocks south of the Site.
- Williamson Street–Higher volume road without marked bike lanes. Parking is allowed in the off-peak direction, which provides a widened outside lane that some cyclists feel comfortable using.

Figure 5 shows the existing bicycle system near the Site.

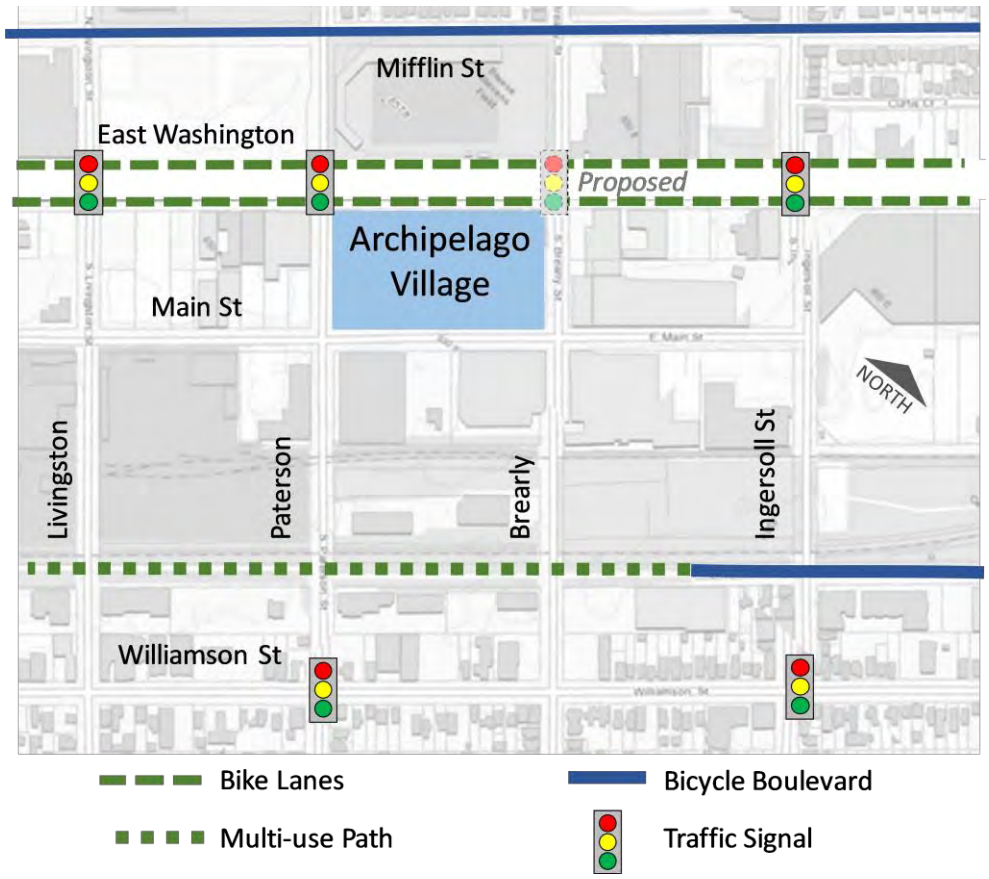


Figure 5 Bicycle System Near the Site

2. Proposed Conditions after Phase 1

The site plan for Phase 1 includes a number of bicyclist amenities including:

- Locker and shower facilities within the office space.
- Heated, indoor bicycle storage with a bike repair station.
- Total bicycle parking of 133 stalls is proposed. Per City ordinances, 126 stalls are required.
- The Development Team is investigating the placement of a BCycle rental hub on or near the Site.
- The Development Team is investigating the ability to provide free or discounted BCycle rentals for hotel guests, employees, and future residents.

C. Transit

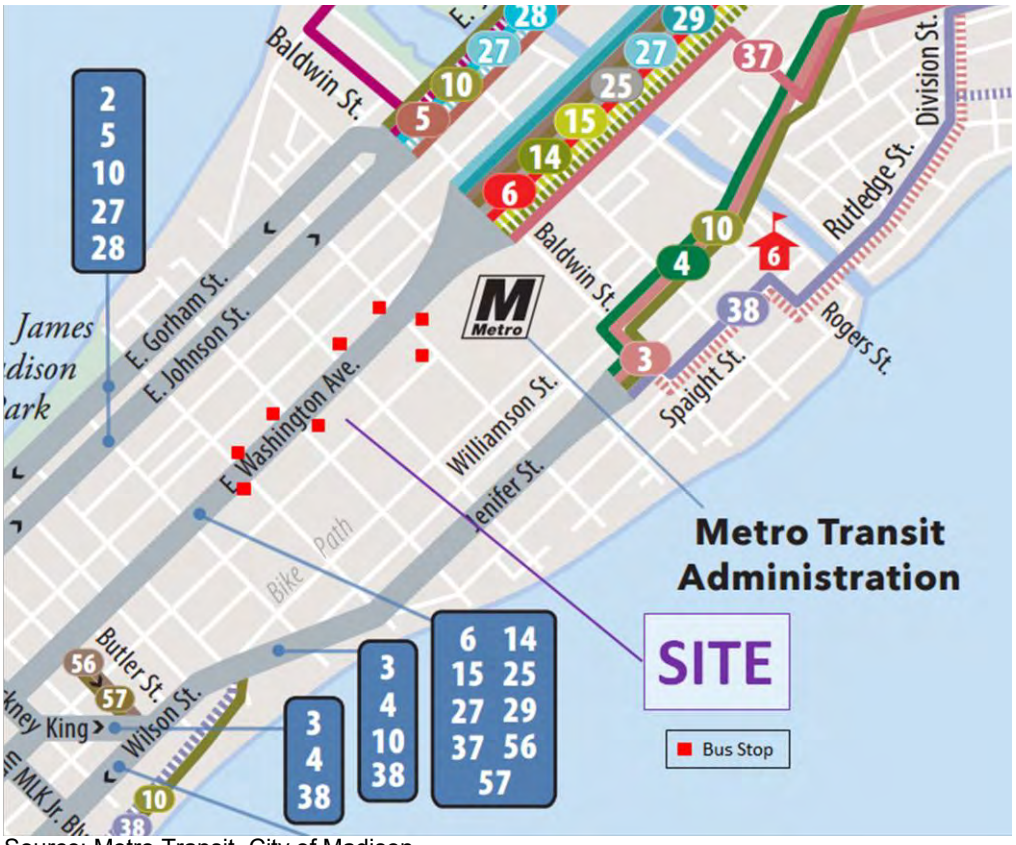
1. Existing Conditions

There are nine weekday bus routes that use and serve East Washington Avenue: one is in service all day, and eight are in service during the peak hours from 6 to 9 A.M. and 3 to 7 P.M.

There are five bus stops at the intersections near the Site:

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

Figure 6 shows the bus routes and stops near the Site.

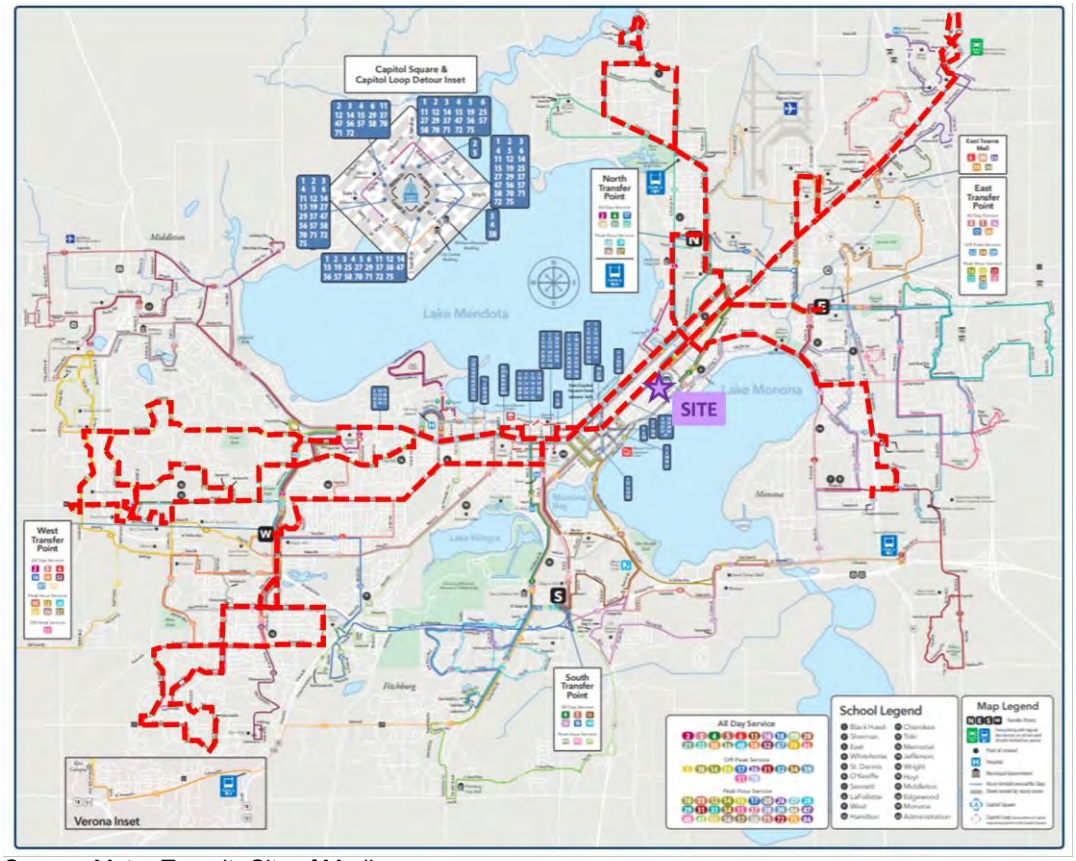


Source: Metro Transit, City of Madison

Figure 6 Metro Transit Bus Routes and Stops Near the Site

The weekday routes that serve the Site are shown in Figure 7 and summarized below:

- Route 6 provides all day service between the West Transfer Point and East Towne Mall.
- Route 14 provides peak hour service between West Towne Mall and the East Transfer Point.
- Route 15 provides peak hour service between the Old Sauk Road/Junction Road area and the East Transfer Point.
- Route 25 provides peak hour service between the Capital Square and the American Family Center.
- Route 27 provides peak hour service between the University of Wisconsin (UW)-Madison campus and the North Transfer Point.
- Route 29 provides peak hour service between the UW-Madison campus and the Cherokee Park area north of Northport Drive on the City's north side.
- Route 37 provides peak hour service between the Hill Farms and Hilldale area and the Stoughton Road/Pflaum Road area.
- Route 56 provides peak hour service between the McKee Road/Maple Grove Drive area and the North Transfer Point.
- Route 57 provides peak hour service between the McKee Road/Maple Grove Drive area and the North Transfer Point.



Source: Metro Transit, City of Madison

Figure 7 Metro Transit Bus Service to the Site

2. Proposed Conditions after Phase 1

In addition to existing transit service, East Washington Avenue is one of four proposed routes for the City's Bus Rapid Transit (BRT) initiative. Implementation of BRT is currently being studied. Initial implementation is anticipated to include the east-west BRT route that travels along East Washington Avenue in front of the Site. At this time, a BRT station is proposed at East Washington Avenue and Livingston Street, one block southwest of the Site. Service could begin in 2024. When implemented, BRT will provide a very high service level to and from the Site.

Phase 1 provides Metro transit amenities including:

- The ongoing efforts to implement BRT in the City.
- The ability to provide free or discounted Metro passes for hotel guests, employees, and future residents.
-

D. Shared Ride Services

1. Existing Conditions

The Madison Area Transportation Planning Board (MATPB) 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 that do not drive alone a taxi voucher, 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 the MATPB 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 Madison.

2. Proposed Conditions after Phase 1

Phase 1 includes a commitment from the Development Team to offer the following:

- The recently opened hotel will continue to operate two shuttles to reduce traffic impacts of guest arrivals. To date, shuttles travel most often to the Dane County Regional Airport and UW-Madison campus.

- Provide flyers and/or information packets for hotel guests and Site employees (and residents after future phases) summarizing options for traveling to/from the Site via alternative modes including walking, bicycling, Metro bus service, taxi, and ridesharing services such as Uber and Lyft.

- Include information on Web sites for various tenants of the Site summarizing options for traveling to and from the Site via alternative modes.

- The Development Team will investigate the feasibility of providing additional means of disseminating information to potential travelers to and from the Site such as touch screen kiosks in the building lobbies and/or development of a Site smart phone travel app.

- 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.

D. Personal Motor Vehicle

1. Existing Conditions

The Site is located on one of the City's key arterial roadways: East Washington Avenue. Access is provided on all four sides of the Site including driveways allowing all movements on Paterson Street, Main Street, and Brearly Street, and an outbound/eastbound right-in and right-out access on East Washington Avenue. Figure 8 shows the Site location in relation to the surrounding functionally classified streets.

Source: Madison Area Transportation Planning Board

Figure 8 Site Location and Surrounding Street Network

East Washington Avenue is a six-lane divided Urban Arterial street with on-street parking near the Site. It is also US 151. It carries approximately 45,000 to 55,000 vehicles per day (vpd) near the Site and is near or at capacity during peak travel periods. Paterson Street is an Urban Collector carrying approximately 2,000 vpd. Main Street is a Local Street carrying approximately 1,500 to 2,000 vpd. Brearly Street is a Local Street carrying about 1,000 vpd.

2. Proposed Conditions after Phase 1

The AV TIA provided recommendations for the motor vehicle network following full buildout of the Site. These include:

a. Add a northbound left-turn bay at the existing signal at Paterson Street and East Washington Avenue.

b. Add a partial traffic signal at East Washington Avenue and Brearly Street.

c. Provide additional room for eastbound through vehicles to bypass left-turning vehicles on Williamson Street at Paterson Street by extending the no parking restriction upstream a modest distance.

d. Parking restrictions at the Site driveways to improve visibility for entering and exiting traffic and to allow through traffic to bypass a vehicle waiting to turn left into the Site (where needed).

Phase 1 has been approved and will construct a 626-stall parking garage. City ordinances call for 631 stalls; however, the Zoning Administrator and Plan Commission approved the modest reduction in parking for Phase 1. Sometime after Phase 1, the Site is expected to add residential uses which will facilitate shared parking use, and may add additional parking as well.

Additional Site features that will reduce single occupant motor vehicle trips, increase Site transportation sustainability, and/or mitigate negative transportation impacts include:

a. Employers will be encouraged to use staggered shifts and offer flextime to employees to reduce Site trips during peak commuting periods.

b. Premium parking stalls will be designated for carpoolers.

c. The property management company will coordinate with services providing deliveries to the Site to minimize them during peak traffic hours. Delivery drivers will be instructed not to block bike racks or crosswalks.

d. Loading is internal to the Site and will not use public streets. Trucks will not need to back into the Site from any of the surrounding public streets.

e. The Development Team is working with Madison Gas and Electric (MG&E) to include the infrastructure necessary to provide electric vehicle charging stations on the Site.

f. The Site is served by a robust fiber optic network. The building is incorporating full fiber optic cabling throughout each floor. These features maximize the opportunity for employers to allow and encourage telework and telecommuting.

TRANSPORTATION MANAGEMENT COORDINATOR (TMC)

The Development Team will require the Site's property management company to designate a TMC. The TMC will be responsible for promoting, monitoring, and updating TDM strategies. The TMC will be a member of the TMA board, along with the other business and property owners.

The primary responsibilities of the TMC include:

1. Serve as the Site's liaison to City TE staff.

2. Organize "commuter fairs" one or more times per year. This involves inviting Metro Transit, rideshare providers, BCycle representatives, etc. to provide information to Site residents and employees regarding options for commuting to the Site.

3. 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 free or discounted BCycle rentals.

    f. Conduct an annual employee, resident, and guest survey to determine actual mode split to and from the Site.

4. Review and evaluate the effectiveness of TDM measures. Recommend adjustments.

5. Upkeep of traveler information, kiosks, and Web site(s).

6. Creation and distribution of welcome packets.

7. Facilitating resource sharing among employees, residents, and guests.

8. Managing transit passes program for employees, residents, and guests.

9. Provide lobby amenities such as umbrellas, rain jackets, and other items to encourage mid-day walking trips during inclement weather.

CONCLUSION

The Development Team is committed to implementing a high level of TDM strategies with the goals of reducing single occupant motor vehicle trips, increasing Site transportation sustainability, and/or mitigating negative transportation impacts. Following is a summary of these strategies:

A. Transportation Management Association

The Development Team will create a TMA for the Site to be known as the AVA, or similar. The AVA will strive to measure the effectiveness of the TDM strategies outlined below and provide City staff with data to aid in future decision making regarding TDM requirements for proposed developments.

B. Pedestrian and Bicycle Strategies

The site plan for Phase 1 includes a number of pedestrian and bicycle amenities including:

1. Locker and shower facilities within the office space.

2. Pedestrian friendly site lighting compliant with City requirements.

3. Complimentary rain jackets and umbrellas in the lobby areas of the Site buildings to facilitate mid-day trips during poor weather conditions.

4. Heated, indoor bicycle storage with a bike repair station.

5. Total bicycle parking of 133 stalls is proposed, exceeding the 126 stalls required per City ordinances.

6. The Development Team is investigating the placement of a BCycle rental hub on or near the Site.

7. The Development Team is investigating the ability to provide free or discounted BCycle rentals for hotel guests, employees, and future residents.

C. Transit and Ride Sharing Services

Phase 1 includes Metro Transit and shared ride amenities including:

1. The Development Team supports the ongoing efforts to implement BRT in the City.

2. The Development Team is investigating the ability to provide free or discounted Metro passes for hotel guests, employees, and future residents.

3. The recently opened hotel operates two shuttles to reduce traffic impacts of guest arrivals.

4. The TMC will create and provide flyers and/or information packets for hotel guests and employees (and residents after future phases) summarizing options for traveling to and from the Site via alternative modes including walking, bicycling, Metro bus service, taxi, and ridesharing services such as Uber and Lyft.

5. Site businesses will include information on their Web sites summarizing options for traveling to and from the Site via alternative modes.

6. The Development Team will investigate the feasibility of providing additional means of disseminating information to potential travelers to and from the Site such as touch screen kiosks in the building lobbies and/or development of a Site smart phone travel app.

7. The Development Team will investigate the feasibility of providing dedicated, on-site (internal) curb space for taxi and other shared ride service pick up and drop off.

D. Personal Motor Vehicle and Other Strategies

The AV TIA provided recommendations for the motor vehicle network following full buildout of the Site. These include:

1. Add a northbound left-turn bay at the existing signal at Paterson Street and East Washington Avenue.

2. Add a partial traffic signal at East Washington Avenue and Brearly Street.

3. Provide additional room for eastbound through vehicles to bypass left-turning vehicles on Williamson Street at Paterson Street by extending the no-parking restriction upstream a modest distance.

4. Parking restrictions at the Site driveways to improve visibility for entering and exiting traffic and to allow through traffic to bypass a vehicle waiting to turn left into the Site (where needed).

Additional Site features that will reduce single occupant motor vehicle trips, increase Site transportation sustainability, and/or mitigate negative transportation impacts include:

1. Employers will be encouraged to use staggered shifts and offer flextime to employees to reduce Site trips during peak commuting periods.

2. Premium parking stalls will be designated for carpoolers.

3. The property management company will coordinate with services providing deliveries to the Site to minimize them during peak traffic hours. Delivery drivers will be instructed not to block bike racks or crosswalks and will be monitored.

4. Loading is internal to the Site and will not use public streets. Trucks will not need to back into the Site from any of the surrounding public streets.

5. The Development Team is working with MG&E to include the infrastructure necessary to provide electric vehicle charging stations on the Site.

6. The Site is served by a robust fiber optic network. The building is incorporating full fiber optic cabling throughout each floor. These features maximize the opportunity for employers to allow and encourage telework and telecommuting.

7. The property management company will designate a TMC.