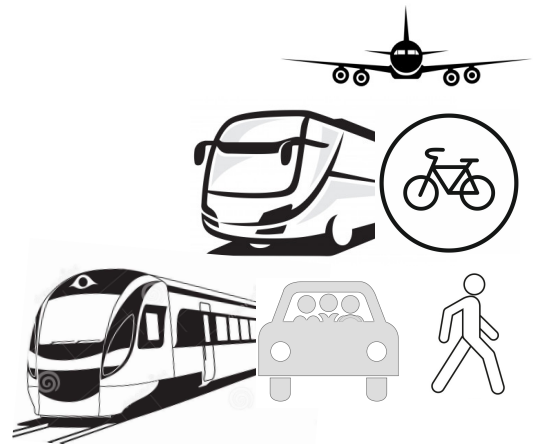


# Traffic Demand Management Plan



## **Moxy Hotel**

825 E. Washington Avenue  
City of Madison, WI

PEG Project Number: 1911.00-WI

**March 30, 2020**



**PINNACLE ENGINEERING GROUP**

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## Site Location and Background

North Central Group is proposing a Hotel located at 825 East Washington Avenue in Madison, Wisconsin. The project consists of a 151-key hotel with amenities, including a restaurant.

The project site is approximately 270 feet northeast of South Livingston Street and 270 feet southwest of South Paterson Street and consists of a 70 feet wide piece of property spanning from East Washington Avenue to East Main Street.

The City of Madison is requiring a Traffic Demand Management Plan (TDMP) to show the existing and proposed traffic options for guests and employees in order to make the redevelopment site more sustainable. It is the City's ultimate goal to reduce the number of trips by working with local owners and developers to offer and encourage alternative forms of transportation.

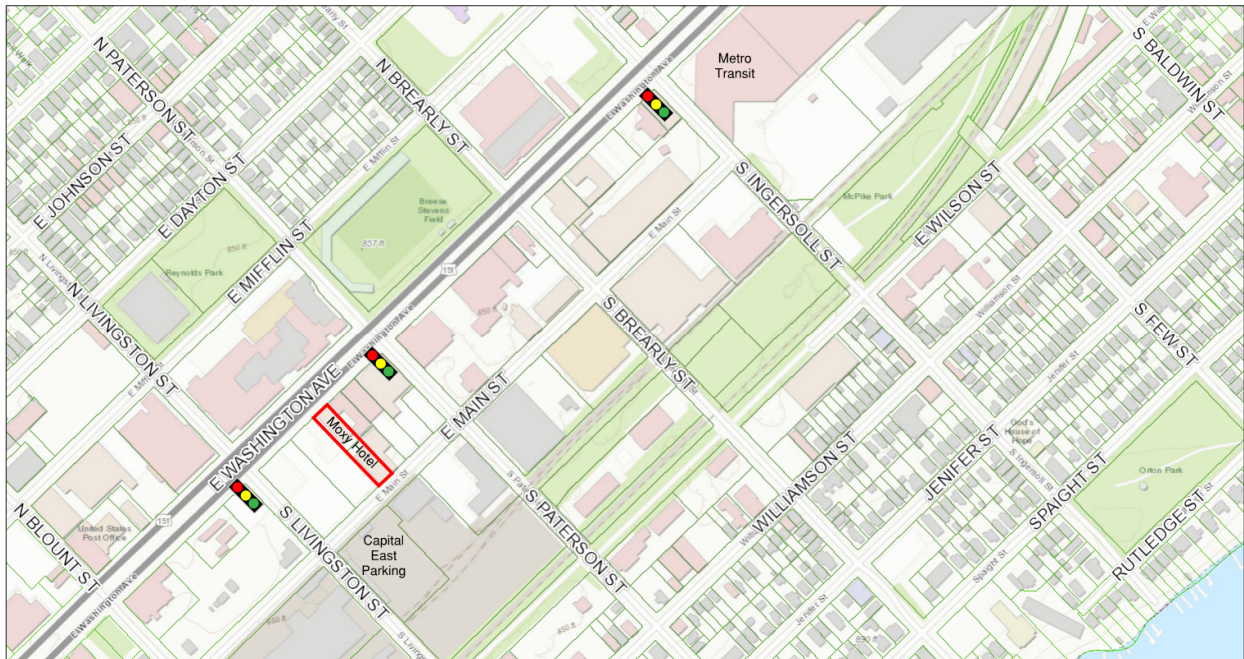


Figure 1 – Site Location

## Introduction

North Central Group is redeveloping the two properties located at 825 East Washington Avenue and 824 East Main Street. The sites are currently a single-story commercial building with no off-street access from East Washington Avenue and one access off of East Main Street. The proposed site consists of 80,000+ square foot, 151-key hotel with a restaurant. The proposed site plan for the Moxy Hotel will include a one-way access point off of East Washington Ave and a two-way access point off of East Main Street.

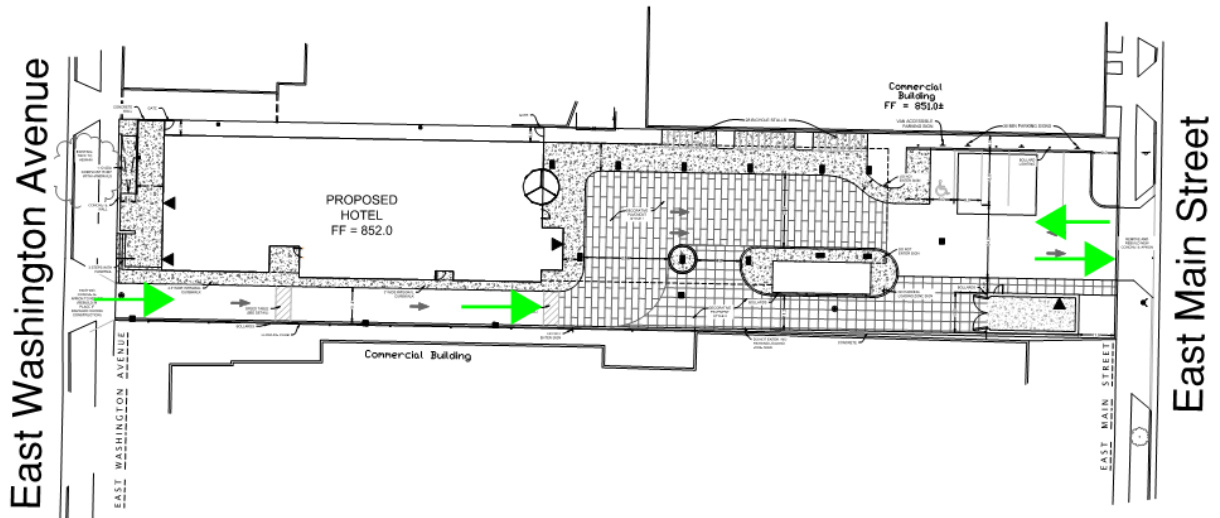


Figure 2 – Site Access Plan

### Transportation Options

The East Washington corridor is highly accessible for pedestrians, bikes, public transit, and personal vehicles which makes this a great location for the Moxy Hotel.

#### 1. Pedestrian System

Sidewalks are present on both sides of East Washington Avenue, South Livingston Street, East Main Street, and South Paterson Street. In addition, sidewalks are available on both sides of the streets in the majority of the surrounding area. Sidewalks lead to the metro transit station and to many of the local attractions and businesses. A multi-use trail is available two blocks south of the site. Crosswalks are present at the intersections within the vicinity of the site as shown on Figure 3.

To encourage the pedestrian mode of transportation, hotel management will look into providing items such as complementary use of umbrellas and pedestrian friendly site lighting.

# ArcGIS Web Map

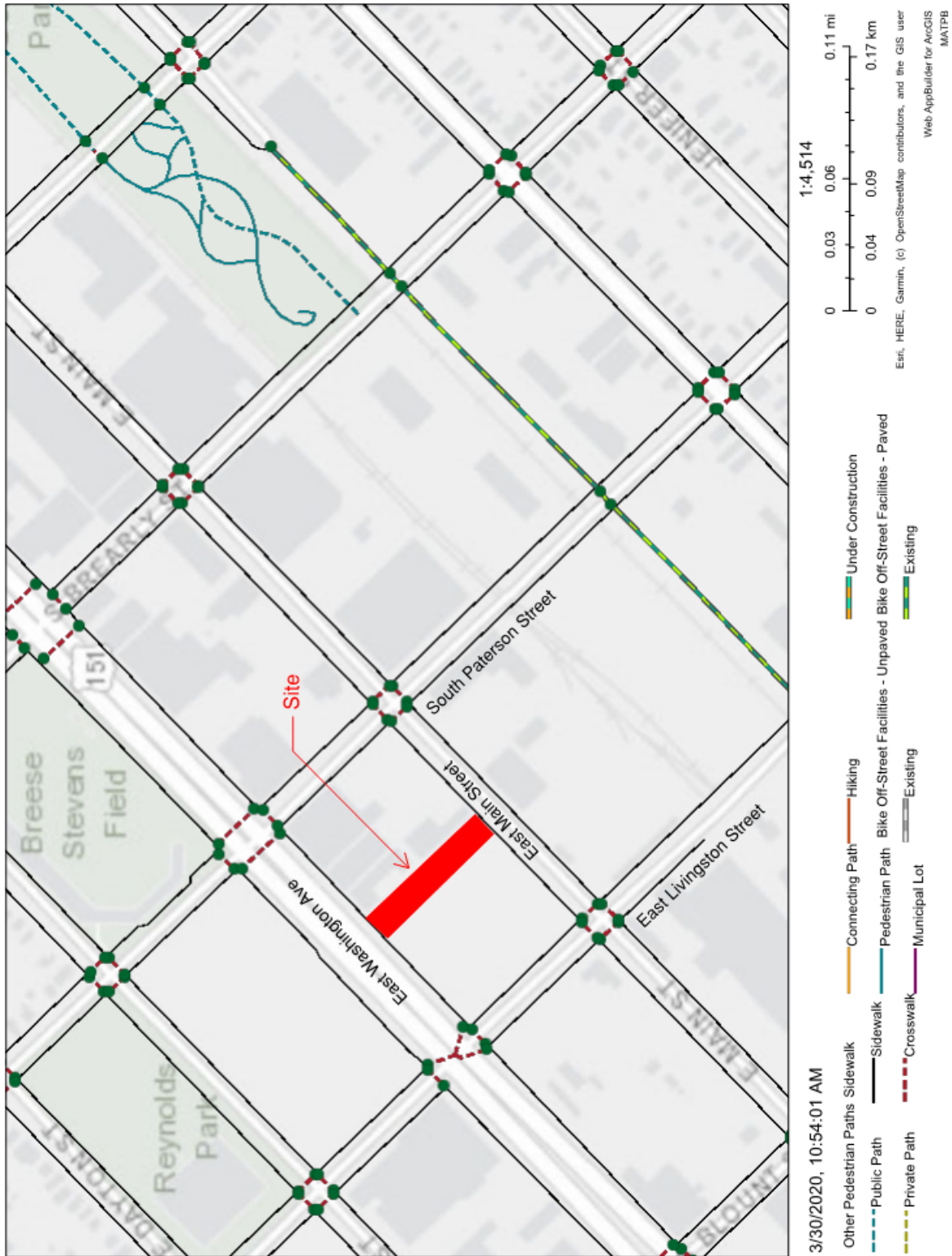


Figure 3 – Sidewalk Locations



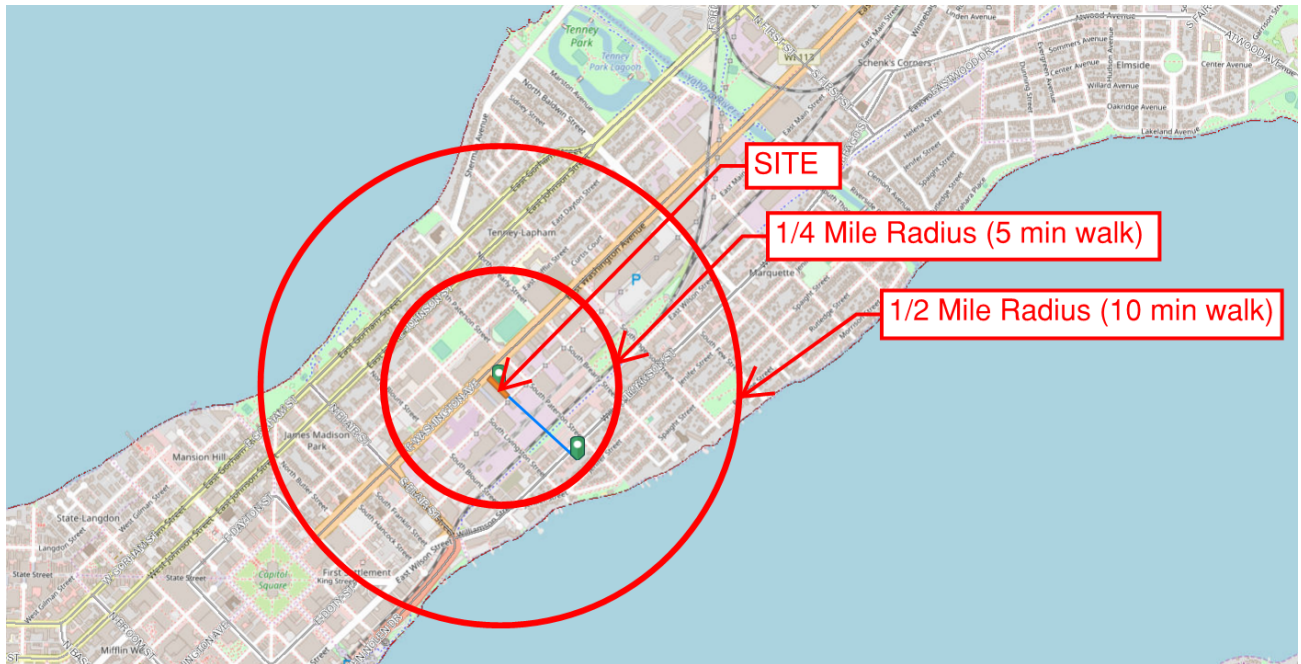


Figure 4 – Pedestrian Walking Radii

## 2. Bicycle System

Bike paths and bike boulevards are present surrounding the site. Bike paths are located on both sides of East Washington Avenue. East Mifflin Street is a bike boulevard and is located one block north of the site. East Wilson Street also is a bike boulevard and is located two blocks south of the site and three blocks east. A multi-use trail is located two blocks south of the site leading to the East Wilson Street bike boulevard.

Bicycle transportation is encouraged to access the site, so the proposed site will have 28 bike stalls with bike access to East Washington Street and East Main Street.

Due to limited space on the site, a BCycle station is not feasible, nor could it be located in a highly visible area.

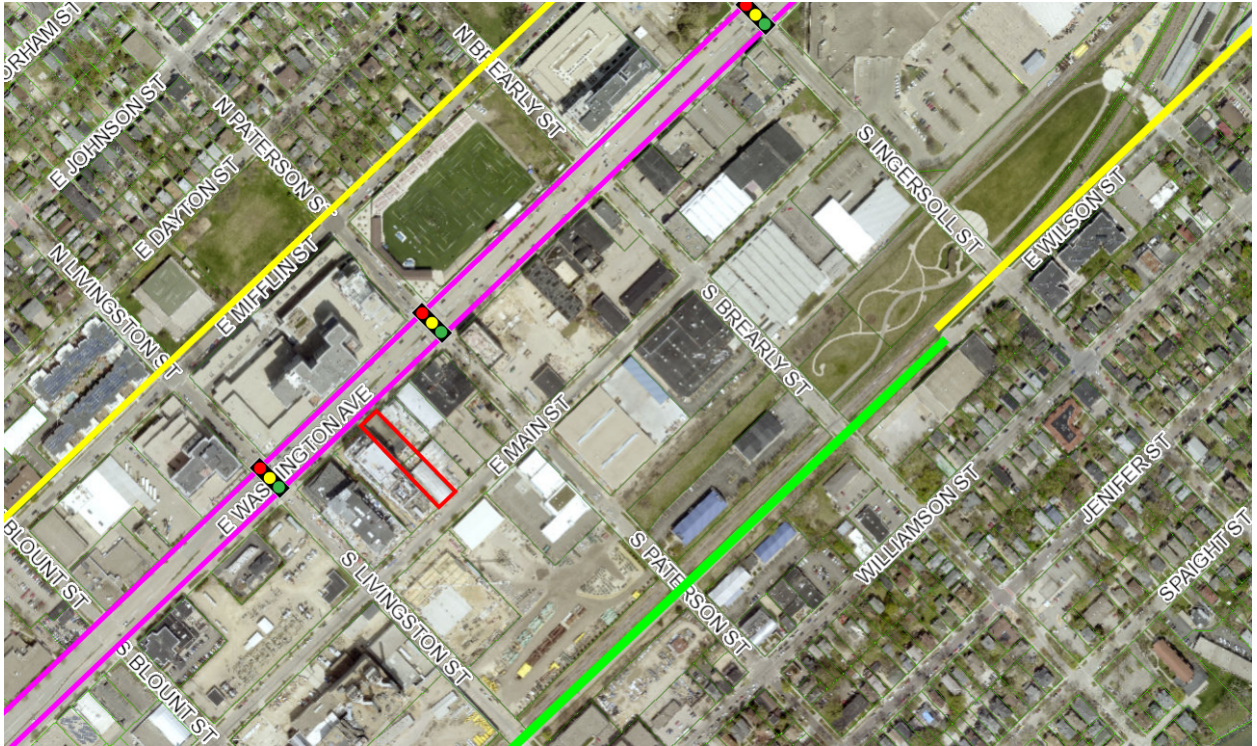


Figure 5 – Bike Path Locations

### 3. Transit System

There are nine weekday bus routes that serve East Washington Avenue with five bus stops near the site. Figure 6 shows the bus stop locations and usage.

To encourage bus ridership, hotel management will evaluate incentives to employees, such as, or similar to, free bus passes.







Figure 7 – Bus Route Locations

Route 6 Serves: West HS, Unity Point Meriter Hospital, Park-Regent, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Facility, East HS, Madison College, Community Action Coalition, and Portage-Hayes.

Route 14 Serves: Memorial HS, Island, Rosa-Regent, Sheboygan Ave, University Ave, UW Campus, State St, Capitol Square, East Washington Ave, East HS and Milwaukee St.

Route 15 Serves: Prairie Towne Center, High Point Rd, Old Sauk Rd, Greenway Station, Old Middleton Rd, Sheboygan Ave, UW Campus, State St, Capitol Square, East Washington Ave, East HS, and Milwaukee St.

Route 25 Serves: Limited stop service between the Capitol Square and The American Center.

Route 27 Serves: Commercial Ave, East Washington/Johnson-Gorham, East HS, Metro Administration, Capitol Square, West Washington Ave and Park-Regent.

Route 29 Serves: Cherokee Park, Northside Town Center Park & Ride, Packers Ave, E. Washington Ave, Capitol Square, State St and UW Campus.

Route 37 Serves: University Ave, UW Campus, State St, Capitol Square, E. Washington Ave, Metro Administration, Atwood Ave, Madison Library-Pinney, Cottage Grove Rd, Dean Clinic East.

Route 56 Serves: East Pass, McKenna Blvd, Reetz Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, E. Washington Ave, Metro Administration, East HS, and Commercial Ave.

Route 57 Serves: East Pass, Muir Field, Piping Rock Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration, East HS, and Commercial Ave.



#### **4. Shared Ride Services**

Hotel management typically does provide transportation services to the airport, as needed. Uber and Lyft are to great options which would also help to eliminate the need for a rental car for out-of-town travelers.

The City of Madison also utilizes a website ([www.rideshareetc.org](http://www.rideshareetc.org)) set up by the Madison Area Transportation Planning Board (MATPB) in partnership with the Wisconsin Department of Transportation (WisDOT) which allows commuters to find carpool partiers, available vanpools, transit routes, and biking partners.

The City of Madison has the Guaranteed Ride Home (GRH) program which makes it easier to choose cost-saving, healthy and sustainable options such as taking the bus, carpooling, vanpooling, biking or walking to work. The program provides a ride home in case of emergency to anyone who works in Dane County and uses one of these options for the majority of their commuter trips. This program would be more tailored towards hotel employees rather than guests.

Due to the limited space on the site, shared car parking, such as ZipCar, is not feasible to be located on premise.

#### **5. Personal Motor Vehicle**

The site is located on East Washington Avenue which is a primary arterial roadway. Access to the site will be one-way from East Washington Avenue and two-way from East Main Street. East Washington Avenue is a six-lane divided primary arterial which carries approximately 45,000 to 55,000 vehicles per day. East Washington Avenue has on-street parking.

Six total parking stalls will be provided on-site with one being ADA. These stalls will be short-term to check in and check out only. Valet parking will be provided on-site which will help with reducing the drivers in the area.



Figure 8 – Roadway Classification

## 6. Transportation Management Association & Employee Transportation Coordinator

In the future, the City and or MPO will be creating a Transportation Management Association to address the reduction of trips and promote alternate transportation types. Hotel management intends to cooperate with the Association in continuing to monitor and encourage alternate mode of transportation. Reviewing these goals is envisioned primarily through an Employee Transportation Coordinator who will assist with gathering traffic information from the Hotel site as needed. This information could be annual survey of employees' commuter preferences, the number of employees and guests from the previous year, current ETC contact information, and summary of traffic strategies. The TMC will work with the Traffic Association to aid in finding solutions to traffic-related issues for the site and relate that back to hotel operations with specific implementation. The TMC will meet at least annually with the MPO TDM Coordinator to discuss issues and opportunities. The TMC will also make sure the hotel has bus route and bike path information readily available for guests on-site, and will be able to readily assist with taxi, Uber or Lyft.

## Conclusion

The proposed 151-key hotel site will have a one-way access off of East Washington Street and a two-way access off of East Main Street. The site will have six total parking stalls and 28 total bike stalls. A sidewalk system will connect the site to East Washington Street and East Main Street. A valet service will be provided on-site to get drivers off of the roadways and into the site and allow drivers who know the area to park the cars. Bike paths and bus routes are accessible from the site. Cooperation with the future TMA will also help to keep the owner current with City and MPO goals and the changing habits of society in general, which will allow both parties to participate in future efforts to minimize traffic.