



CREATIVITY BEYOND ENGINEERING

MEMORANDUM

DATE: April 25, 2026

TO: Trent Schultz, Transportation Demand Management Coordinator, City of Madison

FR: Justin Schueler, P.E.

CC: Corban Lawlor, DevCo US

RE: Huxley Apartments Madison
Traffic Demand Management Plan

INTRODUCTION

DevCo US is proposing to construct a multi-family apartment development along Huxley Street in Madison, Wisconsin, as shown in [Exhibit 1](#). The residential development will include two, four-story buildings with a total of 163 dwelling units and surface lot parking with 209 spaces. A preliminary site plan is provided in [Exhibit 2](#). The redevelopment site formerly operated as a transit transfer point, which will be demolished as part of the project.

The City of Madison Transportation Demand Management (TDM) Program is designed to reduce the number of single-occupancy vehicle trips to better utilize the existing transportation system. For new residential developments, the program applies to developments with more than 10 dwelling units. raSmith was retained by DevCo to assist in development of a TDM plan for the Huxley Apartments. The following sections of this memo discuss existing conditions and proposed TDM measures for the development and serve as a supplement to the attached *Transportation Demand Management Plan Creation Tool* (an Excel-based spreadsheet developed by the city that automatically generates the TDM requirements).

TDM REQUIREMENTS

The TDM point requirement for residential developments is generally based on the number of dwelling units and parking ratio. The Huxley Apartments would be considered a 'large' sized use (over 150 dwelling units) and has a parking ratio of 1.28 (209 parking spaces to 163 units). This yields a raw TDM target value of 22.

The development site is located within the 'General Urban' zone (see Attachment A) and qualifies for the location-based modifier (90%). Therefore, the final TDM point requirement for the development is 20 points ($22 * 0.9 = 20$).

MULTIMODAL INFRASTRUCTURE

Extensive pedestrian, bicycle, and transit infrastructure is currently provided in the vicinity of the proposed Huxley Apartments site, as shown in [Exhibit 3](#) and noted below. Additionally, the site is located within the BRT/high-frequency service area (see Attachment B).

PEDESTRIAN

Existing sidewalk is provided along both the west and south frontages of the development property and provides connectivity to the larger pedestrian network in the area. As shown in the site plan, multiple connections are to be provided between this existing sidewalk and the proposed internal site sidewalk network.

BICYCLE

Existing on-street bicycle lanes are provided along two area roadways (Sherman Avenue and Aberg Avenue) near the development site. An off-street bicycle path (Starkweather Creek Path) is also present about 1/4-mile to the east.

Dedicated outdoor bicycle parking will be provided at two locations on the Huxley Apartments site with accommodation for 32 bicycles (18 at each location). Interior bicycle storage rooms will be provided on floors two and three of each building. These rooms will accommodate parking for approximately 180 bicycles (90 per building) and include 10 secured bicycle lockers (5 per building).

TRANSIT

Multiple Madison Metro bus routes currently provide service in the vicinity of the development site, including:

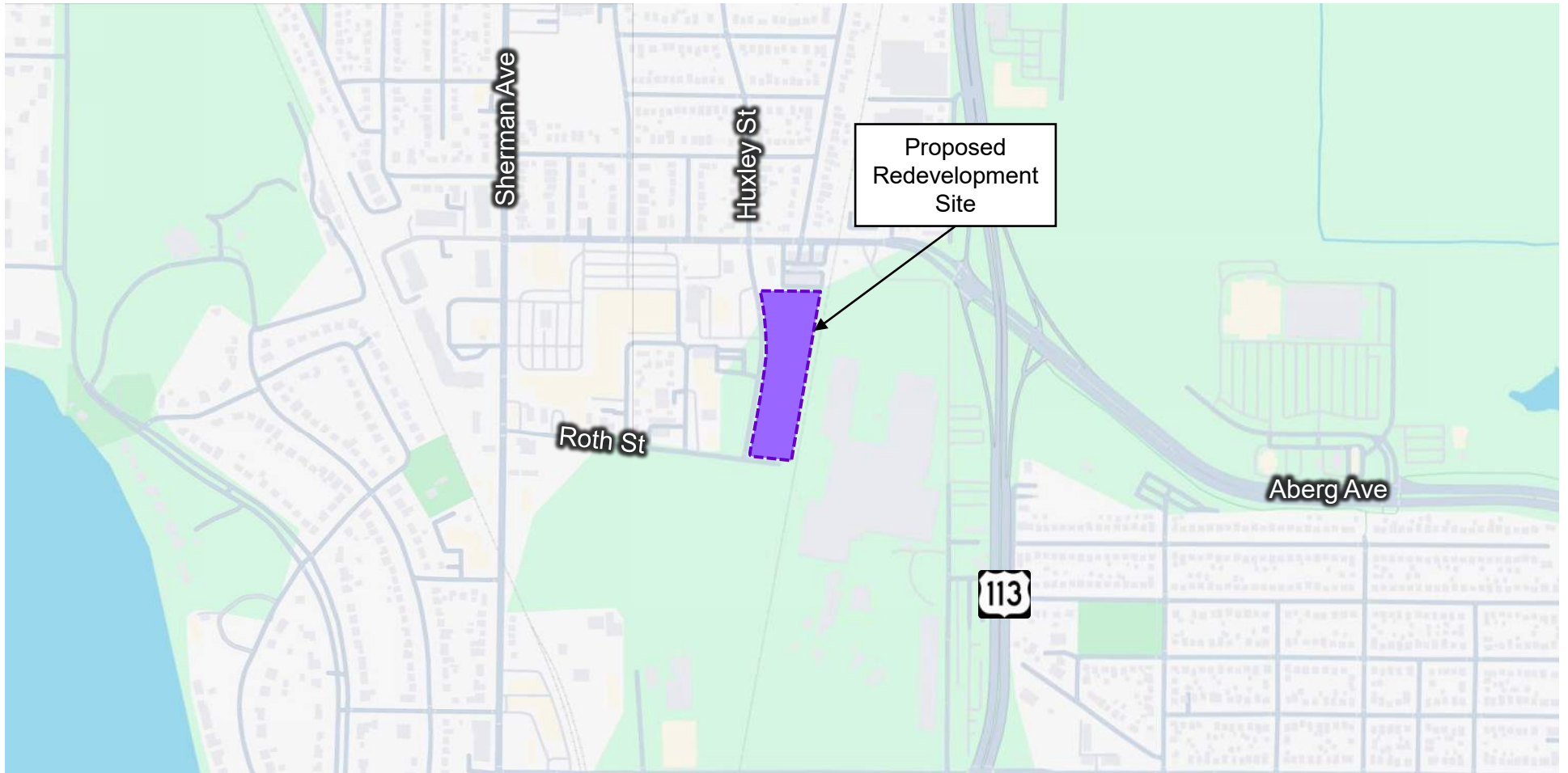
- **Route B:** Daily service along Packers Avenue
- **Route D2:** Daily service along Sherman Avenue and with service to the airport
- **Route L:** Daily service along Abert Avenue
- **Routes 601, 602, 605:** Supplemental service when school is in session along Packers Avenue
- **Routes 603 and 604:** Supplemental service when school is in session along Sherman Avenue
- **UW-Madison Park and Ride Lot:** Located northeast of the site, near the Aberg Avenue interchange with Packers Avenue (WIS 113). Shuttles to campus provided. Parking use by permit only.

Several bus stops are provided within walking distance of the development site, including stops on Aberg Avenue and Sherman Avenue (see Exhibit 3). Due to its location, the development qualifies for the 'Proximity to Public Transportation-BRT/high-frequency service area' measure (5 points).

TDM MEASURES

The following TDM measures are proposed for the Huxley Apartments to meet the required target points. More detailed site plans are provided in Attachment C that show the noted features. A copy of the *Transportation Demand Management Plan Creation Tool* is provided as Attachment D.

Points	Measure	Notes
Active Transportation Strategies		
1	Dedicated Access to Bike Parking	Outdoor bike parking areas are provided on the same level as building entrance. Access to interior bike storage areas (floors two & three) is provided via elevator.
1	Bicycle Maintenance Facility	A bike maintenance station will be installed adjacent to the northern outdoor bicycle parking area (see site plan).
2	Bicycle lockers or secure storage rooms	Interior bicycle storage rooms will be provided on floors two & three of each building. These rooms will accommodate about 90 bicycles per building (180 total) and include 5 secured bicycle lockers per building (10 total, see building plan). This exceeds the 1 locker per 20 units (9 total needed) requirement.
Transit Strategies		
2	Provide Fast Fare cards with fare value	A Fast Fare card (1 card per dwelling unit) with \$10 value added will be provided for any new building tenant.
Information Strategies		
1	Marketing & informational campaign	Information on TDM and transportation options will be included as part of welcome packet for any new tenant. Building management will promote bicycle events (ie. Madison Bike Week) and provide information via communication channels to tenants, promote on social channels, and post print items in shared areas of building.
1	Active Transportation Wayfinding, Maps, Signage	Bicycle wayfinding maps highlighting nearby bicycle facilities, BCycle station, and/or other amenities to be provided at multiple locations on-site (see site plan).
Delivery Strategies		
1	Secure Area for Deliveries	An Amazon locker and mailboxes will be provided on-site to hold packages.
2	Tenant/Customer Package Drop-off Area	An Amazon locker and mailboxes will be provided on-site that will facilitate returns/drop-offs (see site plan for location).
Land Use Strategies		
3	Provide Affordable Housing at 60% AMI	The following breakdown is proposed: 41/163 units at 50% AMI, 81/163 units at 60% AMI, and 41/163 units at 70% AMI. Therefore, 75% of the units (122/163) will be provided at or below 60% AMI (3 units of 20% = 3 points).
5	Proximity to Public Transportation	The site is located within the BRT/high-frequency service area.
1	Provide Other Specific Trip-reducing services	Apartments will include in-unit laundry. An outdoor tot-lot/playground area and a fenced-in dog-run space will be provided on-site (see site plan for locations).
20	Total	



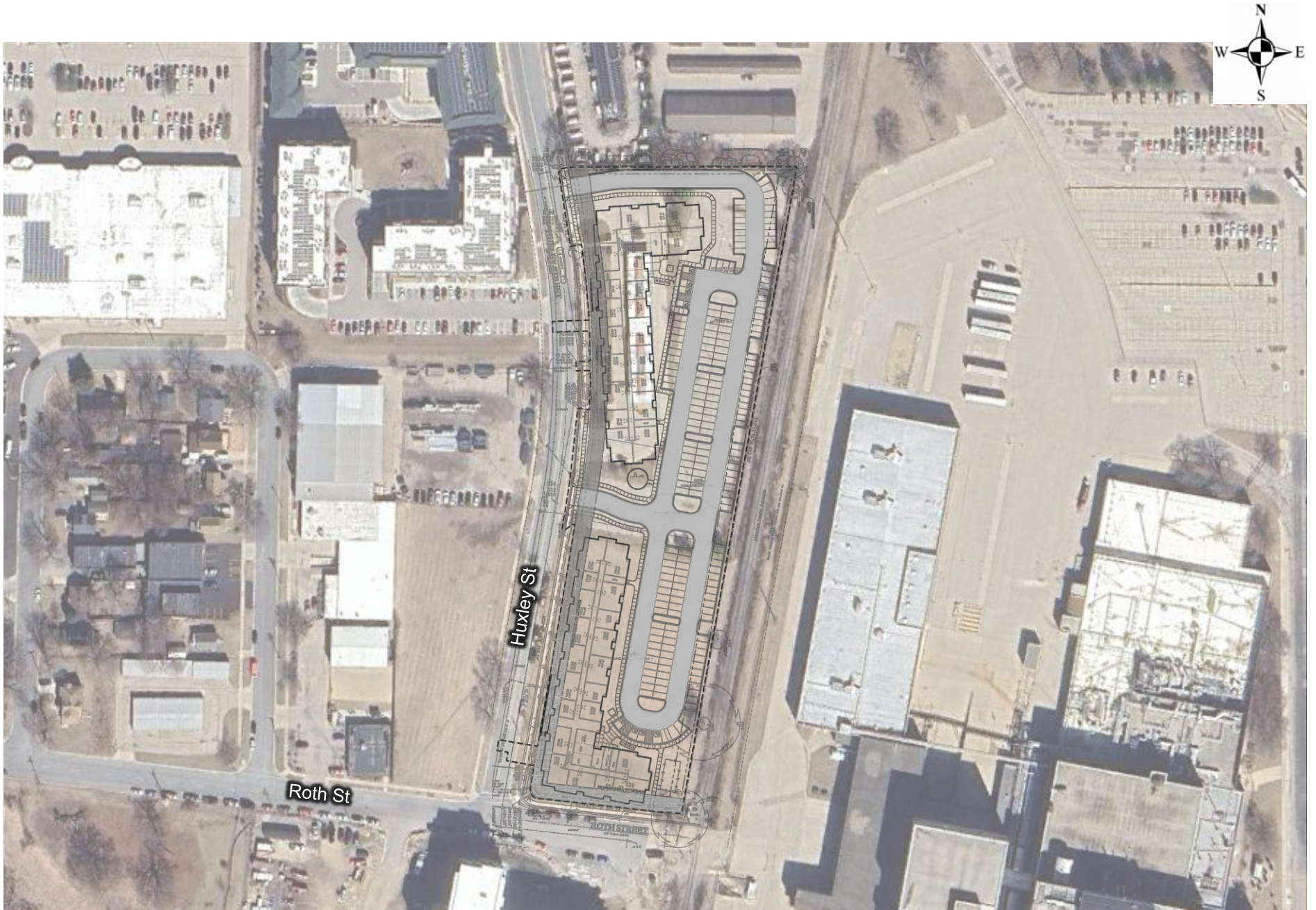
Legend

 = Proposed Redevelopment Site

Project Location Map

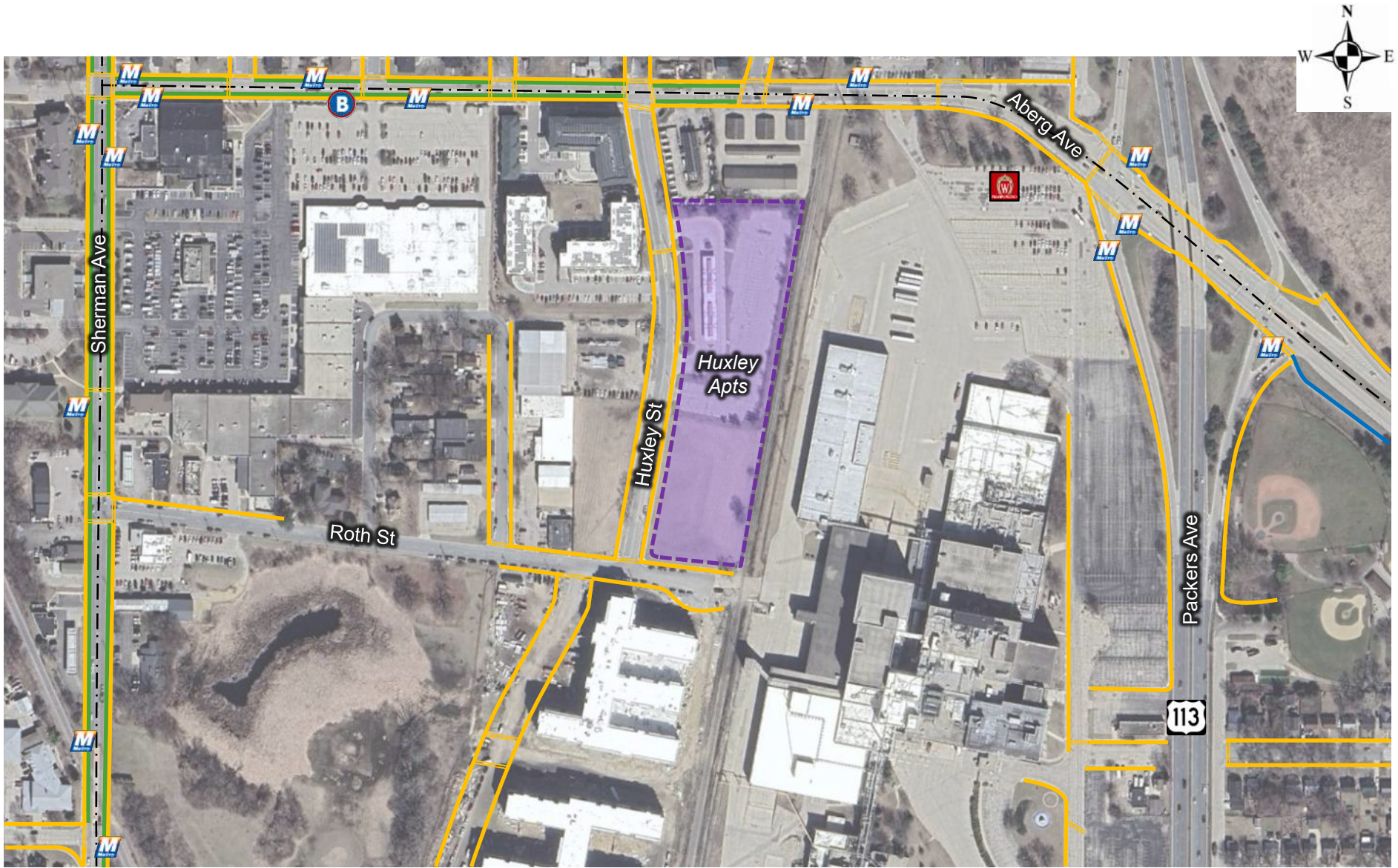
Exhibit

1



**Huxley Apartments
Preliminary Site Plan**

Exhibit
2



Background Aerial Image Source: Google Earth
Background Aerial Image Date: March 2025

Legend

- = Sidewalk
- - - = Marked Crosswalk
- = Approximate Site Boundary
- = Off-Street Bicycle Path
- = On-Street Bicycle Lane
- B = BCycle Bicycle Share Station
- M = Madison Metro Bus Stop
- - - = Madison Metro Bus Route
- W = UW-Madison Park & Ride Lot 206 (by permit only)

**Existing
Multi-Modal
Accommodations**

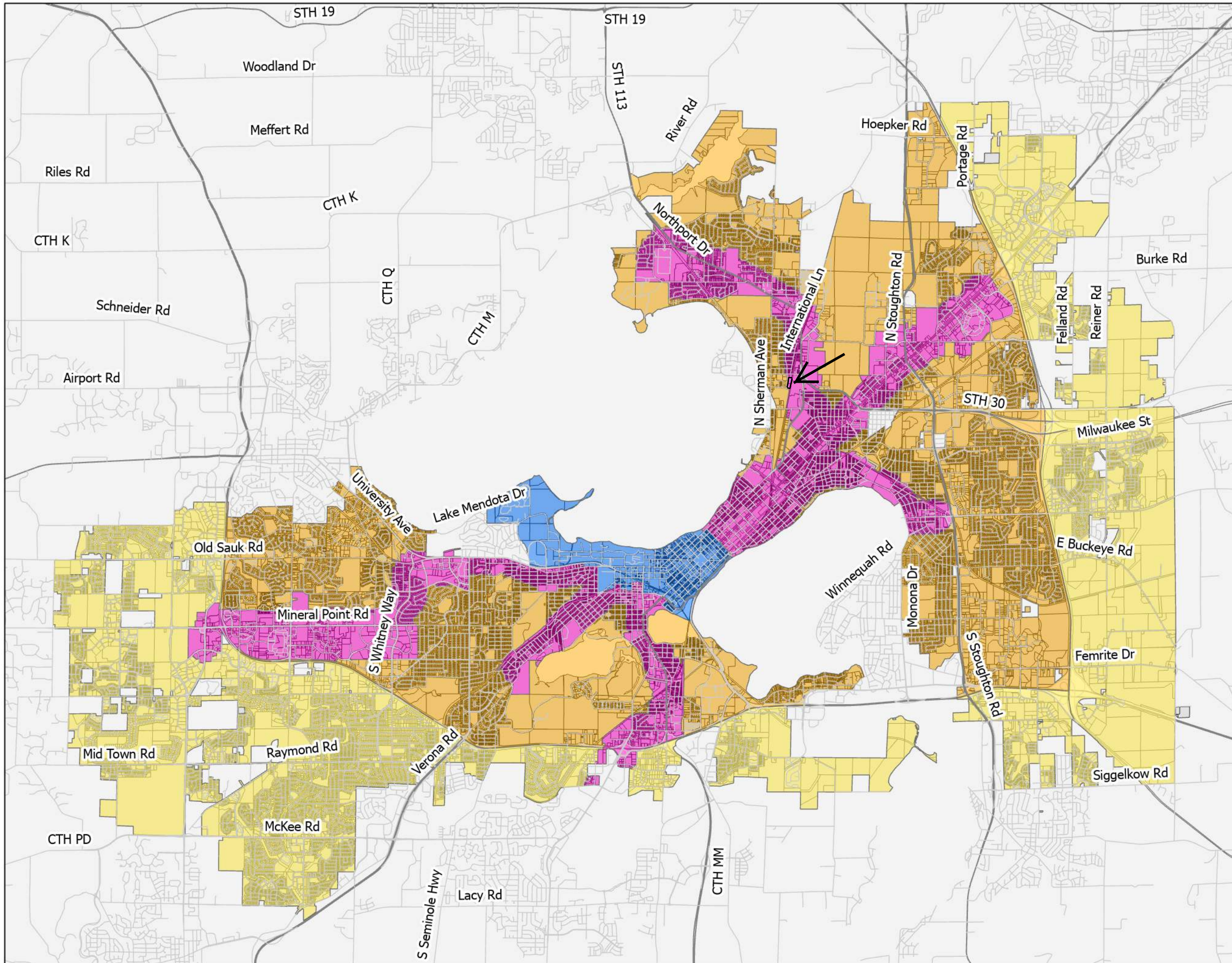
Exhibit

3

TDM MODIFIERS MAP 2023

Legend

- Downtown / UW Campus - 100%
- General Urban - 90%
- Low Density / Suburb - 80%
- Periphery - 65%



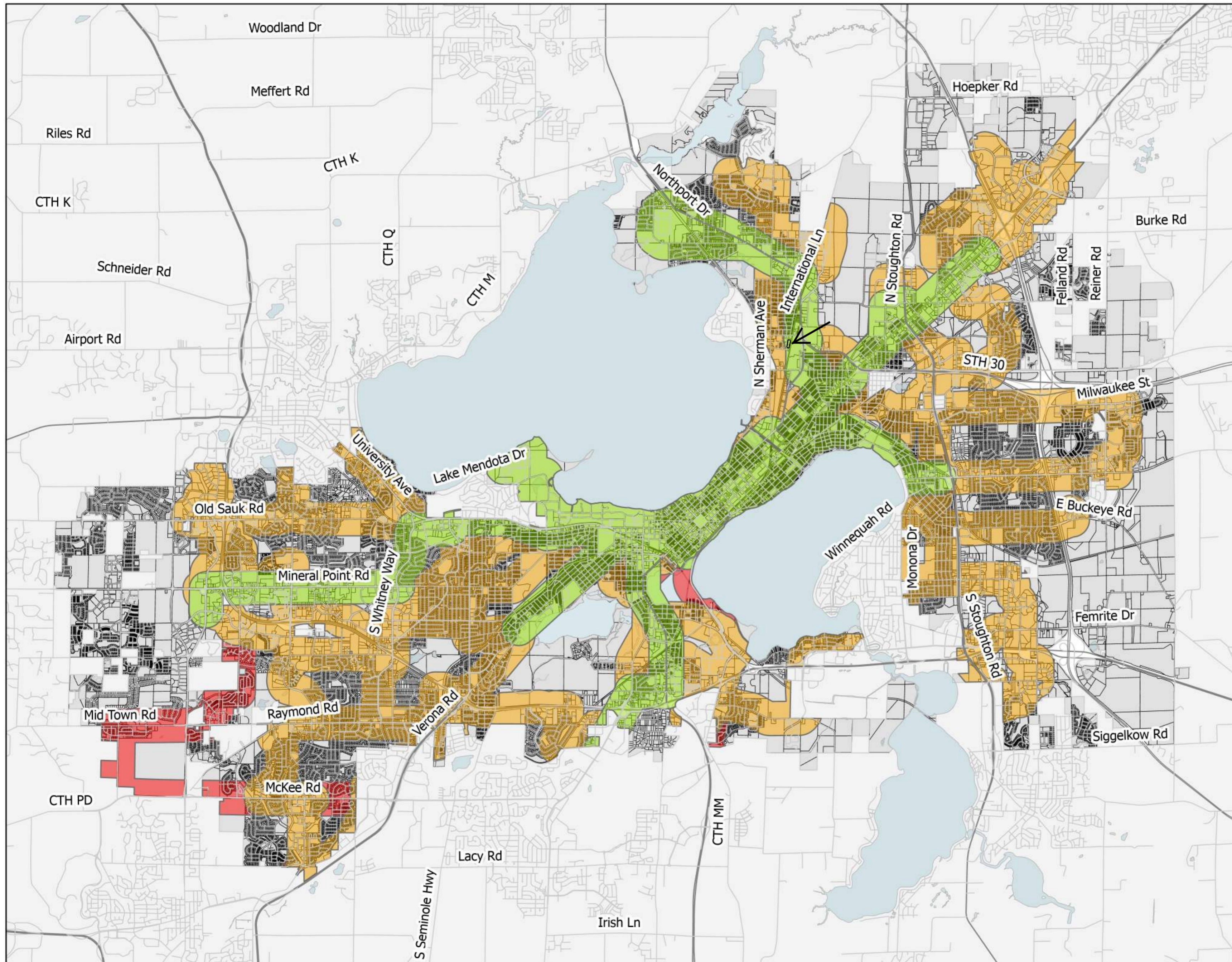
ATTACHMENT A



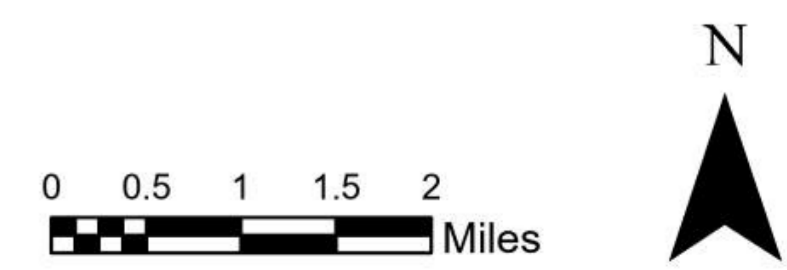
TRANSIT SERVICES MAP 2023

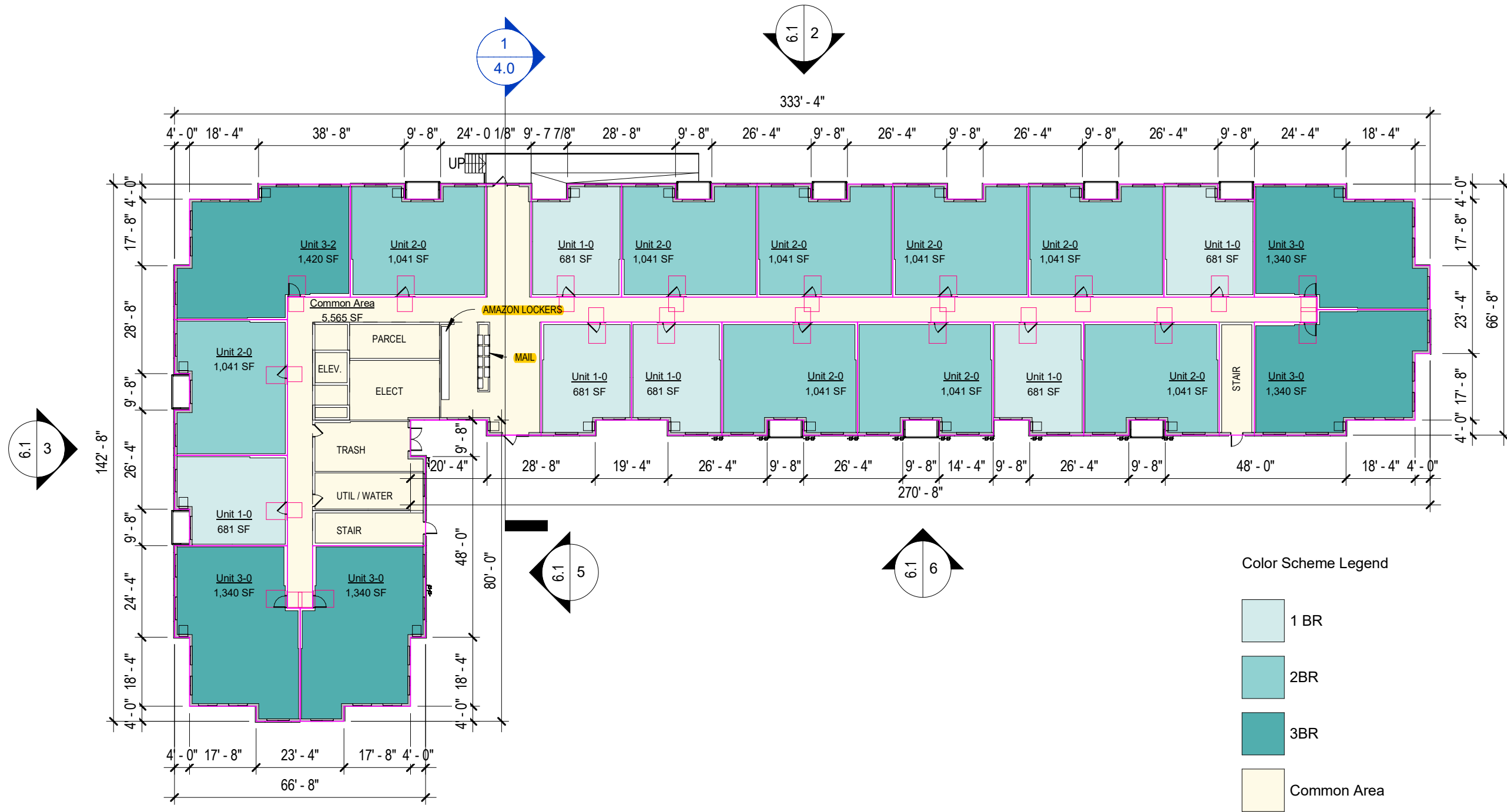
Legend

- BRT / Frequent - 5 Points
- All Day - 3 Points
- Peak Day - 1 Point



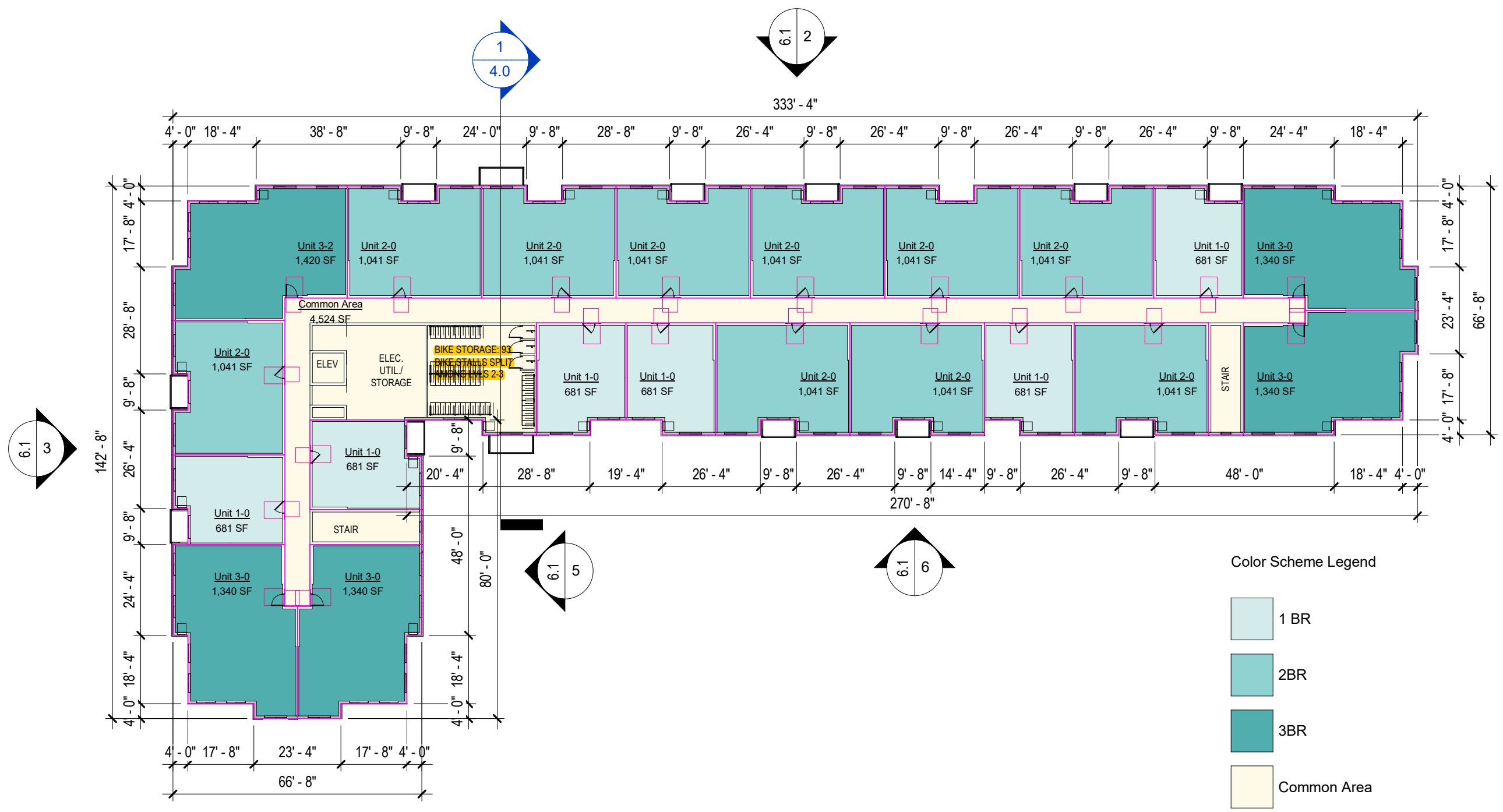
ATTACHMENT B





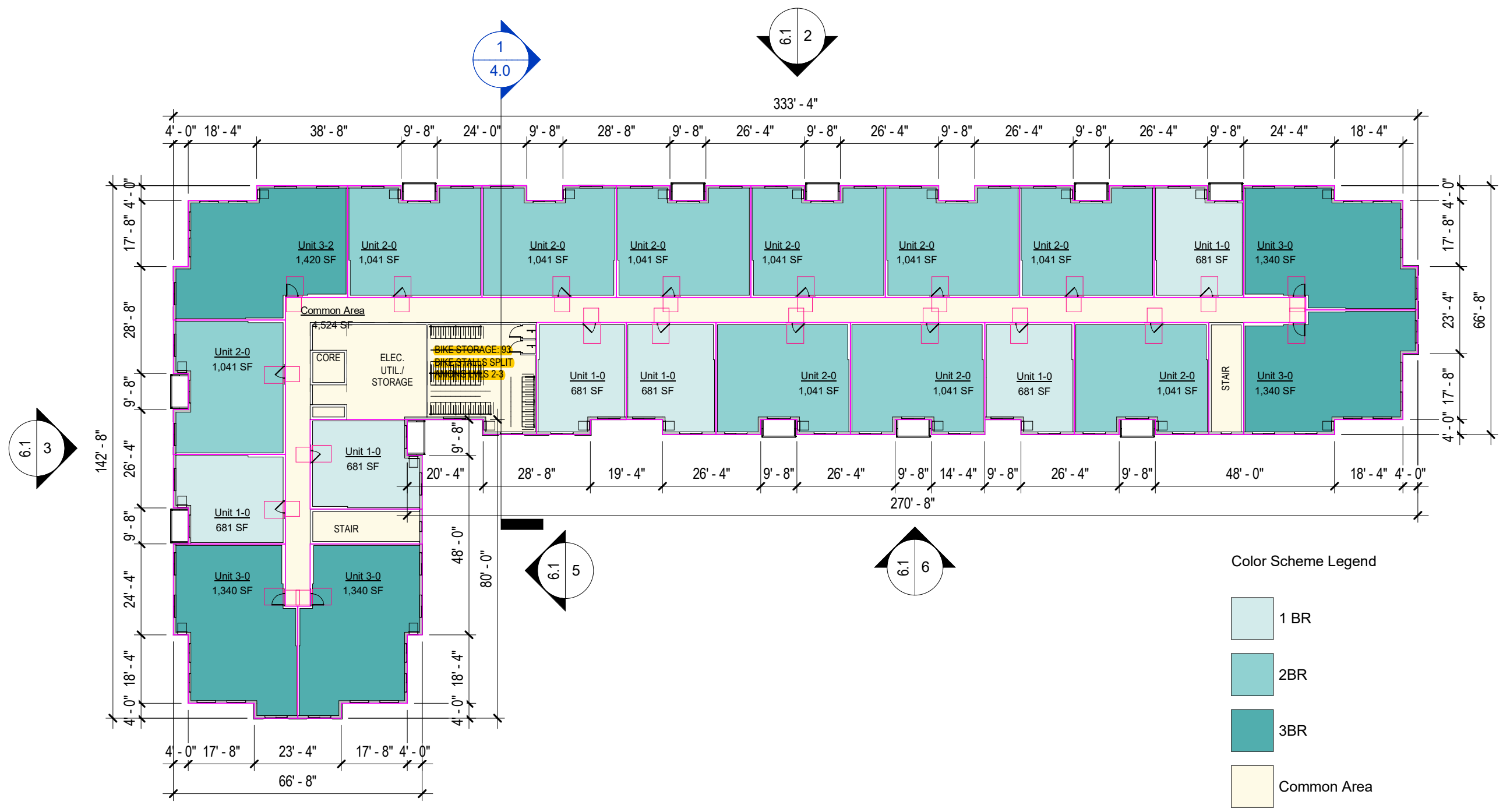
1 Building A - Level 1
1" = 30'-0"





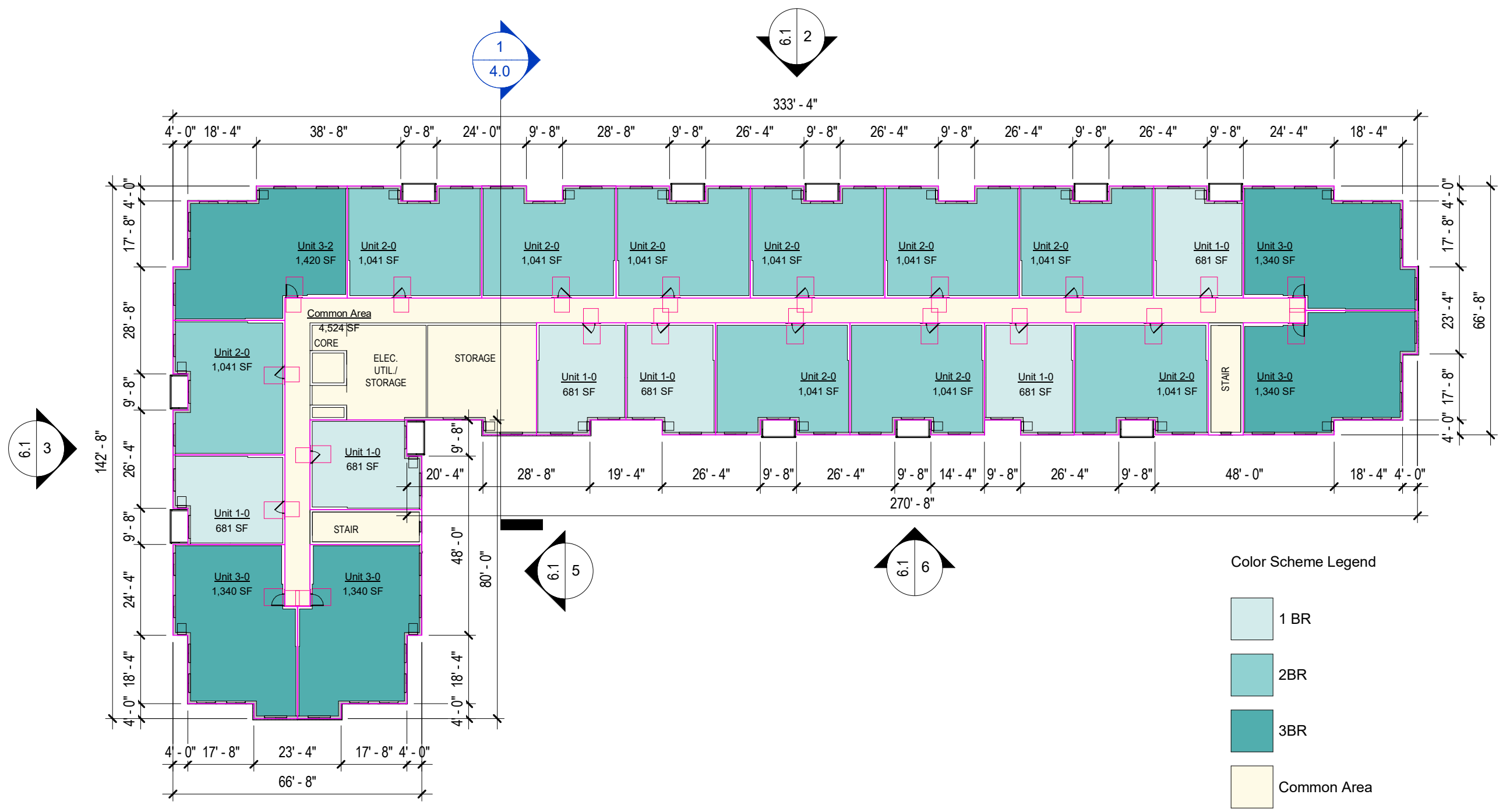
1 Building A - Level 2
1" = 30'-0"





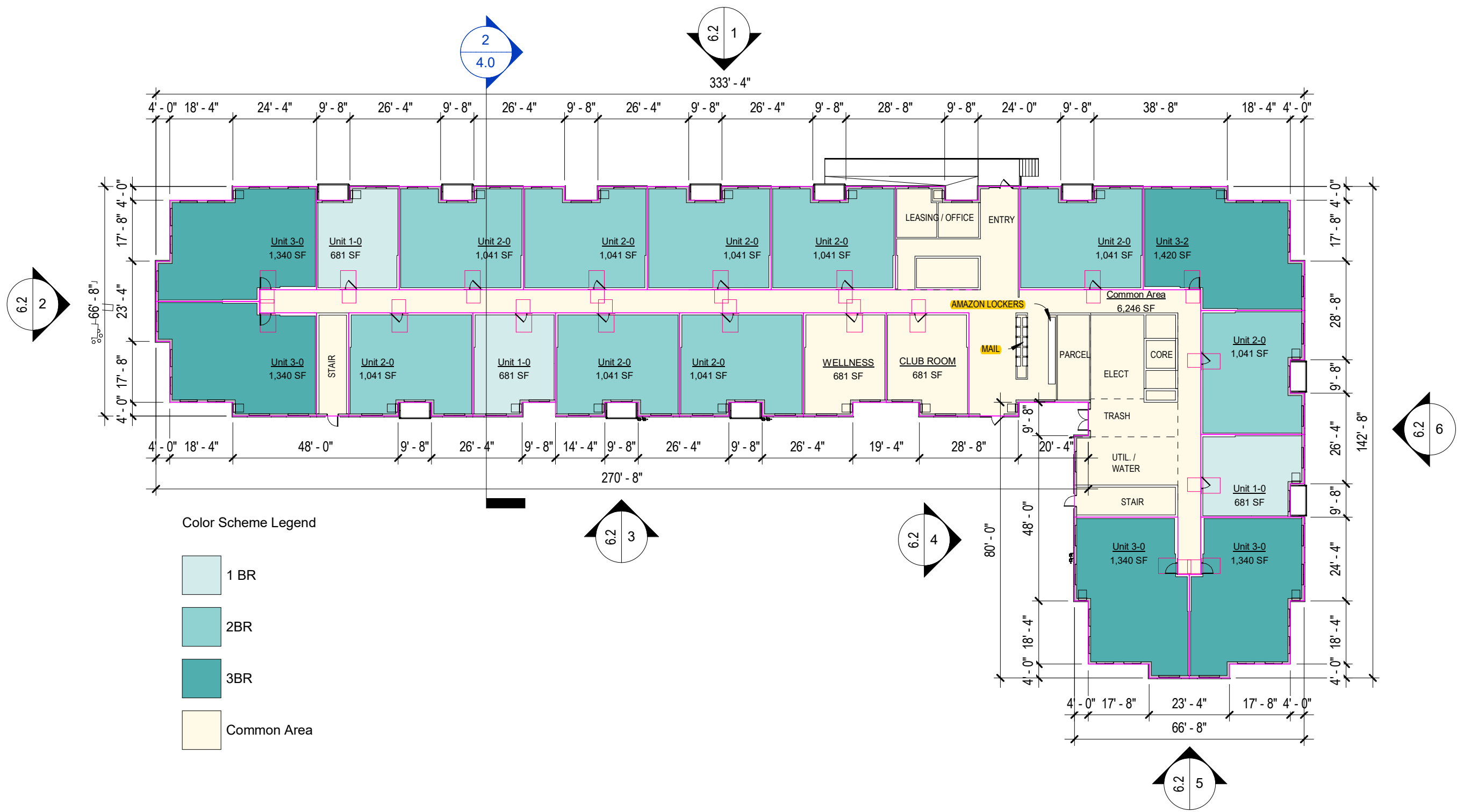
1 Building A - Level 3
1" = 30'-0"





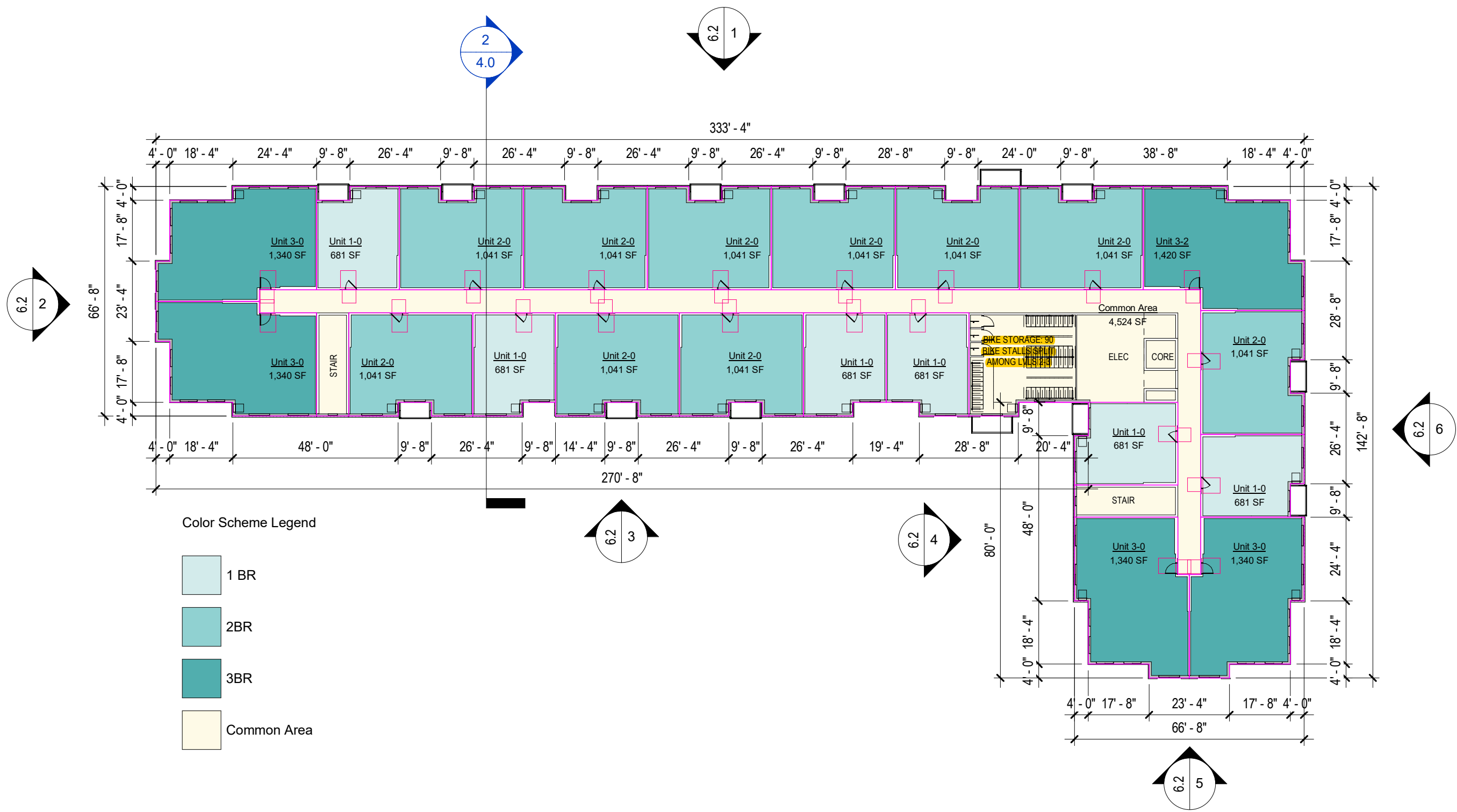
1 Building A - Level 4
1" = 30'-0"





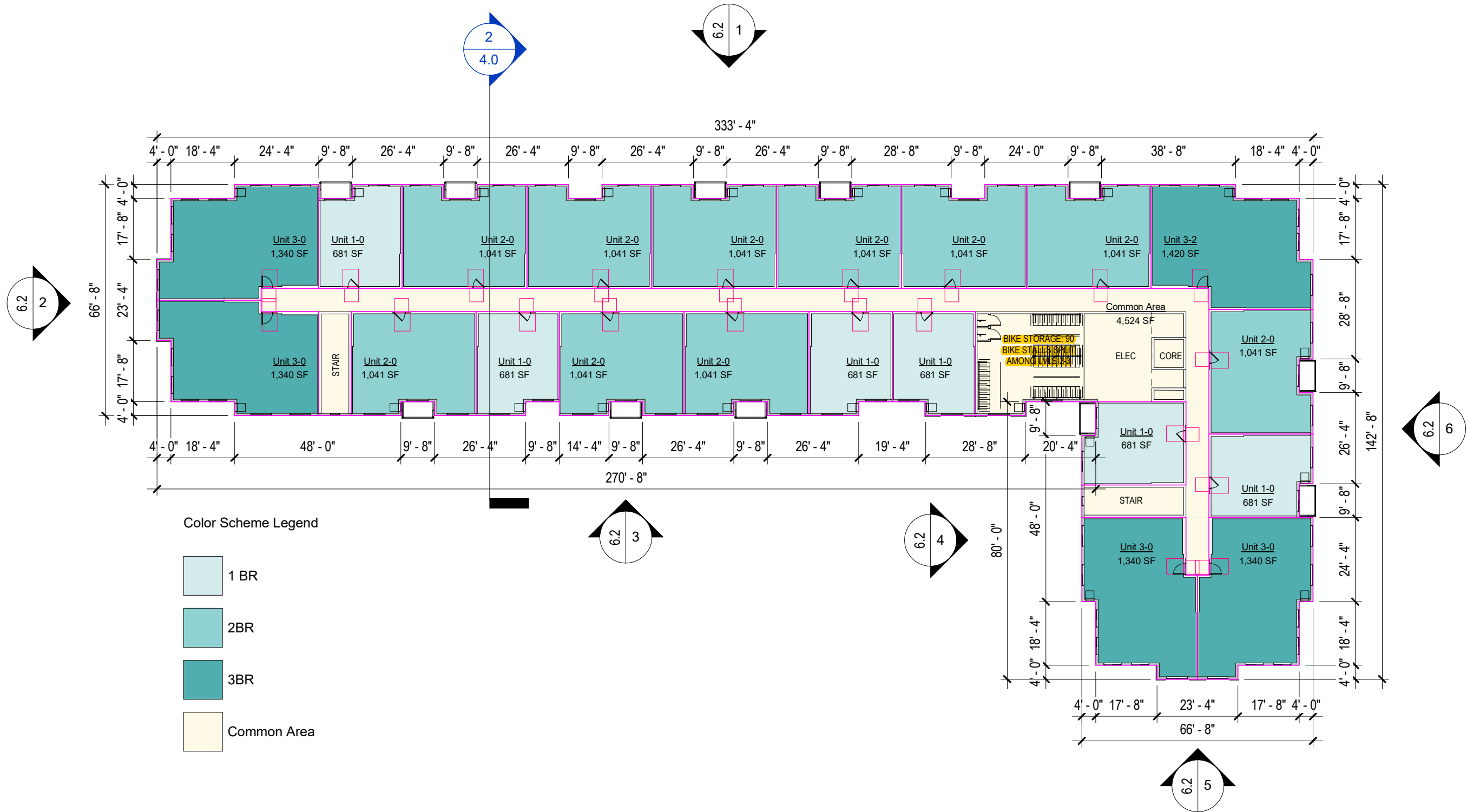
1 Building B - Level 1
1" = 30'-0"





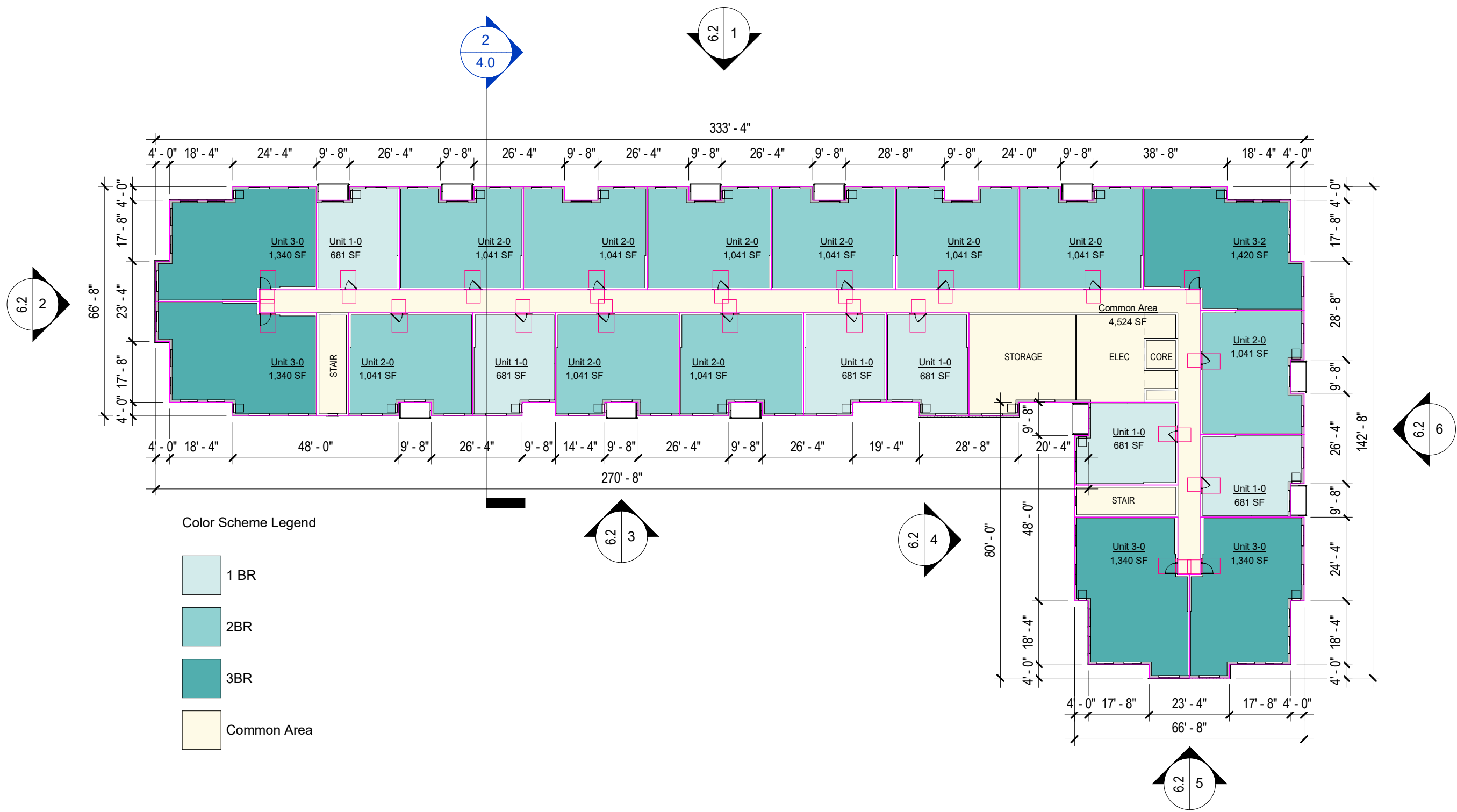
① Building B - Level 2
1" = 30'-0"





① Building B - Level 3
1" = 30'-0"





① Building B - Level 4
1" = 30'-0"





City of Madison | Department of Transportation

Transportation Demand Management (TDM) Plan

TDM is the use of strategies to increase transportation system efficiency and encourage transportation options to reduce the number and length of single-occupancy vehicle (SOV) trips. The City of Madison's TDM Ordinance requires certain development projects to implement measures that improve mobility, reduce congestion, and lower vehicle emissions.

The purpose of the TDM Plan is to:

- Determine the applicability of the TDM Ordinance to the development project **(Step 1)**
- Establish a required number of TDM points for the project, if it is subject to TDM Ordinance requirements **(Step 1)**
- Select TDM measures to implement **(Step 2)**
- Demonstrate compliance with the TDM Ordinance by meeting TDM point requirements **(Step 2)**

Project Name:

Huxley Apartments

Project Address:

Address 1202 Huxley Street
 Address 2 Madison, WI 53704

Site TDM Manager:

Name NEED
 Email NEED
 Address NEED
 City NEED
 State NEED
 Zip NEED

Proximity to Transportation Options

Within all-day transit service area?

Yes
[Click here for Map](#)

Within 1/4 mile of bike sharing station?

Yes
[Click here for Map](#)

Within 1/4 mile of car sharing location?

No
[Click here for Map](#)

Project Zone

General Urban [Click here for Density Zone Map](#)

Project Use Category

Residential Use Category (or categories)

Project Details

Enter applicable project information into the blue boxes below.

Residential Use Characteristics

163 Number of Dwelling Units
 209 Parking Provided
 1.28 Parking Ratio
 20 TDM Required

Employment Use Characteristics

Floor area square footage
 Parking Provided
 0.00 Parking Provided per 500 sq ft
 N/A TDM Required

Commercial Use Characteristics

Floor area square footage
 Parking Provided
 0.00 Parking Provided per 500 sq ft
 N/A TDM Required

Educational Use Characteristics

of Students
 Floor area square footage
 Parking Provided
 0.00 Parking Provided per 500 sq ft
 N/A TDM Required

Institutional Use Characteristics

Floor area square footage
 Parking Provided
 0.00 Parking Provided per 500 sq ft
 N/A TDM Required

Required Points

20	Residential	Residential
	Employment	Employment
	Commercial	Commercial
	Educational	Educational
	Institutional	Institutional

(Calculated based on your inputs from Step 1)

Provided Points

20	Residential
	Employment
	Commercial
	Educational
	Institutional

Compliant

YES

VMT Reduction Strategies

All Blue Boxes Require Additional Input. Please Fill In!

Active Transportation Strategies

<input checked="" type="checkbox"/>	Infrastructure	Dedicated Access to Bike Parking	1	Provide a convenient and separate access to the bike parking area without stairs (e.g. on the same level as the entrance, or via a ramp or elevator).
<input type="checkbox"/>	Infrastructure	Indoor covered bike parking near Entrance	1	Locate bike parking in a covered, indoor space, less than 100 ft from a building entrance.
<input checked="" type="checkbox"/>	Infrastructure	Bicycle Maintenance Facilities	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, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke wrenches. Suggest including lubricants.
<input type="checkbox"/>	Infrastructure	Clothes Lockers and/or Showers	0	Provide showers and/or clothes locker for cyclists. One point for showers, one point for lockers. <i>Not applicable for residential developments.</i>
<input checked="" type="checkbox"/>	Infrastructure	Bicycle Lockers or Secure Storage Room	2	Provide secure storage room or a bike lockers for secure, long-term storage of bikes. Provide at least one locker for every 20 DUs or 30 employees.
<input type="checkbox"/>	Programmatic	Shared Fleet of Bicycles	2	Provide an on-site shared fleet of free loner bicycles for use by residents/ employees. Fleet should include at least one bicycle for every 10 DUs or 30 employees, with a minimum of five bikes.
<input type="checkbox"/>	Infrastructure	Improve Surrounding <u>Pedestrian</u> Infrastructure	0	Improve pedestrian infrastructure (side walks, curb ramps, crosswalk, RRFB, etc.) within 500 ft of the site, consistent with city plans and ordinances and federal accessibility requirements. One point per 100ft of infrastructure, up to 4 total points.
<input type="checkbox"/>	Infrastructure	Improve Surrounding <u>Bicycle</u> Infrastructure	0	Improve bicycle infrastructure (bicycle lanes, cycle tracks, new crossings, bike-ped paths, etc.) within 500 ft of the site, consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100 ft. of infrastructure, up to four points.
<input type="checkbox"/>	Infrastructure	Traffic Calming Measures	0	Install traffic calming measures such as speed humps and roundabouts. One point per small-dollar measure (e.g. pedestrian flags, temporary speed hump) and two points per large-dollar measure (e.g. RRFB, permanent speed hump). Must be located within 500 ft of project and be consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100 ft of infrastructure, up to four points.

Transit Strategies

The project within the all-day transit service area? Measures worth 50% less if not. (From Step 1)	Yes
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<input type="checkbox"/>	Programmatic	Provide Fast Fare cards	1	Provide Fast Fare cards to employees/residents – one per dwelling unit or employee. Fast Fare cards can be obtained at Metro Transit’s administrative office, 1245 E Washington Ave, Suite 201.
<input checked="" type="checkbox"/>	Programmatic	Provide Fast Fare cards with fare value	2	Provide Fast Fare cards to employees/residents – one per dwelling unit or employee, with at least \$10 of value on each card (\$2/ride for a standard fare). Points increase for every additional \$10 per card, up to a maximum of four points.
<input type="checkbox"/>	Programmatic	Subsidized Commute Cards	4	Provide Commute Cards to all employees – one per employee, at some cost to employees (ex: payroll deduction). Signed Commute Card contract with Metro Transit required.
<input type="checkbox"/>	Infrastructure	Fund transit facilities and amenities	# Inc. 4 Points 4	Build or fund transit facilities and existing or proposed stops including benches, trash receptacles, shelters, and real-time arrival screens. Up to 1 point per feature, up to a maximum of 4 points. Metro Transit must accept proposal prior to points being awarded.
<input type="checkbox"/>	Programmatic	Complementary Commute Cards	7	Provide Commute Cards at no cost to all employees. Signed Commute Card contract with Metro Transit required.
<input type="checkbox"/>	Infrastructure	Sponsor a Shelter/Bench	0	Work with Metro Transit to sponsor a bus stop and/or stop amenities (shelter, bench, etc.), within a ¼ mile of the site.

Parking Strategies (pick one max)

<input type="checkbox"/>	Programmatic	Carpool preferential parking	0	Provide carpool preferential parking vehicles for employees, shoppers, students, or others as applicable. Carpool preferential parking signage must be shown at head of stall, as noted on a site plan. For sites where parking is charged, the project would be eligible for an additional point if carpool stalls are free.
<input type="checkbox"/>	Programmatic	Shared parking agreement	4	Keep parking capacity below the use-specific parking minimum, as specified in MGO 28.141, by sharing parking with an adjacent property, or allow users at an adjacent property to park on-site such that that facility has parking capacity below applicable base parking (parking minimums). May utilize City of Madison Parking garages.
<input type="checkbox"/>	Programmatic	Parking cash-out	10	Offer all employees the choice to forgo free parking for an in-lieu cash payment equal to the market rate cost of parking. Cannot be used in combination with unbundled parking or parking fees. <i>Not applicable for residential developments.</i> (Most appropriate in Suburban environments)
<input type="checkbox"/>	Programmatic	Unbundle Parking	10	Lease or sell parking separately from residential units or office spaces. Must be optional. Must apply to all parking stalls on the property. Cannot be used in combination with parking fees or cash-out.
<input type="checkbox"/>	Programmatic	Market-rate Parking Fees	10	Drivers must pay the full market value for parking. Properties offering validation not eligible for this strategy. Cannot be used in combination with cash out or unbundling. (Most appropriate in Urban environments)
<input type="checkbox"/>	Programmatic	Unbundle Some Parking	3	Lease or sell parking separately from residential units or office spaces. Must be optional. Must apply to at least 75% of all parking stalls on the property. Cannot be used in combination with parking fees or cash-out.
<input type="checkbox"/>	Infrastructure	Additional Accessible Parking	0	Provide more accessible parking stalls than required by the ADA. One point for one accessible stall more than the minimum amount required by the ADA; two points for providing more than one accessible stall above what is required.

Shared Mobility Strategies

Is the project within 1/4 mile of a bike share station? Measures worth 50% less if not. (From Step 1)	Yes
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Is the project within 1/4 mile of a car share station? Measures worth 75% less if not. (From Step 1)	No
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<input type="checkbox"/>	Programmatic	Shared Fleet of Vehicles	1	Provide cars for shared use by employees or residents, not including commercial vehicles.
<input type="checkbox"/>	Infrastructure	Provide car share parking space	1	Contract with a car-share provider (such as Zipcar) to place vehicles on site for use by car-share provider's customers.
<input type="checkbox"/>	Programmatic	Subsidized car-sharing memberships	2	Offer subsidized car-share memberships (covering the cost of membership, at a minimum) to every resident or employee for using car-share. Car-share vehicles must be located on-site or within a quarter-mile walking distance.
<input type="checkbox"/>	Programmatic	Provide complimentary bikeshare membership or passes	2	Offer complimentary Bikeshare membership to each employee or building tenant that wishes to obtain one.
<input type="checkbox"/>	Programmatic	Offer Subsidized Bikeshare Membership or Passes	1	Offer subsidized Bikeshare membership to each employee or building tenant that wishes to obtain one.
<input type="checkbox"/>	Programmatic	Emergency Ride Home Program (more info)	2	Establish an Emergency Ride Home program for employees who do not drive to work. Contact the Greater Madison MPO RoundTrip program for assistance with program set up.
<input type="checkbox"/>	Programmatic	Provide a Shuttle bus	3	Provide a complementary shuttle service for employees. Three points for shuttles circulating within one-mile radius of the site or providing service to major transit hubs or facilitating a complete trip. <i>Not applicable for residential uses.</i>
<input type="checkbox"/>	Programmatic	Provide Vanpool	3	After ensuring that such a service is not duplicative of existing vanpool offerings (state Vanpool), establish and maintain a vanpool program for residents or employees. <i>Not applicable for residential uses.</i>
<input type="checkbox"/>	Infrastructure	Install a bike share station	6	Coordinate with the operator of the existing bike share network to pay for and install a bike share station within ¼ mile of the project.

Information Strategies

<input checked="" type="checkbox"/>	Programmatic	Marketing & informational campaign	1	Provide informational material/brochures on TDM and various sustainable transportation options as part of a welcome packet/orientation packet. Organize at least one tailored promotional campaign annually, such as participating in the Week Without Driving.
<input checked="" type="checkbox"/>	Infrastructure	Active Transportation Wayfinding, Maps, and Signage	1	Provide all-weather signs, maps, and wayfinding signage that indicate the direction of nearby commute routes, bicycle and pedestrian paths, and nearby major destinations and amenities.
<input type="checkbox"/>	Infrastructure	Sustainable Transportation Kiosk	0	Install and operate a kiosk providing sustainable transportation information. The kiosk could include bike route system maps, information about TDM programs, and include a screen displaying real-time travel information for buses in the nearby vicinity. One point for carrying information, one additional point for real-time display.

Delivery Strategies

<input checked="" type="checkbox"/>	Infrastructure	Secure Area for Deliveries	1	Provide an area for receipt and temporary storage of deliveries by USPS, UPS, FedEx, and/or Amazon
<input checked="" type="checkbox"/>	Infrastructure	Tenant/Customer Package Drop-Off Area	2	Provide an area for tenants, employees and/or patrons to drop off packages for acceptance by USPS, UPS, FedEx, and/or Amazon
<input type="checkbox"/>	Programmatic	Provide VMT-Reducing Delivery Services	1	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.

Land Use Strategies

<input type="checkbox"/>	Infrastructure	Provide Affordable Housing at 30% of AMI	0	Provide affordable housing. One point is awarded for every 10% of units that are offered at or below 30% of AMI. Maximum of 10 points. <i>Only applicable to residential developments.</i>
<input checked="" type="checkbox"/>	Infrastructure	Provide Affordable Housing at 60% of AMI	3	Provide affordable housing. One point is awarded for every 20% of units that are offered at or below 60% of AMI. Maximum of five points. <i>Only applicable to residential developments.</i>
<input checked="" type="checkbox"/>	Infrastructure	Proximity to Public Transportation	5	Locate development within close proximity to existing or planned public transit service. One point for locating within the transit service area, three points for locating within the all-day service area, five points for locating within the BRT/high-frequency service area. (see map)
<input type="checkbox"/>	Programmatic	Add to Land Use Mix	0	Provide two or more land uses onsite, allowing users to drive less. One point per additional use outside of the primary use. Maximum of five points.
<input type="checkbox"/>	Programmatic	On-site Childcare Facility	4	Establish an on-site daycare facility, to be used by residents or employees. Points for this measure are awarded separately and in addition to points for the Add to Land Use Mix measure.
<input checked="" type="checkbox"/>	Programmatic	Provide Other Specific Trip-reducing Service	1	Provide any other trip-reducing service for building users, such as on-site food service for employees, pet-care service, laundry, playroom, dog walking/park, or a business center/co-working space.

Employer Policy Strategies

<input type="checkbox"/>	Programmatic	Flexible Work Schedules	1	Provide at least 25% of employees the opportunity to beginning AND end work shifts outside of peak traveling hours. Peak travel hours are 7am-9am and 4pm-6pm. <i>Not applicable to residential developments.</i>
<input type="checkbox"/>	Programmatic	Teleworking / Work From Home	1	Provide at least 25% of employees the opportunity to work from home. <i>Not applicable to residential developments.</i>

Other Strategies

<input type="checkbox"/>	Programmatic	Join a Transportation Management Association	0	Form or join a Transportation Management Association (TMA) to facilitate TDM activities such as marketing, outreach, and distribution services. Unavailable until a TMA is founded in the area.
<input type="checkbox"/>	Programmatic	Other Innovative measure (please describe measure and input recommended point value)	0	Enter Measure here.
<input type="checkbox"/>	N/A	TDM Relief Points (granted by Department of Transportation staff for properties built prior to 3/31/2023)	0	Include rationale for mitigation points being granted.