

**Transportation Demand Management (TDM) Plan
118-126 State Street Hotel**

September __, 2018

122 State Street Group LLC (“Owner”) will be the developer/owner of a nine-story building consisting of approximately 130 hotel guest rooms and suites, ground floor food and beverage, and a rooftop bar and terrace at 118-126 State Street. The hotel will be operated by Provenance Hotels. To best coordinate efforts and maximize efficiency regarding traffic and parking, all hotel employees and workers will be required to review the policies and procedures contained in this TDM Plan.

The site’s land area is 0.30 acres (13,197 sq. ft.) and the new hotel will be approximately 110,000 sq. ft. Consistent with the existing buildings on the site, the hotel will not have on-site parking. Because the hotel will not have extensive meeting space, Owners anticipate that arrival and departure of guests will be primarily staggered between 7:00AM and 9:00AM and between 4:00PM and 6:00PM. The hotel will operate 24 hours a day, 7 days a week, 365 days a year.

Access to the site is provided directly from the city right-of-way on State Street, West Dayton Street, and North Carroll Street. A Madison Metro bus stop for lines 2, 3, 4, 6, 7, 8, 11, 12, 14, 15, 29, 37, 47, 56, 57, 58, 70, 71, and 72 is located within walking distance of the property on State Street. Two Madison BCycle stations are located within walking distance of the property on North Carroll Street and West Mifflin Street. In addition, the site is located within walking distance to the following parking ramps:

Lot	Number of Spaces
State Street Capitol Garage	840
Overture Center Garage	621
Capitol Square North	612
Government East*	516
Capitol Square South	1,000
Dayton/Pinckney Ramp	471
Madison Opera Ramp	92
Tenney Plaza Ramp	140
U.S. Bank Parking Ramp	407
Block 89 Parking Ramp	743
State Street Campus Garage	1,602
122 West Doty Parking Ramp	528
[additional ramps to be added]	
* expanding in 2019 to _____ spaces	
Total	7,572

[review chart above one more time for accuracy; any to add?]

Provenance Hotels anticipates an average of 0.45 vehicles per occupied room to utilize parking services (self-parking or valet services). At full occupancy, 130 guest rooms indicate a peak

demand for 58 spaces. Other guests will arrive as passengers on other means of transportation (taxi/ride-share, bus, bicycle, etc.). Due to seasonal changes, Provenance projects an average of 45 vehicles and a peak of 60 vehicles needing to be parked overnight. Provenance’s typical staffing model for 24-hour coverage in guest services/valet calls for 5 employees per day with some seasonal adjustments. In order to accommodate coverage, Provenance’s current organizational chart projects 6.3 fulltime equivalent employees for these services. Based on the data below calculating the existing site’s parking formula in the zoning code¹ and data from the Urban Land Institute figuring actual parking demand,² the hotel projects an 80% to 87% decrease in the demand for parking spaces compared with existing uses.

Existing Site		Zoning Range	ULI Range
122 Office	34,000 sq. ft.	85-136	87-121
122 Restaurant	275 persons	41-110	41-110
118 Restaurant	168 persons	25-67	25-67
Total		151-313	153-298
		Est. Range	Est. Range
Hotel		20-60	20-60
% Decrease		80.8% to 86.8%	79.9% to 86.9%

[Jeff, please insert rows for 124/126 restaurant space (approx. 2,000 SF of first floor bar area) and 4 apartments above in 126 State]

Owner has discussed traffic and parking plans for this site with surrounding businesses and other stakeholders. These discussions have been constructive with a willingness of our neighbors to work together to optimize use of the Carrroll Street cul de sac for the benefit of all parties and the public.

TDM Goals

1. **Reduce automobile trips** – both to the hotel and during guests’ stay at the hotel – by providing information to encourage and help individuals modify their travel behavior.
2. **Promote and incentivize efficient multi-modal transportation options** to reduce congestion, ensure access to retail businesses, provide access for visitors to regional and neighborhood attractions, and support neighborhood vitality.
3. **Support organized and smooth auto traffic flow** through coordinated efforts of a professional valet service with detailed, well-executed plans.

TDM Plan

¹ Section 28.141(4)(g) of the City of Madison Zoning Code.

² According to the Urban Land Institute (ULI), the typical parking demand generation rate for office buildings is 2.55 to 3.55 spaces per 1,000 sf, based on the building size and density. Background research from the Institute of Transportation Engineers’ (Parking Generation, 4th Edition), confirms that this ratio is required to satisfy parking for up to at least the 95th percentile in terms of potential building densities.

- A. **Education and Outreach:** Owner will proactively provide information for trip planning and decision-making by encouraging auto-alternative options to reduce demand for auto parking and increase efficient, timely self-parking.
- a. Owner will deliver targeted outreach and promotion that not only improves awareness of alternative modes, but also actively assists guests in their travel plans. Modes of direct communication include: guide to transportation and parking on website (written material and interactive maps); information in email confirmation and stay reminders; and conversation over the phone and in person.
 - b. Information provided will present a wide variety of choices for travel options and efficient navigation – to hotel and during stay – including: public transportation; biking; walking; taxi/ride-share; carpooling, and intercity bus.
- B. **Valet Operations Plan:** Hotel Operator (Provenance) has deep experience in providing successful valet operations in dense urban conditions.
- a. Designated drop-off and pick-up lane on North Carroll Street immediately adjacent to the hotel site (as seen on Exhibit B) staffed by trained valet workers. The queuing of cars will be staged in the valet lane with a maximum of three guest cars queued at any one time.
 - b. Bicycle Valet: Cyclists will enjoy bike valet free of charge. Valet staff will safely store guest bikes inside the hotel as a service to the community.
 - c. Owners plan thorough training for valet workers to minimize auto presence in the valet lane during guest arrival and departure. Training topics will include queuing best-practices, most efficient routes to and from parking garages, and staging of vehicles to reduce congestion as much as possible.
 - d. Trained valet staff will have a 24/7 presence at the street and can assist with directing delivery vehicles including those serving third party neighbors on Carroll Street.
 - e. Hotel staff will be cross-trained such that non-valet staff can step in as additional valet persons in the case of an unexpected peak demand. Having additional staff step in to move vehicles in this manner will mitigate longer vehicle dwell times to limit congestion at the curbside.
 - f. Owners will contract to rent 80 available parking spaces in nearby private (and possibly public) parking lots and decks for its valet service (which may include those listed on the first page of this document and in Exhibit A). Please note that Provenance anticipates peak demand of 60 spaces. However, ownership endeavors to obtain 80 spaces to ensure there will not be a shortage.
 - g. Maps of potential Valet Service parking routes attached in Exhibit A.
- C. **Delivery Plan:** Deliveries from suppliers will be planned and managed to minimize potential vehicle congestion. The safety and flow of pedestrian traffic on Carroll Street is the highest priority.
- a. Each primary supplier is expected to make deliveries from daily (i.e. fresh seafood and meats) to once a month (bulk supplies).
 - b. Provenance anticipates between five and ten deliveries per day, approximately four of which will likely utilize the curb cut and interior hotel loading dock area, which can accommodate a box truck without blocking the sidewalk. The

remaining deliveries are smaller in nature and are most efficiently handled by parking in a loading zone and quickly entering the hotel building to make the delivery.

- c. The majority of deliveries will be made via light trucks or cargo vans around or less than thirty feet in length.
 - d. Deliveries will not be scheduled between 7:00AM and 9:00AM or between 4:00PM and 6:00PM. This will ensure that deliveries utilizing the off-street hotel loading dock area will not occur at peak valet queuing times, when guest cars may temporarily block the curb cut.
 - e. Best efforts will be made to share vendors with the Concourse Hotel so that a single delivery truck can serve both hotel properties, thereby reducing the impact of truck traffic on Carroll Street.
- D. Good Neighbor Policy:** Provenance is committed to cooperating with neighboring properties and businesses to share the public right-of-way. Best efforts will be made to share vendors with the Concourse Hotel so that a single delivery truck can serve both hotel properties, thereby reducing the impact of truck traffic on Carroll Street. Also, our valet staff will coordinate with Ian's Pizza delivery vehicles with a willingness to share the loading zone.
- E. Vehicle Management:** Beyond the valet operation, hotel staff will direct the flow of people and vehicles to minimize congestion.
- a. Taxi Stand: Hotel will promote and encourage guest use of the existing taxi stand on West Dayton Street, a few feet away from the hotel's main entrance.
 - b. Rideshare (Uber/Lyft, etc): Both the Dayton St and Carroll St entrances will be utilized by guest using rideshare services.
 - c. Busses: Because the hotel has very limited meeting space for conferences or events, the hotel does not anticipate regular bus drop-off or pick-up.
 - i. Busses will be loaded and unloaded on West Dayton Street.
 - ii. Hotel staff will work with guests and bussing companies to ensure that busses do not stand in the loading zone for excessive periods of time and do not impede traffic or other guest arrival and departure operations.
- F. Waste and Recycling Removal Procedures:** Owner will contract with a licensed waste hauler for the removal of waste and recycling.
- a. Dumpsters will be located on-site in a dedicated, contained, and closed off loading dock area. The room will have a retractable garage-like door on North Carroll Street. The licensed waste hauler will empty the dumpsters between three and seven times per week. This schedule may be adjusted to meet demand.
 - b. The waste and recycling removal will not be scheduled (subject to special circumstances) during anticipated registration/check-out or parking ingress/egress times. Waste and recycling removal will not be scheduled between 7:00AM and 9:00AM or between 4:00PM and 6:00PM.
- G. Performance Management and Regular Review:** Owner will continuously monitor and evaluate enactment of TDM Plan and make necessary adjustments to meet TDM Goals.

DRAFT

- a. This TDM plan will be periodically updated at intervals not to exceed two years. Owner will update and submit the TDM Plan to City of Madison Traffic Engineering at two-year intervals starting at the time of initial occupancy. It is anticipated that the TDM Plan will evolve over time as more transportation resources and options are implemented on municipal and publically-accessible private levels.