TECHNICAL MEMORANDUM

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Date: August 3, 2020

Subject: Westgate Mall Redevelopment TDMP Summary – Madison, WI

Introduction

JT Klein Company, Inc. is proposing redevelopment of the site known as the former Westgate Mall in Madison, Wisconsin. The site is located in the southeast quadrant of the intersection of South Whitney Way with Tokay Boulevard. The full redevelopment plan includes demolishing the structure on the current site and construction of 464 multi-family units and an office building with approximately 160,000 square feet of space. The developer is seeking Specific Implementation Plan (SIP) approval only for the multi-family portion of the development at this time. The scope of this document and the proposed Traffic Demand Management Plan (TDMP) is therefore limited to the multi-family land uses. A project location map is provided in **Exhibit 1**.

KL Engineering prepared a Traffic Impact Analysis (TIA) and summary document for the proposed redevelopment that was re-submitted to the City on July 17, 2020 following updates in response to staff comments. The TIA documented existing traffic conditions and those anticipated upon completion of the proposed development. City of Madison staff have also requested that the developer submit a TDMP as part of the approval application materials. A TDMP is a plan to reduce the number of single-occupant vehicle trips to and from the development by encouraging the use of alternate modes of transportation. This memorandum summarizes the TDMP strategies proposed with the multi-family portion of the Westgate Mall Redevelopment.

TIA Summary

A TIA was performed for the redevelopment according to the City of Madison Traffic Engineering Department's Light TIA requirements. Traffic counts were taken, projections for future traffic were developed, and traffic modelling was performed. This information was used to summarize existing conditions and those anticipated upon completion of the redevelopment. Refer to the Westgate Mall Redevelopment Traffic Impact Analysis submitted to the City of Madison on July 17, 2020 for more information.

The TIA estimated that the multi-family land uses would generate 135 and 170 trips during the weekday morning and afternoon peak hours, respectively. This estimate was performed using the Institute of Transportation Engineers (ITE) Trip Generation Manual, 10th Edition. In coordination with City of Madison Staff, the TIA estimated that 20% of trips to and from the multi-family land uses would be completed via means other than single-occupant motor vehicles.

TDMP Summary & Measures

TDMP Summary

City of Madison Staff members have requested that the developer of the Westgate Mall Redevelopment submit a TDMP as a likely Plan Commission approval requirement. KL Engineering and JT Klein Company have worked together to identify TDMP strategies anticipated to reduce single-occupant vehicle trips to the site. While some are active measures or decisions made regarding the design and operation of the development, others are related to the location where the development is proposed.

Trip Reduction Percentage

In discussions related to the TDMP, staff indicated that the target for reduction of single-occupant vehicle trips for this plan should be 30%. For context, that target is 10% greater than what was determined to be a reasonable assumption for multi-modal (non single-occupant vehicle) trips accounted for in the TIA traffic projections, which was previously approved by City Staff.

Unique to this development is that it is proposed with age-restricted senior housing that has been shown to generate fewer trips than standard multi-family housing due to differing travel patterns by this demographic. The reduction in trips to the development as a result of these age-restricted units equates to approximately 10% of the total multi-family trips. However, the reduction was accounted for before applying the multi-modal trip reduction to the TIA trip generation. Therefore, this TDMP proposes that 10% of the targeted 30% reduction in single-occupant vehicular trips be credited on the basis of including age-restricted housing with the development. The remaining 20% TDM reduction would be met by the strategies described below.

TDMP Measures

TDMP Measures proposed with the development are summarized below. A percentage of single occupant vehicle trip reduction anticipated is listed for each non passenger vehicle mode of transportation. Other measures are not modes of transportation, but reasons that tenants of the development are anticipated to be more likely to utilize these modes, or are specific commitments being made by the developer.

Parking

Parking availability can have a large influence on the modal choices that users make when accessing a site. Parking assigned to and included in rent for commercial and residential tenants can encourage greater usage of passenger vehicles as opposed to other modes of transportation. JT Klein Company will operate the proposed multi-family units with un-bundled parking, or parking that must be purchased by tenants for a fee in addition to their rent.

Initially, affordable units proposed with the development may be offered for rent with parking included during the first year of operation of the development. However, after the first year of operation, these units will operate with un-bundled parking along with the market rate units.

Housing Unit Mix

Affordable housing units, including senior affordable housing units, will make up approximately 50% of the unit mix. One hundred sixty-one (161), or about a third of the multi-family units will be 100% affordable. Data collected at other properties developed and operated by JT Klein indicates that private vehicle ownership rates decrease with the market rate percentage of affordable units. A reduced rate of private vehicle ownership is therefore anticipated with the proposed development. A reduced rate of vehicular ownership is anticipated to increase rates at which tenants use the following modes of transportation.

Bicycle Use – 5%

Bicycle use is one of the modes of transportation included in the multimodal reduction assumed with the TIA. Tenants of the development are anticipated to utilize bicycles to travel to and from their homes using marked bike lanes and paths nearby including along Segoe Road and Odana Road, the off-street bike path running parallel to the West Beltline Highway, and the convenient access to the City of Madison's other bicycle facilities that these offer.

The Westgate Mall Redevelopment includes 125 surface bicycle parking spaces and 395 wall mount spaces to encourage and accommodate use of the nearby bicycle facilities and bicycle use in general. Bicycle accommodations on and near the proposed development are anticipated to reduce single occupant vehicle trips to and from the development by approximately 5%. This reduction translates to eight to ten bicycle trips during the peak hour.

Neighborhood Walkability – 5%
Trips performed via the pedestrian mode of transportation are also anticipated to reduce single occupant vehicular trips to and from the development. Trips completed by walking increase in feasibility as development in an area becomes denser and origins and destinations are closer together. All major streets in the vicinity of the proposed development have sidewalks on both sides of the roadway. Some nearby employment centers include bicycle-pedestrian only routes providing more direct, off-street paths for these users. Additionally, signalized crosswalks across Whitney Way are located near the development at Tokay Boulevard and Odana Road. Improvements at the development driveway are anticipated to promote safe pedestrian crossings at the mid-block location between Tokay Boulevard and Odana Road.

The Westgate Mall Redevelopment is proposed with 450 residential dwelling units at a location adjacent to a grocery store, across the street from a shopping center with a variety of land uses, and just south of the UW Research Park business park. These destinations' proximity to the development site along with a robust network of pedestrian infrastructure are anticipated to reduce single occupant vehicle trips to and from the development by approximately 5%. This reduction translates to eight to ten pedestrian trips during the peak hour. This is thought to easily be satisfied with trips to and from the adjacent grocery store that also contains a pharmacy, restaurant, and coffee shop. The site plan has been designed with consideration to this travel pattern.

Transit – 5%
The Madison Metro Transit West Transfer Point is located approximately 100 yards from the intersection of South Whitney Way with Tokay Boulevard, the intersection where the development is proposed. The transfer point serves about 15 bus routes that serve a large portion of the City. This is anticipated to make transit an attractive mode option for tenants.

In addition to the convenience that's anticipated to result in increased transit ridership, JT Klein Company plans to pro-actively encourage use of transit by residents of the proposed development. All new tenants will receive information about Madison Metro routes and stops when moving in. Additionally, upon request, all new tenants will be provided a 10-ride bus pass free of cost to introduce them to the Madison Metro Transit system as part of their move in package.

Verification & Accountability
City of Madison Staff have requested the developer also outline a plan to verify that measures outlined in this plan are implemented and to track their effectiveness.

JT Klein Company is proposing a follow-up study one year after completion of the proposed development. The study will include traffic counts of all motor vehicles entering or leaving the site to determine the site's effective trip generation and tenant surveys on modal choice. The site's effective trip generation will be compared to the one performed with the TIA to determine if a 30% reduction (20% from the estimate that already accounted for age-restricted housing) is achieved. Additional follow up studies are proposed biannually if the reduction is not achieved after the first year. Jacob Klein, Jacob@JTKlein.com, will serve as the TDMP point of contact for JT Klein Company for all follow up correspondence from the City of Madison.

Exhibit 1

KL Engineering [A] Better Experience

Project Location Map