

American Exchange Development

Transportation Demand Management Plan

City of Madison | September 22, 2020



Urban Land Interests



INTRODUCTION

TRANSPORTATION DEMAND MANAGEMENT PLAN

Urban Land Interests (ULI) is proposing the American Exchange Development in downtown Madison. ULI has agreed to complete a Traffic Demand Management Plan (TDMP) as part of the development process.

A TDMP is a plan developed for a traffic generator, such as the proposed American Exchange Development, that identifies strategies for reducing single-occupant vehicle (SOV) trips to and from that generator. These reductions are generally the result of modal diversion, which is defined as users choosing to shift their travel mode from SOV to an alternative mode of transportation, such as walking, biking, or transit. The City of Madison has recently refined the process for developing a TDMP.

In collaboration with City staff, a goal for SOV trip reduction of 30% from the calculated trip generation rates has been identified. The Plan will define strategies and methods for ULI to implement as they work toward this goal.

ULI develops, manages, operates and invests in real estate with the perspective of long term owners committed to improving the value of every building. By focusing on adaptive reuse of existing buildings, ULI creates more intensive use of space that strengthens the City's urban fabric as well as the tax base. This philosophy directly aligns with the City of Madison's goals for this TDMP. This plan will be used by ULI to implement strategies and track their progress post-development. These strategies include increasing the use of walking, bicycling, transit, and eventually Bus Rapid Transit (BRT). Each strategy includes an approximate vehicle reduction contribution. ULI has defined their goal of the 30% trip reduction to occur by the year 2025.

PROJECT OVERVIEW

The American Exchange Development is located in downtown Madison northeast of the Wisconsin State Capitol. It is proposed in a portion of the

block bordered by North Webster Street, East Washington Avenue, North Pinckney Street, and East Mifflin Street.

The development involves removing existing office and retail land uses and constructing new buildings that will contain a total of about 330,000 square feet of office and retail space as well as underground parking. The parking facilities will include bicycle parking and a repair station. A single access on North Webster Street is proposed.

PROJECT TIMELINE

KL Engineering completed a traffic assessment for the development in the summer of 2020. Development of the TDMP began during the summer of 2020 as well. The development proposal is scheduled for consideration by the City of Madison Plan Commission in October 2020. Construction is expected to begin in the spring or summer of 2021. A substantial completion date is expected in the summer of 2023.

TDMP Team

Urban Land Interests and KL Engineering created a team for TDMP development and ongoing coordination with the City. The team has collaborated internally and with City staff to develop the traffic demand management (TDM) strategies. The team members from each organization are as follows:

Urban Land Interests

- Barry Wood – *TDM Coordinator/City Liaison*
- Mark Binkowski – *Shareholder*

KL Engineering

- Mike Scarmon, P.E., PTOE – *Project Manager*
- Kevin Wehner, P.E., PTOE – *Project Engineer*
- Dave Tollefson – *Transportation Planner*
- Jamie Dalheim – *Traffic Engineer*

City of Madison

- Eric Halvorson – *Traffic Engineering Staff*
- Sean Malloy – *Traffic Engineering Staff*
- Zia Brucaya, AICP – *TDM Manager*

TRAFFIC CONDITIONS

KL Engineering completed intersection turning movement counts at the Webster Street intersection with East Washington Avenue, the North

Webster Street intersection with East Mifflin Street, and the existing development driveways in July 2020. Volumes were counted during the AM and PM peak hours.

Using the methodologies from the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 10th Edition*, an estimate of trips generated by the development was prepared. A trip is defined as an entering or exiting traffic movement. Four thousand ten (4,010) trips are anticipated each day for a net increase of 2,255 trips in excess of what the existing development generates.



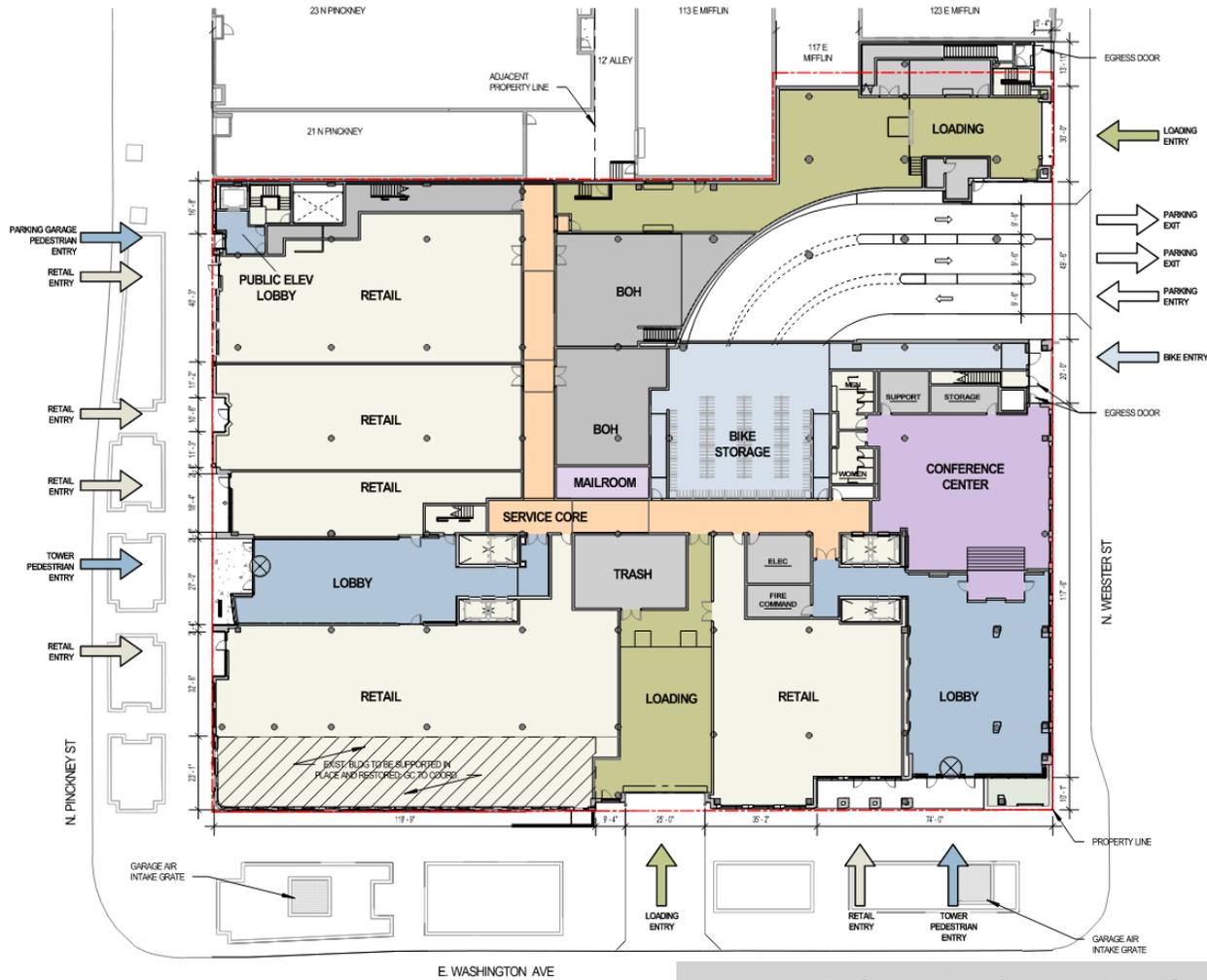
SITE LOCATION



The American Exchange Development site is located in downtown Madison, WI. The site is located in the block surrounded by East Washington Avenue, North Webster Street, East Mifflin Street, and North Pinckney Street and fronts both the “inner square” and “outer square” that surround the Wisconsin State Capitol. A single driveway is proposed on North Webster Street.

East Washington Avenue is an arterial roadway which serves as a main route from the east side of Madison to downtown Madison. East Gorham Street and East Johnson Street are one-way arterials located approximately ¼-mile northwest of the American Exchange Development site and serve as a main route from the west and east sides of Madison to the downtown area.

SITE PLAN



American Exchange Development Site Plan

The American Exchange Development will contain 22,000 square feet of retail space on the ground floor, 310,000 square feet of office space, and 844 underground parking stalls.

The project will include an indoor secure bike facility that can accommodate up to 212 bicycles. The bicycle facility will contain a bicycle repair station, with a locker and shower room also provided in the project.

One entrance to the underground parking garage is proposed on North Webster Street. The existing parking entrance on East Washington Avenue will be removed.



Existing Parking Entrance on N Webster St

SITE FEATURES

The American Exchange Development is proposed with many features intrinsic to the site or design that are anticipated to contribute to the success of this TDMP.

LOCATION

Location is an influential factor for the success of most TDM strategies. For the American Exchange Development, location is the most influential factor. The American Exchange Development is located in the center of downtown Madison. The site can be easily reached by foot or bicycle from all directions, and the Madison Metro system runs on Pinckney Street and East Washington Avenue.

The core downtown area contains many apartment buildings, restaurants, and shops. These land uses are complementary to the proposed office and retail space, thereby encouraging pedestrian and bicycle modes of transportation to and from these nearby destinations.

PARKING

The six-level underground parking structure with a capacity of 844 vehicles will have approximately 75 parking stalls reserved for clients and visitors. This translates to less than one visitor stall per 4,000 square feet of space including both the office and retail land uses.

ULI estimates there will be up to 2,000 employees working at the site resulting in a ratio of employees to parking stalls of over 2:1. These ratios not only encourage employees and visitors to complete trips using non-SOV modes of transportation, but also reflect ULI's commitment to traffic demand management and their confidence in this plan.

The bicycle parking and ancillary facilities proposed within the development are anticipated to encourage and accommodate trips completed via the bicycle mode of transportation.



TDMP STRATEGIES

ULI has identified four modes of transportation anticipated to contribute to the SOV trip reduction goal for the American Exchange Development. These modes are walking, bicycling, transit, and BRT. The BRT system is currently planned for implementation in 2025, so the expected SOV trip reduction prior to 2025 is 25%. Once operation of the BRT commences, the full 30% SOV trip reduction is expected.

Summaries for each mode are provided in Attachment A, [Modal Diversion Strategies](#). These summaries document the strategies planned with or intrinsic to the American Exchange Development that will encourage diversion from the SOV to other modes of transportation. The combined result of these strategies is anticipated to be a 30% reduction of SOV trips to the site.



TDMP SUMMARY

STRATEGY

The proposed TDMP strategies are anticipated to help ULI achieve the goals set by the City of Madison to reduce SOV trips by 30%. The trip reductions estimated to result from each strategy are approximate, but the combined efficacy is anticipated to reach the 30% goal. If necessary, ULI should alter its strategies to decrease the use of SOVs and increase the use of alternative modes of transportation. The combined TDM strategies and the corresponding vehicle reductions are shown below.

TDM STRATEGY	TRIPS REDUCED	% OF TOTAL TRIPS
Walking	200	5%
Bicycling	400	10%
Transit	400	10%
Bus Rapid Transit *	200	5%
TOTAL REDUCTIONS	1,200	30%

* BRT assumed to be operating by 2025

ACCOUNTABILITY

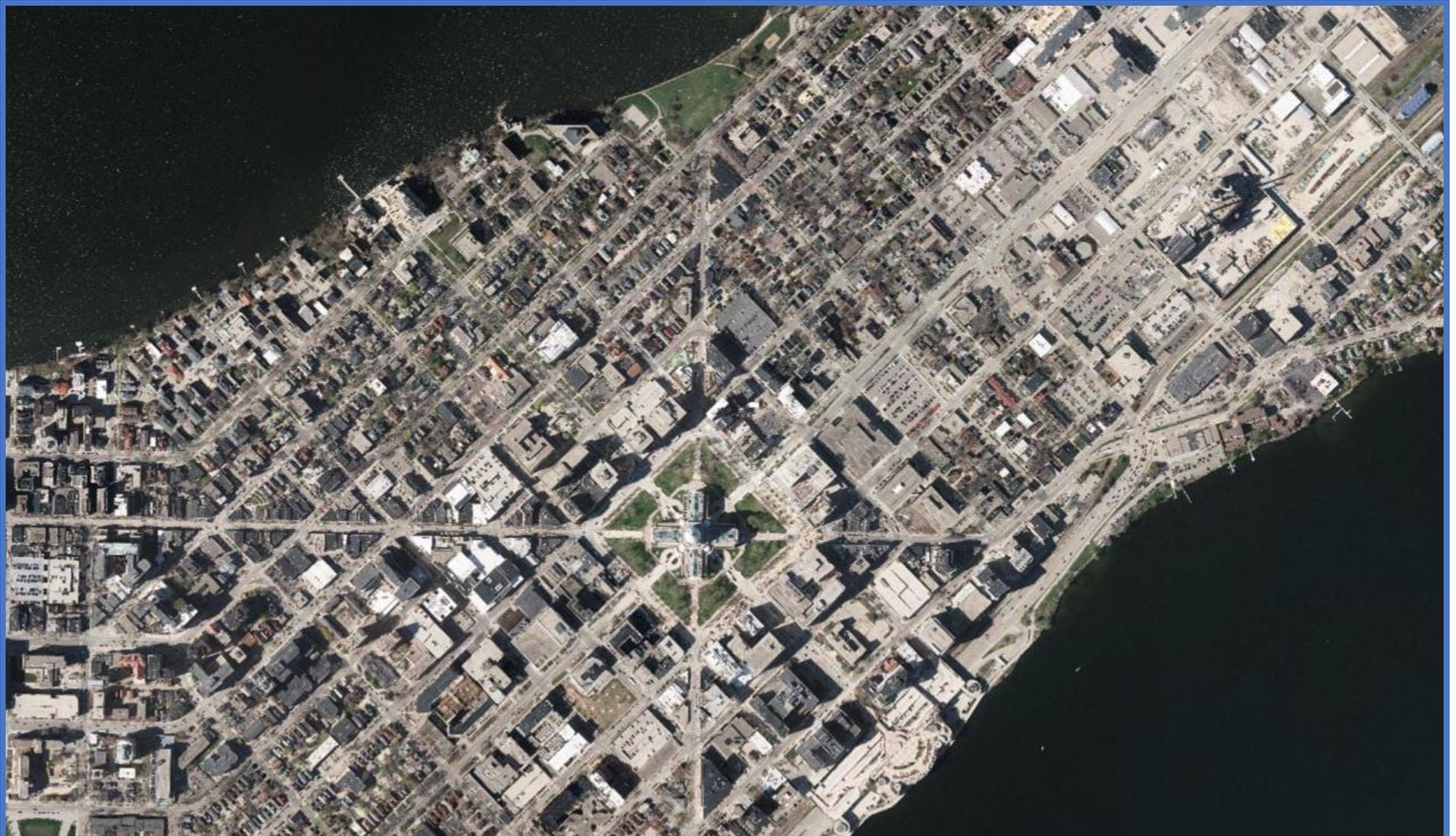
Follow-up traffic counts are proposed bi-annually beginning one year after completion of the development to count the number of vehicles entering and exiting the American Exchange Development site. These counts will help to quantify the reduction in trips by comparing the number of vehicles entering and exiting to the trip generation study conducted by KL Engineering in 2020 with a 30% reduction applied.

NEXT STEPS

The following is ULI's proposal for next steps in the process upon approval and implementation of this TDMP. These steps are intended to deliver an efficient process for working with the City of Madison's TDM administrator, and for demonstrating how well goals are being met.

- ✓ **Summer 2024** – ULI and City of Madison meet for general discussion (1 year after the development is completed) – Will provide validation of goals and current TDM performance. A trip reduction of 25% is anticipated at this point.
- ✓ **Summer 2025** – ULI and City of Madison meet – Will provide validation of goals and current TDM performance (BRT in operation)
- ✓ **Continue to meet every 2 years after 2025** – As needed until 30% trip reduction goal is met
- ✓ **Meet only if needed** – Once the 30% reduction goal is met





American Exchange Development

Modal Diversion Strategies

Attachment A

WALKING

BACKGROUND INFORMATION

This area is very well suited for walking given the current accommodations within a 20 to 25-minute walk of the American Exchange Development site.

Virtually every street in the downtown Madison area accommodates pedestrians via sidewalk on both sides of the roadway. The Capital City Trail and the Southwest Commuter Path are both multi-use paths within a 20 to 25-minute walking distance of the American Exchange Development site.

Additionally, there are 4 Metro bus stops on the Capitol Square, as well as stops on North Hamilton Street at East Johnson Street, State Street at West Dayton Street, and King Street at East Wilson Street. These stops are serviced by Bus Route 1, 2, 3, 4, 5, 6, 10, 12, 14, 15, 19, 23, 25, 27, 28, 29, 37, 38, 47, 56, 57, 58, 70, 71, 72, and 75.

Signalized pedestrian crosswalks are provided at nearly every signalized intersection in the downtown area. The exhibit on the following page illustrates the current pedestrian accommodations within a 20 to 25-minute walking distance of the development site and is followed by a more detailed exhibit showing the same for a 10 to 15-minute walking distance.

IMPLEMENTATION TECHNIQUES

ULI will implement the following strategies to encourage walking to and from the American Exchange Development site.

- ✓ Install locker and shower facilities on-site
- ✓ Provide an adequately lit and secure site
- ✓ Configure pedestrian access to dovetail with the City's extensive pedestrian network, both as the "last mile" connection for transit and BCycle trips, and as the primary mode between the development and nearby land uses

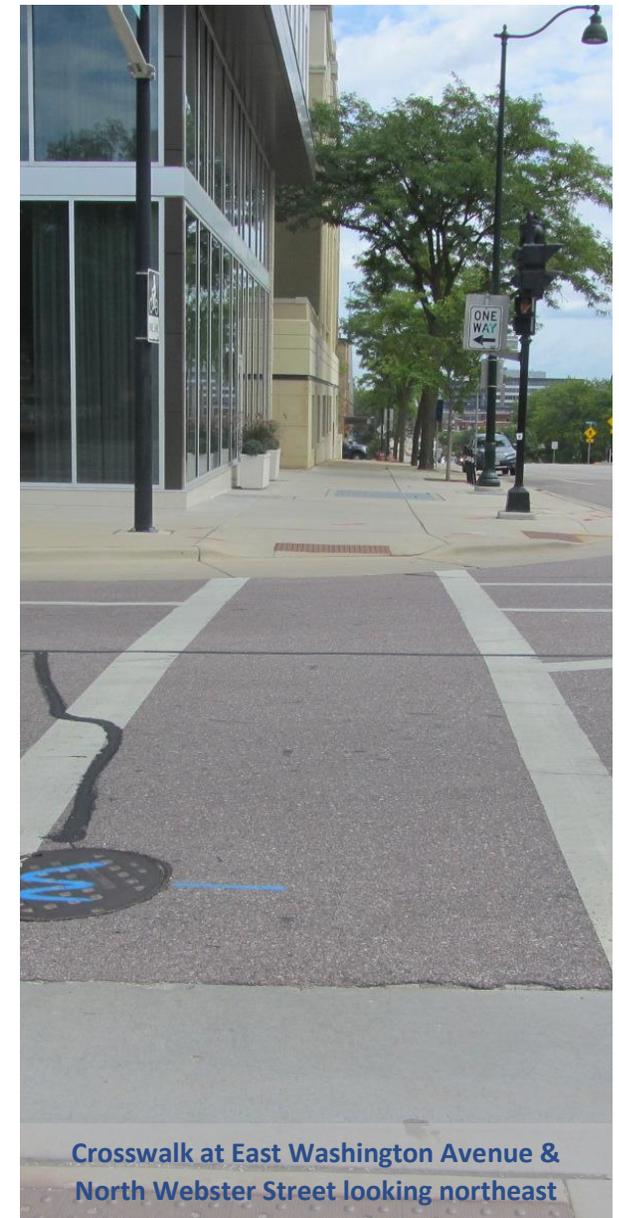
TRIP REDUCTION AND VERIFICATION

Goal for Vehicle Trips Offset by Walking: **200 daily**

Percent of Total Vehicle Trip Reduction: **5%**

ULI will implement the techniques listed in this plan and will continuously seek to encourage tenants and visitors to walk more over time.

Driveway counts will be conducted to verify the effective SOV trip reduction achieved in part by diverting trips to the pedestrian mode of transportation.



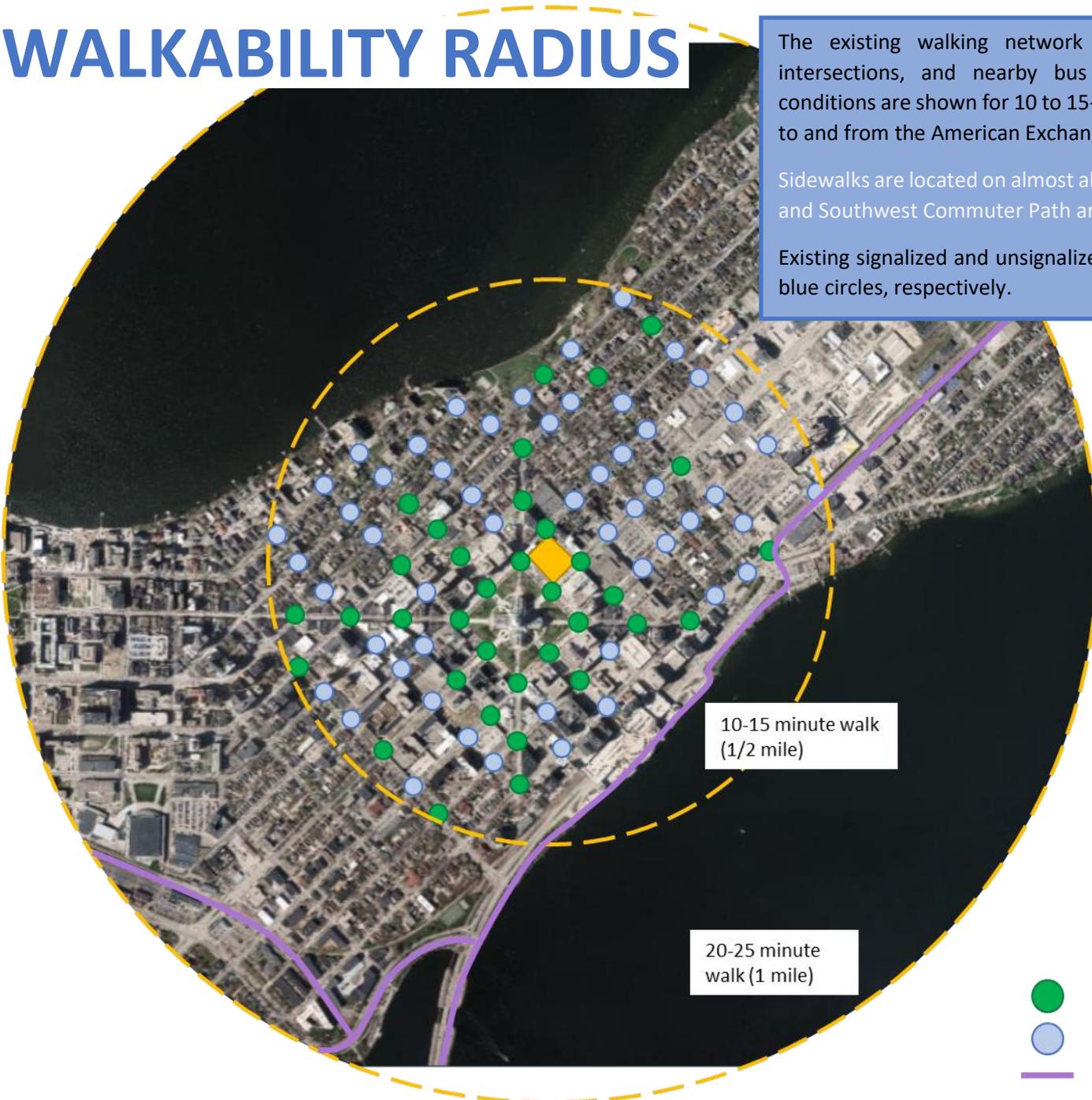
Crosswalk at East Washington Avenue & North Webster Street looking northeast

WALKABILITY RADIUS

The existing walking network consists of sidewalks, crosswalks at intersections, and nearby bus stops for multimodal trips. Existing conditions are shown for 10 to 15-minute walks and 20 to 25-minute walks to and from the American Exchange Development site.

Sidewalks are located on almost all nearby streets, and the Capital City Trail and Southwest Commuter Path are located within a 20 to 25-minute walk.

Existing signaled and unsignaled crosswalks are shown with green and blue circles, respectively.

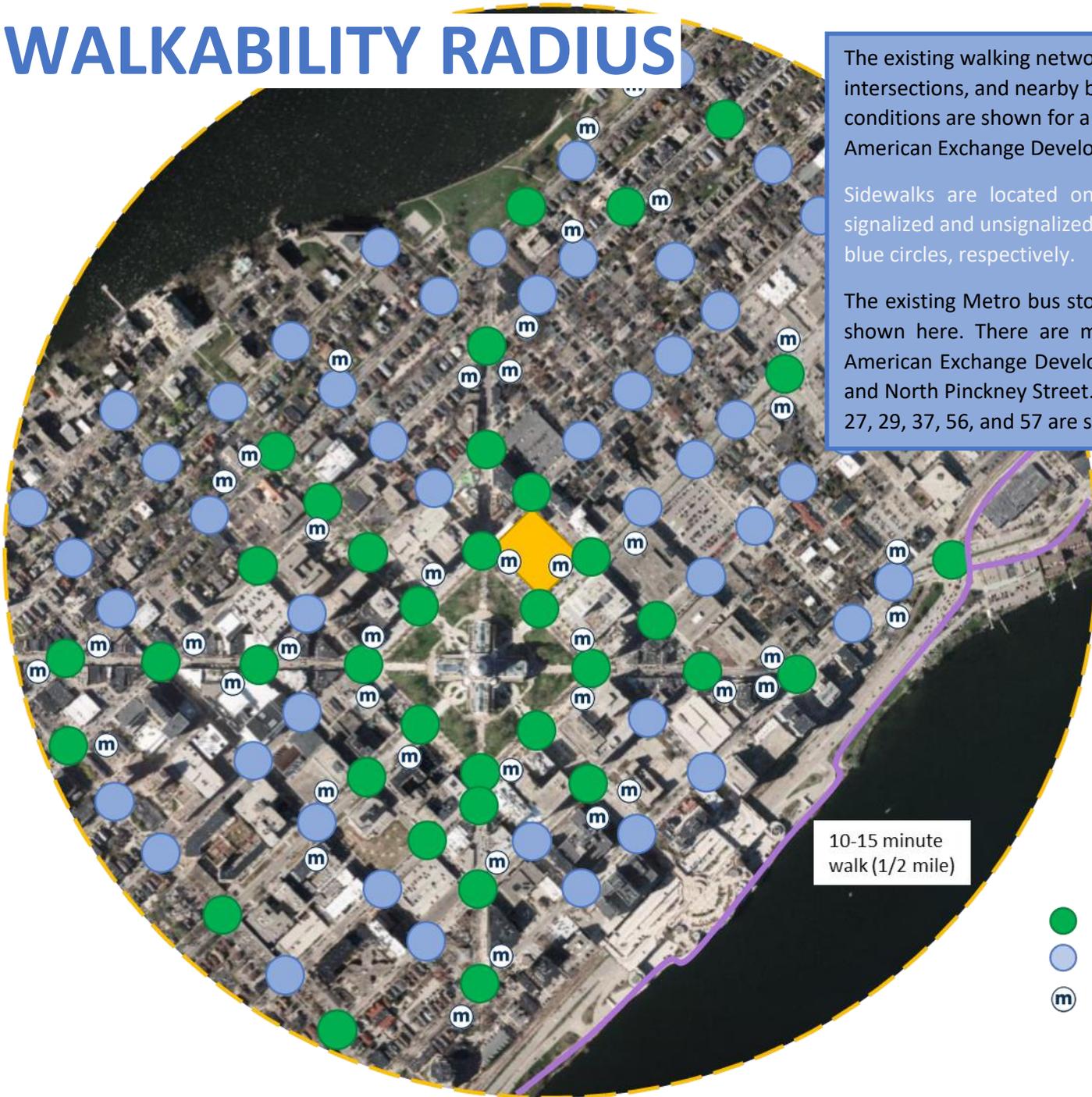


10-15 minute walk
(1/2 mile)

20-25 minute
walk (1 mile)

- Legend
- Existing Signaled Crosswalk
 - Existing Unsignaled Crosswalk
 - Multi-use Path

WALKABILITY RADIUS



The existing walking network consists of sidewalks, crosswalks at intersections, and nearby bus stops for multimodal trips. Existing conditions are shown for a 10 to 15-minute walk to and from the American Exchange Development site.

Sidewalks are located on almost all nearby streets. Existing signalized and unsignalized crosswalks are shown with green and blue circles, respectively.

The existing Metro bus stops within a 10 to 15-minute walk are shown here. There are multiple stops on the same block as American Exchange Development, on East Washington Avenue, and North Pinckney Street. The bus routes 2, 5, 6, 14, 15, 23, 25, 27, 29, 37, 56, and 57 are serviced by these stops.

10-15 minute
walk (1/2 mile)

Legend

- Existing Signalized Crosswalk
- Existing Unsignalized Crosswalk
- Ⓜ Existing Metro Bus Stop

BICYCLING

BACKGROUND INFORMATION

Bicycle facilities are located throughout the central downtown area and facilitate travel to and from all directions of the American Exchange Development site. There are several locations where green pavement markings have been implemented that call attention to the bicycle facilities, helping motorists anticipate the presence of bicyclists and promote their safety. The Southwest Commuter Path and Capital City Trail are located within a 10-minute biking distance of the site. A shared bus-bike-turn lane is located around the Capitol Square. On-street bike lanes are located on Dayton Street, Webster Street, Doty Street, Fairchild Street, portions of East Washington Avenue, Johnson Street, and Gorham Street.

In addition to the on-street and dedicated bicycle facilities in the vicinity of the development, nearby amenities promote bicycling. There are 12 BCycle stations within a 5-minute walk of the development, including on one the same block. Three bicycle repair stations are also located within a 5-minute walking distance.

In recognition of the extensive bicycle network and efforts of the City and many in the bicycling community, the City of Madison is recognized as a Platinum Bicycle Friendly Community. The City is one of five communities recognized by the League of American Bicyclists at this highest level. The

TRIP REDUCTION AND VERIFICATION

Goal for Vehicle Trips Offset by Bicycling: **400 daily**

Percent of Total Vehicle Trip Reduction: **10%**

ULI will implement the techniques listed in this plan and will continuously seek to encourage employees and visitors to bicycle.

Driveway counts will be conducted to verify the effective SOV trip reduction achieved.

exhibit on the following page illustrates the bicycle accommodations within one mile of the development site.

IMPLEMENTATION TECHNIQUES

ULI will implement the following strategies to encourage bicycling to and from the American Exchange Development site.

- ✓ Construct locker and shower facilities within the development
- ✓ Construct indoor covered bicycle facilities with 212 stalls and a bicycle repair station
- ✓ Distribute information in retail and office spaces encouraging bicycling when possible
- ✓ Connect proposed on-site bicycle amenities to the City of Madison's extensive network of bicycling facilities



Shared bus/bicycle/right turn lane on South Pinckney Street

BICYCLE ACCOMMODATIONS



The existing bicycling network consists of multi-use paths, on-street bike lanes, shared lanes, and bike routes, as well as Metro bus stops for multimodal trips. Existing conditions are shown for 5 and 10-minute bike rides to the American Exchange Development site. Multi-use paths are shown in purple, on-street bike lanes are shown in orange, shared lanes are shown in blue, and bike routes are shown in red.

The Capitol Square contains a shared bicycle/bus/right turn lane. West Main Street and Mifflin Street also contain shared lanes.

Dayton Street, Webster Street, Doty Street, Fairchild Street, portions of East Washington Avenue, Johnson Street, and Gorham Street contain on-street bike lanes.

The Capital City Trail and the Southwest Commuter paths are multi-use paths that are bicycle friendly.

There are 6 Madison BCycle stations surrounding the Capitol Square. Two of those stations contain bicycle repair stations.

Bike boxes are located at 10 intersections within a 10-minute bike ride from the American Exchange Development site and green pavement markings can be found at 5 intersections within a 10-minute biking distance.

The intersections of East Washington Avenue with North Webster Street and North Pinckney Street with East Mifflin Street service bus routes 1, 2, 3, 4, 5, 6, 10, 12, 14, 15, 19, 23, 25, 27, 28, 29, 37, 38, 47, 56, 57, 58, 70, 71, 72, and 75.

TRANSIT

BACKGROUND INFORMATION

The City of Madison enjoys an extensive transit system throughout the city. There are many bus stops within a 5-minute walking distance of the American Exchange Development site. Routes 2 and 5 stop at the intersection of North Pinckney Street with East Mifflin Street. Routes 6, 14, 15, 23, 25, 27, 29, 37, 56, and 57 have stops at the intersection of East Washington Avenue with North Webster Street. Other nearby bus stops are located at the North Hamilton Street intersection with East Johnson Street, the East Washington Avenue intersection with South Blair Street, and surrounding the Capitol Square.

The Madison Metro system connects the downtown area to destinations throughout the City and neighboring communities, including Middleton and Fitchburg. Routes that run along the Capitol Square also begin and end service at transfer points, allowing riders to access additional routes.

The American Exchange Development site is conducive to transit use by site users given the extensive number of bus routes that travel through the core downtown area and extensive pedestrian and bicycle facilities for making the “last mile” connection to and from the site.

IMPLEMENTATION TECHNIQUES

ULI will implement the following strategies to encourage transit use to and from the American Exchange Development site.

- ✓ Encourage employers to provide employees with Metro Commuter Cards
- ✓ Provide route schedules and Metro Ride Guides in lobby areas
- ✓ Increase land use density in the center of the downtown area and provide parking ratios that do not support exclusive SOV trips by users of the site



Existing bus shelter at East Washington Avenue & North Webster Street

TRIP REDUCTION AND VERIFICATION

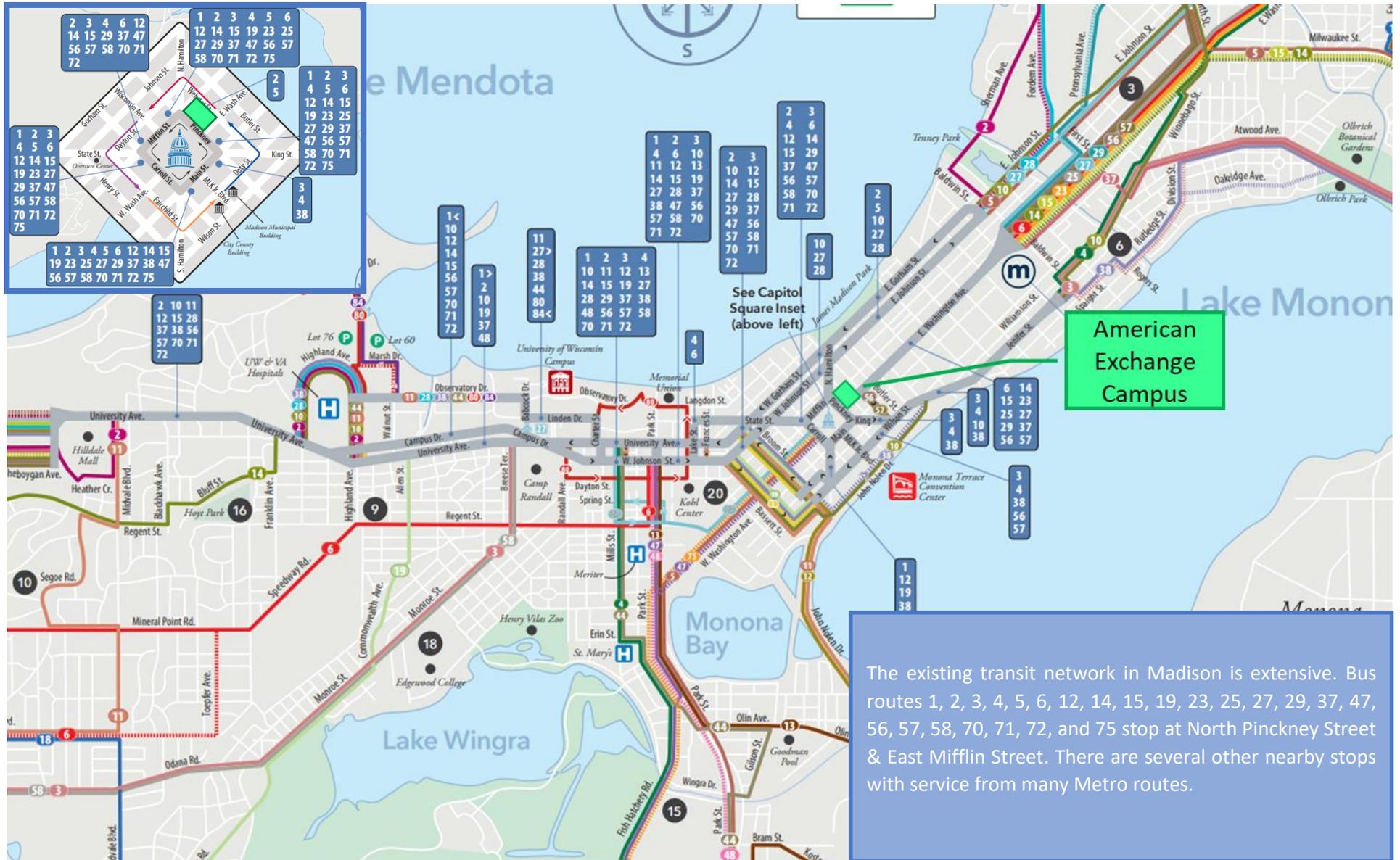
Goal for Vehicle Trips Offset by Transit: **400 daily**

Percent of Total Vehicle Trip Reduction: **10%**

ULI will implement the techniques listed in this plan and will continuously seek to encourage employees and visitors to use transit more over time.

Use of transit is anticipated to increase “last-mile” pedestrian trips to the site and therefore decrease SOV trips. This modal diversion will be verified using driveway counts that will measure the amount of remaining SOV trips.

TRANSIT



BUS RAPID TRANSIT (BRT)

BACKGROUND INFORMATION

The BRT system is currently in the planning stage. It is a system that will increase service and capacity with dedicated vehicles and off-vehicle fare collection, all to decrease travel time. The planned route includes stops at East Washington Avenue & Webster Street and around the Capitol Square.

The BRT is planned to run every 15 minutes with an end-to-end travel time of 55 to 59 minutes. The reduced travel time compared to traditional transit is anticipated to attract more riders to use BRT to travel to and from the American Exchange Development site.

IMPLEMENTATION TECHNIQUES

ULI will implement the following strategies to encourage transit use to and from the American Exchange Development site.

- ✓ Encourage employers to provide employees with Metro Commuter Cards
- ✓ Provide route schedules and Metro Ride Guides in lobby areas
- ✓ Support initiatives and distribute information to building tenants and visitors encouraging transit use

Bid Document Preparation:	Spring 2022-Summer 2022
Procurement:	Summer 2022
Construction:	Fall 2022-Winter 2024
Testing:	Spring 2024



TRIP REDUCTION AND VERIFICATION

Goal for Vehicle Trips Offset by BRT: **200 daily**

Percent of Total Vehicle Trip Reduction: **5%**

The City of Madison has created a timeline for BRT implementation, summarized above. This TDMP strategy is anticipated to begin reducing SOV trips to the site once the BRT system begins operation, which is anticipated to occur by the year 2025.

Driveway counts will be conducted after the BRT begins operation in order to verify the additional SOV trip reduction anticipated to result.