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June 11, 2021

Mr. Nate Helbach, Managing Partner The Neutral Project, LLC 849 East Washington Avenue Madison, WI 53703

Re: Bakers Place Travel Demand Management Plan

Dear Mr. Helbach:

Following is the final Bakers Place Transportation Demand Management Plan.

Please call me with questions at 608-251-4843.

Sincerely,

STRAND ASSOCIATES, INC.®

Jeff Held, P.E., PTOE

Enclosure: Report

c/enc: Matt Brink, Matt Brink Consulting, LLC

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Report for The Neutral Project, LLC of Madison, Wisconsin

Bakers Place Travel Demand Management Plan



Prepared by:

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June 2021



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EXHIBITS

EXHIBIT 1–BP SITE PLAN EXHIBIT 2–TDMP MEASURES EXHIBIT 3–PARKING SUMMARY Strand Associates, Inc.[®] (Strand) working with the Bakers Place Development Team (Development Team) created a Travel Demand Management Plan (TDMP) for the proposed Bakers Place Development Site (BP Site) located at 849 East Washington Avenue in the southwest quadrant of the Paterson Street intersection in the City of Madison, Wisconsin (City). Initial discussions with City staff resulted in development of this formal TDMP. Figure 1 shows the BP Site location.



PROPOSED SITE DESCRIPTION

The Development Team provided the proposed BP Site submittal for the City's Urban Design Commission. The proposed primary motor vehicle access point is on East Main Street. The primary bicycle access point along the back of the existing buildings that front East Washington Avenue, are to remain, and are north and west of the proposed building tower. The site plan is provided as Exhibit 1. Figure 2 illustrates the proposed BP Site including the proposed access locations. The BP Site is planned to include:

- 1. 5,600 square feet (sf) of existing commercial and office space
- 2. 4,250 sf of new commercial and office space
- 3. 214 apartment dwelling units

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Figure 3 shows the BP Site arrangement of the proposed uses.



PURPOSE OF THE TDMP

The primary goal of the TDMP, and the Travel Demand Management (TDM) measures contained in it, is to reduce the traffic impacts associated with the BP Site redevelopment and make transportation associated with the BP Site more sustainable. This is done primarily by identifying strategies that will reduce the number of peak-hour, single-occupant motor vehicle trips to and from the BP Site. This TDMP evaluates the motor vehicle and bicycle parking spaces required by City ordinances and the number of each proposed for the BP Site, and describes the specific TDM measures proposed that will impact the ultimate demand for BP Site parking.

SUMMARY OF TDM MEASURES

The BP Site was analyzed using the City's draft TDM spreadsheet. The results are included as Exhibit 2. The project exceeds the TDM points required of it (42 points granted with 40 points required). The following summarizes the TDM measures associated with the BP Site.

A. <u>Pedestrian and Bicycle Strategies</u>

The BP Site incorporates a number of pedestrian and bicycle features and amenities including:

- 1. A Walk Score of 91 out of 100, known as a "Walker's Paradise," noting that daily errands do not require a car. A Bike Score of 100 out of 100, known as a "Biker's Paradise," noting that daily errands can be accomplished on a bike.¹
- 2. Locker and shower facilities within the office space.
- 3. Sidewalk along all building frontage areas with direct pathways and carriage ways to all entrances and pedestrian-friendly site lighting compliant with City requirements.
- 4. Complimentary rain jackets and umbrellas in the lobby areas of the BP Site buildings to facilitate mid-day trips during poor weather conditions.
- 5. Multimodal wayfinding signage directing people to the Capital City Trail and available bike parking.
- 6. Heated, indoor bicycle storage with a separate stair-free entry and a bike repair station.
- Total bicycle parking of 308 stalls is proposed (272 secured interior stalls and 36 exterior stalls). According to City ordinances, 245 stalls are required. This results in a 63-stall surplus.
- 8. An on-site e-bike share system with financial incentives including:
 - a. Two hours free for new residents.
 - b. Up to 50 hours free for renewing a lease.
 - c. 25 percent discounts from October through March.

¹https://www.walkscore.com/score/849-e-washington-ave-madison-wi-53703 accessed on June 1, 2021.

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B. <u>Transit and Shared Ride Services</u>

The BP Site provides Metro Transit amenities and shared ride options including:

- 1. Support for the City's Bus Rapid Transit (BRT) project.
- 2. Potentially provides free or discounted Metro Transit passes for employees and residents.
- 3. Multimodal wayfinding signage directing people to Metro Transit bus stops.
- 4. A community car/shared vehicle program that will provide eight electric Tesla motor vehicles for BP Site residents to be able to reserve and use, increasing the feasibility of living without the need to own a personal motor vehicle. Financial incentives including:
 - a. Two hours free for new residents
 - b. Up to 50 hours free for renewing a lease
- 5. Provide information about Rideshare Etc. and the Guaranteed Ride Home program to BP Site residents and employees in their welcome/orientation materials.
- 6. The Development Team will investigate the feasibility of providing dedicated, on-site curb space for taxi and other shared ride service pick up and drop off.

C. Motor Vehicle Parking

The BP Site provides the following motor vehicle parking features:

- 1. Total motor vehicle parking of 144 stalls is proposed. According to City ordinances, 181 stalls are required if the optional 25 percent reduction is approved. This results in a 37-stall deficit.
- 2. Parking for the residential units will not be included with basic rent (unbundled parking) and will need to be leased for a separate fee.

Exhibit 3 includes the parking required by City ordinance, the number of stalls proposed, and an alternative analysis for parking demand using Institute of Transportation Engineers parking demand rates and shared use parking calculations.

The Development Team believes the proposed 144 parking stalls is reasonable for the BP Site considering the level of TDM measures offered by the site and surrounding transportation networks. There may be additional parking options that can be pursued in the event that the City chooses to require some or all of the 37-stall deficit to be mitigated.

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D. <u>Transportation Management Coordinator (TMC)</u>

The Development Team will require the BP Site's property management company to designate a TMC. The TMC will be responsible for promoting, monitoring, and updating TDM strategies. The TMC will create and distribute welcome packets, maintain traveler information at the concierge desk including part-time staffing, organize "commuter fairs" two or more times per year, and serve as the BP Site's liaison to City Traffic Engineering staff.

E. <u>Transportation Management Association</u>

Adjacent to the BP Site lies the Archipelago Village (AV) Site consisting of the entire block bounded by East Washington Avenue/US 151, South Brearly Street, East Main Street, and South Paterson Street. The AV Site plans to create a Transportation Management Association (TMA) to be known as the Archipelago Village Association (AVA), or similar. The AVA will strive to measure the effectiveness of the AV TDM strategies outlined in its TDMP and provide City staff with data to aid in future decision making regarding TDM requirements for proposed developments. The BP Site will ensure coordination between its TMC and the AVA.

TRANSPORTATION CONTEXT AND TDM MEASURES

The BP Site is located on the East Washington Avenue corridor and is, therefore, highly accessible by many modes of transportation. In addition to the mix of land uses within the BP Site, the residential dwelling units complement the existing and proposed residential, commercial, and office land uses in the multiple building towers recently constructed or planned in the corridor, as well as the more traditional Tenney-Lapham and Marquette neighborhoods nearby.

A. <u>Pedestrian System</u>

1. Existing Conditions

Pedestrians have access via sidewalks on both sides of the streets surrounding the BP Site including East Washington Avenue, East Main Street, and South Paterson Street. There are sidewalks on both sides of nearly every street within several blocks of the BP Site. Most of the area intersections have traditionally marked crosswalks. Pedestrian signal heads exist at the signalized intersections nearby: East Washington Avenue and Livingston Street; and East Washington Avenue and Paterson Street. There is also the Capital City Trail, a multiuse path two blocks south of the BP Site. Figure 4 shows the existing pedestrian system near the BP Site.



2. Proposed Conditions after Development of the BP Site

The BP Site includes a number of pedestrian features and amenities including:

- a. A Walk Score of 91 out of 100, known as a "Walker's Paradise" noting that daily errands do not require a car.²
- b. Locker and shower facilities within the office space.
- c. Sidewalk along all building frontage areas with direct pathways and carriage ways to all entrances and pedestrian-friendly site lighting compliant with City requirements.
- d. Complimentary rain jackets and umbrellas in the lobby areas of the BP Site buildings to facilitate mid-day trips during poor weather conditions.
- e. Multimodal wayfinding signage directing people to the Capital City Trail.

²https://www.walkscore.com/score/849-e-washington-ave-madison-wi-53703 accessed on June 1, 2021.



Figure 5 shows a walking radius for a five-minute trip and a ten-minute trip (one-way).

B. <u>Bicycle System</u>

1. Existing Conditions

Cyclists have access to the BP Site via the streets and paths that surround it. The following items summarize the existing bicycle accommodations to and from the BP Site.

- a. East Washington Avenue–On-street bike lanes in both directions.
- b. Paterson Street–Low volume road, no bike lanes.
- c. Main Street–Low volume road, no bike lanes.
- d. Mifflin Street–Bicycle Boulevard one block north of the BP Site.
- e. Capital City Trail–Regional bike path two blocks south of the BP Site.

f. Williamson Street–Higher volume road without marked bike lanes. Parking is allowed in the off-peak direction in a full-width outside lane that some cyclists feel comfortable using while the on-street parking is in use.

Figure 6 shows the existing bicycle system near the BP Site.



2. Proposed Conditions after Development of the BP Site

The BP Site includes a number of bicycle features and amenities including:

- a. A Bike Score of 100 out of 100, known as a "Biker's Paradise," noting that daily errands can be accomplished on a bike.³
- b. Locker and shower facilities for residents and employees.

³https://www.walkscore.com/score/849-e-washington-ave-madison-wi-53703 accessed on June 1, 2021.

- c. Heated, indoor bicycle storage with a separated stair-free entry and a bike repair station.
- d. Total bicycle parking of 308 stalls is proposed (272 secured interior stalls and 36 exterior stalls). According to City ordinances, 245 stalls are required. This results in a 63-stall surplus.
- e. On-site e-bike share system with financial incentives including:
 - (1) Two hours free for new residents
 - (2) Up to 50 hours free for renewing a lease
 - (3) 25 percent discounts from October through March.
- f. Multimodal wayfinding signage directing people to the Capital City Trail and available bicycle parking.

C. <u>Transit</u>

1. Existing Conditions

While Metro Transit is currently conducting a full review of local bus routes and service, there are currently four weekday bus routes that use and serve East Washington Avenue: one is in service all day, one provides off-peak service, and two provide peak-hour service from 6 to 9 A.M. and 3 to 7 P.M.

There are three bus stops at the intersections closest to the BP Site:

- a. Two at the East Washington Avenue and Paterson Street intersection.
- b. One at the East Washington Avenue and Brearly Street intersection.

Figure 7 shows the bus routes and stops near the BP Site.



The all-day weekday route that serves the BP Site (Route 6) travels from the West Transfer Point to East Towne Mall through the Madison Isthmus, and is shown in Figure 8.



2. Proposed Conditions after Development of the BP Site

In addition to existing transit service, which is currently being studied for a redesign, East Washington Avenue is one of four proposed routes for the City's BRT initiative. Implementation of BRT is currently underway, and the system is expected to be operational in 2024. The east-west portion of the BRT system will travel along East Washington Avenue in front of the BP Site. A BRT station is proposed at East Washington Avenue and Livingston Street, one block southwest of the BP Site. When implemented, BRT will provide a very high service level to and from the BP Site.

The BP Site provides Metro Transit amenities including:

- a. Support for the BRT project.
- b. Potentially provide free or discounted Metro Transit passes for employees and residents.
- c. Multimodal wayfinding signage directing people to Metro Transit bus stops.

D. <u>Shared Ride Services</u>

1. Existing Conditions

The Greater Madison Area Metropolitan Planning Organization (MPO) administers Rideshare, Etc. in partnership with the Wisconsin Department of Transportation (WisDOT). The program includes a Web site (www.rideshareetc.org) where commuters can set up a profile and tailor searches for potential carpool partners, available vanpools, transit routes, and biking partners.

The Guaranteed Ride Home program offers commuters a taxi voucher that do not drive alone, so they are not stranded at work if an emergency arises. Up to six passes per year worth up to \$75 per ride are available. The program is administered by MPO and funded by the Dane County Highway and Transportation Department.

Uber and Lyft are two smartphone-based applications (apps) that allow users to request and pay for a ride on their phones. Both services are available and typically dependable in the City.

2. Proposed Conditions After Development of the BP Site

The BP Site includes a commitment from the Development Team to offer the following:

- a. A community car/shared vehicle program that will provide eight electric Tesla motor vehicles for BP Site residents to be able to reserve and use, increasing the feasibility of living without the need to own a personal motor vehicle. Financial incentives including:
 - (1) Two hours free for new residents
 - (2) Up to 50 hours free for renewing a lease
- b. Provide information about Rideshare Etc. and the Guaranteed Ride Home program to BP Site residents and employees in their welcome/orientation materials.

E. <u>Motor Vehicle Parking</u>

Several cities in the United States (U.S.) have no minimum parking requirements in their downtown or other specially designated areas. This is not to say that development projects provide zero parking, but rather that the amount of parking provided considers the mix of land uses, access to alternative modes, and other site and area specific factors. These cities vary in size compared to the City (population 258,000 in 2018 according to estimates from the U.S. Census Bureau) from smaller in size such as South Burlington, Vermont (population 19,000), to similar in size such as Buffalo, New York (population 256,000), to larger in size such as Hartford, Connecticut (population 893,000).

The BP Site development location across the street from the Galaxy development and the proposed AV Site in the 800 block of East Washington Avenue is as good a location as any in the City to limit

parking considering the density, mix of land uses, location on an existing key transit artery and future BRT corridor, access to bicycle friendly corridors, and general walkability of the east Isthmus.

The BP Site provides the following motor vehicle parking measures:

- Total motor vehicle parking of 144 stalls is proposed. According to City ordinances, 181 stalls are required if the optional 25 percent reduction is allowed. This results in a 37-stall deficit.
- 2. Parking for the residential units will not be included with basic rent (unbundled parking) and will need to be leased for a separate fee.

Exhibit 3 includes the parking required by City ordinance, the number stalls proposed, and an alternative analysis for parking demand using Institute of Transportation Engineers parking demand rates and shared use parking calculations.

The Development Team believes the proposed 144 parking stalls is reasonable for the BP Site considering the level of TDM measures offered by the site and surrounding transportation networks. There may be additional parking options that can be pursued in the event that the City chooses to require some or all of the 37-stall deficit to be mitigated.

тмс

The Development Team will require the BP Site's property management company to designate a TMC. The TMC will be responsible for promoting, monitoring, and updating TDM strategies.

The primary responsibilities of the TMC include:

- 1. Creation and distribution of welcome packets.
- 2. Facilitating resource sharing among employees, residents, and guests.
- 3. Managing the transit passes program for employees, residents, and guests, if provided.
- 4. Upkeep of traveler information at the concierge desk including part-time staffing:
 - a. Upkeep of Web site information for various tenants of the BP Site summarizing options for traveling to and from the BP Site via alternative modes.
 - b. Provide real-time bus arrival information.
 - c. Provide lobby and concierge desk amenities such as umbrellas, rain jackets, and other items to encourage mid-day walking trips during inclement weather.
 - d. Provide flyers and/or information packets for residents and BP Site employees summarizing options for traveling to or from the BP Site via alternative modes

including walking, bicycling, Metro Transit bus service, the on-site e-bicycle and car sharing program, taxi, and ridesharing services such as Uber and Lyft.

- 5. Organize "commuter fairs" one or more times per year. This involves promoting the on-site bicycle and car sharing programs and inviting Metro Transit, rideshare providers, etc. to provide information to BP Site residents and employees regarding options for commuting to or from the BP Site.
- 6. Serve as the BP Site's liaison to City Traffic Engineering staff. Collect and report performance metrics to the City on an annual basis for the first five years of operation including:
 - a. Current TMC contact information.
 - b. Summary of TDM strategies employed in the previous year.
 - c. Number of attendees at the commuter fair(s).
 - d. Report on status of free or discounted transit passes.
 - e. Report on status of shared e-bicycle use.
 - f. Report on status of community car/shared vehicle use.
 - g. Conduct an annual employee, resident, and guest survey to determine actual mode split to and from the BP Site.
- 7. Review and evaluate the effectiveness of TDM measures. Recommend adjustments.

ТМА

A TMA is a non-profit organization that supports, monitors, and refines/updates TDM strategies for an area with multiple property and business owners, such as shopping malls or other business districts. It is typically member-controlled with a board that includes representatives of the member property and business owners.

Adjacent to the BP Site lies the Archipelago Village (AV) Site consisting of the entire block bounded by East Washington Avenue/US 151, South Brearly Street, East Main Street, and South Paterson Street. The AV Site plans to create a Transportation Management Association (TMA) to be known as the Archipelago Village Association (AVA), or similar. The AVA will strive to measure the effectiveness of the AV TDM strategies outlined in its TDMP and provide City staff with data to aid in future decision making regarding TDM requirements for proposed developments. The BP Site will ensure coordination between its TMC and the AVA.

EXHIBIT 1 BP SITE PLAN

EXHIBIT 1: Bakers Place Site Plan



EXHIBIT 2 TDMP MEASURES

849 E Washington Avenue: Bakers Place Development

EXHIBIT 2

Travel Demand Management Points Calculation

	Small	Medium	Large
Residential	10-25 du	25-100 du	100+ du
Commercial/employme	10-25,000 sf	25,000-100,000 sf	100,000+ sf

	Points	s Needed		Bakers Place
<.5/du	5	10	15	214 du
.599/du	10	15	20	144 parking stalls
1.0-1.49/du	15	20	25	0.672897 stalls/du
1.49-2.0/du	20	25	30	
2.0-2.5/du	25	30	35	
2.5+/du	30	35	40	
<.5/500 sf	5	10	15	9000 sf
.599/500 sf	10	15	20	18 500 sf
1.0-1.49/500 sf	15	20	25	30 parking stalls
1.49-2.0/500 sf	20	25	30	1.666667
2.0-2.5/500 sf	25	30	35	
2.5+/500 sf	30	35	40	

40 points

849 East Washington Avenue: Bakers Place TDM Points Calculation 2021-06-07, JSH

	2021-06-07, JSH EXHIBIT 2									EXHIBIT 2
Catego	ry Measure	Option	Point value	Points Receieved	Potential Points Received	Changes to Considerations	Detailed Description	Eligible Use Categories	TDM Plan Requirements and Reporting	Bakers Place
Basic	Designated coordinator & pay program fee		1				Required of all			Property manager will designate a TDM 1 coordinator
Basic	Delivery stalls						Don't count as stalls for TDM measure assessment			
Basic	Provide off-site bike facilities (provide	A. Alexa I. 7 P A								
	ROW and/or funding)	A: Along building frontage	2				Bike lane and facilities as per city standards			
							Provide off site bike facilities: (scaled based on dollar contribution)			
							Bike lane as per city standards: Solid white line (on- street lane marking), painted bike lane, buffered		Submit a plan with details on bike facilties that will be developed- locations, widths,	
AT-1		B: Beyond building frontage	1-8				bike lane (at grade with pedestrian), shared path, signages; Need examples of where might do this		materials being used or contribution provided to the City	
A1-1		D. Doyona balang nonkago					Provide a designated bicycle repair/ maintenance		Specify location of bike repair station, the	
							station for on-site employees, tenants, residents.		facilities or supplies that would be	
							Requisite tools and supplies should be available at all times, including atleast a bicycle pump, wrenches,		provided, means of access and maintenance plan; Property owner would	
	Provide bike repair and maintenance						a chain tool, lubricants, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke		be required to submit photographs to verify the availablity and use of the facility.	
	facilities	A: Not open to public	1				wrenches.	All	Site visits may be conducted by city staff.	1
							Provide a designated bicycle repair/ maintenance station open for everyone. Requisite tools and			
AT-2		B: Open to public					supplies should be available at all times (mentioned above).	All	Same as above	
									Specify location and number of showers	
									and lockers that would be provided,	
									means of access and maintenance plan.; Property owner would be required to	
							Provide 1 shower along with 5 - 10 lockers for every		submit photographs to verify the availablity and use of the facility. Site visits	
AT-3	Provide lockers with shower		1				XX (30?) bike parking spaces	All	may be conducted by city staff.	1
							Provide bike parking based on standards defined in the zoning code.			
	Provide bike parking	A: Meet city standards	1				Locational advantage- additional point Micromobility parking?	All		1
		,							Specify location, type and amount of bike	
									parking that will be provided to meet the city standards.; Property owner would be	
							In addition to AT-4A, provide a convenient and		required to submit photographs to verify	
AT-4		B: Provide segregated access to bike parking with no stairs	1				segregated bike access to the parking area with no stairs (could be a ramp, elevator, etc.)	All	the availablity and use of the facility. Site visits may be conducted by city staff.	1
AT-4	Provide bike share facility within a 0.25						Provide free on-site shared fleet of bicycles for use by residents/employees;1 bicycle for every XX;			
	mile	A: Provide shared fleet	1-2				based on ratio of bikes to users	All		2
									Specify if the measure is being carried out; Provide details about the number of	
		B: Provide memberships to					Provide/offer one annual complimentary bikeshare		people availing the offer, the cost/billing info., informational material provided to	
		employees/residents	3	5	+		membership to each DU and/or full-time employee Provide an on-site or contribute to an off-site	All	the residents/ employees	
							bikeshare station (within 1/4 mile walking distance)			
							that can be accessed and used by the visitors/public as well, based on prescribed standards. Can be		Specify size and location of bikeshares station, numbern of shared bikes that will	
AT-5		C: Kiosk open to public	2				used an alternative to AT-5A. Provide pedestrian facilities along frontage This	All	be provided to meet the city standards.	
	Provide off-site ped facilities (provide	A. Alana building feastant					would include paved sidewalk, lighting, planter strip,	All	Cubanit e alex identificies lessting :	2
	ROW and/or funding)	A: Along building frontage	2	i			etc.	PAI	Submit a plan identifying locations, widths	4
							Need examples of where might do this, crosswalks,			
							connection to transit, streetscape improvements; Provide off-site pedestrian facilities:			
							o Curb ramps			
							o Marked crosswalks o Pedestrian signals			
							o Street trees, planter strip o Stormwater control			
							o Pedestrian lighting			
AT-6		B: Beyond building frontage	1-8	1	1	1	o Pedestrian connection to transit/bikeshare station	All		

	On-site ped path to sidewalk	A: As required	1	Provide continuous access to building entrances from the street and offsite pedestrian network. All 1
AT-7		B: No drive aisle crossing	1	Provide direct street frontage and acess All
				This would be linked to off-site streetscape
				interventions required by the City in line with the
				Complete Streets program or other plans. It could
				include: proposed median refuges, bulb-outs,
				pedestrian-priority signal devices and/or other
AT-8	8 Provide funding for traffic calming		1-2	pedestrian crossing enhancements beyond the project frontage All
A1-0	Frovide runding for traffic califing		1-2	Depends on ratio of available seats to users, hours
				of operation, distance. Should not be within walking
				distance of transit station. Povide or enrol in TMA
				program that provides ridematching
				services/vanpool options to every
				employee/resident.
				Provide shuttles/vanpools to regional transit hub,
				important destinations such as downtown
				area/commercial center, etc. (for residential
				properties), for major residential areas (for non- residential properties)
				Points based on distance, hours of
	Provide vanpools/shuttle bus	A: Onsite users only	3-5	Points based on distance, hours on operation/headway All
ноу-		B: Open to the public	1	In addition to HQV-1A, make it open to public. All
				Ratio based on DU or SF, or occupied DU and
				employees. As required by parking standards? Or 1
		A: Provide cars (or car-share		per every 80-100 DU and 1 per every 20,000 sq.ft of Draft guidance here suggests 3 w
	Provide car share/company fleet	parking space)	1-2	occupied area (non residential) All 2 site, proposing 8 EVs.
				Offer paid memberships (subsidized?) to car-share
				companies for every DU/employee
				1 point: 1 for 10 occupied DUs?? 1 for every 5,000
				sq.ft. occupied non-residential
				Based on ratio of memberships DU or SF, or occupied DU and employees. Not applicable to Employment, Institutional,
ноу-	1-2	B: Provide memberships	1-2	commercial commercial Residential
	-			GRH program may be provided as part of the TMA;
				Must also provide bike membership, vanpool, or Employment, Institutional,
HOV-	/-3 Provide guaranteed ride home		1	transit benefit. Residential 1
				Identify stations and park-and-rides it would be
				applicable for; payment should be done only for BRT
				users (minimum 4 stations?); Maybe only to park and rides, points based on annual cost or percent of
uov			2	and noes, points based on annual cost or percent of subsidy Employment, Institutional
HUV-	/-4 Pay for TNC rides to BRT		2	Subsidier Constraints and the alloted based on
				percentage of subsidy (4,5,6,8) points for 25%,
				50%, 75%, 100% contribution, respectively
				Provide subsidy only to regular users? Atleast twice
	Provide transit passes or nontaxable			a week; Depends on amount of subsidy, amount of Employment, Institutional,
HOV-	/-5 subsidy		4-8	usage Commercial
				Contribute to construction or improvement of off-site
				transit facilities nearby.
				1 point: RTA screen
				2-3 points: Bus shelter/stop improvement (regular terrorith
				transit) 4-5 points: Bus shelter/stop shelter construction
				4-5 points: bus sheriterisup sheriter construction (regular transit)
				6-8 points BAT station
				Will have to check cost estimates
	Contribute to bus facilities (shelters,			(\$ 20,000 - 100,000 incrementally)
HOV-	/-6 stations, RTA screen)		1-8	Depends on cost All
				Offer atleast all full-time employees the choice to Employment, Institutional,
	Priced parking program	A: Cash out for employees	5	forgo priced/free parking for a cash payment Commercial
				Accessory Parking spaces shall be leased/sold
		B: Unbundled for residential	5	separately from rental/ purchase fees. Residential 5
		0.01		
		C: Charge users a daily	-	
P-1		C: Charge users a daily minumum amount (all uses)	5	Priced parking (minimum rate decided by City staff?) All Point to make the interfactor. Descende as negatives
P-1			5	Refer to zoning standards; Depends on percentage
			5	Refer to zoning standards; Depends on percentage of reduction below minimum All
P-1			5	Refer to zoning standards; Depends on percentage

						Based on degree of implementation; Tailored			
	1					marketing and communication campaigns -			
	1					promotional measures and welcome packets,			
	1					employee orientation, information on housing within			
	1					belf mile distance for employees ste (4. 4 points			
	1					half mile distance for employees, etc. (1 - 4 points			
~			1			based on degree of implementation)		1	1.1
ē	1					 Welcome packet and annual promotional 			
Communication			1			campaigns (1 point)		1	1.1
лiс.			1			- Employee orientation and >1 promotional		1	1.1
2			1						
Ē			1			campaigns annually (1 additional point)		1	1.1
ō	1					 Personal consultation and possibly financial 			
	1					incentive to try sustainable options (1 point)			
Ĕ.	1					- Establish info center with part-time person			
e c	IC-1	Marketing campaign		1.4		available (1 point)	A.I.		0
Information and	10-1	marketing campaign		1-4		available (1 point)	R		2
g	1								
E	1					Need to have transit or active transportation facilities			
Je -	1					nearby; Providing all-weather multimodal wayfinding			
-	1	Multimodal wayfinding signs (usually				signage to public and active transportation facilities,			
	IC-2	outside)		1		major destinations and public amenities, etc.	All		1
	10-2	Outside)		1		major destinations and public amenities, etc.	78		
	1								
	1					Needs to have bus/van/shuttle service; Screen			
	1	Real-time bus/shuttle/vanpool arrival				displaying real-time travel information- distance, time	Employment, Institutional,		
	IC-3	screen		1		of arrival/departure, route, seat capacity, etc.	Commercial		1
			+						
	1								
			1					1	
			1			Would need to be aligned with city's afforable		1	
			1			housing interventions - applicable only for residential		1	
			1			category. Points based on percentage of units by		1	1.1
			1			income range. Helpful for cosis political roosses as			
			1			income range. Helpful for socio-political reasons as		1	
			1			well. SF Eg.:			
			1			1 point: 5-10 % of housing for less than 80% MHI			
			1			OR 3-7% of housing for less than 55% MHI		1	
			1						
-			1			2 points: 10-20 % of housing for less than 80% MHI			
iti			1			OR 7-14% of housing for less than 55% MHI		1	
er			1			3 points: 20-25 % of housing for less than 80% MHI		1	
sid			1			OR 14-20% of housing for less than 55% MHI		1	
Residentia	1114	Affordable bousing	1	2-6			Residential	1	
4	LU-1	Affordable housing	4!	2-0		4 points: 20-25 % of housing for less than 55% MHI	readenida		+ +
5	1					Refer to: https://www.walkscore.com/			
ati	1					Determines level of availability of basic facilities in			
8	1					the neighborhood area within a walking distance;			
긎	LU-2	Walkscore (maybe Bikescore later)	1	1-5		One per decile starting at 50	All	1	5
and Location:		Add LU mix	A: Two land uses	2-4			Al		2
9									
Land Use	LU-3		B: Three land uses	4-6			All		
q		Provide daycare facilities		2			All	1	
an			1	1		Getting points here for providing daycare service will			
-	1					exclude the floor area from being counted under			
	1					land use min On site, this is an elternetive to the LUL			
	1		1			land-use mix; On site - this is an alternative to the LU			
	LU-4			3		mix			
	1		1			Getting points here for providing trip-reducing			
	1					services such as pet-care will exclude the floor area			
	1					from being counted under land use min Dag sitting			
	1					from being counted under land-use mix; Dog-sitting,			
	1	Provide other specific trip-reducing				something we haven't thought of, alternative to LU			
	LU-5	service		1		mix	All		
	1		1			Located within quarter mile walking distance of a			
	LU-6	Quarter-mile of all-day bus service		3		regular, frequent, all-day bus service	All		3
				6		rogalar, roquorit, an ady bab bervice			5
	1								
	1								
						Would need to be aligned with city's afforable			
						Would need to be aligned with city's afforable housing interventions - applicable only for residential			
						housing interventions - applicable only for residential			
						housing interventions - applicable only for residential category. Points based on percentage of units by			
						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as			
						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.:			
						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.:			
<i>.</i>						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI			
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Office						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SFEg.: 1 point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20% of housing for less than 80% MHI			
//Office						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5:10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20 % of housing for less than 55% MHI OR 7-14% of MHI			
cia/Office						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5:10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20 % of housing for less than 55% MHI OR 7-14% of MHI			
erciaVOffice						housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: I point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20% of housing for less than 80% MHI OR 7-14% of housing for less than 80% MHI 3 points: 20-25% of housing for less than 80% MHI			
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	LU-1	Affordable housing		2-6		housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20 % of housing for less than 60% MHI OR 7-14% of housing for less than 55% MHI 3 points: 20-25% of housing for less than 55% MHI OR 14-20% of housing for less than 55% MHI	Residential		
Commercia/Office	<u>LU-1</u>	Affordable housing		2-6		housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: J point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20% of housing for less than 80% MHI OR 7-14% of housing for less than 85% MHI OR 14-20% of housing for less than 55% MHI 4 points: 20-25 % of housing for less than 55% MHI 4 points: 20-25 % of housing for less than 55% MHI Refer to: https://www.walkscore.com/	Residential		
	LU-1	Affordable housing		2-6		housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 55% MHI 2 points: 10-20 % of housing for less than 60% MHI OR 7-14% of housing for less than 55% MHI 3 points: 20-25% of housing for less than 55% MHI OR 14-20% of housing for less than 55% MHI	Residential		
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	LU-2	Walkscore (maybe Bikescore later)		1-5		housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI OR 3-7% of housing for less than 80% MHI OR 7-14% of housing for less than 80% MHI OR 7-14% of housing for less than 55% MHI OR 7-42% of housing for less than 55% MHI Apoints: 20-25% of housing for less than 55% MHI Refer to: https://www.alkscore.com/ Determines level of availability of basis facilities in the neighborhood area within a walking distance; One per deteils starting 50	All		5
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Location: Comme	LU-2	Walkscore (maybe Bikescore later) Add LU mix	A: Two land uses B: Three land uses	1-5		housing interventions - applicable only for residential category. Points based on percentage of units by income range. Helpful for socio-political reasons as well. SF Eg.: 1 point: 5-10 % of housing for less than 80% MHI 08 3-7% of housing for less than 80% MHI 20 points: 10-20 % of housing for less than 80% MHI 20 roits: 20-25 % of housing for less than 80% MHI 40 roits: 20-25 % of housing for less than 80% MHI 40 roits: 20-25 % of housing for less than 55% MHI 40 roits: 20-25 % of housing for less than 55% MHI 40 roits: 20-25 % of housing for less than 55% MHI 41 4 points: 20-25 % of housing for less than 55% MHI 41 4 points: 20-25 % of housing for less than 55% MHI 41 6 points: 20-25 % of housing for less than 55% MHI 8 refer to: https://www.walkscore.com/ Determines level of availability of basic facilities in the neighborhood area within a walking distance; One per decide starting at 50 Base ratios on examples; Depends on ratio	All All All		5
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40 Points Required

EXHIBIT 3 PARKING SUMMARY

849 E Washington Avenue, Bakers Place Summary of uses and parking Strand Associates, Inc., JSH, 2020-06-07

			Madison Ordinances				
Uses	Size	Units		Car Parking		Bike	Parking
			Ord.	25% Red.	Provided	Ord.	Provided
Office	5600	SF	14	11		6	
Restaurant	4280	SF	13	10		4	
Apartments	214	DU	214	161		235	
		Project Totals	241	181	144	245	306^
					*Includes 8		^Plus E-Bike
	Zoning Ordinar	nce Requirements	<u>.</u>		Vehicle Car Share		Share
	Use	Car Parking		Bike Parking			
	Office	1	per 400 SF	1	per 2000 SF		
	Restaurant	15%	of capacity	5%	of capacity		
	Apartments	1	per unit	1	per unit +1 guest p	er every 10 uni	ts
	General Retail	1	per 400 SF	1	per 2000 SF		

TE Car Parking Demand Generation Rates - Dense Urban Setting							
Shared Parking Calculations					ITE Demand	Proposed	
	710 General	932 high	221 Multifamily	Raw Parking	with 25%		
	Office	Turnover Rest.	(Mid-Rise)	Demand	Reduction		
Number of Auto Parking	9	28	193	230		142	
Stalls							
						Available Stalls	
12:00 - 4:00 AM	-	-	193	193	145	(3)	
5:00 AM	-	-	181	181	136	6	
6:00 AM	-	3	160	163	122	20	
7:00 AM	2	7	137	146	110	32	
8:00 AM	6	19	118	143	107	35	
9:00 AM	9	20	106	135	101	41	
10:00 AM	9	22	104	135	101	41	
11:00 AM	9	23	102	135	101	41	
12:00 PM	9	28	97	133	100	42	
1:00 PM	9	25	95	129	97	45	
2:00 PM	9	16	95	119	89	53	
3:00 PM	8	12	97	117	88	54	
4:00 PM	8	12	112	132	99	43	
5:00 PM	-	18	124	141	106	36	
6:00 PM	-	24	129	154	115	27	
7:00 PM	-	22	135	157	118	24	
8:00 PM	-	18	147	165	124	18	
9:00 PM	-	12	160	172	129	13	
10:00 PM	-	6	174	180	135	7	
11:00 PM	-	-	179	179	135	7	
		Maximum Cond	currently Occupied	193	145		
Max by Type	9	28	193				
75% Max	7	21	145				