COMMUNITY DEVELOPMENT AUTHORITY

VILLAGE ON PARK
PARKING ANALYSIS / TEST FIT STUDY

JULY 14, 2021

STRANG
ARCHITECTURE | ENGINEERING | INTERIOR DESIGN | PLANNING

JSD Professional Services, Inc.
• Engineers • Surveyors • Planners

PARKING ANALYSIS / TEST FIT STUDY
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PART ONE: EXECUTIVE SUMMARY

0.1 INTRODUCTION

In May of 2021, the Community Development Authority of the City of Madison, contracted with Strang, Inc., an award-winning Architecture, Engineering, Interior Design and Planning Firm with extensive experience in master planning urban sites, to analyze the parking at the Village on Park and create test-fit parking layouts which can accommodate the sites anticipated development growth over the next 10 years and beyond. The Strang team included sub-consultant JSD Professional Services, Inc., a highly regarded Civil Engineering firm local to the area.

Strang worked closely with multiple CDA and City stakeholder personnel and groups throughout the study process and their insights and knowledge contributions to the study's ultimate direction and recommendations were significant and essential toward developing a robust parking strategy for the future, providing realistic, achievable, actionable goals for parking infrastructure on site.

<u>The study steering committee included the following representatives:</u>

Jim Whitney - Architect, Dept. of Public Works
Kristine Koval - City Real Estate Services
Jamah Johnson - Maintenance Technician (Founders 3)
Jeff Greger - City Urban Planning
Matt Wachter - City Planning, Community and Economic Development
Matt Mikolajewski - City Economic Development Division
Daniel Johns - CDA Redevelopment in the office of Real Estate Services
Daniel Rolfs – Office of Real Estate Services

A previous site master plan created by Strang, Inc. in 2005 included plans for structured parking locations on site to facilitate the ultimate build-out of new buildings and expansions at this location. To date, the site is only partially built-out and is utilizing surface parking to accommodate current tenants and user groups. With plans on the horizon in the near term for a new business hub, affordable housing and other community focused site amenities, the time has come for a review of associated parking requirements needed and define a combination of surface and structured parking solutions to complement these developments.

A broader study of the South Madison and Park Street corridor is also underway which may impact the Village on Park. This plan contemplates extending Buick Street through the Village on Park, thus reducing the amount of surface parking available when that extension occurs.

The parking study to follow, addresses each of these individual projects utilizing a phased approach to assure that parking needs are accommodated throughout each phase of sequential development. The results of this parking study will be used as foundational data around which a 10-year site master plan will be developed which will not only include parking but address all aspects of site development including the enhancement of the overall site as a significant community asset.

0.2 LONG-TERM PARKING GOALS FOR VILLAGE ON PARK

Village on Park - Guiding Principles

The long-term goals for Village on Park extend well beyond parking accommodations, but the success of all future development is intertwined with the ability of users to access the site and find open, convenient, and safe parking within the development. Early in the study process, primary goals were established to paint a vision for further site development. These core principles kept stakeholders focused on the highest priorities throughout the study process.

1. Provide enough parking to meet functional needs, but not more than necessary.
2. Integrate parking with other site features so the site becomes a community hub.
3. Create multi-use lots accommodating outdoor markets, food trucks, events, and gatherings for outdoor use.
4. Offer parking solutions with integrated stormwater management and sustainable features.
5. Attractive and accessible parking solutions integrating public art and public space.
6. Integration of green space and public plazas within the site.

0.3 SUMMARIZED RECOMMENDATIONS

Long-Term Parking Ratio Recommendation:

The first step in arriving at a long-term parking strategy for Village on Park, is to understand the current user square footage on site in comparison with the available parking currently provided. The corresponding number of existing parking stalls/K sf. of occupiable development on site defines a parking ratio representing the current state. Today that ratio stands at **1.9 stalls/K sf**. By many accounts, the current state falls short of a desirable parking ratio because during peak periods where finding open parking stalls has been an ongoing challenge.

Next, zoning recommendations where evaluated which define a reasonable range of parking for mixed-use developments like Village on Park. The current parking ratio of **1.9 stalls/K sf.** falls below the recommended ratio for mixed use developments. Additionally, City of Madison Zoning requirements indicate a higher number of parking stalls on the site. The proposed 65,000 sf. Urban League Black Owned Business Hub needs roughly 200 parking stalls, a ratio of **3.2 stalls/K sf**. 9 out of 10 developers responding to a survey by NAIOP, the Commercial Real Estate Development Association indicated that a range of **3.5 to 4.5/K sf.** has been adequate for leasing over the past decade. Given current user challenges utilizing the site, more needs to be done to either increase parking availability or decrease the need for vehicular parking through other strategies which include:

- Pedestrian access by foot
- Increase access via bike with sufficient bike racks (lockers and showers for user groups)
- Increased utilization of public transportation and taxi systems
- Ride sharing programs

Taking into account all the information and research outlined above, from the current ratio of **1.9 stalls/K sf.** to NAIOP's **4.5 stalls/K sf.**, Strang's recommendation is to maintain a parking ratio of **2.2 stalls/sf.** - **3.6 stalls/K sf.** during all phases of development on site. This range provides an optimum balance between providing sufficient parking for a thriving development and being a good steward of the environment and the City of Madison's financial resources.

Other Parking

As part of outreach to neighborhood stakeholders we discovered that MATC and Access Health are looking to lease additional parking stalls that will provide more parking than they currently have on their properties at this time. The proposed South Madison Plan identifies the need for parking to serve the needs of the local community in the future.

Phased Implementation Strategy:

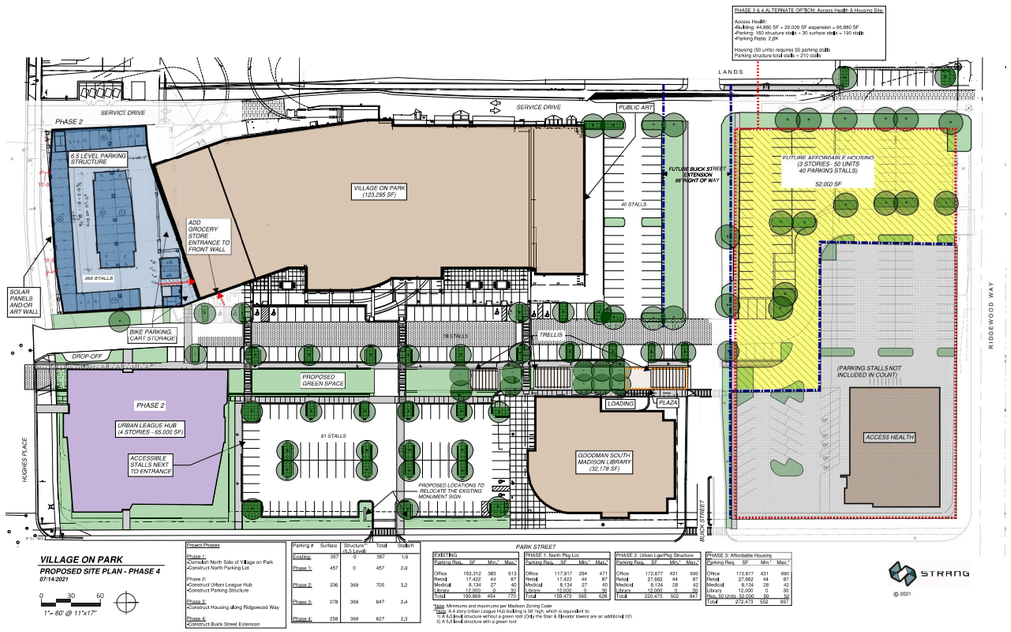
Utilizing the minimum and maximum recommended parking ratios as a guide, parking recommendations for each phase of development have been outlined in the following sections of this report. The table on the following page shows the current parking counts at the beginning of each phase along with the square footage of development and parking ratio compared against the post construction figures following that phase of development.

Site Plan Graphics and Data Blocks:

- Phase One – Demolish North Building and Construct a Parking Lot (see section 1.2)
- Phase Two – Construct Parking Structure and Urban League Business Hub on Site (see section 2.2)
- Phase Three – Construct Housing Along Ridgewood Way (see section 3.2)
- Phase Four – Extend Buick Street Through Site (see section 4.2)

Phase of Development	Surface Stalls	Total Parking	Structure Stalls	Total S.F	Parking Ratio	Beyond 357 Stalls
					Stalls/1K SF	
Existing	357	357	0	190,868	1.9	0
1 – North Lot Surface Parking	457	457	0	155,473	2.9	100
2 – Parking Structure/UL Hub	336	705	369	220,473	3.2	348
3 – Affordable Housing	278	647	369	272,473	2.4	290
4 – Buick St. Extension	258	627	369	272,473	2.3	270

PARKING COUNTS AND RATIOS PER PHASE OF DEVELOPMENT



FINAL SITE PARKING PLAN AFTER ALL PHASES OF DEVELOPMENT

0.4 ALTERNATE PARKING SCENARIOS

Scenario without Parking Structure:
This scenario illustrates the total parking stalls on the site along with the ratios that are achievable without a parking structure. The existing parking ratio of +- 1.9 stalls per 1,000 s.f. is maintained through Phases 1 (North Lot Surface Parking) and Phase 2 (UL Hub), but drops off with the deployment of Phase 3 (Affordable Housing) and Phase 4 (Buick Street Extension).

Phase of Development	Surface Stalls	Total Parking	Total S.F	Parking Ratio	Beyond 357 Stalls
				Stalls/1K SF	
Existing	357	357	190,868	1.9	0
1 – North Lot Surface Parking	457	457	155,473	2.9	100
2 –UL Hub	394	394	220,473	1.8	37
3 – Affordable Housing	336	336	272,473	1.2	-21
4 – Buick St. Extension	316	316	272,473	1.1	-41

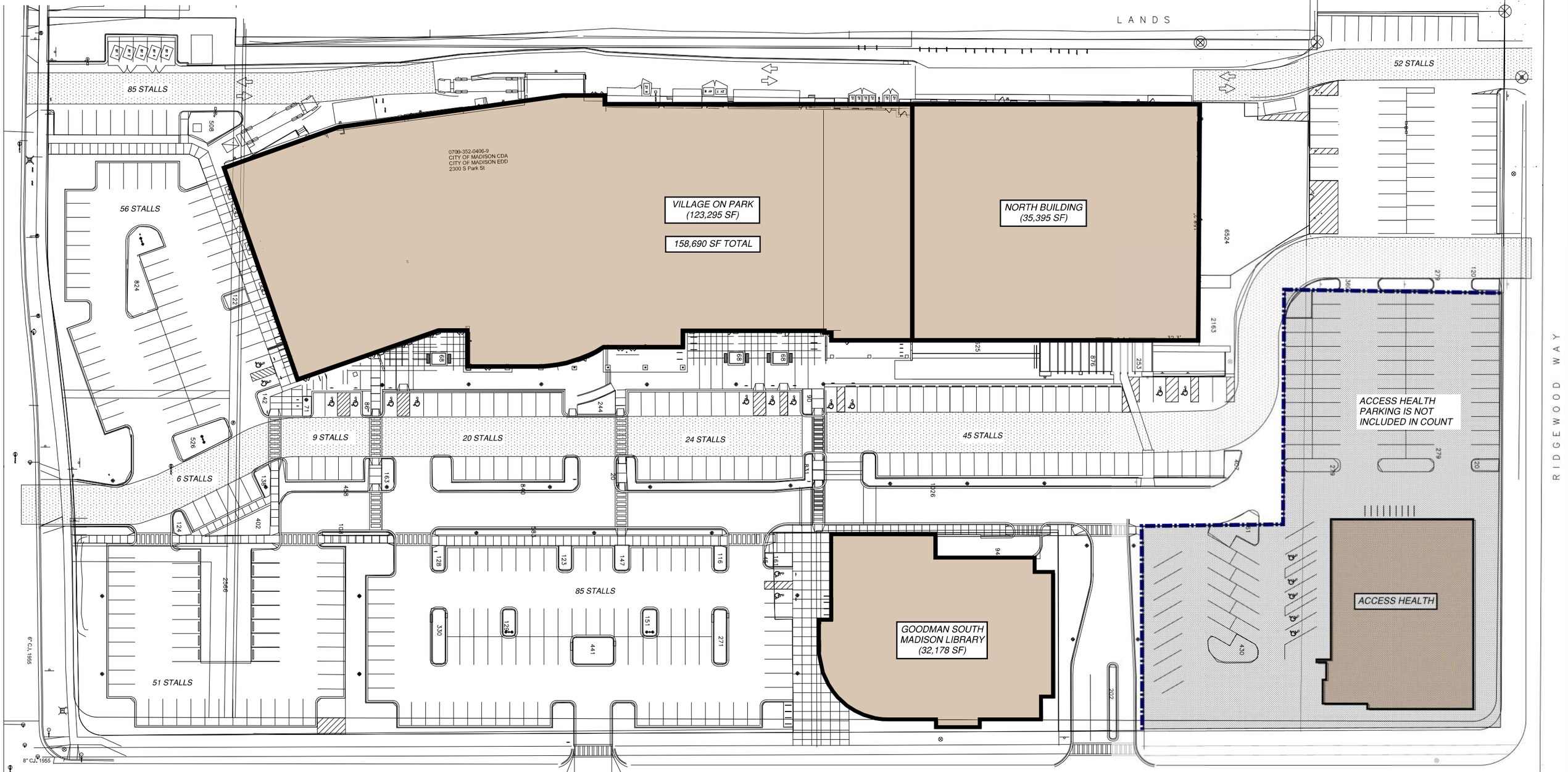
PARKING COUNTS AND RATIOS PER PHASE OF DEVELOPMENT
WITHOUT PARKING STRUCTURE

Scenario which Maintains the Existing Parking Ratio of 1.9/K through Phase 3 (Affordable Housing):
This scenario involves maintaining the existing parking ratio of 1.9 stalls per 1,000 s.f. through Phase 3. This reduces the size of the Parking Structure from the Base Scenario of 369 stalls down to 240 stalls. The Parking ratio drops slightly to 1.8 stalls per 1,000 s.f. in Phase 4 with the extension of Buick Street.

Phase of Development	Surface Stalls	Total Parking	Structure Stalls	Total S.F	Parking Ratio	Beyond 357 Stalls
					Stalls/1K SF	
Existing	357	357	0	190,868	1.9	0
1 – North Lot Surface Parking	457	457	0	155,473	2.9	100
2 – Parking Structure/UL Hub	336	576	240	220,473	2.6	219
3 – Affordable Housing	278	518	240	272,473	1.9	161
4 – Buick St. Extension	258	498	240	272,473	1.8	141

PARKING COUNTS AND RATIOS PER PHASE OF DEVELOPMENT
WITH PARKING RATIO OF 1.9 STALLS PER 1,000 SF THROUGH PHASE 3

0.5 EXISTING SITE PLAN



VILLAGE ON PARK

EXISTING SITE PLAN

07/14/2021

0 30 60

1"= 60' @ 11"x17"

STRANG

1.1 PHASE ONE RECOMMENDATIONS

Demolish Village on Park North Building and Construct a Parking Lot

Current Parking Counts and Utilization Ratios Pre-Demolition

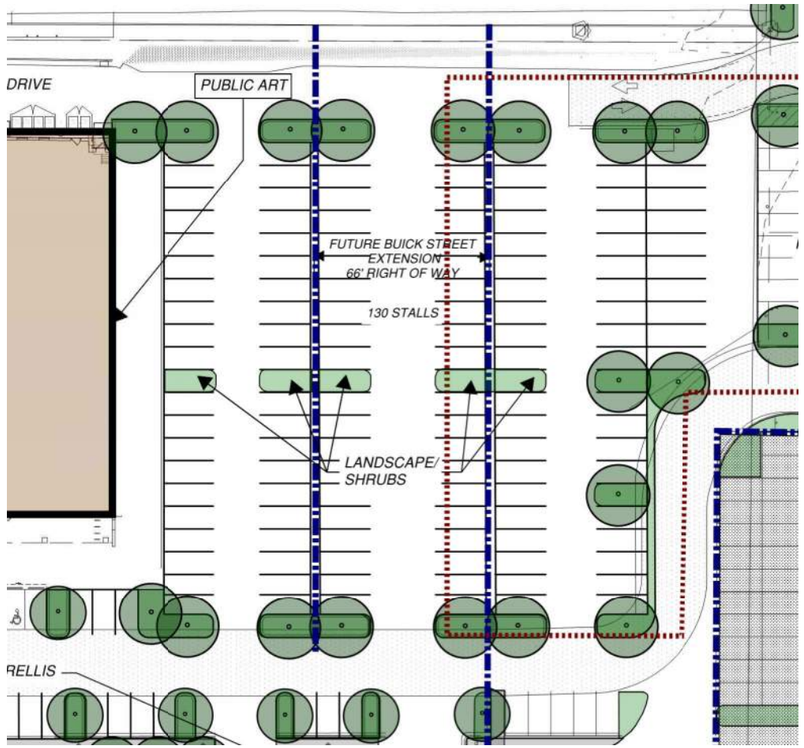
Phase One development calls for the demolition of the Village on Park North Building and preparing the vacated portion of site for a surface parking lot. Prior to demolition there are 357 total parking stalls on site at the Village on Park which served approximately 190,868 square feet of existing buildings. This equates to an existing parking ratio of 1.9 stalls per 1,000 s.f. of development.

Code, Zoning and Existing Conditions

Local zoning code recommends parking for mixed-use developments such as this to be provided at a minimum ratio of 2.4 and a maximum ratio of 4.0. In addition, parking lots must be developed to accommodate stormwater management and zoning guidelines for landscape islands, lighting, accessibility and other specific zoning requirements. At the current parking ratio of 1.9 Stalls per 1,000 s.f. of development, challenges exist during peak times. Users have trouble finding convenient, safe and accessible parking suggesting a higher ratio is needed to serve the site as future development occurs.

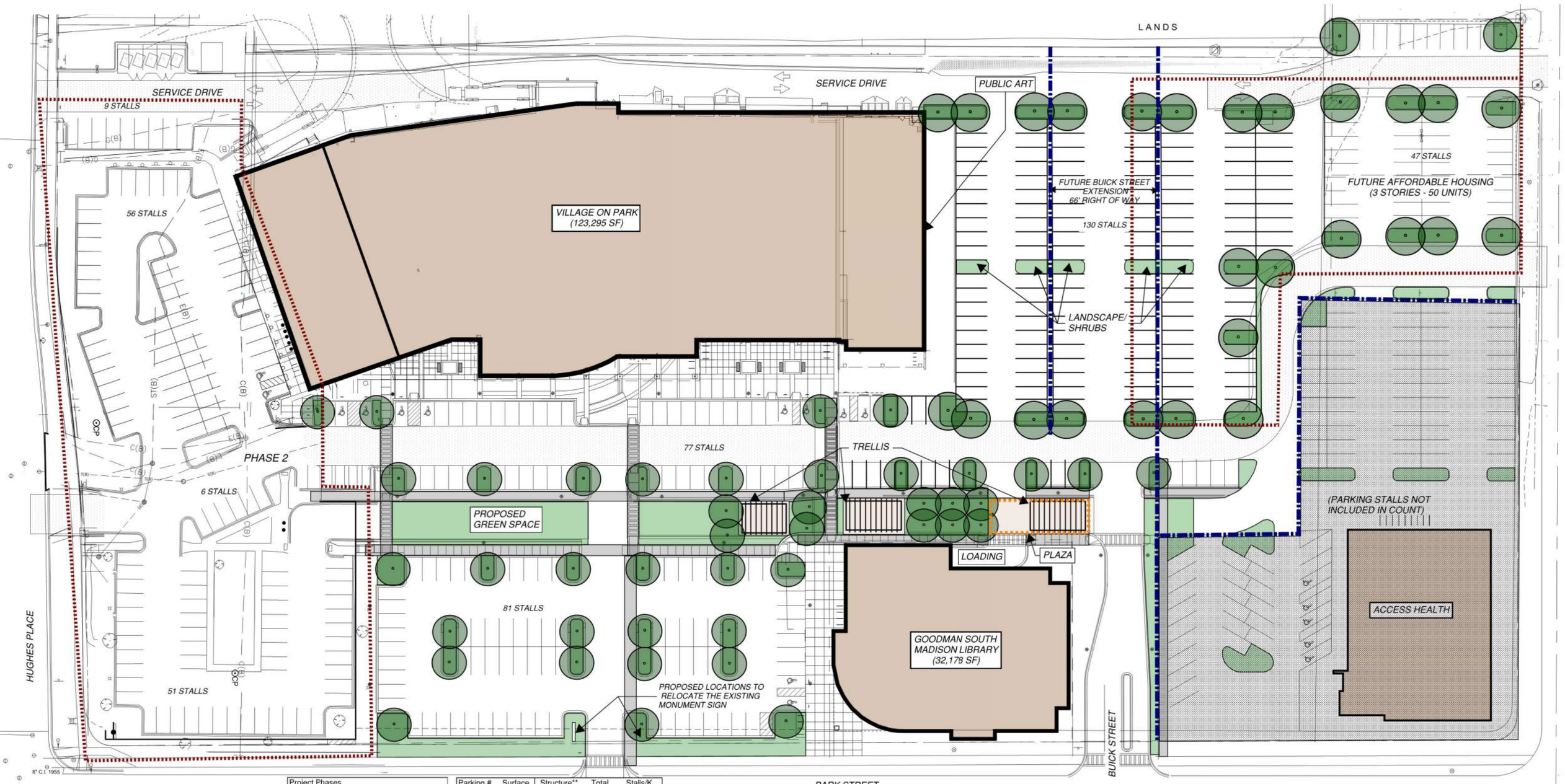
General Recommendations

The new parking lot constructed at the demolished North Building will add 100 stalls to the overall site while reducing the square footage of existing buildings to 155,473. With these new stalls and reduced building square footage, the parking ratio will temporarily improve to 2.9 stalls per 1,000. This increased parking capacity will prepare the site for the upcoming Urban League Business Hub construction, which in turn will remove stalls at the construction site.



ENLARGED PLAN AT NEW PARKING LOT

1.2 PHASE ONE - SITE PARKING PLAN



VILLAGE ON PARK

PROPOSED SITE PLAN - PHASE 1

07/14/2021

0 30 60

1"= 60' @ 11"x17"

Project Phases
Phase 1: -Demolish North Side of Village on Park -Construct North Parking Lot
Phase 2: -Construct Urban League Hub -Construct Parking Structure
Phase 3: -Construct Housing along Ridgewood Way
Phase 4: -Construct Buick Street Extension

Parking #	Surface	Structure** (6.5 Level)	Total	Stalls/K
Existing:	357	0	357	1.9
Phase 1:	457	0	457	2.9
Phase 2:	336	369	705	3.2
Phase 3:	278	369	647	2.4
Phase 4:	258	369	627	2.3

EXISTING			
Parking Req.	SF	Min.*	Max.*
Office	153,312	383	613
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	190,868	454	770

PHASE 1: North Pkg Lot			
Parking Req.	SF	Min.*	Max.*
Office	117,917	294	471
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	155,473	365	628

PHASE 2: Urban Lge/Pkg Structure			
Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Total	220,473	502	847

PHASE 3: Affordable Housing			
Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Res. 50 Units	52,000	50	50
Total	272,473	552	897

*Note: Minimums and maximums per Madison Zoning Code

**Note: A 4 story Urban League Hub building is 56' high, which is equivalent to:
1) A 6.5 level structure without a green roof (Only the Stair & Elevator towers are an additional 10')
2) A 5.5 level structure with a green roof

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2.1 PHASE TWO RECOMMENDATIONS
Construct Parking Structure and Urban League Business Hub on Site

Initial Parking Counts and Utilization Ratios Pre-Construction

Phase Two development calls for the construction of a new Urban League Business Hub on the south-east corner of the Village on Park as well as a structured parking ramp in support of it and other future development on site. Prior to construction there will be 457 total parking stalls on site which serve approximately 155,473 square feet of existing buildings. This equates to an initial parking ratio of 2.9 Stalls per 1,000 s.f. of development.

Code, Zoning and Existing Conditions

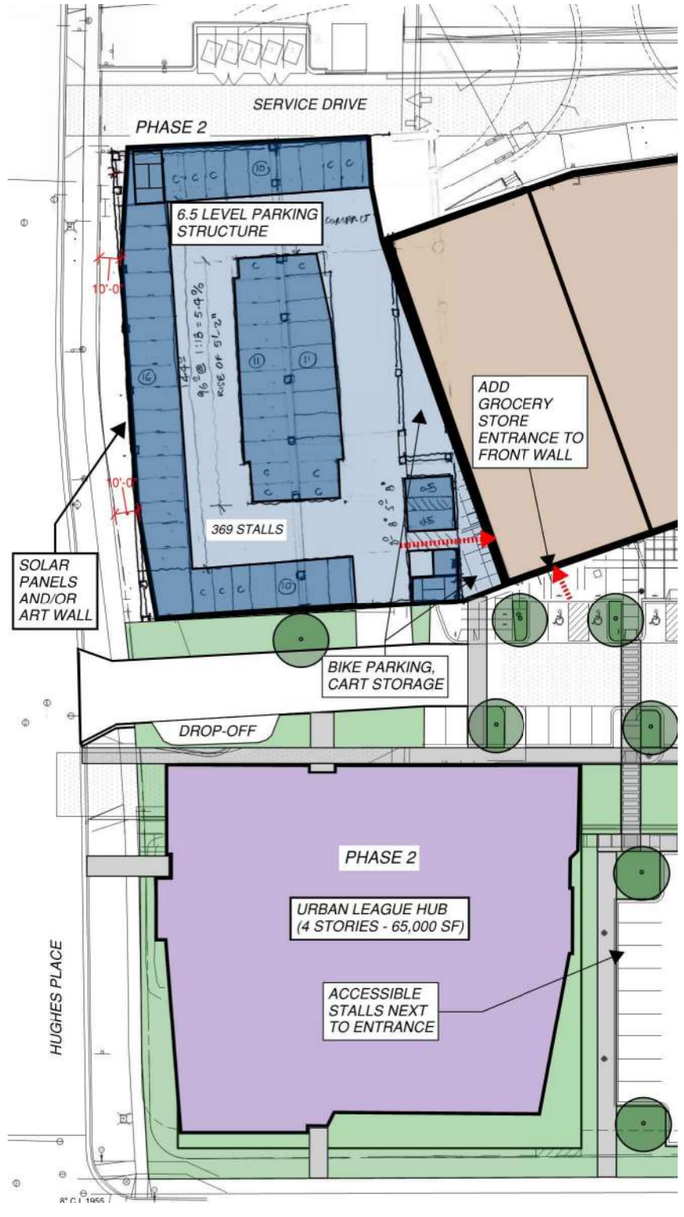
Local zoning code recommends parking for mixed-use developments such as this to be provided at a minimum ratio of 2.3 and a maximum ratio of 3.8. In addition, parking structures must be developed to accommodate stormwater management and zoning guidelines for height, lighting, accessibility and other specific zoning requirements for design and aesthetics. During construction, 122 surface stalls will be removed from use, leaving the site temporarily served at a parking ratio of 2.2 / 1,000 s.f. of development.

General Recommendations

The new structured parking ramp will contain 6.5 levels of parking for a total of 369 stalls. The structure will be .5 level below grade and 6 levels above grade. It will be fully accessible served by stairs and elevators with connections to the existing building at grade. An optional accessible green roof is contemplated as a public amenity serving the community.

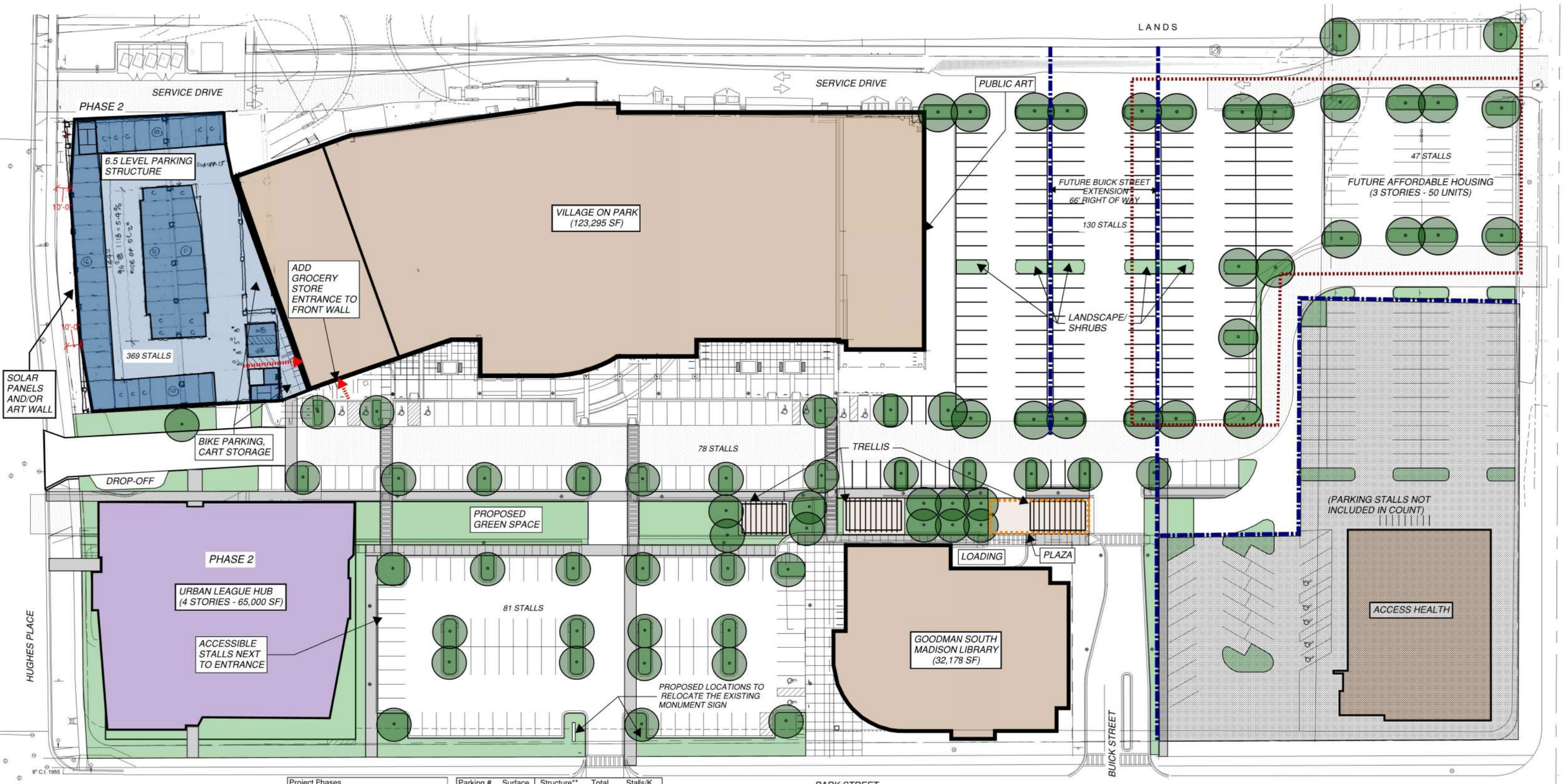
The new retail and office tenants in the new Urban League Business Hub will require greater capacity for parking needs than the storage and daycare tenants that were displaced with the demolition of the Village on Park North Building in Phase 1.

Following construction, there will be a grand total of 705 parking stalls on site serving approximately 220,473 square feet of development equating to a new parking ratio of 3.2 stalls per 1,000 s.f. of development. This increased parking capacity is intended to serve the needs of the Village on Park for the next 10 years and beyond as well as accommodate the further phases of development to follow.



Structured Parking Plan at Grade

2.2 PHASE TWO - SITE PARKING PLAN



VILLAGE ON PARK

PROPOSED SITE PLAN - PHASE 2

07/14/2021

0 30 60

1"= 60' @ 11"x17"

Project Phases
Phase 1: -Demolish North Side of Village on Park -Construct North Parking Lot
Phase 2: -Construct Urban League Hub -Construct Parking Structure
Phase 3: -Construct Housing along Ridgewood Way
Phase 4: -Construct Buick Street Extension

Parking #	Surface	Structure** (6.5 Level)	Total	Stalls/K
Existing:	357	0	357	1.9
Phase 1:	457	0	457	2.9
Phase 2:	336	369	705	3.2
Phase 3:	278	369	647	2.4
Phase 4:	258	369	627	2.3

EXISTING			
Parking Req.	SF	Min.*	Max.*
Office	153,312	383	613
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	190,868	454	770

PHASE 1: North Pkg Lot			
Parking Req.	SF	Min.*	Max.*
Office	117,917	294	471
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	155,473	365	628

PHASE 2: Urban Lge/Pkg Structure			
Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Total	220,473	502	847

PHASE 3: Affordable Housing			
Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Res. 50 Units	52,000	50	50
Total	272,473	552	897

*Note: Minimums and maximums per Madison Zoning Code

**Note: A 4 story Urban League Hub building is 56' high, which is equivalent to:
1) A 6.5 level structure without a green roof (Only the Stair & Elevator towers are an additional 10')
2) A 5.5 level structure with a green roof

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3.1 PHASE THREE RECOMMENDATIONS
Construct Affordable Housing Along Ridgewood Way

Initial Parking Counts and Utilization Ratios Pre-Construction

Phase Three development calls for the construction of affordable housing on the northwest corner of the Village on Park. Prior to construction there will be 705 total parking stalls on site which serve approximately 220,473 square feet of existing buildings. This equates to an initial parking ratio of 3.2 stalls per 1,000 s.f. of development.

Code, Zoning and Existing Conditions

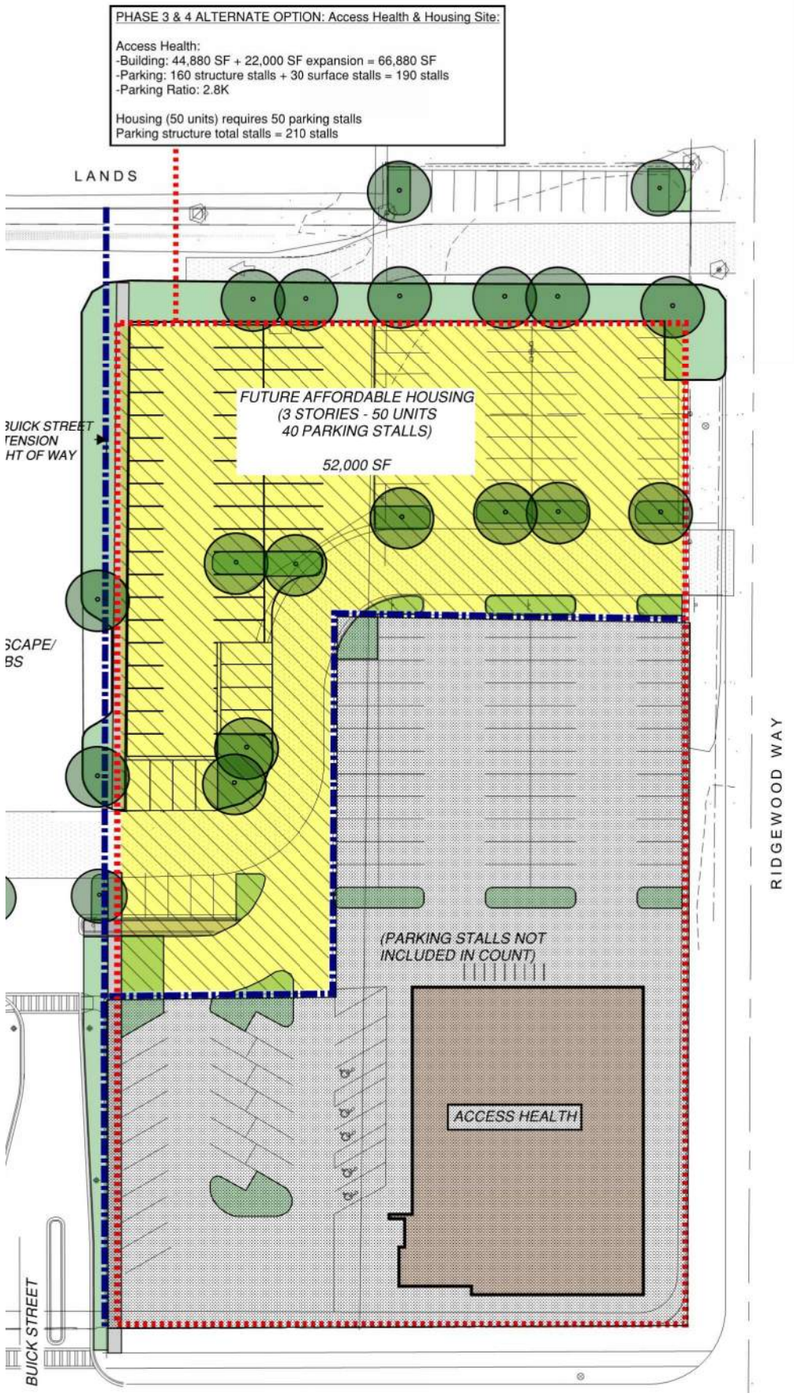
Local zoning code recommends parking for mixed-use developments such as this with housing to be provided at a minimum ratio of 2.0 and a maximum ratio of 3.3. Parking facilities will include a combination of surface and underground parking and must be developed to accommodate stormwater management and zoning guidelines for accessibility and other specific zoning requirements for design and aesthetics. During construction, 117 surface stalls will be removed from use, leaving the site temporarily served at a parking ratio of 2.7 / 1,000 s.f. of development.

General Recommendations

The new housing will be provided with approximately 40 underground parking stalls serving the tenants. Following construction, there will be a grand total of 647 parking stalls in total on site serving approximately 272,473 square feet of development equating to a new parking ration of 2.4 stalls per 1,000 s.f. of development.

Alternate Phase 3 Option

As an alternative to a stand-alone affordable housing project, the entire north property could be re-developed to allow Access Health to expand their building westward supported by a new structured parking ramp with 190 stalls which could serve both the affordable housing and Access Health's parking needs on site.



Affordable Housing Development with Underground Parking

3.2 PHASE THREE - SITE PARKING PLAN

PHASE 3 & 4 ALTERNATE OPTION: Access Health & Housing Site:

Access Health:
-Building: 44,880 SF + 22,000 SF expansion = 66,880 SF
-Parking: 160 structure stalls + 30 surface stalls = 190 stalls
-Parking Ratio: 2.8K

Housing (50 units) requires 50 parking stalls
Parking structure total stalls = 210 stalls

LANDS

SERVICE DRIVE

PHASE 2

6.5 LEVEL PARKING STRUCTURE

369 STALLS

SERVICE DRIVE

PUBLIC ART

VILLAGE ON PARK
(123,295 SF)

ADD GROCERY STORE ENTRANCE TO FRONT WALL

FUTURE BUICK STREET EXTENSION
66' RIGHT OF WAY

FUTURE AFFORDABLE HOUSING
(3 STORIES - 50 UNITS
40 PARKING STALLS)

52,000 SF

LANDSCAPE/ SHRUBS

SOLAR PANELS AND/OR ART WALL

BIKE PARKING, CART STORAGE

DROP-OFF

78 STALLS

TRELLIS

PROPOSED GREEN SPACE

(PARKING STALLS NOT INCLUDED IN COUNT)

PHASE 2

URBAN LEAGUE HUB
(4 STORIES - 65,000 SF)

ACCESSIBLE STALLS NEXT TO ENTRANCE

81 STALLS

LOADING

PLAZA

ACCESS HEALTH

GOODMAN SOUTH MADISON LIBRARY
(32,178 SF)

PROPOSED LOCATIONS TO RELOCATE THE EXISTING MONUMENT SIGN

HUGHES PLACE

BUICK STREET

RIDGEWOOD WAY

PARK STREET

8" C.I. 1955

VILLAGE ON PARK

PROPOSED SITE PLAN - PHASE 3

07/14/2021

0 30 60

1"= 60' @ 11"x17"

Project Phases
Phase 1: -Demolish North Side of Village on Park -Construct North Parking Lot
Phase 2: -Construct Urban League Hub -Construct Parking Structure
Phase 3: -Construct Housing along Ridgewood Way
Phase 4: -Construct Buick Street Extension

Parking #	Surface	Structure** (6.5 Level)	Total	Stalls/K
Existing:	357	0	357	1.9
Phase 1:	457	0	457	2.9
Phase 2:	336	369	705	3.2
Phase 3:	278	369	647	2.4
Phase 4:	258	369	627	2.3

EXISTING

Parking Req.	SF	Min.*	Max.*
Office	153,312	383	613
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	190,868	454	770

PHASE 1: North Pkg Lot

Parking Req.	SF	Min.*	Max.*
Office	117,917	294	471
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	155,473	365	628

PHASE 2: Urban Lge/Pkg Structure

Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Total	220,473	502	847

PHASE 3: Affordable Housing

Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Res. 50 Units	52,000	50	50
Total	272,473	552	897

*Note: Minimums and maximums per Madison Zoning Code
**Note: A 4 story Urban League Hub building is 56' high, which is equivalent to:
1) A 6.5 level structure without a green roof (Only the Stair & Elevator towers are an additional 10')
2) A 5.5 level structure with a green roof

STRANG

4.1 PHASE FOUR RECOMMENDATIONS
Extend Buick Street Through Site

Initial Parking Counts and Utilization Ratios Pre-Construction

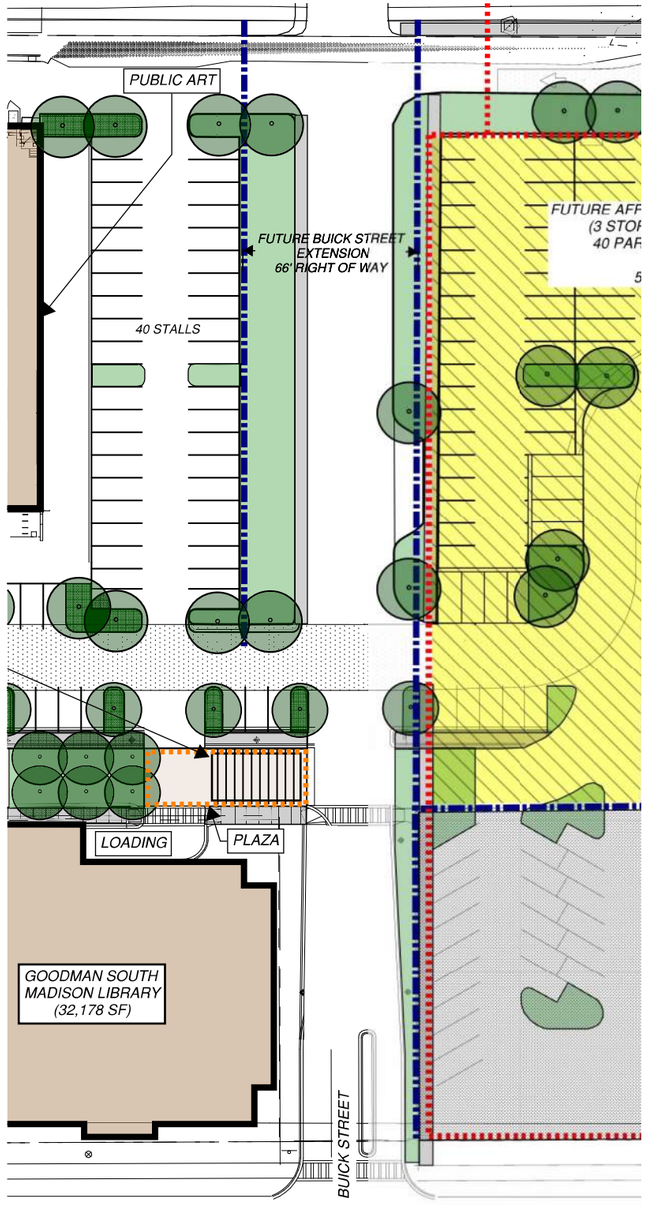
Phase Four development calls for the extension of Buick Street through the Village on Park site. Prior to construction there will be 647 total parking stalls on site which serve approximately 272,473 square feet of existing buildings. This equates to an initial parking ratio of 2.4 stalls per 1,000 s.f. of development.

Code, Zoning and Existing Conditions

Local zoning code recommends parking for mixed-use developments such as this with housing to be provided at a minimum ratio of 2.0 and a maximum ratio of 3.3. The existing surface parking facilities will need to be reduced to accommodate a 66' required right-of-way. The new roadway must meet all City standards for a through street and developed to accommodate stormwater management and zoning guidelines for accessibility and other specific zoning requirements for design.

General Recommendations

Following construction, 20 surface stalls will have been removed from use, leaving the site served at a parking ratio of 2.3 / 1,000 s.f. of development



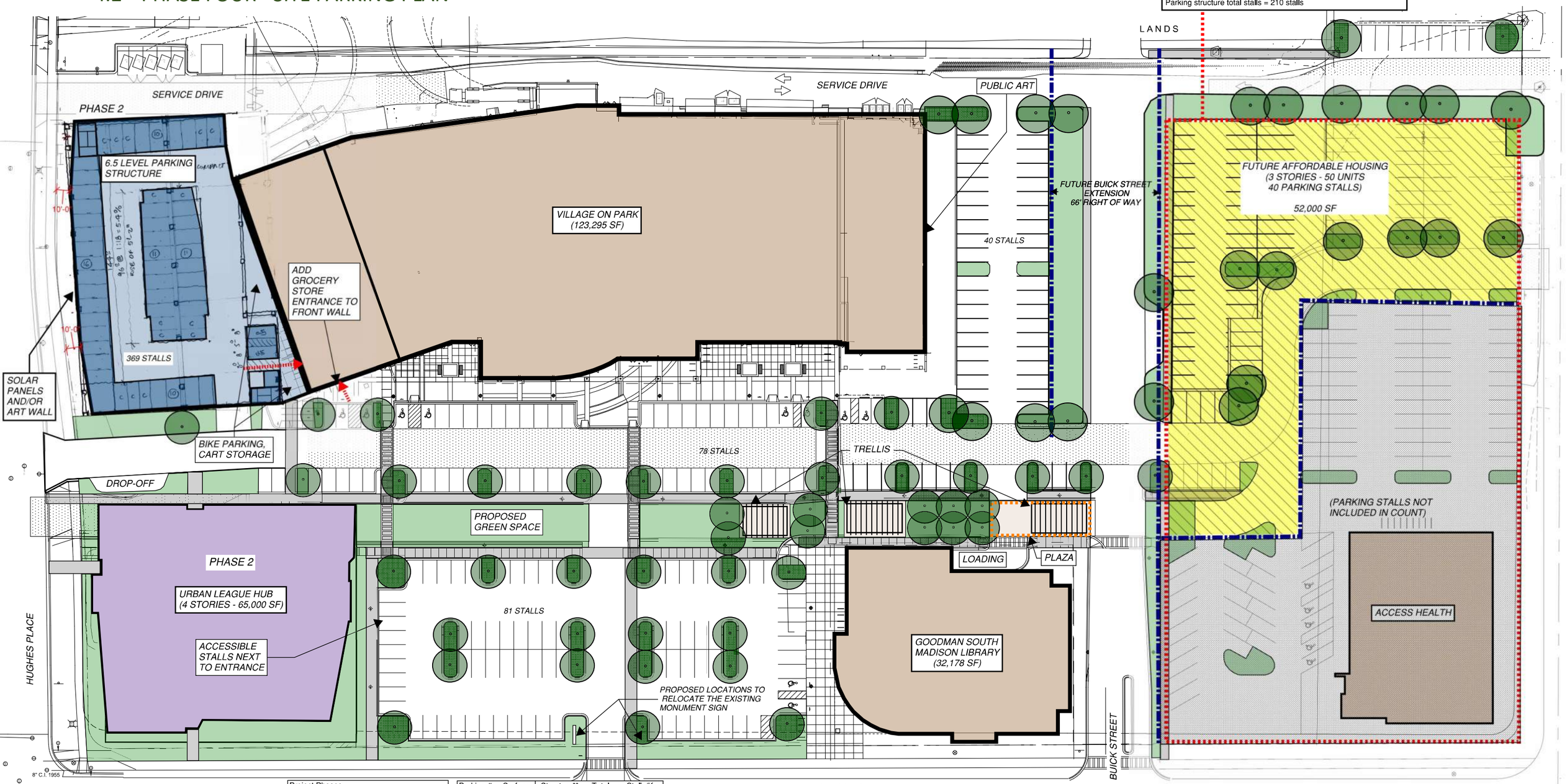
Buick Street Extension Through Site

4.2 PHASE FOUR - SITE PARKING PLAN

PHASE 3 & 4 ALTERNATE OPTION: Access Health & Housing Site:

Access Health:
-Building: 44,880 SF + 22,000 SF expansion = 66,880 SF
-Parking: 160 structure stalls + 30 surface stalls = 190 stalls
-Parking Ratio: 2.8K

Housing (50 units) requires 50 parking stalls
Parking structure total stalls = 210 stalls



VILLAGE ON PARK

PROPOSED SITE PLAN - PHASE 4

07/14/2021

0 30 60

1"= 60' @ 11"x17"

Project Phases
Phase 1:
-Demolish North Side of Village on Park
-Construct North Parking Lot
Phase 2:
-Construct Urban League Hub
-Construct Parking Structure
Phase 3:
-Construct Housing along Ridgewood Way
Phase 4:
-Construct Buick Street Extension

Parking #	Surface	Structure** (6.5 Level)	Total	Stalls/K
Existing:	357	0	357	1.9
Phase 1:	457	0	457	2.9
Phase 2:	336	369	705	3.2
Phase 3:	278	369	647	2.4
Phase 4:	258	369	627	2.3

EXISTING			
Parking Req.	SF	Min.*	Max.*
Office	153,312	383	613
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	190,868	454	770

PHASE 1: North Pkg Lot			
Parking Req.	SF	Min.*	Max.*
Office	117,917	294	471
Retail	17,422	44	87
Medical	8,134	27	40
Library	12,000	0	30
Total	155,473	365	628

PHASE 2: Urban Lge/Pkg Structure			
Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Total	220,473	502	847

PHASE 3: Affordable Housing			
Parking Req.	SF	Min.*	Max.*
Office	172,677	431	690
Retail	27,662	44	87
Medical	8,134	28	42
Library	12,000	0	30
Res. 50 Units	52,000	50	50
Total	272,473	552	897

*Note: Minimums and maximums per Madison Zoning Code
**Note: A 4 story Urban League Hub building is 56' high, which is equivalent to:
1) A 6.5 level structure without a green roof (Only the Stair & Elevator towers are an additional 10')
2) A 5.5 level structure with a green roof

STRANG