VANDEWALLE & ASSOCIATES INC.

July 6, 2018

Village of Shorewood Hills Plan Commission
c/o Karl Frantz, Village Administrator
810 Shorewood Blvd.
Madison, WI 53705

Re: Review of the proposed rezoning of 2801 Marshall Court: "Lodgic"
From: Medical Office-Commercial (C-3)
To: Planned Unit Development (PUD): General Development Plan (GDP) and Specific Development Plan (SDP)

Please note that in response to the request for more project details from the Village Staff and Consultants, the applicant had requested that no action by the Plan Commission be taken at the June 12th meeting. Rather, the applicant used the June 12th meeting to:

- *Present the project;*
- *Discuss the need for additional information;*
- *Open the public hearing to hear initial public comments;*
- *Continue the public hearing to the July 10th Plan Commission meeting; and,*
- *Provide for initial Plan Commission discussion and questions for the applicant.*

The applicant has now submitted a revised General Development Plan and Specific Development Plan packet for Plan Commission and Village Board review.

My report, based on the July 2nd revisions, continues on the following pages.

Introduction

The Village of Shorewood Hills has retained Vandewalle & Associates to assist with the review of a proposed Planned Unit Development (PUD) -- comprised of a General Development Plan (GDP) and Specific Development Plan (SDP) -- to enable the redevelopment of the 20,652 square foot parcel (0.47 acres) located on the south side of Marshall Court and immediately east of the University Station shopping center. This parcel is currently zoned Medical Office-Commercial (C-3) and contains a two-story wood-sided office building of about 8,350 square feet with 36 on-site surface parking spaces on the south side of the building.

Marshall Court Investors, LLC proposes to replace this building with a two-story mixed-use building containing a total of about 24,800 gross square feet. The proposed building has a maximum height of 36 feet as measured along Marshall Court. The project is being prepared for Lodgic, a project of the Moose organization which is designed to serve modern working families, entrepreneurs, and mobile professionals in a mixed-use community facility.

The commercial space within the two floors is proposed to be divided into several use areas:

1. A top floor containing:
    a. Lodgic Workspace. A membership-based co-working office area of about 11,000 square feet;
2. A ground floor divided into:
    a. Lodgic Kids Camp. An open-to-the-public flextime licensed daycare center of about 4,500 square feet; plus, an outdoor play area on the south side of the building of about 1,200 square feet;
    b. Everyday Kitchen Café, Restaurant & Bar. An open-to-the-public daytime-oriented restaurant containing about 4,500 square feet; plus, an outdoor seating area of about 1,500 square feet; and,
    c. Lodgic Events. An open-to-the-public multi-purpose event space of about 1,400 square feet; plus, an outdoor event area of about 670 square feet. When this event space is in use, the restaurant will be closed.

The total Gross Floor Area for the two active floors is about 24,800 square feet. This results in a Floor Area Ratio on the subject property of 1.20.

Parking for the proposed project includes 64 stalls under the building. Five parallel stalls, available to the public, are provided along the east side of the building on the proposed extension of Catafalque Drive. Five parallel stalls, available to the public, are proposed along the north side of the building on Marshall Court – where there are currently five stalls. The project commits to lease ten additional stalls within the Arbor Crossing project to the east, which is also owned by the applicant.

<u>Traffic and Parking Study</u>

A Traffic and Parking Study for the project has been submitted by Mike Scarmon, P.E. of KL Engineering. The Study assumes a 20% reduction of motorized vehicle traffic and parking for the facility, based on shared use. Mr. Jeff Held of Strand Associates, has reviewed the study on behalf of the Village and is submitting his review separately.

Zoning Process and Planned Unit Developments

The procedure for reviewing a rezoning is detailed in Section 10-1-125 of the Zoning Code, and requires a public hearing at the Plan Commission, followed by the Commission's recommendation to the Village Board. After consideration of the Plan Commission's recommendation, the Village Board votes on the rezoning request. The Lodgic Project is proposed for Planned Unit Development zoning, as described below.

Planned Unit Developments

The PUD zoning district is enabled by Section 10-1-33 of the Zoning Ordinance. The purpose statement in subsection (a) states that the PUD zoning designation was established:

> ". . . to encourage and promote improved environmental and aesthetic design in the Village by allowing for greater design freedom, imagination and flexibility in the development of land while insuring substantial compliance with the basic intent of [the Zoning Code] and the Village Comprehensive Plan. To further these goals, the [PUD] district allows diversification and variation in the bulk and relationship of uses and structures and spaces in developments conceived as comprehensive and cohesive unified plans and projects."

The referenced design freedom, above, is enumerated in subsection (b), which states that "within the PUD district there shall be no predetermined specific lot area, lot width, height, floor area ratio (FAR), yard, usable open space, land use, sign and off-street parking requirements", but rather, they are established through each PUD's review and approval by the Village. Therefore, each PUD is a unique zoning district with zoning requirements that match the approved development. The General Development Plan (GDP) phase of a PUD establishes the PUD zoning district, and the general right to develop a range of land uses and development intensities, as approved. The following Specific Development Plan (SDP) phase of the PUD is akin to a design review process -- and focuses on the aesthetics and site plan details of the project.

PUDs are common in the Village and throughout Dane County. They are frequently used for redevelopment projects where their ability to mix land uses and secure flexible zoning standards is often essential. They are also used for multi-phase projects, where the general layout and development format is known for all phases, but the aesthetics and site design details are not. In the instance of The Lodgic project, the PUD zoning approach is providing the ability to create a unique mix of inter-related land uses serving independent professionals, and reduce standard parking requirements that reflect the shared use of building facilities, including most significantly drivers of motorized vehicles such as cars and light trucks.

Section 10-1-33 also provides specific review criteria for evaluating proposed PUDs. This report compares the proposed redevelopment project with the criteria applicable to the General Development Plan (GDP).

Project Benefits Cited by the Applicant

The proposed project accomplishes several notable public purposes. First, the project would dedicate additional right-of-way for the on-going redesign of Marshall Court to its planned cross-section. Second, the project would dedicate additional right-of-way along the east side of the building for the northward extension of Catafalque Drive to connect with Marshall Court. Third, the project would dedicate land on the edge south of the lot to provide for the development of the public pedestrian/bike path paralleling University Avenue. Finally, the project would undergo a land swap with the University Station parcel to the west which will square-off the west property line of the subject property, which will enable pedestrian/bike path connections to the west, and additional land at the northeast driveway into University Station from Marshall Court.

Proposed Project Timing

The Applicant proposes to begin construction of Phase 1 in the fall of 2018, with completion scheduled for the late summer of 2019.

PLANNERS' PROJECT REVIEW

Michael Slavney, FAICP; of Vandewalle & Associates, has provided the following review of the requested PUD GDP and SDP proposed by Marshall Court Investors, LLC.

Review of the General Development Plan (GDP) Submittal

Subsection 10-1-33(d) of the Planned Development regulations requires a complete submittal for the GDP, as follows in the list in bold font. The planners' review comments are in regular font.

1. **A statement describing the general character of the intended development.**
   The Letter of Intent, dated July 2, 2018, responds well to this requirement. Aspects of the project related to final building, landscaping, exterior lighting, and outdoor amenities are now provided as part of the SDP submittal.

2. **An accurate map of the project area including its relationship to surrounding properties and existing topography and site details.**
   The GDP submittal provides five large format sheets. The SDP submittal provides 18 large format sheets. Together, these submittals respond thoroughly to this requirement, including:

   GDP Submittal – Sheets dated July 2, 2018:

   - Cover Sheet: Air Photo of Current Conditions outlining the subject property.
   - Sheet C-01: Engineering Drawing depicting Existing Conditions 2801 (the subject property), 2727, and 2725 Marshall Court.
   - Sheet C-1.1: Site Plan for the subject property depicting its proposed relationship to neighboring roads, the public pedestrian/bike path, parking spaces, and buildings. Note the proposed driveway from Marshall Court to the underground parking area is located along the west side of the building and is partially-covered by a roof terrace over the south half of the driveway. The proposed 1,275 square foot outdoor play area for the daycare center is located along the south edge of the building. The main building entrance for the restaurant and event space is located along the Marshall Court sidewalk near the west corner of the building, while the main building entrance for the daycare and elevator lobby is located along the Marshall Court sidewalk near the east corner of the building.
   - Sheet C-3.0: Grading Plan for the subject property depicting its proposed relationship to neighboring roads, the public pedestrian/bike path, parking spaces, and buildings. Note that the ground surface area at the pedestrian/bike path is at about 877 feet above sea level, compared to Marshall Court at about 881 feet. The resulting proposed grade of Catafalque Drive is a relatively gentle 2.0%.
   - Sheet C-4.0: Utility Plan for the subject property depicting its proposed relationship to neighboring roads, the public pedestrian/bike path, parking spaces, and buildings. Note the proposed use of an underground stormwater treatment facility at the southeast corner of the building.

3. **A plan of the proposed project showing sufficient detail to make possible the evaluation of the criteria for approval set forth in Section 10-1-33(e).**

The SDP Submittal, with sheets also dated July 2, 2018 repeats the GDP submittal sheets, and provides more detailed plans for development, including:

- Sheet C-1.0: Demolition Plan depicting the demolition of the existing building, pavement areas, and utilities on the site.
- Sheet C-1.1: The Site Plan from the GDP (see page 4 of this report).
- Sheet C-1.2: The Site Lighting Plan depicting the use of full cutoff fixtures with LED bulbs throughout the site. All wall-mounted fixtures, and pole-mounted fixtures used in the outdoor play area, are set at eight feet. The result of the full cutoff fixtures and low mounting height is to limit spillover lighting to less than 0.5 footcandles around the site. In most areas, the level is below 0.2 footcandles. These levels are within the acceptable range.
- Sheet C-1.3: An elaboration of the Site Plan depicting areas to be dedicated to the public. This sheet depicts the proposed land trade with the shopping center property to the west, that enables the continuation of the public bike trail; as well as the dedications for the rights-of-way for both Marshall Court, Catafalque Drive, and the public bike trail on the subject property, and in locations offsite on other property owned by the applicant to the east.
- Sheet C-2.0: Erosion Control Plan depicting techniques proposed during demolition and construction.
- Sheet C-3.0: Grading Plan from the GDP (see page 4 of this report).
- Sheet C-4.0: Utility Plan from the GDP (see page 4 of this report).
- Sheets C-5.0 and 5.1: Site Construction Details. Please note the design of the underground stormwater treatment facility on Sheet 5.1
- Sheet L-1.1: Landscaping Plan depicting the removal of all existing trees and shrubs on the subject property, and the preservation of the existing evergreen hedge just south of the site. The proposed landscaping provides building foundation shrubs around all four sides of the building – except along the west side of the site at the driveway to the underground parking area.
- Sheets A-1P1 and A-1P2: Architectural Floor Plans for the two levels of underground parking. Please note the interior room for trash containment on the upper level of parking, and on both levels the location of the elevator and stair core at the northeast corner of the building, under the main entry lobby.
- Sheet A-1.1A: Architectural Floor Plan for the First (Ground) Floor. Please note the division of this floor between the Daycare Center to the east and the Restaurant and Multi-Purpose Area to the west, including the Outdoor Plaza over the parking ramp.
- Sheet A-1.1B: Example Floor Tenant Plan for the First (Ground) Floor. Please note the central Kitchen area which connects easterly to the Meal Staging Area to set-up meals for the Daycare Center. This is the only connection between the Restaurant Area and the Daycare Center. Note also, the Family Co-Working Area just inside the main lobby for members to enjoy meals and visits with their families. Finally, please note the Multipurpose Room south of the Restaurant Area.
- Sheet A-1.2A: Architectural Floor Plan for the Second (Upper) Floor. Please note the open floor plan nature of the Co-Working Area. Two outdoor plazas are provided at the building corners.
- Sheet A-1.2B. Example Floor Tenant Plan for the Second (Upper) Floor. This sheet depicts a potential layout of the Co-Working Area, providing a mix of individual work stations, tables and

perimeter meeting rooms of various sizes. A lounge area is provided on the north side of the building.

- Sheet A-1.3: Roof Plan depicting the location of rooftop mechanicals centered on the roof and surrounded by screening and sound baffles. A photovoltaic panel array is also proposed, centered on the south side of the roof where the screening panels will not create shade.
- Sheet A-2.1: Elevations for the North and West Sides. These depict almost equal areas devoted to windows, masonry, and metal panels on the exterior of the building. Metal canopies are provided for shelter and shade in several areas. Rooftop mechanicals are screened by panels. Aluminum railings are proposed for balconies and pedestrian ramps. Note that the material for the lowest portion of the west wall (adjacent to the ramp to under-building parking) needs to be specified.
- Sheet A-2.2: Elevations for the South and East Sides. These depict the same mix of exterior materials. However, the northern portions of the building, which contain the public lobbies and meeting spaces, are highlighted by the use of lighter building materials.
- Sheets A-2.3 through A-2.6: Depicting Color Elevation with Typical Materials and Conceptual Signage which generally complement other new buildings located on the south side of Marshall Court to the east.

Comparison to Base Zoning District Standards

The GDP proposes several variations from the zoning requirements for the current C-3 Medical Office – Commercial District. The following table compares the current C-3 requirements with the proposed GDP. The requirements of the C-2 Limited Commercial District which focuses on small-scale commercial uses and professional offices are also provided for comparison.

Comparison of the Proposed GDP with Existing C-3 & Standard C-2 Zoning Requirements				
Item	**Zoning Districts**			**Discussion**
	C-2 Limited Commercial	**C-3 Medical Office - Commercial**	**Proposed PUD**	
Land Use	Commercial under 10,000 sq. ft. / unit Daycare Restaurant Medical Office	Professional Office Daycare	Professional Office Daycare Restaurant	The Zoning Code does not provide a zoning district that allows the proposed mix of land uses. A PUD is needed.
Maximum Density	Not Applicable	Not Applicable	Not Applicable	No residential development is proposed for the Lodgic project.
Maximum Building Height	130"	35'	36'	Proposed building height is one foot over maximum permitted in C-3 District.
Minimum Building Setback to Streets	25' to north 42' to south	15' to north 42' to south	6' to north 25' to south	Proposed setbacks reflect proposed dedication for Marshall Court. Setbacks are consistent with recent Marshall Court projects.
Minimum Building Setback to Side	25' to outside 25' to Catafalque Dr.	10' to outside 15' to Catafalque Dr.	28' to west 5' to Catafalque Dr	Proposed setbacks reflect proposed dedication for Catafalque Drive; and are consistent with recent Marshall Court projects.
Minimum Lot Size	Not Applicable	Not Applicable	20,652 sq ft	Lot size is comparable to recent Marshall Court projects.
Maximum Lot Coverage by Building	50%	40%	60.0%	Calculations account for proposed dedications. Lot coverage is comparable to recent Marshall Court projects.
Minimum On-Site Parking Spaces	Office: 1 space per 300 sq ft Restaurant: 1 per 100 sq ft Daycare: 4 + 1 per 4 kids		64 on-site 5 on Catafalque.	Peak Parking Space Demand: 29 spaces for high turnover restaurant 17 spaces for day care center 33 spaces for office building 20 spaces for quality restaurant Total requirement is 99 spaces Reduction for Link Use is 20% (16) Reduction for Multi-Modal use is 10% (5) Total Peak Parking Demand:**78 spaces** On-Site Parking: 64 Off-Site Parking: 10 on private parcel On-Street Parking: 10 adjacent to building

4. **A statement addressing relevant items under Section 10-1-33(c) concerning development environmental and design aesthetics.**
   The overall design of the project appears to me to be consistent with the quality and character of recent developments along Marshall Court. The outdoor spaces are highlighted by the building design and add substantial visual interest to the project. The two-story height will avoid shading the development on the north side of Marshall Court during all times of day and year-round. The urban redevelopment nature of the site poses challenges for stormwater quality management. The use of underground parking and stormwater treatment facilities is the accepted standard for such sites.

5. **A general outline of intended organizational structure related to property owner's association, deed restrictions, and private provision of common services.**
   The submittal lists the owner as "Marshall Court Investors, LLC", as the project owner. No additional information has been provided.

6. **An economic feasibility study of the proposed use and proof of financial capability.**
   No information has been provided.

7. **When requested, any other information necessary to evaluate the proposal.**
   Village Staff has requested additional information regarding how Lodgic Workspace meeting rooms will be reserved for members and their clients. A response is pending.

My analysis of the project in relation to the PUD Ordinance's Review Requirement is presented below.

Analysis of the Proposed Planned Unit Development in Relation to the PUD Review Standards
The PUD provisions in Section 10-1-33(c) require this project to be reviewed by the following specific criteria:

(1) **Character and Intensity of Land Use.** A PUD district's uses and their intensity, appearance and arrangement shall be of a visual and operational character which:

a. Are compatible with the physical nature of the site or area.

I believe the proposed land uses are fully compatible with the nature of the area.

The proposed development intensity is well below the commonly used 4-story nature of newer buildings on the south side of Marshall Court, and is clearly consistent with buildings on the north side, which are somewhat smaller and shorter.

The proposed appearance and arrangement is generally consistent with the nature of other buildings recently developed on Marshall Court, and very consistent with other new buildings on the south side of Marshall Court in terms of setbacks and an "urban mixed use" architectural character related to exterior building materials, and roof, door, and window forms. Residential exterior materials and roof, door, and window forms prevail on the north side of Marshall Court. The buildings' under-building parking area takes advantage of the north to south down-slope of the site.

In total, I believe the proposed building strongly meets this criterion in that it is a strong match for the buildings to the east, transitions nicely to the shopping center to the west, and provides a good transitional height between Shackleton Square and the very busy University Avenue corridor. The modest Floor Area Ratio (FAR) of 1.20 for the proposed site is lower than might be expected versus new development to the east, but is appropriate given the parking demands of office and commercial development.

b. Will produce an attractive environment of sustained aesthetic desirability, economic stability, and functional compatibility with the Village Comprehensive Plan.

The building's exterior uses materials that are attractive, high-quality, and durable on all four elevations. The building's appearance is very compatible with the new buildings to the east on Marshall Court, while the proposed height is compatible with the older buildings immediately to the east and west. The project follows the aesthetic guidelines of the Doctors Park Neighborhood Plan for building height, composition, scale, windows, materials, and colors. The building provides articulations which are appropriate for its size, and detailed changes in materials and textures. A useable outdoor dining plaza is provided on the west side of the building, and smaller-scale outdoor spaces are provided for the top floor workspace.

Building Code requirements for office and commercial spaces located over under-building parking result in stronger and safer construction. Such buildings are considered to have a long lifespan. The open plan of both floors will provide long-term flexibility for evolving tenant needs.

The extension of Catafalque Drive to Marshall Court and improvements to Marshall Court and the pedestrian/bike path are also consistent with the adopted Plans and would not be possible without a project.

I believe the project strongly meets this criterion.

c. Will not adversely affect the anticipated provision for school or other municipal services unless jointly resolved.

No residential dwellings are proposed as part of the Lodgic project.

Village Population. The project will not add to the Village population but is designed to serve existing residents.

School Services. School impacts will be beneficial in terms of increased tax base, with no additional children.

Emergency Services. Any increase in emergency service calls to the site is expected to be nominal based on past experience. The City of Madison, through its service agreement with the Village, is well-equipped to provide fire and EMS services to the project.

The Village's fee payment for fire and EMS service to the City of Madison depends on the change in Village population and equalized value relative to Madison's. If population and equalized value grow at a faster rate in the Village, the Village's payment will increase. This modest project will likely have a minimal impact on the fee payment given its modest size compared to the City Madison continuing to expand at the edges and through redevelopment. Specifically, the City's growth in population and tax base is expected to grow at a significantly faster rate than the Village's – thus leading to stable or even reduced fees for fire and EMS.

Other Services. The Village will not see any increase in demand for snow plowing or garbage collection, as such services will be provided for the project though private contract – with the exception of plowing the short extension of Catafalque Drive and the bike path.

I believe the project meets this criterion.

d. Will not create a utility, traffic, or parking demand incompatible with the existing or proposed facilities to serve it unless jointly resolved.

Utilities. The Village Engineer is reviewing utilities and stormwater issues and will provide a separate review letter covering those items.

Traffic. Mike Scarmon, P.E. for KL Engineering, has provided a June 28, 2018 report entitled "2801 Marshall Court Traffic and Parking Study" with site investigations, traffic counts, and analysis provided in the Spring of 2018. Mr. Scarmon provides the following conclusions:

- The proposed development is expected to generate 740 new weekday daily trips, 100 during the AM peak hour and 100 during the PM peak hour.
- The proposed development is expected to have a peak parking demand of between 56 and 69 parking spaces, occurring between 7 and 8 pm.
- Traffic generated by the proposed development is not anticipated to result in significant impacts to traffic operations in the study area.
- Parking proposed with the development is anticipated to meet the parking demand generated by the project.

Mr. Scarmon further recommends:

1. Provide bicycle parking totaling 10 underground spaces and 10 street level spaces; and,
2. Designate 3-4 parallel parking spaces for short-term loading and unloading near the childcare entrance.

I would suggest providing the ability to convert auto parking spaces to parking spaces for motorcycles and scooters or other small motorized vehicles.

Based on discussions with several experts in urban Dane County mixed-use developments at Vandewalle & Associates, I believe the above parking ratios are realistic for this project at this location. These experts point to the high degree of transit service and walkable employment at the site.

e. Economic impact. A planned unit development district shall not adversely affect the economic prosperity of the Village or of surrounding properties.

I am not prepared to offer a detailed economic impact at this point in time.

However, due to the general compatibility with the heights and bulks of other redevelopment sites on Marshall Court, the benefits of providing for the completion of Marshall Court, Catafalque Drive and the University Avenue Bike Path, the retention and continuous operation of the Psychiatric Services Clinic, the addition of surface parking at the University Station, and the provision of significant tax base increase, I suspect that impact analysis will demonstrate that the Lodgic project will be of economic benefit to the Village and surrounding properties.

In total, I believe all of the sub-criteria of e. above, are met.

I further believe that all of criteria 1.a. through 1.e. are met.

(2) **Preservation and maintenance of open space.** A PUD district shall make adequate provision for the improvement and continuing preservation and maintenance of attractive open space.

The Lodgic is proposed as an urban-character project to replace suburban character development. Currently, open space in the form of small lawn and landscaped areas surrounds the existing building. Although contributing significantly to the sites' suburban character, these areas do not provide usable open space. Similarly, although the existing development provides sidewalks linking the building entrances to parking areas and Marshall Court, usable pavement areas for open space enjoyment are lacking. The proposed project offers a significant upgrade in terms of both public and private open space. Most notable are the dining plaza and workspace balconies, as well as the modest public plaza area provided along Marshall Court.

(3) **Implementation schedule.** A PUD district shall include suitable assurances that each phase could be completed in a manner which would not result in an adverse effect upon the community as a result of termination at that point.

The proposed project development period is between the fall of 2018 and the late summer of 2019. The PUD ordinance requires a Specific Development Plan (SDP) to be submitted to the Village within 12 months of the Board's approval of the General Development Plan (GDP). As discussed, the SDP has been submitted along with the GDP. The ordinance allows the Village to consider annual extension requests from the developer, if needed.

(4) **Adherence to Comprehensive Plan.** A PUD district shall further the Village Comprehensive Plan.

On January 8, 2016, Daniel J. Lindstrom, AICP, of Vierbicher Associates, Inc., provided the following introduction to a similar PUD analysis for the Ronald McDonald House GDP:

> Because the Doctors Park Neighborhood Plan (DPNP) is an appendix to the Village's Comprehensive Plan and gives more detailed recommendations for the area than the Comprehensive Plan, the proposed PUD has been reviewed in relation to the DPNP. This analysis compares this proposal to relevant objectives from the DPNP. Page numbers are noted, and plan text/objectives are in *italics*, with commentary following.

I think this is an appropriate application of the Zoning Ordinance's review requirements for factor (4). My analysis will follow this example.

LAND USE:

Page 10. Land Use Goal No. 1: Diversify land use along Marshall Court.

- *Page 10: Objective No. 1: Develop mixed-use zoning districts to enable desired development.*
  The proposed GDP is a project specific mixed use zoning district which includes office, restaurant, and daycare land uses, including the provision of a unique co-working environment within the Village.

- *Page 10: Objective No. 2: Work with developers and land owners to implement desired land use outcomes.*
  The proposed GDP requires detailed Village PUD zoning approval, and coordinates with the Village for improvements to Marshall Court, Catafalque Drive, and the pedestrian / bike path.

Page 10. Land Use Goal No. 2: Establish a land use pattern that mitigates the effect of redevelopment on traffic volume and circulation.

- *Page 10: Objective No. 1: Encourage opportunities for live-work situations, reducing the need for employees to drive to work.*
  This project is oriented to over-lapping daycare, restaurant, and co-working land uses, which also reduce the need for employees to make separate work trips.

- *Page 11: Objective No. 2: Balance high traffic-generating uses with lower ones.*
  The proposed two-story project generates lower peak hour traffic and counteracts the predominance of rush hour business traffic on Marshall Court, University Bay Drive, and University Avenue than would a project which reached the maximum development potential of the site.

Page 11. Land Use Goal No. 3: Establish a land use pattern that complements the existing uses within and around the perimeter of the neighborhood.

- *Page 11: Objective No. 1: Encourage first floor uses that support pedestrian activity such as neighborhood retail or service-oriented business.*
  The proposed restaurant and day care land uses on the first floor will support pedestrian activity. The proposed outdoor dining plaza will provide a strong amenity factor for luring local employees to walk and bike to the project.

- *Page 12: Objective No. 3: Redevelopment shall utilize structured parking (as opposed to surface parking).*
  Two-level structured parking (unusual for two-story buildings) is proposed for both buildings.

- *Page 12: Objective No. 4: Parcels within the planning area shall remain taxable.*
  The building will remain taxable, at a significantly higher value.

- *Page 13: Marshall Court Future Land Use & Building Heights Map.*
  This map explicitly identifies the following bullet points for the subject property:

  - *Mixed use office / commercial / residential* – Yes. Accomplished by project.
  - *2-3story building heights (maximum of 46 feet)* – Yes. 2 stories at a maximum height of 36 feet.
  - *Shared structured parking facilities* – Yes. Some parking spaces will be open to the public.
  - *Enhanced pedestrian connections to the street and retail to the west* – Yes, plazas and bike path.

URBAN DESIGN:

Page 23. Urban Design Goal No. 1: Promote a pedestrian-scale environment in the neighborhood.

- *Page 23: Objective No. 1: Promote pedestrian safety.*
  The project will result in dedications of rights-of-way for Marshall Court that will support the implementation of a consistent street cross-section, including the provision of a wider sidewalk, and consistent on-street parking arrangements. The project will significantly assist the completion of the pedestrian / bike path.

- *Page 23: Objective No. 2: Implement design guidelines for redevelopment to support a pleasant pedestrian experience.*
  I believe this is generally accomplished. See the following detailed discussion.

  The Urban Design chapter of the DPNP identifies the following Overall Design Objectives:
  - *Building Height* – Yes. The project is shorter than the target building height maximum of 46 feet.
  - *Floor Height* – Yes. The heights of both floors are taller than typical.
  - *Building Composition* – Yes. Each building has a well-composed exterior with a definite top, middle, and bottom portion.
  - *Building Articulation* – Yes. Each building has components that emphasize verticality and rhythm – particularly accomplished by exterior materials, wall plane recesses and extensions with stacked windows and balconies.
  - *Building Scale* – The building has a façade design that varies through the use of different materials, colors, and/or divisions to reduce its mass.
  - *Windows* – Partially. With the exception of the corner lobby area, ground floor windows are not larger in scale.
  - *Color* – Partially. Color choices complement the building's materials and style, and harmonize with adjacent buildings. Sufficient variation in color is present. However, the color is not proposed to vary between these two buildings or with Arbor Crossing I.
  - *Green Design* – Yes. Green design components are present, particularly with the approach to stormwater management.

  The Urban Design chapter of the DPNP identifies the following Building Placement Objective:
  - *Maintain a Pedestrian Scale* – Yes. The building is placed about six feet from the Marshall Court right-of-way, compared to the recommended three feet. I believe the public nature of the building merits the additional two feet. This placement provides for a stronger commercial entrance, a small entry plaza, and eliminates late afternoon winter shadow impacts to buildings across the street.

  The Urban Design chapter of the DPNP identifies a plethora of other objectives for the design of the public right-of-way area, including sidewalks, landscaping, pedestrian furniture, and on-street parking. With the dedication of rights-of-way and coordination on the pedestrian / bike path occurring with this project, these objectives can be more readily attained.

URBAN DESIGN (continued):

Page 24. Urban Design Goal No. 2: Preserve the existing quality of life for users and residents of the neighborhood.

- *Page 24: Objective No. 1: Preserve and maintain "landmark" buildings.*
  The DPNP does not identify the existing building on the site as "landmark" building.

- *Page 24: Objective No. 2: Ensure that redevelopment provides an appropriate transition between new and existing structures.*

  I believe this is accomplished. This portion of the DPNP text identifies the Unitarian Meeting House, Shackleton Square, and the Ronald McDonald House as "landmark structures". The text further states:

  > "The existing iconic buildings discussed above do tend to suggest that the area could sustain redevelopment at a 3-4 story density. Shackleton Square and the Ronald McDonald House could be considered "three and a half story" buildings – Shackleton has dormer windows above the third floor, and the first floor of the Ronald McDonald House is above the street level of Marshall Court." However, the proposed building, at two stories, does not compromise consistency with these landmark structures.

- *Page 24: Objective No. 3: Require a shadow study of proposed redevelopment projects.*

  The provided shadow study from the previously proposed four-story project indicates that late afternoon winter shadows will sweep across the ground floors of the south facades of the Shackleton Square and Ronald McDonald House buildings. The proposed two-story structure should eliminate this effect. The required shadow study should be provided to the Village.

Page 24. Urban Design Goal No. 3: Encourage sustainable development.

- *Page 24: Objective No. 1: Encourage development to occur in a sustainable manner.*

  The applicant should provide more information about this criteria, in addition to the laudable lack of exposed surface parking and the underground stormwater treatment facilities.

TRANSPORTATION:

Page 35. Transportation Goal No. 1: Provide enhanced safety and connectivity for pedestrian and bicycle traffic.

- *Page 35: Objective No. 1: Implement the desired Marshall Court street section, with a consistent right-of-way width and sidewalk location.*

  The proposed GDP provides the desired street section.

- *Page 35: Objective No. 2: Provide additional pedestrian connections from residential areas to destinations within the neighborhood area.*

  The proposed GDP provides the dedication and improvement of the Catafalque Drive right-of-way that will enable it to connect to Marshall Court – thereby providing the mid-block connection from the Bike Path called for by the DPNP.

- *Page 35: Objective No. 3: Provide a designated bicycle route through the neighborhood area.*

  The proposed GDP provides the dedication of the "missing link" portion of the University Avenue Bike Path. Page 41 of the DPNP states that:

  > The Village may need to acquire property or easements along the rail line in order to build the path. TID funds could be used for the expense. The mixed ownership of all the parcels along the railroad tracks will make acquiring the land difficult.

- *Page 36: Recommended Marshall Court Layout Map.*

  This map explicitly identifies the following bullet points for the subject property:

  - *Marshall Court Realignment* – Yes. Accomplished by project.

- *New Bicycle Connection* – Yes. Accomplished by project.
- *Alley Access to Structured Parking* – Yes, Catafalque Drive is proposed to connect to Marshall Court along the east side of the project. I believe this is a significantly safer connection point than next to University Station's eastern connection to Marshall Court.

Page 41. Transportation Goal No. 2: Promote strategies and improvements aimed at mitigating existing and future traffic congestion.

- *Page 41: Objective No. 2: Require redevelopment proposals to reimburse the village for a traffic impact analysis (TIA) that identifies potential impacts of development on traffic circulation patterns. Development should not create traffic that cannot be handled by existing or anticipated transportation systems.*
  The TIA has been conducted by KL Engineering, and indicates that the proposed GDP does not create such traffic. The project's smaller scale and mixed use nature are a key part of mitigating adverse traffic impacts.

- *Page 43: Objective No. 3: Encourage the use of mass transit and other non-vehicle oriented transportation methods.*
  The project provides covered bike parking. The provision of showers for the commercial area is unknown at this time. The applicants should clarify this issue.

- *Page 43: Objective No. 4: Limit the amount of parking provided with new buildings; provided parking should be to serve Marshall Court businesses only.*
  The top of the right-hand column on page 43 of DCNP suggests that:
  > The Village should allow parking for redevelopment along Marshall Court to be less than the Village's current standard of one space per 300 square feet of office/retail space, one space per 100 square feet of restaurant space, two spaces per two (or more) bedroom unit, and 1.25 spaces per one bedroom or efficiency.

  I believe the reduced parking ratios proposed by the traffic study reflect this objective in a responsible manner. However, the proposed project appears to meet the baseline standards in the Zoning Ordinance for any location in the Village.

- *Page 43: Objective No. 5: Limit the number of curb cuts onto Marshall Court.*
  The proposed driveway to the underbuilding parking is the only proposed vehicle connection via a curb cut. It replaces the existing curb cut at approximately the same location.

- *Page 44: Objective No. 6: Redevelopment projects should provide off-street loading areas.*
  An off-street loading area is <u>not</u> provided by the project. The five parking spaces proposed for Catafalque Drive could be signed to allow short-term loading, particularly if loading is coordinated to occur before or after daycare center operation.

Page 44. Transportation Goal No. 3: Encourage cooperation on parking issues between property owners and between the Village and developers.

- *Page 44: Objective No. 1: Encourage cooperation and shared parking between uses and businesses.*
  The project is definitely conducive to shared parking. It should be a noteworthy regional model.

Pages 46 - 49. These goals and objectives are applicable to the dedicated portions of Marshall Court and Catafalque Drive, but will be a municipal responsibility independent of the project.

SUMMARY OF THE VILLAGE PLANNER'S COMMENTS AND RECOMMENDATIONS

The proposed site layout accomplishes important public objectives for the site, as identified in the Comprehensive Plan and the Doctors Park Neighborhood Plan, including:

- the westerly and northerly continuation of Catafalque Drive to Marshall Court;
- the completion of the University Avenue Bike Path through the "missing link";
- the provision of a creative working environment with strong potential linked land uses and parking
- the provision of additional on-street parking;
- the elimination of surface parking spaces in favor of under-building parking;
- the provision of additional parking at the University Station shopping center through the proposed lot line adjustment to be accomplished with a separate CSM required to complete the project;
- improved stormwater management in the central portion of Marshall Court;
- urban design and building architecture largely compliant with the Doctors Park Neighborhood Plan.

I believe the Village's traffic objectives are met by the proposal. However, several aspects of the project merit consideration by the Plan Commission and Village Board. These include:

For the General Development Plan (GDP) Phase:

1. The need for a shadowing study for buildings on the north side of Marshall Court.
2. The need to describe the way in which members having meetings with clients in the Lodgic Workspace Area will be managed to avoid over-crowding.
3. The lack of a dedicated off-street loading area, and the need to identify a workable solution to its absence.

For the Specific Development Plan (SDP) Phase -- if the GDP is approved:

A. Whether the uniformity of façade design between the first and second floor is a concern to the Plan Commission or Village Board that merits changes.

Until such issues are resolved, I recommend delaying action on both the GDP and SDP by the Plan Commission.

I will be attending the Village Plan Commission meeting on July 10th to participate in the review of this project, and to answer any questions regarding this letter. If you have any questions of comments prior to the Plan Commission meeting, please contact me at 255-3988, or by email at mslavney@vandewalle.com.

Sincerely,

Michael A. Slavney, FAICP

TECHNICAL MEMORANDUM

5400 King James Way Suite 200
Madison, Wisconsin 53719
608-663-1218
www.klengineering.com

To: J. Randy Bruce, AIA
Knothe & Bruce Architects, LLC

From: Mike Scarmon, P.E., PTOE
KL Engineering, Inc.

Date: June 28, 2018

Subject: 2801 Marshall Court
Traffic and Parking Study
Village of Shorewood Hills, Wisconsin

Introduction

Marshall Court Investors, LLC is proposing to construct a mixed-use development at 2801 Marshall Court in the Village of Shorewood Hills, Wisconsin. This memo documents the traffic impacts of this proposed development, known as the Lodgic Development. The purpose of this study is to quantify expected traffic and parking generation, analyze access and circulation conditions, and provide any necessary recommendations in accordance with Village requirements.

A project location map is shown in **Exhibit 1**.

Proposed Development

The proposed development consists of one building with four expected uses. The building is expected to contain the following land uses with sizes given in square feet:

- Restaurant - 4,500 square feet (SF)
- Childcare Facility - 4,500 SF
- Co-working Office Space - 11,000 SF
- Event Space - 1,400 SF

The developer has indicated that the square footages listed are conservative estimates and combined, would exceed the proposed building footprint. These land use sizes were used so that a conservative estimate of trip and parking generation could be performed and to account for slight changes that may occur as the design is finalized.

A site plan is shown in **Exhibit 2**.

Some outdoor space is associated with each of the land uses except for the co-working office space. Outdoor space was not added to associated indoor space for total land use square footage. This is in accordance with the methodologies prescribed by the *ITE Trip Generation Manual* and the *ITE Parking Generation Manual*.

Trip Generation

Each of the land uses within the proposed development has been assigned a land use type in accordance with the *Institute of Transportation Engineers Trip Generation Manual, 10th Edition (ITE Manual)*. It should be noted that the *ITE Manual* does not contain a land use directly applicable to event space. The ITE land use Quality Restaurant

was used to account for this portion of the development based on a "best fit" with available land uses and land use descriptions in the *ITE Manual*.

Trip Generation for the Lodgic Development was estimated according to *ITE Trip Generation Manual* methodology. The resulting trip generation estimate is shown in **Table 1** below. Trips were generated using square footage rather than other attributes such as number of seats or employees. Square footage was used because it provides a more direct comparison to the comparable sites that the trip generation rates are based on and remains applicable if internal configurations are adjusted, as long as each land use has the same square footage associated with it.

Table 1. Development Trip Generation

ITE Land Use	ITE Land Use Code	Size	Weekday Daily Trips (rate)	AM Peak			PM Peak		
				In (%)	Out (%)	Total (rate)	In (%)	Out (%)	Total (rate)
High-Turnover (Sit-Down) Restaurant	932	4.5 KSF	505 (112.18)	25 (55%)	20 (45%)	45 (9.94)	30 (62%)	15 (38%)	45 (9.77)
Day Care Center	565	4.5 KSF	215 (47.62)	25 (53%)	25 (47%)	50 (11.00)	25 (47%)	25 (53%)	50 (11.12)
General Office Building	710	11.0 KSF	125 (11.36)*	30 (86%)	5 (14%)	35 (3.18)*	0 (16%)	15 (84%)	15 (1.36)*
Quality Restaurant	931	1.4 KSF	115 (83.84)	- -	- -	0 (0.73)	5 (67%)	5 (33%)	10 (7.80)
Total Generated Trips:			**960**	**80**	**50**	**130**	**60**	**60**	**120**
Linked Trip Reduction (20%)^			(170)	(15)	(10)	(25)	(10)	(10)	(20)
Multimodal Trip Reduction 10%)†			(50)	(5)	0	(5)	0	0	0
Total New Trips:			**740**	**60**	**40**	**100**	**50**	**50**	**100**

*Rate derived from fitted curve equation

^Linked trip reduction applied to High-Turnover Restaurant, Daycare, and General Office Building land uses.

†Multimodal trip reduction applied to High-Turnover Restaurant and Office land uses.

Linked trips are those trips that would normally occur in two different locations but are combined based on the ability of a development to satisfy multiple trip purposes. The Lodgic development is being planned to attract working parents who utilize coworking spaces and require childcare. By providing working space, foodservice, and childcare in one location, trips between those places no longer occur on the public roadway network. Consider for example a user of the coworking space that eats lunch at the on-site restaurant. This person generates four trips (one "out" from the office and one "in" to the restaurant, then one "out" from the restaurant and one "in" to the office). Because the trips in this example are between land uses within the Lodgic Development, they do not occur on the public roadway network.

In addition to the presence of complimentary land uses, the operator of the Lodgic Development does have strategies planned to encourage this linked behavior. Based on this, a 20% linked trip reduction was applied to the restaurant, daycare, and office building land uses. The developer plans for up to about 30% linked, or captured trips, however, a lower number was used for this analysis in order to maintain a conservative estimate.

Some trips are expected to be served by modes of transportation other than personal vehicle. The corresponding reduction in trip generation is referred to as the multimodal trip reduction. This includes pedestrian, transit, and bicycle modes of transportation. The development is located near numerous transit routes that run along University Avenue and University Bay Drive. Bicycle facilities are located nearby the proposed development and the Village of Shorewood Hills has plans for the extension of the paved bicycle path along the north side of

University Avenue. Based on these conditions, a multimodal reduction rate of ten percent was chosen and applied to the restaurant and office land uses.

The proposed development is projected to generate 740 new weekday daily trips, 100 new trips (60 in and 40 out) during the AM peak hour, and 100 new trips (50 in and 50 out) during the PM peak hour.

The Marshall Court Traffic Study, prepared in 2008, projected the overall increases in vehicle trips on Marshall Court expected to result from redevelopment of the area. The projected trip generation for the proposed development is equal to approximately 25% of this overall trip increase during the AM and PM peak hours. This value does not include the elimination of vehicle trips generated by the current land use at the location of the proposed development.

Trip Distribution and Assignment

The projected trips generated by the proposed development have been assigned to the local roadway network according to expected regional travel patterns. Based on these assumptions, the projected trip distribution of development traffic is as follows:

- 40% to/from the east on University Avenue
- 40% to/from the west on University Avenue
- 20% to/from the north via University Bay Drive

Some of the development parking demand is expected to be served by on-street parking proposed along Catafalque Drive and Marshall Court, adjacent to the development. These spaces are expected to exhibit higher turnover rates than those in the underground parking area. Therefore, a portion of peak hour trips have been assigned to on-street parking spaces rather than the development driveway. These trips are accounted for in the trip assignment exhibit by assigning them to Catafalque Drive.

The assignment of development traffic to the local roadway network is shown in **Exhibit 3.**

These traffic volumes in conjunction with the proposed access are not anticipated to have a significant impact to traffic operations within the study area.

Parking Generation

The expected parking demand of the Lodgic Development has also been estimated according to ITE methodology. The same land uses were used for parking generation as those used for trip generation. The resulting parking generation estimate includes projections for peak weekday parking demand for each land use. The methodology is based on observation of comparable sites. Average and 85th percentile peak projected demand is provided. Parking generation for the proposed Lodgic Development is summarized in **Table 2**.

Table 2. Development Parking Generation

ITE Land Use	Size	Peak Parking Demand		Peak Period
		Weekday Average (rate)	85th Percentile (rate)	
High-Turnover (Sit-Down) Restaurant without Bar or Lounge - Urban (932)	4.5 KSF	**25** (5.55)	**29** (6.37)	6 pm - 8 pm
Day Care Center (565)	4.5 KSF	**14** (3.16)	**17** (3.70)	8 am - 9 am, 4 pm - 6 pm
Office Building - Urban (701)	11.0 KSF	**27** (2.47)	**33** (2.98)	9 am - 5 pm
Quality Restaurant (931)	1.4 KSF	**15** (10.6)	**20** (14.2)	7 pm - 9 pm
Subtotal:		**81**	**99**	**N/A**
Linked Use Parking Reduction (20%)		**(13)**	**(16)**	
Multimodal Trip Parking Reduction (10%)		**(4)**	**(5)**	
TOTAL:		**64**	**78**	

Reductions were made to the parking generation using the same reduction rates used for the trip generation. This was based on the assumption that parking demand is proportional to vehicular trips to and from the site. After reductions, the sum of average and 85th percentile peak parking demand for proposed land uses is 64 and 78 parking spaces, respectively. However, peak parking demand periods for each land use are not anticipated to be coincident with one another. By including the 85th percentile parking demand rate for similar land uses, a conservative estimate of parking demand is maintained.

Land uses that make up the development are expected to have peak parking demand periods staggered throughout the day. Specifically, the daycare and office land uses are anticipated to generate peak parking demand between morning and late afternoon hours while the restaurant land uses are anticipated to generate their peak parking demand well after, during the evening hours. Therefore, the aggregate peak parking demand is expected to be lower than the simple sum of that of each land use.

The *ITE Parking Generation Manual* includes time-of-day parking demand information for all land uses proposed with the Lodgic Development except for the daycare land use. Daycare land use parking demand was therefore assumed to be 100% at all times. Using this information, a composite parking demand profile was developed for the development. The average and 85th percentile anticipated peak parking demand for the Lodgic development was found to be 56 and 69 spaces, respectively, during the 7 pm to 8 pm hour. Details of this analysis are provided in **Attachment A**.

Although the childcare facility within the building is not expected to generate high parking demand, the drop-off and pickup patterns exhibited at this facility will likely result in high parking turnover during morning and afternoon periods.

Proposed Parking

The proposed development is expected to contain 64 underground parking spaces. Five on-street parking spaces are proposed adjacent to the development on Marshall Court, and five on-street parking spaces are proposed adjacent to the development on Catafalque Drive.

The parking demand of the proposed development is expected to be accommodated by the underground parking spaces at most times. On-street spaces adjacent to the development are anticipated to be utilized during peak parking utilization periods and by short duration visits to the site such as childcare pickup and drop off. The developer is currently negotiating use of off-site parking facilities for employees to further reduce anticipated on-site parking demand.

Bicycle Parking

Bicycle parking facilities are recommended for inclusion with the proposed development to accommodate visitors arriving via bicycle and to reduce potential demand for vehicle parking. It is recommended to accommodate up to 10 bicycles on street level, and up to 10 bicycles in the underground parking area.

Site Accessibility

The proposed development is expected to be accessible from an underground parking facility in addition to two street-level entrances. The underground parking facility is accessed by a driveway adjacent to the building onto Marshall Court. On-street parking will also be provided on Marshall Court and on the adjacent alley (Catafalque Drive).

Most vehicles accessing the building are expected to use the underground parking facility. Access to the childcare facility is expected to occur primarily via the proposed parallel parking spaces on Marshall Court and Catafalque Drive, adjacent to the development. It is recommended to designate at least 3-4 parking spaces for loading and unloading of children accessing the facility.

The access concept provided in the current site plan provides acceptable accommodations to all expected uses within the Lodgic Development. It is expected that the planned (construction in 2018) two-way alley extension of Catafalque Drive to Marshall Court will further accommodate alternative entering and exiting patterns at the development. Marshall Court, adjacent to the development, is planned for reconstruction in 2019. This project should consider the conclusions of this traffic study when planning for on-street parking locations and driveway locations.

Conclusions and Recommendations

The conclusions of the traffic and parking study for the proposed Lodgic Development are as follows:

- The proposed development is expected to generate 740 new weekday daily trips, 100 during the AM peak hour and 100 during the PM peak hour.
- The proposed development is expected to have a peak parking demand of between 56 and 69 parking spaces. This peak demand is expected to occur between 7 pm and 8 pm.
- Traffic generated by the proposed development is not anticipated to result in significant impacts to traffic operations within the study area.
- Parking proposed with the development is anticipated to meet the parking demand generated.
- Access to and from the development is expected to be reasonably accommodated by the proposed site plan.

Recommendations associated with the proposed development are as follows:

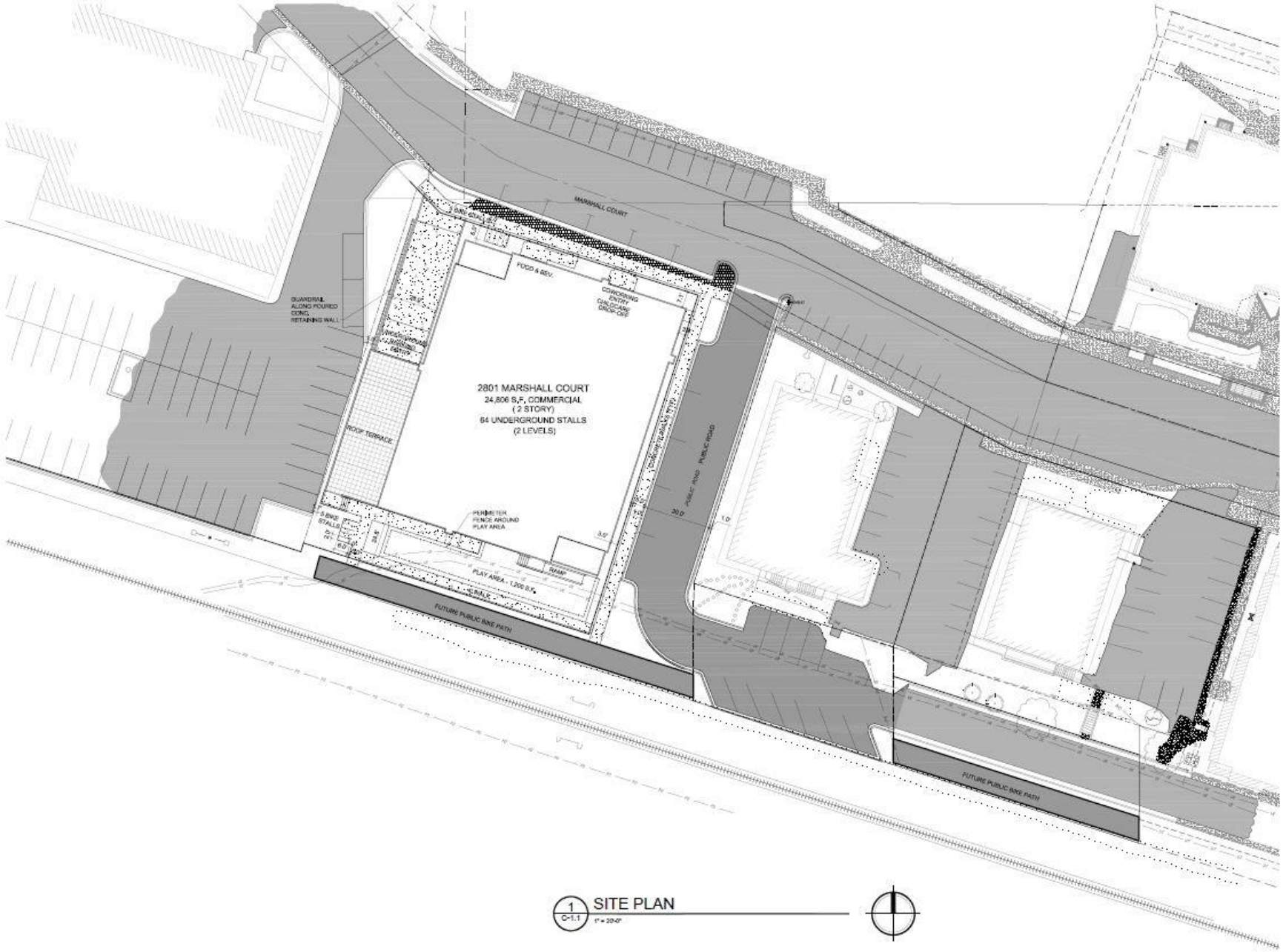
- Provide bicycle parking totaling 10 underground spaces and 10 street-level spaces
- Designate 3-4 parallel parking spaces for loading and unloading near the childcare entrance

Exhibit 1

KL Engineering [A] Better Experience

Project Location

Exhibit 2

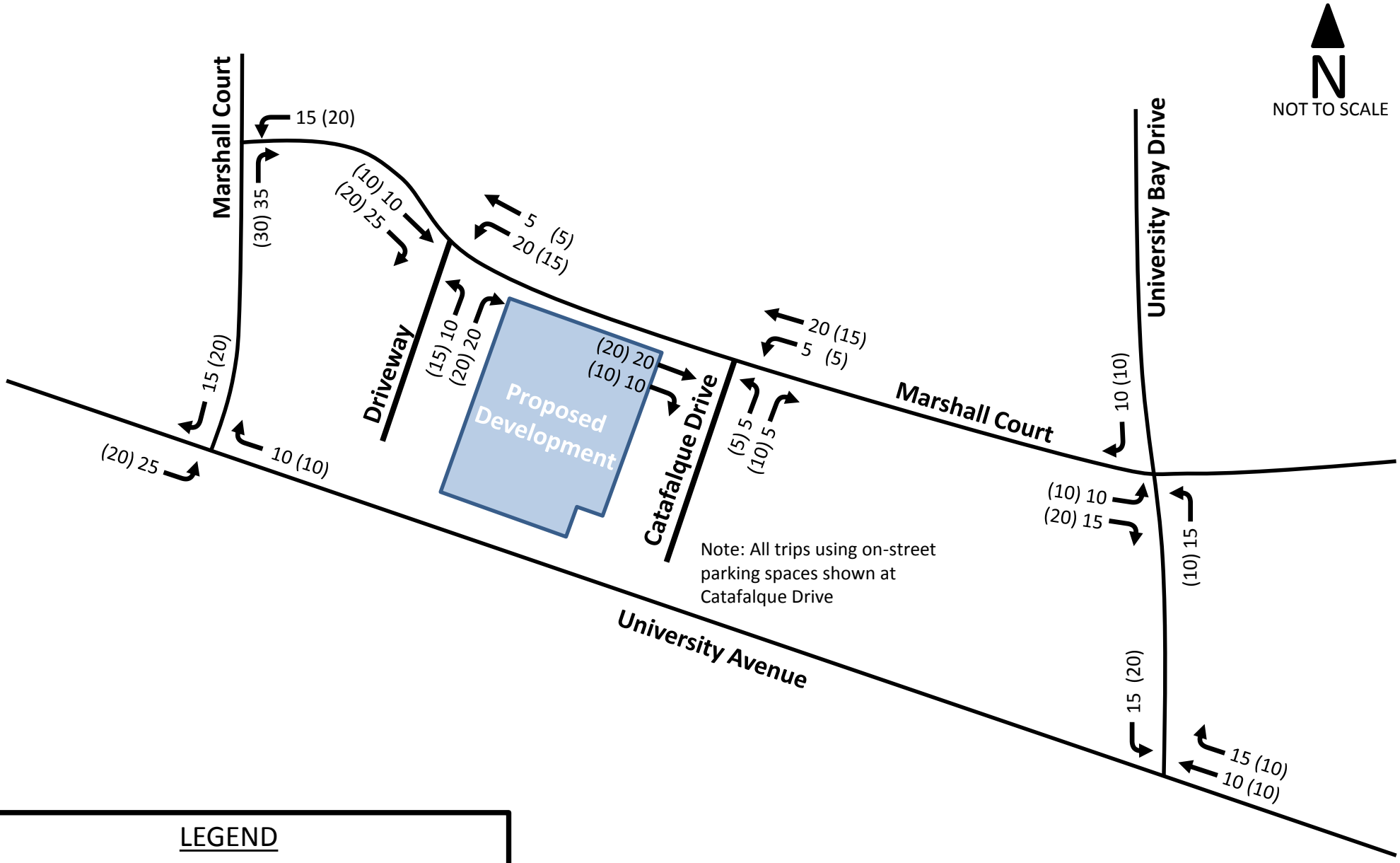


1 C-1.1 SITE PLAN 1" = 20'-0"

KL Engineering [A] Better Experience

Site Plan

Exhibit 3



LEGEND

XX = AM Peak Hour Volumes

(XX) = PM Peak Hour Volumes

KL Engineering [A] Better Experience

Development Volumes

ATTACHMENT A

Hourly Parking Distribution

Table 1. Hourly Parking Demand Profile by Land Use

Hour	Land Use				Composite*
	932	565	701	931	
Hourly Percent of Peak Demand					
5:00 AM	5	100	19	20	33
6:00 AM	5	100	19	20	33
7:00 AM	5	100	19	20	33
8:00 AM	5	100	64	20	50
9:00 AM	5	100	91	20	61
10:00 AM	7	100	99	20	66
11:00 AM	16	100	99	20	69
12:00 PM	49	100	98	51	86
1:00 PM	39	100	96	56	83
2:00 PM	27	100	100	40	77
3:00 PM	19	100	99	27	71
4:00 PM	22	100	90	27	69
5:00 PM	60	100	58	39	73
6:00 PM	94	100	58	71	93
7:00 PM	100	100	58	100	100
8:00 PM	81	100	58	97	93
9:00 PM	84	100	58	97	94
Peak Demand (spaces)					
Average	25	14	27	15	70^
85th Percentile	29	17	33	20	85†

* Based on percent of peak site parking demand presented in Table A.2 and Table A.3.

^ Based on calculated overall site peak parking demand presented in Table A.2

† Based on calculated overall site peak parking demand presented in Table A.3

Table 2. Hourly Parking Demand by Land Use and Site Total - Average

Hour	Land Use				
	932	565	701	931	Site Total
Hourly Demand (spaces)					
5:00 AM	1	14	5	3	23
6:00 AM	1	14	5	3	23
7:00 AM	1	14	5	3	23
8:00 AM	1	14	17	3	35
9:00 AM	1	14	25	3	43
10:00 AM	2	14	27	3	46
11:00 AM	4	14	27	3	48
12:00 PM	12	14	26	8	60
1:00 PM	10	14	26	8	58
2:00 PM	7	14	27	6	54
3:00 PM	5	14	27	4	50
4:00 PM	6	14	24	4	48
5:00 PM	15	14	16	6	51
6:00 PM	24	14	16	11	65
7:00 PM	25	14	16	15	70
8:00 PM	20	14	16	15	65
9:00 PM	21	14	16	15	66
Peak Demand (spaces)					
Average Peak	25	14	27	15	70
With Reductions*	18	11	19	15	56

* Linked trip reduction (20%) applied to High-Turnover Restaurant, Daycare, and General Office Building land uses. Multimodal trip reduction (10%) applied to High-Turnover Restaurant and General Office Building land uses.

Table 3. Hourly Parking Demand by Land Use and Site Total - 85th Pctl.

Hour	Land Use				
	932	565	701	931	Site Total
Hourly Demand (spaces)					
5:00 AM	1	17	6	4	28
6:00 AM	1	17	6	4	28
7:00 AM	1	17	6	4	28
8:00 AM	1	17	21	4	43
9:00 AM	1	17	30	4	52
10:00 AM	2	17	33	4	56
11:00 AM	5	17	33	4	59
12:00 PM	14	17	32	10	73
1:00 PM	11	17	32	11	71
2:00 PM	8	17	33	8	66
3:00 PM	6	17	33	5	61
4:00 PM	6	17	30	5	58
5:00 PM	17	17	19	8	61
6:00 PM	27	17	19	14	77
7:00 PM	29	17	19	20	85
8:00 PM	23	17	19	19	78
9:00 PM	24	17	19	19	79
Peak Demand (spaces)					
85th Pctl. Peak	29	17	33	20	85
With Reductions*	21	14	24	20	69

* Linked trip reduction (20%) applied to High-Turnover Restaurant, Daycare, and General Office Building land uses. Multimodal trip reduction (10%) applied to High-Turnover Restaurant and General Office Building land uses.

Strand Associates, Inc.®
910 West Wingra Drive
Madison, WI 53715
(P) 608-251-4843
(F) 608-251-8655

July 6, 2018

Mr. Karl Frantz, Village Administrator
Village of Shorewood Hills
810 Shorewood Boulevard
Madison, WI 53705-2115

Re: Lodgic Development Traffic and Parking Review

Dear Karl,

Enclosed is the Lodgic Development Traffic and Parking Review. Please call me with questions or comments.

Sincerely,

STRAND ASSOCIATES, INC.®

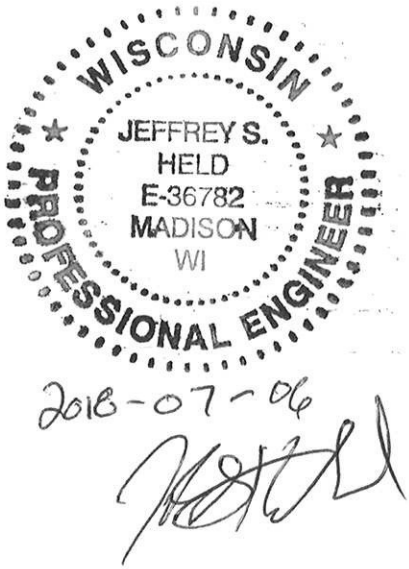
Jeffrey S. Held, P.E., PTOE

Enclosure: Report

Report for

Village of Shorewood Hills, Wisconsin

Lodgic Development Traffic and Parking Review



Prepared by:

STRAND ASSOCIATES, INC.®
910 West Wingra Drive
Madison, WI 53715
www.strand.com

July 2018

STRAND ASSOCIATES®

TABLE OF CONTENTS

BACKGROUND

The Doctor's Park Marshall Court area of the Village of Shorewood Hills (Village) is generally located north and south of Marshall Court on the southeast side of the Village. Figure 1 shows the study area for this report. The area is nearing completion of significant redevelopment including completed projects at 800 University Bay Drive (800 U-Bay), 700 University Bay Drive (700 U-Bay), and Arbor Crossings I (ACI). The Ronald McDonald House (RMH) east of Shackleton Square condominiums and north of Marshall Court is currently completing an expansion project. The first parcel on the south side of Marshall Court east of the University Station commercial center is the proposed site of Lodgic Development (Site). This redevelopment project is mixed use including office, day care, and restaurant land uses.

At the request of Village staff, Strand Associates, Inc.® (Strand) performed an independent assessment of the motor vehicle trip generation and parking demand for the Site and completed a review of the traffic report for the Site prepared by KL Engineering, Inc. (KL). This report also includes a summary of previous studies and plans for the area.

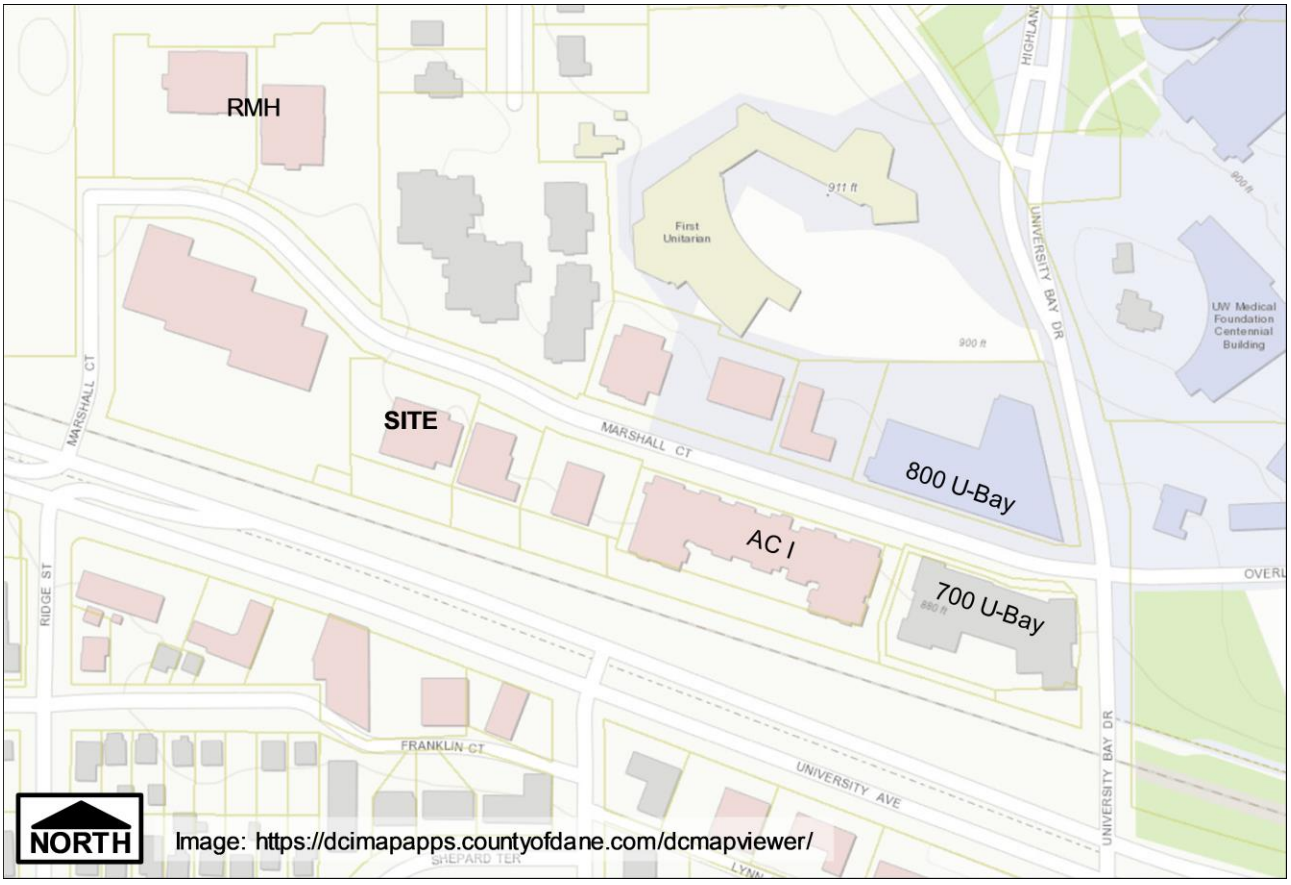


Figure 1 Lodgic Development Traffic Review Study Area

PREVIOUS STUDIES AND PLANS

Several studies and plans have been completed for the Doctor's Park Marshall Court area since 2008. Following is a brief summary of these studies.

A. Marshall Court Traffic Study (2008)

This study was completed by Strand at the time the 800 U-Bay redevelopment was in the Village approvals process. The study included assumptions about the redevelopment potential of the Doctor's Park area and estimated the net increase in traffic that would result based on two redevelopment scenarios. Figure 2 shows the trip generation results from the study.

	Daily Trips	AM Peak Hour			PM Peak Hour		
		AM In	AM Out	Total	PM In	PM Out	Total
Scenario 1 (residential-based)	3,078	167	94	261	125	205	330
Scenario 2 (office-based)	3,680	317	75	392	116	325	441

Figure 2 Marshall Court Traffic Study (2008) Estimated Net New Motor Vehicle Trips

Scenario 1 assumed the following:

- 22,000 square feet (SF) of retail space
- 200,000 SF of office space
- 200 residential dwelling units (RDU)

Scenario 2 assumed:

- 22,000 SF of retail space
- 330,000 SF of office space
- 80 RDU

The study proposed consideration of the following:

1. Construct a partial signal at University Avenue and Marshall Court/Ridge Street (completed).

2. Construct a full median on University Bay Drive at Marshall Court to prohibit left turns in or out. Provide the opportunity for U-turns at University Bay Drive and Highland Avenue to replace the northbound left turn in from University Bay Drive to Marshall Court with a northbound U-turn followed by a southbound right turn (not completed).

3. Provide sidewalk on both sides, parallel parking, and on-street bike lanes as the Marshall Court street section is reconstructed (partially completed).

4. Provide an off-street multi-use path along the north side of the railroad tracks parallel to University Avenue (partially completed).

Traffic operations modeling indicated some increase in traffic congestion and delays after full redevelopment even if all the proposed improvements were implemented. Figure 3 shows the modeling results.

Intersection	Movement	2008 Post 800 U-Bay		2015 Scenario 1 Redevelopment		2015 Scenario 2 Redevelopment	
		AM	PM	AM	PM	AM	PM
Marshall Court and University Avenue	SBR EBL	C C	C C	B D	D D	B D	D D
University Avenue and University Bay Drive	EBL SBL SBR *Overall*	C D A *C*	C D C *C*	D E A *C*	D E D *C*	C D A *C*	C E D *C*
Marshall Court and University Bay Drive*	EBR NBL	E A	C A	A --	B --	A --	B --

Table reports the motor vehicle Level of Service (LOS) values A (excellent) through F (over capacity).
* Traffic modeling assumes restriction of left turns into and out of Marshall Court at University Bay Drive in Scenario 1 and Scenario 2 conditions.

Figure 3 Marshall Court Traffic Study (2008) Traffic Operations Analysis

B. Doctor's Park Neighborhood Plan (2009)

This plan was completed by Vierbicher Associates, Inc. (Vierbicher) in 2008 and 2009. It includes goals for land use, urban design, transportation, and utilities and facilities. Generally speaking, the plan calls for more diverse land uses, projects that minimize traffic impacts to the extent possible, improved conditions for bicycles and pedestrians, and cooperation on parking issues.

The plan calls for the following:

1. Mixed land uses including office, commercial, and residential with two to four stories and shared, structured parking provided on-site (similar to completed and proposed projects to date).

2. Provide sidewalk on both sides and parallel parking as the Marshall Court street section is reconstructed, (partially completed).

3. Provide an off-street multi-use path along the north side of the railroad tracks parallel to University Avenue (partially completed).

4. Provide pedestrian connections between Marshall Court and the multi-use path along the railroad tracks (partially completed).

C. Marshall Court Improvements Study (2010)

This study was completed by Strand to further evaluate the proposed partial signal at University Avenue and Marshall Court and Ridge Street. It also investigated improvements at University Avenue and University Bay Drive and Farley Avenue. The estimated net increase in motor vehicle trips in the area resulting from redevelopment from the 2008 study was used for the analysis.

The report includes additional traffic operations evaluation of the partial signal at University Avenue and Marshall Court/Ridge Street and a list of outstanding issues to be resolved in its design (completed). It also includes additional traffic operations evaluation of the University Avenue and University Bay Drive/Farley Avenue intersection and a list of outstanding issues to be resolved when future improvements are made (not completed, currently in design).

D. Stone House Development Traffic Review (2011)

This letter was completed by Strand at the time ACI was in the Village approvals process. It compared the trip potential of the three parcels being redeveloped versus the proposed four-story mixed-use ACI site. Trip generation indicated that ACI would generate a similar amount of motor vehicle trips to the three parcels being redeveloped if each were simultaneously fully occupied as they once had been. It also included some recommendations for the site plan regarding bicycle and pedestrian accommodations.

E. Near Westside Neighborhoods and University Avenue Corridor Transportation Study (2014)

Strand completed this study for the Village, the City of Madison, and the University of Wisconsin-Madison. The project developed nearly 50 recommendations along University Avenue and in the neighborhoods to the north and south seeking to advance the study's guiding theme of seeking options to reduce demand for peak-hour single occupant motor vehicle travel and/or improving conditions for alternate modes without a severe detriment to car and bus travel.

Recommendations most applicable to the Marshall Court area and the Site include:

1. Near-Term Recommendations

   N2 Stagger start and stop times of major employers (Site complies with this).
   N24 Complete the missing portions of the east-west bike path between Shorewood Boulevard and University Bay Drive (Site complies with this).

2. Long-Term Recommendations

   L7 Full reconstruction of the University Avenue and University Bay Drive intersection including additional turn lanes, two northbound lanes on University Bay Drive departing the intersection, new sidewalk on the east side, and a generous center refuge at the multi-use path crossing (currently in design).

L8 Construct an east-west grade-separated bicycle and pedestrian crossing of University Bay Drive (currently being investigated).

F. University Bay Drive Conceptual Layout (2015)

Strand completed a conceptual layout of improvements to University Bay Drive at University Avenue. The primary features of the improvements include the addition of sidewalk along the east side, potential locations for a bus pullout, and an improved refuge area at the location of the multi-use path crossing north of the railroad tracks.

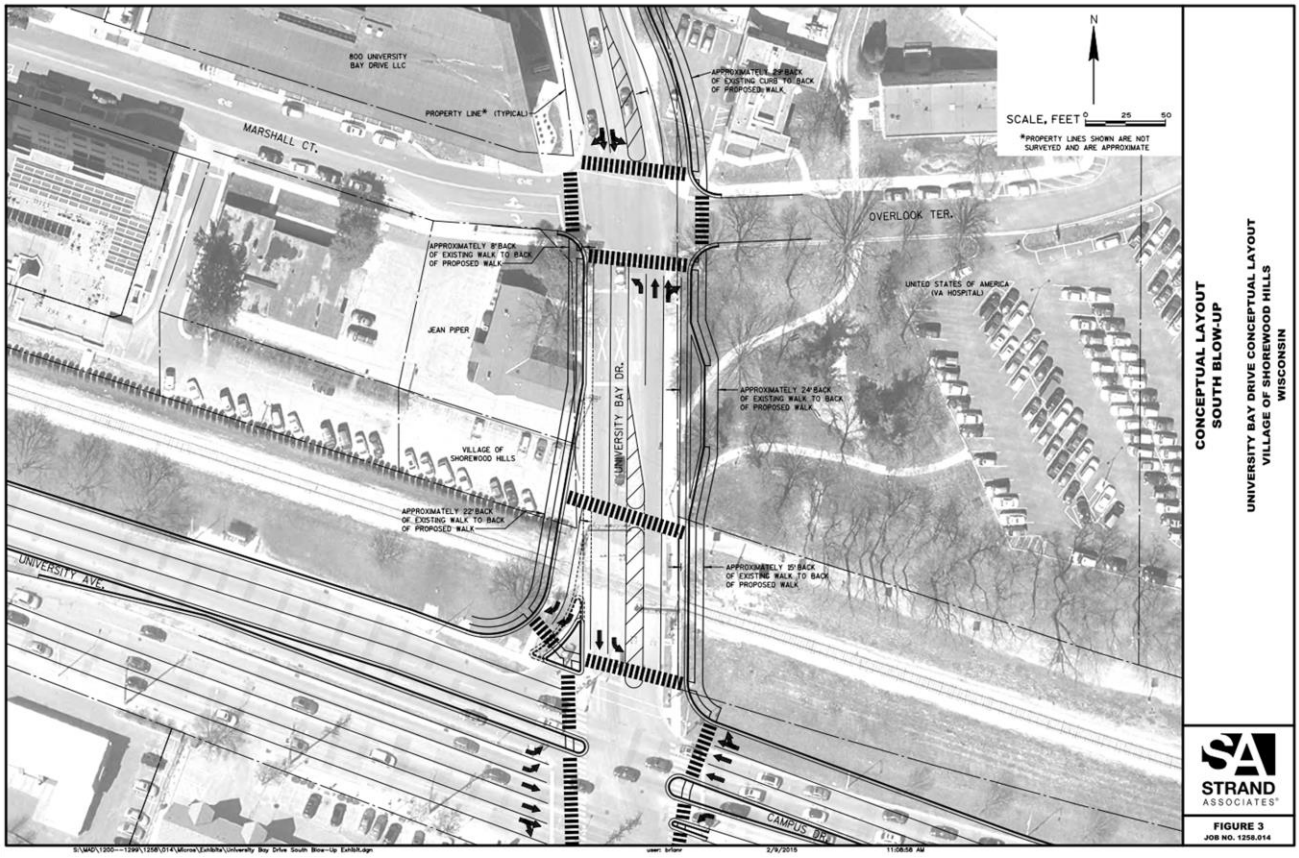


Figure 2 Conceptual Layout for University Avenue and University Bay Drive

G. Marshall Court 2016 Traffic Review (2016)

Strand completed a review of traffic conditions on Marshall Court from University Avenue to University Bay Drive. The report includes a summary of previous studies (similar to that above) and plans for the area at the time and discusses data related to traffic volumes, parking occupancy, crashes, and speeds on Marshall Court. The study found that the increase in traffic volumes after approximately 50 percent of the anticipated redevelopment on Marshall Court was complete was between 20 percent and 50 percent of the forecasted traffic increase from in the original 2008 Marshall Court Traffic Study. So, things were proceeding as expected and the predicted moderate increase in traffic congestion following full redevelopment could be expected to remain reasonably accurate.

Following is a portion of the Summary section of this report:

> *Redevelopment of properties along Marshall Court is approximately half complete as of early 2016. From a traffic volumes standpoint, the total increase in traffic to date is in line with (for the most part lower than) what was forecasted in the 2008 Marshall Court Traffic Study. Based on field data collection of how many trips AC I is currently generating, total trips in and out of the area are expected to increase by 20 to 30 percent after the 700 U-Bay and AC II projects are complete. It is likely that 20 percent or more of these new trips will not be made by car.*
>
> *On weekdays, parking can be challenging to find during the lunch hour but it is generally available at other times. Several ongoing and planned projects should help offset or reduce some of the parking demand in the area. The general approach the Village has followed is to require that sites provide adequate parking to serve their own needs as they are redeveloped.*

H. University Avenue Reconstruction (2018)

KL is currently working with Village and City of Madison staff on design for the reconstruction of University Avenue from Shorewood Boulevard through the University Bay Drive and Farley Avenue intersection.

SITE TRIP GENERATION AND PARKING DEMAND

The following summarizes independent estimates of the Lodgic Site trip generation and parking demand completed by Strand as well as a review of the 2801 Marshall Court (Site) Traffic and Parking Study by KL dated June 28, 2018 (KL Study).

A. Strand Associates, Inc. Trip Generation and Parking Demand Estimates

1. Trip Generation

The proposed Lodgic Development includes redevelopment of the current two-story office building that contains approximately 8,350 square feet replacing it with a mixed-use building with coworking office space, daycare, food service, and structured parking.

The proposed land uses are as follows:

- Office–11,400 SF (11,900 SF with outdoor work plaza), available 24 hours per day, seven days per week for members.
- Day Care–4,500 SF, capacity of up to 50 children.
- Restaurant–4,500 SF (6,000 SF with patio dining), fast casual restaurant with take-home meals available.
- Event space–1,400 SF, capacity of up to 60 people. The restaurant will be closed to the public during events. Because of this, we did not include the event space in our trip generation or parking demand calculations.

Strand used the Institute of Transportation Engineers *Trip Generation Handbook, 9th Edition* to estimate the number of trips generated by each portion of the Site. The trip calculations are attached as Exhibit A.

The Strand estimated raw total trips are:

AM Peak Hour:	93; 56 in and 38 out
PM Peak Hour:	89; 44 in and 46 out
Daily Trips:	836

The above trip totals are representative of conditions if each lane use were stand alone in its own building. The mixed-use nature of the Site along with some of its operational characteristics will lead to a much smaller number of motor vehicle trips being generated. Accordingly, we applied several reduction factors to the raw trips to estimate the number of new motor vehicle trips into and out of the Site.

First, because the day care is intended to allow for unscheduled, on demand, drop off care, we applied a 25 percent reduction to the 50-child capacity. Presumably, the day care is sized to allow day to day fluctuation in demand and would rarely be at its capacity of 50 children. Second, because the site's uses are intended to be interdependent and synergistic, we applied a linked trip reduction of 30 percent. That is, we assume that three in ten people accessing the site visit/use two of the uses (someone using the office space has breakfast at the restaurant, or a parent picking up their child from day care also gets a meal to go). Finally, based on experience and data from previous studies, the area enjoys a relatively high share of transportation by alternate modes such as walking, bicycling, and transit. With the proposed addition of Bus Rapid Transit service to University Avenue combined with the completion of the bike trail along the railroad tracks that mode share will likely grow even higher. We applied a 20 percent reduction to account for trips made by alternate modes.

The Strand estimated total new Site car trips are:

AM Peak Hour:	52; 31 in and 21 out
PM Peak Hour:	50; 24 in and 26 out
Daily Cars:	468

For reference, as part of the Marshall Court 2016 Traffic Review Strand counted the trips in and out of ACI and found there to be approximately 70 car trips during the Site's AM peak hour and about 60 during the Site's PM peak.

It is difficult to predict the actual total trips and motor vehicles into and out of the Site due to its unique nature. The take-home meals provided by the restaurant may result in a higher share of traffic in the afternoon as people stop on their way home from work. The popularity of this service will be determined by the convenience of accessing Marshall Court and the availability of parking, and as such will be somewhat self-limiting.

2. Parking Demand

Strand used the Institute of Transportation Engineers *Parking Generation Handbook, 3rd Edition* to estimate the parking demand for each portion of the Site. The parking calculations are attached as Exhibit A.

The Strand estimated raw parking demand is:

Average Demand:	120 stalls
85th Percentile Demand:	157 stalls

Similar to the trip generation calculations, the above parking demand is representative of conditions if each lane use were stand alone in its own building and all trips were made by motor vehicle. The mixed-use nature of the Site along with some of its operational characteristics will lead to a much smaller demand for parking. We applied a linked trip reduction of 30 percent and a 20 percent reduction to account for trips made by alternate modes. We did not apply the 25 percent reduction to the day care use assuming that from a parking standpoint it would be desirable to accommodate the peak capacity of the day care.

The Strand adjusted parking demand is:

Average Demand:	67 stalls
85th Percentile Demand:	88 stalls

Note that the peak parking demand for each land use will not likely occur at the same time of day. For this reason, the above estimate is conservative/on the high side. The General Development Plan/Specific Development Plan (GDP/SDP) for the Site includes 64 underground parking stalls with 10 on-street parallel stalls along the new public street on the east side of the building and on Marshall Court in front of the building combined, and the owner plans to lease 10 stalls for Site employees from ACI for a total of 84 motor vehicle parking stalls. This is an appropriate number of stalls for this mixed-use project. The project eliminates approximately 36 on-site and 4 on-street stalls. The net change in parking is an increase of 34 stalls on-site and on-street and a re-use of 10 stalls at ACI.

The GDP/SDP for the Site includes 20 bicycle parking spaces. Based on an assumed mode split of 10 percent for bicycles (one-half the total assumed pedestrian, bicycle, and transit mode share of 20 percent) would result in an average demand of about 7 bicycle stalls. Providing 20 stalls is more than adequate and may allow or encourage a larger share of trips to and from the Site to occur by bicycle.

B. Review of KL Study

At the Village's request, Strand completed a review of the KL Study.

1. Proposed Development

The KL Study is based on the following land uses:

- Office–11,000 SF (does not include 400 SF shared family work space or 500 sf outdoor work plaza).
- Day Care–4,500 SF
- Restaurant–4,500 SF (does not include 1,500 SF patio).
- Event space–1,400 SF, capacity of up to 60 people. Restaurant will be closed to the public during events.

These land uses and square footages adequately represent the proposed building. While it would be most conservative to include the modestly higher square footages associated with the shared work space and outdoor areas, KL included both the restaurant and event space (assumed to reflect an additional "Quality Restaurant" land use) in its calculations that more than offsets these small additional square footages. Because the restaurant will be closed to the public during events, it is conservative to assume both operating at the same time as its study does.

2. Trip Generation

The KL Study applies adjustment factors for linked trips (20 percent reduction) and alternate modes (10 percent) reductions. It also does not apply any reduction to the day care land use to account for its relatively unique, on-demand format. As such, the KL study estimates a higher number of trips than Strand's independent estimates.

The KL Study estimated total new development car trips are:

AM Peak Hour:	100 total; 60 in and 40 out (Strand estimate is 52 total)
PM Peak Hour:	100 total; 50 in and 50 out (Strand estimate is 50 total)
Daily Cars:	740 (Strand estimate is 468)

3. Trip Distribution and Assignment

The KL Study assumes the following trip distribution and assigns the forecasted new motor vehicle trips to the intersections on each end as follows:

40 percent to and from the east on University Avenue/Campus Drive
40 percent to and from the west on University Avenue
20 percent to and from the north on University Bay Drive

These distribution/assignment assumptions are reasonable. It could be argued that the east and west traffic on University Avenue would have some directionality toward downtown Madison during the AM peak and away from downtown Madison during the PM peak, however, making an adjustment to account for this will not substantially change the modest traffic volumes being assigned.

The KL Study concludes that the new motor vehicle "traffic volumes in conjunction with the proposed access are not anticipated to have a significant impact to traffic operations within the study area." Strand generally agrees with this statement, particularly since we believe KL has modestly overestimated the new motor vehicle trips that will be generated by the Site.

4. Parking Generation

KL performed calculations for parking demand including the same linked trip (20 percent) and alternate mode (10 percent) adjustments used in the trip generation.

The KL adjusted parking demand is:

Average Demand:	64 stalls (Strand estimate is 67 stalls)
85th Percentile Demand:	78 stalls (Strand estimate is 88 stalls)

When adjusted to account for time of day peaking characteristics, the KL final parking demand is:

Average Demand:	56 stalls
85th Percentile Demand:	69 stalls

These are reasonable estimates of the site parking demand.

5. Proposed Parking

As noted, the GDP/SDP for the Site includes 64 underground parking stalls with 10 on-street parallel stalls along the new public street on the east side of the building and on Marshall Court in front of the building combined, and the owner plans to lease 10 stalls for Site employees from ACI for a total of 84 motor vehicle parking stalls.

6. Bicycle Parking

As noted, the GDP/SDP for the Site includes 20 bicycle parking spaces.

7. Site Accessibility

The KL Study notes that most vehicles accessing the building are expected to use the underground parking facility via a driveway on the west side of the proposed building. Access to the childcare facility is expected to occur primarily via the proposed parallel parking spaces on Marshall Court and Catafalque Drive, adjacent to the development. The KL Study recommends designating at least 3 to 4 parallel parking spaces for parents dropping off and picking up their children.

CONCLUSIONS AND RECOMMENDATIONS

Strand's traffic and parking review finds that the Site conforms with the Marshall Court Neighborhood Plan and furthers some of its core goals including more diverse land uses, projects that minimize traffic impacts to the extent possible, improved conditions for bicycles and pedestrians, and cooperation on parking issues. Strand expects that the mixed uses, flexible, on-demand nature of the Site, and the excellent multimodal accommodations serving the area will result in negligible impacts to motor vehicle traffic operations as a result of the project.

The KL Study includes the following conclusions:

- The proposed development is expected to generate 740 new weekday daily trips, 100 during the AM peak hour, and 100 during the PM peak hour.

  Strand finds these values to be conservative (high) and estimates the Site will generate approximately 468 new weekday daily motor vehicle trips, 52 new weekday AM peak hour motor vehicle trips, and 50 new weekday PM peak hour motor vehicle trips.

- The proposed development is expected to have a peak parking demand of between 56 and 69 parking spaces.

  Strand finds these values to be reasonable. Our estimate without accounting for differing parking demand profiles for the various land uses throughout the day is an average demand of 67 stalls and an 85th percentile demand of 88 stalls. The GDP/SDP for the site includes a total of 84 motor vehicle parking stalls.

- This peak demand is expected to occur between 7 and 8 PM.

  Strand finds this reasonable.

- Traffic generated by the proposed development is not anticipated to result in significant impacts to traffic operations within the study area.

  Strand agrees with this statement.

- Parking proposed with the development is anticipated to meet the parking demand generated.

  Strand agrees with this statement.

- Access to and from the development is expected to be reasonably accommodated by the proposed site plan.

  Strand agrees with this statement.

The KL Study includes the following recommendations:

- Provide bicycle parking totaling 10 underground spaces and 10 street-level spaces.

  Strand agrees with this recommendation.

- Designate 3 to 4 parallel parking spaces for loading and unloading near the childcare entrance.

  Strand agrees with this recommendation. The Village could consider allowing longer duration parking in these parallel spaces outside of peak pick-up and drop-off periods.

This Strand review results in the following additional recommendations:

- Request that the Site operator provide information to members and guests about the options available to travel to and from the site via alternate modes including digital and/or hard copy materials such as bicycle maps, Metro Transit bus maps and schedules, and available ride sharing service information.

- The SDP appears to include showers on the second floor. We recommend the design include the maximum feasible amount of locker space to make year-round bicycle commuting to the site more practical for a larger share of the Site's members.

EXHIBIT A
LODGIC TRIP GENERATION AND PARKING DEMAND CALCULATIONS

EXHIBIT A - LODGIC TRIP GENERATION AND PARKING DEMAND CALCULATIONS

Date: 2017-07-06

Lodgic Development Trips

Specified Land Use	ITE Land Use Code	Given Units	Unit	Daily Rate	AM Peak Hour Distribution			PM Peak Hour Distribution			Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips		
					Hour Rate	% In	% Out	Hour Rate	% In	% Out		AM In	AM Out	Trips	PM In	PM Out	Trips
Office	710	11.9	1000 GFA	11.03	1.56	88%	12%	1.49	17%	83%	132	17	2	19	3	15	18
Day Care	565	50.0	Students	4.38	0.8	53%	47%	0.81	47%	53%	219	21	19	40	19	22	41
High Turnover Sit Down Rest.	936	6.0	1000 GFA	127.15	10.81	55%	45%	9.85	60%	40%	763	36	29	65	36	24	60
										Raw Trips:	**1,114**	**74**	**50**	**124**	**58**	**61**	**119**
										*Day Care Reduction:	(279)	(19)	(13)	(31)	(15)	(15)	(30)
										Adjusted Trips:	**836**	**56**	**38**	**93**	**44**	**46**	**89**
										**Linked Trips:	(251)	(17)	(11)	(28)	(13)	(14)	(27)
										Total New Development Trips:	**585**	**39**	**26**	**65**	**30**	**32**	**62**
										***Mode Split Reduction	(117)	(8)	(5)	(13)	(6)	(6)	(12)
										Total New Development Car Trips:	**468**	**31**	**21**	**52**	**24**	**26**	**50**

Day Care Capacity Reduction
25%
Linked Trips
30%
Mode Split
20%

Lodgic Parking Demand

Specified Land Use	TE Land Use Code	Given Units	Unit	Average Supply	Average Demand		85th Percentile Demand	
					Hour Rate	% In	Hour Rate	% In
Office	701	11.9	1000 GFA		2.40	29	2.97	35
Day Care	565	50.0	Students	0.24	0.24	12	0.34	17
High Turnover Sit Down Rest.	936	6.0	1000 GFA	17.30	13.3	80	17.4	104
			Raw Stalls:		**120**		**157**	
			*Day Care Reduction:		0		0	
			Adjusted Trips:		**120**		**157**	
			**Linked Trips:		(36)		(47)	
			Total New Development Trips:		**84**		**110**	
			***Mode Split Reduction		(17)		(22)	
			Total New Development Car Trips:		**67**		**88**	

Day Care Capacity Reduction
0%
Linked Trips
30%
Mode Split
20%

Notes:

* Day Care Reduction is applied to account for the on-demand, flexible nature of their proposed operations.

** Linked Trips Reduction is applied to account for the mixed-use nature of the Site and the fact that some people will visit more than one of the land uses without leaving the Site.

*** Mode Split Reduction is applied to represent the share of trips to and from the site that will occur by walking, bicycling, or Metro Transit rather than by personal autmobile.

July 9, 2018

Karl Frantz, Village Administrator
Village of Shorewood Hills Plan Commission
810 Shorewood Boulevard
Madison, WI 53705

Re: Review of proposed rezoning of 2801 Marshall Court for Lodgic Madison

Dear Sir:

As part of Vandewalle & Associates' review of the proposed rezoning of 2801 Marshall Court from Medical Office-Commercial (C-3) to Planned Unit Development (PUD) for Lodgic Everyday Community, I was asked to address question #7 on page 8 of Vandewalle's report, as follows:

> *"Village Staff has requested additional information regarding how Lodgic Workspace meeting rooms will be reserved for members and their clients."*

Our meeting rooms are intended to be primarily used by our Lodgic Workplace members. Each membership will come with 6 to 12 complimentary hours of meeting space per month that Workplace members are able to use without charge (the duration is dependent on the type of membership they use). Any use above and beyond the monthly allotment must be paid for at members-only hourly, half-day, or full-day rates.

Members are allowed to host clients and guests in meeting spaces, as each meeting room accommodates. Clients and guests are provided with a visitor pass; most memberships include only a limited number of guest passes per month. Any meeting lasting three hours or more requires a food-and-beverage catering purchase, and all must be reserved a minimum of 24 hours in advance. Meetings can be reserved as much as six months in advance. As a policy, we will encourage at least 24 hours' advanced booking for all meetings, regardless of size or duration.

Meeting rooms are also available to community-based non-members at retail hourly, half-day, and full-day rates. All of these reservations require a food-and-beverage catering purchase, and all must be reserved a minimum of 24 hours in advance. Meetings can be reserved as much as six months in advance.

1807 South Neil Street, Champaign, IL 61820 LODGIC.ORG

We do not anticipate that all meeting rooms will be used at all times. We have provided a variety of shapes and sizes of meeting spaces to flexibly accommodate our members and the community as their needs require. We have implemented our reservation policy in order to be able plan ahead for capacity, including parking needs.

If, for some reason, our spaces were fully booked, we would contact our members and their attendees and recommend alternate transportation for them and their guests. The Marshall Court location allows for easy access via carpooling, public bus, walking or biking, and Uber or Lyft.

I hope this letter answers your question satisfactorily. Please feel free to contact me at 719-359-0598 or cheryl.farr@signalcsk.com if you have any further questions.

With warmest regards,

Cheryl Farr
Founder & Chief Brand Officer, SIGNAL.csk Brand Partners
Executive Development Lead, Lodgic Everyday Community