

Transportation Demand Management Plan (TDM)

Farnam Flats

September 18th, 2019

Prepared for:
City of LaCrosse
&
Farnam Flats LLC

Prepared by:
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Farnam Flats: City of La Crosse, WI

Location:

The half-acre project is located east of 7th Street SW between Farnam Street SW and Hood Street SW. The east side of the project abuts the alley which runs north/south thru Block 15, E.S.Smiths Addition to the City of LaCrosse, WI.



Overview:

Farnam Flats is a proposed mixed use building with approximately 3763 sq ft of commercial space and 46 residential units.

Required Parking:

Commercial – The anticipated commercial tenants are likely to cater to service oriented customers that would be visiting the site for short periods of time. The on-street parking in this area is all 2 hr. parking and appears to be underutilized. Based on the TND zoning and available parking in the vicinity, the City Ordinance for required commercial use off-street parking may be waived by Common Council for this project.

Residential – The residential units will be a mix of 11 studio, 26 one bedroom and 9 two bedroom layouts. The calculated number of off-street parking spaces for this development, based on City Ordinance of one per bedroom, calculates to 55 required parking spaces. Parking within the site provides 35 basement garage parking spaces and 5 at grade spaces located off the public alley. There are 11 spaces that will be designated for the project on the Gundersen parking lot located to the southwest (see Farnam Flats – Gundersen Parking Agreement exhibit). Those assigned spaces sum to 51 of the 55 required parking spaces. The final 4 required parking spaces shall be supported by the implementation of this Transportation Demand Management (TDM) plan.

Farnam Flats Transportation Demand Management (TDM) plan:

A TDM is a program of information, encouragement and incentives to help people know about and use all of their transportation options to optimize all modes in the system and to reduce the incentives to drive personal vehicles. The current options for transit at the Farnam Flats site are walking, biking, driving a personal vehicle, use the public bus system and ride share (carpool, taxi or service like Uber), or rental vehicles (Enterprise is located near the Downtown Transit Center). Farnam Flats site is a prime location for a TDM because of the proximity to major places of employment, an existing pedestrian system of sidewalks and municipal transit with existing bus stops located both one block south and one block north.

The demographics of the tenants is anticipated to lean heavily towards singles or young couples primarily in the millennial age group, parent(s) with one or two young children attending Hamilton Elementary School, and work force that are employed in the vicinity such as at Gundersen Health Systems. The market tenants are less reliant on vehicles. If they have not already foregone vehicle ownership, they may make that decision based on the location and transportation options available at Farnam Flats.

The key component of the TDM will be providing information to prospective tenants of the available transit options and limited available off-street parking. Parking will be unbundled from the residential lease meaning they will have to pay extra to park onsite. Factoring the costs savings on not owning a vehicle, the proximity to available work sources and multiple transportation options, tenants will be incentivized to forego vehicle ownership.

Vehicle reduction components that apply to Farnam Flats

- Parking will be unbundled from rent so there will be an additional cost to having a vehicle onsite.
- Site is located close to work sources in the Gundersen campus and Hamilton Elementary School
- Pedestrian options are available with sidewalks connecting to the entire La Crosse sidewalk network.
- Bicycling is an easily available and there will be bike racks provided outside the building and in the parking garage.
- Ride share options are readily available.

- Public transportation in the form of the La Crosse Municipal Transit Utility (MTU) is easily accessible. Route 1 goes by the site with bus stops located one block north and one block south of the site. The MTU Transit Center is just blocks away providing links to all of the other available routes serving La Crosse. Information is available at <https://www.cityoflacrosse.org/mtu>. (see Bus Route Map for Route 1 map, schedule and 2019 fees).
- Employees of the commercial tenants can be incentivized by the employer paying for public transit passes.
- Customers have access to the on-street parking which is all limited to 2 hours and appears to be underutilized. There are over 20 spaces available just along the perimeter of Farnam Flats and numerous other 2 hour parking spaces on nearby streets.
- If multiple tenants are interested, a community rental car may be acquired.

Summary: Implementation of measures outlined in this plan will provide assurances that the project and associated vehicle traffic will function without adding unnecessary stress to the current parking situation in the neighborhood. The policy and available transit options for Farnam Flats supports the acceptance of the TDM to satisfy 4 of the required off-street parking spaces.

Parking Summary:

40 spaces provided on site

11 spaces provided on the adjacent Gundersen employee parking lot

4 spaces provided by implementation of this TDM

55 spaces = 55 bedrooms

Bus Route Map:



Attachments:

- Route 1 Weekday Schedule
- Bus Fares (2019)

Residential Tenant Receipt

Tenant of Unit ____ received and by signing, has acknowledged reading the Transportation Demand Management Plan for Farnam Flats:

Tenant Signature

Date

Directions for Farnam Flats management.