

MEMORANDUM TO: Arthur Stern
Cogswell Realty, LLC

FROM: Kelly Pachowicz
Consultant

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Principal

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SUBJECT: Travel Demand Management Plan
1016-1020 West Lake Street Hotel
Chicago, Illinois

This memorandum summarizes the results of a Travel Demand Management Plan (TDM) for the proposed 15-story, 143-key hotel building to be located at 1016-1020 West Lake Street. The purpose of this memorandum is to provide details regarding how the proposed development will reduce single-occupancy vehicle use by hotel guests and employees. The following sections of the memorandum will summarize the area public transportation, alternative modes of transportation, and further reduction methods for single-occupancy vehicles.

Development Plan

As proposed, the site will be developed with a 15-story, 143-key hotel totaling approximately 115,000 square feet of gross floor area. The first three floors will provide public amenities such as a restaurant and a private club and will total approximately 23,930 square feet of space. A rooftop lounge totaling approximately 2,245 square feet will be included in the hotel. Pedestrian access to the hotel lobby will be provided via two entrances off Carpenter Street.

No parking will be provided on site, with the parking demand accommodated at nearby garages/parking lots via valet service. Additionally, all drop-off and pick-up activities will be accommodated curbside via an approximately 80-foot-long loading zone along the building frontage on Carpenter Street. The provision of no parking provided on site and the provision of drop-off/pick-up area will reduce the use of single vehicle occupancy trips and will promote the use of rideshare services.

Site Location and Area Pedestrian Facilities

The site is located in the northeast quadrant in the intersection of Carpenter Street with Lake Street, which is within 100 feet of the Morgan CTA Pink and Green Line station. The site is located in the Fulton Market district of Chicago, approximately one mile west of The Loop which is served by the CTA Rapid Transit Lines, Metra, and Amtrack.

Within the vicinity of the site sidewalks are provided on both sides of the area streets, high visibility crosswalks are provided at the intersections of Lake Street with Carpenter Street and Morgan Street, and pedestrian countdown signals are provided at the signalized intersection of Lake Street with Morgan Street. Furthermore, Lake Street provides bike lanes in both directions.

Overall, the location of the site incorporates the areas existing pedestrian-oriented design and available transportation infrastructure. It should be noted that as part of the development, curb extensions will be provided for the northeast corner of the intersection of Lake Street with Carpenter Street which will provide better pedestrian-oriented design for the intersection. Otherwise, upon review of the study area, no additional pedestrian facility enhancements are needed to facilitate pedestrian trips within the area, particularly between the proposed hotel lobby and the Morgan CTA Station.

Travel Demand Management Strategies

TDM strategies are plans that a development can implement to reduce the number of single occupancy vehicle trips that would be generated. Furthermore, these strategies are also meant to increase the utilization of alternative modes of transportation and maximize transit, bicycle, and walking trips generated by the proposed development. As previously indicated, the area currently provides a robust multi-modal network and the following travel demand management strategies will be incorporated to capitalize the utilization of this pedestrian-oriented area:

- *Car-Sharing* is already available from multiple locations within the vicinity of the site. With vehicles located at 1330 W. Fulton Street, 555 W. Madison Street, 765 W. Adams Street, and 310 S. Green Street. Information on these services including their location, and how to utilize these services will be provided to guests upon check in.
- *Transit Information* will be made available for area public transportation services. This information will include type, location and frequency of the CTA Blue, Green, and Pink Lines, local bus routes (Routes 7, 8, 9, X9, J14, 20, 28, 37, 56, 60, 124, 125, 126, 156, and 157), and commuter rail lines. This transit information will be available via paper handouts but will primarily be provided digitally through app interface or QR Codes.
- *Real Time Transit Information* will be provided for the CTA Green and Pink Lines due to the proximity of the site to the Morgan CTA station, real time transit information will be provided via an electronic message board screen in the common space of the hotel lobby and front desk staff will be educated on how to direct guests to access this information digitally.

- *Bike Sharing* via Divvy is already available in the area via numerous stations located within the vicinity of the site with the two closest locations at the southwest corner of Lake Street with Morgan Street (240 feet east of the site) and at the northwest corner of Lake Street with Sangamon Street (540 feet east of the site). Promotion of Divvy bikes and scooters will be made available to guests upon check in as well as copies of the most recent Chicago Bike Map, published by CDOT.
- *Bike Storage* will be provided for employees of the hotel via a secure place to store bicycles out of the elements. A total of 20 bike storage spaces will be provided in the basement accessible by employees. In addition, the space will be large enough and will provide tools to perform minor repairs when necessary will further encourage bicycle commuting.

Implementation Plan

The following provides an outline of the steps that will be taken to implement the recommended TDM strategies. The implementation of the TDM strategies will be the responsibility of hotel management who will inform and educate staff about the TDM strategies. The implementation will be as follows:

- *Welcoming/Promotional Documents* will be provided to guests of the hotel by front desk staff when checking in and receiving the hotel key. If e-check-in and mobile key services are to be provided, transit information will be provided via the hotel app. The management will be responsible for preparing the information to be provided by front desk staff and front desk staff will be responsible for providing this information to the hotel guests. The information will include location of car-sharing, bike-sharing, and transit options as listed in the TDM Strategies.
- *Building Lobby Amenities* will consist of an electronic information board located in the lobby of the building that will provide real-time transit information, which will be provided upon opening of the hotel. Additional information on car-sharing, bike-sharing, and transit as listed in the TDM Strategies will be made available by the front desk staff via printed handouts or digitally through the use of the hotel app or QR Codes. Maintenance and updates of these amenities will be the responsibility of hotel management.
- *Bike Amenities* will include storage and repair facilities for employees as described in the TDM strategies and will be provided as part of the building construction. Future maintenance of these amenities is the responsibility of the management.