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Technical Memorandum

To: Jim Maloney
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From: Michael May, P.E. PTOE

cc List:

Subject: Blue Ribbon Baseball Development
Oconomowoc, WI

PART A – INTRODUCTION

A 2,800-seat baseball field and 60,000-sf indoor training facility are being considered on 15 acres of land northeast of Blue Ribbon Drive and southwest of IH 94 & STH 67 in the City of Oconomowoc, Waukesha County. A conceptual site plan for the Blue Ribbon Baseball Development is attached at the end of this memorandum. This technical memorandum has been prepared to compare the trip generation for the proposed development to the trip generation previously assumed for the same 15 acres in the Year 2001 and Year 2007 Pabst Farms Traffic Impact Analysis (TIA) studies.

PART B – PABST FARMS TIA TRIP GENERATION

The site of the proposed Blue Ribbon Baseball Development was assumed in the 2001 and 2017 Pabst Farms TIA to be developed with 15 acres of general light industrial use. Table 1 shows the trip generation taken from these previous TIAs.

Table 1 - General Light Industrial Trip Generation Table

Land Use	ITE Code	Proposed Size	Weekday AM			Weekday PM			Saturday Peak		
			In	Out	Total	In	Out	Total	In	Out	Total
General Light Industrial	110/ Local	15 Acres	65 (77%)	20 (23%)	85 (5.73)	15 (21%)	60 (79%)	75 (4.89)	5 (47%)	10 (53%)	15 (0.96)
Total New Trips			65	20	85	15	60	75	5	10	15

General Industrial AM peak and PM peak rates are from a 2001 study of the Westridge Business Park (New Berlin, WI) in 2001. These rates and in/out splits, and SAT rates and in/out splits, match those for the original 2001 Pabst Farms TIA (8-26-01) and updated Pabst Farms TIA (7-10-07).

PART C – BLUE RIBBON BASEBALL DEVELOPMENT TRIP GENERATION

The trip generation for the Blue Ribbon Baseball Development was split into two separate tables. This split was made because, per discussion with the development team, the stadium and the indoor training facility will not be operated at the same time.

C1. Baseball Stadium Trip Generation

Trip generation methods for the baseball field are based on the *Allentown Arena & City Center Development TIA*, which is the same source used by TADI for the approved *Ballpark Commons TIA* prepared for the ballpark in Franklin, Wisconsin. The estimates shown in Table 2 assume a worst-case scenario with a sell-out baseball game. The weekday evening peak hour assumes 29% of baseball game arrival trips occur two hours before a game to match with the weekday evening peak hour of adjacent traffic. The Saturday evening peak hour assumes 92% of the baseball game departure trips occur within the hour after a game.

Table 2 - Baseball Stadium Trip Generation Table

Land Use	ITE Code	Proposed Size	Weekday AM			Weekday PM			Saturday PM		
			In	Out	Total	In	Out	Total	In	Out	Total
Baseball Field ¹	TADI	2,800 Seats	20 (95%)	0 (5%)	20 Est.	245 (98%)	5 (2%)	250 (0.09)	10 (1%)	775 (99%)	785 (0.28)
Total New Trips			20	0	20	245	5	250	10	775	785

¹AM peak assumes approximately 20 staff during the peak. PM & SAT PM assume sell-out games of 2,800 ppl / (3.3 ppl/veh) = 850 veh in/850 out per game. Wkdy PM Peak: 29% arrive 2 hrs before game; SAT PM Peak: 92% exit within the hour after a game. Estimates from *Allentown Arena & City Center Development TIA*, which is the same source used for *Ballpark Commons TIA*.

As shown, when compared to a light industrial use, the baseball field is expected to generate less traffic during the weekday morning peak hour and is expected to generate more traffic during its evening game arrival and Saturday evening dismissal periods. Note that the game arrival and dismissal periods generally fall outside of the typical rush hours on the adjacent highways.

C2. Indoor Training Facility Trip Generation

The traffic volumes expected to be generated by the indoor training facility are based on the size and type of the proposed use and on trip rates published in the Institute of Transportation Engineers' (ITE) *Trip Generation Manual, Tenth Edition*. The indoor training facility trip generation is shown in Table 3.

Table 3 - Indoor Training Trip Generation Table

Land Use	ITE Code	Proposed Size	Weekday AM			Weekday PM			Saturday Peak		
			In	Out	Total	In	Out	Total	In	Out	Total
Indoor Training Facility	495	60 x 1,000 SF	70 (66%)	35 (34%)	105 (1.76)	65 (47%)	75 (53%)	140 (2.31)	35 (54%)	30 (46%)	65 (1.07)
Total New Trips			70	35	105	65	75	140	35	30	65

As shown, when compared to a light industrial use and assuming the it is open on weekday mornings, the indoor training facility is expected to generate more traffic during the weekday morning, weekday evening, and Saturday peak hours.

PART D – CONCLUSION

The proposed Blue Ribbon Stadium development is expected to generate more traffic than the previously assumed development of general industrial land use on the site. Note, however, that the game arrival and dismissal periods generally fall outside of the typical rush hours on the adjacent highways.