

APPENDIX C: TRAFFIC STUDIES

Goal

Adequately forecast the effect of design upon traffic flow.

NOTES ON THE TRAFFIC STUDY

The following study first looks at existing conditions, and then analyzes the effect upon those existing conditions based upon the Master Plan design.

TRAFFIC STUDY PART I: EXISTING CONDITIONS

Villager Mall Trip Generation

Tenant	Size	ITE Category	ITE Table	Unit	AM Pk Rate	PM Pk Rate	PM Entering	PM Exiting	Daily Rate	AM Trips	PM Trips	PM Trips Entering	PM Trips Exiting	Daily Trips
Yue Wah Oriental Foods	6000	Supermarket	850	1000 GFA	3.25	10.45	0.51	0.49	102.24					
The County of Dane (SMOE 1)	15000	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	20	63	32	31	613
Costamex (Mundo Latino Video)	2000	Video Rental	896	1000 GFA	0	13.6	0.46	0.54	50	14	5	2	3	89
V.I.P. Nails	2000	Specialty Retail	814	1000 GFA	6.84	2.71	0.44	0.56	44.32	8	3	1	2	50
Refunds R Us, LLB, dba Jackson Hewitt Tax Service	1125	Specialty Retail	814	1000 GFA	6.84	2.71	0.44	0.56	44.32	13	13	2	11	92
vacant														
County of Dane (SMOE 2)	8400	General Office	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	2	2	0	2	13
Madison-Area Urban Ministry	1200	General Office	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	1	1	0	1	6
Interfaith Coalition for Workers Justice of South Central Wisconsin	535	General Office	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	7	6	1	5	46
State of Wisconsin, Department of Administration	4216	General Office	710	1000 GFA	1.55	1.49	0.17	0.83	11.01					
Morgridge Center	1,650 (original) + 1,888 (added conference room and office)													
Law School	678 (added effective 9/1/02)													
	1800	Junior/Community College	540	1000 GFA	2.99	2.54	0.58	0.42	27.49	5	5	3	2	49
Madison Area Technical College District	1200 additional space on a mo.-to-mo.			1000 GFA	2.99	2.54	0.58	0.42	27.49	4	3	2	1	33
Dane County Parent Council, Inc. (Head Start)	2,000	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	3	3	1	2	22
Wisconsin Group LLC (Mister Money Financial Services)	5,036 (lease indicates only 4,636 sq. ft., but financial analysis and tenant's estoppel certificate indicate 5,036 sq. ft.)	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	8	8	1	7	55
Young Sports	4,050	Specialty Retail	814	1000 GFA	6.84	2.71	0.44	0.56	44.32	28	11	5	6	179
City of Madison (South Madison Health & Family Center a/k/a Harambee-see summary table below)	36,500	Clinic	630	1000 GFA		5	0.41	0.59	31.45	0	183	75	108	1148
State of Wisconsin, Department of Administration (Space Place)	9,100	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	14	14	2	12	100
Cooperative Educational Services Agency Two	3,100	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	5	5	1	4	34
Wisconsin Women's Business Initiative Corp.	2,400	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	4	4	1	3	26
UW Extension - Dane County (d/b/a Financial Education Center)	2,400	General Office Bldg	710	1000 GFA	1.55	1.49	0.17	0.83	11.01	4	4	1	3	26
										163	382	146	236	2846

Actual Counted (4/6/05)
Percent Greater

519	234	285
36%	60%	21%

APPENDIX C: TRAFFIC STUDIES
 STUDY SUMMARIES

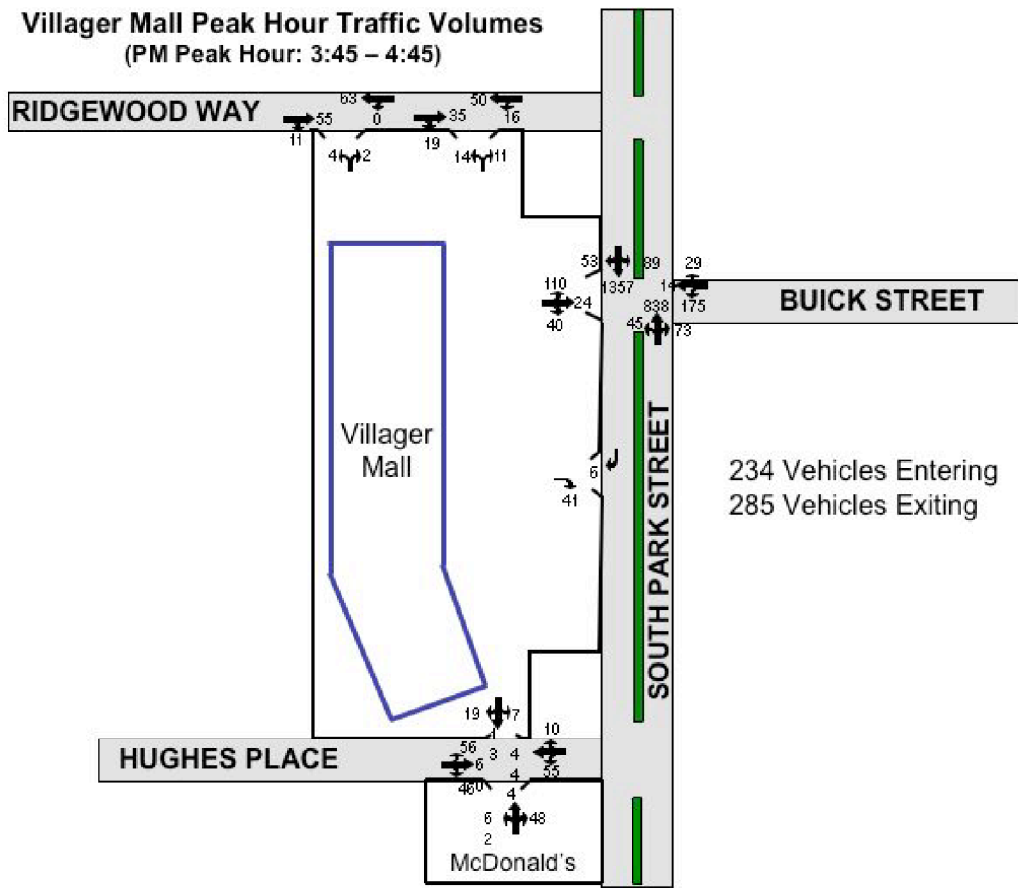


Fig. C-1: Villager Mall Peak Hour Traffic Volumes (3:45 - 4:45pm).

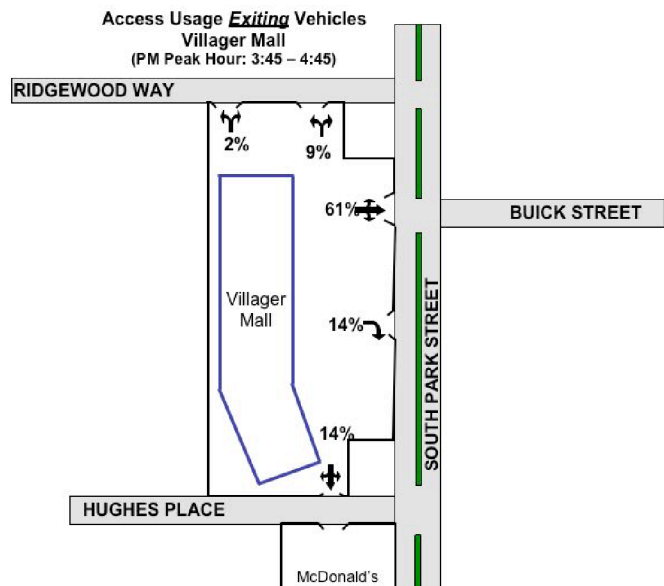
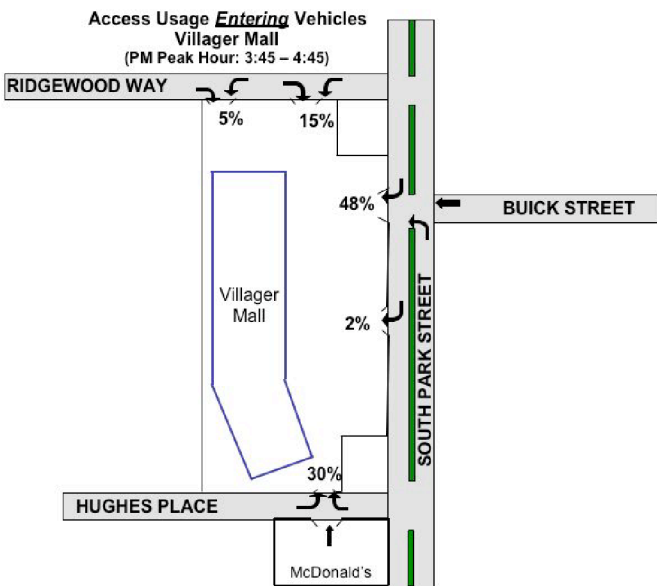


Fig. C-2: Villager Mall Peak Hour Access Usage Entering Vehicles.

Fig. C-3: Villager Mall Peak Hour Access Usage Exiting Vehicles.

PROPOSED MASTER PLAN TRAFFIC STUDY

The arrangement of building sites and parking lots will change the travel patterns within the site. Likely changes are summarized in the following bullets.

- With the grocery parking lot located to the southwest, a greater proportion of development traffic will be oriented towards Hughes Place and will access Park Street from this intersection.
- With much of the retail, health care, and offices located closer to Park Street, much of their patronage will use right-in/right-out entrances on Park Street rather than the main entrance on Buick Street.
- While the new development produces more trips, traffic volumes at Buick Street are not increased substantially because the traffic is distributed more evenly amongst the various entrances/exits.

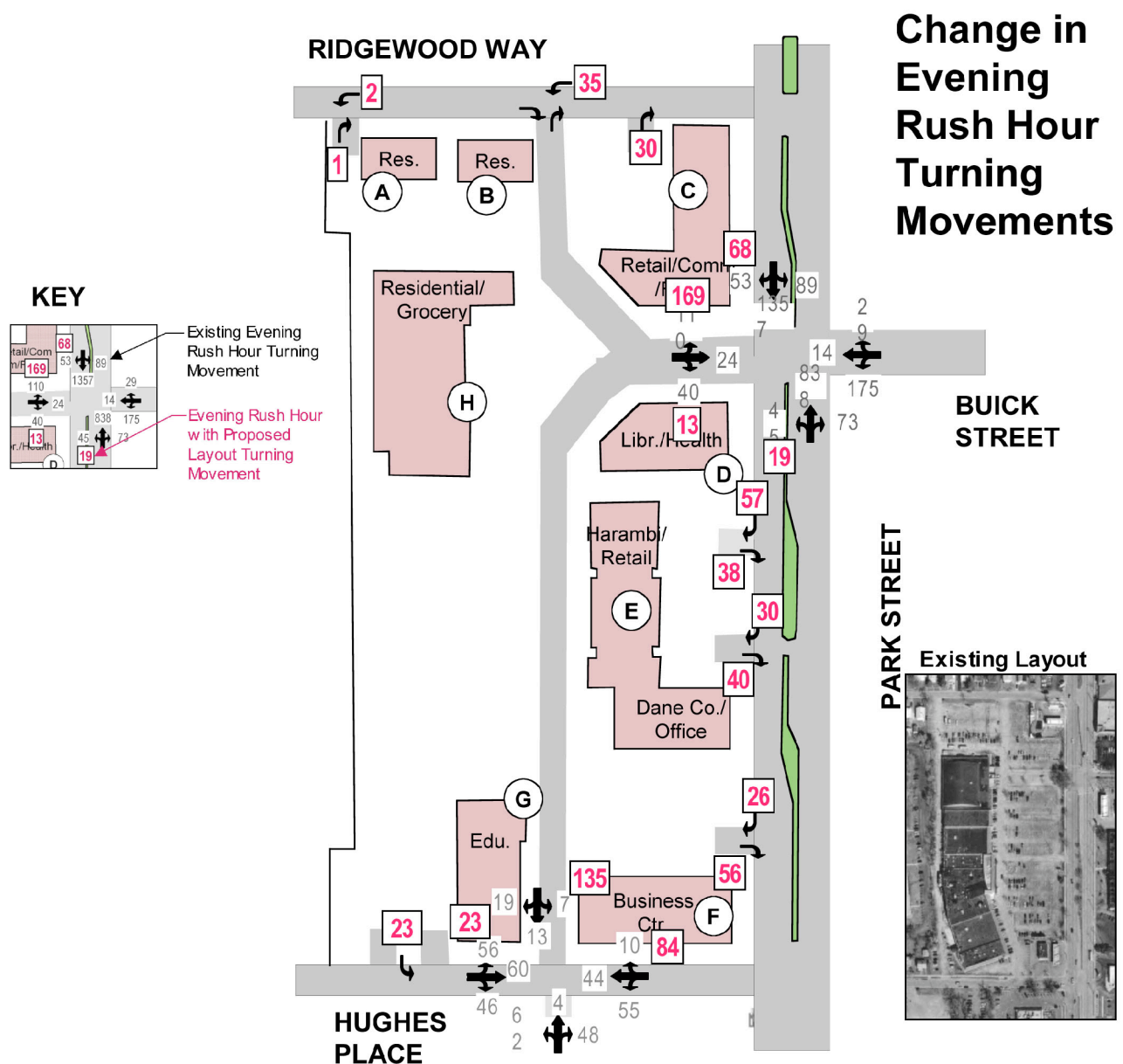


Fig. C-4: Change in Peak Hour Turning Movements.

APPENDIX C: TRAFFIC STUDIES
STUDY SUMMARIES

Proposed Villager Trip Generation

Bldg	Size	ITE Category	AM Trips	PM Trips	Daily Trips
Bldg A					
Townhomes	3	Res Condo/Townhouse	1	1	10
Bldg B					
Townhomes	3	Res Condo/Townhouse	1	1	10
Bldg C					
New Retail	6,000	Specialty Retail	41	16	266
New Office	6,000	Gen Office Bldg	9	9	66
Costamex	2,000	Specialty Retail	14	5	89
VIP Nails	900	Specialty Retail	6	2	40
New Retail	3,000	Specialty Retail	21	8	133
Restaurant	5,000	High Turnover-Sit Down	58	55	636
Existing Office	5,100	Gen Office Bldg	8	8	56
New Office	1,900	Gen Office Bldg	3	3	21
			160	106	1307
Bldg D					
Library	10,000	Library	11	71	540
Health	6,000	Clinic	0	30	189
Comm Center	4,000	Used Library	4	28	216
			15	129	945
Bldg E					
Yue Wah	6,000	Supermarket	20	63	613
Villager Sports	4,100	Specialty Retail	28	11	182
New Retail	2,000	Specialty Retail	14	5	89
Head Start 2	2,400	General Office Bldg	4	4	26
Head Start 3	6,000	General Office Bldg	9	9	66
Health 1	11,600	Clinic	0	58	365
Health 2	18,400	Clinic	0	92	579
Health 3	5,000	Clinic	0	25	157
Dane County Office	28,000	General Office Bldg	43	42	308
			118	309	2385
Bldg F					
Business Center	40,000	General Office Bldg	62	60	440
Bldg G					
MATC	15,000	Junior/Community College	45	38	412
UW Ext	3,600	Junior/Community College	11	9	99
UW Mad	16,900	Junior/Community College	51	43	465
			107	90	976
Bldg H					
Grocery	17,500	Supermarket	57	183	1789
Condos	32	Res Condo/Townhouse	8	10	107
Retail	2,000	Specialty Retail	14	5	89
			79	198	1985
Total Trips			543	894	8058

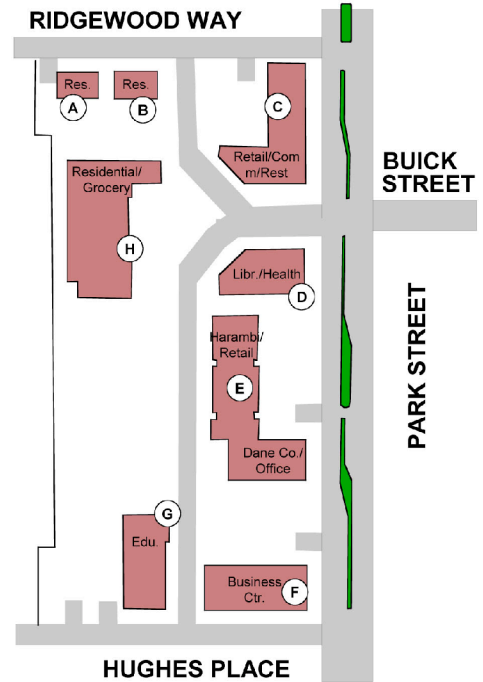


Fig. C-5: Trip Generation.

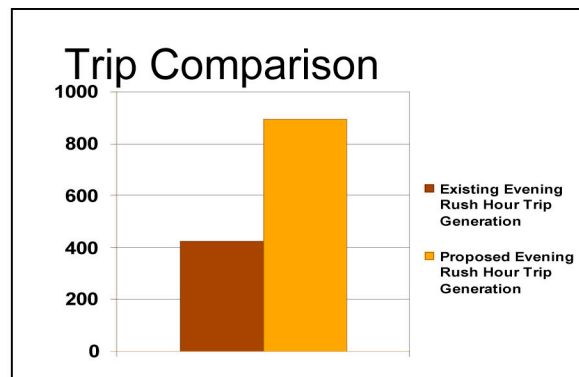


Fig. C-6: Trip Comparison.