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June 6, 2023

Mr. Brad Marquardt, P.E., Public Works Director
City of Whitewater
312 West Whitewater Street
Whitewater, WI 53190

Re: Review of Proposed Aldi Traffic Impact
City of Whitewater, Wisconsin (City)

Dear Mr. Marquardt:

Strand Associates, Inc.® (Strand) reviewed the traffic impacts of the Aldi grocery store that is proposed to replace the vacant Hawk Bowl bowling alley and apartments. This evaluation included a review of Main Street roadway volumes and capacity, and an evaluation of anticipated driveway volumes for the two proposed driveways.

Main Street Daily Traffic Evaluation

Average annual daily traffic (AADT) volumes were reviewed for the segment of Main Street in front of the proposed Aldi on the Wisconsin Department of Transportation (WisDOT) Traffic Count Map interactive mapping Web site. Data was available back through 2006 with the most recent AADT value of 8,700 vehicles per day (vpd) that was counted in 2022. The data shows a roadway that has fluctuated in volume from a low of 5,500 to 9,400 vpd over the past 16 years. The general growth trend taken for the 16 years shows an annual growth rate of slightly more than 2 percent per year.

Main Street is a four-lane undivided roadway through this area. According to the WisDOT Facilities Development Manual, the range of capacity for a four-lane undivided roadway is 17,500 to 47,000 vpd. The exact capacity is influenced by items such as access density and number of left turns. Given the use of Main Street through this area, it was assumed that the capacity is 20,000 vpd. Even the highest AADT of 9,400 vpd from 2018 is only approximately one-half the capacity of Main Street in this area. Exhibit 1 shows the Main Street AADT volumes from 2006 through 2018.

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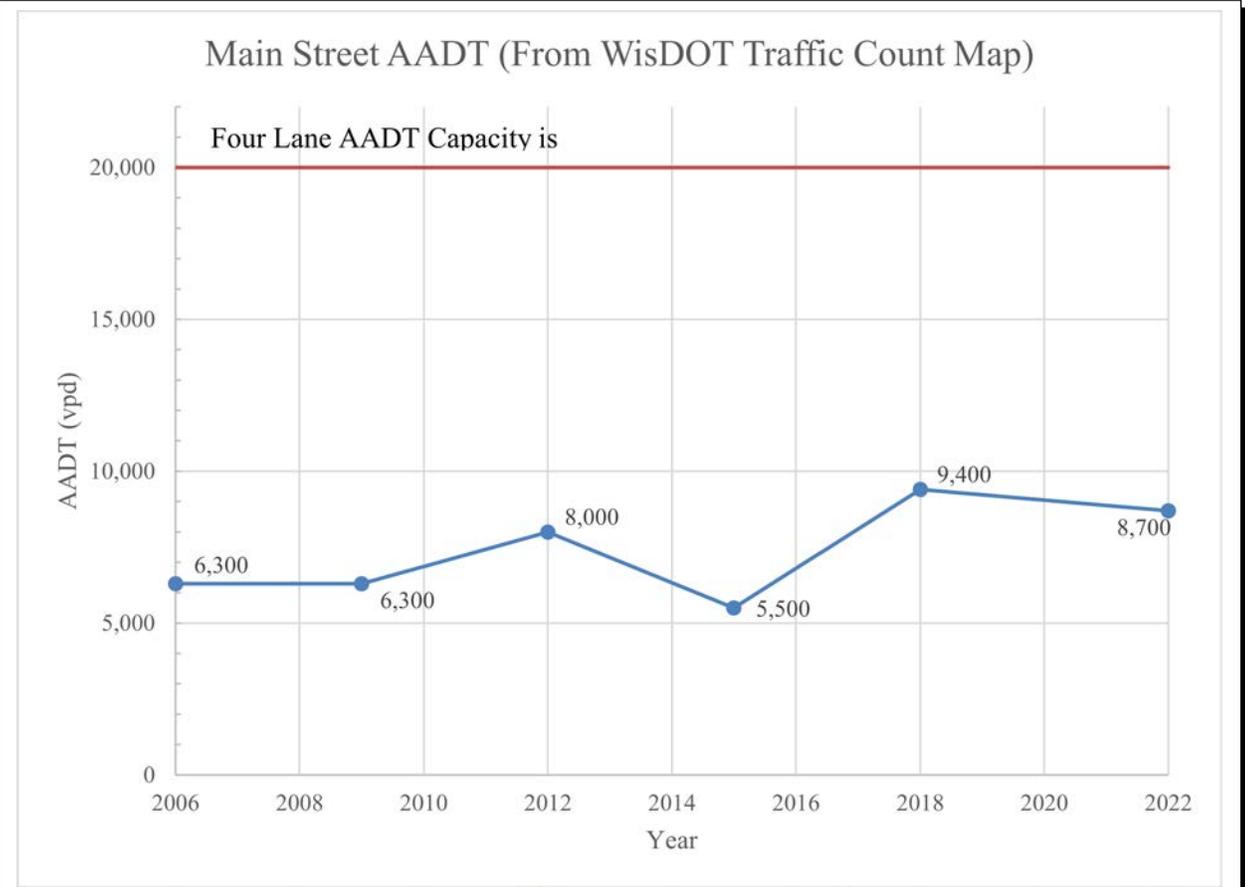


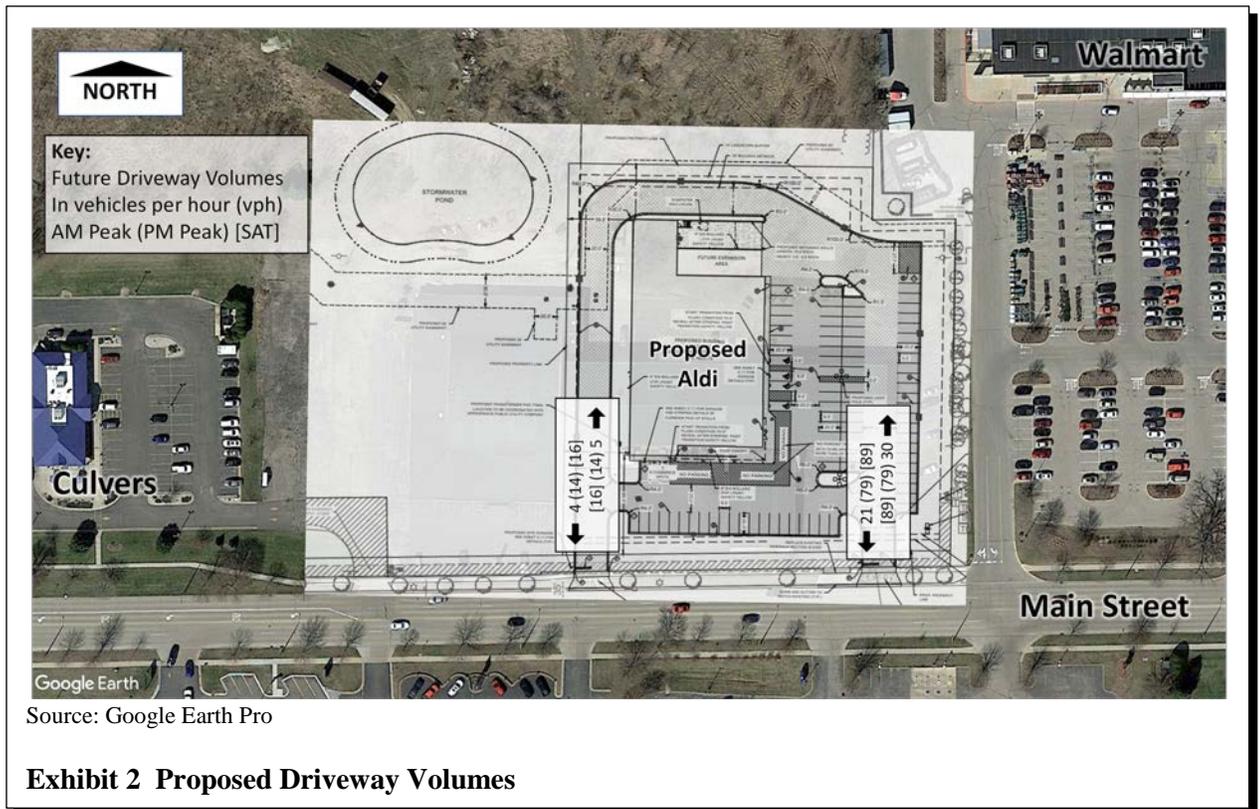
Exhibit 1 Main Street AADT History

Anticipated Driveway Volumes

Strand performed a trip generation using the Institute of Transportation Engineers’ Trip Generation Web-based application based on the *Trip Generation Manual, 11th Edition* to determine the volumes generated by the proposed Aldi grocery store. The proposed store was evaluated with Land Use Code 850: Supermarket. The proposed size of the store was taken from a site drawing provided by the City. The traffic was assigned to the driveways with 15 percent of the traffic using the west driveway and 85 percent using the east driveway (as the majority of the parking is east of the store).

Exhibit 2 shows the driveway volumes with the proposed Aldi.

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Driveway traffic volumes from Aldi are minimal. On average, during the PM peak hour or the Saturday peak hour, one car will enter the site every 45 to 50 seconds. With the existing excess capacity on West Main Street, it is not anticipated that these volumes will impact operations on West Main Street. Queueing should also be minimal on the Aldi site for traffic trying to leave the site.

Conclusion

The proposed Aldi that will replace the vacant Hawk Bowl property should have minimal impacts to traffic on West Main Street. The section of Main Street that this site is located along has substantial excess capacity to support the redevelopment of the site. The eastern driveway is likely to experience the highest traffic volumes, but significant delays and queuing are not anticipated.

Given the results of this analysis, it appears that the proposed Aldi is a good fit for this site.

Please call 608-251-4843 with any questions.

Sincerely,

STRAND ASSOCIATES, INC.®

Kyle R. Henderson, P.E.