

MEMORANDUM

To: Stacy Miller – Bloomin’ Brands, Inc.

From: Rory Fancler, AICP, PTP – Kimley-Horn
Sami Bijonowski – Kimley-Horn

Date: February 11, 2022

RE: Trip Generation Analysis for Proposed Restaurant Redevelopment
Southwest Corner State Street/Eisenhower Parkway
Ann Arbor, Michigan

On behalf of Bloomin’ Brands, Inc., Kimley-Horn of Michigan, Inc. (Kimley-Horn) has prepared trip generation projections for redevelopment of a restaurant on Lot 3 of the Briarwood Subdivision (3010 S. State Street). The subject site is located on the southwest quadrant of the intersection of Eisenhower Parkway/State Street, approximately one-half mile north of Interstate 94 (I-94).

Development Characteristics

The proposed redevelopment includes an approximately 4,992 square-foot sit-down restaurant. In order to accommodate the redevelopment, an existing 7,088 square-foot restaurant (formerly occupied by Macaroni Grill) would be removed. A total of 148 parking spaces would be provided for the proposed restaurant.

Access would be provided via two existing full-access driveways to Mall Drive and Market Place. The access driveways are shared with the existing office building located immediately north of the site. No access modifications are planned as part of the restaurant redevelopment. A copy of the site plan is provided as **Attachment 1**.

Trip Generation

In order to estimate the net change in site-generated traffic, data from the Institute of Transportation Engineers (ITE) Trip Generation Manual, 11th Edition was used. For this project, Land Use Code (LUC) 932, High-Turnover Sit-Down Restaurant, was selected as most closely representative of both the proposed restaurant and the existing restaurant to be removed. A summary of the ITE data used for this review is presented in **Table 1**.

Table 1. ITE Trip Generation Rates

Land Use (LUC)	Weekday			Saturday
	Daily	AM Peak	PM Peak	Midday Peak
High-Turnover Sit-Down Restaurant (LUC 932)	107.20 50% in/50% out	9.57 55% in/45% out	9.05 61% in/39% out	11.19 51% in/49% out

Site generated trips are expected to exhibit multiple routing patterns when traveling to and from the subject site, as described below:

- **Primary Trips** – Vehicles that travel to the subject redevelopment and then return directly to their place of origin are called “primary trips.” Primary trips reflect new traffic volumes

generated by the proposed redevelopment that would approach and depart on the same route. Trips to/from the site that are not diverted linked trips are expected to be primary trips.

- **Pass-by** – Pass-by traffic reflects the travel patterns of motorists who are already traveling on the adjacent study roadways and stop at the site en route to another primary destination. According to the Appendix in the ITE Trip Generation Manual, 11th Edition, roughly 43 percent of vehicles at a High-Turnover Sit-Down Restaurant (LUC 932) during the evening peak hour. For purposes of this analysis, daily and Saturday midday pass-by trips were assumed to be consistent with the evening peak hour (43 percent).

The preceding data was used to estimate the net change in site-generated trips with the proposed redevelopment. The results of this calculation are shown in **Table 2**.

Table 2. Site-Generated Traffic Projections¹

Land Use	Unit	Daily	Weekday						Saturday		
			AM Peak Hour			PM Peak Hour			Midday Peak Hour		
			In	Out	Total	In	Out	Total	In	Out	Total
<u>Proposed Redevelopment</u>											
Restaurant	4,992 sq. ft.	540	30	20	50	30	20	50	30	25	55
Total Driveway Trips		540	30	20	50	30	20	50	30	25	55
<i>Pass-by Trips</i>		-230	--	--	--	-10	-10	-20	-10	-10	-20
Total New Trips		310	30	20	50	20	10	30	20	15	35
<u>Existing to be Removed</u>											
Restaurant	7,088 sq. ft.	760	40	30	70	40	25	65	40	40	80
Total Driveway Trips		760	40	30	70	40	25	65	40	40	80
<i>Pass-by Trips</i>		-330	--	--	--	-15	-15	-30	-15	-15	-30
Subtotal – Existing to be Removed		430	40	30	70	25	10	35	25	25	50
Net New Trips		-120	-10	-10	-20	-5	--	-5	-5	-10	-15

¹Daily trip generation was rounded to the nearest multiple of ten and peak hour trip generation was rounded to the nearest multiple of five.

As shown in Table 2, the proposed redevelopment is expected to result in a net decrease in site-generated traffic. Daily traffic is expected to be approximately 39 percent lower as compared to trips generated by the previous restaurant. During the peak hours, site-generated traffic is expected to decrease by 5 to 20 trips. Therefore, the restaurant redevelopment is not expected to materially impact operations at the site access driveways and adjacent intersections.

Please do not hesitate to contact us with any questions related to the information in this memorandum.