

Date: April 8, 2026

Technical Memorandum

To: Brian Bell
Pabst Farms Development Inc.

From: Don Lee, P.E.
John Bieberitz, P.E., PTOE

Subject: Trip Generation Comparison
Pabst Farms Mixed-Use Development
City of Oconomowoc & Village of Summit, Wisconsin

Traffic Analysis & Design, Inc. prepared a Traffic Impact Analysis (TIA), dated 4/29/2025, for the referenced project located in the City of Oconomowoc and Village of Summit, Waukesha County, Wisconsin. The TIA was approved by WisDOT, Waukesha County, the City of Oconomowoc, and the Village of Summit. After the approval of the TIA, other than the Costco parcel located in Area A, the other land use assumptions for areas A and B as identified in the TIA are being investigated for potential modification. [Exhibit 1](#) shows the location of referenced parcels on an overview map as well as the conceptual site plan used in the previous study. This memorandum is meant to compare the future land use assumptions originally assumed in the TIA to several potential build out scenarios being considered within the Village of Summit. For this exercise, the areas have been broken out into four separate areas noting that the Costco parcel from the previously approved TIA has been excluded from all calculations. The areas include:

- Oconomowoc, north of Pabst Farms Boulevard
- Oconomowoc, south of Pabst Farms Boulevard
- Summit, north of Pabst Farms Boulevard
- Summit, south of Pabst Farms Boulevard

[Exhibit 2](#) shows the newly proposed conceptual site plan. The previously approved land use assumptions for the full build scenarios include the following, noting that the roman numerals correspond to the land use parcel shown in the original site plan on [Exhibit 1](#):

[Exhibit 3](#) shows the previously anticipated and TIA approved land uses and expected trip generation for the aforementioned land uses under the full build scenario. Since the Costco parcel (Parcel XI), including outlots, is currently under construction, all land uses for this parcel were excluded from the trip generation comparison tables.

[Exhibits 4A&B](#) shows the newly proposed land uses and expected trip generation for the parcels of land north and south of Pabst Farms Boulevard located within the City of Oconomowoc.

[Exhibits 5A&B](#) shows the newly proposed land uses and expected trip generation for the parcels of land north and south of Pabst Farms Boulevard located within the Village of Summit.

[Exhibits 6A&B](#) shows the newly proposed land uses and expected trip generation for two additional build out scenarios for the parcels of land north and south of Pabst Farms Boulevard located within the Village of Summit. These two additional scenarios include a scenario where the residential component is built out at 60-percent of the proposed conceptual plan build out ([Exhibit 6A](#)) and a scenario where these two parcels are built out with industrial land uses ([Exhibit 6B](#)).

[Exhibit 7](#) shows a comparison of the weekday morning, weekday evening, and Saturday midday peak hour trips when compared to the previously approved TIA assumptions under each of the following four build out scenarios.

Scenario 1

- Oconomowoc, new commercial and residential build out as shown on new site plan.
- Summit, no build out.

Scenario 2

- Oconomowoc, new commercial and residential build out as shown on new site plan.
- Summit, industrial land use build out.

Scenario 3

- Oconomowoc, new commercial and residential build out as shown on new site plan.
- Summit, new commercial and residential build out as shown on new site plan.

Scenario 4

- Oconomowoc, new commercial and residential build out as shown on new site plan.
- Summit, new commercial build out as shown on new site plan, 60-percent reduction in residential build out.

As shown in the summary tables in [Exhibit 7](#), ***under scenario 1***, the weekday morning peak hour trips are expected to decrease by 715 new trips, the weekday evening peak hour trips are expected to decrease by 610 new trips, and the Saturday midday peak hour trips are expected to increase by 250 new trips when compared to the previously approved TIA assumptions. The weekday daily (24-hour) trips are expected to decrease by 7,070 new trips.

Under scenario 2, the weekday morning peak hour trips are expected to decrease by 45 new trips, the weekday evening peak hour trips are expected to increase by 285 new trips, and the Saturday midday peak hour trips are expected to increase by 440 new trips when compared to the previously approved TIA assumptions. The weekday daily (24-hour) trips are expected to decrease by 2,640 new trips.

Under scenario 3, the weekday morning peak hour trips are expected to decrease by 230 new trips, the weekday evening peak hour trips are expected to increase by 310 new trips, and the Saturday midday peak hour trips are expected to increase by 1,245 new trips when compared to the previously approved TIA assumptions. The weekday daily (24-hour) trips are expected to increase by 1,390 new trips.

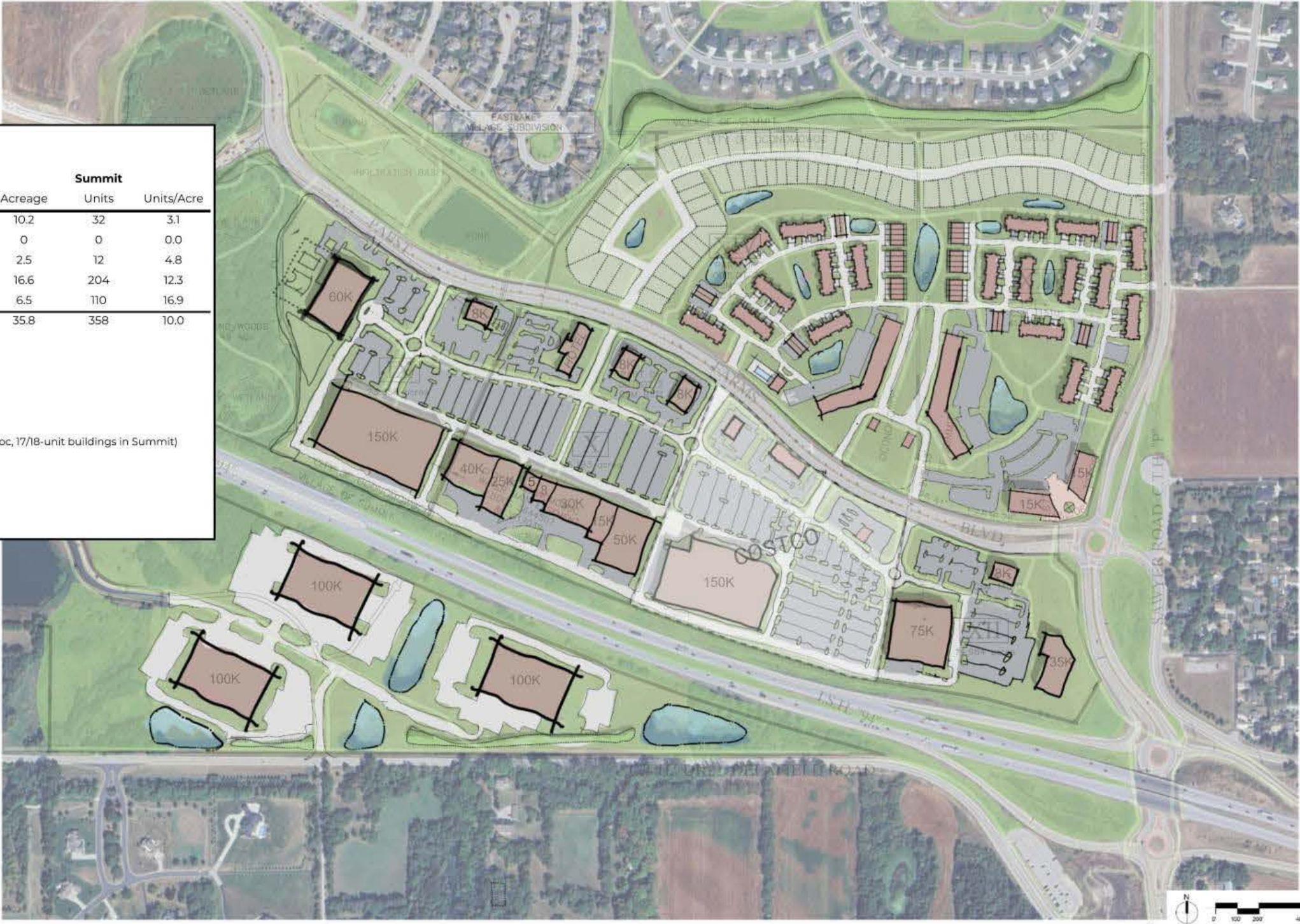
Under scenario 4, the weekday morning peak hour trips are expected to decrease by 300 new trips, the weekday evening peak hour trips are expected to increase by 200 new trips, and the Saturday midday peak hour trips are expected to increase by 1,155 new trips when compared to the previously approved TIA assumptions. The weekday daily (24-hour) trips are expected to decrease by 35 new trips.

The above summary is meant to provide a comparison of the expected new trips using the updated land use assumptions under several different build out scenarios with the Village of Summit, when compared to the previously approved new trips based on the previous TIA land use assumptions. If you have any questions or concerns, please let us know as we'd be happy to discuss them further.

CONCEPT MASTER PLAN
DEVELOPMENT SUMMARY

Pabst Farms Development Summary

	Oconomowoc			Summit		
	Acreage	Units	Units/Acre	Acreage	Units	Units/Acre
Single-Family Detached	12.5	38	3.0	10.2	32	3.1
Single-Family Attached	4.6	18	3.9	0	0	0.0
Multi-Family Owner Occupied	1.7	12	7.1	2.5	12	4.8
2-Story Garden Style Apt	13.9	212	15.3	16.6	204	12.3
3 over 1 Apt	9.3	110	11.8	6.5	110	16.9
Total	42	390	9.3	35.8	358	10.0
Unit Totals						
Single-Family Detached	70 (1/4-acre lots approximately)					
Single-Family Attached	18 (Twin Homes)					
Condominiums Total Units	24 (Owner-Occupied Townhomes)					
Garden Style Total Units	416 (23/24-unit buildings in Oconomowoc, 17/18-unit buildings in Summit)					
3 over 1 Apt Total Units	220					
Total Units	748					
Total Res. Acreage	77.8					
Total Unit Density	9.6					



RINKA+

CORAL
PARTNERS

PABST FARM MASTERPLAN
EXHIBIT I

Exhibit 3

On-Site (Approved TIA Full Build, Except Costco Parcel) Trip Generation Table^{1,2}

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
IX: Corporate Headquarters Building	714	180 Employees	420 (2.31)	85 (93%)	5 (7%)	90 FCE	10 (10%)	75 (90%)	85 FCE	0 (44%)	5 (56%)	5 (0.03)
X: Shopping Plaza (40-150k) - Supermarket - No	821	130,000 x 1,000 SF	8,780 (67.52)	140 (62%)	85 (38%)	225 (1.73)	330 (49%)	345 (51%)	675 (5.19)	420 (52%)	390 (48%)	810 (6.22)
X: Shopping Plaza (40-150k) - Supermarket - No - Outlots along PF Blvd	821	70,000 x 1,000 SF	4,730 (67.52)	75 (62%)	45 (38%)	120 (1.73)	180 (49%)	185 (51%)	365 (5.19)	225 (52%)	210 (48%)	435 (6.22)
XII: Shopping Plaza (40-150k) - Supermarket - Yes	821	60,000 x 1,000 SF	5,670 (94.49)	130 (62%)	80 (38%)	210 (3.53)	280 (48%)	300 (52%)	580 FCE	285 (51%)	270 (49%)	555 (9.26)
XIII: Research and Development Center	760	425,000 x 1,000 SF	4,370 FCE	330 (82%)	75 (18%)	405 FCE	60 (16%)	320 (84%)	380 FCE	45 (44%)	55 (56%)	100 (0.24)
XIV: Research and Development Center	760	455,000 x 1,000 SF	4,660 FCE	355 (82%)	75 (18%)	430 FCE	65 (16%)	340 (84%)	405 FCE	50 (44%)	60 (56%)	110 (0.24)
Total Trips			28,630	1,115	365	1,480	925	1,565	2,490	1,025	990	2,015
Minus Linked Trips (714)			0	0	0	0	0	0	0	0	0	0
Minus Linked Trips (821)			-1,760	-30	-15	-45	-65	-70	-135	-85	-80	-165
Minus Linked Trips (821)			-950	-15	-10	-25	-35	-35	-70	-45	-40	-85
Minus Linked Trips (821)			-1,130	-25	-15	-40	-55	-60	-115	-55	-55	-110
Minus Linked Trips (760)			0	0	0	0	0	0	0	0	0	0
Minus Linked Trips (760)			0	0	0	0	0	0	0	0	0	0
Total Linked Trip Reduction			-3,840	-70	-40	-110	-155	-165	-320	-185	-175	-360
Total New Trips			24,790	1,045	325	1,370	770	1,400	2,170	840	815	1,655

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

² All calculations exclude Costco Parcel.

Exhibit 4A

On-Site (Oconomowoc, South of Pabst Farms Blvd) Trip Generation Table^{1,2}

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
Hotel	310	100 Rooms	800 (7.99)	25 (56%)	20 (44%)	45 FCE	25 (51%)	20 (49%)	45 FCE	40 (56%)	30 (44%)	70 (0.72)
Fast Casual Restaurant	930	4,000 x 1,000 SF	390 (97.14)	5 (50%)	0 (50%)	5 (1.43)	30 (55%)	20 (45%)	50 (12.55)	70 (55%)	60 (45%)	130 (32.64)
Fast-Food Restaurant without Drive-Through Window	933	3,500 x 1,000 SF	1,580 (450.49)	85 (58%)	65 (42%)	150 (43.18)	60 (50%)	55 (50%)	115 (33.21)	95 (49%)	95 (51%)	190 (54.60)
Strip Retail Plaza (<40k) - Outlots along PF Blvd	822	20,000 x 1,000 SF	1,090 (54.45)	25 (60%)	20 (40%)	45 (2.36)	65 (50%)	60 (50%)	125 FCE	65 (51%)	65 (49%)	130 (6.57)
Shopping Center (>150k)	820	244,275 x 1,000 SF	12,240 FCE	175 (62%)	105 (38%)	280 FCE	515 (48%)	560 (52%)	1,075 FCE	680 (52%)	630 (48%)	1,310 FCE
Supermarket	850	25,000 x 1,000 SF	2,620 FCE	40 (59%)	30 (41%)	70 (2.86)	125 (50%)	125 (50%)	250 FCE	165 (50%)	165 (50%)	330 FCE
Total Trips			18,720	355	240	595	820	840	1,660	1,115	1,045	2,160
Minus Linked Trips	(310)	20%	-160	-5	-5	-10	-5	-5	-10	-10	-5	-15
Minus Linked Trips	(930)	20%	-80	0	0	0	-5	-5	-10	-15	-10	-25
Minus Linked Trips	(933)	20%	-320	-15	-15	-30	-10	-10	-20	-20	-20	-40
Minus Linked Trips	(822)	20%	-220	-5	-5	-10	-15	-10	-25	-15	-15	-30
Minus Linked Trips	(820)	20%	-2,450	-35	-20	-55	-105	-110	-215	-135	-125	-260
Minus Linked Trips	(850)	20%	-520	-10	-5	-15	-25	-25	-50	-35	-35	-70
Total Linked Trip Reduction			-3,750	-70	-50	-120	-165	-165	-330	-230	-210	-440
Total New Trips			14,970	285	190	475	655	675	1,330	885	835	1,720

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

² All calculations exclude Costco Parcel.

Exhibit 4B

On-Site (Oconomowoc, North of Pabst Farms Blvd) Trip Generation Table¹

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
Single-Family Detached Housing	210	38 Units	410 FCE	10 (26%)	20 (74%)	30 FCE	25 (63%)	15 (37%)	40 FCE	20 (54%)	20 (46%)	40 FCE
Single-Family Attached Housing	215	18 Units	90 FCE	0 (31%)	5 (69%)	5 FCE	5 (57%)	0 (43%)	5 FCE	5 (48%)	5 (52%)	10 (0.57)
Single-Family Attached Housing/Condo	215	12 Units	40 FCE	0 (31%)	0 (69%)	0 FCE	5 (57%)	0 (43%)	5 FCE	0 (48%)	5 (52%)	5 (0.57)
Multifamily Housing (Low-Rise) (Not Close to Rail Transit)	220	212 Units	1,430 FCE	20 (24%)	70 (76%)	90 FCE	70 (63%)	40 (37%)	110 FCE	45 (54%)	40 (46%)	85 (0.41)
Multifamily Housing (Low-Rise) (Not Close to Rail Transit)	220	110 Units	780 FCE	15 (24%)	40 (76%)	55 FCE	45 (63%)	25 (37%)	70 FCE	25 (54%)	20 (46%)	45 (0.41)
Total New Trips			2,750	45	135	180	150	80	230	95	90	185

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

Exhibit 5A

On-Site (Summit, South of Pabst Farms Blvd) Trip Generation Table¹

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
Health/Fitness Club	492	100.000 x 1,000 SF	2,880 (28.82)	65 (51%)	65 (49%)	130 (1.31)	195 (57%)	150 (43%)	345 (3.45)	155 (49%)	165 (51%)	320 (3.19)
Medical-Dental Office Building (Stand-alone)	720	30.000 x 1,000 SF	1,080 (36.00)	65 (79%)	15 (21%)	80 FCE	35 (30%)	85 (70%)	120 FCE	50 (57%)	40 (43%)	90 (3.02)
Drive-in Bank	912	3 Drive-Thru Lanes	390 FCE	15 (61%)	10 (39%)	25 FCE	40 (49%)	40 (51%)	80 (27.07)	40 (49%)	45 (51%)	85 (27.67)
Total Trips			4,350	145	90	235	270	275	545	245	250	495
Minus Linked Trips (912)			-80	-5	0	-5	-10	-10	-20	-10	-10	-20
Total Linked Trip Reduction			-80	-5	0	-5	-10	-10	-20	-10	-10	-20
Total New Trips			4,270	140	90	230	260	265	525	235	240	475

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

Exhibit 5B

On-Site (Summit, North of Pabst Farms Blvd) Trip Generation Table¹

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
Single-Family Detached Housing	210	32 Units	350 FCE	5 (26%)	20 (74%)	25 FCE	20 (63%)	15 (37%)	35 FCE	20 (54%)	15 (46%)	35 FCE
Single-Family Attached Housing	215	Units	0 FCE	0 (31%)	0 (69%)	0 FCE	0 (57%)	0 (43%)	0 FCE	0 (48%)	0 (52%)	0 (0.57)
Single-Family Attached Housing/Condo	215	12 Units	40 FCE	0 (31%)	0 (69%)	0 FCE	5 (57%)	0 (43%)	5 FCE	0 (48%)	5 (52%)	5 (0.57)
XIV: Multifamily Housing (Low-Rise) (Not Close to Rail Transit)	220	204 Units	1,380 FCE	20 (24%)	65 (76%)	85 FCE	70 (63%)	40 (37%)	110 FCE	45 (54%)	40 (46%)	85 (0.41)
XIV: Multifamily Housing (Low-Rise) (Not Close to Rail Transit)	220	110 Units	780 FCE	15 (24%)	40 (76%)	55 FCE	45 (63%)	25 (37%)	70 FCE	25 (54%)	20 (46%)	45 (0.41)
Fast Casual Restaurant	930	10.000 x 1,000 SF	970 (97.14)	10 (50%)	5 (50%)	15 (1.43)	70 (55%)	55 (45%)	125 (12.55)	180 (55%)	145 (45%)	325 (32.64)
High-Turnover (Sit-Down) Restaurant	932	10.000 x 1,000 SF	1,070 (107.20)	50 (55%)	45 (45%)	95 (9.57)	55 (61%)	35 (39%)	90 (9.05)	55 (51%)	55 (49%)	110 (11.19)
Total Trips			4,590	100	175	275	265	170	435	325	280	605
Minus Linked Trips (930)			-190	0	0	0	-15	-10	-25	-35	-30	-65
Minus Linked Trips (932)			-210	-10	-10	-20	-10	-5	-15	-10	-10	-20
Total New Trips			4,190	90	165	255	240	155	395	280	240	520

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

Exhibit 6A

Alternate On-Site (Summit, North of Pabst Farms Blvd, 60% Reduction in Residential) Trip Generation Table¹

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
Single-Family Detached Housing	210	13 Units	150 FCE	5 (26%)	5 (74%)	10 FCE	10 (63%)	5 (37%)	15 FCE	10 (54%)	10 (46%)	20 FCE
Single-Family Attached Housing	215	Units	0 FCE	0 (31%)	0 (69%)	0 FCE	0 (57%)	0 (43%)	0 FCE	0 (48%)	0 (52%)	0 (0.57)
Single-Family Attached Housing/Condo	215	5 Units	15 FCE	0 (31%)	0 (69%)	0 FCE	0 (57%)	0 (43%)	0 FCE	0 (48%)	5 (52%)	5 (0.57)
XIV: Multifamily Housing (Low-Rise) (Not Close to Rail Transit)	220	82 Units	600 FCE	10 (24%)	40 (76%)	50 FCE	35 (63%)	20 (37%)	55 FCE	20 (54%)	15 (46%)	35 (0.41)
XIV: Multifamily Housing (Low-Rise) (Not Close to Rail Transit)	220	44 Units	360 FCE	10 (24%)	25 (76%)	35 FCE	25 (63%)	15 (37%)	40 FCE	10 (54%)	10 (46%)	20 (0.41)
Fast Casual Restaurant	930	10,000 x 1,000 SF	970 (97.14)	10 (50%)	5 (50%)	15 (1.43)	70 (55%)	55 (45%)	125 (12.55)	180 (55%)	145 (45%)	325 (32.64)
High-Turnover (Sit-Down) Restaurant	932	10,000 x 1,000 SF	1,070 (107.20)	50 (55%)	45 (45%)	95 (9.57)	55 (61%)	35 (39%)	90 (9.05)	55 (51%)	55 (49%)	110 (11.19)
Total Trips			3,165	85	120	205	195	130	325	275	240	515
	Minus Linked Trips (930)	20%	-190	0	0	0	-15	-10	-25	-35	-30	-65
	Minus Linked Trips (932)	20%	-210	-10	-10	-20	-10	-5	-15	-10	-10	-20
Total New Trips			2,765	75	110	185	170	115	285	230	200	430

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

Exhibit 6B

Alternate On-Site (Summit, North & South of Pabst Farms Blvd, Industrial) Trip Generation Table¹

Land Use	ITE Code	Proposed Size	Weekday Daily	AM Peak			PM Peak			SAT Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
Manufacturing (North of Pabst Farm Blvd)	140	788,000 x 1,000 SF	3,170 FCE	370 (76%)	120 (24%)	490 FCE	210 (31%)	460 (69%)	670 FCE	75 (52%)	65 (48%)	140 (0.18)
Manufacturing (South of Pabst Farm Blvd)	140	280,000 x 1,000 SF	1,260 FCE	135 (76%)	45 (24%)	180 FCE	70 (31%)	155 (69%)	225 FCE	25 (52%)	25 (48%)	50 (0.18)
Total New Trips			4,430	505	165	670	280	615	895	100	90	190

¹ ITE Trip Rates (X.XX) and/or Fitted Curve Equations (FCE) are from the ITE Trip Generation Manual, 11th Edition.

Summary - Scenario 1

Approved TIA Subtotal (without Costco Parcel)
New Assumptions
Increase (Decrease) from approved TIA

Weekday Daily	AM Peak			PM Peak			SAT Peak		
	In	Out	Total	In	Out	Total	In	Out	Total
24,790	1,045	325	1,370	770	1,400	2,170	840	815	1,655
17,720	330	325	655	805	755	1,560	980	925	1,905
(7,070)	(715)	0	(715)	35	(645)	(610)	140	110	250

Notes: Oconomowoc New Commercial & Residential (See scenrario 3), Summit no build out
Exhibits 4A+4B

Summary - Scenario 2

Approved TIA Subtotal (without Costco Parcel)
New Assumptions
Increase (Decrease) from approved TIA

Weekday Daily	AM Peak			PM Peak			SAT Peak		
	In	Out	Total	In	Out	Total	In	Out	Total
24,790	1,045	325	1,370	770	1,400	2,170	840	815	1,655
22,150	835	490	1,325	1,085	1,370	2,455	1,080	1,015	2,095
(2,640)	(210)	165	(45)	315	(30)	285	240	200	440

Notes: Oconomowoc New Commercial & Residential (See scenrario 3), Summit Industial
Exhibits 4A+4B+6B

Summary - Scenario 3

Approved TIA Subtotal (without Costco Parcel)
New Assumptions
Increase (Decrease) from approved TIA

Weekday Daily	AM Peak			PM Peak			SAT Peak		
	In	Out	Total	In	Out	Total	In	Out	Total
24,790	1,045	325	1,370	770	1,400	2,170	840	815	1,655
26,180	560	580	1,140	1,305	1,175	2,480	1,495	1,405	2,900
1,390	(485)	255	(230)	535	(225)	310	655	590	1,245

Notes: Oconomowoc New Commercial & Residential, Summit New Commercial & Residential
Exhibits 4A+4B+5A+5B

Summary - Scenario 4

Approved TIA Subtotal (without Costco Parcel)
New Assumptions
Increase (Decrease) from approved TIA

Weekday Daily	AM Peak			PM Peak			SAT Peak		
	In	Out	Total	In	Out	Total	In	Out	Total
24,790	1,045	325	1,370	770	1,400	2,170	840	815	1,655
24,755	545	525	1,070	1,235	1,135	2,370	1,445	1,365	2,810
(35)	(500)	200	(300)	465	(265)	200	605	550	1,155

Notes: Oconomowoc New Commercial & Residential (See Scenario 3), Summit Same New Commercial (Scenraio 3) & Residential (@ 60% Reduction)
Exhibits 4A+4B+5A+6A