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Strand Associates, Inc.®
910 West Wingra Drive
Madison, WI 53715
(P) 608.251.4843
www.strand.com

November 4, 2026

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

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

Dear Mr. Marquardt:

Strand Associates, Inc.® (Strand) reviewed the traffic impacts of the Seven Brew that is proposed to replace the site at 1155 West Main Street. This evaluation included a review of existing Main Street roadway volumes and capacity, an evaluation of anticipated driveway volumes for both Seven Brew access points, and potential traffic signal warrant triggers that could require follow-up investigation.

Main Street Daily Traffic Evaluation

Average annual daily traffic (AADT) volumes were reviewed for the segment of Main Street west of South Prince Street on the Wisconsin Department of Transportation (WisDOT) Traffic Count Map interactive mapping Web site. Data was available back through 2009 with the most recent AADT value of 10,600 vehicles per day (vpd) that was counted in 2025. The data shows a roadway that has fluctuated in volume from a low of 8,700 to 15,200 vpd over the past 15 years. The general growth trend taken from 2018 to 2025 shows an annual growth rate of slightly more than 3 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 15,200 vpd from 2012 is only approximately three quarters the capacity of Main Street in this area. Figure 1 shows the Main Street AADT volumes from 2012 through 2025.

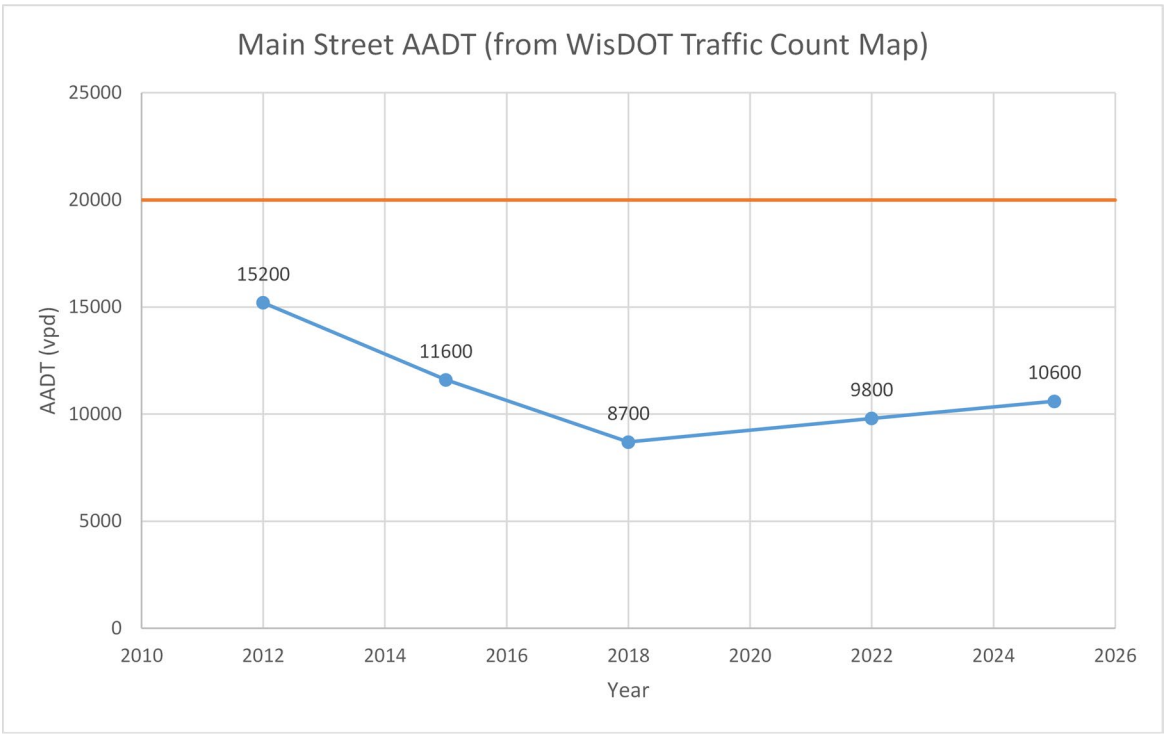
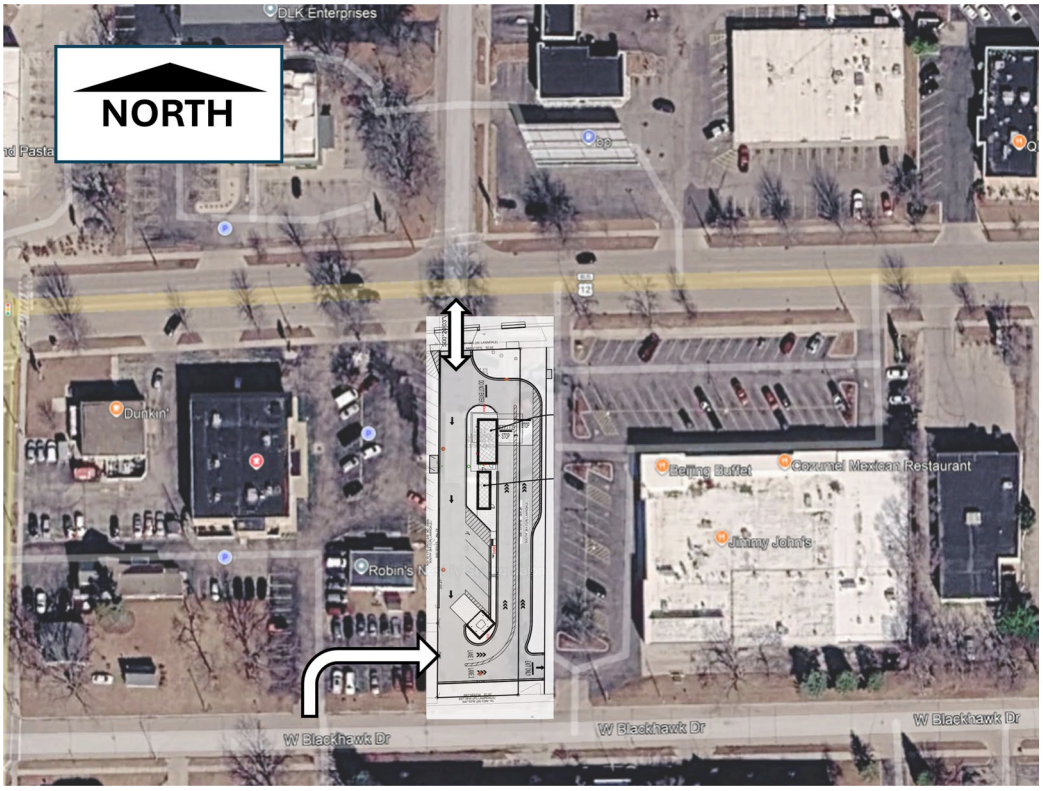


Figure 1 Main Street AADT History

Anticipated Driveway Volumes

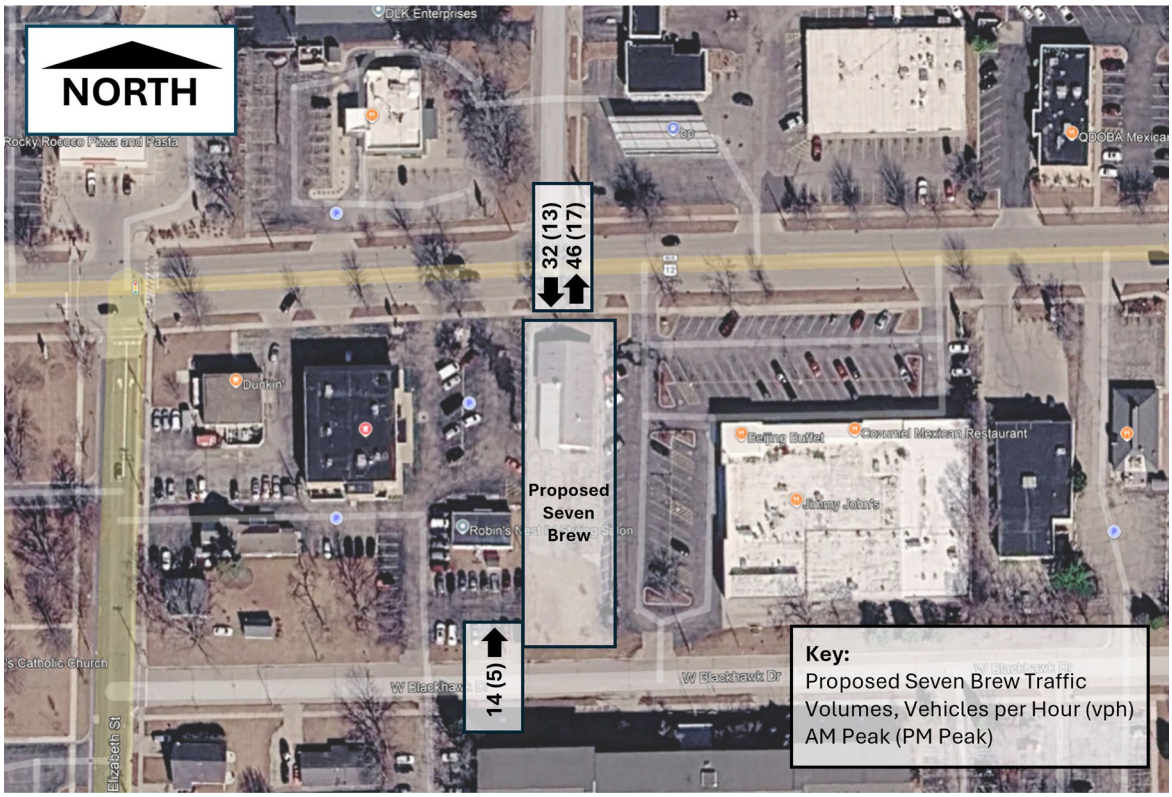
Strand performed a trip generation using the Institute of Transportation Engineers' Trip Generation Web-based application based on the *Trip Generation Manual, 12th Edition* to determine the volumes anticipated to be generated by the proposed Seven Brew. One driveway scenario was considered as existing roadway traffic with the proposed Seven Brew. Figure 2 shows the site plan for the proposed Seven Brew on Main Street.



Source: Google Earth Pro

Figure 2 Proposed Seven Brew Site Overview

The Seven Brew entering traffic was assigned to the driveways with 70 percent of the traffic using the Main Street driveway and 30 percent using the shared access driveway on West Blackhawk Drive. All exiting traffic from Seven Brew was assigned to the Main Street driveway. Figure 3 shows driveway Trip Generation volumes.



Source: Google Earth Pro

Figure 3 Trip Generation Driveway Volumes

An added surcharge for the proposed Seven Brew development was considered because of the Seven Brew brand's novelty drawing increased visitation but was ultimately not included. There will likely be an additional surcharge of traffic at opening and for a few months after opening. Traffic will likely decrease to assumed levels after the initial surcharge. Traffic increases from Seven Brew are moderate with the largest volume increases occurring during the AM peak hour as this is typically the busiest time for the proposed site type. On Saturdays there may be a further increase in traffic volume as this land use is busier in the later morning hours on Saturdays.

Traffic Signal Warrant Triggers

After review of the potential traffic volumes for the site it does not appear that the intersection will satisfy the 8- or 4-hour traffic signal warrants. However, it is important to note that the busier driveway to the Seven Brew site will be in the influence area of the Main Street and North Fraternity Lane intersection and then will then operate as a de-facto fourth leg of the intersection.

If pronounced delay occurs on a regular basis after the initial opening demand has passed and traffic has had time to adjust, then it may be necessary to conduct an intersection traffic count to evaluate the hourly turning movement volumes throughout the day. If traffic signal warrant thresholds were met at that time, then discussions on potential traffic control improvements could occur.

Conclusion

The proposed Seven Brew at 1155 West Main Street will result in traffic volume increases on the driveways to the site and on West Main Street in the vicinity of the development. The West Main Street driveway is likely to be most impacted, but the increases are anticipated to be minor. The section of West Main Street that this site is located on appears to have sufficient excess capacity to support the redevelopment of the area. However, because of the driveway on West Main Street's location adjacent to the Main Street and North Fraternity Lane intersection, study of the intersection as a four-leg intersection and further analysis of intersection traffic volumes could be considered.

Given the results of this analysis, it appears that the proposed Seven Brew should be acceptable. Traffic increases will be experienced most significantly upon opening with the novelty of this brand. We would anticipate that traffic increases will moderate once the development is past the initial opening period.

Please call 608-251-4843 if there are any questions.

Sincerely,

STRAND ASSOCIATES, INC.®



Kyle R. Henderson, P.E.

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