

TRAFFIC IMPACT STUDY FOR:

Wauwatosa Village Daycare Center

City of Wauwatosa, WI

September 23rd, 2025



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(WisDOT TIA Certification #SE17-804-270)

"I certify that this Traffic Impact Analysis has been prepared by me or under my immediate supervision and that I have experience and training in the field of traffic and transportation engineering."

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Chapter 1 – Introduction

Part A – Purpose of the Report and Study Objectives

The former Firefly Restaurant in the City of Wauwatosa is being proposed to be renovated and converted to a daycare facility. The daycare facility will have a maximum student enrollment of 155 students with 30 staff members anticipated. The property is located at 7754 N Hardwood Avenue in Wauwatosa, Wisconsin. The daycare will not have any off-street parking. Parking demand will be served by on-street parking and 2 nearby municipal parking lots.

This report was prepared to determine the number of trips generated and their distribution as well as existing parking demand and occupancy. No off-site development traffic is included in the traffic study. The report evaluates the weekday AM, weekday midafternoon (school dismissal time), and weekday PM peak hour trip generations and parking demand.

Part B - Study Area & Methodology

The study roadways evaluated in this TIA and parking study include:

- Harwood Avenue east of Harmonee Avenue to the railroad crossing
- Dewey Avenue from Harwood Avenue to W. Chestnut Street

The roadways and parking lots studied in this report for parking analysis include:

- Harwood Avenue east of Harmonee Avenue to the railroad crossing
- Dewey Avenue from Harwood Avenue to W. Chestnut Street
- Hart's Mills Parking Lot
- Little Red Store Parking Lot

Trip generation and distributions were calculated using the ITE Trip Generation Manual, 12th Edition and from field observations.

The parking study was conducted by side of street and block in 15-minute increments between 7AM to 9:00AM and 3:00PM to 5:00PM.

Additionally, the total number of vehicles parked in the Hart's Mill Parking Lot and Red Store Parking Lot were collected at least once an hour to determine occupancy rates in the parking lots.

B2. Proposed Development

A street map illustrating the location of the proposed development site with respect to the surrounding roadway system is shown in Appendix T-0.

The proposed daycare facility will have 155 students with 30 employees.

The buildout will generate 590 weekday daily trips, 110 weekday AM peak hour trips (53% in and 47% out), and 105 weekday PM peak hour trips (53% out and 47% in).

Chapter 2 – Trip Generation and Distribution

Part A – Weekday AM Peak Hour

Trips were calculated using the ITE Trip Generation Manual (TGM) version 12 using the maximum number of students of 155 (See Appendix T-1). The proposed daycare facility will generate 110 trips in the AM peak hour with approximately 60 trips in and 50 trips out (53% in and 47% out) (see [Exhibit 2-1](#)). Based on field observations the AM peak hour appeared to be from approximately 7:30-8:30AM. Much of the traffic at this time of day was vehicles dropping students off at St. John's Lutheran School. Older students were dropped off in the school parking lot along Dewey Avenue while the students that are 2–5-year-old range were dropped off along Harwood Avenue because the doors to St. John's Early Learning Center where they go to school face Harwood Avenue. This is directly across the street from the proposed daycare. During this time, it is expected that the largest conflict between vehicles dropping students off at St. John's Lutheran School and Early Learning Center and the proposed daycare will be. The Parking Study portion of the report below makes some recommendations to improve parking turnover in this area to ensure that spots are used for drop-off and pickup and not long-term parking.

Part B – Weekday Midday Peak Hour (school dismissal time)

The proposed daycare during the midday peak during the school dismissal time is unlikely to generate a significant number of trips. Trips in the period would be for deliveries and a few parents picking up their children early. Typically, peak daycare pickup time is between 4:30PM and 6:00PM which coincides with once parents are done with work.

St. John's Lutheran School and Early Learning Center releases their students at 3:00PM. It was observed that parents started queuing in the parking lot and on Dewey Avenue the 3:00PM dismissal and all the school traffic had left by 3:15PM. The Early Learning Center has extended care hours which can begin at 7:00AM before the normal hours begin at 7:50AM and the extended care hours go until 5:45PM. Because some families will choose to use the afternoon extended care option the volume of vehicles in the afternoon is lower than the number in the morning.

There is adequate parking and queuing space to accommodate St. John's Lutheran School and Early Learning Center currently. The daycare is not expected to add many additional vehicle trips during this time period so parking and operations around the St. John's are expected to be similar to today.

Part C – Weekday PM Peak Hour

During the PM Peak Hour of Adjacent Roadway which was considered to be the 4PM to 5 PM Hour based on the peak hour of nearby WisDOT traffic counts including a site on Glenview Avenue (STH 181) between Harwood Avenue and Chestnut Street and another count side on Harwood Avenue just north of Harwood Avenue (see Appendix T-4 and T-5. Based on the ITE Trip Generation Manual, the total volume for the hour would be 105 vehicles with 50 coming in and 55 leaving (47% in and 53% out) (see Appendix T-2). Based on observations during the parking study vehicles parked in the area that had been in the area all day were leaving, and new vehicles came for dinner and shopping in the Village as the time approached 5:00 PM. There was available parking in front of the proposed daycare as well as in front of St. John's Lutheran Early Childhood Center.

Exhibit 2-1 - Trip Generation Table

Wauwatosa Day Care

Land Use	ITE LUC	Size	Daily	Weekday AM Peak Hour of Adjacent Street			Weekday PM Peak Hour of Adjacent Street		
				In	Out	Total	In	Out	Total
Day Care Center	565	155 Students	590	60	50	110	50	55	105
				53%	47%		47%	53%	
Total New Vehicle Trips			590	60	50	110	50	55	105

Part D - Influence Area and Trip Distributions

The primary influence area for the daycare facility at this site is expected to be from the local neighborhoods to the south, north, and east of the development as the Milwaukee Regional Medical Center (MRMC) is to the west of the site and has relatively little housing development in that direction compared to the other directions. Given this information, field observations, and the difficulty it is to navigate through the intersection of Harwood Avenue and Harmonee Avenue it is expected that 60% of trips will be from/to Dewey Avenue and 40% on Harwood Avenue (see [Exhibit 2-2](#)).

Exhibit 2-2- Trip Distribution Table

To/From Dewey Avenue	60%
To/From Harwood Avenue	40%

Part E – Sensitivity Analysis

The ITE Trip Generation Manual offers multiple ways to calculate the number of proposed trips depending. Two other methods of calculating the number of vehicle trips were evaluated. They are using the number of employees instead of students and looking at the peak hour of generator instead of peak hour of adjacent street. The trip generations for the different methods can be seen in [Exhibit 2-3](#). There is very little difference between the two methods to calculate trips using students as the input. This suggests that the original method of calculating trips by using the students with the peak hour of adjacent roadway is nearly the same as the maximum number of trips the daycare would generate based on using the number of students.

Exhibit 2-3

Sensitivity Analysis - Total Trips Generated by Different Input Methods		
	# of Students Peak Hour of Adjacent Street	# of Students Peak Hour of Generator
Weekday	590	
AM	110	113
PM	105	111

Chapter 3 – Parking

Part A – Physical Characteristics

A transportation detail showing the existing parking spaces is shown in Appendix P-2.

Part B – Existing Parking Demand and Occupancy

B.1 Data Collection & Observations

Parking supply was documented along Harwood Avenue between Harmonie Avenue & Hart's Mill Parking Lot, Dewey Avenue between West Chestnut Street & Harwood Avenue, and within the Hart's Mill & Red Store Parking Lots (see Appendix P-1). The existing parking availability (see Appendix P-2) was determined by walking each segment, documenting posted parking restrictions, the locations of hydrants, and the locations of driveway entrances. When this data was combined, it created an accurate map that accounted for all the items that determine a legal parking space. Each parked vehicle was assumed to require 20 feet of space to legally park. It was assumed that vehicles could not park within 4-feet of driveway aprons, 10-feet of fire hydrants, 15-feet of unmarked or marked crosswalks, 15-feet of alley aprons, in lanes marked for vehicle travel and in bicycle lanes. The approach was consistent with the State of Wisconsin parking regulations. The field observations for number of vehicles in each segment and time period can be seen in Appendices P-6 to P-10.

B.2 Peak Hour Parking

Parking occupancy was observed in 15-minute intervals on each segment and 30-minute intervals in each lot during two time periods on a weekday as follows:

❖ Weekday Morning:

- Thursday, September 11th, 7:00AM to 9:00AM (see Appendices P-6, P-7 & P-10)
- Parking occupancy was observed to be heaviest from 7:45-8:15 AM or the school drop-off period. Occupancy was particularly heavy along the southeast side of Harwood Avenue which abuts St. John's Lutheran School.

❖ Weekday Evening:

- Thursday, September 11th, 3:00 PM to 5:00 PM (see Appendices P-8, P-9 & P-10)
- Parking occupancy was observed to be heavy, 50-75% utilization, along Harwood Avenue throughout the study period. Dewey Avenue saw a peak in utilization after 4:00 PM

A summary of average occupancy rates for the AM and PM periods can be seen in Appendices P-3 & P-4.

B.3 Observations & Notes

- ❖ During the study it was observed that there are a high number of pedestrians, particularly near the Menominee River and Oakleaf trail.
- ❖ It was observed that during the AM count period most vehicles parked for 15 minutes or less along Harwood Avenue and Dewey Avenues. During the PM period, between 75 & 42 percent of vehicles parked for longer than 15 minutes. Similarly, both lots saw longer term parking during both study periods.
- ❖ During the study periods, parking along the West side of Dewey Avenue was prohibited. Only 2 vehicles were observed to be parked in this location and both for less than 15 minutes. Parking is permitted from 6 PM to 8 AM on weekdays, and all day on weekends and holidays.
- ❖ The AM period saw a single peak period, but the PM study period saw an immediate peak at 3 PM before lulling and beginning to rise in occupancy as the study time approached 5 PM. Based on our observations the initial peak was due to school pickup and the rise closer to 5PM was due to a dinner time rush in restaurants nearby on the other side of the river.
- ❖ The expected drop-off time for the proposed daycare sits in line with the school drop-off time, 7-9 AM. For this reason, it is expected there will be occupancy conflict during this time.
- ❖ The expected pickup time for the proposed daycare, 4:30-6:00 PM, is offset from that of the existing peak pickup time, 3:00 PM for St. John's Lutheran. For this reason, it is expected that conflicts in occupancy will be minimal during the PM time period.
- ❖ All legal parking zones within the study area are posted with a 3-hour parking limit with the exception of the Red Store parking lot, which has no restrictions aside for the first 18 spaces in the lot.
- ❖ It is expected that most drop-offs for the proposed daycare will take place along the southeast side of Harwood Avenue due to the low capacity on the northwest side and ease of access.

Part C – Parking Demand and Recommendations with Proposed Daycare Facility

The addition of the proposed daycare facility is expected to bring an additional 60 vehicles coming to the daycare during the AM peak hour to the site based on the ITE 12th generation trip manual. It is assumed that this number does not include staff who arrive before drop-off and leave after pickup times. Given this and the data listed previously in Part B the following changes are recommended (see Appendix P-5):

- ❖ Provide a 15-minute parking zone from 7:30-8:30 AM along the southeast side of Harwood Avenue from Dewey Avenue to Hart's Mill Lot to minimize long term parking and promote in-and-out parking for both St. John's Lutheran School, Early Elementary Center, and the Proposed Daycare.
- ❖ Reconstruct the existing driveway flange and curb abutting the west corner of the proposed daycare to more accurately fit the attached driveway and provide an additional parking space.
- ❖ Instruct all staff to park in the Red Store lot where there is no time restriction and ample capacity.