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## M E M O R A N D U M

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**DATE:** August 6, 2018  
**TO:** City of Hilliard Planning and Zoning Commission  
**FROM:** Benjamin J. Miller Sr. *Project Manager at American Structurepoint*  
**RE:** Center Street Market – Traffic Impacts  
**CC:** Eric Riehl – Humble Construction Company; CCB Columbus, LLC

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The purpose of this memorandum is to request there be no significant traffic impact study (or traffic improvements) in correlation with the Center Street Market project on the basis that the use of the land promotes the goals of the comprehensive plan for the Old Hilliard District, and the site is laid out in a manner that puts an emphasis on pedestrian accommodations.

The City of Hilliard prides itself with the ability to perpetuate constant growth. At the heart of this community lies the Old Hilliard District; a revitalized downtown area containing renowned restaurants, shopping centers, and parks providing residents with the ability to reconnect with the city's early roots. The Center Street Market is yet another improvement to this historical district. The approximately 17,000 square foot commercial building will contain several amenities including an eleven vendor market area, event space, microbrewery/pub, and outdoor patio. According to the City of Hilliard comprehensive plan, the Old Hilliard District was revitalized to provide a place for the residents to connect and share in experiences that will strengthen the bond as a community. The Center Street Market will complement this plan by adding yet another element of comradery through a unique experience.

With the intent to preserve the qualities of the parent location in Winter Garden, Florida, the Center Street Market will conform nicely to the aesthetics of Old Hilliard District. Customers will have the opportunity to enjoy the atmosphere of the surrounding area by relaxing on the outdoor patio. The peak hours of the business will be balanced between the crowd seeking farm fresh goods or local eats throughout the day, and the late night crowd longing to catch up with old friends over a drink at the Crooked Can Brewery located inside the market. The Center Street Market will undoubtedly serve as an improved hotspot to the existing vacant lot that currently occupies this space, and coincide with the surrounding area.

The average trip generation rates for the Center Street Development were calculated using the ITETripGen Web-based App for land use #925 – Drinking Place. A total area of 16,000 sf was used to generate these trips.

There is no land use that exactly fits that of a market. This issue led to the following assumptions to best predict trip generations. This square footage may be a bit too high due to the fact that it includes the areas that are not part of a typical bar (i.e. brewery, mechanical room and electrical room). This higher estimation of trips is offset by the fact that the land use #925 – Drinking Place is described as more of a “bar-only” type of place and not one that specializes in food. As the proposed Micro-Brewery likely won’t specialize in food, it will likely operate more as a restaurant than a typical bar would. For this reason the high square footage should generate a fairly accurate number of trips for the proposed Center Street Market.

ITE Land Use Code	Land Use Description	AM Peak Trips			PM Peak Trips		
		Trip Rate	Exit	Entry	Trip Rate	Exit	Entry
925	Drinking Place	N/A	N/A	N/A	11.36	34%	66%

There were no AM peak hour trips to be generated for this site. The PM peak hour (4 PM to 6 PM) is expected to generate 192 total trips with 127 vehicles entering the site and 65 vehicles exiting the site. See *Exhibit A: Peak Hour Trip Generation for Center Street Market* on next page.

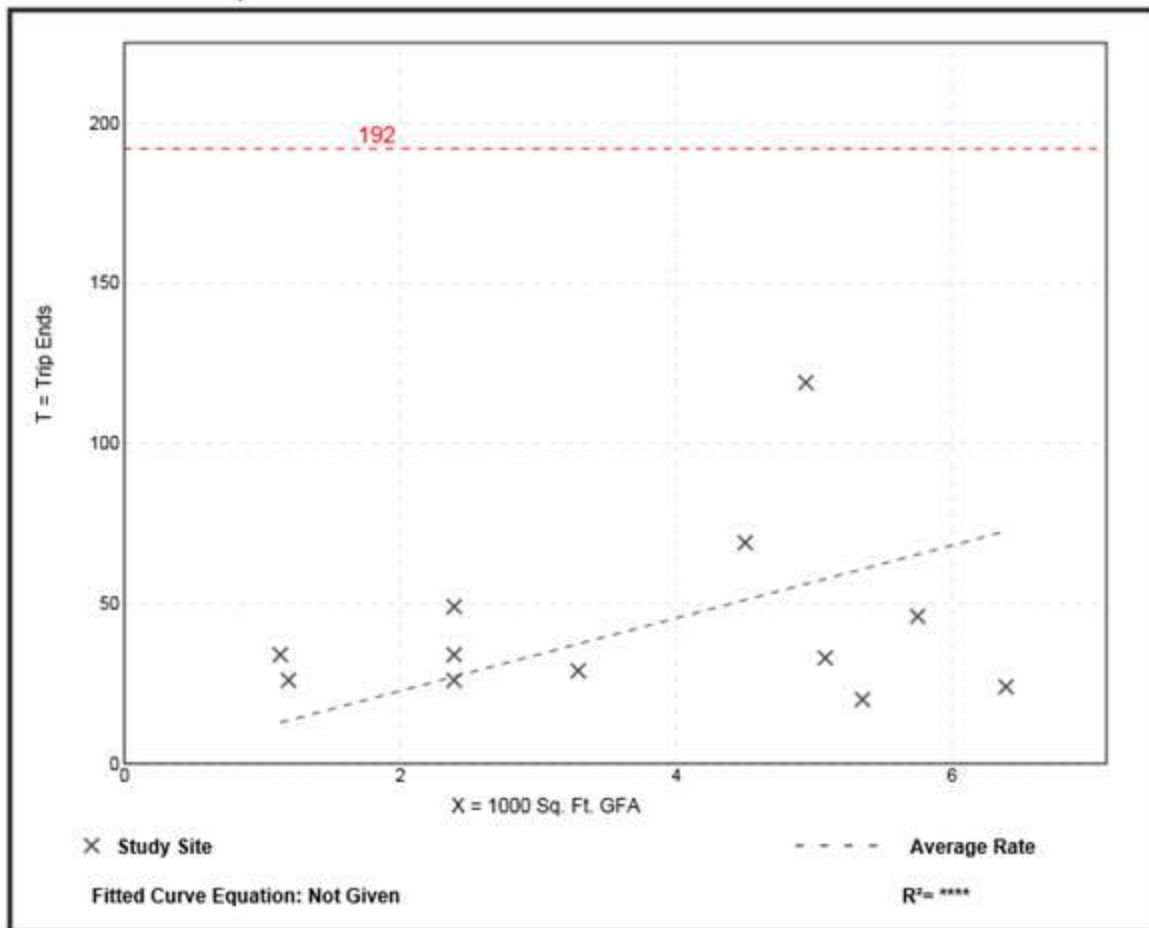
# Drinking Place (925)

**Vehicle Trip Ends vs: 1000 Sq. Ft. GFA**  
**On a: Weekday,**  
**Peak Hour of Adjacent Street Traffic,**  
**One Hour Between 4 and 6 p.m.**  
**Setting/Location: General Urban/Suburban**  
 Number of Studies: 12  
 Avg. 1000 Sq. Ft. GFA: 4  
 Directional Distribution: 66% entering, 34% exiting

## Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
11.36	3.74 - 30.09	7.81

## Data Plot and Equation



*Trip Generation Manual, 10th Edition • Institute of Transportation Engineers*  
**Exhibit A: Peak Hour Trip Generation for Center Street Market**

According to this trip generation study, the Center Street Market will produce additional traffic in comparison to the existing vacant lot. The Old Hilliard District offers plenty of available street parking, plus designated municipal lots off Center and Wayne Streets. However, the use of the facility makes it optimal for endorsing pedestrian traffic. Due to its proximity to First Responders Park and Hilliard's Station Park, patrons of the market will be encouraged to explore other Old Hilliard district attractions. Additionally, an existing multi-use path has been established adjacent to the project site during the development of Hilliard's Station Park. This path correlates directly with the City of Hilliard Bicycle & Multi-Use Paths Master Plan and currently meets or exceeds requirements laid out by this plan. The Center Street Market will act as, yet, another business accessible via this path; ultimately promoting alternate modes of transportation to the downtown area.

In conclusion, the proposed use for this development is appropriate and harmonious in Old Hilliard as it promotes the goals of the comprehensive plan and emphasizes pedestrian accommodations. Additional traffic will be generated as a result of this development, but available parking is offered in the Old Hilliard District through designated municipal lots and street parking for patrons of the proposed Center Street Market. The approximately 17,000 square foot commercial building will provide residents with a unique experience, and the proximity to existing paths promotes alternate forms of transportation over the traditional vehicular travel. For these reasons, we suggest that there is no impact on traffic, safety, or congestion in this area and request that no traffic analysis is required.



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Benjamin J. Miller  
Sr. Project Manager



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Shawn L. Goodwin  
Regional Services Director