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Traffic Study



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Traffic Flow Calculations
for the
Caves Winery

Located at:
2275 Soda Canyon Road
Napa, CA 94558

Date: 12/18/2015

Project # 00102

Legend

Requires Input

Automatically Calculates

Important Value Automatically Calculates

Important Value Requires Input

Hit ctrl+alt+shift+F9 when finished to recalc all formulas

Existing Winery Traffic Information/ Trip Generation Sheet

Traffic During a Typical Weekday

		FACTOR	DAILY TRIPS
NUMBER OF FT EMPLOYEES =	4	3.05	12.20
NUMBER OF PT EMPLOYEES=	0	1.9	0.00
AVE. # WEEK DAY VISITORS=	12	1.3	9.23
GALLONS OF PRODUCTION=	30000	55555.6	0.54
		TOTAL=	21.97
(# OF FT EMP)+(# OF PT EMP/2)+(VIS+TRK TRIPS X.38)=			7.71

PM PEAK TRIPS

Traffic During a Typical Saturday

	# PEOPLE	FACTOR	DAILY TRIPS
# OF FT EMPL (ON SAT) =	4	3.05	12.20
# OF PT EMPL (ON SAT)=	0	1.9	0.00
AVE. # SATURDAY VISITORS=	16	1.4	11.43
		TOTAL=	23.63
(# OF FT EMP)+(# OF PT EMP/2)+(VISTOR TRIPS X.57)=			10.51

PM PEAK TRIPS

Traffic During a Crush Saturday

		FACTOR	DAILY TRIPS
# OF FT EMPL (ON SAT) =	4	3.05	12.20
# OF PT EMPL (ON SAT)=	0	1.9	0.00
AVE. # SATURDAY VISITORS=	20	1.4	14.29
GALLONS OF PRODUCTION=	30000	55555.6	0.54
AVE ANNUAL TON GRPE ON HAUL=	200	72	2.78
		TOTAL=	29.80

Largest Marketing Event- Additional Traffic

		FACTOR	TRIPS
# OF EVENT STAFF (LRG EV)=	12	2	24.00
# OF VISITORS (LRG EV)=	188	1.4	134.29
# SPCL EVNT TRCK TRPS (LRG EV)	10	2	20.00
		TOTAL=	178.29

Proposed Winery Traffic Information/ Trip Generation Sheet

Traffic During a Typical Weekday

		FACTOR	DAILY TRIPS
NUMBER OF FT EMPLOYEES =	4	3.05	12.20
NUMBER OF PT EMPLOYEES=	0	1.9	0.00
AVE. # WEEK DAY VISITORS=	12	1.3	9.23
GALLONS OF PRODUCTION=	60000	55555.6	1.08
		TOTAL=	22.51
(# OF FT EMP)+(# OF PT EMP/2)+(VIS+TRK TRIPS X.38)=			7.92

PM PEAK TRIPS

Traffic During a Typical Saturday

	# PEOPLE	FACTOR	DAILY TRIPS
# OF FT EMPL (ON SAT) =	4	3.05	12.20
# OF PT EMPL (ON SAT)=	0	1.9	0.00
AVE. # SATURDAY VISITORS=	16	1.4	11.43
		TOTAL=	23.63
(# OF FT EMP)+(# OF PT EMP/2)+(VISTOR TRIPS X.57)=			10.51

PM PEAK TRIPS

Traffic During a Crush Saturday

		FACTOR	DAILY TRIPS
# OF FT EMPL (ON SAT) =	4	3.05	12.20
# OF PT EMPL (ON SAT)=	0	1.9	0.00
AVE. # SATURDAY VISITORS=	20	1.4	14.29
GALLONS OF PRODUCTION=	60000	55555.6	1.08
AVE ANNUAL TON GRPE ON HAUL=	400	72	5.56
		TOTAL=	33.12

Largest Marketing Event- Additional Traffic

		FACTOR	TRIPS
# OF EVENT STAFF (LRG EV)=	12	2	24.00
# OF VISITORS (LRG EV)=	188	1.4	134.29
# SPCL EVNT TRCK TRPS (LRG EV)	10	2	20.00
		TOTAL=	178.29