

		ITE TRIP RATES									
LAND USE	ITE LUC	UNIT RATE	24 HOURS			AM PEAK HOUR			PM PEAK HOUR		
			EQUATION	% VOL IN	% VOL OUT	EQUATION	% VOL IN	% VOL OUT	EQUATION	% VOL IN	% VOL OUT
Shopping Center	820	Trips/1,000 SF GFA	$\text{Ln}(T) = 0.65\text{Ln}(x) + 5.83$	50%	50%	$\text{Ln}(T) = 0.59\text{Ln}(x) + 2.32$	61%	39%	$\text{Ln}(T) = 0.67\text{Ln}(x) + 3.37$	49%	51%
Fast-Food Restaurant with Drive-Through Window	934	Trips/1,000 SF GFA	Average Rate = 496.12	50%	50%	Average Rate = 49.35	51%	49%	Average Rate = 33.84	52%	48%

		TRIP GENERATION VOLUMES								
LAND USE		24 HOURS VOLUME			AM PEAK HOUR VOLUME			PM PEAK HOUR VOLUME		
		TOTAL	ENTER	EXIT	TOTAL	ENTER	EXIT	TOTAL	ENTER	EXIT
Shopping Center		1,420	710	710	37	23	14	127	62	65
Fast-Food Restaurant with Drive-Through Window		2,067	1,034	1,033	206	105	101	141	73	68
TOTAL		3,487	1,744	1,743	243	128	115	268	135	133

		ADJUSTED PM TRIP GENERATION											
LAND USE		TRIP GENERATION VOLUME			% INTRNL CAPTURE	EXTERNL VOLUME	% PASSBY	PASSBY VOLUME			ADJUSTED PM PEAK VOLUME		
		TOTAL	ENTER	EXIT				TOTAL	ENTER	EXIT	TOTAL	ENTER	EXIT
Shopping Center		127	62	65	0%	127	46%	58	29	29	69	34	35
Fast-Food Restaurant with Drive-Through Window		141	73	68	0%	141	41%	58	30	28	83	43	40
TOTAL		268	135	133	---	268	---	116	59	57	152	77	75