MEMO

To: Bill Chang
Alex Allon

From: Stan Beard, Jr.

Date: 05/30/24

Re: Buc-ee's / Interstates 39/90/94 at Highway V Interchange

Bill and Alex:

First, let me thank you for your willingness to turn over every rock with us on this project; we all should get some sort of participation ribbon for our work on the interchange issue alone. I believe we all agree that enough factual information has been gathered and decision-making is what remains. I've summarized the matter with these bullet points to make sure we are in sync:

- **Corridor Study:** A Corridor Study was completed by WisDOT in 2023 and responded to by the Village wherein the Village offers its observations and recommendations. The need for Highway V Interchange improvements, more specifically a diverging diamond interchange (DDI) design, is included in this excerpt:

> 3) The Highway V interchange is the latest area to see an increase in demand for growth. The Village has recently annexed over 300 acres in this area and is in the process of amending the tax increment district to include a majority of the annexed lands. This includes lands adjacent to the recently proposed Buc-cees development. The Village anticipates that this new regional destination and the ancillary developments thereafter will redefine this interchange and
>
> therefore will require a significant upgrade of the Highway V interchange to handle the increased traffic. We are uncertain if WisDOT is aware of all the proposed developments that will occur west of the interstate. We strongly recommend Alternate 2 and a diverging diamond interchange. The Village will be extending sewer facilities to this new area of DeForest this year. We believe that Buc-ees's track record of success for attracting complementary businesses will further increase traffic demands and the existing businesses around the interstate and Highway V that support Wisconsin's vital tourism industry demands an enhanced at this interchange.

- **Highway V Interchange Growth:** Vierbicher completed an overall Traffic Generation study for the Village in 2023. (see attached). Defined in comparison to the balance of developable land at the Intersection, the Buc-ee's Project represents 5.6% of the acreage and 38.8% of the overall estimated ADT.

- **TIA / WisDOT Approvals:** Also in 2023, Buc-ee's Project planning reviews by WisDOT, Dane County, and DeForest required the completion and approval of a comprehensive TIA that indicated a DDI as the preferred scope of improvements (Interchange Project). This report culminated from months of traffic analysis, DOT review/comment/revisions, Village 3rd party review, and multiple conversations. As a result of this work, the parties ultimately

agreed that the Interchange Project is required for the operational integrity of the Buc-ee's Project and anticipated future growth of the areas surrounding this intersection.

- **Scope of Work and Estimated Project Cost:** Based on the approved TIA, Kimley-Horn (KH) produced a +-30% complete set of construction plans for the Interchange Project. Pricing of this 30% set of plans produced a total hard cost estimate of +/- $15M.

- **Buc-ee's Impact:** An analysis has been completed by KH that quantifies the impact of the Buc-ee's Project in relation to the impact of the remaining development to be completed at/near the Highway V Interchange. While the Vierbicher report assessed ADT, the KH analysis uses Buc-ee's weekend peak traffic which presents a more realistic impact scenario. That analysis confirms that 53.67% of the overall traffic impact at the Highway V Interchange is attributable to the Buc-ee's Project in Design Year 2034.

Buc-ee's Portion of Total Traffic Volume (Year 2034)				
Intersection	Friday PM Peak	Saturday Midday Peak	Sunday PM Peak	Average
CTH V / I-39/90/94 SB Ramps	54%	55%	64%	58%
CTH V / I-39/90/94 NB Ramps	38%	38%	41%	39%
CTH V / CTH I-Hickory Lane	58%	64%	72%	64%
OVERALL AVERAGE	**50%**	**52%**	**59%**	**53.67%**

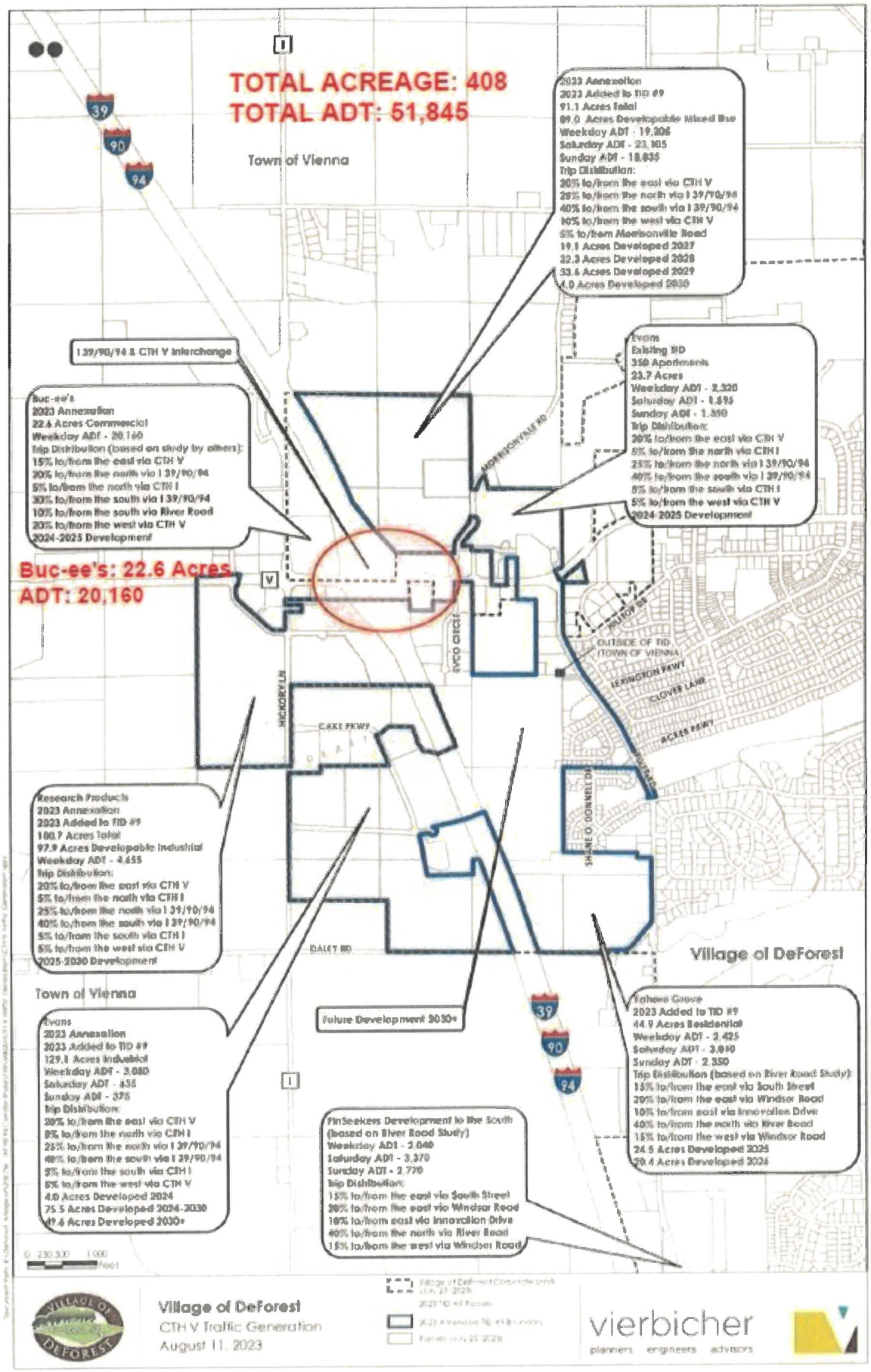
- **Public Investment in Public Infrastructure:** A public (local, state, federal) funding mechanism for the completion of the Interchange Project is not currently available and little interest has been shown at the state/federal level for participation in the project.

- **Cost Share Opportunity:** Given the unique scenario for growth at this intersection, an equally unique cost sharing strategy should be given consideration. Buc-ee's, as the catalyst for both the initial need for the improvements and the subsequently generated growth, is prepared to enter into a Development Agreement with the Village (and others as appropriate) whereby (a) Buc-ee's will complete, at its sole cost, the design of the Interchange Project for bid/permitting, and (b) commit to fund 53.67% of the cost of construction up to $8,100,000.

Our commitment is very much in line with other agreements we have reached in other states where the existing transportation infrastructure is not adequate for a Buc-ee's and the subsequent growth created in the area. This scenario obviously requires "others" to participate in the remaining 46.33% of the cost. I have no doubt that the economic impact of this Buc-ee's project will provide a significant return of, and on, this investment for many years to come. We have too many examples of success to think otherwise.

I am available to discuss at your convenience and would love an excuse to get up to your part of the world soon. Let me know please.




TOTAL ACREAGE: 408
TOTAL ADT: 51,845
Town of Vienna
2023 Annexation
2023 Added to TID #9
91.1 Acres Total
89.0 Acres Developable Mixed Use
Weekday ADT - 19,206
Saturday ADT - 23,105
Sunday ADT - 18,835
Trip Distribution:
20% to/from the east via CTH V
25% to/from the north via I 39/90/94
40% to/from the south via I 39/90/94
10% to/from the west via CTH V
5% to/from Morrisonville Road
19.1 Acres Developed 2027
32.3 Acres Developed 2028
33.6 Acres Developed 2029
4.0 Acres Developed 2030
I 39/90/94 & CTH V Interchange
Buc-ee's
2023 Annexation
22.6 Acres Commercial
Weekday ADT - 20,160
Trip Distribution (based on study by others):
15% to/from the east via CTH V
20% to/from the north via I 39/90/94
5% to/from the north via CTH I
30% to/from the south via I 39/90/94
10% to/from the south via River Road
20% to/from the west via CTH V
2024-2025 Development
Buc-ee's: 22.6 Acres
ADT: 20,160
Evans
Existing TID
350 Apartments
23.7 Acres
Weekday ADT - 2,320
Saturday ADT - 1,515
Sunday ADT - 1,350
Trip Distribution:
20% to/from the east via CTH V
5% to/from the north via CTH I
25% to/from the north via I 39/90/94
40% to/from the south via I 39/90/94
5% to/from the south via CTH I
5% to/from the west via CTH V
2024-2025 Development
MORRISONVALE RD
OUTSIDE OF TID
(TOWN OF VIENNA)
LEXINGTON PKWY
CLOVER LANE
ACKER PKWY
HICKORY LN
OAKE PKWY
JESSE DEER
SHANE O DONNELL DR
DALEY RD
Research Products
2023 Annexation
2023 Added to TID #9
100.7 Acres Total
97.9 Acres Developable Industrial
Weekday ADT - 4,455
Trip Distribution:
20% to/from the east via CTH V
5% to/from the north via CTH I
25% to/from the north via I 39/90/94
40% to/from the south via I 39/90/94
5% to/from the south via CTH I
5% to/from the west via CTH V
2025-2030 Development
Village of DeForest
Town of Vienna
Evans
2023 Annexation
2023 Added to TID #9
129.1 Acres Industrial
Weekday ADT - 3,080
Saturday ADT - 635
Sunday ADT - 375
Trip Distribution:
20% to/from the east via CTH V
5% to/from the north via CTH I
25% to/from the north via I 39/90/94
40% to/from the south via I 39/90/94
5% to/from the south via CTH I
5% to/from the west via CTH V
4.0 Acres Developed 2024
75.5 Acres Developed 2024-2030
49.6 Acres Developed 2030+
Future Development 2030+
FinSeekers Development to the South
(based on River Road Study)
Weekday ADT - 3,040
Saturday ADT - 3,370
Sunday ADT - 2,770
Trip Distribution:
15% to/from the east via South Street
20% to/from the east via Windsor Road
10% to/from east via Innovation Drive
40% to/from the north via River Road
15% to/from the west via Windsor Road
Tahoe Grove
2023 Added to TID #9
44.9 Acres Residential
Weekday ADT - 2,425
Saturday ADT - 3,010
Sunday ADT - 2,350
Trip Distribution (based on River Road Study):
15% to/from the east via South Street
20% to/from the east via Windsor Road
10% to/from east via Innovation Drive
40% to/from the north via River Road
15% to/from the west via Windsor Road
24.5 Acres Developed 2025
20.4 Acres Developed 2026
0 250 500 1,000
Feet
Village of DeForest
CTH V Traffic Generation
August 11, 2023
vierbicher
planners engineers advisors