



January 30, 2026

Kelly Kuiper  
Eastbrook Homes  
1188 East Paris Avenue SE, Suite 100  
Grand Rapids, MI 49546

Re: Trip Generation Analysis  
Tall Oaks Housing Development, Georgetown Township, Michigan

Dear Ms. Kuiper,

Progressive Companies has been requested to complete a trip generation analysis for the proposed phased housing development in Georgetown Township, Michigan. The following trip generation analysis was based on the *Evaluating Traffic Impact Studies: A Recommended Practice for Michigan Communities*. This includes projecting the new vehicular trips expected to be generated by the proposed development.

## INTRODUCTION

Eastbrook Homes is working to construct a 280-unit single-family housing residential development located on the southwest quadrant of Fillmore Street and 28th Avenue in Georgetown Township (Township), as shown in Figure 1. The development is anticipated to be completed in phases; upon completion of the final phase, the buildout will comprise 280 single-family houses.

Access to this site will be via connections to the existing residential streets on 28th Street, Willow View Drive, Brayridge Drive, and Tamarack Drive. As part of the approval process through the Township, an analysis of the anticipated number of vehicular trips to and from the site has been requested.



Figure 1. Proposed Site Plan

**TRIP GENERATION**

The *Trip Generation Manual*, Twelfth Edition, by the Institute of Transportation Engineers (ITE), was used to calculate the anticipated traffic that the proposed site may generate. Trips are measured individually for inbound and outbound movements; therefore, a visit to the site by guest, for instance, generates two (2) trips – one (1) inbound and one (1) outbound.

Based on the land use descriptions provided within the ITE *Trip Generation Manual*, the most applicable land use for the proposed site is Single-Family Detached Housing (Land Use Code 210). The potential trip generation for the proposed site was calculated for the typical daily, weekday morning, and weekday afternoon peak hours based on the proposed number of units. Table 1 shows the daily and typical peak hour trips anticipated to be generated by the proposed development after completion.

**Table 1. Trip Generation Summary**

Land Use	ITE Code	Size	A.M.			P.M.			Daily Trips
			Total	Enter	Exit	Total	Enter	Exit	
Single-Family Detached Housing (Phase 1)	210	47 Units	37	10	27	48	30	18	645
Single-Family Detached Housing (Full Buildout)	210	278 Units	192	52	140	247	153	94	2,509

Source: ITE *Trip Generation Manual*, Twelfth Edition

As shown in Table 1, Phase 1 is anticipated to generate approximately 645 total weekday trips, 37 new weekday morning peak hour vehicle trips (10 inbound, 27 outbound), and 48 new weekday afternoon peak hour trips (30 inbound, 18 outbound) onto the roadway system.

Additionally, at full buildout the site is expected to generate approximately 2,509 total weekday trips, 192 new weekday morning peak hour vehicle trips (52 inbound, 140 outbound), and 247 new weekday afternoon peak hour trips (153 inbound, 94 outbound) onto the roadway system.

**CONCLUSION**

Phase 1 of the development is not anticipated to have a significant impact on surrounding roadways. This phase is anticipated to generate approximately 645 total weekday trips, 37 new weekday morning peak hour vehicle trips (10 inbound, 27 outbound), and 48 new weekday afternoon peak hour trips (30 inbounds, 18 outbound) onto the roadway system. This trip generation is less than 750 daily trips, or 100 directional peak hour trips typically required for a full traffic impact study, and a traffic impact study is not recommended for Phase 1. The full buildout of this development is currently being analyzed in a traffic impact study that will follow this trip generation letter.

Sincerely,

Joseph P. Eberle, PE  
Transportation Engineer