

Universal Studios Traffic Comparison

<i>Compared to Local Properties</i>	Universal Studios ¹	Costco ²	(HEB) Grocery Store ²	Collin College ²	Stonebriar Mall ²	Toyota Stadium Event ³	Ford Center Event ³	Warren Sports Complex ⁴
Size	97 acres	17.6 acres	14.6 acres	75 acres	104 acres	47 acres	24 acres	48 acres
Weekday								
Daily Trips (in & out)	7,600	6,570	10,322	9,890	50,938			
AM Peak Hour Trips	485	124	315	946	1,156			
PM Peak Hour Trips	616	648	985	946	4,679			
Saturday								
Daily Trips (in & out)	14,880	8,317	12,404	Not Avail.	64,136	12,365	7,659	8,898
Daily Trips per acre	153	473	850	132	617	263	319	185

<i>Compared to Existing Zoning on the Land</i>	Proposed Zoning: Universal Studios ¹	Current Zoning: Mixed-Use Development ⁵
Size	97 acres	97 acres
Weekday		
Daily Trips (in & out)	7,600	28,720
AM Peak Hour Trips	485	3,518
PM Peak Hour Trips	616	3,442
Saturday		
Daily Trips (in & out)	14,880	12,648

*All numbers are one-way vehicle trips.
A car that enters a property and later
exits it would count as 2 trips.*

Notes

- 1 - Based on data provided from Universal Studios (based on arrival patterns of their other existing theme parks).
- 2 - Based on ITE Trip Generation rates for this land use, based on its size or attendance.
- 3 - Based on a sold-out event using the normal capacity of this venue. More is possible for a concert.
- 4 - Soccer portion of park only. Based on busiest Saturday of 2019 (scheduled games).
- 5 - Based on a midrise approximation of the land uses shown on the Fields Development preliminary master plan, which is just one possible way of developing this land under the current zoning. More trips would be generated under a highrise scenario.

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