FEHR PEERS

TECHNICAL ADDENDUM

Date: July 23, 2013

To: Kim Christensen, City of El Segundo

CC: Jeffrey Chambers, Federal Realty
Lisa Kranitz, Wallin, Kress, Reisman & Kranitz

From: Anjum Bawa, AICP and Tamar Fuhrer, AICP

Subject: ***Trip Generation Addendum – The Point at Plaza El Segundo***

SM12-2532.00

This addendum to the Trip Generation Assessment memorandum for the Point at Plaza El Segundo - Phase 1B (Fehr & Peers, May 23, 2013) evaluates the effect of allowing up to 12,000 square feet of Quality Restaurants to be open for breakfast. First, we provide a brief review of proposed uses and estimated trip generation as presented in the May 2013 memorandum. We then show the change in morning peak hour trips generated by the project and compare the total morning peak hour trips generated by Phase 1 (including Phases 1A and 1B) to the City approved EIR trip cap of 779 morning peak hour trips.

PREVIOUS TRIP GENERATION

The May 2013 memorandum for the Point development (*Trip Generation Assessment – The Point at Plaza El Segundo – Phase 1B*) concluded that trips being generated by the proposed project would remain within the trip cap established in *The Sepulveda/Rosecrans Site Rezoning and Plaza El Segundo Development EIR* (October 2004). The EIR evaluated and the City approved a combined site trip allowance of 16,645 daily trips, including 779 AM and 1,477 PM peak hour trips, and 2,205 Saturday midday peak hour trips.

Phase 1A of the project has been in operation and consists of the following land uses:

- 242,865 square foot shopping center
- 6,000 square foot specialty retail (dance studio)
- 66,811 square foot supermarket (Whole Foods)
- 42,735 square foot electronic superstore (Best Buy)
- 14,743 square foot quality restaurant
- 2,184 square foot specialty retail (day spa)
- 1,265 square foot office
- 2,226 square foot medical/dental office (Miracle Smiles)

The proposed Phase 1B development will include:

- 71,343 square foot GLA Shopping Center
- 25,627 square foot GFA Quality Restaurant
- 27,338 square foot GFA Office

Tables 1A and 1B show the trip generation presented in the May 2013 deliverable. As shown in these tables, the proposed project would generate 327 trips *under* the AM peak hour trip cap and 1 trip *under* the PM peak hour trip cap.

PROPOSED CHANGES - 12,000 SQUARE FEET RESTAURANTS OPEN FOR BREAKFAST

The project proposes to keep the land use as-is. However, the project plans to allow for up to 12,000 square feet of Quality Restaurant space to be open for breakfast in the morning. The remaining 13,627 square feet of Quality Restaurant space would only offer lunch and dinner service.

The trip generation rate used in the May 2013 memorandum was for Quality Restaurant (ITE Land Use code 931). In its description of the land use, ITE states that majority of the restaurants included as part of the Quality Restaurant category did not serve breakfast in the morning and typically opened only for lunch and dinner. As such, the trip generation rate during the morning peak hour is low (0.81 trips per 1,000 square feet), the majority of which are employee trips and deliveries. The rate does not adequately capture trips generated by breakfast service. To account for breakfast service, the morning peak hour trip generation rate for High-Turnover (Sit-Down) restaurant (ITE Land Use code 932) was applied to 12,000 square feet (GLA) of restaurant space. The trip generation rate for the AM peak hour is 10.81 trips per 1,000 square feet – substantially higher than that of the Quality Restaurant category. Only a 5% internal trip credit was applied to the morning peak hour because the majority of the internal trips will be captured from the office use, which will be active during the morning peak period while the shopping center use will be mostly inactive. A 20% internal trip capture credit was applied to daily trips and also to the evening and Saturday mid-day peak hour trips consistent with the May 2013 memorandum. A 20% pass-by trip credit is also consistent with the assumptions from the May 2013 memorandum.

The remaining 13,627 square feet of Quality Restaurant space would not include breakfast service, thus the trip generation rates and assumptions were not changed from the May 2013 memorandum. Tables 2A and 2B show the project trip generation with the change to morning peak hour trip generation.

As shown in this table, the daily, PM and Saturday weekend trip generation would remain consistent with the previous trip generation calculations. The AM peak hour would generate an additional 91 trips, but would still remain 236 trips under the AM peak hour trip cap.

SUMMARY AND CONCLUSIONS

The project proposes to allow up to 12,000 square feet of Quality Restaurant space to be open for breakfast service in the morning. Since ITE recommended rates for a Quality Restaurant do not account for restaurants open for breakfast, the morning peak hour trip generation rate for a High-Turnover (Sit-Down) Restaurant (LU 932) was applied to 12,000 square feet of restaurant space. Even with the additional project trips during the morning peak hour, the total Phase 1 trips will remain well below the approved trip cap for this time period. Therefore, no additional analysis is necessary.

TABLE 1A
PLAZA EL SEGUNDO
TRIP GENERATION ESTIMATES - PHASE 1A (MAY 2013 DELIVERABLE)

Land Use	ITE Code	Size	Unit	Daily	AM			PM			SAT MIDDAY		
					In	Out	Total	In	Out	Total	In	Out	Total
Shopping Center	820	242.865	KSF	9,369	125	77	202	410	444	854	627	579	1,206
(Less-25% Pass By - P.M., SAT & Daily)				(2,342)	0	0	0	(103)	(111)	(214)	(157)	(145)	(302)
Subtotal				7,027	125	77	202	307	333	640	470	434	904
Specialty Retail (Dance Studio)	826	6.000	KSF	266	4	2	6	7	9	16	13	12	25
(Less - 20% Pass By)				(53)	(1)	0	(1)	(1)	(2)	(3)	(3)	(2)	(5)
				213	3	2	5	6	7	13	10	10	20
Supermarkets (Whole Foods)	850	66.811	KSF	5,865	141	86	227	295	283	578	366	351	717
(Less-20% Internal)				(1,173)	(28)	(17)	(45)	(59)	(57)	(116)	(73)	(70)	(143)
(Less-35% Pass By)				(1,642)	(40)	(24)	(64)	(83)	(79)	(162)	(103)	(98)	(201)
Subtotal				3,050	73	45	118	153	147	300	190	183	373
Electronic Superstore (Best Buy) [1]	863	42.735	KSF	1,925	6	6	12	94	98	192	94	98	192
(Less-20% Internal)				(385)	(1)	(1)	(2)	(19)	(20)	(39)	(19)	(20)	(39)
(Less-10% Pass By)				(154)	(1)	(1)	(2)	(8)	(8)	(16)	(8)	(8)	(16)
Subtotal				1,386	4	4	8	67	70	137	67	70	137
Quality Restaurant [2]	931	14.743	KSF	1,326	10	2	12	74	36	110	94	66	160
(Less-20% Internal)				(265)	(2)	0	(2)	(15)	(7)	(22)	(19)	(13)	(32)
(Less-20% Pass By)				(212)	(2)	0	(2)	(12)	(6)	(18)	(15)	(11)	(26)
Subtotal				849	6	2	8	47	23	70	60	42	102
Specialty Retail (Day Spa)	826	2.184	KSF	97	1	1	2	3	3	6	5	4	9
(Less-10% Internal)				(10)	0	0	0	0	0	(1)	(1)	0	(1)
(Less-10% Pass By)				(9)	0	0	0	0	0	(1)	0	0	(1)
Subtotal				78	1	1	2	3	3	4	4	4	7
Office	710	1.265	KSF	14	2	0	2	0	2	2	1	0	1
(Less-20% Internal - PM Peak Hour Only)				(3)	0	0	0	0	0	0	0	0	0
Subtotal				11	2	0	2	0	2	2	1	0	1
Medical Office	720	2.226	KSF	80	4	1	5	2	6	8	4	4	8
TOTAL		**378.829**	**KSF**	**12,694**	**218**	**132**	**350**	**585**	**591**	**1,174**	**806**	**747**	**1,552**
DEIR APPROVED MAXIMUM ALLOWABLE TRIPS				**16,645**			**779**			**1,477**			**2,205**
UNUSED DEIR APPROVED TRIPS AFTER PHASE 1A DEVELOPMENT				***3,951***			***429***			***303***			***653***

Source: *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012), unless otherwise noted.
[1] Saturday midday peak hour rates unavailable. PM peak hour rates utilized consistent with the original DEIR.
[2] Directional distribution percentages of AM peak hour of generator used for AM peak hour trips (7:00 - 9:00 AM)

TABLE 1B
PLAZA EL SEGUNDO
TRIP GENERATION ESTIMATES - PHASE 1B (MAY 2013 DELIVERABLE)

Land Use	ITE Code	Size	Unit	Daily	AM In	AM Out	AM Total	PM In	PM Out	PM Total	SAT MIDDAY In	SAT MIDDAY Out	SAT MIDDAY Total
Shopping Center	820	**71.343**	KSF	2,752	37	22	59	120	131	251	184	170	354
(Less-25% Pass By - P.M., SAT & Daily)				(688)	0	0	0	(30)	(33)	(63)	(46)	(43)	(89)
Subtotal				2,064	37	22	59	90	98	188	138	127	265
Quality Restaurant [1]	931	**25.627**	KSF	2,305	17	4	21	129	63	192	163	114	277
(Less-20% Internal)				(461)	(3)	(1)	(4)	(26)	(13)	(39)	(33)	(23)	(56)
(Less-20% Pass By)				(369)	(3)	(1)	(4)	(21)	(10)	(31)	(26)	(18)	(44)
Subtotal				1,475	11	2	13	82	40	122	104	73	177
General Office	710	**27.338**	KSF	302	38	5	43	7	34	41	6	6	12
(Less-20% Internal - P.M. & Daily)				(60)	0	0	0	(1)	(7)	(8)	0	0	0
Subtotal				242	38	5	43	6	27	33	6	6	12
SUBTOTAL		**124.308**		**3,781**	**86**	**29**	**115**	**178**	**165**	**343**	**248**	**206**	**454**
PHASE 1A & 1B TOTAL TRIPS				**16,475**	**304**	**161**	**465**	**763**	**756**	**1,517**	**1,054**	**953**	**2,006**
Less: Employee Transit Credit for Phase 1A & 1B [2]				***(178)***	***(5)***	***(2)***	***(7)***	***(8)***	***(9)***	***(17)***	***(11)***	***(10)***	***(21)***
Less: Visitor Transit Credit for Phase 1A & 1B [3]				***(259)***	***(4)***	***(2)***	***(6)***	***(12)***	***(12)***	***(24)***	***(17)***	***(15)***	***(32)***
				16,038	**295**	**157**	**452**	**743**	**735**	**1,476**	**1,026**	**928**	**1,953**
DEIR APPROVED MAXIMUM ALLOWABLE TRIPS				**16,645**			**779**			**1,477**			**2,205**
NET PHASE 1 PROJECT TRIPS (OVER)/UNDER THE DEIR TRIP CAP				**607**			**327**			**1**			**252**

Note:
Source: *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012), unless otherwise noted.

[1] Land use includes patio square footage to be used for outdoor dining

[2] It is assumed that 20% of the Phase 1A and 1B non-office trips and 100% of office trips would be employee trips. A transit credit was applied for the employees with the assumption that the above-mentioned transit service to the project site would be used by 5% of the employees.

[3] It is assumed that 80% of the Phase 1A and 1B trips non-office trip would be visitor trips. A transit credit was applied for the visitors with the assumption that the above-mentioned transit service to the project site would be used by 2% of the visitors.

TABLE 2A
PLAZA EL SEGUNDO
TRIP GENERATION ESTIMATES - PHASE 1A (WITH BREAKFAST SERVING RESTAURANTS)

Land Use	ITE Code	Size	Unit	Daily	AM In	AM Out	AM Total	PM In	PM Out	PM Total	SAT MIDDAY In	SAT MIDDAY Out	SAT MIDDAY Total
Shopping Center	820	242.865	KSF	9,369	125	77	202	410	444	854	627	579	1,206
(Less-25% Pass By - P.M., SAT & Daily)				(2,342)	0	0	0	(103)	(111)	(214)	(157)	(145)	(302)
Subtotal				7,027	125	77	202	307	333	640	470	434	904
Specialty Retail (Dance Studio)	826	6.000	KSF	266	4	2	6	7	9	16	13	12	25
(Less - 20% Pass By)				(53)	(1)	0	(1)	(1)	(2)	(3)	(3)	(2)	(5)
				213	3	2	5	6	7	13	10	10	20
Supermarkets (Whole Foods)	850	66.811	KSF	5,865	141	86	227	295	283	578	366	351	717
(Less-20% Internal)				(1,173)	(28)	(17)	(45)	(59)	(57)	(116)	(73)	(70)	(143)
(Less-35% Pass By)				(1,642)	(40)	(24)	(64)	(83)	(79)	(162)	(103)	(98)	(201)
Subtotal				3,050	73	45	118	153	147	300	190	183	373
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(Less-20% Internal)				(385)	(1)	(1)	(2)	(19)	(20)	(39)	(19)	(20)	(39)
(Less-10% Pass By)				(154)	(1)	(1)	(2)	(8)	(8)	(16)	(8)	(8)	(16)
Subtotal				1,386	4	4	8	67	70	137	67	70	137
Quality Restaurant [2]	931	14.743	KSF	1,326	10	2	12	74	36	110	94	66	160
(Less-20% Internal)				(265)	(2)	0	(2)	(15)	(7)	(22)	(19)	(13)	(32)
(Less-20% Pass By)				(212)	(2)	0	(2)	(12)	(6)	(18)	(15)	(11)	(26)
Subtotal				849	6	2	8	47	23	70	60	42	102
Specialty Retail (Day Spa)	826	2.184	KSF	97	1	1	2	3	3	6	5	4	9
(Less-10% Internal)				(10)	0	0	0	0	0	(1)	(1)	0	(1)
(Less-10% Pass By)				(9)	0	0	0	0	0	(1)	0	0	(1)
Subtotal				78	1	1	2	3	3	4	4	4	7
Office	710	1.265	KSF	14	2	0	2	0	2	2	1	0	1
(Less-20% Internal - PM Peak Hour Only)				(3)	0	0	0	0	0	0	0	0	0
Subtotal				11	2	0	2	0	2	2	1	0	1
Medical Office	720	2.226	KSF	80	4	1	5	2	6	8	4	4	8
TOTAL		**378.829**	**KSF**	**12,694**	**218**	**132**	**350**	**585**	**591**	**1,174**	**806**	**747**	**1,552**
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[1] Saturday midday peak hour rates unavailable. PM peak hour rates utilized consistent with the original DEIR.
[2] Directional distribution percentages of AM peak hour of generator used for AM peak hour trips (7:00 - 9:00 AM)

TABLE 2B
PLAZA EL SEGUNDO
TRIP GENERATION ESTIMATES - PHASE 1B (WITH BREAKFAST SERVING RESTAURANTS)

Land Use	ITE Code	Size	Unit	Daily	AM In	AM Out	AM Total	PM In	PM Out	PM Total	SAT MIDDAY In	SAT MIDDAY Out	SAT MIDDAY Total
Shopping Center	820	**71.343**	KSF	2,752	37	22	59	120	131	251	184	170	354
(Less-25% Pass By - P.M., SAT & Daily)				(688)	0	0	0	(30)	(33)	(63)	(46)	(43)	(89)
Subtotal				2,064	37	22	59	90	98	188	138	127	265
Quality Restaurant [1]	931	**13.627**	KSF	1,226	9	2	11	68	34	102	87	60	147
(Less-20% Internal)				(245)	(2)	0	(2)	(14)	(7)	(21)	(17)	(12)	(29)
(Less-20% Pass By)				(196)	(1)	0	(1)	(11)	(5)	(16)	(14)	(10)	(24)
Subtotal				785	6	2	8	43	22	65	56	38	94
Quality Restaurant with Breakfast Service [2]	931/932	**12.000**	KSF	1,079	72	58	130	60	30	90	77	53	130
(Less-5% AM peak Hour and 20% PM, SAT & Daily Internal)				(216)	(4)	(3)	(7)	(12)	(6)	(18)	(15)	(11)	(26)
(Less-20% Pass By)				(173)	(14)	(11)	(25)	(10)	(5)	(15)	(12)	(8)	(20)
Subtotal				690	54	44	98	38	19	57	50	34	84
General Office	710	**27.338**	KSF	302	38	5	43	7	34	41	6	6	12
(Less-20% Internal - P.M. & Daily)				(60)	0	0	0	(1)	(7)	(8)	0	0	0
Subtotal				242	38	5	43	6	27	33	6	6	12
SUBTOTAL		**124.308**		**3,781**	**135**	**73**	**208**	**177**	**166**	**343**	**250**	**205**	**455**
PHASE 1A & 1B TOTAL TRIPS				**16,475**	**353**	**205**	**558**	**762**	**757**	**1,517**	**1,056**	**952**	**2,007**
Less: Employee Transit Credit for Phase 1A & 1B [3]				***(178)***	***(5)***	***(2)***	***(7)***	***(8)***	***(9)***	***(17)***	***(11)***	***(10)***	***(21)***
Less: Visitor Transit Credit for Phase 1A & 1B [4]				***(259)***	***(5)***	***(3)***	***(8)***	***(12)***	***(12)***	***(24)***	***(17)***	***(15)***	***(32)***
				16,038	**343**	**200**	**543**	**742**	**736**	**1,476**	**1,028**	**927**	**1,954**
DEIR APPROVED MAXIMUM ALLOWABLE TRIPS				**16,645**			**779**			**1,477**			**2,205**
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Note:
Source: *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012), unless otherwise noted.
[1] Land use includes patio square footage to be used for outdoor dining
[2] AM peak hour trip generation rate of 10.81 per 1,000 sf (55% inbound/45% outbound) for a High Turnover (Sit-Down) Restaurant (ITE land use code 932) was used to account for breakfast service. Quality Restaurant (ITE land use code 931) was used for all other calculations.
[3] It is assumed that 20% of the Phase 1A and 1B non-office trips and 100% of office trips would be employee trips. A transit credit was applied for the employees with the assumption that the above-mentioned transit service to the project site would be used by 5% of the employees.
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