



**LOS Engineering, Inc.**  
**Traffic and Transportation**

11622 El Camino Real, Suite 100, San Diego, CA 92130  
Phone 619-890-1253 Email: justin@losengineering.com

February 15, 2024

Mr. Ismail Elhamad, RTE  
City of San Diego  
1222 First Avenue, MS 501  
San Diego, CA 92101

Subject: Project Information Form and Vehicle Miles Traveled Screening for the Carmel Valley Rd Shell Gas Station Redevelopment Project (PRJ-1054862)

Dear Mr. Elhamad:

LOS Engineering, Inc. is pleased to present this Project Information Form (PIF) and Vehicle Miles Traveled (VMT) screening analysis for the Carmel Valley Shell Gas Station Redevelopment Project. The project is located at 3060 Carmel Valley Rd in the Carmel Valley Community Planning Area.

A PIF that includes the project location/context, site plan, project description, and trip generation is required by the City of San Diego to determine the types of analysis that will be required, including a Local Mobility Analysis (LMA) and/or a VMT based transportation analysis to evaluate potential transportation impacts under CEQA. The PIF is included as **Attachment A**.

The following discretionary approvals are required as part of the project, as the site is currently governed by CDP/NDP/CUP process under PTS # 402029:

- 1) Coastal Development Permit Amendment
- 2) Neighborhood Development Permit Amendment
- 3) Conditional Use Permit Amendment

## PROJECT DESCRIPTION

The proposed project is the redevelopment of an operating Shell gas station. The project includes the demolition of the existing 2,760 square feet (sf) building that has a convenience store and vehicle service center with 3 service bays. The existing fuel canopy with 10 vehicle fueling spaces will remain. The existing hydrogen fueling position located north of the gas fueling canopy will be relocated under the canopy. The relocated hydrogen dispenser will be upgraded to allow vehicles to fill hydrogen from both sides simultaneously. This modification will result in a total of 12 vehicle fueling spaces under the fuel canopy. New construction will include a 2,760 gross sf convenience store and a 2,625 gross sf car wash. The project site is 0.883 acres. The project location and existing structures are shown in **Figure 1**. The open and operating Shell gas station is shown in **Figure 2**. A site plan of the proposed redevelopment project is shown in **Figure 3** (a full PDF of the site plan is included in **Attachment B**).

**FIGURE 1: Project Location and Existing Structures**

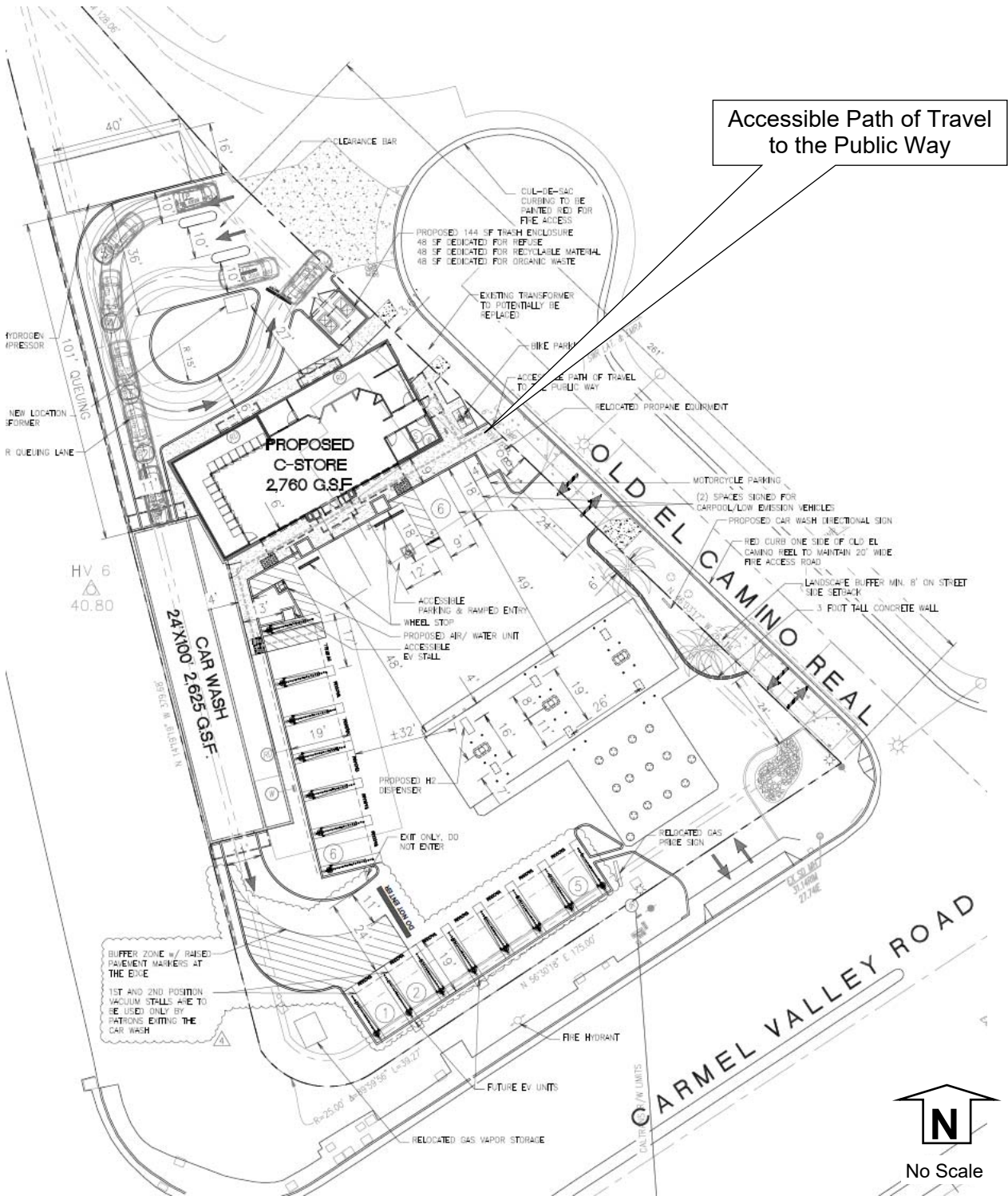


**FIGURE 2: Operating Shell Station**



Image date 9/26/22

**FIGURE 3: Proposed Redevelopment Project and Pedestrian Access**



Source: Barghausen Consulting Engineering, Inc.

**PROJECT TRIP GENERATION**

The existing use includes a 24-hour gas station with 11 vehicle fueling spaces (including 1 hydrogen fueling space) and a food mart that is open and generates traffic. Driveway counts were collected from two days (48 hours) of video counts on Wednesday, June 28, 2023 and on Thursday, June 29, 2023 that included all three existing project driveways. Data is included in **Attachment C**. The project is located adjacent to the I-5/Carmel Valley Rd interchange that serves a major coastal access route to the Torrey Pines State Beach; therefore, consistent with the TSM, the counts were taken during summer months when schools are typically not in session. The existing site trip generation is shown in **Table 1**.

**Table 1: Existing Trip Generation**

Existing Land Use	Daily Trips	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Driveway Counts Wed 6/28/23	1,349	34	31	65	74	70	144
Driveway Counts Thur 6/29/23	1,493	40	40	80	64	65	129
<b>Average Driveway Trips:</b>	<b>1,421</b>	<b>37</b>	<b>36</b>	<b>73</b>	<b>69</b>	<b>68</b>	<b>137</b>

The proposed project includes a 24-hour gas station with 12 vehicle fueling spaces (10 gasoline and 2 hydrogen fueling spaces), a food mart, and an automated car wash. The existing service station and convenience store will be demolished and replaced with a new convenience store and automated car wash. The existing fueling canopy will remain. The existing hydrogen fueling station will be relocated to the existing fueling canopy and a second hydrogen fueling station will be added to the existing fueling canopy.

The City of San Diego *Trip Generation Manual*, May 2003 was used to calculate the trip generation for the project. The net adjusted driveway trips are expected to be 439 ADT, with 75 AM peak hour trips (37 inbound and 38 outbound) and 31 PM peak hour trips (15 inbound and 16 outbound) as shown in **Table 2**.

**Table 2: Proposed Trip Generation**

Land Use	Rate	Size & Units	Daily Trips	%	Split	AM			PM			
						IN	OUT	%	Split	IN	OUT	
<u>Proposed Project (Unadjusted Driveway Trips)</u>												
Gas Station with Food Mart & Automated Car Wash	155 /VFS	12 VFS	1,860	8%	0.5 0.5	74	74	9%	0.5 0.5	84	84	
					<i>Pk Hr Total</i>	148		<i>Pk Hr Total</i>		168		
<u>Existing Use</u>												
Gas Station with Food Mart Driveway Counts			-1,421			-37	-36			-69	-68	
					<i>Pk Hr Total</i>	-73		<i>Pk Hr Total</i>		-137		
<b>Adjusted Driveway Trips:</b>			<b>439</b>			<b>37</b>	<b>38</b>			<b>15</b>	<b>16</b>	
					<i>Pk Hr Total</i>	75		<i>Pk Hr Total</i>		31		

Source: City of San Diego *Trip Generation Manual*, May 2003. VFS: Vehicle Fueling Space



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## VEHICLE MILES TRAVELED (VMT)

A VMT analysis is required to satisfy the California Environmental Quality Act (CEQA) guidelines that utilize VMT as the measure of effectiveness for determining transportation impacts. The California Governor's Office of Planning and Research (OPR) Technical Advisory developed guidance on implementing Senate Bill 743 (SB 743) that shifts the transportation impact measure of effectiveness from Level of Service (LOS) to VMT. In compliance with SB 743 and OPR guidance, the City of San Diego has adopted the *Transportation Study Manual (current version dated September 19, 2022)* to evaluate impacts under CEQA using a VMT metric.

The screening criteria to determine if a detailed transportation VMT analysis is required is based on the City of San Diego *Transportation Study Manual*. A project that meets at least one of eight (8) screening criteria would be presumed to have a less than significant transportation impact due to the project characteristics and/or location:

- 1) Locally Serving Retail Project:** The project is a locally serving retail/recreational project defined as having 100,000 square feet gross floor area or less and demonstrates through a market area study that the market capture area for the project is approximately three miles (or less) and serves a population of roughly 25,000 people or less.

RESULT: **Satisfied** because the project is a locally serving automobile service/convenience market chain with less than 100,000 square feet serving a primary market of less than three surrounding miles. A market study is included in **Attachment D**.

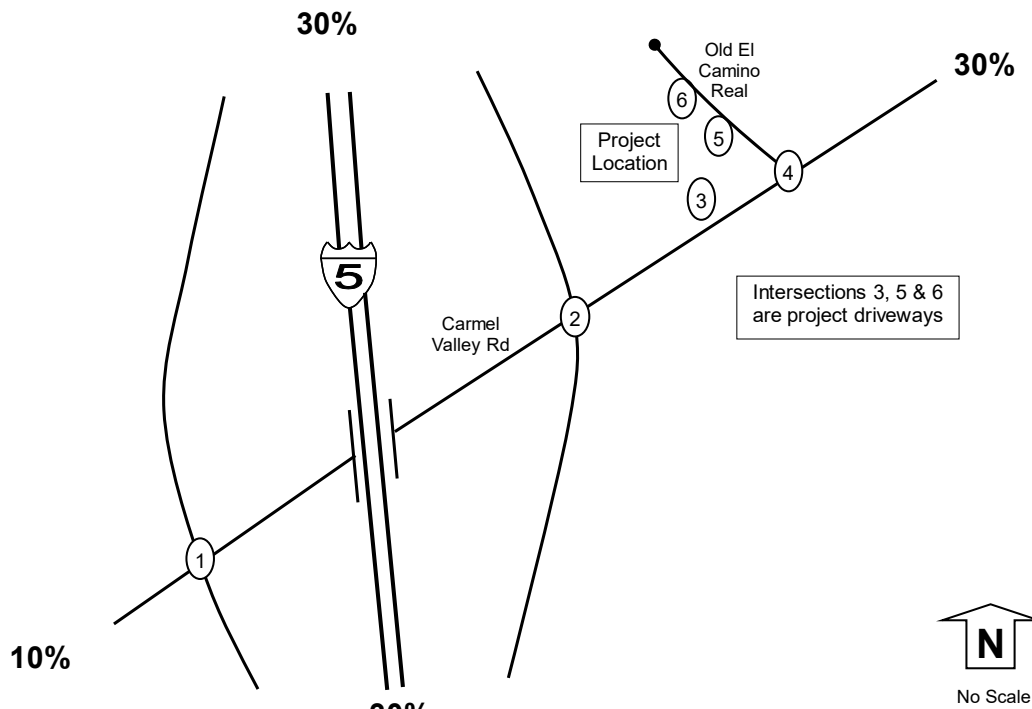
The project does not require a detailed transportation VMT analysis because the project is locally serving retail; therefore, the project would be presumed to have a less than significant transportation impact.

## LOCAL MOBILITY ANALYSIS (LMA)

The City of San Diego *Transportation Study Manual guidelines*, September 19, 2022, has a PIF to summarize the project information to determine if the project generates enough traffic to require a Local Mobility Analysis (LMA) or whether it can be screened out from preparing an LMA. Based on the TSM guidelines, the project does require a LMA because it is forecasted to generate more than 1,000 unadjusted driveway daily trips.

The LMA will require vehicular, pedestrian, bicycle, and transit analyses. The vehicular study area is based on where the project will add 50 unadjusted peak hour turn moves to an intersection. The project distribution and assignment without a trip credit are shown in **Figure 4**. In addition to pedestrian, bicycle, and transit analyses, the LMA will require the analysis of the Carmel Valley Road/Old El Camino Real intersection due to the project adding more than 50 peak hour unadjusted trips to the eastbound left turn lane.

**FIGURE 4: Project Distribution and Assignment**



**DISTRIBUTION**

<p>Carmel Valley Rd</p> <p>10% IN → (1) ← 10%</p> <p>30% IN ↓ I-5 SB Ramps</p> <p>30% OUT ↓</p>	<p>Carmel Valley Rd</p> <p>40% IN → (2) ← 40%</p> <p>30% IN ↑ I-5 NB Ramps</p> <p>30% OUT ↑</p>	<p>Carmel Valley Rd</p> <p>70% IN → (3) ← 30%</p> <p>40% OUT ↓ Project Dwy</p> <p>30% IN ←</p> <p>30% OUT ←</p>
<p>Carmel Valley Rd</p> <p>70% IN → (4) ← 30%</p> <p>30% OUT ↓ Old El Camino Real</p> <p>20% IN ↑</p> <p>10% IN ←</p>	<p>Project S. Dwy</p> <p>20% OUT ↓ (5) ↑ 30%</p> <p>40% OUT ↓ Old El Camino Real</p> <p>40% IN ↑</p>	<p>Project N. Dwy</p> <p>40% OUT ↓ (6) ↑ 40%</p> <p>Old El Camino Real</p>

**ASSIGNMENT (Without Trip Credit)**

<p>Carmel Valley Rd</p> <p>8 (8) → (1) ← 8 (8)</p> <p>0 (0) ↓ I-5 SB Ramps</p> <p>0 (0) ↓</p> <p>22 (25)</p>	<p>Carmel Valley Rd</p> <p>30 (34) → (2) ← 30 (34)</p> <p>0 (0) ↑ I-5 NB Ramps</p> <p>0 (0) ↑</p> <p>22 (25)</p>	<p>Carmel Valley Rd</p> <p>52 (59) → (3) ← 22 (25)</p> <p>30 (34) ↓ Project Dwy</p> <p>22 (25) IN ←</p> <p>22 (25) OUT ←</p>
<p>Carmel Valley Rd</p> <p><b>52 (59)</b> → (4) ← <b>15 (17)</b></p> <p>0 (0) ↓ Old El Camino Real</p> <p>7 (8) IN ↑</p> <p>22 (25) OUT ↓</p> <p>Intersection requires analysis due to project adding more than 50 unadjusted peak hour trips to a turning movement as shown by shaded and bold volumes.</p>	<p>Project S. Dwy</p> <p>14 (16) ↓ (5) ↑ 22 (25)</p> <p>0 (0) ↑ Old El Camino Real</p> <p>30 (34) OUT ↓</p> <p>30 (34) IN ↑</p>	<p>Project N. Dwy</p> <p>30 (34) ↓ (6) ↑ 30 (34)</p> <p>0 (0) ↑ Old El Camino Real</p> <p>0 (0) OUT ↓</p> <p>0 (0) IN ↓</p>

The LMA vehicular analysis (for intersection #4) will be based on the actual increase of vehicle trips. The applied trip assignment with a trip credit applied is shown in **Figure 5**.

**FIGURE 5: Assignment with Trip Credit (please see Fig 4 for map)**

<p>Carmel Valley Rd</p> <p>0 0 11 0 0 (5)</p> <p>5 (2) → (1) ← 5 (2) 0 0 ↓ 11 (5)</p> <p>I-5 SB Ramps</p>	<p>Carmel Valley Rd</p> <p>0 0 → (2) ← 11 (5) 15 (6) → 15 (6)</p> <p>I-5 NB Ramps</p>	<p>Carmel Valley Rd</p> <p>15 (6) ↓ (3) ← 11 (5) 26 (11) → 11 (5)</p> <p>Project Dwy</p>
<p>Carmel Valley Rd</p> <p>11 (5) ↓ (4) ← 11 (5) 26 (11) → 7 (3) 0 0 4 (2)</p> <p>Old El Camino Real</p>	<p>Project S. Dwy</p> <p>0 0 → (5) ← 15 (6) 0 0 11 15 7 (2) ↓ (5) (6)</p> <p>Old El Camino Real</p>	<p>Project N. Dwy</p> <p>0 0 ↓ (6) ↑ 15 0 0 0 → 15 0 15 (8) ↓ (6) 0</p> <p>Old El Camino Real</p>

### DRIVEWAY ACCESS

Vehicular access is proposed from four existing driveways (three on Old El Camino Real and one on Carmel Valley Rd). However, the existing northerly driveway on Old El Camino Real is proposed to be reconstructed to serve the car wash entrance.

### PEDESTRIAN ACCESS

Pedestrian project access will be from Carmel Valley Road and Old El Camino Real as shown on **Figure 3**.

### TRANSIT

There are no public transit stops within a ½ mile of the project site. The closest bus stop is Route 101 at North Torrey Pines Road at Torrey Pines State Beach, which is approximately 2 miles walking distance from the project site.

### BICYCLE

The City of San Diego *Bicycle Master Plan*, (December 2013) shows a proposed Class II bike lane on Carmel Valley Road along the project frontage. There are no observed bicycle lanes nor route markings on Carmel Valley Road along the project frontage. Excerpts from the *Bicycle Master Plan* are included in **Attachment E**. The project includes on-site bike parking on the east side of the proposed convenience store as shown in **Figure 3**.

ON-SITE PARKING (Vehicles, Motorcycles, and Bicycles)

The minimum parking requirements is 13 parking spaces including 1 ADA (van), 1 electric vehicle space, 1 zero emission/Carpool space plus 2 motorcycle and 2 bicycles spaces. The site would be providing 19 vehicle spaces including 3 standard spaces, 1 van accessible space, 2 zero emission/carpool spaces, 13 vacuum spaces (one is a van accessible electric vehicle space), 2 motorcycle spaces and 2 bicycle spaces.

CONCLUSION

This analysis was prepared to determine if a detailed transportation VMT or LMA would be required for the proposed Carmel Valley Gas Station redevelopment project.

The project does not require a detailed transportation VMT analysis because the project is locally serving retail; therefore, the project would be presumed to have a less than significant transportation impact.

The project does require a LMA because it is forecasted to generate more than 1,000 unadjusted driveway daily trips. A LMA will be provided under separate cover.

Please call me at (619) 890-1253 if you have any questions.

Sincerely,  
**LOS Engineering, Inc.**

*Justin Rasas*

Justin Rasas, P.E.(RCE 60690), PTOE  
Principal and Officer of LOS Engineering, Inc.

Attachments  
Job 2226



*SIGNED ON 2/15/2024*



ATTACHMENT A

City of San Diego Project Information Form



## City of San Diego Project Information Form

### Project Information

Project Name:					
Project Applicant					
Name:					
Address:					
Contact Information	Phone Number:		Email:		
Project Location and Context					
Project Address:					
APN:					
Driveway Cross Streets:					
Please attach a Project Location Map that clearly identifies project driveways and access points.					
Community Plan Area:		Land Use Designation:		Zoning Designation:	
Is any portion of the project located in an RTIP Transit Priority Area?: <input type="checkbox"/> Yes <input type="checkbox"/> No					
Project Description (with Proposed Land Uses and Intensities):					
Number of Parking Spaces:	Vehicle Spaces	Accessible Spaces	Bicycle Spaces <i>(racks and secure Storage)</i>	Motorcycle Spaces	
Identify any project features related to TDM and Identify any transportation amenities or travel demand management measures that are required based on the San Diego Municipal Code Section 142.0528 (transportation amenities) or the Climate Action Plan Consistency Checklist. For example: transit pass subsidies, unbundled parking, shuttle services, car share, bicycle supportive features (bike repair station, bike lockers, etc.).					
Please attach a project site plan that clearly identifies the following:					
<ul style="list-style-type: none"> <li>• Land use types and quantities, and number of parking spaces provided (vehicle and bicycle) clearly identified.</li> <li>• Driveway locations and type (full access, partial access, right in/out only) identified.</li> <li>• Pedestrian access, bicycle access and on-site pedestrian circulation clearly identified.</li> <li>• Location/distance of closest existing transit stop and proposed transit stops identified in RTIP (measured as walking distance to project entrance/or middle of parcel).</li> </ul>					

Trip Generation Estimates (calculated using the process described in the TSM):	Unadjusted Driveway Trips		Total Net New Trips	
	Daily:		Daily:	
	AM Peak Hour:		AM Peak Hour:	
	PM Peak Hour:		PM Peak Hour:	

### Preliminary Screening Criteria

CEQA Transportation Analysis Screening		Screened Out	Not Screened Out
1) Select the Land Uses that apply to your project 2) Answer the questions for each Land Use that applies to your project <i>(if "Yes" in any land use category below then that land use (or a portion of the land use) is screened from CEQA Transportation Analysis)</i>		Yes	No
<input type="checkbox"/>	<b>1. Redevelopment Project:</b> a. Does the project result in a net decrease in total Project VMT? b. Answer if yes to 1a. If the project replaces affordable housing with market rate housing, are there more market rate units planned than existing affordable units being replaced.		
<input type="checkbox"/>	<b>2. Residential Project:</b> a. Is the project in a VMT/Capita Efficient Area (per SANDAG screening maps)? b. Does the project include Affordable Housing?  $\frac{\text{Affordable Units}}{\text{Total Units}} + \frac{\text{Market Rate Units}}{\text{Total Units}} = \frac{\text{Total Units}}{\text{Total Units}}$ All affordable units are screened out.		
<input type="checkbox"/>	<b>3. Commercial Employment Project:</b> <ul style="list-style-type: none"> <li>Is the project in a VMT/Employee Efficient Area? (per SANDAG screening maps?)</li> </ul>		
<input type="checkbox"/>	<b>4. Industrial Employment Project</b> <ul style="list-style-type: none"> <li>Is the project in a VMT/Industrial Employee Efficient Area?</li> </ul>		
<input type="checkbox"/>	<b>5. Retail/Public Facility/Recreational</b> <ul style="list-style-type: none"> <li>Is the project locally serving: - Retail OR Public Facility OR Recreational</li> </ul>		
<input type="checkbox"/>	<b>6. Small Project</b> <ul style="list-style-type: none"> <li>For all components of a project that are not screened out above (all 'Yes' in a land use category), what is the daily unadjusted driveway trip generation?   <math>\underline{\hspace{2cm}}</math>            Is it less than 300 daily trips?         </li> </ul>		

Local Mobility Analysis		
Is your project's land use consistent with the Community Plan zoning?	<input type="checkbox"/> Consistent <input type="checkbox"/> Generates less than 1,000 daily trips (unadjusted driveway trips)	<input type="checkbox"/> Inconsistent <input type="checkbox"/> Generates less than 500 daily trips (unadjusted driveway trips)
Will project development be phased?		In what month are traffic counts planned to be conducted?



## City of San Diego Project Information Form

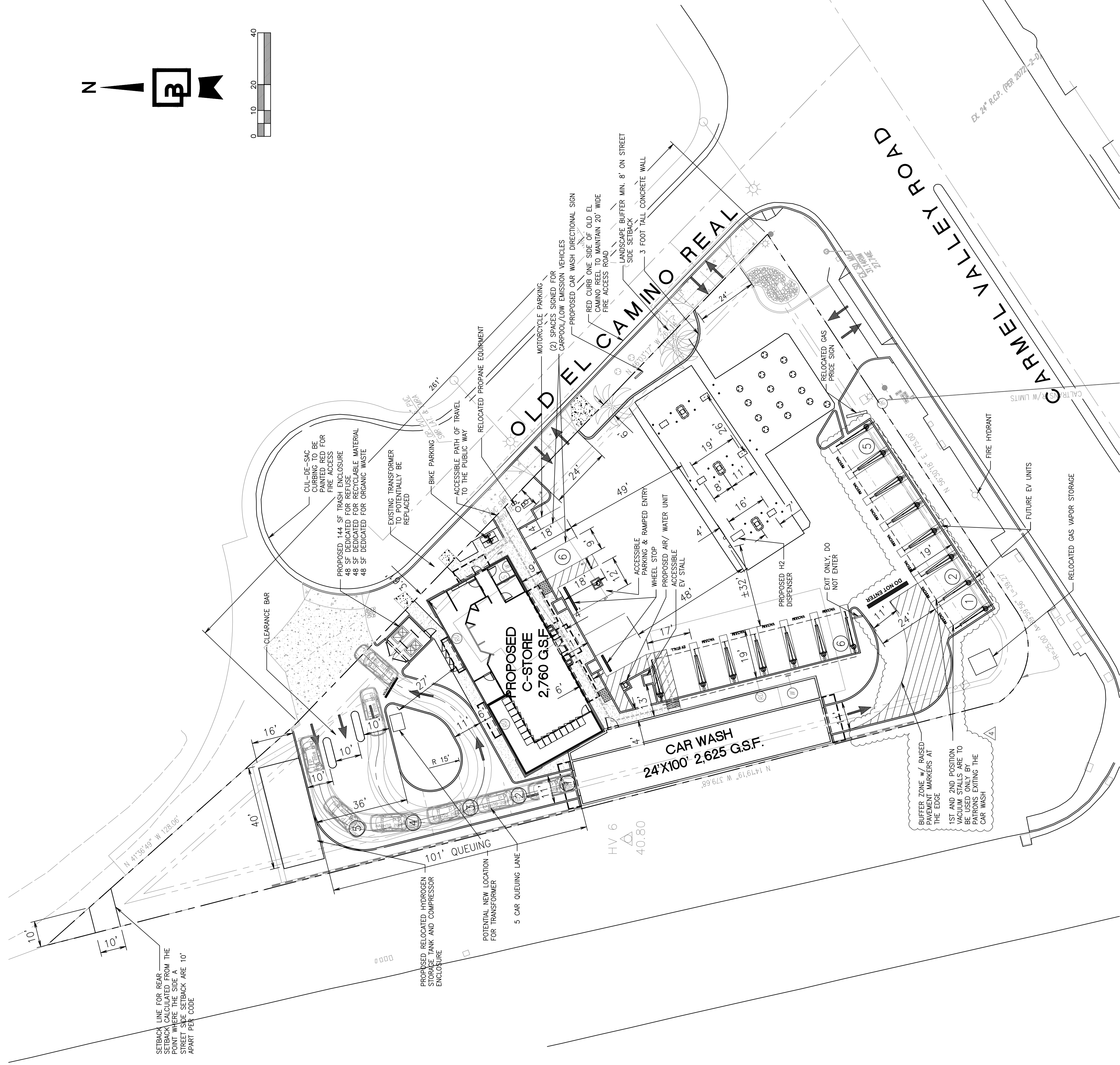
If a project generates 1,000 or more daily trips (consistent with community plan and zoning) or 500 or more daily trips (inconsistent with community plan or zoning), attach an exhibit showing the project's trip distribution percentages and project trip assignment using the process described in the TSM.

ATTACHMENT B

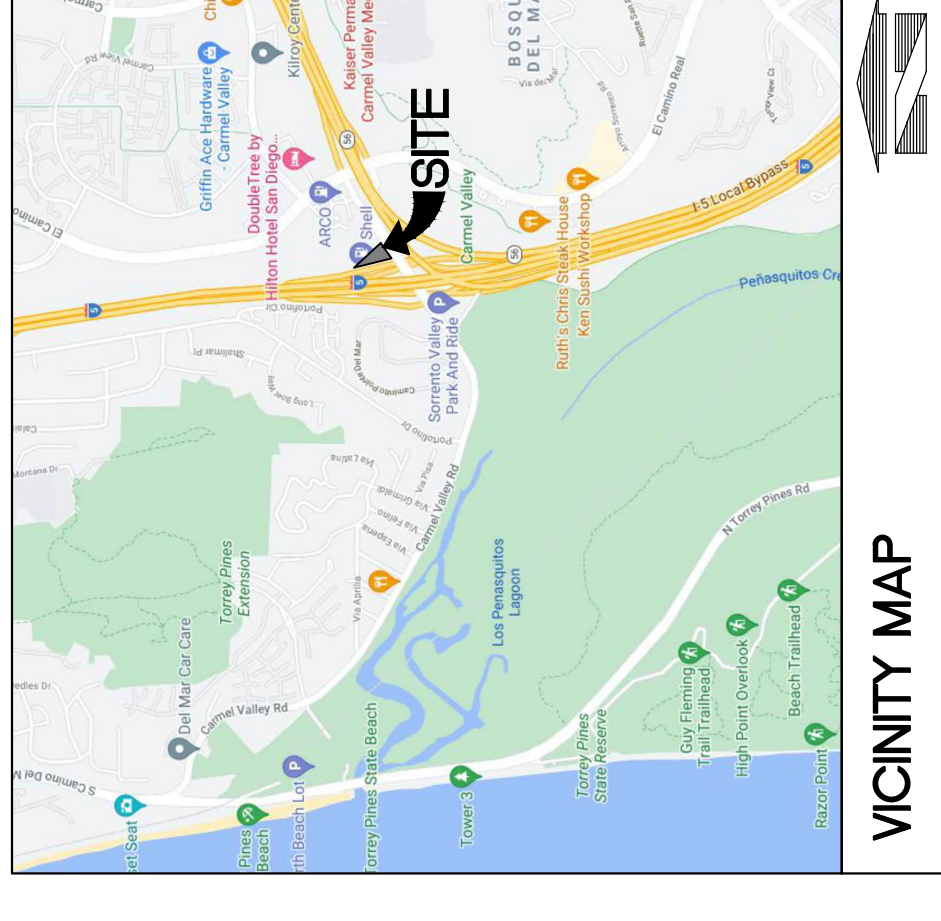
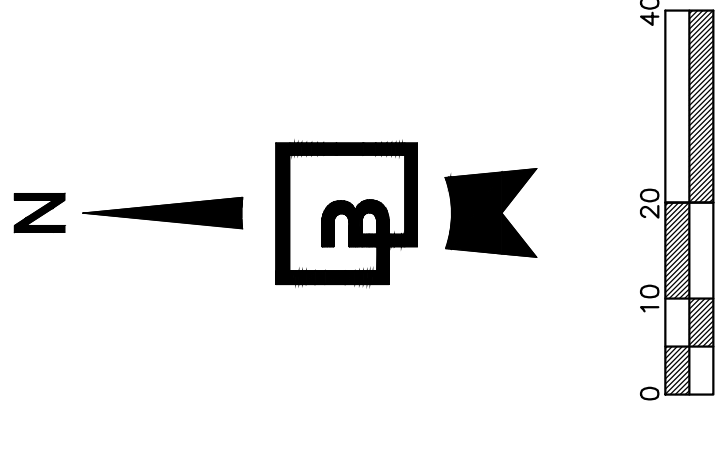
Site Plan



# BUILDING ROTATION EXHIBIT



SETBACK LINE FOR REAR OF BUILDING FROM THE POINT WHERE THE SIDE STREET SIDE SETBACK ARE 10' APART PER CODE



**PROJECT DATA**  
 LOCATION: 3060 CARMEL VALLEY ROAD SAN DIEGO, CA 92130  
 APN: 307-240-07-00  
 ZONING: CC-1-3 (COMMERCIAL COMMUNITY)  
 COASTAL PARKING IMPACT OVERLAY ZONE  
 EASEMENTS: NONE  
 ENVIRONMENTALLY SENSITIVE AREAS, MSCP OR MHPA: NONE  
 GEOLOGICAL HAZARD AREA #52 - OTHER LEVEL AREAS, GENTLY SLOPING TO STEEP TERRAIN, FAVORABLE GEOLOGIC STRUCTURE, LOW RISK  
 FLOOD HAZARD AREA NOTE: THIS SITE IS LOCATED IN FLOOD ZONE "X". NO BASE FLOOD ELEVATION. AREA DETERMINED TO BE OUTSIDE 500-YEAR FLOOD PLAN.  
 TRANSIT STOPS: NONE - NOT LOCATED ON TRANSIT ROUTE  
 DWELLING UNITS: NONE  
 LOT AREA: ±38,484 SQFT (0.883 ACRES)  
 CONSTRUCTION TYPE: V-B (NOT SPRINKLERED)  
 PREVIOUS USE: (M) FUELING STATION: 2,048 SQFT WITH 5 ISLANDS  
 (M) RETAIL (CONVENIENCE STORE): 1,022 SQFT  
 (E) AUTOMOBILE SERVICE STATION: 1,395 SQFT  
 (M) HYDROGEN FUELING STATION: 1 SPOT  
 PROPOSED USE: (M) FUELING STATION (EXISTING TO REMAIN)  
 (M) RETAIL (CONVENIENCE STORE): 2,257 SQFT  
 (E) AUTOMOBILE SERVICE STATION: 2 SPOTS (ADD 1)  
 (E) CAR WASH: 2,600 SQFT  
**PROPOSED ENTITLEMENTS:**  
 NEIGHBORHOOD USE PERMIT  
 COASTAL DEVELOPMENT PERMIT  
 AMENDMENT TO THE EXISTING CUP  
**BUILDING SETBACKS:**  
 FRONT SETBACK (CARMEL VALLEY ROAD) = NONE  
 SIDE SETBACK (NORTH CORNER) = 10' (SEE PLAN)  
 SIDE SETBACK (SOUTH CORNER) = 10' (SEE PLAN)  
 STREET SIDE SETBACK (OLD EL CAMINO REAL) = NONE  
 MAX STRUCTURE HEIGHT: 45'  
 MAX FAR: 0.75  
 FAR PROVIDED: 0.30  
**PARKING REQUIREMENTS:**  
 SERVICE STATION REQUIRES 3 SPACES  
 CAR WASH REQUIRES 3 SPACE PER BAY  
 1 BAY = 1 SPACE REQUIRED  
 RETAIL REQUIRES 3 SPACES PER 1,000 SQFT  
 2,760 SQFT = 9 SPACE REQUIRED  
 TOTAL PROVIDED: 13 SPACES (COMPLIANT)  
**EV FUELING PARKING PROVIDED:** 1 SPACES  
**BIKE PARKING PROVIDED:** 2 SPACES  
**CARPOOL AND LOW EMISSIONS:** 2 SPACES  
**SIGNAGE REQUIREMENTS**  
**GROUND SIGNS:** ALLOWED: 1 PER STREET FRONTAGE  
 PROPOSED: 1 TOTAL - RELOCATED EXISTING  
**WALL SIGNS:** ALLOWED: MINIMUM 1 SIGN PER ESTABLISHMENT, NO MAX # MIN 20 SQFT WEST (FACING I-5); 1 SQFT PER LINEAR FT OF WALL, MAX 100 SQFT SOUTH (FACING OLD EL CAMINO); 0.75 SQFT PER LINEAR FT OF WALL, MAX 100 SQFT EAST (FACING OLD EL CAMINO); 0.75 SQFT PER LINEAR FT OF WALL, MAX 100 SQFT MAX  
**GENERAL NOTES:**  
 SIGNAGE UNDER SEPARATE PERMIT  
 PROVIDE BUILDING ADDRESS NUMBERS, VISIBLE AND LEGIBLE FROM THE STREET OR ROAD FRONTING THE PROPERTY PER FHPS POLICY P-00-6 (UFC 901.4.4)



# ATTACHMENT C

## Driveway Counts



City: San Diego  
 Location: Carmel Valley Rd - Driveway  
 Date: Wednesday, June 28, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	0	0	0
0:15	0	0	0
0:30	1	1	2
0:45	0	1	1
1:00	0	1	1
1:15	0	1	1
1:30	0	0	0
1:45	0	0	0
2:00	0	1	1
2:15	0	0	0
2:30	0	0	0
2:45	0	0	0
3:00	0	0	0
3:15	1	1	2
3:30	0	0	0
3:45	0	0	0
4:00	0	0	0
4:15	0	1	1
4:30	0	1	1
4:45	1	0	1
5:00	0	0	0
5:15	0	0	0
5:30	0	0	0
5:45	1	2	3
6:00	2	1	3
6:15	3	3	6
6:30	1	3	4
6:45	1	2	3
7:00	1	3	4
7:15	2	2	4
7:30	4	5	9
7:45	3	3	6
8:00	1	4	5
8:15	1	2	3
8:30	0	1	1
8:45	2	2	4
9:00	1	3	4
9:15	3	4	7
9:30	1	4	5
9:45	4	4	8
10:00	3	4	7
10:15	1	6	7
10:30	2	7	9
10:45	2	4	6
11:00	3	2	5
11:15	2	7	9
11:30	3	5	8
11:45	2	1	3



City: San Diego  
 Location: Carmel Valley Rd - Driveway  
 Date: Wednesday, June 28, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	1	3	4
12:15	3	4	7
12:30	5	3	8
12:45	1	4	5
13:00	0	5	5
13:15	1	4	5
13:30	3	6	9
13:45	6	5	11
14:00	2	6	8
14:15	2	3	5
14:30	5	11	16
14:45	2	8	10
15:00	0	4	4
15:15	3	8	11
15:30	5	6	11
15:45	5	6	11
16:00	6	6	12
16:15	2	5	7
16:30	8	7	15
16:45	1	8	9
17:00	0	7	7
17:15	4	12	16
17:30	4	7	11
17:45	0	10	10
18:00	0	6	6
18:15	2	7	9
18:30	0	6	6
18:45	2	4	6
19:00	2	4	6
19:15	1	4	5
19:30	3	4	7
19:45	4	4	8
20:00	3	2	5
20:15	0	1	1
20:30	2	2	4
20:45	3	2	5
21:00	0	1	1
21:15	0	0	0
21:30	0	5	5
21:45	1	1	2
22:00	1	4	5
22:15	1	1	2
22:30	0	0	0
22:45	2	1	3
23:00	3	0	3
23:15	2	3	5
23:30	1	0	1
23:45	0	1	1
<b>TOTAL</b>	<b>154</b>	<b>303</b>	<b>457</b>



City: San Diego  
Location: Old El Camino Real - North Driveway  
Date: Wednesday, June 28, 2023  
Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	0	0	0
0:15	0	1	1
0:30	1	0	1
0:45	1	1	2
1:00	1	0	1
1:15	1	0	1
1:30	0	0	0
1:45	0	0	0
2:00	0	0	0
2:15	0	0	0
2:30	0	0	0
2:45	0	1	1
3:00	0	0	0
3:15	0	0	0
3:30	0	0	0
3:45	0	0	0
4:00	0	0	0
4:15	0	1	1
4:30	0	0	0
4:45	1	0	1
5:00	0	2	2
5:15	0	1	1
5:30	0	0	0
5:45	0	1	1
6:00	1	2	3
6:15	1	5	6
6:30	4	0	4
6:45	2	4	6
7:00	2	0	2
7:15	3	2	5
7:30	4	4	8
7:45	4	5	9
8:00	3	1	4
8:15	0	4	4
8:30	2	3	5
8:45	0	2	2
9:00	12	4	16
9:15	5	4	9
9:30	3	2	5
9:45	2	2	4
10:00	5	3	8
10:15	10	2	12
10:30	5	0	5
10:45	1	1	2
11:00	1	1	2
11:15	4	2	6
11:30	6	5	11
11:45	3	7	10





City: San Diego  
 Location: Old El Camino Real - North Driveway  
 Date: Wednesday, June 28, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	4	1	5
12:15	0	4	4
12:30	5	5	10
12:45	5	8	13
13:00	5	4	9
13:15	5	3	8
13:30	5	5	10
13:45	6	8	14
14:00	8	8	16
14:15	7	3	10
14:30	9	6	15
14:45	8	4	12
15:00	6	3	9
15:15	5	6	11
15:30	8	8	16
15:45	10	4	14
16:00	4	8	12
16:15	2	6	8
16:30	7	8	15
16:45	11	9	20
17:00	11	2	13
17:15	12	6	18
17:30	8	6	14
17:45	7	3	10
18:00	10	7	17
18:15	8	4	12
18:30	8	5	13
18:45	4	8	12
19:00	3	5	8
19:15	5	3	8
19:30	2	2	4
19:45	1	3	4
20:00	2	6	8
20:15	2	6	8
20:30	2	3	5
20:45	2	2	4
21:00	4	1	5
21:15	2	2	4
21:30	5	1	6
21:45	3	1	4
22:00	1	4	5
22:15	1	1	2
22:30	2	0	2
22:45	0	1	1
23:00	0	3	3
23:15	2	2	4
23:30	0	1	1
23:45	1	1	2
<b>TOTAL</b>	<b>316</b>	<b>273</b>	<b>589</b>



City: San Diego  
Location: Old El Camino Real - South Driveway  
Date: Wednesday, June 28, 2023  
Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	1	0	1
0:15	0	0	0
0:30	0	0	0
0:45	0	0	0
1:00	0	0	0
1:15	0	0	0
1:30	0	0	0
1:45	0	0	0
2:00	1	0	1
2:15	0	0	0
2:30	1	0	1
2:45	0	0	0
3:00	0	0	0
3:15	1	1	2
3:30	0	0	0
3:45	0	0	0
4:00	0	0	0
4:15	2	0	2
4:30	1	0	1
4:45	0	1	1
5:00	2	0	2
5:15	0	0	0
5:30	2	0	2
5:45	2	0	2
6:00	0	0	0
6:15	3	0	3
6:30	0	0	0
6:45	2	0	2
7:00	2	1	3
7:15	3	1	4
7:30	1	2	3
7:45	5	2	7
8:00	1	0	1
8:15	2	0	2
8:30	2	0	2
8:45	3	0	3
9:00	1	2	3
9:15	1	3	4
9:30	0	1	1
9:45	0	1	1
10:00	3	0	3
10:15	2	4	6
10:30	1	3	4
10:45	2	1	3
11:00	2	3	5
11:15	5	1	6
11:30	0	0	0
11:45	4	1	5



City: San Diego  
 Location: Old El Camino Real - South Driveway  
 Date: Wednesday, June 28, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	3	0	3
12:15	1	1	2
12:30	4	0	4
12:45	4	3	7
13:00	5	0	5
13:15	5	1	6
13:30	5	0	5
13:45	4	3	7
14:00	3	1	4
14:15	3	1	4
14:30	1	2	3
14:45	3	1	4
15:00	6	0	6
15:15	8	5	13
15:30	2	4	6
15:45	1	3	4
16:00	5	2	7
16:15	5	3	8
16:30	10	3	13
16:45	3	3	6
17:00	3	3	6
17:15	4	2	6
17:30	5	2	7
17:45	7	4	11
18:00	2	0	2
18:15	4	3	7
18:30	6	2	8
18:45	3	3	6
19:00	4	1	5
19:15	2	1	3
19:30	2	2	4
19:45	5	1	6
20:00	4	0	4
20:15	3	1	4
20:30	2	1	3
20:45	1	1	2
21:00	1	2	3
21:15	0	1	1
21:30	1	0	1
21:45	0	0	0
22:00	4	1	5
22:15	0	0	0
22:30	0	2	2
22:45	2	0	2
23:00	0	0	0
23:15	1	1	2
23:30	0	0	0
23:45	0	0	0
<b>TOTAL</b>	<b>205</b>	<b>98</b>	<b>303</b>



City: San Diego  
 Location: 3060 Carmel Valley Rd - TOTAL  
 Date: Wednesday, June 28, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	1	0	1
0:15	0	1	1
0:30	2	1	3
0:45	1	2	3
1:00	1	1	2
1:15	1	1	2
1:30	0	0	0
1:45	0	0	0
2:00	1	1	2
2:15	0	0	0
2:30	1	0	1
2:45	0	1	1
3:00	0	0	0
3:15	2	2	4
3:30	0	0	0
3:45	0	0	0
4:00	0	0	0
4:15	2	2	4
4:30	1	1	2
4:45	2	1	3
5:00	2	2	4
5:15	0	1	1
5:30	2	0	2
5:45	3	3	6
6:00	3	3	6
6:15	7	8	15
6:30	5	3	8
6:45	5	6	11
7:00	5	4	9
7:15	8	5	13
7:30	9	11	20
7:45	12	10	22
8:00	5	5	10
8:15	3	6	9
8:30	4	4	8
8:45	5	4	9
9:00	14	9	23
9:15	9	11	20
9:30	4	7	11
9:45	6	7	13
10:00	11	7	18
10:15	13	12	25
10:30	8	10	18
10:45	5	6	11
11:00	6	6	12
11:15	11	10	21
11:30	9	10	19
11:45	9	9	18

AM	AM	AM	
Hourly	Hourly	Hourly	
Totals	Totals	Totals	
Entering	Exiting	Combined	
34	30	64	7:00-8:00am
<b>34</b>	<b>31</b>	<b>65</b>	<b>7:15-8:15am Highest Hour</b>
29	32	61	7:30-8:30am
24	25	49	7:45-8:45am
17	19	36	8:00-9:00am



City: San Diego  
 Location: 3060 Carmel Valley Rd - TOTAL  
 Date: Wednesday, June 28, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	8	4	12
12:15	4	9	13
12:30	14	8	22
12:45	10	15	25
13:00	10	9	19
13:15	11	8	19
13:30	13	11	24
13:45	16	16	32
14:00	13	15	28
14:15	12	7	19
14:30	15	19	34
14:45	13	13	26
15:00	12	7	19
15:15	16	19	35
15:30	15	18	33
15:45	16	13	29
16:00	15	16	31
16:15	9	14	23
16:30	25	18	43
16:45	15	20	35
17:00	14	12	26
17:15	20	20	40
17:30	17	15	32
17:45	14	17	31
18:00	12	13	25
18:15	14	14	28
18:30	14	13	27
18:45	9	15	24
19:00	9	10	19
19:15	8	8	16
19:30	7	8	15
19:45	10	8	18
20:00	9	8	17
20:15	5	8	13
20:30	6	6	12
20:45	6	5	11
21:00	5	4	9
21:15	2	3	5
21:30	6	6	12
21:45	4	2	6
22:00	6	9	15
22:15	2	2	4
22:30	2	2	4
22:45	4	2	6
23:00	3	3	6
23:15	5	6	11
23:30	1	1	2
23:45	1	2	3
<b>TOTAL</b>	<b>675</b>	<b>674</b>	<b>1349</b>

	PM Hourly Totals Entering	PM Hourly Totals Exiting	PM Hourly Totals Combined	
64	68	132	4:00-5:00pm	
63	64	127	4:15-5:15pm	
<b>74</b>	<b>70</b>	<b>144</b>	<b>4:30-5:30pm Highest Hour</b>	
66	67	133	4:45-5:45pm	
65	64	129	5:00-6:00pm	





City: San Diego  
Location: Carmel Valley Rd - Driveway  
Date: Thursday, June 29, 2023  
Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	0	0	0
0:15	2	0	2
0:30	1	1	2
0:45	0	1	1
1:00	0	0	0
1:15	0	0	0
1:30	0	0	0
1:45	0	0	0
2:00	0	0	0
2:15	0	0	0
2:30	0	0	0
2:45	0	1	1
3:00	0	0	0
3:15	0	0	0
3:30	0	0	0
3:45	1	0	1
4:00	0	0	0
4:15	1	0	1
4:30	1	2	3
4:45	0	2	2
5:00	1	0	1
5:15	1	0	1
5:30	0	0	0
5:45	0	0	0
6:00	1	2	3
6:15	0	3	3
6:30	4	1	5
6:45	2	3	5
7:00	3	5	8
7:15	3	1	4
7:30	3	4	7
7:45	0	2	2
8:00	1	2	3
8:15	1	1	2
8:30	2	3	5
8:45	2	8	10
9:00	4	1	5
9:15	2	3	5
9:30	2	3	5
9:45	4	6	10
10:00	5	5	10
10:15	2	5	7
10:30	5	9	14
10:45	5	4	9
11:00	1	8	9
11:15	7	4	11
11:30	1	3	4
11:45	3	3	6



City: San Diego  
 Location: Carmel Valley Rd - Driveway  
 Date: Thursday, June 29, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	0	1	1
12:15	2	5	7
12:30	3	7	10
12:45	7	5	12
13:00	2	2	4
13:15	0	0	0
13:30	2	3	5
13:45	3	6	9
14:00	2	4	6
14:15	4	8	12
14:30	6	5	11
14:45	2	2	4
15:00	2	2	4
15:15	5	4	9
15:30	3	7	10
15:45	6	4	10
16:00	2	5	7
16:15	1	6	7
16:30	0	3	3
16:45	4	3	7
17:00	9	5	14
17:15	3	6	9
17:30	3	5	8
17:45	4	11	15
18:00	10	7	17
18:15	5	4	9
18:30	7	3	10
18:45	4	6	10
19:00	5	7	12
19:15	2	2	4
19:30	2	5	7
19:45	5	1	6
20:00	2	4	6
20:15	2	3	5
20:30	4	2	6
20:45	2	2	4
21:00	2	2	4
21:15	3	1	4
21:30	2	3	5
21:45	3	4	7
22:00	2	3	5
22:15	2	0	2
22:30	1	1	2
22:45	1	1	2
23:00	2	4	6
23:15	3	2	5
23:30	2	2	4
23:45	1	1	2
<b>TOTAL</b>	<b>220</b>	<b>275</b>	<b>495</b>



City: San Diego  
Location: Old El Camino Real - North Driveway  
Date: Thursday, June 29, 2023  
Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	0	0	0
0:15	0	1	1
0:30	2	0	2
0:45	0	1	1
1:00	0	0	0
1:15	0	0	0
1:30	0	0	0
1:45	0	0	0
2:00	0	0	0
2:15	0	0	0
2:30	0	0	0
2:45	1	0	1
3:00	0	0	0
3:15	0	0	0
3:30	0	0	0
3:45	0	2	2
4:00	0	0	0
4:15	0	1	1
4:30	0	0	0
4:45	2	0	2
5:00	0	0	0
5:15	0	1	1
5:30	0	0	0
5:45	0	2	2
6:00	3	0	3
6:15	0	2	2
6:30	3	4	7
6:45	4	2	6
7:00	1	2	3
7:15	2	3	5
7:30	4	2	6
7:45	6	4	10
8:00	2	2	4
8:15	3	3	6
8:30	9	5	14
8:45	10	4	14
9:00	5	7	12
9:15	2	6	8
9:30	3	0	3
9:45	4	6	10
10:00	4	2	6
10:15	6	4	10
10:30	6	5	11
10:45	11	7	18
11:00	5	3	8
11:15	5	8	13
11:30	7	3	10
11:45	2	2	4



City: San Diego  
 Location: Old El Camino Real - North Driveway  
 Date: Thursday, June 29, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	4	4	8
12:15	8	4	12
12:30	7	2	9
12:45	6	10	16
13:00	3	10	13
13:15	2	4	6
13:30	5	6	11
13:45	9	5	14
14:00	8	4	12
14:15	7	10	17
14:30	3	7	10
14:45	0	5	5
15:00	10	5	15
15:15	3	9	12
15:30	8	8	16
15:45	6	11	17
16:00	4	3	7
16:15	6	5	11
16:30	9	2	11
16:45	5	7	12
17:00	4	8	12
17:15	15	4	19
17:30	7	5	12
17:45	5	7	12
18:00	0	7	7
18:15	4	5	9
18:30	3	5	8
18:45	5	8	13
19:00	5	6	11
19:15	6	2	8
19:30	2	8	10
19:45	1	3	4
20:00	3	1	4
20:15	6	5	11
20:30	1	3	4
20:45	3	1	4
21:00	2	6	8
21:15	1	4	5
21:30	3	5	8
21:45	5	4	9
22:00	1	4	5
22:15	1	2	3
22:30	0	3	3
22:45	2	5	7
23:00	1	4	5
23:15	0	0	0
23:30	1	0	1
23:45	0	1	1
<b>TOTAL</b>	<b>312</b>	<b>331</b>	<b>643</b>



City: San Diego  
Location: Old El Camino Real - South Driveway  
Date: Thursday, June 29, 2023  
Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	0	0	0
0:15	0	0	0
0:30	0	0	0
0:45	0	0	0
1:00	0	0	0
1:15	0	0	0
1:30	0	0	0
1:45	0	0	0
2:00	0	0	0
2:15	0	0	0
2:30	0	0	0
2:45	0	0	0
3:00	0	0	0
3:15	0	0	0
3:30	1	0	1
3:45	0	0	0
4:00	0	0	0
4:15	0	0	0
4:30	1	0	1
4:45	0	0	0
5:00	0	1	1
5:15	0	0	0
5:30	1	0	1
5:45	2	0	2
6:00	1	1	2
6:15	3	0	3
6:30	1	1	2
6:45	1	2	3
7:00	1	0	1
7:15	2	0	2
7:30	3	2	5
7:45	2	5	7
8:00	3	1	4
8:15	2	3	5
8:30	3	2	5
8:45	2	6	8
9:00	2	1	3
9:15	4	1	5
9:30	2	0	2
9:45	2	1	3
10:00	0	1	1
10:15	3	1	4
10:30	2	2	4
10:45	4	3	7
11:00	3	2	5
11:15	3	2	5
11:30	2	1	3
11:45	1	5	6





City: San Diego  
 Location: Old El Camino Real - South Driveway  
 Date: Thursday, June 29, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	7	2	9
12:15	4	7	11
12:30	4	3	7
12:45	6	5	11
13:00	9	2	11
13:15	2	0	2
13:30	5	1	6
13:45	3	2	5
14:00	5	4	9
14:15	1	3	4
14:30	7	3	10
14:45	5	1	6
15:00	4	3	7
15:15	6	4	10
15:30	6	2	8
15:45	7	4	11
16:00	5	1	6
16:15	5	4	9
16:30	0	4	4
16:45	4	5	9
17:00	4	2	6
17:15	3	4	7
17:30	3	6	9
17:45	4	2	6
18:00	3	1	4
18:15	2	2	4
18:30	5	1	6
18:45	3	0	3
19:00	4	4	8
19:15	0	1	1
19:30	4	1	5
19:45	3	1	4
20:00	0	0	0
20:15	2	5	7
20:30	2	1	3
20:45	0	1	1
21:00	3	1	4
21:15	4	1	5
21:30	4	1	5
21:45	1	0	1
22:00	0	0	0
22:15	1	0	1
22:30	1	0	1
22:45	5	0	5
23:00	1	0	1
23:15	0	1	1
23:30	0	0	0
23:45	1	0	1
<b>TOTAL</b>	<b>215</b>	<b>140</b>	<b>355</b>



City: San Diego  
 Location: 3060 Carmel Valley Rd - TOTAL  
 Date: Thursday, June 29, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
0:00	0	0	0
0:15	2	1	3
0:30	3	1	4
0:45	0	2	2
1:00	0	0	0
1:15	0	0	0
1:30	0	0	0
1:45	0	0	0
2:00	0	0	0
2:15	0	0	0
2:30	0	0	0
2:45	1	1	2
3:00	0	0	0
3:15	0	0	0
3:30	1	0	1
3:45	1	2	3
4:00	0	0	0
4:15	1	1	2
4:30	2	2	4
4:45	2	2	4
5:00	1	1	2
5:15	1	1	2
5:30	1	0	1
5:45	2	2	4
6:00	5	3	8
6:15	3	5	8
6:30	8	6	14
6:45	7	7	14
7:00	5	7	12
7:15	7	4	11
7:30	10	8	18
7:45	8	11	19
8:00	6	5	11
8:15	6	7	13
8:30	14	10	24
8:45	14	18	32
9:00	11	9	20
9:15	8	10	18
9:30	7	3	10
9:45	10	13	23
10:00	9	8	17
10:15	11	10	21
10:30	13	16	29
10:45	20	14	34
11:00	9	13	22
11:15	15	14	29
11:30	10	7	17
11:45	6	10	16

AM Hourly Totals	AM Hourly Totals	AM Hourly Totals	
Entering	Exiting	Combined	
30	30	60	7:00-8:00am
31	28	59	7:15-8:15am
30	31	61	7:30-8:30am
34	33	67	7:45-8:45am
<b>40</b>	<b>40</b>	<b>80</b>	<b>8:00-9:00am Highest Hour</b>



City: San Diego  
 Location: 3060 Carmel Valley Rd - TOTAL  
 Date: Thursday, June 29, 2023  
 Count Type: Driveway Volume Count

	Entering	Exiting	Total
12:00	11	7	18
12:15	14	16	30
12:30	14	12	26
12:45	19	20	39
13:00	14	14	28
13:15	4	4	8
13:30	12	10	22
13:45	15	13	28
14:00	15	12	27
14:15	12	21	33
14:30	16	15	31
14:45	7	8	15
15:00	16	10	26
15:15	14	17	31
15:30	17	17	34
15:45	19	19	38
16:00	11	9	20
16:15	12	15	27
16:30	9	9	18
16:45	13	15	28
17:00	17	15	32
17:15	21	14	35
17:30	13	16	29
17:45	13	20	33
18:00	13	15	28
18:15	11	11	22
18:30	15	9	24
18:45	12	14	26
19:00	14	17	31
19:15	8	5	13
19:30	8	14	22
19:45	9	5	14
20:00	5	5	10
20:15	10	13	23
20:30	7	6	13
20:45	5	4	9
21:00	7	9	16
21:15	8	6	14
21:30	9	9	18
21:45	9	8	17
22:00	3	7	10
22:15	4	2	6
22:30	2	4	6
22:45	8	6	14
23:00	4	8	12
23:15	3	3	6
23:30	3	2	5
23:45	2	2	4
<b>TOTAL</b>	<b>747</b>	<b>746</b>	<b>1493</b>

	PM Hourly Totals Entering	PM Hourly Totals Exiting	PM Hourly Totals Combined	
	45	48	93	4:00-5:00pm
	51	54	105	4:15-5:15pm
	60	53	113	4:30-5:30pm
	64	60	124	4:45-5:45pm
	<b>64</b>	<b>65</b>	<b>129</b>	<b>5:00-6:00pm Highest Hour</b>

# ATTACHMENT D

## Market Study



C2 CONSULTING COLLECTIVE  
Historic Santa Fe Depot  
1050 Kettner Blvd, Suite D-551  
San Diego, CA 92101  
info@c2-mobility.com  
858.270.4444  
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January 16, 2024

Eugene Marini  
KA Enterprises  
5820 Oberlin Drive, Suite 201  
San Diego, CA 92121  
[eugene@kaenterprises.net](mailto:eugene@kaenterprises.net)

C<sup>2</sup> Reference: 23.065

**Carmel Valley Shell Gas Station Redevelopment – Vehicle Miles Traveled (VMT) Market Study**  
City of San Diego, CA

Dear Mr. Marini,

**INTRODUCTION**

The Consulting Collective (C<sup>2</sup>) prepared the following Vehicle Miles Travelled (VMT) Market Study for the proposed Carmel Valley Shell Gas Station Redevelopment Project within the City of San Diego, CA. Specifically, the following review was prepared to determine if the project meets the City’s “Locally Serving Retail” criteria as it relates to VMT screening.

**PROJECT DESCRIPTION**

The project is located at 3060 Carmel Valley Road in the Carmel Valley Community Planning Area. The project includes the expansion of the convenience store and fueling spaces, as well as the introduction of a car wash. The new construction will include a 3,013 square foot convenience store, a 2,400 square foot car wash, and expansion of the fueling stations. The total project gross floor area will be 5,413 square feet. The proposed project, a gas station with a convenience store and car wash, is a retail land use.

**VMT SCREENING CRITERIA**

The City of San Diego’s Transportation Study Manual (TSM) defines VMT screening criteria. The screening criteria for land use and transportation project is provided to determine whether a VMT analysis is required. For the purposes of this technical review, the “Locally Serving Retail” screening criteria was reviewed for the project, in support of VMT project screening submitted under separate cover.

“Locally Serving Retail”, per the City’s guidelines, includes the following parameters:

- The retail gross floor area of the project is 100,000 square feet or less; and,
- The market capture area for the project is approximately three miles (or less) and serves a population of approximately 25,000 people or less.

## TECHNICAL APPROACH

The market population within a 3-mile capture area was estimated utilizing Geographic Information Systems (GIS) and Census Tract data/geographical areas. The capture area was based on a 3-mile “crow flies” radius and did not account for travelshed considerations. Geographical areas that were both wholly and partially captured within the 3-mile radius were assumed. These approaches may over-represent the project’s market population and therefore represent a conservative approach. Census Tract data of persons with a valid driver’s license was captured. Given the project predominately serves vehicle fueling and car washing (with ancillary uses), the population with a valid driver’s license was considered.

In order to refine the market territory and population, other Gas Stations with Convenience Stores and/or Car Washes within the 3-mile buffer were identified. This accounts for competing businesses within the area of influence that share the market population. Planned or proposed businesses of similar nature were not assumed. Again, these approaches may over-represent the project’s market population and therefore represent a conservative approach.

Based on the identified competing businesses, the resultant market population for the project was determined. For the purposes of this review, equal weighting of each business relative to the overall market population was assumed.

## MARKET POPULATION ESTIMATE

**Figure 1** illustrates the project’s market population within a 3-mile capture area. A total population with a valid driver’s license of 45,584 was identified. **Table 1**, attached, tabulates the data for each Census Tract.

**Figure 2** illustrates existing competing businesses within the capture area that share the market population. A total of five (5) businesses, including the project, were identified. **Table 2** provides additional information for each location.

**Table 2 – Businesses within the Capture Area**

Location 1	Shell (project)	Gas, Convenience Store, Car Wash	3060 Carmel Valley Rd San Diego, CA 92130
Location 2	ARCO	Gas, Convenience Store, Car Wash	3170 Carmel Valley Rd San Diego, CA 92130
Location 3	Shell	Gas, Convenience Store, Oil change	3861 Valley Centre Dr San Diego, CA 92130
Location 4	Shell	Gas, Convenience Store, Car Wash	3015 Del Mar Heights Rd San Diego, CA 92130
Location 5	Chevron	Gas, Convenience Store, Car Wash	12889 El Camino Real San Diego, CA 92130

Due to the proximity of the project and other similar businesses, the locations will share the market capture area. Therefore, the total population was divided by five (5) to account for all options for potential patrons. As shown in **Table 3**, the project’s locally serving population is approximately 9,117.

**Table 3 – Market Population Calculations**

Total Population with a Valid Driver’s License (within a 3-mile radius)	45,584
Businesses within Capture Area	5
Project Market Population with a Valid Driver’s License (within a 3-mile radius)	9,117

**SUMMARY**

For the purposes of VMT screening, the Carmel Valley Shell Gas Station Redevelopment Project was determined to qualify as “Locally Serving Retail” based on the following qualifiers:

- The retail gross floor area of the project is 5,413 square feet and is less than the 100,000 square feet threshold; and,
- The project’s market population within a three-mile capture area is 9,117 (based on five businesses within the capture area) and is less than the 25,000-population threshold.

Please call 858.270.4444 or email [walter.musial@c2-mobility.com](mailto:walter.musial@c2-mobility.com) with any questions or comments regarding this technical letter.

Sincerely,  
**C<sup>2</sup> Consulting Collective**



Walter B. Musial, PE, RSP  
President & Principal  
California Registration: TR2382

23.065 CarmelValleyMarketStudy1.16.24

Attachments:

- Figure 1 - Market Population Capture Area**
- Table 1 - Census Tract Data**
- Figure 2 - Businesses with the Market Capture Area**

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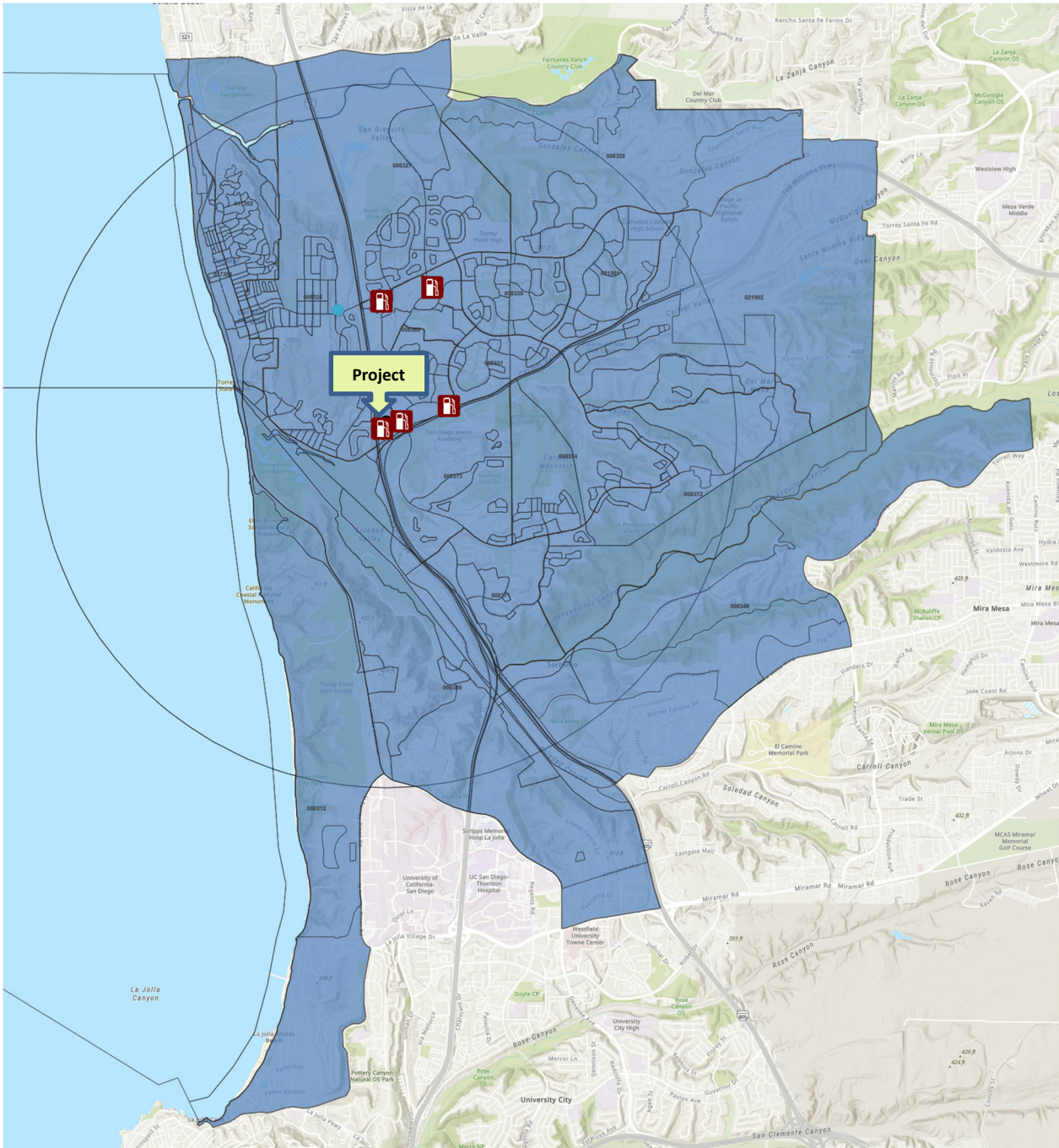
858.270.4444  
walter.musial@c2-mobility.com

*Historic Santa Fe Depot*  
1050 Kettner Blvd  
Suite D-551  
San Diego, CA 92101

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**Figure 1 – Market Population Capture Area**



**Table 1 – Census Tract Data**

Block Group	Block	Land/Water Block Type	Tract	Population with a Valid Driver's License
3	3002	L	008327	0
3	3004	L	008327	59
1	1005	L	021501	79
1	1011	L	008331	51
1	1016	W	008339	0
1	1020	L	008339	0
2	2007	L	008324	23
3	3003	L	008330	625
1	1030	L	008324	64
1	1012	L	008324	48
4	4006	L	008324	47
2	2006	L	008373	180
2	2005	L	008327	503
2	2007	L	008371	28
1	1003	L	021501	423
1	1013	L	017202	18
4	4007	L	008324	48
2	2002	L	008374	31
2	2009	L	008374	29
4	4002	L	008324	85
1	1000	L	008369	37
2	2011	L	008327	88
1	1009	L	008327	33
1	1005	L	008327	53
1	1011	L	008327	112
3	3001	L	008324	98
1	1007	L	008372	115
2	2008	L	008373	30
1	1000	L	008373	0
2	2008	L	008374	91
1	1002	L	008372	182
3	3002	L	021501	135
1	1005	L	008331	286
2	2045	L	017202	13
1	1017	L	017201	66
2	2019	L	017201	10
2	2000	L	008373	945
1	1003	L	008373	0
3	3000	L	008330	98
1	1000	L	008370	1250
2	2003	L	008327	140
3	3000	L	008324	346
2	2009	L	008373	0
1	1008	L	008370	0
1	1004	L	008372	100
1	1004	L	008331	34
1	1021	L	008339	0
1	1000	L	008339	0
2	2001	L	008369	0
1	1008	L	008374	17
1	1006	L	008374	48
1	1003	L	008374	110
2	2013	L	008374	109
1	1002	L	008374	45
2	2002	L	008372	50
2	2012	L	008374	39
2	2003	L	008369	0



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1050 Kettner Blvd, Suite D-551  
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2	2002	L	008371	0
2	2006	L	008369	136
1	1000	L	008330	475
2	2018	L	008328	21
3	3005	L	008327	33
1	1008	L	008330	215
2	2007	L	017201	37
1	1020	L	017202	24
2	2008	L	017201	6
1	1019	L	017202	22
2	2023	L	017202	15
2	2015	L	017201	4
1	1025	L	008324	13
2	2043	L	017202	9
2	2021	L	017201	13
2	2012	L	008324	33
2	2009	L	008324	19
2	2008	L	008324	19
2	2005	L	008324	48
2	2002	L	008324	27
2	2001	L	008324	40
1	1022	L	008324	33
5	5004	L	008324	26
1	1026	L	008324	24
1	1018	L	008324	15
1	1017	L	008324	23
1	1023	L	008324	70
1	1014	L	008324	48
1	1009	L	008324	153
1	1029	L	008324	61
1	1010	L	008324	46
1	1006	L	008324	56
1	1031	L	008324	65
1	1007	L	008324	90
1	1034	L	008324	67
1	1011	L	008324	52
1	1013	L	008324	76
1	1001	L	008312	344
1	1003	L	008312	9
2	2004	L	008372	51
2	2003	L	008371	0
1	1003	L	008371	268
1	1001	L	021501	410
1	1008	W	008339	0
1	1009	L	008339	0
1	1019	L	008339	0
1	1025	L	008339	0
1	1006	L	008339	0
1	1048	L	008339	0
4	4009	L	008324	55
1	1000	L	008374	0
1	1010	L	008339	0
2	2037	L	017202	9
2	2001	L	008371	0
1	1028	L	008324	50
1	1026	L	008339	0
1	1004	L	008374	29
1	1001	L	008374	253
1	1012	L	008374	251
2	2010	L	008372	96
2	2032	L	017202	14



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San Diego, CA 92101  
info@c2-mobility.com  
858.270.4444

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1	1027	L	008324	26
2	2016	L	008346	0
1	1002	L	008369	683
1	1018	L	017201	76
3	3007	L	008324	76
3	3004	L	021502	149
3	3011	L	021502	91
2	2021	L	017202	35
1	1033	L	008324	41
1	1009	L	008372	83
2	2008	L	008327	65
1	1039	L	008339	0
1	1022	L	008339	0
2	2035	L	017202	39
2	2039	L	017202	38
2	2029	L	017202	26
2	2028	L	017202	46
2	2024	L	017202	20
2	2025	L	017202	31
2	2027	L	017202	15
2	2020	L	017202	11
2	2018	L	017202	0
2	2019	L	017202	0
2	2010	L	017202	0
2	2009	L	017202	0
2	2011	L	017202	6
2	2017	L	017202	22
2	2013	L	017202	12
2	2007	L	017202	42
2	2015	L	017202	14
2	2008	L	017202	23
2	2006	L	017202	57
2	2014	L	017202	19
2	2004	L	017202	28
2	2003	L	017202	24
2	2000	L	017202	38
1	1023	L	017202	59
1	1022	L	017202	0
1	1012	L	017202	253
2	2003	L	008330	145
3	3006	L	008330	96
3	3002	L	008330	294
1	1004	L	008330	0
1	1006	L	008330	167
1	1005	L	008330	138
1	1001	L	008330	73
1	1003	L	008330	66
2	2008	L	008369	0
1	1006	L	008370	0
2	2002	L	008370	63
1	1007	L	008370	120
1	1004	L	008370	90
1	1002	L	008370	41
2	2001	L	008370	193
2	2030	L	008328	407
2	2014	L	008328	299
2	2006	L	008327	308
2	2010	L	008327	152
2	2009	L	008327	29
2	2004	L	008327	84
1	1008	L	008327	33



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858.270.4444

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1	1000	L	008327	69
1	1003	L	008327	207
1	1006	L	008327	50
3	3008	L	008327	49
3	3007	L	008327	60
3	3002	L	008324	48
1	1001	L	008331	41
1	1000	L	008331	147
1	1009	L	008330	0
1	1004	L	008327	94
3	3012	L	021502	0
1	1006	L	021501	139
2	2014	L	008346	0
1	1003	L	008372	66
1	1002	W	017201	0
0	0013	W	990100	0
3	3003	L	008324	53
4	4004	L	008324	30
5	5000	L	008324	1025
1	1037	L	021502	339
1	1047	L	008339	0
1	1005	L	008373	14
1	1005	L	008372	89
3	3011	L	008327	248
2	2002	L	008327	28
2	2020	L	017201	22
2	2033	L	017202	33
2	2022	L	017202	30
2	2026	L	017202	19
2	2001	L	017202	34
1	1017	L	017202	21
2	2047	L	017202	19
2	2013	L	017201	13
1	1002	L	008371	529
1	1017	L	008374	0
4	4000	L	008324	109
2	2004	L	008371	0
1	1001	L	008372	417
2	2006	L	008371	366
1	1014	L	008374	57
1	1016	L	008374	112
2	2011	L	008373	39
2	2005	L	008373	71
2	2002	L	008373	53
1	1001	L	008373	0
1	1002	L	008373	503
2	2006	L	008374	60
2	2010	L	008374	102
2	2013	L	008372	40
2	2012	L	008372	57
2	2014	L	008372	54
2	2001	L	021501	294
2	2000	L	021501	205
1	1010	L	008331	202
1	1006	L	008331	74
1	1003	L	008331	146
1	1002	L	008331	65
3	3000	L	021502	415
3	3003	L	021502	65
1	1021	L	017201	15
1	1020	L	017201	130



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info@c2-mobility.com  
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1	1022	L	017201	39
1	1000	L	008312	0
1	1019	L	017201	67
2	2025	L	017201	68
2	2023	L	017201	22
1	1025	L	017201	27
1	1012	L	008331	91
2	2001	L	008330	125
1	1002	L	008330	76
1	1005	L	008370	0
1	1001	L	008370	111
2	2020	L	008328	111
1	1001	L	008327	331
1	1002	L	008327	178
3	3003	L	008327	242
1	1000	L	008371	1040
2	2007	L	008373	26
2	2007	L	008374	67
2	2001	L	008372	722
1	1007	L	008331	277
2	2002	L	021501	73
2	2000	L	008369	969
1	1011	L	008374	163
1	1006	L	008373	58
4	4001	L	008324	211
2	2007	L	008327	132
2	2000	L	008327	621
2	2005	L	017202	17
1	1023	L	008339	0
2	2008	L	008372	225
1	1017	W	008339	0
1	1007	L	008339	0
2	2013	L	008346	0
2	2003	L	008373	58
2	2012	L	008346	0
2	2014	L	008324	8
1	1021	L	008324	7
1	1020	L	008324	8
1	1019	L	008324	35
2	2038	L	017202	0
2	2004	L	008324	42
1	1005	B	008324	348
4	4005	L	008324	58
1	1010	L	008372	21
2	2012	L	017202	19
1	1046	L	021502	67
2	2002	L	008330	103
2	2017	L	017201	4
2	2010	L	017201	0
2	2011	L	017201	36
1	1013	L	008374	33
2	2003	L	008374	59
2	2005	L	008374	28
2	2014	L	017201	4
2	2006	L	017201	47
1	1005	L	017201	58
2	2046	L	017202	27
2	2042	L	017202	4
2	2044	L	017202	13
2	2040	L	017202	13
1	1027	L	008339	0



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Historic Santa Fe Depot  
1050 Kettner Blvd, Suite D-551  
San Diego, CA 92101  
info@c2-mobility.com  
858.270.4444

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3	3016	L	008346	0
3	3004	L	008330	69
2	2004	L	008374	31
2	2014	L	008374	49
2	2011	L	008374	47
2	2003	L	008372	290
2	2005	L	008371	0
2	2008	L	008371	0
3	3014	L	008346	267
2	2002	L	008346	0
2	2015	L	008346	0
1	1011	L	008339	0
1	1003	W	008339	0
1	1002	W	008339	0
2	2004	L	008369	178
1	1001	L	008369	434
1	1030	L	008339	0
1	1016	L	017202	0
2	2011	L	008324	17
2	2022	L	017201	16
2	2004	L	008373	52
2	2010	L	008324	30
2	2003	L	008324	30
1	1024	L	008324	28
1	1015	L	008324	13
1	1032	L	008324	38
1	1008	L	008324	119
3	3006	L	008324	112
5	5003	L	008324	10
2	2031	L	017202	13
2	2006	L	008324	32
1	1024	L	017201	25
1	1015	L	008374	24
2	2001	L	008374	708
3	3001	L	021501	526
1	1031	L	008339	2
1	1014	L	017202	25
1	1034	L	008339	1360
1	1037	L	008339	0
2	2026	L	008346	0
1	1024	L	008339	0
1	1032	L	008339	0
1	1036	L	008339	19
2	2002	L	008369	0
1	1023	L	017201	8
2	2024	L	017201	179
2	2016	L	017201	0
2	2017	L	008328	92
2	2000	L	008330	152
3	3001	L	008330	342
2	2007	L	008369	0
2	2011	L	008328	1936
1	1007	L	008327	275
3	3006	L	008327	118
2	2041	L	017202	16
1	1004	L	021501	101
3	3000	L	021501	98
1	1008	L	008331	83
1	1009	L	008331	363
1	1007	L	008330	161
2	2004	L	008330	300



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1050 Kettner Blvd, Suite D-551  
San Diego, CA 92101  
info@c2-mobility.com  
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3	3005	L	008330	167
2	2005	L	008330	30
0	0012	W	990100	0
1	1007	L	017201	371
3	3005	L	008324	214
4	4010	L	008324	30
4	4003	L	008324	36
5	5005	L	008324	65
5	5002	L	008324	35
5	5001	L	008324	58
2	2013	L	008324	38
1	1003	L	008370	24
1	1029	L	008339	0
1	1028	L	008339	0
1	1033	L	008339	0
1	1038	L	008339	0
2	2012	L	017201	22
3	3009	L	021502	0
1	1012	L	008339	0
1	1014	L	008339	0
1	1013	L	008339	0
1	1015	L	008339	0
1	1018	L	008339	0
1	1005	B	008339	0
1	1004	L	008339	0
1	1001	L	008339	0
2	2005	L	008372	42
2	2015	L	008372	67
2	2012	L	008327	155
2	2001	L	008327	50
1	1010	L	008327	86
3	3004	L	008324	124
1	1016	L	008324	17
1	1006	W	008312	0
1	1005	W	008312	0
3	3010	L	021502	246
2	2000	L	008374	0
3	3001	L	021502	50
3	3007	L	021502	61
3	3008	L	021502	118
3	3002	L	021502	19
3	3005	L	021502	78
1	1011	B	017202	4
2	2030	L	017202	14
2	2016	L	017202	30
1	1024	L	017202	16
2	2018	L	017201	7
2	2002	L	017201	45
2	2001	L	008373	86
1	1007	L	008374	24
1	1010	L	008374	89
1	1005	L	008374	77
1	1009	L	008374	53
1	1004	L	008373	92
2	2011	L	008346	0
2	2000	L	008346	0
2	2034	L	017202	8
2	2036	L	017202	4
2	2000	L	008324	27
4	4008	L	008324	48
2	2005	L	008369	1395



COLLECTIVE

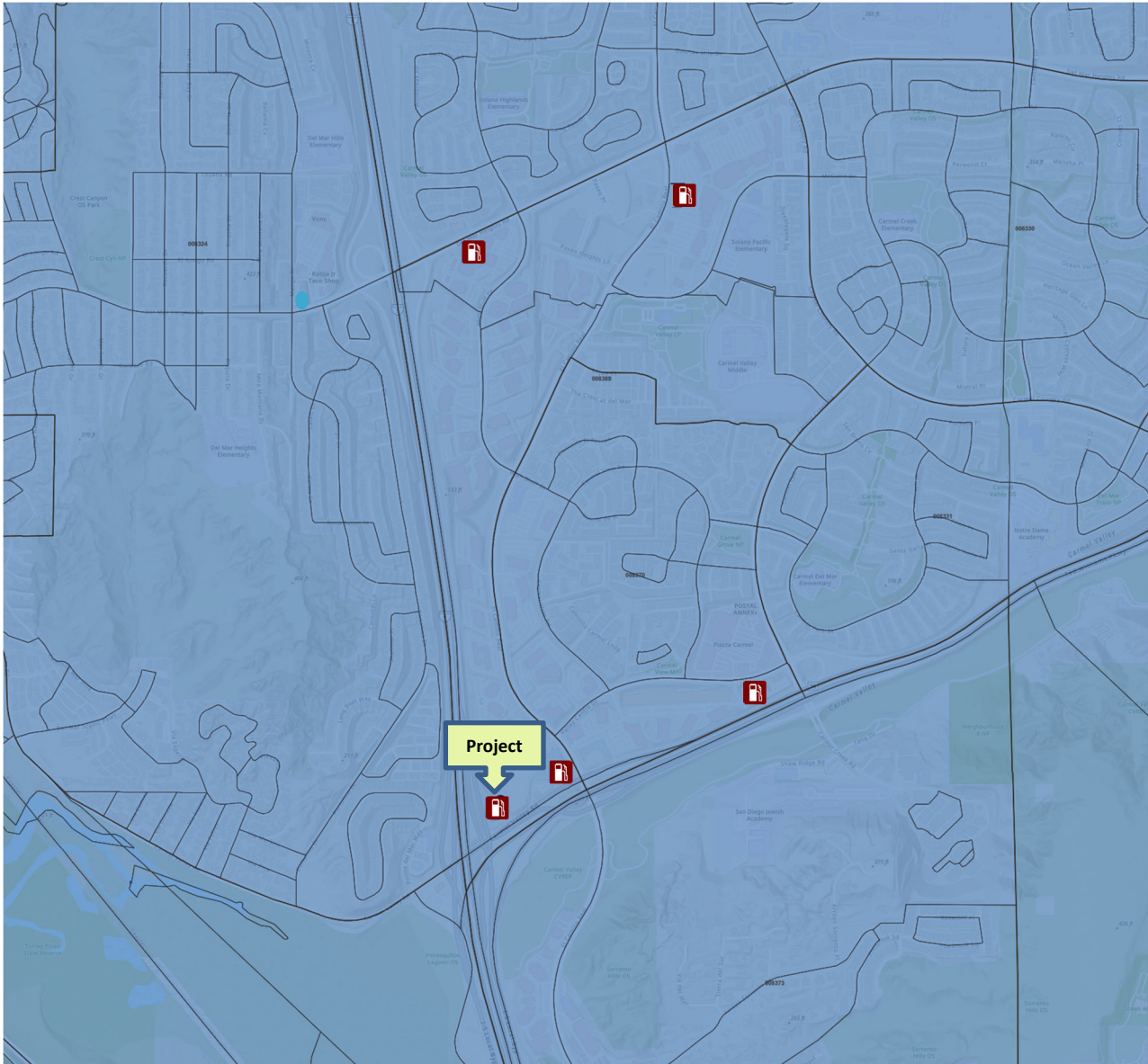
Mobility & Technology  
In Transportation

C2 CONSULTING COLLECTIVE  
Historic Santa Fe Depot  
1050 Kettner Blvd, Suite D-551  
San Diego, CA 92101  
info@c2-mobility.com  
858.270.4444

Planning.Design.Technology

2	2000	L	008370	1423
2	2000	L	008371	700
2	2010	L	008373	0
2	2009	L	008369	0
1	1001	L	008371	137
2	2002	L	017202	13
1	1015	L	017202	25
			<b>TOTAL</b>	<b>45,584</b>



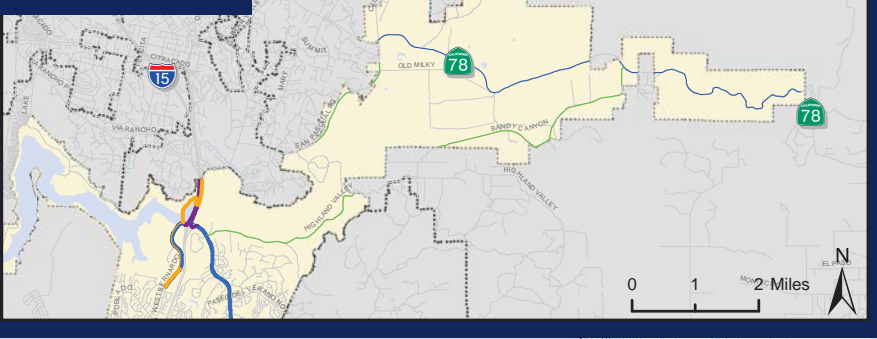


**Figure 2 – Businesses with the Market Capture Area**

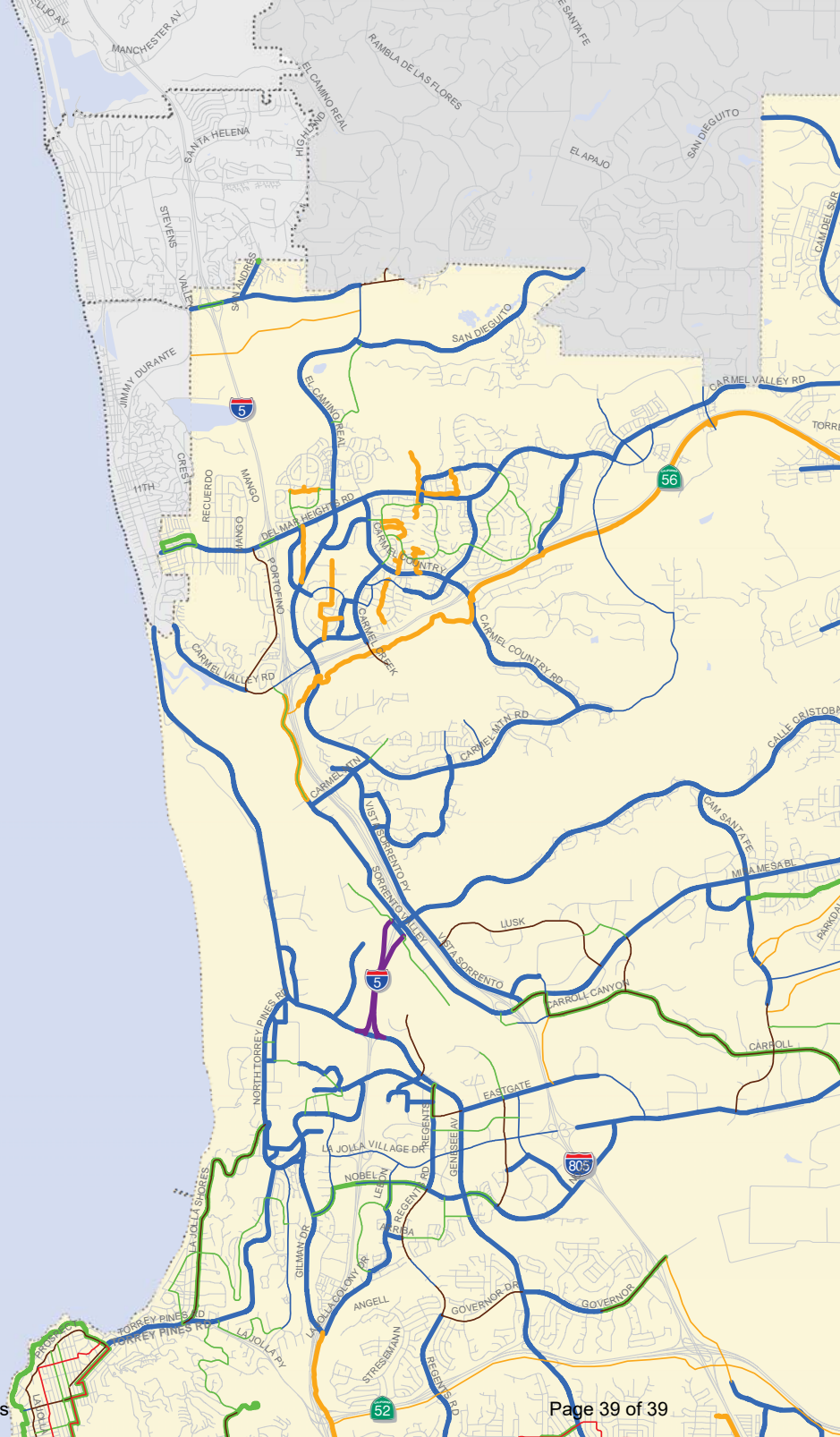
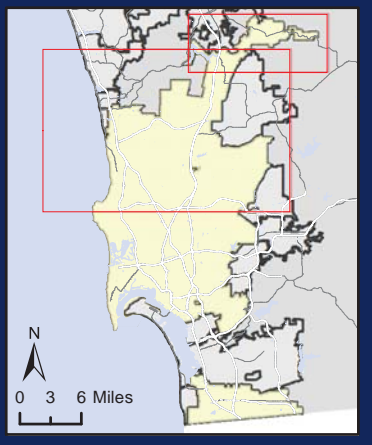
# ATTACHMENT E

## Excerpts from the Bicycle Master Plan

# SAN PASQUAL INSET



# NORTH SAN DIEGO



**FIGURE 6-1:  
SAN DIEGO BICYCLE MASTER PLAN  
PROPOSED BICYCLE NETWORK  
WITH CLASSIFICATIONS  
(NORTH)**

## Proposed Bicycle Network Classifications

Proposed	Existing
Class I - Bike Path	Existing Class I - Bike Path
Class II - Bike Lane	Existing Class II - Bike Lane
Class III - Bike Route	Existing Class III - Bike Route
N/A Freeway Shoulder	Existing Freeway Shoulder
Class II or III	
Bicycle Boulevard	
Cycle Track	