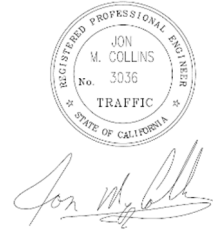


MEMORANDUM

To: City of San Diego DSD – Transportation
From: Jon Collins, PE, TE
Kimley-Horn and Associates, Inc.
Date: August 22, 2024
Subject: Midway Rising (PRJ-1106734): Site Plan Modification Effects on the Community Plan Amendment



1 Introduction

The purpose of this addendum to the Midway Rising Community Plan Amendment is to address how the exclusion of the privately-owned parcels located within the Midway Rising Project site was factored into the analysis and figures presented in the Community Plan Amendment (CPA) transportation analysis. The 2.85-acre privately-owned parcels on the south side of Kurtz Street are located at 3467, 3487, and 3495 Kurtz Street, and are currently developed as an industrial park and low-rise office space. The CPA analysis of the Midway Rising project (referred to as the “study site plan”) included the privately-owned parcels with the intent to demolish the existing buildings and construct mixed-use development within these parcels.

The project will be constructed in two phases: Phase 1 (Opening Year 2030) and Phase 2 (Opening Year 2035). The privately-owned parcels were initially anticipated to be redeveloped in Phase 2 Opening Year (2035) of the project and were to include 373 market-rate dwelling units, 10,000 square feet of commercial land use, a 3,500-seat theater, and a parking garage containing 707 parking spaces. These land uses have been removed from the Midway Rising site plan along with the proposed improvements along the frontage of the privately-owned parcels. The remaining area will be referred to as the “modified site plan”. The following memorandum explains how the operational traffic analysis and other key elements of the CPA are affected by the site plan modification.

In summary, the removal of the privately-owned parcels from the site plan will reduce the anticipated number of vehicular trips for all land uses. Therefore, with the removal of these land uses from the modified site plan, the operational traffic analysis prepared in the CPA is considered conservative in light of the project revisions and remains valid. Notwithstanding the reduction of trips associated with the modified site plan, Midway Rising will implement the improvements identified in the CPA, with the exception of the project’s frontage improvements along the privately-owned parcels, to address the project’s transportation effects. The CPA document will not be modified in any way as a result of the modified site plan.

Table 1 provides a summary of the land use changes between the study site plan and the modified site plan.

Table 1. Differences between Study Site Plan and Modified Site Plan

Land Use		Study Site Plan (Project Buildout)	Modified Site Plan (Project Buildout)	Net Change (Study vs Modified Site Plan)
Entertainment (Spectators)	Entertainment Center	16,000	16,000	0
	Theater	3,500	0	-3,500
	Total	19,500	16,000	-3,500
Residential (Dwelling Units)	Affordable	2,000	2,000	0
	Market Rate	2,627	2,254	-373
	Total	4,627	4,254	-373
Commercial (Square Feet)	Retail	60,000	60,000	0
	Restaurant	80,000	70,000	-10,000
	Total	140,000	130,000	-10,000
Vehicular Parking (Parking Stalls)	Residential	5,216	4,550	-666
	Commercial	431	390	-41
	Entertainment	2,100	2,100	0
	Total	7,747	7,040	-707

2 Transportation Analysis

The traffic volumes for the operational traffic analysis of the CPA were developed for the Horizon Year (2050) Plus Full Project Buildout (CPA) using 2023 roadway segment volumes and 2050 forecasted roadway segment volumes. The SANDAG 2050 With Project model used for forecasting volumes includes the land uses associated with the Midway Rising project. Each of the three land uses for Midway Rising were used to develop traffic volumes for the CPA as follows:

- Residential: Analysis of the residential component used the SANDAG Series 14 ABM 2+ model to determine the travel forecast data.
- Commercial: The commercial component was analyzed using the SANDAG Series 14 ABM 2+ model with 40,000 SF of regionally serving retail.
- Entertainment: Off-model calculations were performed to analyze the transportation effects associated with the entertainment component.

More details on traffic volume development for non-existing roadways proposed by the Midway Rising project are provided in the following CPA report.

The expected trip generation for the Midway Rising CPA is determined by the number of residential dwelling units, square feet of commercial land use, and number of spectators for events shown in the study site plan. An updated operational traffic analysis would rely on the same information from the modified site plan. Since the privately-owned parcels were anticipated to be part of Phase 2 (Opening Year (2035)), the removal of the privately-owned parcels from the modified site plan would affect the expected trip generation in the Horizon Year (2050) Full Project Buildout (CPA Scenario).

Table 2 summarizes the difference in net trips that the land use shown in the study site plan and modified site plan would be expected to generate. **Table 3** on the following pages show the Midway Rising trip generation using the study site plan and the modified site plan, respectively, for the Horizon Year (2050) Full Project Buildout.

The expected trip generation based on the land use in the modified site plan estimate approximately 2,864 fewer net new daily trips in the Full Project Buildout when compared to the land use in the study site plan that was analyzed in the CPA. The expected trip generation based on the land use in the modified site plan is also lower than the study site plan for all peak hours. Each land use would be expected to generate either the same or fewer trips in the modified site plan compared to the study site plan.

The expected trip generation for the study site plan, and thus the transportation analysis in the Midway Rising CPA, is more conservative than it would be if estimated using the modified site plan. The project improvements identified to address the project's transportation effects in the CPA are therefore expected to be sufficient to address the project's transportation effects caused by Midway Rising using the modified site plan. As such, the operational traffic analysis in the Midway Rising CPA remains valid and does not need to be updated based on the modified site plan. Notwithstanding the reduction in trips associated with the modified site plan, the Midway Rising project will construct and implement the improvements identified in the CPA to address the project's transportation effects. As stated earlier, only the project's frontage improvements along the privately-owned parcels will not be constructed by the project.

Table 2. Trip Generation Comparison

	Study Site Plan (Trips)	Modified Site Plan (Trips)	Net Change (Study vs Modified Site Plan) (Trips)
Daily	22,514	19,650	-2,864
AM Peak Hour	1,450	1,292	-158
PM Peak Hour	2,055	1,872	-183
Pre-Event PM Peak Hour	1,321	1,192	-129
Weekend Midday Peak Hour	885	682	-203

Land Use ¹	Units	Daily Trips	Weekday Event-Day									Weekend Non-Event Day			
			AM Commuter Peak Hour ²			PM Commuter Peak Hour ³			Pre-Event PM Peak Hour ⁴			Midday Peak Hour ⁵			
			Total	In	Out	Total	In	Out	Total	In	Out	Total	In	Out	
Proposed Raw Trips															
* Entertainment Center Event - Spectators	14,500 spectators	29,000	-	-	-	2,871	2,871	0	5,829	5,829	0	-	-	-	
* Entertainment Center - Employees	885 employees	1,770	-	-	-	443	443	0	0	0	0	-	-	-	
SD Multiple Dwelling Unit - Over 20 dwelling units/acre	4,254 d.u.	25,524	2,042	408	1,634	2,297	1,608	689	1,998	1,399	599	2,297	1,608	689	
SD Restaurant - Quality	30 ksf	2700	27	16	11	151	106	45	22	15	7	216	151	65	
SD Restaurant - High Turnover (sit-down)	40 ksf	4160	333	167	166	233	140	93	33	20	13	333	200	133	
SD Shopping Center - Community (100,000 sq. ft. or more GLA on 10 or more acres)	60 ksf	2940	88	53	35	206	103	103	29	15	14	294	147	147	
Total Raw Trips		66,094	2,490	644	1,846	6,201	5,271	930	7,912	7,278	634	3,140	2,106	1,034	
Proposed Reductions															
Entertainment Center Trips (Spectators)		<i>Adjustments</i>	29,000	0	0	0	2,871	2,871	0	5,829	5,829	0	0	0	0
<i>Internal Capture</i>		<i>1%</i>	-290	0	0	0	-29	-29	0	-58	-58	0	0	0	0
Entertainment Center Trips w/ Internal Capture			28,710	0	0	0	2,842	2,842	0	5,770	5,770	0	0	0	0
<i>Multimodal Reductions</i>		<i>25%</i>	-7,177	0	0	0	-710	-710	0	-1,443	-1,443	0	0	0	0
Entertainment Center Trips (People in Vehicles) w/ Internal Capture & Multimodal Reductions			21,533	0	0	0	2,132	2,132	0	4,327	4,327	0	0	0	0
<i>Entertainment Center Vehicle Trips w/o Second TNC Trip¹</i>		<i>3.0 Avg Occupancy per Veh⁶</i>	7,178	0	0	0	711	711	0	1,442	1,442	0	0	0	0
<i>Second TNC Vehicle Trips</i>		<i>15%</i>													
Total Entertainment Center Vehicle Trips			7,178	0	0	0	817	711	107	1,658	1,442	216	0	0	0
Entertainment Center Trips (Employees)		<i>Adjustments</i>	1,770	0	0	0	443	443	0	0	0	0	0	0	0
<i>Internal Capture</i>		<i>1%</i>	-18	0	0	0	-4	-4	0	0	0	0	0	0	0
Entertainment Center Trips w/ Internal Capture			1,752	0	0	0	439	439	0	0	0	0	0	0	0
<i>Multimodal Reductions</i>		<i>25%</i>	-438	0	0	0	-110	-110	0	0	0	0	0	0	0
Entertainment Center Trips (People in Vehicles) w/ Internal Capture & Multimodal Reductions			1,314	0	0	0	329	329	0	0	0	0	0	0	0
<i>Entertainment Center Vehicle Trips w/o Second TNC Trip</i>		<i>1.0 Avg Occupancy per Veh⁶</i>	1,314	0	0	0	329	329	0	0	0	0	0	0	0
<i>Second TNC Vehicle Trips</i>		<i>15%</i>													
Total Entertainment Center Vehicle Trips (Employees)			1,314	0	0	0	378	329	49	0	0	0	0	0	0
Total Adjusted Entertainment Center Trips (Seats & Employees)			8,492	0	0	0	1,195	1,039	156	1,658	1,442	216	0	0	0
Residential Trips															
Residential Trips			25,524	2,042	408	1,634	2,297	1,608	689	1,998	1,399	599	2,297	1,608	689
<i>Internal Capture⁷</i>			-510	-41	-8	-33	-459	-322	-138	-400	-280	-120	-459	-322	-138
			25,014	2,001	400	1,601	1,838	1,286	551	1,598	1,119	479	1,838	1,286	551
<i>Multimodal Reductions</i>			-2,501	-280	-56	-224	-257	-180	-77	-224	-157	-67	-257	-180	-77
Total Adjusted Residential Trips			22,513	1,721	344	1,377	1,581	1,106	474	1,374	962	412	1,581	1,106	474
Retail Trips															
Retail Trips			9,800	448	236	212	590	349	241	84	50	34	843	498	345
<i>Internal Capture⁷</i>			-98	-76	-40	-36	-59	-35	-24	-8	-5	-3	-84	-50	-35
Total Adjusted Retail Trips			9,702	372	196	176	532	314	217	76	45	31	759	448	311
<i>Total Existing Commercial Trips</i>			-14,181	-711	-412	-299	-1,058	-627	-431	-1,280	-869	-411	-1,658	-786	-872
Total Net New Retail Trips			-4,479	-339	-216	-123	-526	-313	-214	-1,204	-824	-380	-899	-338	-562
Existing Land Use Trips (Applied to retail)															
Total Existing Trips			-21,057	-801	-489	-312	-1,436	-904	-532	-1,916	-1,433	-483	-1,658	-786	-872
Net New Trips															
			19,650	1,292	51	1,241	1,872	1,555	315	1,192	1,016	176	682	768	-88

Notes:

¹Land Uses based on: SD – City of San Diego Trip Generation Manual

²AM Commuter Peak Hour = Morning Peak Hour (8-9 AM)

³PM Commuter Peak Hour = Evening Commute Peak Hour (5-6 PM)

⁴Pre-Event PM Peak Hour = Arrival Peak Hour prior to event (6-7 PM)

⁵Weekend Midday Peak= Midday peak hour during a non-event day

⁶Average Vehicle Occupancy (AVO) based on FHWA and ITE support material.

⁷Internal Capture: Residential = 2% Daily/2% AM/20% PM; Commercial = 10% Daily/17% am/10% PM.

*Entertainment Center trip generation is based on maximum number of seats and number of employees expected for that peak period. Proposed Raw Trips is not based on a rate but rather using assumptions listed below:

Spectator Arrival - 20% during Commute PM Peak Hour; 40% during Pre-Event PM Peak Hour

Employee Arrival - 25% during PM Peak Hour; 0% during Pre-Event PM Peak Hour

Table 3. 2050 Modified Site Plan Trip Generation

2.1 RESIDENTIAL LAND USE

Residential traffic forecast data results are heavily affected by the mixed-use nature of a project site, as trips between residential and retail land uses can be made on-site without using a vehicle on the roadway network. The modified site plan will reduce amount of residential and retail land uses on site. However, as shown in **Table 4**, the housing to retail ratio will remain the same between the study site plan and the modified site plan.

Table 4. Housing and Retail Comparison

Land Use	Study Site Plan	Modified Site Plan
Residential (Dwelling Units)	4,627	4,254
Commercial (Square Feet)	140,000	130,000
Residential / Retail Ratio	0.033	0.033

Additionally, the residential dwelling units provided in the privately-owned parcels were planned to be all market rate housing. The number of affordable housing units remains the same between the study site plan and the modified site plan, thus the percentage of affordable housing on site increases accordingly. As shown in

Table 5, the percentage of affordable housing increases from approximately 43% in the study site plan to 47% in the modified site plan. Affordable housing units are projected to reduce forecasted trips as trips are more likely to be made via alternative modes of transportation rather than by single-occupancy vehicle trips. Therefore, the CPA operational traffic analysis performed for the study site plan can be considered conservative.

Table 5. Affordable Housing Percentage

Housing Type	Study Site Plan	Modified Site Plan
Affordable (Dwelling Units)	2,000	2,000
Market Rate (Dwelling Units)	2,627	2,254
Total (Dwelling Units)	4,627	4,254
Affordable Housing (%)	43%	47%

2.2 COMMERCIAL LAND USES

The study site plan proposes 40,000 SF of regionally serving commercial uses, while the modified site plan proposes 30,000 SF. Since the regionally serving trips are directly proportional to amount of regionally serving commercial land uses on the site, the reduction in regionally serving commercial use for the modified site plan means the operational traffic analysis performed for the CPA is a conservative approach and the project's Horizon Year (2050) trips would be less under the modified site plan.

2.3 ENTERTAINMENT LAND USE

The entertainment land use traffic forecast analysis was applied to the number of anticipated spectators and the number of events anticipated at the two entertainment venues proposed for the site. The traffic forecasting results are directly proportional to these two variables. The modified site plan does not include a 3,500-seat theater located in the privately-owned parcels. Therefore, the entertainment traffic forecast analysis for the study site plan can be considered conservative because trips associated with the spectators for the 3,500 seat theater would not occur.

Conclusion

The modified site plan will remove the land use and associated vehicular trips within the privately-owned parcels from the site plan that was analyzed in the CPA. The modified site plan will remove 373 market-rate dwelling units, 10,000 square feet of commercial land use, a 3,500-seat theater, and a supporting parking garage with 707 parking spaces resulting in an overall reduction in trips. The reduction on the operational traffic analysis compared to the study site plan for each land use are as follows:

- **Residential:** With the removal of the residential and commercial land uses located in the privately-owned parcels, the modified site plan will maintain the same housing to retail ratio as the study site plan, meaning the housing to retail ratio would be expected to remain the same. Additionally, the removal of market rate housing will increase the percentage of affordable housing provided from approximately 43% to 47%. As such, the trips forecast per resident based on the land use in the study site plan is still valid and the reduction in residential land use would result in a reduced number of trips.
- **Commercial:** The removal of 10,000 SF of regionally serving commercial land uses will reduce the number of trips accessing the site for this use. As such, the operational traffic analysis for the study site plan is conservative compared to the modified site plan.
- **Entertainment:** The removal of the 3,500-seat theater will reduce the number of spectators accessing the site for this use, thereby reducing the number of trips generated. As such, the number of trips forecast for the entertainment land use in the CPA is still valid.

The removal of these uses will reduce the generated trips for all land uses. **The traffic analysis prepared in the CPA is therefore considered conservative in light of the project revisions and remains valid. Notwithstanding the reduction in trips associated with the modified site plan the Midway Rising project will continue to implement the project improvements identified in the CPA to address the project's transportation effects. Only the project's frontage improvements along the privately-owned parcels will not be constructed by the project.**