

APPENDIX D
TRAFFIC/TRIP GENERATION MEMORANDUM



TO: Mike Harden – PCR
FROM: Dilip Malave, Patrick Kelley, Gary Hamrick
DATE: August 12, 2009
SUBJECT: The Art Exchange – Trip Generation
J/P NUMBER: 16J091632

Introduction

The proposed Art Exchange project is located in the southeast corner of 3rd Street and Long Beach Boulevard, in close proximity to the 1st Street Blue Line Station, City Place, East Village and downtown. The Art Exchange is proposed to operate on a profit-centered business model where artists sell directly to the public and are connected to networking opportunities resulting in promoting an art community for the City. The primary objectives of the proposed Art Exchange are:

- to create an artist workspace that is affordable and permanent,
- construct a link from the East Village arts community to downtown and
- become a source of quality art as well as art education for the City of Long Beach.

Existing Conditions

The project site is located within the PD30 zoning area of downtown, and currently consists mainly of surface parking lots. Surrounding land uses include the City Post Office to the north, commercial uses across Long Beach Boulevard to the west, and surface parking on the east and south sides of the project.

Project Features

The project is proposed to include approximately 10,850 square feet of building area. The project will utilize the Acres of Books building by renovating and reusing the front 5,000 square feet (50 foot wide frontage and 100 foot depth). Components of the project include:

- Artists studios to be utilized as workspace and display space
- Multipurpose / classroom space, which can be subdivided or expanded into the adjacent courtyard
- Hot shop for glass making, ceramics production, demonstrations and classes
- Courtyard located centrally, which will enhance natural ventilation, lessen the impacts of noise and lighting on surrounding areas, and provide for public events
- Gallery spaces of varying sizes
- Business office for management of the project
- Gift shop
- Service areas for loading and proper processing of paint and other hazardous wastes



Project Site Trip Generation

The Art Exchange project is unique in its concept and construct and as such there is no single Trip Generation category/rate available for this use. The following table summarizes land use categories and trip rates based on the proposed land use for the building as defined in the *Conceptual Site Plan Review – City of Long Beach Redevelopment Agency, April 13, 2009*. An examination of **Table 1** illustrates that the project would generate approximately 14 and 30 trips during the AM and PM peak hours, respectively. Although, alternate modes of transportation including pedestrian, bicycle and public transit options are anticipated to be utilized by local artists and patrons, this table does not include any project trip reduction related to these modes of travel and is therefore a worst case or conservative trip generation.

Table 1: Proposed Site Trip Generation

LAND USE	AMOUNT	UNIT	AM PEAK HOUR			PM PEAK HOUR			ADT
			IN	OUT	TOTAL	IN	OUT	TOTAL	
Office	0.255	TSF	1	0	1	0	1	1	3
Gift Shop ⁽¹⁾	0.21	TSF	0	0	0	1	1	2	12
Gallery ⁽²⁾	0.94	TSF	1	0	1	0	1	1	10
Class Room ⁽³⁾	1.43	TSF	10	2	12	10	2	12	39
Studio ⁽⁴⁾	4.175	TSF	0	0	0	5	6	11	185
Hot Shop ⁽⁴⁾	1.02	TSF	0	0	0	1	2	3	45
TOTAL			12	2	14	17	13	30	294

(1) Gift shop trip rates are based on ITE code 879 – Arts and Crafts Store

(2) Gallery land use trip rates are based on ITE code 710 – Office

(3) The AM and PM peak hour inbound (10 trips) and outbound trips (2 trips) are based on an assumption that the class room size will be at least 10 students. However, the average daily traffic (ADT) is based on ITE trip rate for Junior/Community college land use (ITE #540)

(4) Trip rates associated with the Studio and Hot Shop land uses are based on ITE code 814 – Specialty Retail

Conclusion

The anticipated project trip generation for AM and PM peak hour trips is below the City's threshold requirements for a detailed traffic impact study and therefore, no traffic related impacts are anticipated with the project development at roadways and intersections within the vicinity of the project.

PCR SANTA MONICA
233 Wilshire Boulevard
Suite 130
Santa Monica, California 90401
TEL 310.451.4488
FAX 310.451.5279
PCRinfo@pcrnet.com

PCR IRVINE
One Venture
Suite 150
Irvine, California 92618
TEL 949.753.7001
FAX 949.753.7002
PCRinfo@pcrnet.com

PCR PASADENA
55 South Lake Avenue
Suite 215
Pasadena, California 91101
TEL 626.204.6170
FAX 626.204.6171
PCRinfo@pcrnet.com