



City of La Quinta

MEMORANDUM

TO: Tim Jonasson, Director of Public Works *TJ*
FROM: Nazir Lalani, City Traffic Engineer *NL*
DATE: February 19, 2013
SUBJECT: FOCUSED TRAFFIC IMPACT MEMO FOR HOBBY LOBBY – CASE NUMBER PR 2012-050

Project Location and Description

The Hobby Lobby project is located on approximately 2.92 acre vacant building pad located on an 11.22 acre parcel within the One-Eleven La Quinta Shopping Center. The Center currently consists of multiple commercial, retail, and restaurant uses. Adjacent to the project site to the north is a service road for the center and the Coachella Valley Storm Channel. To the south are the existing retail buildings and Highway 111. The project's main entrance is served by the access on Highway 111 between Washington Street and Adams Street known as La Quinta Center Drive. The project will also be served by various other access driveways located on Adams Street, Highway 111 and Washington Street. The proposed square footage of the building is 55,400 square feet and is part of the 490, 111 square feet of retail that was analyzed in the Traffic Impact Analysis prepared for the Proposed Transpacific Development Company Commercial Project by Barton Aschman Associates Inc. in December 1989.

Trip Generation

The trip generation from the proposed the Hobby Lobby retail store was accounted for in the Traffic Impact Analysis that was prepared for the Proposed Transpacific Development Company Commercial Project by Barton Aschman Associates Inc. in December 1989. A daily trip generation rate of 40.069 trips per thousand square feet from the fourth edition of the Institute of Transportation Engineers (ITE) Trip Generation Report was used in the December 1989 analysis. This is within approximately seven percent of the daily trip generation rate of 42.70 trips per thousand square feet from the current ninth edition of the ITE Trip Generation Report. Based on the seven percent difference in trip generation rates, it is anticipated that the Hobby Lobby project will generate an additional 146 daily trips compared to what was originally estimated for the retail uses in 1989 Traffic Impact Analysis prepared by Barton Aschman Associates Inc.

A pm peak hour trip generation rate of 3.357 trips per thousand square feet from the fourth edition of the Institute of Transportation Engineers (ITE) Trip Generation Report was used in the December 1989 analysis. This is within approximately ten percent of the daily trip generation rate of 3.71 trips per thousand square feet from the current ninth edition of the ITE Trip Generation Report. Based on the ten percent difference in trip generation rates, it is anticipated that the Hobby Lobby project will generate an additional 20 pm peak hour trips compared to what was originally estimated for the retail uses in 1989 Traffic Impact Analysis prepared by Barton Aschman Associates Inc.

The difference in the daily and pm peak hour trip generation between what was estimated in the 1989 traffic impact analysis prepared by Barton Aschman Associates Inc. and the estimated trips based on the current ninth edition of the ITE Trip Generation report are so small, that no additional trip generation analysis is needed.

Trip Distribution

Since the proposed land use is consistent with the retail shopping center uses, the trip distribution for the proposed project will be the same as that used in the 1989 traffic impact analysis prepared by Barton Aschman Associates Inc.

Intersection Level of Service Analysis

No intersection level of service analysis is necessary because the difference in the pm peak hour trip generation from the proposed project and what was estimated for the original project is 20 trips which is insignificant when distributed across the various access driveways on Highway 111, Adams Street and Washington Street that serve the One-Eleven La Quinta Shopping Center in which Hobby Lobby will be located. Impacts to the following signalized intersections closest to the project location will not be significant because they are operating at acceptable levels of service during peak hours:

- Highway 111 and La Quinta Center Drive (A design has been initiated to provide separate left-turn lanes and phases for the La Quinta Center Drive approaches to improve traffic operations).
- Highway 111 and Adams Street
- Highway 111 and Simon Drive
- Washington Street and Channel Drive
- Washington Street and Highway 111 (Improvements are scheduled to begin construction before June, 2013 which will increase the capacity of this intersection to handle peak hour turning movement volumes to the year 2035).

Traffic Operations Analysis

The Highway 111 and La Quinta Center Drive intersection has been identified in the internal studies conducted by the City as a location that has crash patterns related to the absence of a protected left-turn phase and dedicated left-turn lanes on the La Quinta Center Drive approaches. The new traffic generated by the Hobby Lobby project will increase the left-turn traffic volumes on La Quinta Center Drive at Highway 111 which will increase the potential for left-turn related crashes. Providing separate left-turn lanes and phases for the La Quinta Center Drive approaches will improve traffic operations and reduce

the potential for left-turn related crashes involving vehicles on the La Quinta Center Drive approaches.

Conclusions

The proposed Hobby Lobby project, which will be built on the approximately 2.92 acre vacant building pad located on an 11.22 acre parcel within the One-Eleven La Quinta Shopping Center, will not create any significant level of service related traffic impacts. However, the additional new traffic generated by the project will increase the potential for left-turn related crashes under the current lane configuration on the La Quinta Center Drive approaches because of the increase in turning volumes.

Recommendation

It is recommended that the Hobby Lobby project be conditioned to implement new striping on the La Quinta Center Drive approaches to Highway 111 to provide separate left-turn lanes.