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TRIP GENERATION COMPARISON AND EVALUATION OF PROPOSED SOIL EXPORT TRUCK ROUTE FOR THE HOLLISTER VILLAGE MIXED-USE VILLAGE PROJECT

The following letter provides a comparison of the trip generation forecasts developed for the original Hollister Village Mixed-Use Project that was analyzed in the FEIR with the trip estimates for the project that was approved by the City of Goleta and the trip estimates for the currently proposed Project. The letter also provides an assessment of the proposed truck route that would be used to export soil from the site.

PROJECT DESCRIPTION

The Hollister Village Mixed-Use Project that was analyzed in the Certified FEIR¹ consisted of 90,054 SF of retail space, 274 apartment units, and 5 live-work condominium units. The Project that was ultimately approved by the City included 88,704 SF of retail uses, 274 apartment units, and 5 live-work condominium units (Approved Project). The Current Project includes 75,900 SF of retail uses, 299 apartment units and 0 live-work condominium units. Table 1 presents the land-use statistics for the Certified FEIR, Approved, and Current Project scenarios.

¹ Westar Mixed-Use Village Final Environmental Impact Report, Envicom, July 2012.

**Table 1
Project Statistic Comparison**

Scenario	Retail SF	Apartment Units	Live-Work Units
Certified FEIR Project	90,054 SF	274 Units	5 Units
Approved Project	88,704 SF	274 Units	5 Units
Current Project	75,900 SF	299 Units	0 Units

TRIP GENERATION COMPARISON

Trip generation estimates for the Approved Project and the Current Project scenarios were developed using the same Institute of Transportation Engineers (ITE) trip generation rates, internal capture model, and diverted/pass-by trip assumptions as the Certified FEIR in order to provide a consistent comparison between the different scenarios (calculation worksheet attached for reference). Table 2 compares the trip generation estimates of the Current Project with the Certified FEIR and Approved Project scenarios.

**Table 2
Net Trip Generation Comparison**

Project	ADT	A.M. Peak Hour Trips	P.M. Peak Hour Trips
Certified FEIR Project	5,235	280	479
Current Project	4,885	276	452
Net Change	-350	-4	-24
Approved Project	5,192	278	474
Current Project	4,885	276	452
Net Change	-307	-2	-22

The data presented in Table 2 show that the Current Project generates 350 less average daily trips, 4 less A.M. peak hour trips, and 24 less P.M. peak hour trips when compared to the Certified EIR Project. The Current Project would also generate 307 less average daily trips, 2 less A.M. peak hour trips, and 22 less P.M. peak hour trips when compared to the Approved Project. Given that the Current Project generates less traffic than the Certified EIR Project and the Approved Project, no additional CEQA analysis is required.

SOIL EXPORT TRUCK ROUTE

The Hollister Village Mixed-Use Project is requesting a permit to haul approximately 7,500 CY of export soil from the site to a receiver site. The material will be exported off-site over a 12-day period. Inbound trucks accessing the site would exit U.S. 101 at the Storke Road interchange, travel south on Storke Road, make a right turn and proceed westerly on Hollister Avenue, and then turn right into the westerly site driveway. Outbound trucks would turn right from the westerly site driveway, proceed west on Hollister Avenue and access U.S. 101 at the Cathedral Oaks Road interchange.

TRAFFIC ASSESSMENT

It is estimated that a maximum of 834 trucks would arrive/depart the site over the haul period based on a conservative truck capacity of 9 cubic yards per truck (7,500 yards / 9 cubic yard trucks = 834 trucks). This equates to an average daily traffic (ADT) volume of 140 trucks (834/12 days = 70 trucks; 70 Trucks * 2 Trips = 140 ADT).

The segment of Hollister Avenue west of Pacific Oaks Drive carries 12,400 ADT which is well within the City's acceptable capacity range for 4-lane arterial roadways (34,000 ADT). The segment of Hollister Avenue west of Storke Road carries 25,600 ADT which is also well within the City's acceptable capacity range of 34,000 ADT. The project would add an additional 70 ADT to these two segments over the 12-day haul period. The additional truck traffic would not significantly affect operations along Hollister Avenue east and west of the site based on the City's traffic impact thresholds. It is noted that hauling operations would be limited to the hours of 9:00 A.M. and 4:00 P.M. to avoid potential impacts to the study-area intersections during the A.M. and P.M. peak commute periods, thus the hauling activities would not generate intersection impacts based on the City's thresholds of significance.

This concludes our trip generation comparison and evaluation of the proposed soil export truck route for the Hollister Village Mixed-Use Village Project.

Associated Transportation Engineers



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SAS/MMF

Attachment: Trip Generation Calculation Worksheets

Associated Transportation Engineers
 Trip Generation Worksheet - With In/Out Splits

Hollister Village Mixed-Use Project (#16009) - Certified FEIR Project																
Land Use	Size	ADT			A.M.			P.M.			Rate	Trips	In %	Trips	Out %	Trips
		Rate	Trips	Trips	Rate	In %	Trips	Rate	In %	Trips						
Shopping Center	90,054	70.45	6,344	1.61	145	61%	88	39%	57	6.59	593	49%	291	51%	302	
Apartment Units	274	6.65	1,822	0.51	140	20%	28	80%	112	0.62	170	64%	109	36%	61	
Live/Work Condominiums	5	5.81	29	0.44	2	20%	0	80%	2	0.52	3	64%	2	36%	1	
Existing Uses																
TV Studio/ATM	N/A		-340		-7		-4		-3		-34		-18		-16	
Project Total:			7,855		280		112		168		732		384		348	

Mixed Use Internal Capture Trips

Residential	591	N/A (a)	N/A (a)	N/A (a)	N/A (a)	60	34	26
Retail	591	N/A (a)	N/A (a)	N/A (a)	N/A (a)	60	26	34
Total Internal Trips:	-1,182					-120	-60	-60

External Trips (Remainder)

Residential	1,260	N/A (a)	N/A (a)	N/A (a)	N/A (a)	113	77	36
Retail	5,753	N/A (a)	N/A (a)	N/A (a)	N/A (a)	533	265	268
Total External Trips:	7,013					646	342	304

External Trip Breakdown

Residential - Primary (100%)	1,260	N/A (a)	N/A (a)	N/A (a)	N/A (a)	113	77	36
Retail - Primary (66%)	3,797	N/A (a)	N/A (a)	N/A (a)	N/A (a)	352	175	177
Retail - Diverted Linked (9%)	518	N/A (a)	N/A (a)	N/A (a)	N/A (a)	48	24	24
Retail - Pass By (25%)	1,438	N/A (a)	N/A (a)	N/A (a)	N/A (a)	133	66	67

Net Primary and Diverted Trips:

	5,235	280	112	168	479	258	221
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Associated Transportation Engineers
 Trip Generation Worksheet - With In/Out Splits

Hollister Village Mixed-Use Project (#16009) - Approved Project															
Land Use	Size	ADT				A.M.				P.M.					
		Rate	Trips	In %	Trips	Out %	Trips	Rate	Trips	In %	Trips	Out %	Trips		
Shopping Center	88,704	70.82	6,282	1.61	143	61%	87	39%	56	6.62	587	49%	288	51%	299
Apartment Units	274	6.65	1,822	0.51	140	20%	28	80%	112	0.62	170	64%	109	36%	61
Live/Work Condominiums	5	5.81	29	0.44	2	20%	0	80%	2	0.52	3	64%	2	36%	1
Existing Uses															
TV Studio/ATM	N/A		-340		-7		-4		-3		-34		-18		-16
Project Total:			7,793		278		111		167		726		381		345
Mixed Use Internal Capture Trips															
Residential			589		N/A (a)		N/A (a)		N/A (a)		60		34		26
Retail			589		N/A (a)		N/A (a)		N/A (a)		60		26		34
Total Internal Trips:			-1,178								-120		-60		-60
External Trips (Remainder)															
Residential			1,262		N/A (a)		N/A (a)		N/A (a)		113		77		36
Retail			5,693		N/A (a)		N/A (a)		N/A (a)		527		262		265
Total External Trips:			6,955								640		339		301
External Trip Breakdown															
Residential - Primary (100%)			1,262		N/A (a)		N/A (a)		N/A (a)		113		77		36
Retail - Primary (66%)			3,757		N/A (a)		N/A (a)		N/A (a)		348		173		175
Retail - Diverted Linked (9%)			512		N/A (a)		N/A (a)		N/A (a)		47		24		24
Retail - Pass By (25%)			1,423		N/A (a)		N/A (a)		N/A (a)		132		66		66
Net Primary and Diverted Trips:			5,192		278		111		167		474		256		219

Associated Transportation Engineers
 Trip Generation Worksheet - With In/Out Splits

Hollister Village Mixed-Use Project (#16009) - Current Project															
Land Use	Size	ADT			A.M.				P.M.						
		Rate	Trips	Trips	Rate	In %	Trips	Out %	Trips	Rate	In %	Trips	Out %	Trips	
Shopping Center	75,900	74.18	5,630	1.73	131	61%	80	39%	51	6.97	529	49%	259	51%	270
Apartment Units	299	6.65	1,988	0.51	152	20%	30	80%	122	0.62	185	64%	118	36%	67
Existing Uses															
TV Studio/ATM	N/A		-340		-7		-4		-3		-34		-18		-16
Project Total:			7,278		276		106		170		680		359		321

Mixed Use Internal Capture Trips

Residential	563	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	55	55	32	23	32	23
Retail	563	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	55	55	23	23	32	32
Total Internal Trips:	-1,126									-110	-55	-55	-55	-55	-55

External Trips (Remainder)

Residential	1,425	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	130	130	86	44	44	44
Retail	5,067	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	474	474	236	238	238	238
Total External Trips:	6,492									604	604	322	322	322	282

External Trip Breakdown

Residential - Primary (100%)	1,425	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	130	130	86	86	44	44
Retail - Primary (66%)	3,344	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	313	313	156	156	157	157
Retail - Diverted Linked (9%)	456	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	43	43	21	21	21	21
Retail - Pass By (25%)	1,267	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	N/A (a)	119	119	59	59	60	60

Net Primary and Diverted Trips:	4,885	276	106	170	452	245	207
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