

Memorandum

Date: February 6, 2024
To: Kerry Garza, President, Touchstone Communities, LLC
From: Katy Cole and Amir Sadeghi
Subject: **Transportation Analysis Due Diligence for Escondido El Norte Parkway Residential Project**

SD23-0512

This memorandum documents the due diligence transportation analysis conducted by Fehr & Peers for the proposed El Norte Parkway Townhomes project. This project is located at 555 W El Norte Parkway in Escondido, California. The project site was previously included in the 2012 General Plan Update within the Imperial Oakes Specific Planning Area (SPA) #13. The land uses contemplated in the General Plan Update and Specific Plan primarily focused on office and industrial uses. The purpose of this memorandum is to:

1. Evaluate the trip generation attributable to the project site as contemplated in the General Plan Update/Specific Plan for the office/industrial land uses.
2. Determine if the trip generation that would be produced from a potential residential project would be less than what was already analyzed in the General Plan Update/Specific Plan.

Trip Generation

The vehicle trip generation for the proposed project was estimated using standard trip rates from the *Trip Generation Manual, 11th Edition* (2020) published by the Institute of Transportation Engineers (ITE). Given that in the Escondido General Plan Update Traffic Impact Analysis (Linscott, Law, and Greenspan Engineers, December 2011), the daily traffic volumes for future alternatives were obtained from the SANDAG Series 11 North County Model (NCM), we have also evaluated the trip generation based on SANDAG trip generation rates, in addition to the ITE trip generation rates.



Previous Proposed Use of the Site:

According to the City of Escondido General Plan, adopted in May 2012 (Chapter II: Land Use and Community Form), and the Escondido General Plan Update Traffic Impact Analysis (Linscott, Law, and Greenspan Engineers, December 2011), the proposed land use for the Imperial Oakes Corporate Center SPA #13, of which the project parcel is a part, is envisioned as a combination of 2,100 KSF (1000 sq. ft.) of office land use (80 %) and 550 KSF of industrial land use (20 %). Therefore, three different alternatives could be considered to estimate the trip generation for the previously proposed use of the parcel as listed below:

1. Office land use for the entire parcel
2. Industrial land use for the entire parcel
3. A mix of office and industrial land uses, adhering to the office and industrial ratios established for the entire SPA #13, which are 80% office and 20% industrial land uses.

According to the previously proposed land uses, General Office Building (ITE Code 710) and General Light Industrial (ITE Code 110) can be considered for the proposed office and industrial land uses.

The following provides a brief description of each land use per definitions from the ITE Trip Generation Manual.

General Office Building (ITE Code 710) - A general office building is a location where affairs of businesses, commercial or industrial organizations, or professional persons or firms are conducted. An office building houses multiple tenants that can include, as examples, professional services, insurance companies, investment brokers, a banking institution, a restaurant, or other service retailers.

General Light Industrial (ITE Code 110) - A light industrial facility is a free-standing facility devoted to a single use. The facility has an emphasis on activities other than manufacturing and typically has minimal office space. Typical light industrial activities include printing, material testing, and assembly of data processing equipment.

Floor Area Ratio (FAR):

The Floor Area Ratio (FAR) is a measure used in urban planning and zoning that describes the ratio of a building's total floor area to the size of the piece of land upon which it is built. It is a key determinant in the density of built-up areas.

According to the City of Escondido General Plan Land Use and Community Form, the maximum intensity for General Office, Planned Office, and Industrial Office is set at 2.0. Therefore, adopting a very conservative approach, we will consider the trip generation by the previous land use for a range of FARs between 1.0 and 2.0. In this context, an FAR of 1.0 signifies utilizing half of the maximum allowable intensity, while an FAR of 2.0 indicates utilizing the full maximum allowable



intensity for the proposed land use. Given that the project parcel is 4.87 acres, as indicated in the Concept Development Site Plan, an FAR of 2.0 would be equivalent to 9.74 acres or 424 KSF (424,000 square feet), while an FAR of 1.0 would correspond to 4.87 acres or 212 KSF (212,000 square feet).

Table 1 presents the projected trip generation for all three alternatives by the previously proposed land use, using both ITE and SANDAG trip generation rates.

Table 1 – Prior Proposed Trip Generation

Trip Generation Manual	Land Use	Weekday Daily Rate	AM Peak Hour Rate	PM Peak Hour Rate	FAR	Quantity (KSF)	Daily Trips	AM Trips	PM Trips
Alternative 1: Office land use for the entire parcel									
ITE ^a	General Office Building – ITE Code 710	10.84	1.52	1.44	2	424	4,596	644	611
					1	212	2,298	322	305
SANDAG ^b	Large (High-Rise) Commercial Office	17.0	13% Daily	14% Daily	2	424	7,208	937	1,009
					1	212	3,604	469	505
Alternative 2: Industrial land use for the entire parcel									
ITE	General Light Industrial – Code 110	4.87	0.74	0.65	2	424	2,065	314	276
					1	212	1,032	157	138
SANDAG	Industrial Park (no commercial)	8.0	11% Daily	12% Daily	2	424	3,392	373	407
					1	212	1,696	187	204
Alternative 3: A mix of office and industrial land uses (80% office and 20% industrial)									
ITE	General Office Building – ITE Code 710	10.84	1.52	1.44	2	339	3,677	516	488
	General Light Industrial – Code 110	4.87	0.74	0.65		85	413	63	55
						424	4,090	579	543
ITE	General Office Building – ITE Code 710	10.84	1.52	1.44	1	170	1,838	258	244
	General Light Industrial – Code 110	4.87	0.74	0.65		42	206	31	28
						212	2,044	289	272
SANDAG	Large (High-Rise) Commercial Office	17.0	13% Daily	14% Daily	2	339	5,763	749	807
	Industrial Park (no commercial)	8.0	11% Daily	12% Daily		85	680	75	82
						424	6,443	824	889
SANDAG	Large (High-Rise) Commercial Office	17.0	13% Daily	14% Daily	1	170	2,890	376	405
	Industrial Park (no commercial)	8.0	11% Daily	12% Daily		42	336	37	40
						212	3,226	413	445



Current Proposed Use of the Site:

The proposed project aims to develop a residential community within a 4.87-acre parcel (Assessor's Parcel No. 226-380-48). The project offers two alternatives for consideration. The first alternative involves the construction of 68 three-story condominium units, while the second alternative proposes a larger development of 108 dwelling units. The concept plan is shown on **Attachment A** and shows additional project details such as total parking, existing and proposed zoning, and proposed density.

In addition, as previously discussed, the City of Escondido General Plan Update Traffic Impact Analysis sourced the daily traffic volumes for future alternatives from the SANDAG Series 11 North County Model (NCM). Accordingly, we have also included the trip generation data from SANDAG models for both alternatives in our analysis.

Table 2 presents the projected trip generation for 68 multifamily dwelling units, while **Table 3** outlines the same for 108 units.

Table 2 – Current Proposed Trip Generation – 68 DUs

Trip Generation Manual	Land Use	Weekday Daily Rate	AM Peak Hour Rate	PM Peak Hour Rate	Quantity (DUs) ^a	Daily Trips	AM Trips	PM Trips
ITE ^b	Multifamily Housing (Low-Rise) – ITE Code 220	6.74	0.4	0.51	68	458	27	35
SANDAG ^c	Condominium (or any multi-family 6-20 DU/acre)	8.0	8% Daily	10% Daily	68	544	44	54

- a. DUs: Dwelling Units
- b. Source: ITE Trip Generation Manual, 11th Edition
- c. Source: Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region – April 2002

Table 3 - Current Proposed Trip Generation – 108 DUs

Trip Generation Manual	Land Use	Weekday Daily Rate	AM Peak Hour Rate	PM Peak Hour Rate	Quantity (DUs) ^a	Daily Trips	AM Trips	PM Trips
ITE ^a	Multifamily Housing (Low-Rise) – ITE Code 220	6.74	0.4	0.51	108	728	43	55
SANDAG ^b	Condominium (or any multi-family 6-20 DU/acre)	8.0	8% Daily	10% Daily	108	864	69	86

- a. DUs: Dwelling Units
- b. Source: ITE Trip Generation Manual, 11th Edition
- c. Source: Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region – April 2002



Trip Generation Comparison

Based on Tables 1-3, the lowest trip generation estimate for the previously proposed land use involves the development of 212 KSF of industrial land use calculated using ITE trip rates. This is compared with the trips generated by the current proposed land use for the higher density alternative, which includes 108 multifamily dwelling units, as shown in **Table 4**.

Table 4 – Trip Generation Comparison

Trip Generation Manual	Land Use	Weekday Daily Rate	AM Peak Hour Rate	PM Peak Hour Rate	FAR	Quantity	Daily Trips	AM Trips	PM Trips
Prior Proposed Use:									
ITE	General Light Industrial – Code 110	4.87	0.76	0.65	1	212 KSF	1,032	157	138
Current Proposed Use:									
ITE	Condominium (or any multi-family 6-20 DU/acre)	6.74	0.4	0.51	-	108 DUs	728	43	55
Comparison:							-304	-114	-83

As shown in Table 4, the trips generated by a potential residential project would be less than what could have been considered in the analysis of the General Plan Update/Specific Plan and any effect on transportation could be considered to be equal to or less than the General Plan Update/Specific Plan.

CONCEPT DEVELOPMENT SITE PLAN

EL NORTE PARKWAY

TOWNHOMES

LEGEND

ITEMS

SYMBOL

PROPERTY LINE/ RIGHT OF WAY.....	
ASPHALT PAVEMENT.....	
CONCRETE PAVING.....	
BIO-RETENTION BASIN.....	
ENHANCED PAVING.....	
ACCESSIBLE PATH OF TRAVEL.....	

CONCEPT ARCHITECTURE



MATERIAL SCHEDULE

- 1 ROOF - CONCRETE CLASS 'S' TILE ROOFING
- 2 FASCIA - STUCCO OVER SHAPED FOAM
- 3 WALL - EXTERIOR STUCCO - SAND FINISH
- 4 TRIM - 2X @ DOORS AND WINDOWS
- 5 METAL RAILING
- 6 DECORATIVE METAL GRILLE
- 7 DECORATIVE GABLE ACCENT
- 8 DECORATIVE METAL POTSHLF
- 9 DECORATIVE SHUTTER
- 10 DECORATIVE METAL AWNING



UNIT SUMMARY

PLAN#	QUANTITY	TYPE	GROSS SF
1	15	2 BED/2.5 BATH	1,109 SF
2	16	2 BED/2.5 BATH	1,183 SF
3	16	3 BED/3.5 BATH	1,378 SF
4	21	3 BED/2.5 BATH	1,584 SF

TOTAL PARKING

173 TOTAL
136 GARAGE
37 SURFACE (2 ADA)
2.54 STALLS PER UNIT

PROJECT DESCRIPTION:

HOUSING PROJECT --- 68 3-STORY CONDOMINIUM UNITS

PROJECT ADDRESS

550 W EL NORTE PARKWAY, ESCONDIDO CA 92026

ASSESSOR'S PARCEL NO.

226-380-48

PARCEL SIZE

4.87 ACRES

LAND USE

SPA 13: IMPERIAL OAKS CORPORATE CENTER SPECIFIC PLAN

EXISTING ZONING

C-P, PROFESSIONAL COMMERCIAL

PROPOSED ZONING

PLANNED DEVELOPMENT (P-D)

PROPOSED DENSITY

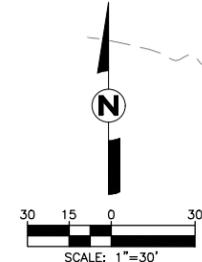
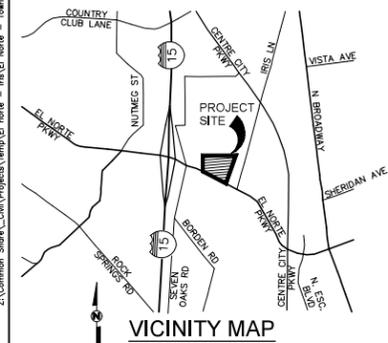
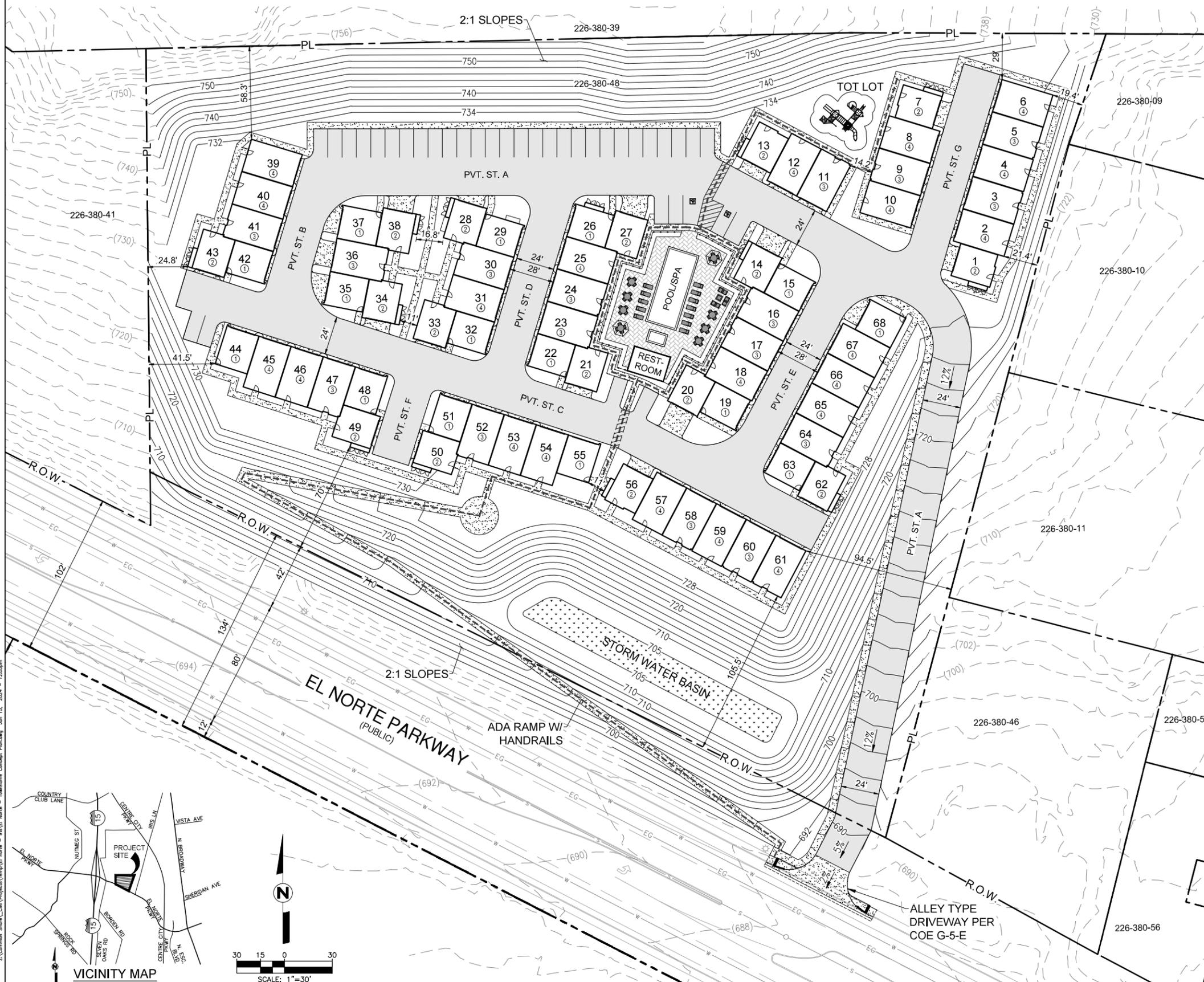
16.3 DU/AC

APPLICANT

TOUCHSTONE COMMUNITIES, LLC.
KERRY GARZA
9915 MIRA MESA BLVD., SUITE 140
SAN DIEGO, CA 92131
858-586-0414

PREPARED BY:

Touchstone Development
9915 Mira Mesa Blvd., Suite 140,
San Diego, CA 92131 - (858) 586-0414
www.touchstonecommunities.com
"Build Smart, Live Healthy, Be Happy"



Z:\Common Share\CA\Projects\Terra El Norte - Proj El Norte - Townhomes Concept\PlanSet.dwg Jun 15, 2024 - 1:20pm