



December 4, 2019

Mark Stefan
AG-CCRP Public Market, LP
170 Grant Avenue, Sixth Floor
San Francisco, CA 94108
(transmitted via email)

RE: Emeryville Public Market Parcel B – Alternative G Update Letter

Dear Mr. Stefan:

For the proposed Parcel B project in the Emeryville Public Market, a modified alternative for the Public Market Parcel B was proposed. The proposal shows a commercial/retail area of 15,700 square feet, an office/research and development (R&D) area of 150,000 square feet, a vertical circulation and service area of 22,500 square feet, and 500 total parking spaces. See **Attachment A** for the project description.

Following a similar trip generation methodology as outlined in the *Emeryville Public Market Parcel B – Trip Generation Evaluation Final Letter* by Kimley-Horn dated December 12, 2018¹, the vertical circulation and service area was assigned to the office/R&D and retail areas proportionally. This results in an area of 170,368 square feet of office/R&D for trip generation purposes.

Using the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 10th Edition*, this change in the land use intensities would result in the alternative project generating an estimated 53 AM peak hour trips and 89 PM peak hour trips (see **Attachment B** for calculations). The alternative project would generate fewer peak hour trips compared to the 2008 EIR. **Table 1** shows the net change in project trips. The project alternative would generate 50 fewer AM peak hour trips and 64 fewer PM peak hour trips. Therefore, the project alternative would not result in any additional significant impacts.

Table 1 – Alternative to Parcel B Trip Generation Comparison

Scenario	AM Peak			PM Peak		
	Total	In	Out	Total	In	Out
2008 EIR	103	91	12	153	40	113
2019 Proposed Alt F	53	41	12	89	22	67
Difference	-50	-50	0	-64	-18	-46

¹ The *Emeryville Public Market Parcel B – Trip Generation Evaluation Letter* used the ITE *Trip Generation Manual, 10th Edition* to estimate the vehicle trips for each use. However, one change to the pass-by trip reduction methodology was applied since the December 2, 2018 letter. The 2018 letter incorrectly assumed that the pass-by reduction would be applied to all uses, but should have only been applied to the retail use. Therefore, the 2008 EIR trips are different in this letter compared to the 2018 letter. This change results in a higher number of trips for the 2008 EIR and therefore a greater reduction in the number of trips from the proposed alternative.

In addition to the Alternative to Parcel B trip generation evaluation, the Public Market, as a whole, was compared with the new proposed Alternative G land uses. **Table 2** shows the land uses for the Public Market, as approved in the PDP in August 2008. As time has passed, Final Development Plans (FDP) have been approved for the various parcels. **Table 2** shows the approved land uses for the Public Market, including the proposed Alternative G project. As shown, with the proposed Alternative G project, the Public Market would consist of 29 fewer residential dwelling units, 107,175 fewer square feet of retail use, 120,000 fewer square feet of office use, and 170,368 additional square feet of research and development center when compared to the approved PDP.

Table 2 – Public Market Land Use Comparison

Parcel	Land Use	Units	Approved PDP (in 2008)	Approved FDP with Alt G	Difference
A	Residential	Dwelling Units	206	167	-39
	Retail	Square Feet	14,725	14,000	-725
B	Retail	Square Feet	29,150	15,700	-13,450
	Office	Square Feet	120,000	0	-120,000
	R&D Center	Square Feet	0	170,368	+170,368
C ¹	Residential	Dwelling Units	86	66	-20
	Retail	Square Feet	5,000	30,000	+25,000
D	Residential	Dwelling Units	198	223	+25
	Retail	Square Feet	114,500	0	-114,500
E	Residential	Dwelling Units	0	0	0
	Retail	Square Feet	3,500	6,000	+2,500
64 th /Christie	Residential	Dwelling Units	185	190	+5
	Retail	Square Feet	6,000	0	-6,000
Retail Pads	Retail	Square Feet	7,000	7,000	0
Public Market Total	Residential	Dwelling Units	675	646	-29
	Retail	Square Feet	179,875	72,700	-107,175
	Office	Square Feet	120,000	0	-120,000
	R&D Center	Square Feet	0	170,368	+170,368

¹ On August 22, 2019, the Planning Commission amended Parcel C (FDP13-011) to allow uses in addition to the previously approved grocery store. The FDP amendment allows for the 30,000 square feet of commercial space to be used for office, fitness and recreation, research and development, retail, indoor entertainment uses. For estimating trip generation, the shopping center use (ITE land use code 820) was assumed. The other potential uses have similar or a reduced trip generation (e.g. 30,000 square feet of shopping center = 28 AM peak hour trips and 114 PM peak hour trips, office = 35 AM peak hour trips and 35 PM peak hour trips, health/fitness club = 39 AM peak hour trips and 104 PM peak hour trips, research and development = 13 AM peak hour trips and 15 PM peak hour trips, and indoor entertainment = 107 PM peak hour trips).

A trip generation evaluation was conducted to determine if the increase in research and development land use is offset by the decrease in residential, retail, and office uses. The latest ITE *Trip Generation Manual* was used to estimate the difference in vehicle trips based on the differences in units for each land use between the approved PDPs in the EIR and the approved FDPs with the proposed Alternative G shown in **Table 2**. The residential uses were assumed to be ITE *Trip Generation Manual* land use code 221a, multifamily housing (mid-rise) in a dense multi-use urban area. The retail and office uses were assumed to be the same land uses as above for the Alternative G analysis. **Table 3** shows the expected difference in vehicle trips. As shown, the total Public Market trip generation with the proposed Alternative G project would result in 174 fewer AM peak hour trips and 468 fewer PM peak hour trips when compared to the approved PDP in 2008. Therefore, the project alternative would not result in any additional significant impacts when comparing the entire Public Market.

Table 3 – Difference in Public Market Trip Generation

ITE Land Use Code ¹	Land Use	Size	Units	AM Peak				PM Peak			
				Rate	Total	In	Out	Rate	Total	In	Out
221a	Multifamily Housing (Mid-Rise)	-29	DU	0.20	-6	-1	-5	0.18	-5	-4	-1
710	General Office Building	-120.00	KSF	1.16	-139	-120	-19	1.15	-138	-22	-116
760	Research and Development Center	170.368	KSF	0.42	72	54	18	0.49	83	12	71
820	Shopping Center	-107.175	KSF	0.94	-101	-63	-38	3.81	-408	-196	-212
Net Difference in Project Trips					-174	-130	-44		-468	-210	-258

¹ Based on ITE *Trip Generation Manual*, 10th Edition

Sincerely,



Ben Huie, P.E.
California Professional Engineer #C76682

Attachments:

- Attachment A – Updated Land Use information
- Attachment B – Trip Generation Calculations

PROJECT DESCRIPTION

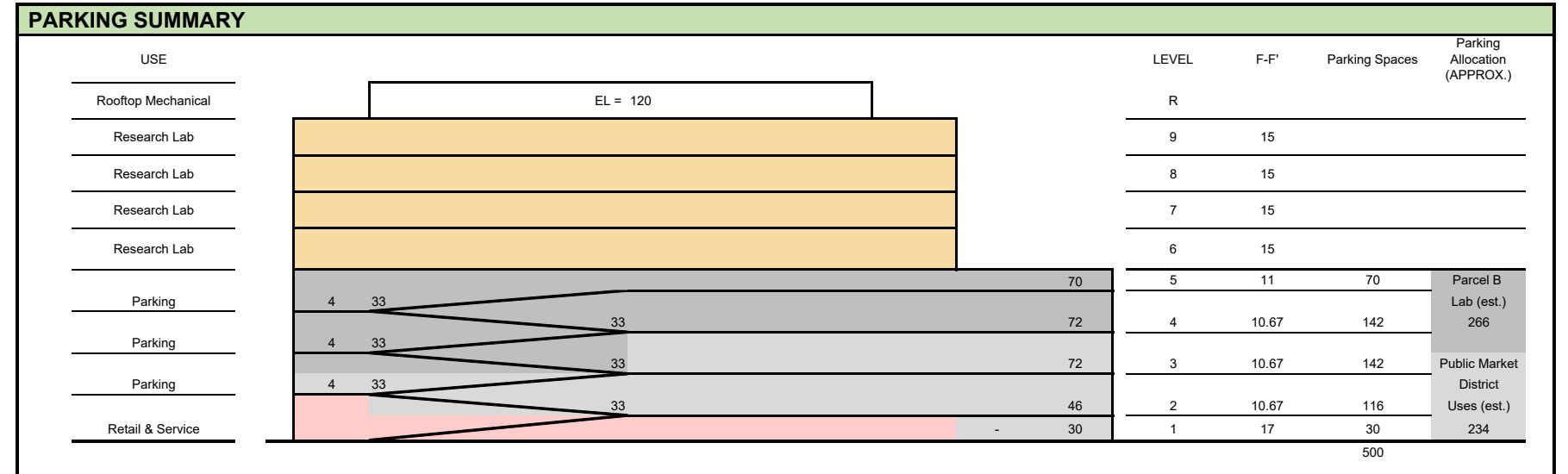
PROGRAM DATA

BUILDING AREA SUMMARY (SF) (ALTERNATE G)					
Level	Research / Lab	Commercial - Retail	Vertical Circ./Serv.	Parking +	Area (GSF)
Level 9	37,000	-	3,125	-	40,125
Level 8	37,000	-	3,125	-	40,125
Level 7	37,000	-	3,125	-	40,125
Level 6	37,000	-	3,125	-	40,125
Level 5	-	-	2,000	37,200	39,200
Level 4	-	-	2,000	48,900	50,900
Level 3	-	-	2,000	48,900	50,900
Level 2	-	-	2,000	33,900	35,900
Level 1	2,000	15,700	2,000	31,200	50,900
Sub-Total	150,000	15,700	22,500	200,100	
Total					388,300

Office / Research Lab	Alternate F - Levels 6-9	160,500
	FDP - Levels 6-8	160,500
Parking Levels (GSF) 2-5		176,900

Parcel Size	SF	ACRES
	71,635	1.64

PARKING DATA



CAR PARKING SUMAMRY	
240	LAB (160,500 SF @ APPROX. 1.5/1000)
260	PARKING FOR OFFISTE USES
500	TOTAL CAR SPACES

2008 EIR Trip Generation

ITE Land Use Code	Land Use	Size	Units	AM Peak				PM Peak				
				Rate	Total	In	Out	Rate	Total	In	Out	
710	General Office Building	120	KSF	1.16	139	120	19	1.15	138	22	116	
820	Shopping Center	29.150	KSF	0.94	27	17	10	3.81	111	53	58	
Total Project Trips						166	137	29		249	75	174
Internal Capture						-16	-8	-8		-10	-5	-5
External Walk/Bike Trips (15%)						-25	-21	-4		-37	-11	-26
External Transit Trips (10%)						-17	-14	-3		-25	-8	-17
Total External Trips						109	95	14		177	51	126
Pass-By (30%)						-6	-4	-2		-24	-11	-13
Net New Project Trips						103	91	12		153	40	113

Note: Trip Generation Data from ITE Trip Generation, 10th Edition

Alternative F Trip Generation

ITE Land Use Code	Land Use	Size	Units	AM Peak				PM Peak				
				Rate	Total	In	Out	Rate	Total	In	Out	
760	Research and Development Center	170.368	KSF	0.42	72	54	18	0.49	83	12	71	
820	Shopping Center	15.700	KSF	0.94	15	9	6	3.81	60	29	31	
Total Project Trips						87	63	24		143	41	102
Internal Capture						-10	-5	-5		-6	-3	-3
External Walk/Bike Trips (15%)						-13	-9	-4		-21	-6	-15
External Transit Trips (10%)						-8	-6	-2		-14	-4	-10
Total External Trips						56	43	13		102	28	74
Retail Pass-By (30%)						-3	-2	-1		-13	-6	-7
Net New Project Trips						53	41	12		89	22	67

Note: Trip Generation Data from ITE Trip Generation, 10th Edition