

## **EXHIBIT H**

### Trip Generation Analysis and City Response

June 27, 2017

Mrs. Jill Gormley, P.E.  
City Traffic Engineer  
City of Fresno  
2600 Fresno Street  
Fresno, CA 93721-3616

**Subject: Whitehurst Sullivan Funeral Home Trip Generation Analysis (Project 004-045)**

Dear Mrs. Jill Gormley, P.E.,

JLB Traffic Engineering, Inc. has completed a trip generation analysis (TGA) for the Whitehurst Sullivan Funeral Home (Project) proposed at the northeast quadrant of Nees Avenue and Bond Street in the City of Fresno. This letter describes JLB's TGA for the proposed General Plan Amendment (GPA) Project located in the City of Fresno. The Project proposes a GPA to change the existing plan land use, which is Commercial Recreation (CRC/UGM/cz), to allow for the development of the 2.74 acre funeral home. Most GPA applications require some type of traffic analysis as specified by the 2035 Fresno General Plan.

The purpose of this TGA is to evaluate the potential difference in traffic generation between the existing general plan land use and proposed land use. The study primarily focused on providing a comparison of the trip generation analysis between the existing and proposed general plan land uses. The trip generation of the Whitehurst Sullivan Funeral Home is based on data provided by the Project proponent while that of the existing general plan land use is based on communication with City of Fresno staff.

**Proposed Project Description and Operations**

The proposed hours of operations are Monday through Friday from 8:00 am to 5:00 pm with up to approximately 15 employees on staff. On Saturdays and Sundays, the proposed operational hours are from 9:00 am to 2:00 pm with reduced staffing levels. During a funeral service, there may be an additional two staff working as needed based on the size and type of service. For the purposes of this study and to be conservative, it is assumed that up to 17 employees are scheduled for work as a worst-case scenario to help with the services. Funeral services will be sporadic, but there is anticipated to be approximately four to seven per week, and they are anticipated to occur between the hours of 10:00 am and 3:30 pm. When requested, visitations are usually held the evening prior to a service generally between the hours of 4:00 pm to 8:00 pm, and typically have less than 50 people present at any given time.



**TRAFFIC ENGINEERING, INC.**

Traffic Engineering, Transportation Planning & Parking Solutions

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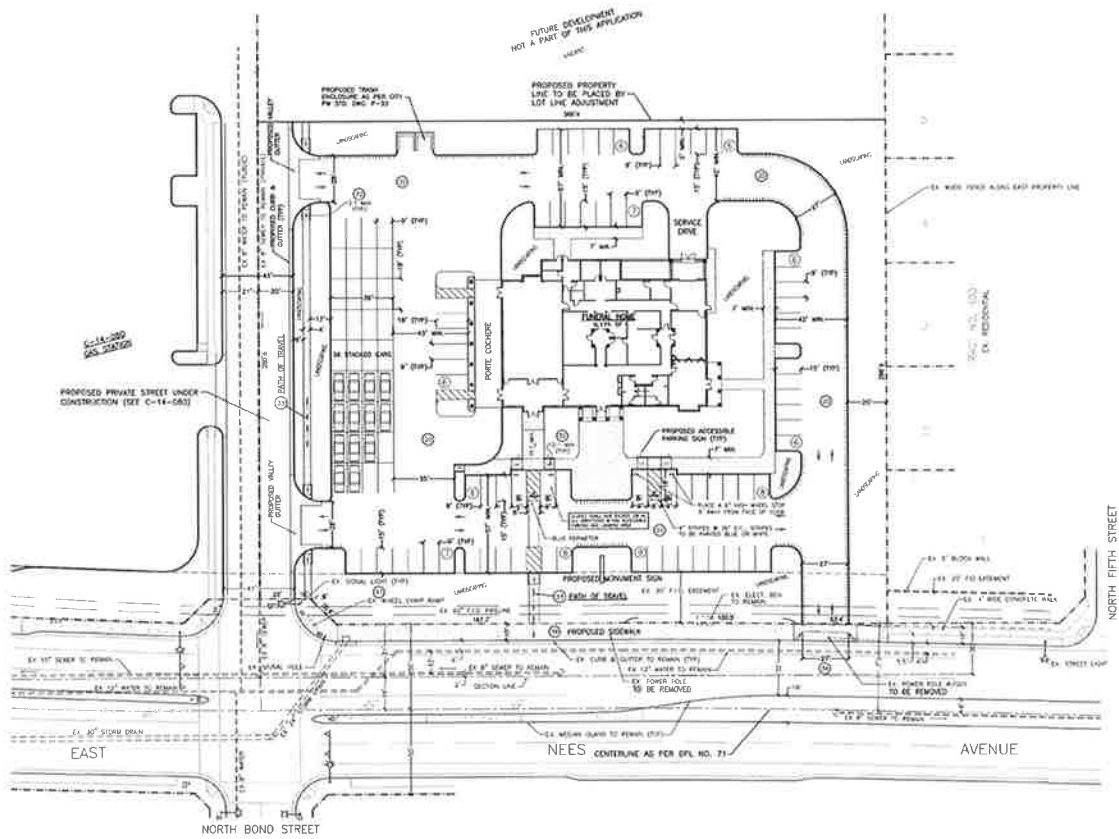
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## Trip Generation

The Project proposes to develop the Whitehurst Sullivan Funeral Home with up to a 190 chapel seat capacity. Figure 1 shows the proposed Project site. To qualitatively analyze the amount of trips that the Project will generate, an occupancy rate of 2.5 persons per vehicle has been assumed. Thus, the anticipated maximum number of trips in and out of the funeral home is 152 trips  $((190 \text{ seats} / 2.5 \text{ persons per vehicle}) \times 2 \text{ (inbound and outbound)}) = 152$  trips). Most funeral services will happen during non-peak hours outside of the 7-9 am and 4-6 pm windows. To determine the AM peak, a maximum of 17 employees has been assumed. During the AM peak, it is estimated that the split in traffic will be 88 percent inbound and 12 percent outbound. To be conservative, it is estimated that 90 percent of the employees will arrive during the AM peak and that two deliveries and two clients will show up as well. It is also assumed that all of the AM peak hour trips will be single occupancy vehicles. Therefore,  $((17 \times 0.90) + 2 + 2 = 19)$  19 inbound trips are estimated to take place during the AM peak hour. The daily trip generation for the project is assumed to be ten times the PM peak hour trip generation. For the purposes of this study, the worst case scenario with the highest amount of volume was determined to coincide with the PM peak hour. For the most part, the funeral services that tend to generate the maximum number of trips take place between 5:30 pm and 8:00 pm. Of these, it is estimated that 60 percent of the inbound trips arrive by 6:00 pm and the remaining 40 percent arrive after 6:00 pm. It is estimated that up to ten percent of the traffic leaves by 6:00 pm. Therefore,  $((190 \text{ seats} / 2.5 \text{ persons per vehicle}) \times 0.60) = 46$  46 trips arrive and approximately 8  $((190 \text{ seats} / 2.5 \text{ persons per vehicle}) \times 0.1 = 8)$  trips leave during the PM peak hour between 4:00 pm and 6:00 pm.

The trip generation rates for the proposed Project was obtained based on information provided by the Project proponent, while the trip generation for the existing general plan land use designation were obtained from communication with City of Fresno staff and the standard reference Trip Generation, 9th Edition, published by ITE. Table I provides the proposed Project trip generation while Table II provides the trip generation of that which could be developed within the existing general plan land use. Based on the existing general plan land use and consultation with the City of Fresno traffic engineering, it was determined that the ITE Lane Use Code 820 (Shopping Center) at a floor-to-area (FAR) ratio of 25 percent should be utilized. The Project is anticipated to generate a maximum of 532 daily, 22 AM peak hour, and 54 PM peak hour trips. Compared to the existing general plan land use, the Project is estimated to decrease future traffic by 742 daily, 7 AM peak hour, and 57 PM peak hour trips. The differences between the existing planned land use and the requested land use are summarized in Table III.





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LEGEND



Not To Scale

**Table I: Proposed Project Trip Generation**

Land Use (ITE Code)	Size / Unit	Daily		AM Peak Hour					PM Peak Hour				
		Rate	Total	Trip Rate	In:Out %	In	Out	Total	Trip Rate	In:Out %	In	Out	Total
Funeral Home <sup>1</sup>	190/ seats	2.80	532	0.12	88:12	19	3	22	0.28	86:14	46	8	54
<b>Total Trips</b>			<b>532</b>			<b>19</b>	<b>3</b>	<b>22</b>			<b>46</b>	<b>8</b>	<b>54</b>

Notes: <sup>1</sup> Trip Generation based on data from Project proponent

**Table II: Existing General Plan Land Use Trip Generation**

Land Use (ITE Code)	Size / Unit	Daily		A.M. Peak Hour					P.M. Peak Hour				
		Rate	Total	Trip Rate	In:Out %	In	Out	Total	Trip Rate	In:Out %	In	Out	Total
Shopping Center (820)	29,839/ k.s.f.	42.7	1274	0.96	62:38	18	11	29	3.71	48:52	53	58	111
<b>Total Trips</b>			<b>1274</b>			<b>18</b>	<b>11</b>	<b>29</b>			<b>53</b>	<b>58</b>	<b>111</b>

Notes: k.s.f. = thousand square feet

**Table III: Difference in Trip Generation**

Land Use	Daily	A.M. Peak Hour			P.M. Peak Hour		
		In	Out	Total	In	Out	Total
Existing General Plan Land Use Trip Generation	1274	18	11	29	53	58	111
Proposed Whitehurst Sullivan Funeral Home Trip Generation	532	19	3	22	46	8	54
<b>Total Trip Change</b>	<b>-742</b>	<b>1</b>	<b>-8</b>	<b>-7</b>	<b>-7</b>	<b>-50</b>	<b>-57</b>

**Traffic Impact Study Needs**

Per the City of Fresno's Traffic Study Report Guidelines, dated February 2, 2009, a traffic impact study could be required under the following conditions:

1. When project-generated traffic is expected to be greater than one hundred (100) vehicle trips during any peak hour.
2. When a project includes a General Plan Amendment (GPA) which changes the land use.
3. When the Project traffic will substantially affect an intersection or roadway segment already identified as operating at an unacceptable level of service.
4. When the Project will substantially change the off-site transportation system or connection to it as determined by the Traffic Engineering Manager.



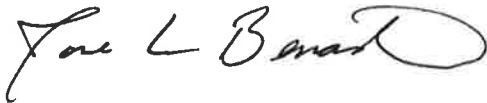
### Conclusions and Recommendations

Based on the trip generation calculations, conclusions and recommendations regarding a funeral home located at the northeast corner of Nees Avenue and Bond Street are provided below:

- The Project is projected to generate a maximum of 22 AM and 54 PM peak hour trips.
- The existing general plan land use and proposed Project are both non-residential.
- Compared to the existing planned land use, the project is estimated to decrease traffic by 742 daily, 7 AM peak hour trips, and 57 PM peak hour trips.
- Upon evaluation of the proposed Project trip generation and knowledge of the project area, JLB believes that this trip generation analysis satisfies the City's requirements for the project general plan amendment to be processed.
- Additionally, the proposed GPA will not have a significant change in traffic to warrant the completion of a detailed traffic study, but that final determination of this would be made by City of Fresno staff.

If you have any questions or require additional information, please contact me at (559) 570-8991, or via email at [jbenavides@jlbtraffic.com](mailto:jbenavides@jlbtraffic.com).

Sincerely,



Jose Luis Benavides, P.E., T.E.  
President

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Scott L. Mozier, P.E.  
 Public Works Director

September 12, 2017

Ricky Caperton, Planner III  
 Development and Resources Management Department  
 2600 Fresno Street, 3<sup>rd</sup> Floor  
 Fresno, CA 93721

**SUBJECT:** REVIEW OF THE TRIP GENERATION ANALYSIS DATED JUNE 27, 2017 FOR THE PROPOSED WHITEHURST SULLIVAN FUNERAL HOME ON THE NORTHEAST CORNER OF NEES AND BOND AVENUES  
 TIS 17-013, C-17-013, R-17-013, A-17-009

**PROJECT OVERVIEW**

We have reviewed the Trip Generation Analysis prepared by JLB Traffic Engineering, Inc. dated June 27, 2017 for the proposed Whitehurst Sullivan Funeral Home, “project”, which plans to construct a 9,175 square foot funeral home, including a chapel with 190 seats on the approximately 2.5 acre site. The project proposes to amend the General Plan and Woodward Park Plan from Commercial-Recreation to Commercial Community. The project also proposes to amend the Official Zone Map to reclassify a portion of the property from CRC (Commercial-Recreation) to CC (Commercial – Community). The project site is located on the northeast corner of the intersection of Nees and Bond Avenues.

The Trip Generation Analysis compared the trip generation for the existing Commercial Recreation General Plan designation and the proposed project. Vehicle trips projected to be generated by the current General Plan designation and the project were calculated using the ITE Trip Generation Manual, 9<sup>th</sup> Edition. The following table includes the daily (ADT), AM and PM peak hour trips projected to be generated by the current General Plan use and project as well as the difference in the number of trips generated:

Land Use	Size	Weekday						
		ADT	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
Existing GP Designation Shopping Center (ITE Code 820)	29,839 SF	1,274	18	11	29	53	58	111
Proposed GP Designation Funeral Home	190 seats	532	19	3	22	46	8	54
<b>Difference</b>		<b>-742</b>	<b>1</b>	<b>-8</b>	<b>-7</b>	<b>-7</b>	<b>-50</b>	<b>-57</b>

SF = square feet

The project site is located in Traffic Impact Zone (TIZ) III. Traffic Impact Zone III allows for 100 peak hour trips to be generated by a project before a Traffic Impact Study is required. Because the proposed project is projected to generate less than 100 peak hour trips, a Traffic Impact Study will not be required.

## **GENERAL COMMENTS and CONDITIONS**

1. This project shall pay its Traffic Signal Mitigation Impact (TSMI) Fee per the Master Fee Schedule at the time of building permit. Based on the project information analyzed in the Trip Generation Analysis, the TSMI fee would be calculated using the ADT shown in the above table.

The TSMI fee facilitates project impact mitigation to the City of Fresno Traffic Signal infrastructure so that costs are applied to each new project/building based on the generated ADT. The TSMI fee is credited against traffic signal installation/modifications and/or Intelligent Transportation System (ITS) improvements (constructed at their ultimate location) that plan to build out the 2035 General Plan circulation element and are included in the Nexus Study for the TSMI fee. The TSMI fee is regularly updated as new traffic signals are added, new grant funds offset developer improvement costs, and/or construction costs increase/decrease. If the project is conditioned with traffic signal improvements in excess of their TSMI fee amount, the applicant may apply for fee credits (security/bonding and/or developer agreement required) and/or reimbursement for work in excess of their fee as long as the infrastructure is in place at the ultimate location. The applicant should work with the Public Works Department and identify, with a Professional Engineers estimate, the costs associated with the improvements prior to paying the TSMI fee to determine any applicable fee credits and/or reimbursements.

For project specific impacts that are not consistent with the 2035 General Plan, Public Works Standards, and/or are not incorporated into the TSMI fees, the infrastructure costs will not be eligible for reimbursement unless the City Engineer and City Traffic Engineer include the new traffic signal and/or ITS infrastructure in the next TSMI fee update and the applicant agrees to pay the new TSMI fee that includes the new infrastructure. Failure to pay this fee or construct improvements that are credited/reimbursable with this fee will result in a significant unmitigated impact as this fee is applied to all projects within the City Sphere of Influence.

2. This project shall pay its Fresno Major Street Impact (FMSI) Fee, which will be determined at time of building permit. This FMSI fee is creditable towards major street roadway improvements included in the nexus study for the FMSI fee.
3. The project shall pay the Regional Transportation Mitigation Fee (RTMF). Pay the RTMF fee to the Joint Powers Agency located at 2035 Tulare Street, Suite 201, Fresno, CA 93721; (559) 233-4148, ext. 200; [www.fresnocog.org](http://www.fresnocog.org). Provide proof of payment or exemption, based on vesting rights, prior to issuance of building permits.



4. The proposed project shall pay the \$288 Traffic Study review fee for review of the document. Proof of payment shall be provided to the Traffic & Engineering Services Division.
5. The proposed project shall make necessary improvements and right-of-way and public easement dedications along adjacent public street(s) and within the site boundaries per City of Fresno standards/requirements.
6. The proposed site plan shall be reviewed and approved by the City of Fresno Traffic & Engineering Services Division, Traffic Planning Section.

If you have any further questions regarding this matter, please contact me at (559) 621-8792 or [jill.gormley@fresno.gov](mailto:jill.gormley@fresno.gov).

Sincerely,



Jill Gormley, TE  
City Traffic Engineer / Traffic Engineering Manager  
Public Works Department, Traffic & Engineering Services

C: Copy filed with Traffic Impact Study  
Louise Gilio, Traffic Planning Supervisor  
Jose Benavides, JLB Traffic Engineering