Gulf Coast Consulting, Inc.

Land Development Consulting
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June 11, 2021

Mr. Kevin R. Bowden
JJB Property Holdings, LLC
14500 Gulf Blvd.
Madeira Beach, FL 33708

Re: Schooner Hotel – 14500-14550 Gulf Blvd., Madeira Beach Composite Traffic Assessment

This Traffic Generation Assessment is being prepared for the proposed redevelopment of the Schooner hotel at 14500-14550 Gulf Blvd in Madeira Beach. The proposed redevelopment will include the demolition of the existing 31 room hotel/suites located on the west side of Gulf boulevard, and 11 apartment units located east of Gulf Boulevard between 145th and 146th Avenues., and construction of a 56 room hotel on the west side of Gulf Blvd. and a parking garage with up to 9,500 SF of retail space on the east side of Gulf Blvd. A crosswalk across Gulf Boulevard and consolidation of multiple driveways is also proposed for safety purposes.

Existing Development to be Removed

Current Use	Daily Trips	PM Peak Hour Trips
31 Hotel Rooms	259	19
11 Apartments	80	6
TOTAL	339	25

Proposed Development

Proposed Use	Daily Trips	PM Peak Hour Trips
56 room hotel	468	34
9,500 SF Retail	359	36
TOTAL	827	70

According to the Forward Pinellas 2019 Level of Service Report, the adjacent segment of Gulf Boulevard (Treasure Island Causeway – Madeira Beach Causeway) operates at LOS D carrying 23,950 vehicles per day AADT and 1,065 vehicles peak hour/peak direction. The LOS D peak hour directional capacity of this 4-lane divided roadway is 1,960 vehicles per hour, and the existing volume to capacity ratio (v/c) is 0.543.

The composite project containing hotel and separate retail space would generate 827 daily trips, of which 70 trips would occur during the PM peak hour (35 entering/ 35 exiting. Excerpts from ITE Trip Generation, 10th Edition are attached. The addition of 35 peak hour directional trips onto Gulf Boulevard slightly increases the peak hour/peak directional volume to 1,110

vehicles resulting in a 0.561 v/c ratio and LOS D operations would be maintained. Therefore ample capacity exists to support the proposed redevelopment.

I understand questions have been raised regarding the trip generation rate of the proposed hotel since the new Schooner Hotel will include a second floor restaurant and rooftop bar. Excerpts from ITE Trip Generation, 10th Edition are attached. These excerpts confirm that a "hotel" is *"a place of lodging that provides sleeping accommodations and supporting facilities such as restaurants, cocktail lounges, meeting and banquet rooms or convention facilities, limited recreational opportunities (pool, fitness room) and/or other retail and service shops."* As such, the trip generation rates include the effects of on-site restaurants, and lounge as proposed in the new Schooner Hotel. These in-house restaurants primarily serve hotel guests, but may also serve beachgoers, and guests in other nearby hotels or vacation rental condominiums. The beachfront location among other hotels/vacation rentals, and direct proximity to the Pinellas County Park/Madeira Beach Access with public parking make it highly likely restaurant patrons will not be driving separately to this restaurant, rather they will be walking from nearby accommodations, or parked in the public lot while visiting the public beach. As such increased vehicle trip generation is not expected.

Furthermore, the redevelopment of the Schooner Hotel with ample parking will provide the following benefits:

1. Consolidation of multiple existing access points to Gulf Boulevard which violate FDOT Access Management policies into one (1) central driveway in conformance with FDOT policies.

2. Elimination of current back-in/back-out parking that requires motorists to back-in or back-out onto Gulf Boulevard.

3. Creation of a new parking garage east of Gulf Boulevard between 145th and 146th Avenues that removes broken asphalt/shell surface parking and consolidates access to 146th Avenue.

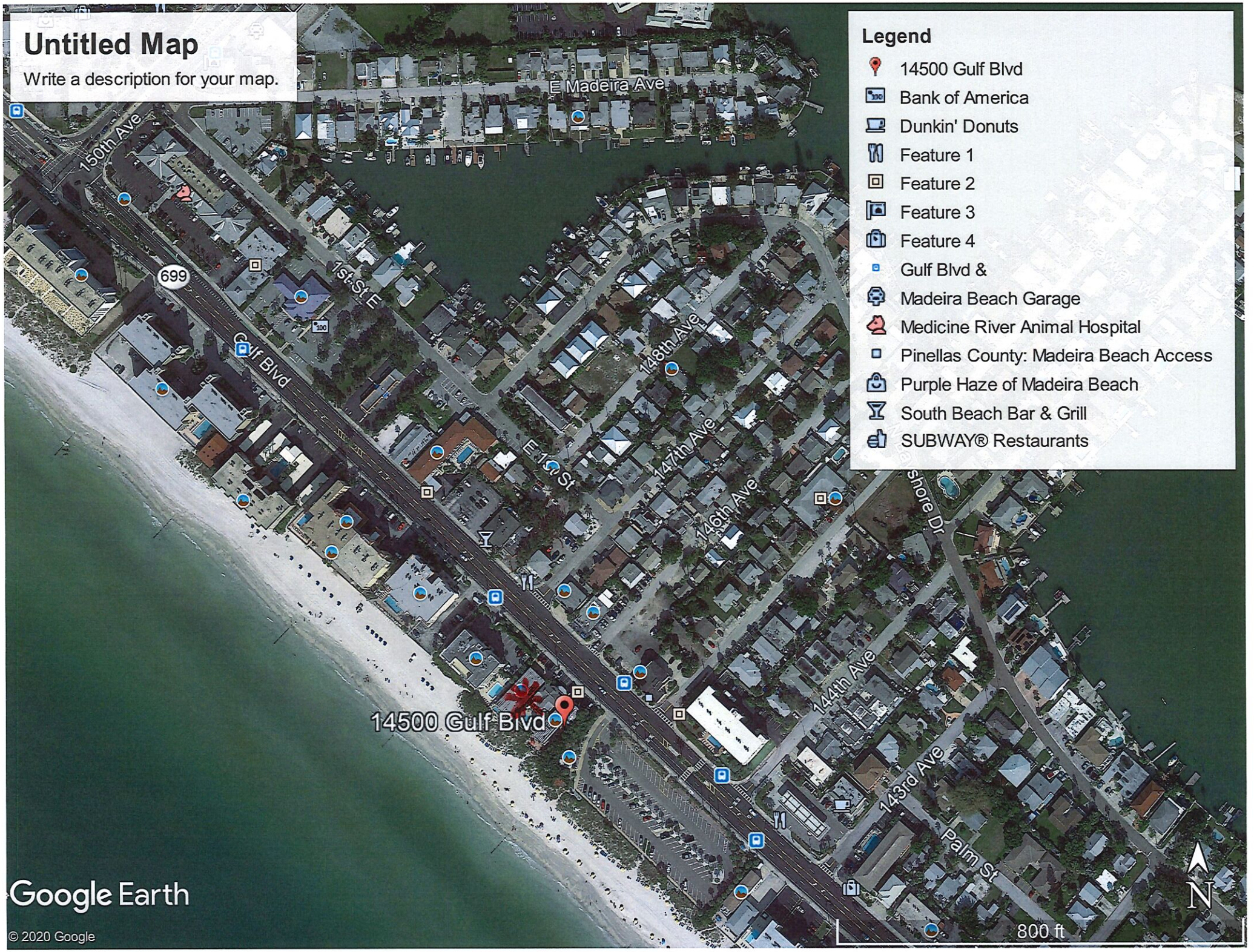
4. Install a new pedestrian crosswalk between the parking lot and the hotel building in conformance with FDOT policies to include Rectangular Rapidly Flashing Beacons (RRFB) to enhance pedestrian safety.

In summary, my professional opinion is the redevelopment will substantially increase safety and appearance while having a minor traffic impact. Development generating greater than 50 peak hour trips, that maintain LOS D or better operations with a v/c ratio less than 0.9 are not required to provide a TMP Plan or a detailed traffic study

Sincerely,

Robert Pergolizzi, AICP/PTP, Princpal

21-004


Untitled Map
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Legend
14500 Gulf Blvd
Bank of America
Dunkin' Donuts
Feature 1
Feature 2
Feature 3
Feature 4
Gulf Blvd &
Madeira Beach Garage
Medicine River Animal Hospital
Pinellas County: Madeira Beach Access
Purple Haze of Madeira Beach
South Beach Bar & Grill
SUBWAY® Restaurants
E Madeira Ave
150th Ave
699
Gulf Blvd
1st St E
148th Ave
E 1st St
147th Ave
146th Ave
shore Dr
144th Ave
143rd Ave
Palm St
14500 Gulf Blvd
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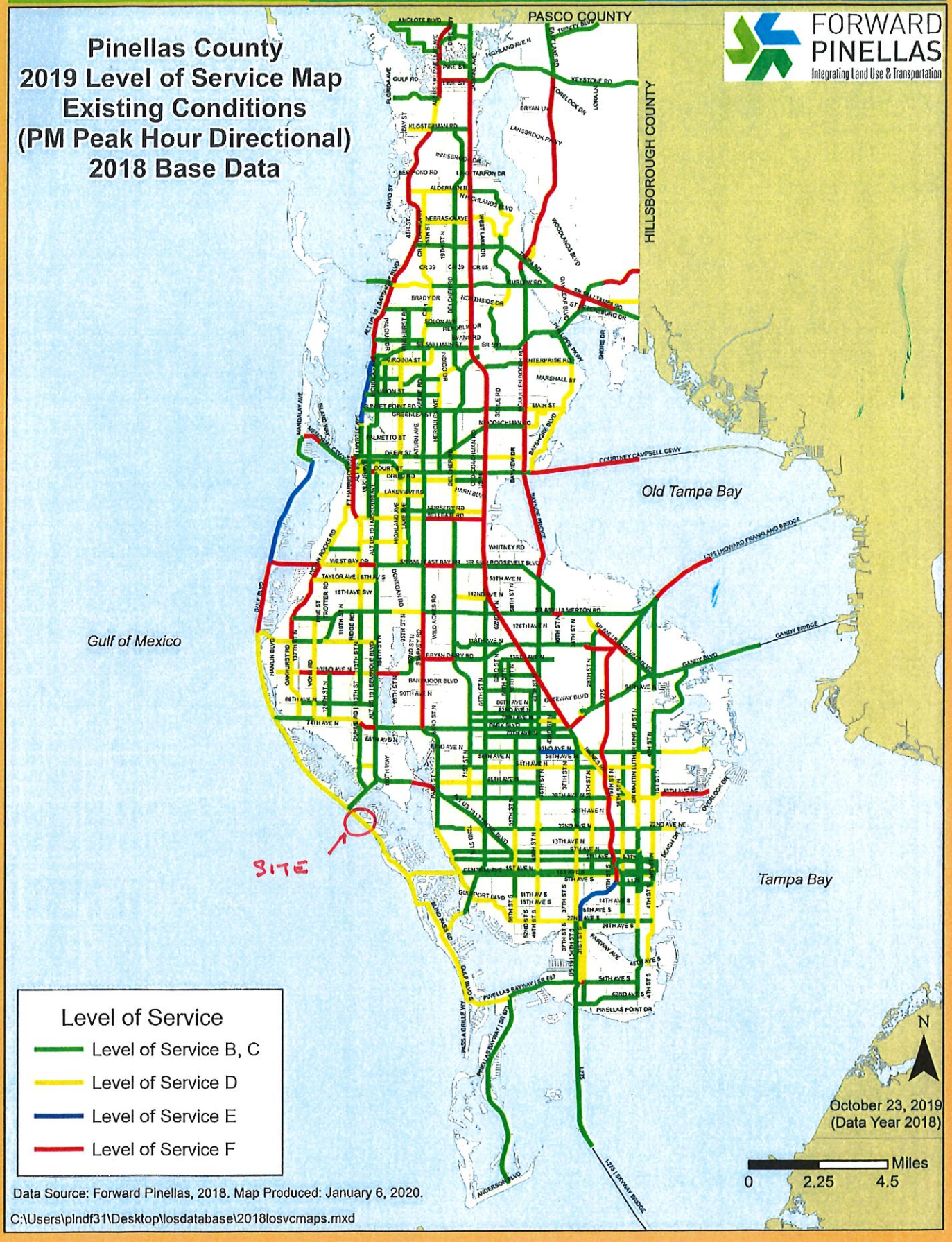
800 ft
Google Earth
© 2020 Google


Pinellas County
2019 Level of Service Map
Existing Conditions
(PM Peak Hour Directional)
2018 Base Data
FORWARD PINELLAS
Integrating Land Use & Transportation
PASCO COUNTY
HILLSBOROUGH COUNTY
Old Tampa Bay
Gulf of Mexico
Tampa Bay
SITE
Level of Service
Level of Service B, C
Level of Service D
Level of Service E
Level of Service F
N
October 23, 2019
(Data Year 2018)
Miles
0
2.25
4.5
Data Source: Forward Pinellas, 2018. Map Produced: January 6, 2020.
C:\Users\plndf31\Desktop\losdatabase\2018losvcmaps.mxd

Facility	Facility Type	Road Type	Juris	Length (miles)	Signals per Mile	LOS Meth.	AADT	Vol.	Physical Capacity	V:Cap Ratio	Def. Flag	Fac. LOS
691 - GANDY BLVD: (BRIGHTON BLVD -to- 4TH ST N)	SA	4D	SR	0.74	0	T	26000	1358	3760	0.361	0	C
692 - GANDY BLVD: (4TH ST N -to- DR ML KING JR ST N)	SA	4D	SR	0.54	0	T	31028	1621	3760	0.431	0	C
693 - GANDY BLVD: (DR ML KING JR ST N -to- I-275 EAST RAMPS)	SA	6D	SR	0.997	2.436	T	51500	2690	2830	0.951	0	C
694 - GANDY BLVD: (I-275 EAST RAMPS -to- GRAND AVE/GANDY ACCESS)	SA	6D	SR	1.137	0.911	T	59500	2690	2940	0.915	0	C
695 - GANDY BLVD: (GRAND AVE/ GANDY ACCESS -to- US 19)	NA	4D	SR	0.619	0	T	67500	3526	3760	0.938	0	F
705 - GATEWAY EXPRESS/BRYAN DAIRY RD: (US 19 -to- 49TH ST N)	SA	6D	CR	0.717	1.395	T	32000	1672	2646	0.632	0	C
706 - GATEWAY EXPRESS/ROOSEVELT BLVD: (ULMERTON -to- 49TH ST NB RAMP)	SA	4D	SR	1.255	1.703	T	35000	1828	1960	0.933	0	C
711 - GRAND AVE: (N GANDY BLVD/FRONTAGE RD -to- GANDY BLVD)	SA	4D	CR	0.147	6.789	T	14742	770	1530	0.503	0	D
715 - GREENBRIAR BLVD: (VIRGINIA AVE -to- BELCHER RD)	SMC	2U	CR	0.653	1.531	T	7536	393	572	0.687	0	D
718 - GULF BLVD: (W GULF BL -to- TREASURE ISLAND CSWY)	SA	4U	SR	0.959	3.678	T	18700	977	1776	0.55	0	D
719 - GULF BLVD: (TREASURE ISLAND CSWY -to- MADEIRA BEACH CSWY)	SA	4D	SR	2.95	1.758	T	23950	1065	1960	0.543	0	D
720 - GULD BLVD: (MADIERA BEACH CSWY -to- PARK BLVD)	SA	4D	SR	3.847	2.261	T	17658	872	1960	0.445	0	D
721 - GULF BLVD: (PARK BLVD -to- WALSINGHAM RD)	SA	2U	SR	2.89	0.791	T	11500	600	880	0.682	0	D
722 - GULF BLVD: (WALSINGHAM RD -to- BELLEAIR CSWY)	SA	2D	CR	2.36	0.424	T	14817	774	832	0.93	0	F
723 - GULF BLVD: (BELLEAIR CSWY -to- SAND KEY PARK)	NA	2D	CR	2.861	0	T	13586	709	1512	0.469	0	E
724 - GULF BLVD: (SAND KEY PARK -to- GULFVIEW BLVD)	NA	2D	CL	0.751	0	T	13586	709	1512	0.469	0	E
725 - GULF BLVD S: (BAYWAY -to- 75TH AVE)	SA	4D	SR	2.403	5.079	T	25357	1201	1870	0.642	0	D
728 - GULFPORT BLVD: (PASADENA AVE -to- 58TH ST S)	SA	4D	CR	1.753	3.068	T	15500	809	1683	0.481	0	D
729 - GULF-TO-BAY BLVD: (CLEVELAND ST -to- HIGHLAND AVE)	SA	4U	CL	0.446	10.832	T	5100	266	1599	0.166	0	C
730 - GULF-TO-BAY BLVD: (HIGHLAND AVE -to- KEENE RD)	SA	6D	SR	0.756	3.968	T	49833	2429	2830	0.858	0	C
731 - GULF-TO-BAY BLVD: (BAYSHORE BLVD -to- US 19)	SA	6D	SR	1.51	5.431	T	56000	2926	2830	1.034	0	C
732 - GULF-TO-BAY BLVD: (KEENE RD -to- BELCHER RD)	SA	6D	SR	1.026	3.242	T	53500	2795	2830	0.988	0	C
733 - GULF-TO-BAY BLVD: (US 19 -to- BELCHER RD)	SA	6D	SR	0.988	2.705	T	53500	2795	2830	0.988	0	C
734 - GULFVIEW BLVD: (HAMDEN DR -to- GULF BLVD)	NA	3U	CL	0.427	0	T	5624	293	3572	0.082	0	C
737 - HAINES RD: (DR ML KING JR ST N -to- 54TH AVE N)	SMC	2U	CR	1.851	2.159	T	9900	517	572	0.904	0	D
738 - HAINES RD: (54TH AVE N -to- US 19)	SMC	2U	CR	1.197	2.776	T	9900	517	559	0.925	0	D
744 - HERCULES AVE: (GULF-TO-BAY BLVD -to- DREW ST)	SA	4U	CL	0.509	4.365	T	8200	428	1599	0.268	0	C
745 - HERCULES AVE: (DREW ST -to- RR TRACKS)	NA	4D	CR	0.917	0	T	12500	653	3760	0.174	0	C
746 - HERCULES AVE: (RR TRACKS -to- CALUMET ST)	SA	3U	CR	0.266	3.758	T	12500	653	1599	0.408	0	C
747 - HERCULES AVE: (CALUMET ST -to- SUNSET POINT RD)	SA	4U	CR	0.331	3.024	T	12500	653	1599	0.408	0	C
748 - HERCULES AVE: (SUNSET POINT RD -to- VIRGINIA AVE)	SA	2D	CR	1.01	1.974	T	10845	393	832	0.472	0	D
750 - HIGHLAND AVE: (EAST BAY DR -to- BELLEAIR RD)	SA	2U	CR	1.527	2.591	T	10178	531	792	0.67	0	D
751 - HIGHLAND AVE: (BELLEAIR RD -to- DRUID RD)	SA	2U	CR	1.255	1.991	T	9932	518	792	0.654	0	D
752 - HIGHLAND AVE: (DRUID ST -to- GULF-TO-BAY BLVD)	SA	4U	CR	0.253	3.956	T	9932	518	1599	0.324	0	C
753 - HIGHLAND AVE: (GULF-TO-BAY -to- DREW ST)	SA	2D	CL	0.506	4.364	T	11223	586	813	0.721	0	D
754 - HIGHLAND AVE: (DREW ST -to- SUNSET POINT RD)	SA	2D	CL	1.512	2.431	T	11223	586	832	0.704	0	D
755 - HIGHLAND AVE: (SUNSET POINT RD -to- UNION ST)	SA	2U	CL	0.504	1.984	T	8870	463	792	0.585	0	D
758 - HIGHLAND ST N: (9TH AVE N -to- DR ML KING JR ST N)	NMC	2O	SP	0.083	0	T	8049	764	4512	0.169	0	D
761 - HIGHLANDS BLVD: (US 19 -to- ALDERMAN RD)	NMC	2U	CR	2.335	0	T	11400	595	1440	0.413	0	D
766 - I-175: (I-275 -to- 4TH ST S)	F	4F	SR	1.303	0	T	35500	1048	4020	0.261	0	B
767 - I-275: (I-175 -to- 22ND AVE S)	F	6F	SR	1.932	0	T	113666	5779	6200	0.932	0	E
768 - I-275: (38TH AVE N -to- 22ND AVE N)	F	6F	SR	1.017	0	T	176000	9002	6200	1.452	0	F
769 - I-275: (SR 686/ROOSEVELT BLVD -to- GANDY BLVD)	F	6F	SR	1.851	0	T	139000	7109	6200	1.147	0	F
770 - I-275: (22ND AVE N -to- I-375)	F	8F	SR	1.314	0	T	175500	8976	8400	1.069	0	F
771 - I-275: (I-375 -to- I-175)	F	6F	SR	0.441	0	T	126500	6470	6200	1.044	0	F
772 - I-275: (PINELLAS SHORELINE -to- 4TH ST N)	F	8F	SR	2.203	0	T	165000	8439	8400	1.005	0	F
773 - I-275: (4TH ST N -to- SR 686 | ROOSEVELT BLVD)	F	8F	SR	2.038	0	T	131750	5933	8400	0.706	0	C
774 - I-275: (GANDY BLVD -to- 54TH AVE N)	F	6F	SR	2.184	0	T	162500	8311	6200	1.34	0	F
775 - I-275: (54TH AVE N -to- 38TH AVE N)	F	8F	SR	1.001	0	T	167500	8567	8400	1.02	0	F
776 - I-275: (22ND AVE S -to- 54TH AVE S)	F	6F	SR	2.013	0	T	100000	5115	6200	0.825	0	D
777 - I-275: (54TH AVE S -to- PINELLAS SHORELINE)	F	4F	SR	5.41	0	T	49665	2540	4020	0.632	0	C

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Gulf Coast Consulting, Inc.
Land Development Consultants
Clearwater, Florida 33765

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CONCEPT PLAN ONLY
SUBJECT TO CHANGE BASED ON FINAL DESIGN, BOUNDARY & TOPOGRAPHIC SURVEY AND JURISDICTIONAL WETLAND CONSTRAINTS. SUBJECT TO SITE PLAN APPROVAL.

Schooner Hotel
Aerial Photograph

Y:\PINELLAS\Schooner Hotel 14500 Gulf Blvd (21-009)\Drawings\21-009 AerialEng, 5/14/2021 12:08:24 PM


Untitled Map
Write a description for your map.
Legend
14500 Gulf Blvd
Gulf Blvd & 142ND Ave
The Schooner Hotel
The Schooner Motel
Schooner
HOTEL
727-392-5167
Google Earth
© 2021 Google
5.70 ft
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Untitled Map
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14500 Gulf Blvd
Gulf Blvd & 142ND Ave
The Schooner Hotel
The Schooner Motel
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© 2021 Google
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Untitled Map
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Gulf Blvd & 142ND Ave
The Schooner Hotel
The Schooner Motel
14501-9
PERMIT PARKING
ONLY
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PERMIT
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Google Earth
© 2021 Google
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Untitled Map
Write a description for your map.
Legend
14500 Gulf Blvd
Gulf Blvd & 142ND Ave
The Schooner Hotel
The Schooner Motel
Google Earth
© 2021 Google
4.45 ft
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Multifamily Housing (Low-Rise)
(220)

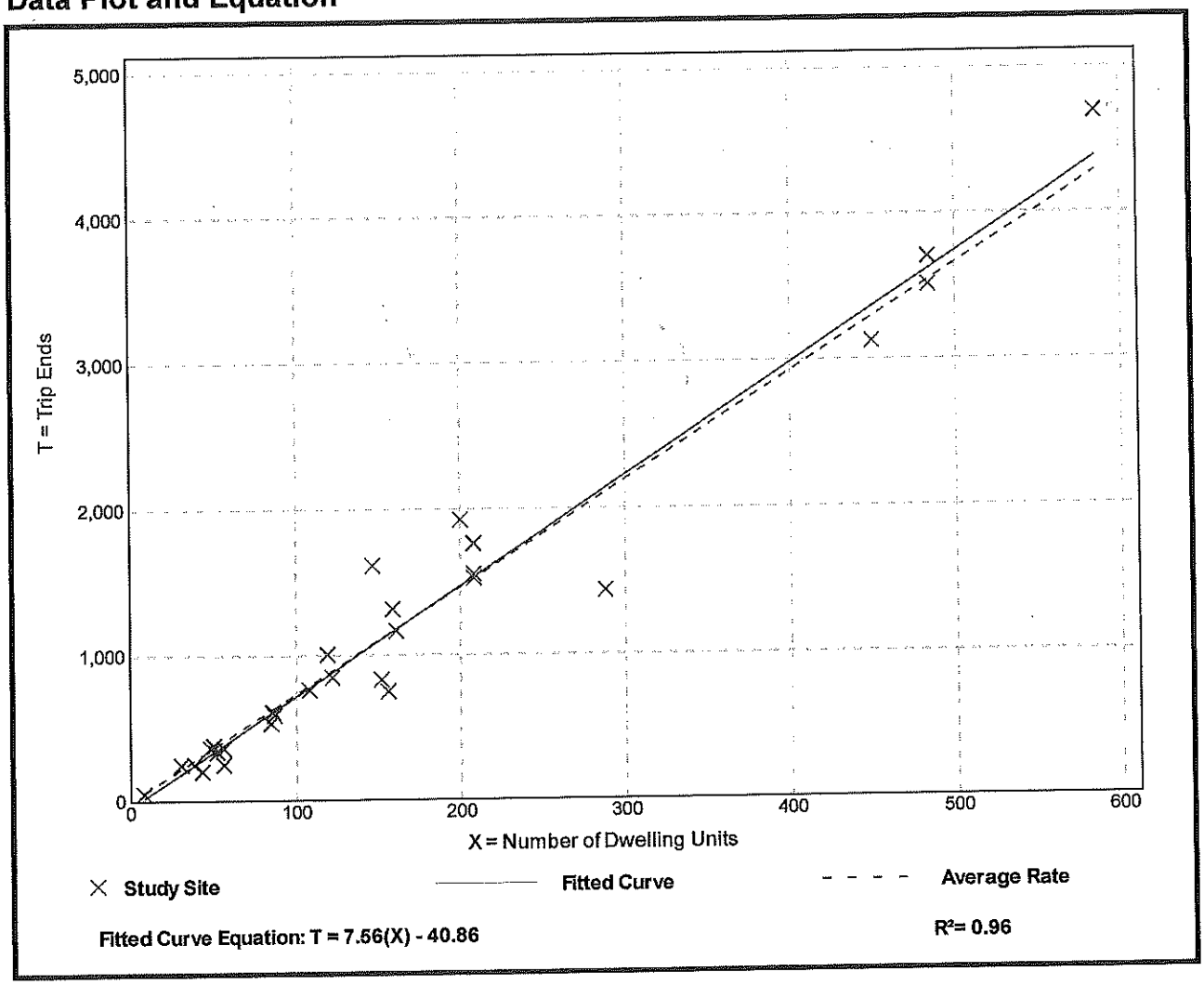
Vehicle Trip Ends vs: **Dwelling Units**
On a: **Weekday**

Setting/Location: **General Urban/Suburban**
Number of Studies: 29
Avg. Num. of Dwelling Units: 168
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per Dwelling Unit

Average Rate	Range of Rates	Standard Deviation
7.32	4.45 - 10.97	1.31

Data Plot and Equation



Fitted Curve Equation: T = 7.56(X) - 40.86

R^2= 0.96

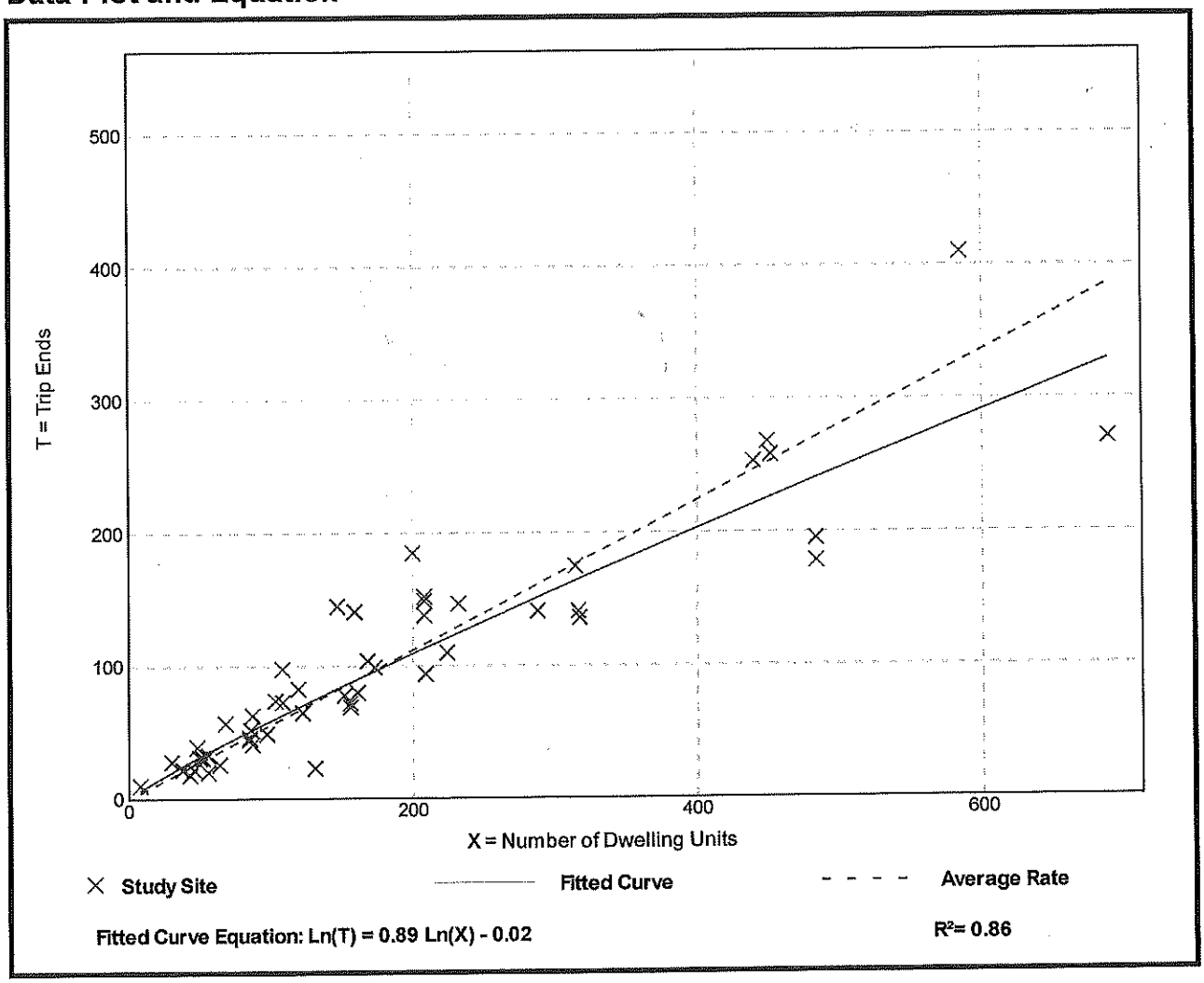
Multifamily Housing (Low-Rise)
(220)

Vehicle Trip Ends vs: **Dwelling Units**
On a: **Weekday,**
Peak Hour of Adjacent Street Traffic,
One Hour Between 4 and 6 p.m.
Setting/Location: **General Urban/Suburban**
Number of Studies: 50
Avg. Num. of Dwelling Units: 187
Directional Distribution: 63% entering, 37% exiting

Vehicle Trip Generation per Dwelling Unit

Average Rate	Range of Rates	Standard Deviation
0.56	0.18 - 1.25	0.16

Data Plot and Equation



Land Use: 310
Hotel

Description

A hotel is a place of lodging that provides sleeping accommodations and supporting facilities such as restaurants, cocktail lounges, meeting and banquet rooms or convention facilities, limited recreational facilities (pool, fitness room), and/or other retail and service shops. All suites hotel (Land Use 311), business hotel (Land Use 312), motel (Land Use 320), and resort hotel (Land Use 330) are related uses.

Additional Data

Studies of hotel employment density indicate that, on the average, a hotel will employ 0.9 employees per room.[1]

Twenty-five studies provided information on occupancy rates at the time the studies were conducted. The average occupancy rate for these studies was approximately 82 percent.

Some properties contained in this land use provide guest transportation services such as airport shuttles, limousine service, or golf course shuttle service, which may have an impact on the overall trip generation rates.

Time-of-day distribution data for this land use are presented in Appendix A. For the one center city core site with data, the overall highest vehicle volumes during the AM and PM on a weekday were counted between 8:30 and 9:30 a.m. and 3:15 and 4:15 p.m., respectively. On Saturday and Sunday, the peak hours were between 5:00 and 6:00 p.m. and 10:15 and 11:15 a.m., respectively.

The sites were surveyed in the 1980s, the 1990s, the 2000s, and the 2010s in California, District of Columbia, Florida, Georgia, Indiana, Minnesota, New York, Pennsylvania, South Dakota, Texas, Vermont, Virginia, and Washington.

For all lodging uses, it is important to collect data on occupied rooms as well as total rooms in order to accurately predict trip generation characteristics for the site.

Trip generation at a hotel may be related to the presence of supporting facilities such as convention facilities, restaurants, meeting/banquet space, and retail facilities. Future data submissions should specify the presence of these amenities. Reporting the level of activity at the supporting facilities such as full, empty, partially active, number of people attending a meeting/banquet during observation may also be useful in further analysis of this land use.

Source Numbers

170, 260, 262, 277, 280, 301, 306, 357, 422, 507, 577, 728, 867, 872, 925, 951

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[1] Buttke, Carl H. Unpublished studies of building employment densities, Portland, Oregon.

Hotel
(310)

Vehicle Trip Ends vs: **Rooms**
On a: **Weekday**

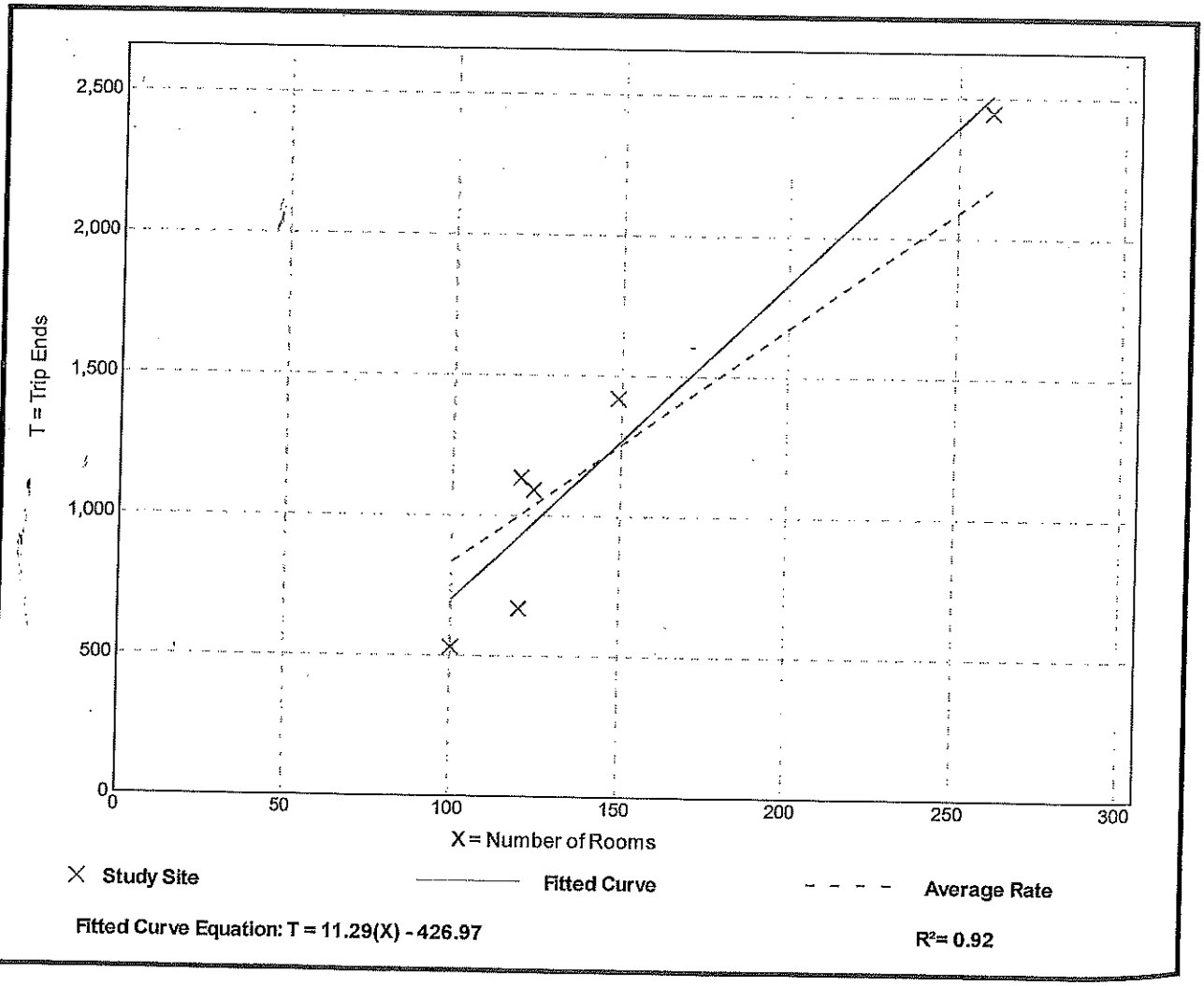
Setting/Location: **General Urban/Suburban**
Number of Studies: 6
Avg. Num. of Rooms: 146
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per Room

Average Rate	Range of Rates	Standard Deviation
8.36	5.31 - 9.53	1.86

56 rooms x 8.36 = 468 daily

Data Plot and Equation



Fitted Curve Equation: T = 11.29(X) - 426.97

R^2= 0.92

Hotel
(310)

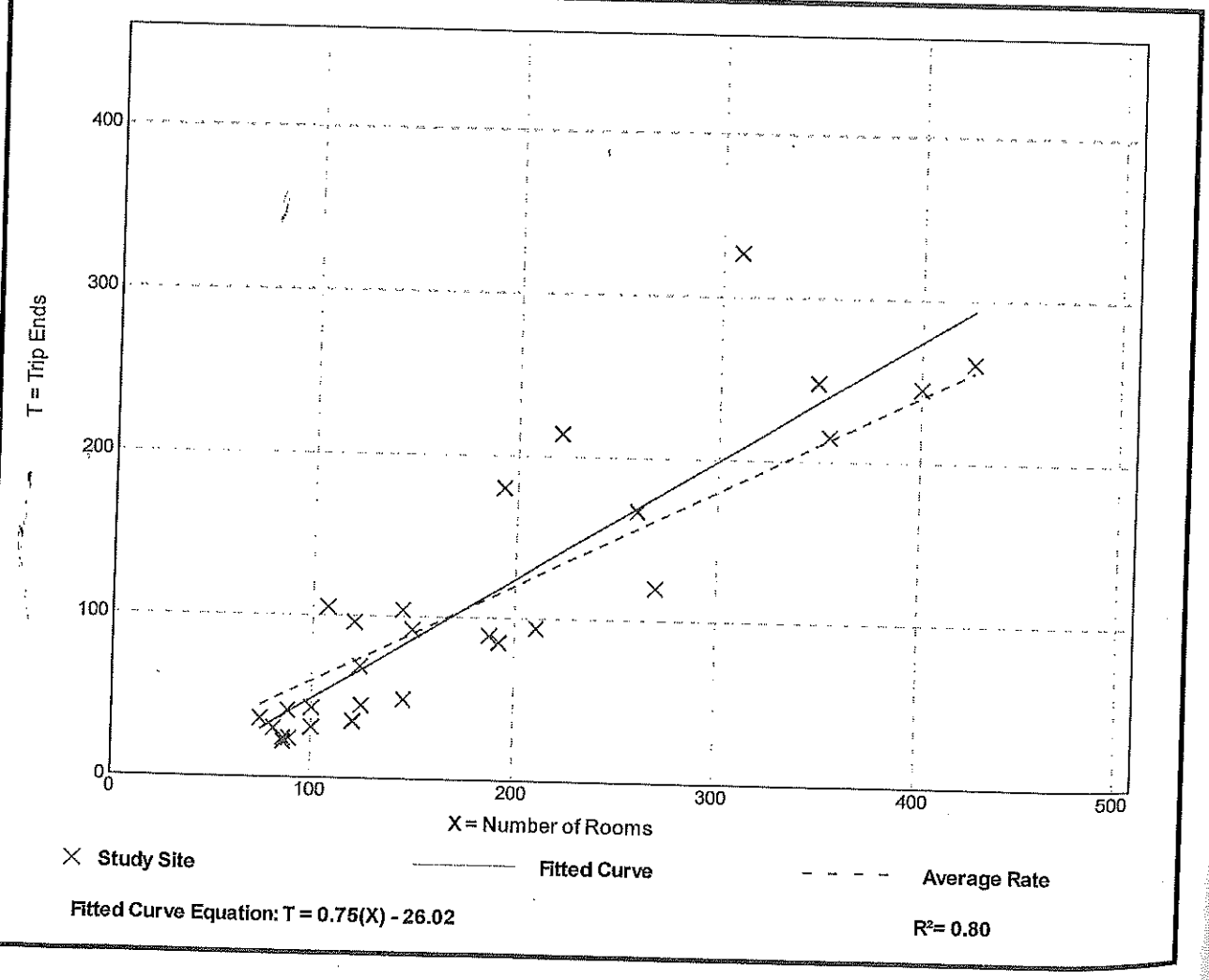
Vehicle Trip Ends vs: **Rooms**
On a: **Weekday,**
Peak Hour of Adjacent Street Traffic,
One Hour Between 4 and 6 p.m.
Setting/Location: **General Urban/Suburban**
Number of Studies: 28
Avg. Num. of Rooms: 183
Directional Distribution: 51% entering, 49% exiting

Vehicle Trip Generation per Room

Average Rate	Range of Rates	Standard Deviation
0.60	0.26 - 1.06	0.22

Data Plot and Equation

50 rooms * 0.60 = 34 PM Peak (17/17)



Fitted Curve Equation: T = 0.75(X) - 26.02

R^2= 0.80

Shopping Center
(820)

Vehicle Trip Ends vs: **1000 Sq. Ft. GLA**
On a: **Weekday**

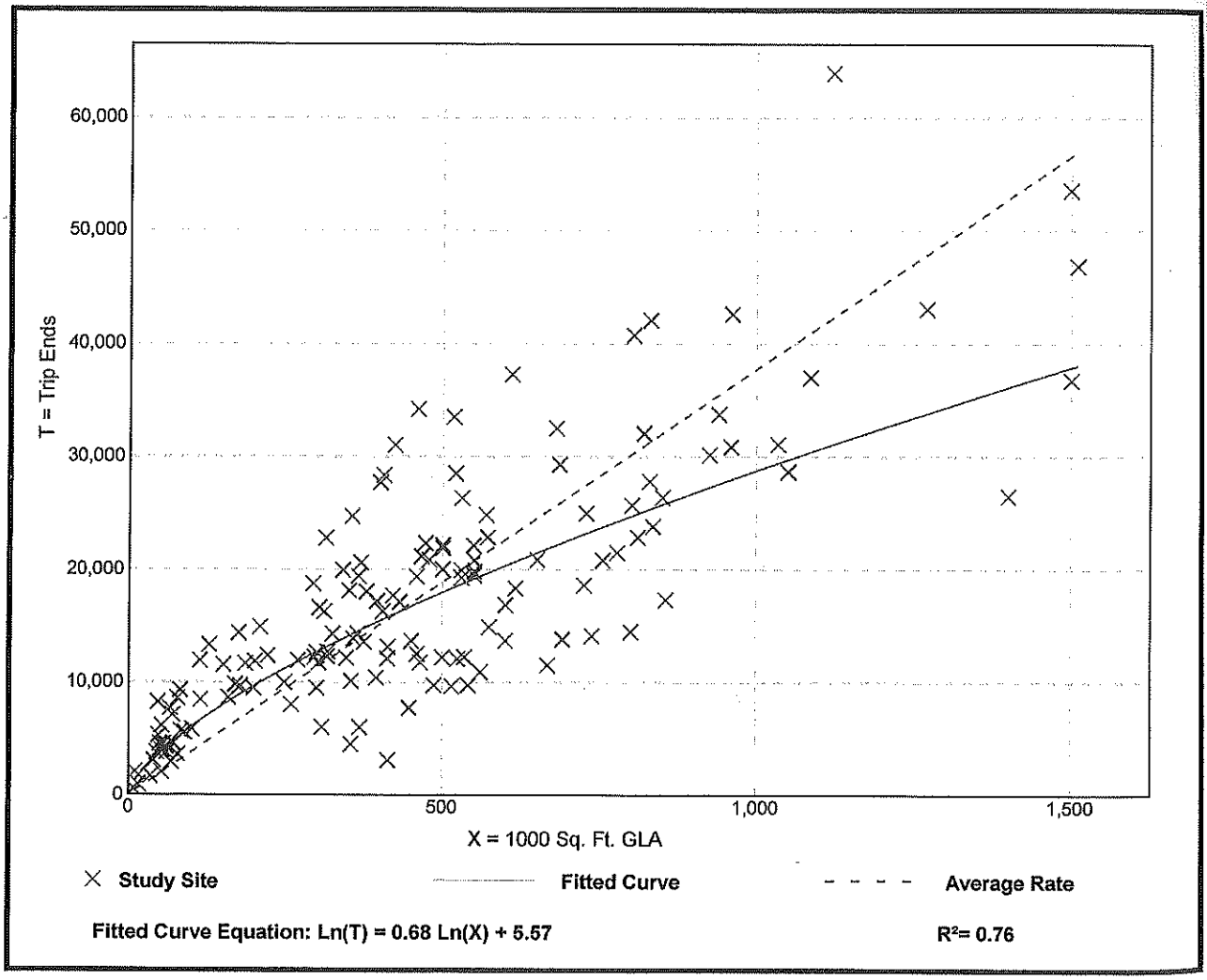
Setting/Location: **General Urban/Suburban**
Number of Studies: 147
1000 Sq. Ft. GLA: 453
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
37.75	7.42 - 207.98	16.41

9,500 SF * 37.75 = 359 daily trips

Data Plot and Equation



Fitted Curve Equation: Ln(T) = 0.68 Ln(X) + 5.57

R^2= 0.76

Shopping Center
(820)

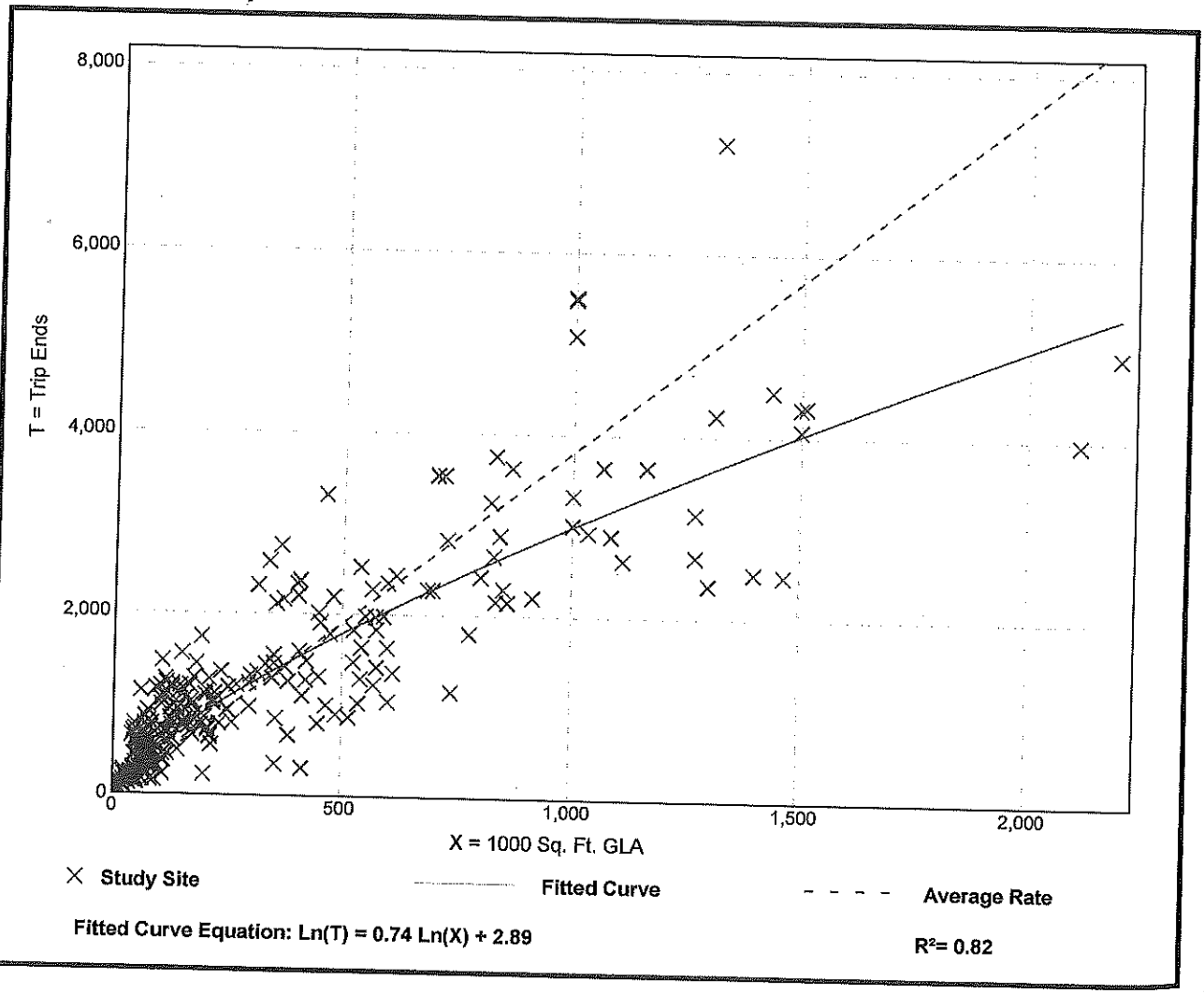
Vehicle Trip Ends vs: **1000 Sq. Ft. GLA**
On a: **Weekday,**
Peak Hour of Adjacent Street Traffic,
One Hour Between 4 and 6 p.m.
Setting/Location: **General Urban/Suburban**
Number of Studies: 261
1000 Sq. Ft. GLA: 327
Directional Distribution: 48% entering, 52% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
3.81	0.74 - 18.69	2.04

9,500 SF × 3.81 = 36 PM Trips

Data Plot and Equation



Fitted Curve Equation: Ln(T) = 0.74 Ln(X) + 2.89

R^2= 0.82

(d) Development projects that generate more than 300 new peak hour trips are designated as tier 2.

(1) Developers of tier 2 projects within deficient road corridors are required to conduct a traffic study and submit an accompanying report. The report shall include the results of the traffic study and a transportation management plan identifying improvements necessary to address the impacts of the project.

(2) The cost of transportation management strategies implemented for tier 2 projects may be applied as credit toward the project's multimodal impact fee assessment or payment of the fee could be included as part of a transportation management plan.

(e) Development projects that generate less than 51 new peak hour trips are required to pay a multimodal impact fee in accordance with chapter 150. Such development projects are not required to submit a transportation management plan or traffic study, unless otherwise warranted.

(f) Development projects that generate more than 50 new peak hour trips on non-deficient roads shall be reviewed by Pinellas County or municipal staff to determine if the impacts to the project adversely affect the level of service of the surrounding road network. If it is determined that approval of the development project would diminish the level of service of the adjacent road(s) to peak hour level of service E or F or would cause the volume-to-capacity ratio to reach or exceed 0.9, a transportation management plan would be required. The applicant may submit a traffic study to verify whether their project would affect the level of service of the adjacent road(s). A transportation management plan would be required if the results of the study confirm the findings of the city or county staff. The transportation management plan for such developments shall comply with the requirements of tier 1 or tier 2 projects described in subsections 150-48(c) and (d) as appropriate and as determined by the presiding local government.

(g) Determination of trip generation associated with an application for development shall be based on impact fee schedule A or B in section 150-40 or the latest edition of the Institute of Transportation Engineers Trip Generation Manual. As an alternative to the fee schedule and trip generation manual, the applicant may submit a trip generation study in accordance with section 150-40(d) and (e).

(h) Deficient road corridors are identified in the following table and in exhibit K. The table and exhibit K do not include deficient roads with mitigating improvements scheduled within the next three years.

Deficient road corridors include the following: