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November 2, 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 53 room hotel on the west side of Gulf Blvd. and a parking garage with up to 3,450 SF of retail space on the east side of Gulf Blvd. In addition, 3 apartment units will remain on the easternmost part of the site along 145th Avenue. A crosswalk across Gulf Boulevard and consolidation of multiple driveways is also proposed for safety purposes.

Existing Development to be Removed

<u>Current Use</u>	<u>Daily Trips</u>	<u>PM Peak Hour Trips</u>
31 Hotel Rooms	248	18
11 Apartments	74	6
TOTAL	322	24

Proposed Development

<u>Proposed Use</u>	<u>Daily Trips</u>	<u>PM Peak Hour Trips</u>
3 apartments	20	2
53 room hotel	424	32
3,450 SF Retail	188	23
TOTAL	632	57

According to the Forward Pinellas 2020 Level of Service Report, the adjacent segment of Gulf Boulevard (Treasure Island Causeway – Madeira Beach Causeway) operates at LOS D carrying 23,200 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 retail space, plus 3 existing apartments would generate 632 daily trips, of which 57 trips would occur during the PM peak hour (28 entering/ 29 exiting). Excerpts from ITE Trip Generation, 11th Edition are attached. The addition of 29 peak hour directional trips onto Gulf Boulevard slightly increases the peak hour/peak directional volume to 1,094 vehicles resulting in a

0.558 v/c ratio and LOS D operations would be maintained. Therefore ample capacity exists to support the proposed redevelopment.

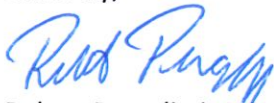
I understand questions have been raised regarding the trip generation rate of the proposed hotel since the new Schooner Hotel will include a second floor restaurant and rooftop bar. Excerpts from ITE Trip Generation, 11th Edition are attached. These excerpts confirm that a "hotel" is *"a place of lodging 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 maintains 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, Principal

Cc: Katie Cole
21-004

Untitled Map

Write a description for your map.

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





**Pinellas County
2020 Level of Service Map
Existing Conditions
(PM Peak Hour Directional)
2019 Base Data**



Gulf of Mexico

PASCO COUNTY

HILLSBOROUGH COUNTY

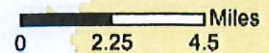
Old Tampa Bay

Tampa Bay

SITE

Level of Service	
	Level of Service B, C
	Level of Service D
	Level of Service E
	Level of Service F

October 16, 2020
(Data Year 2019)

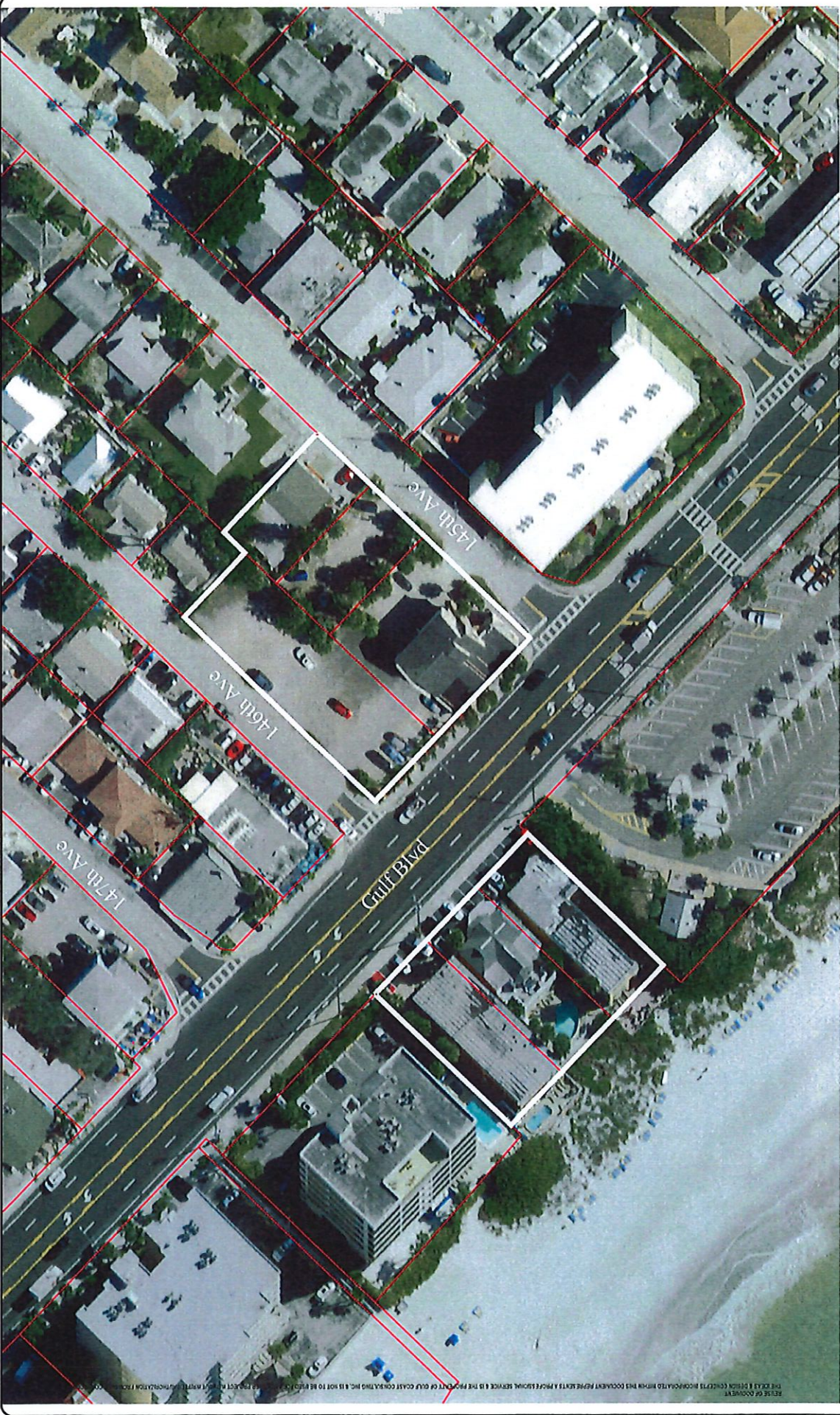


Data Source: Forward Pinellas, 2018. Map Produced: October 16, 2020.

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DRUID RD: (US 19 -to- BELCHER RD)	CL	SMC	2D	D	1.009	0.991	T	6900	360	601	0.599	0	C
DUHME RD 113TH ST: (86TH AVE N -to- 102ND AVE N)	CR	SA	4D	D	1.016	1.986	T	19087	997	1764	0.565	0	C
DUHME RD 113TH ST: (PARK BLVD -to- 86TH AVE N)	CR	SA	6D	D	0.614	6.001	T	19299	1008	2547	0.396	0	C
DUHME RD 113TH ST: (WELCH CSWY -to- PARK BLVD)	CR	SA	6D	D	2.219	2.908	T	16509	716	2646	0.271	0	C
DUNEDIN CSWY BLVD: (DRAWRIDGE -to- ALT US 19)	CR	SA	4D	D	0.861	1.162	T	8000	418	1764	0.237	0	C
EAST LAKE RD EAST SERVICE RD: (TAMPA RD -to- NORTH SPLIT)	CR	SA	4D	D	0.629	3.203	T	24000	1254	1683	0.745	0	D
EAST LAKE RD: (KEYSTONE RD -to- TRINITY BLVD)	CR	SA	4D	D	1.197	0.835	T	28078	1467	1764	0.832	0	C
EAST LAKE RD: (LANSBROOK PKWY -to- KEYSTONE RD)	CR	SA	4D	D	1.276	1.276	T	39993	2089	1764	1.184	0	F
EAST LAKE RD: (NORTH SPLIT -to- WOODLANDS BLVD)	CR	SA	6D	D	0.657	1.523	T	46000	2403	2646	0.908	0	C
EAST LAKE RD: (TRAPON WOODS BLVD -to- LANSBROOK PKWY)	CR	SA	4D	D	1.813	2.015	T	46000	2403	1764	1.362	0	F
EAST LAKE RD: (TRINITY BLVD -to- PASCO CO LINE)	CR	NA	4D	D	0.516	0	T	28078	1467	3760	0.39	0	C
EAST LAKE RD: (WOODLANDS BLVD -to- TARPON WOODS BLVD)	CR	SA	4D	D	0.892	1.121	T	46000	2403	1764	1.362	0	F
ENTERPRISE RD: (US 19 -to- PHILIPPE PKWY)	CR	SMC	2U	D	1.515	0.491	T	8300	433	572	0.757	0	D
ENTERPRISE RD: (MCMULLEN BOOTH RD -to- PHILIPPE PKWY)	CL	SA	4D	D	1.416	4.956	T	13500	705	1683	0.419	0	C
FAIRMONT ST: (MILK JR AVE -to- STEVENSONS CREEK)	CL	NMC	2D	D	0.225	0	T	3515	183	0.121	0	0	C
FOREST LAKES BLVD: (PINE AVE -to- HILLSBOROUGH COUNTY LINE)	CR	SA	2D	D	1.305	2.474	T	18500	966	832	1.161	0	F
FOREST LAKES BLVD: (TAMPA RD -to- PINE AVE)	CR	SA	4D	D	0.841	2.441	T	18500	966	1683	0.574	0	C
FOREST LAKES BLVD: (TAMPA RD -to- SR 580)	CR	SA	2D	D	0.47	0.813	T	15000	783	2.13	0.963	0	F
FT HARRISON AVE: (BELLEAIR RD -to- CHESTNUT ST)	CL	SA	2D	D	1.538	5.657	T	11000	574	747	0.768	0	D
FT HARRISON AVE: (CHESTNUT ST -to- DREW ST)	CL	SA	2D	D	0.499	8.416	T	11000	574	747	0.768	0	D
GANDY BLVD: (4TH ST N -to- DR ML KING JR ST N)	SR	SA	4D	D	0.54	0	T	26500	1384	3760	0.368	0	C
GANDY BLVD: (BRIGHTON BLVD -to- 4TH ST N)	SR	SA	4D	D	0.74	0	T	26000	1358	3760	0.361	0	C
GANDY BLVD: (DR ML KING JR ST N -to- I-275 EAST RAMPS)	SR	SA	6D	D	0.997	2.436	T	51500	2690	2830	0.951	0	C
GANDY BLVD: (GRAND AVE/ GANDY ACCESS -to- US 19)	SR	NA	4D	D	0.619	0	T	67500	3526	3760	0.938	0	F
GANDY BLVD: (I-275 EAST RAMPS -to- GRAND AVE/GANDY ACCESS)	SR	SA	6D	D	1.137	0.911	T	59500	2690	2940	0.915	0	C
GANDY BLVD: (ISAN MARTIN BLVD -to- BRIGHTON BLVD)	SR	NA	4D	D	2.55	0	T	33662	1758	3760	0.468	0	C
GANDY BLVD: (PINELLAS SHORELINE -to- SAND MARTIN BLVD)	SR	SA	4D	D	0.329	3.086	T	26000	1358	1870	0.726	0	C
GATEWAY EXPRESS/BRYAN DAIRY RD: (US 19 -to- 49TH ST N)	CR	SA	6D	D	0.717	1.395	T	31500	1645	2646	0.622	0	C
GATEWAY EXPRESS/ROOSEVELT BLVD: (ULMERTON -to- 49TH ST NB RAMP)	SR	SA	4D	D	1.255	1.703	T	35000	1828	1960	0.933	0	C
GRAND AVE: (N GANDY BLVD/FRONTAGE RD -to- GANDY BLVD)	CR	SA	4D	D	0.147	6.789	T	14924	779	1530	0.509	0	D
GREENBRIAR BLVD: (VIRGINIA AVE -to- BELCHER RD)	CR	SMC	2U	D	0.653	1.531	T	9200	480	572	0.839	0	D
GULF BLVD: (MADIERA BEACH CSWY -to- PARK BLVD)	SR	SA	4D	D	3.847	2.261	T	18279	908	1960	0.463	0	D
GULF BLVD S: (BAYWAY -to- 75TH AVE)	SR	SA	4D	D	2.403	5.079	T	25000	1227	1870	0.656	0	D
GULF BLVD: (BELLEAIR CSWY -to- SAND KEY PARK)	CR	NA	2D	D	2.861	0	T	13521	706	1512	0.467	0	E
GULF BLVD: (PARK BLVD -to- WALSHINGHAM RD)	SR	SA	2U	D	2.89	0.791	T	10600	553	880	0.628	0	D
GULF BLVD: (SAND KEY PARK -to- GULFVIEW BLVD)	CL	NA	2D	D	0.751	0	T	13521	706	1512	0.467	0	E
GULF BLVD: (TREASURE ISLAND CSWY -to- MADEIRA BEACH CSWY)	SR	SA	4D	D	2.95	1.758	T	23200	1065	1960	0.543	0	D
GULF BLVD: (W GULF BL -to- TREASURE ISLAND CSWY)	SR	SA	4U	D	0.959	3.678	T	17100	893	1776	0.503	0	D
GULFPORT BLVD: (WALSINGHAM RD -to- BELLEAIR CSWY)	CR	SA	2D	D	2.36	0.424	T	14661	766	832	0.921	0	F
GULFPORT BLVD: (PASADENA AVE -to- 58TH ST S)	CR	SA	4D	D	1.753	3.068	T	15434	806	1683	0.479	0	D
GULF-TO-BAY BLVD: (BAYSHORE BLVD -to- US 19)	SR	SA	6D	D	1.51	5.431	T	56000	2926	2830	1.034	0	C
GULF-TO-BAY BLVD: (CLEVELAND ST -to- HIGHLAND AVE)	CL	SA	4U	D	0.446	10.832	T	5000	261	1599	0.163	0	C
GULF-TO-BAY BLVD: (HIGHLAND AVE -to- KEENE RD)	SR	SA	6D	D	0.756	3.968	T	49833	2429	2830	0.858	0	C
GULF-TO-BAY BLVD: (KEENE RD -to- BELCHER RD)	SR	SA	6D	D	1.026	3.242	T	53500	2795	2830	0.988	0	C
GULF-TO-BAY BLVD: (US 19 -to- BELCHER RD)	SR	SA	6D	D	0.988	2.705	T	54500	2795	2830	0.988	0	C
GULFVIEW BLVD: (HAMDEN DR -to- GULF BLVD)	CL	NA	3U	D	0.427	0	T	5257	274	3572	0.077	0	C
HAINES RD: (54TH AVE N -to- US 19)	CR	SMC	2U	D	1.197	2.776	T	10763	562	559	1.005	0	D
HAINES RD: (DR ML KING JR ST N -to- 54TH AVE N)	CR	SMC	2U	D	1.851	2.159	T	10763	562	559	0.983	0	D
HERCULES AVE: (CALUMET ST -to- SUNSET POINT RD)	CR	SA	4U	D	0.331	3.024	T	10780	563	1599	0.352	0	C
HERCULES AVE: (DREW ST -to- RR TRACKS)	CR	NA	4D	D	0.917	0	T	10780	563	3760	0.15	0	C
HERCULES AVE: (GULF-TO-BAY BLVD -to- DREW ST)	CL	SA	4U	D	0.266	4.365	T	8400	438	1599	0.274	0	C
HERCULES AVE: (RR TRACKS -to- CALUMET ST)	CR	SA	3U	D	0.266	3.758	T	10780	563	1599	0.352	0	C
HERCULES AVE: (SUNSET POINT RD -to- VIRGINIA AVE)	CR	SA	2D	D	1.01	1.974	T	10253	480	832	0.577	0	D
HIGHLAND AVE: (BELLEAIR RD -to- DRUID RD)	CR	SA	2U	D	1.255	1.991	T	8300	433	792	0.547	0	D
HIGHLAND AVE: (DREW ST -to- SUNSET POINT RD)	CL	SA	2D	D	1.512	2.431	T	11500	600	832	0.721	0	D



Schooner Hotel
Aerial Photograph

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








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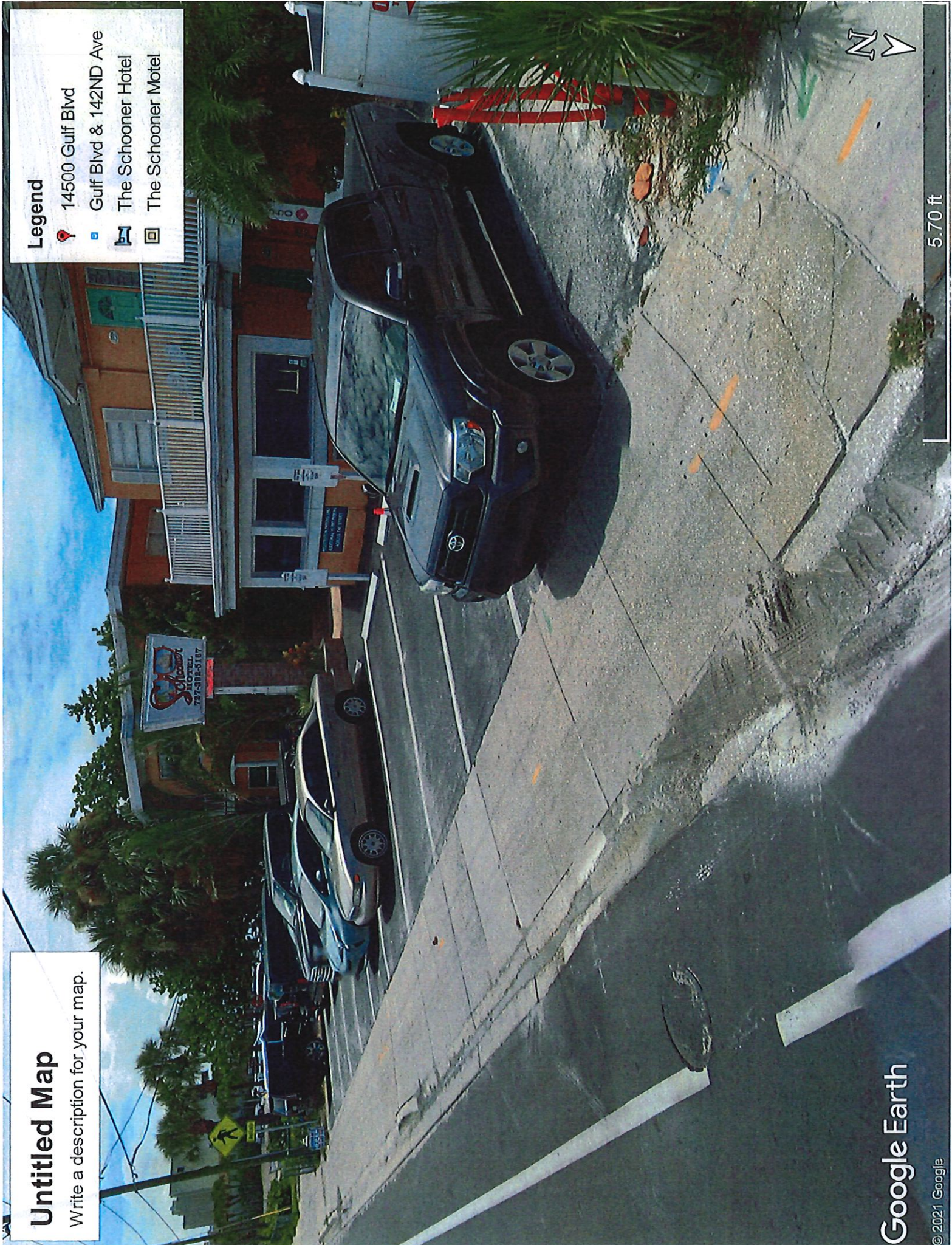
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Untitled Map

Write a description for your map.

Legend

-  14500 Gulf Blvd
-  Gulf Blvd & 142ND Ave
-  The Schooner Hotel
-  The Schooner Motel







5.70 ft

Untitled Map

Write a description for your map.

Legend





-  14500 Gulf Blvd
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Write a description for your map.

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-  14500 Gulf Blvd
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Multifamily Housing (Low-Rise) Not Close to Rail Transit (220)

Vehicle Trip Ends vs: Dwelling Units
On a: Weekday

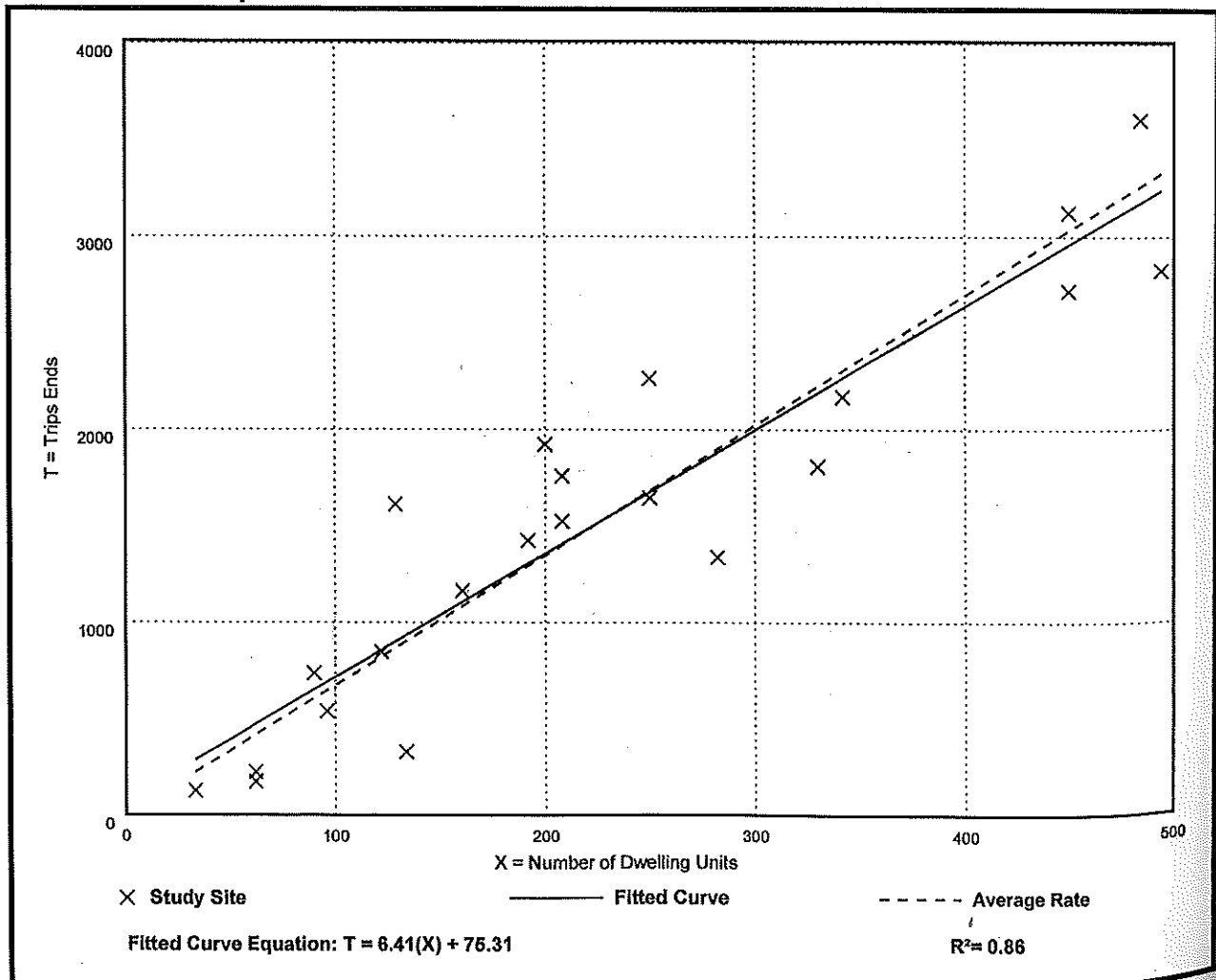
Setting/Location: General Urban/Suburban
Number of Studies: 22
Avg. Num. of Dwelling Units: 229
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per Dwelling Unit

Average Rate	Range of Rates	Standard Deviation
6.74	2.46 - 12.50	1.79

Data Plot and Equation

3 x 6.74 = 20 daily



Multifamily Housing (Low-Rise) Not Close to Rail Transit (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: 59

Avg. Num. of Dwelling Units: 241

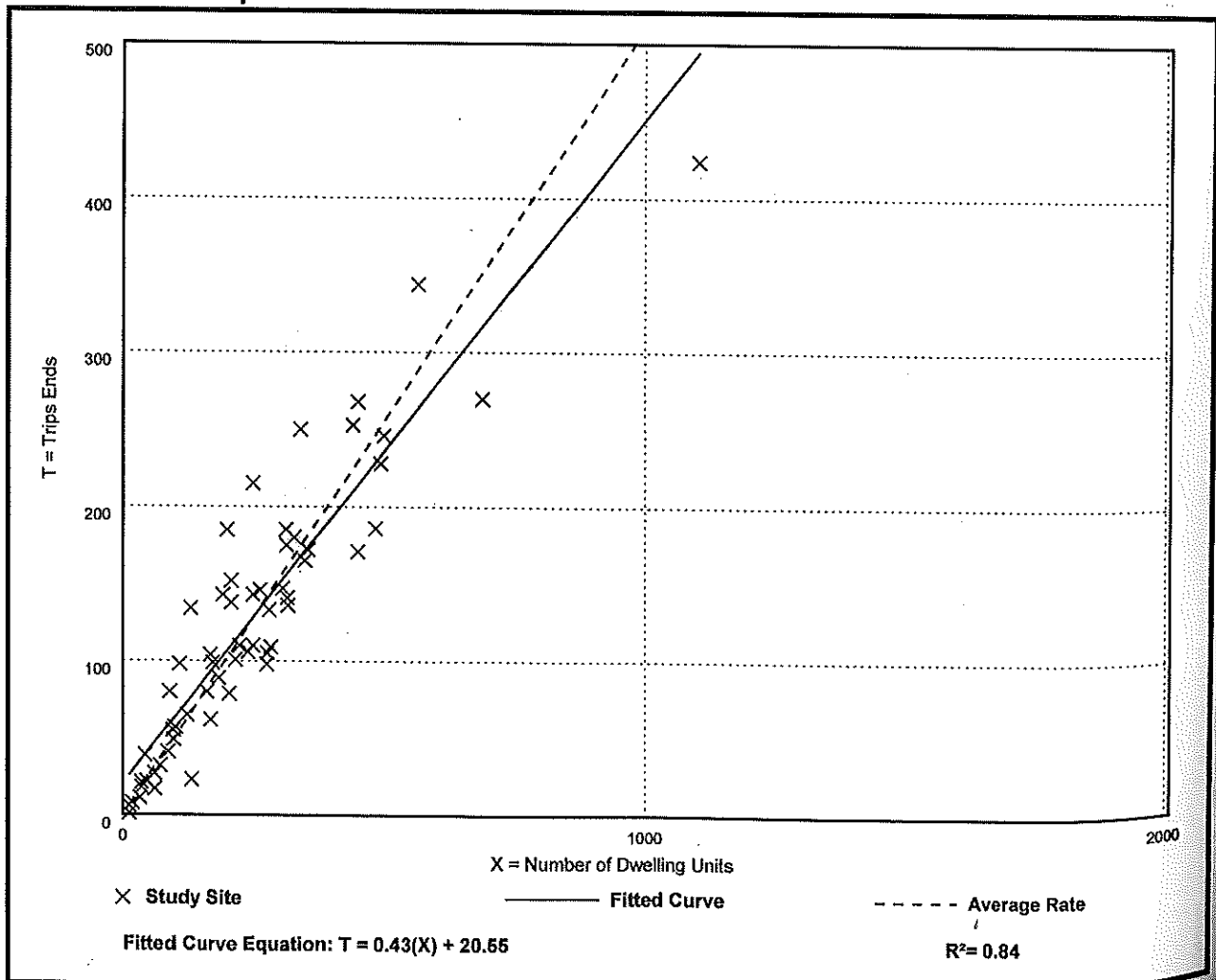
Directional Distribution: 63% entering, 37% exiting

Vehicle Trip Generation per Dwelling Unit

Average Rate	Range of Rates	Standard Deviation
0.51	0.08 - 1.04	0.15

Data Plot and Equation

$$3 \times 0.51 = 2 (1/1)$$



Land Use: 310

Hotel

Description

A hotel is a place of lodging that provides sleeping accommodations and supporting facilities such as a full-service restaurant, cocktail lounge, meeting rooms, banquet room, and convention facilities. A hotel typically provides a swimming pool or another recreational facility such as a fitness room. 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

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 in this land use provide guest transportation services (e.g., airport shuttle, limousine service, golf course shuttle service) which may have an impact on the overall trip generation rates.

The technical appendices provide supporting information on time-of-day distributions for this land use. The appendices can be accessed through either the ITETripGen web app or the trip generation resource page on the ITE website (<https://www.ite.org/technical-resources/topics/trip-and-parking-generation/>).

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, Ontario (CAN), 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, 1009, 1021, 1026, 1046

Hotel (310)

Vehicle Trip Ends vs: Rooms
On a Weekday

Setting/Location: General Urban/Suburban

Number of Studies: 7

Avg. Num. of Rooms: 148

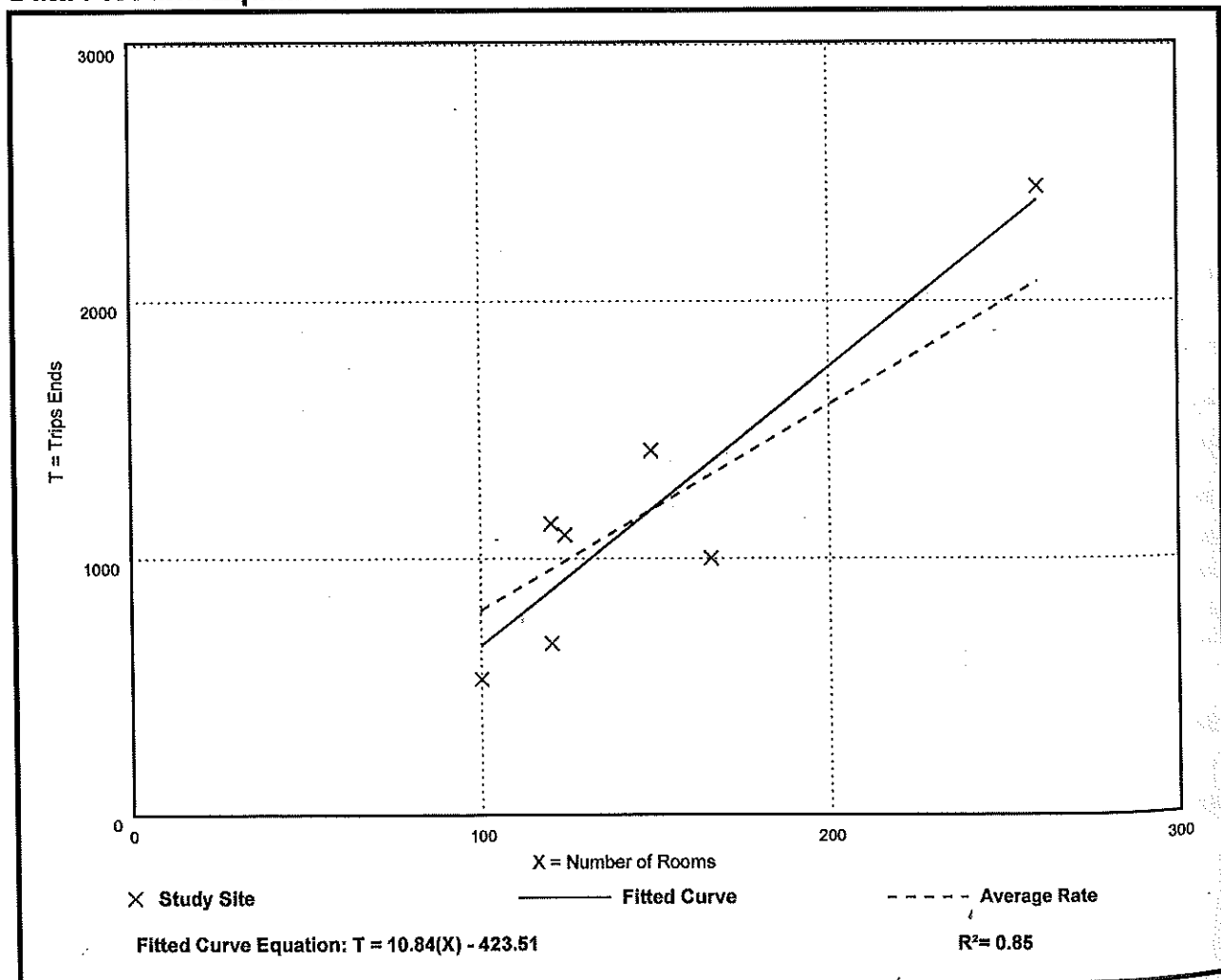
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per Room

Average Rate	Range of Rates	Standard Deviation
7.99	5.31 - 9.53	1.92

Data Plot and Equation

$$53 \times 7.99 = 424$$



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: 31

Avg. Num. of Rooms: 186

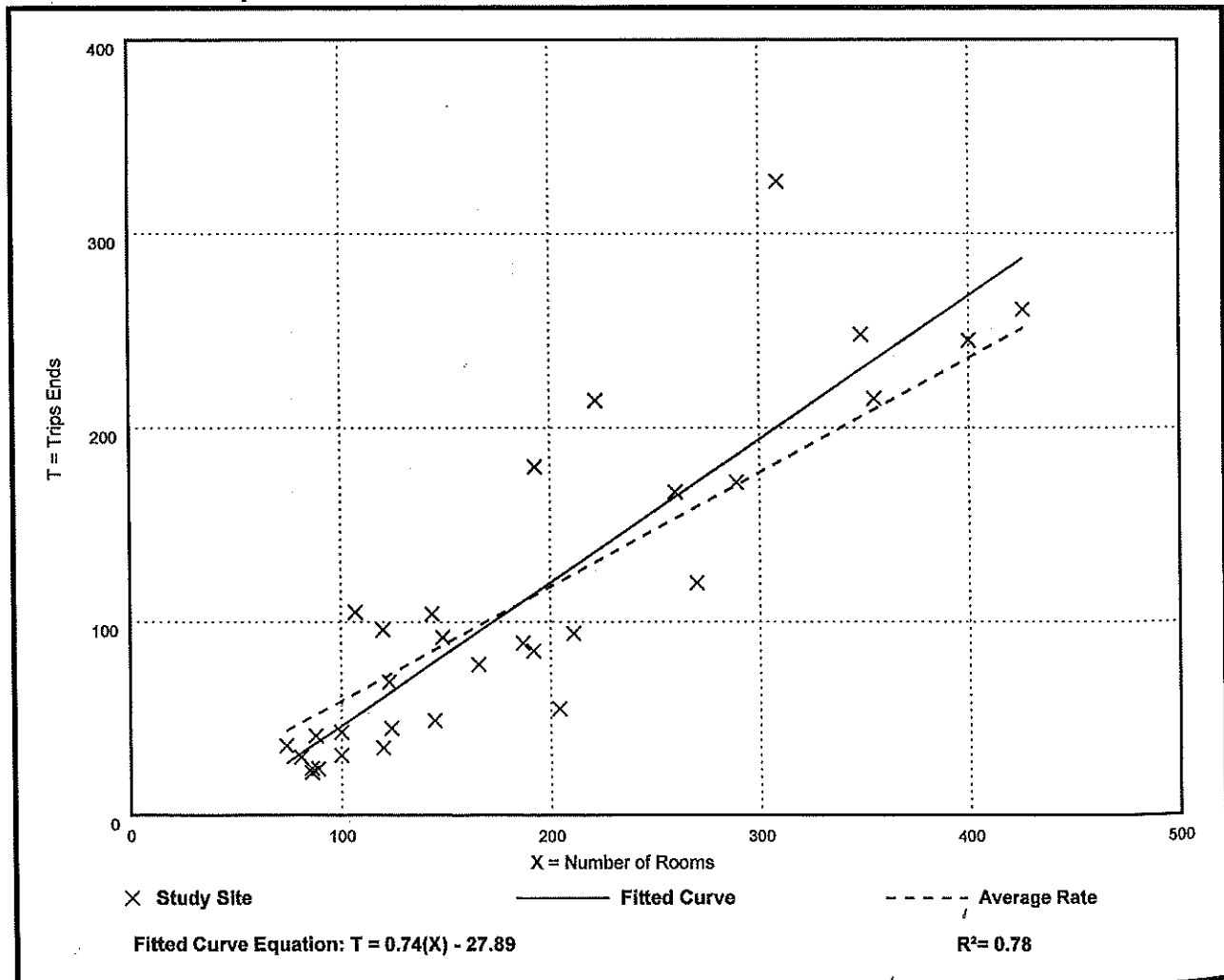
Directional Distribution: 51% entering, 49% exiting

Vehicle Trip Generation per Room

Average Rate	Range of Rates	Standard Deviation
0.59	0.26 - 1.06	0.22

Data Plot and Equation

$$53 \times .59 = 32 \text{ (16/16)}$$



Strip Retail Plaza (<40k) (822)

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

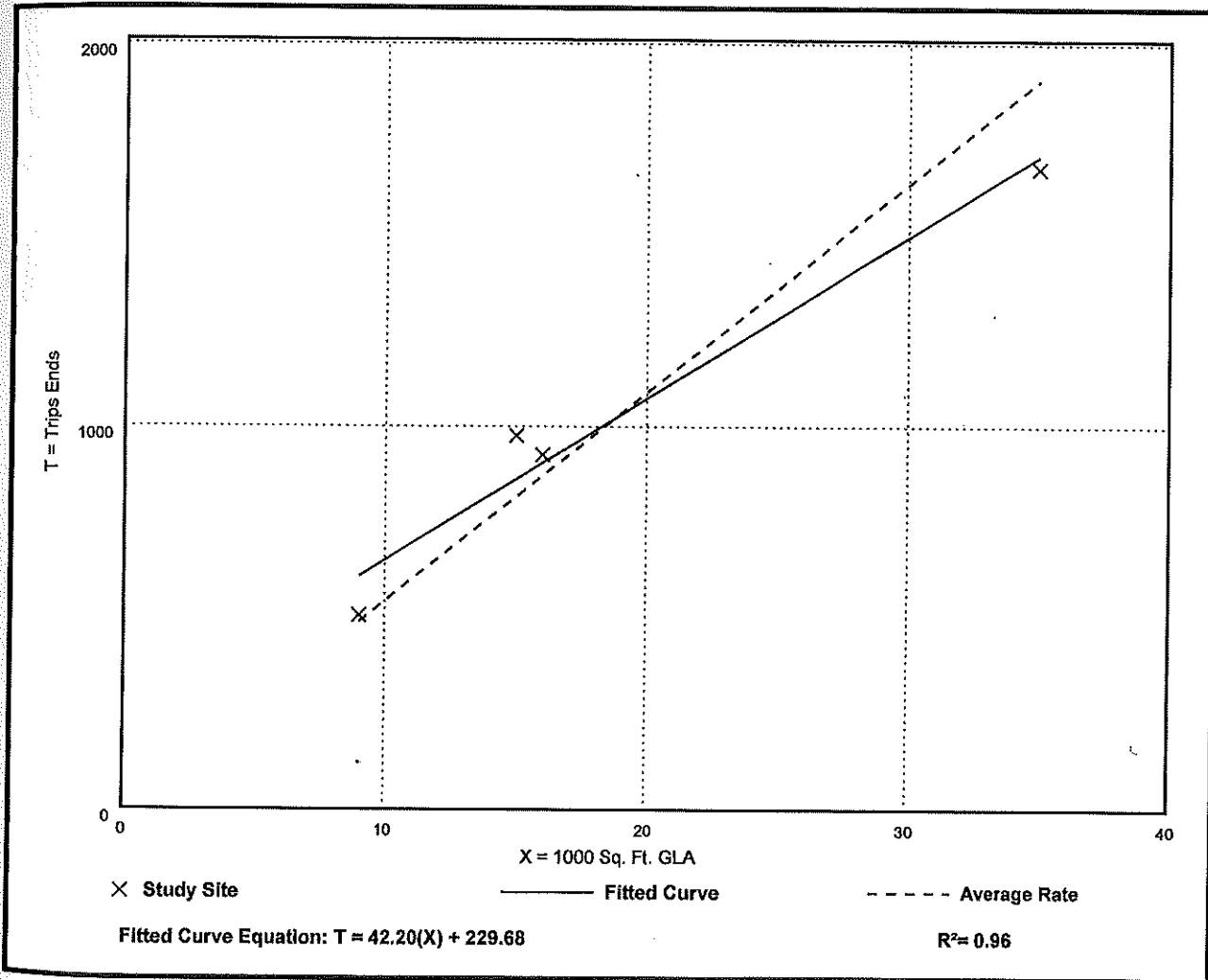
Setting/Location: General Urban/Suburban
Number of Studies: 4
Avg. 1000 Sq. Ft. GLA: 19
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
54.45	47.86 - 65.07	7.81

Data Plot and Equation

3,450 SF × 54.45 = 188 daily



Strip Retail Plaza (<40k) (822)

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: 25

Avg. 1000 Sq. Ft. GLA: 21

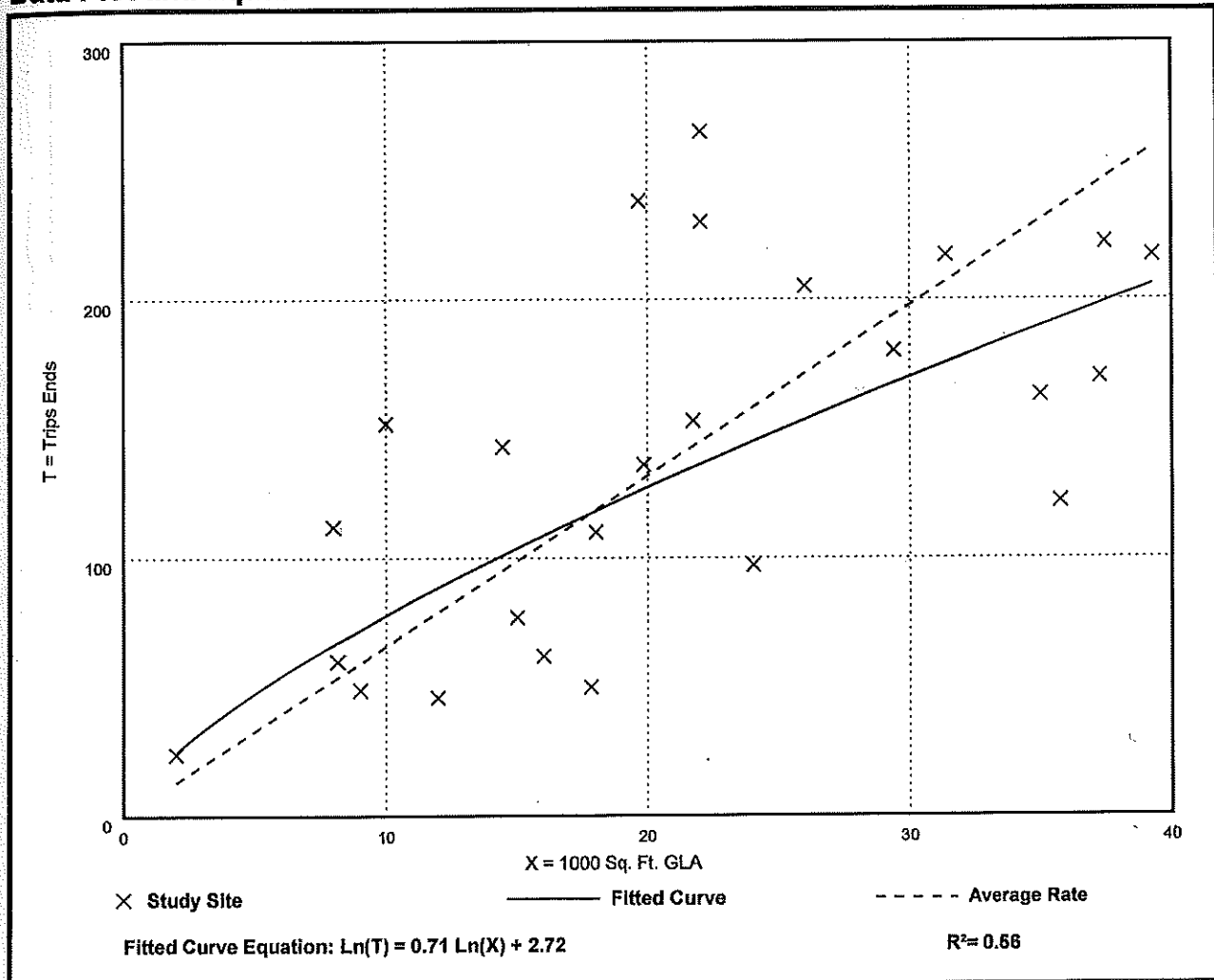
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
6.59	2.81 - 15.20	2.94

$3,450 \text{ SF} \times 6.59 = 23 (11/12)$

Data Plot and Equation



Section 150-148
Pin. Co. LOC

- (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: