

# City of Jurupa Valley

Lorena Barajas, Mayor, Chris Barajas, Mayor Pro Tem,  
Guillermo Silva, Council Member, Leslie Altamirano, Council Member, Brian Berkson, Council Member

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## MEMORANDUM

**TO:** SANDIPAN BHATTACHARJEE – TRANSOLUTIONS, INC.  
**FROM:** ROB OLSON, TRAFFIC MANAGEMENT ANALYST  
**SUBJECT:** MA21214 – MISSION VALLEY SHOPPING CENTER TRAFFIC IMPACT ANALYSIS SCOPING REVIEW COMMENTS  
**DATE:** NOVEMBER 29, 2021

The following are comments related to the proposed Mission Valley Shopping Center project traffic access and circulation as they relate to the traffic impact analysis (TIA) report and vehicle miles travelled (VMT) analysis, issues related to general area mobility, and information needed to more accurately assess site operation:

1. There is a concern that the proposed land use mix for the site is not ‘common’ to those that are included in typical shopping center project based on the proposed aggregation of uses in the trip generation calculations. Due to the change in the ITE trip rate classifications in the 11<sup>th</sup> Edition publication, it is not clear how representative the revised categories are covering the proposed uses. As the City has not obtained a copy of the new trip rate manual, please provide copies of the summary sheets for each of the proposed categories to be used along with the revised scoping document for review.
2. Since one of the fast food sites is proposed to be a Starbucks Coffee site, the trip rates for a shopping center cannot be used for that land use. Instead separate “Coffee Shop With Drive-Thru” rates will be needed and the land use segregated from the shopping center use. Some internal capture can be also be used.
3. Note that Starbucks sites are required to provide a minimum of 12 car stacking (car #1 at the pick-up window) versus the city’s minimum of 6 cars prior to the menu board. The total length difference between the proposed and the required length will depend on the placement of the order board on the site. Multiple surveys of other Starbucks sites have verified this 12-car minimum requirement and this condition was placed on other Starbucks sites in the city.
4. It is unclear what the actual trip rates for a Habit Burger site generates versus other fast food sites. It would be helpful in the review if the applicant can provide any trip and drive-thru queuing data for other similar franchise locations.

5. The project is proposing a new intersection be cut into the existing median on Mission Boulevard. A field review of the street indicates that this proposed intersection is not be feasible due to the elevation differences of the eastbound and westbound barrels of Mission Boulevard. Therefore, the Engineering Department is not in favor of attempting to provide such access. This will require the applicant to work on maintaining the existing cross-access with the property to the east of the site to provide access to Opal Street. This will then require any trucks accessing the site from the east to use Mission Boulevard to Opal Street (south) and then traverse through the site to Stobbs Way and then re-enter the site travelling eastbound along the south side of the building to loading docks. Trucks would then exit to Opal Street and back to Mission Boulevard. Trucks approaching from the west on Mission Boulevard would turn south on Stobbs Way to the access the loading areas and then also exit directly east onto Opal Street to access back to Mission Boulevard. Auto traffic approaching from and/or departing to the west will most likely use the site driveways along Mission Boulevard and then make a U-turn at the Opal Street traffic signal or will exit through the property to the east and then turn left onto Opal Street and left again onto westbound Mission Boulevard. Do not route traffic effectively 'circling the block'.

The Planning Department is conducting a meeting on Wednesday, December 1<sup>st</sup> to discuss this issue along with other site development concerns. A more finalized answer to the median access issue can be provided after that meeting.

6. Since the project is predominantly a retail-oriented development, a Saturday midday traffic analysis will be required.
7. Please include a separate pass-by assignment figure so that the pass-by assignments can more easily be understood by the reviewer.
8. Analysis locations:
  - Mission Boulevard and Goldenwest Avenue
  - Mission Boulevard and Opal Street (assigning U-turns separate from left turns)
  - Mission Boulevard and Pacific Avenue
  - Opal Street and Stobbs Way

Show Traffic Assignments, but no analysis required

- Mission Boulevard and Stobbs Way (RIRO)
  - Mission Boulevard and Project Dwy #1 (RIRO)
  - Stobbs Way and Project Dwy #3
  - Stobbs Way and Project Dwy #4
  - Opal Street and center dwy extended thru adjacent site.
9. Please provide new 2021 peak period traffic counts for the above locations. In addition, provide 24-hour counts for Mission Boulevard in the project vicinity both east and west of Opal Street.

10. Note that the “Opening Year Without Project” scenario will include cumulative projects and no separate “without project” and “without project plus cumulative” analysis is required.
11. Queuing analysis will be required for the intersection of Mission Boulevard and Opal Street (all movements) to determine the extent of any projected queue spillbacks affecting turn lanes blocking through lanes or through lanes blocking site driveways.
12. For the car wash use, please provide, if available, any operator-specific trip generation and queuing data. If none is available, conduct queuing analysis for the car wash along with general operational characteristics of the proposed use.
13. A pedestrian circulation analysis will be required. The analysis will include a.) The identification of existing sidewalks and pedestrian paths adjacent to the site and along the streets within a one-block radius of the site, b.) The identification of facilities being added by the proposed project, c.) The identification of missing segments within that area, and d.) The location of access points to pedestrian-oriented uses (e.g., schools, parks, residential developments, transit stops, access to/from the project uses, etc.) along the identified pedestrian facilities. The intent of the pedestrian circulation analysis is to identify potential critical gaps in the circulation system so that appropriate measure can be taken (project-oriented or not) to eliminate future pedestrian circulation impediments and encourage non-motorized mobility.
14. The project site is located within a low VMT-generating area of the city based on total VMT. Since the project would be considered a neighborhood-serving retail development, it would not be expected to generate an increase in the city’s total VMT generation and therefore would not be expected to have a significant VMT impact based on the city’s significance thresholds. As such, the project would be considered to be screened from needing to provide a project VMT analysis.

Please let me know if there are any questions regarding the above comments. I can be reached by telephone at City Hall at (951) 332-6464 extension 236, or via email at [rolson@jurupavalley.org](mailto:rolson@jurupavalley.org).