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MEMORANDUM

To: City of Dallas – Department of Sustainable Development and Construction

From: Steve E. Stoner, P.E., PTOE

CC: Suzan Kedron – Jackson Walker
Bryan Botterman – Market Center Boulevard JV LP

Date: January 11, 2023

Subject: **Traffic Impact Analysis Supplement—1715 Market Center**
PK #5431-22.460

The following memorandum was prepared at the request of **Market Center Boulevard JV LP** (the “Applicant”) relative to the pending zoning change request for the development known herein as *1715 Market Center*. Pacheco Koch previously prepared a Traffic Impact for the proposed development dated September 15, 2022. This memorandum is supplemental to the TIA and is intended to summarize the change in traffic generation that may occur under the proposed zoning conditions that would allow some portion of the office use—not to exceed the original total of 462,100 SF—to be converted (on a 1:1 square footage ratio) to either a multifamily use, a hotel use, or a combination of both. Note, the conversion scenario does not apply to the “commercial” component of the project.

In order to evaluate the potential change in traffic impact, PK prepared the following comparison of trip generation rates to illustrate that the office scenario—analyzed in the original TIA—produces the highest trip rate among the three land uses. Therefore, the all-office scenario analyzed in the original TIA reflects the “worst case” traffic impact conditions, analytically; and, either conversion scenario would generate an overall lower number of peak hour trip ends.

USE	AM Peak Hour of Adjacent Street Traffic		PM Peak Hour of Adjacent Street Traffic	
	Trip Rate	Equivalency to Office Trip Gen	Trip Rate	Equivalency to Office Trip Gen
General Office	1.52 per 1,000 SF	100%	1.44 per 1,000 SF	100%
Multifamily Housing (Mid-Rise)	0.37 per dwelling unit [equivalent trip rate per 1,000 SF = 0.41] ⁽¹⁾	27%	0.39 per dwelling unit [equivalent trip rate per 1,000 SF = 0.43] ⁽¹⁾	61%
Hotel	0.46 per guest room [equivalent trip rate per 1,000 SF = 0.92] ⁽²⁾	61%	0.59 per guest room [equivalent trip rate per 1,000 SF = 1.18] ⁽²⁾	82%

Assumptions: (1) estimated average total floor area per dwelling unit = 900 SF

(2) estimated average total floor area per hotel room = 500 SF

NOTE: All trip generation values obtained from the Institute of Transportation Engineers *Trip Generation Manual*, 11th Edition,

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