

TECHNICAL MEMORANDUM

DATE: June 12, 2025
TO: Kevin Tsang, County of Riverside
FROM: Jared Brawner, Urban Crossroads, Inc.
Charlene So, Urban Crossroads, Inc.
JOB NO: 16056-05 Memo

SUBJECT: KELLER CROSSING TTM NO. 38163 TRIP GENERATION ASSESSMENT

Urban Crossroads, Inc. has prepared the following trip generation assessment for the Keller Crossing Tentative Tract Map (TTM) No. 38163 (Project), which is located on the northwest corner of Winchester Road (SR-79) and Keller Road in the County of Riverside. The purpose of this trip generation evaluation is to determine the Project's compliance with the Highway 79 Policy Area.

PROPOSED PROJECT

The Project consists of the development of 384 Single Family Detached Residential dwelling units, 230 Multifamily (Low-Rise) Residential dwelling units, 80 Senior Housing (Detached) units, and 8.97 acres of Active Park use.

In order to develop the traffic characteristics of the proposed project, trip-generation statistics published in the Institute of Transportation Engineers (ITE) Trip Generation Manual (11th Edition, 2021) were used to estimate the Project's trip generation based on the Single Family Detached Housing (ITE Land Use Code 210), Multifamily (Low-Rise) Residential (ITE Land Use Code 220), and Senior Adult Housing – Single Family (ITE Land Use Code 251) land use categories. The trip generation rates for the Active Park are based on the San Diego Municipal Code's Land Development Code Trip Generation Manual (May 2003). Trip generation rates are summarized in Table 1.

TABLE 1: TRIP GENERATION RATES

Land Use ¹	Units ²	ITE LU Code	AM Peak Hour			PM Peak Hour			Daily
			In	Out	Total	In	Out	Total	
Single Family Detached Residential	DU	210	0.18	0.52	0.70	0.59	0.35	0.94	9.43
Multifamily (Low-Rise) Residential	DU	220	0.10	0.30	0.40	0.32	0.19	0.51	6.74
Senior Adult Housing - Single Family	DU	251	0.08	0.16	0.24	0.18	0.12	0.30	4.31
Active Park	Acres	-- ³	1.00	1.00	2.00	2.00	2.00	4.00	50.00

¹ Trip Generation Source: Institute of Transportation Engineers (ITE), Trip Generation Manual, Eleventh Edition (2021).

² DU = Dwelling Units

³ Trip Generation Source: San Diego Municipal Code (Land Development Code) Trip Generation Manual, May 2003.

The trip generation summary illustrating daily and peak hour trip generation estimates for the proposed Project are shown in Table 2. As shown in Table 2, the Project is anticipated to generate 5,720 two-way trip-ends per day with 382 AM peak hour trips and 514 PM peak hour trips.

TABLE 2: PROJECT TRIP GENERATION SUMMARY

Land Use	Quantity	Units ¹	AM Peak Hour			PM Peak Hour			Daily
			In	Out	Total	In	Out	Total	
Single Family Residential (Proposed)	384	DU	70	199	269	227	134	361	3,622
Multifamily (Low-Rise) Residential	230	DU	22	70	92	74	43	117	1,550
Senior Adult Housing - Single Family	80	DU	6	13	19	15	9	24	346
Active Park	8.97	Acres	9	9	18	18	18	36	450
Project Total			107	291	398	334	204	538	5,968

¹ DU = Dwelling Units

APPROVED SPECIFIC PLAN

The prior Approved Keller Crossing Specific Plan Traffic Impact Analysis (revised February 25, 2010, referred to as KCSP) evaluated up to 400,000 square feet of commercial retail use, 250,000 square feet of commercial office use, 98 detached single family residential dwelling units, and a 225 dwelling unit continuing care retirement community.

The trip generation for the KCSP is shown in Table 3 and included in Appendix 1. As shown in Table 3, the KCSP is anticipated to generate 20,317 two-way trip-ends per day with 921 AM peak hour trips and 2,089 PM peak hour trips.

TABLE 3: KCSP TRIP GENERATION SUMMARY

Land Use	AM Peak Hour			PM Peak Hour			Daily
	In	Out	Total	In	Out	Total	
Approved Specific Plan	664	257	921	896	1,193	2,089	20,317

TRIP GENERATION COMPARISON

For the purposes of determining compliance with the Highway 79 Policy Area, the resulting trip generation for the proposed Project has been compared to the trip generation from the KCSP. As shown in Table 4, the proposed Project is anticipated to generate 14,349 fewer daily trips, 523 fewer AM peak hour trips, and 1,551 fewer PM peak hour trips, compared to the trip generation of the currently approved KCSP.

TABLE 4: TRIP GENERATION COMPARISON

	AM Peak Hour			PM Peak Hour			Daily
	In	Out	Total	In	Out	Total	
Proposed Project	107	291	398	334	204	538	5,968
Approved Specific Plan	664	257	921	896	1,193	2,089	20,317
Variance (Proposed - Approved)	-557	34	-523	-562	-989	-1,551	-14,349

If you have any questions, please contact us directly at jbrowner@urbanxroads.com and cso@urbanxroads.com.

APPENDIX 1:
KCSP TRIP GENERATION SUMMARY

TABLE 4-2

PROJECT TRIP GENERATION SUMMARY

LAND USE	QUANTITY	UNITS ¹	PEAK HOUR						DAILY
			AM			PM			
			IN	OUT	TOTAL	IN	OUT	TOTAL	
PHASE 1 (2012)									
PA 1: General Office	50.0	TSF	95	13	108	23	112	135	783
PA 2: Shopping Center	125.0	TSF	108	69	176	363	376	739	7,851
PA 3: General Office	200.0	TSF	288	40	328	52	252	304	2,274
Phase 1 Office to Commercial			2	4	6	11	7	18	275
Phase 1 Commercial to Office			4	2	6	7	11	18	275
PHASE 1 (2012) SUBTOTAL			491	122	612	438	740	1,178	10,908
Internal Capture (Phase 1) ²			-6	-6	-12	-18	-18	-36	-550
Pass-By Reduction (15%-PA2 Only) ³			--	--	--	-53	-55	-108	-1,136
PHASE 1 (2012) TOTAL			485	116	600	366	667	1,034	9,221
PHASE 2 (2014)									
PA 4: Single Family Residential	23	DU	4	13	17	15	9	23	220
PA 5: Single Family Residential	75	DU	14	42	56	48	28	76	718
PA 5: Continuing Care Retirement Community	225	DU	27	14	41	32	34	65	632
PA 6: Shopping Center	275.0	TSF	171	110	281	613	638	1,251	13,107
Phase 2 Office to Commercial			5	11	16	23	20	43	565
Phase 2 Commercial to Office			11	5	16	20	23	43	565
Phase 2 Office to Residential			0	0	0	0	2	2	24
Phase 2 Residential to Office			0	0	0	2	0	2	24
Phase 2 Commercial to Residential			14	13	27	37	29	66	557
Phase 2 Residential to Commercial			13	14	27	29	37	66	557
PHASE 2 (2014) SUBTOTAL			216	178	395	707	708	1,415	14,677
Internal Capture (Phases 1 & 2) ²			-43	-43	-86	-111	-111	-222	-2,292
Pass-By Reduction (15%-PAs 2 & 6) ³			--	--	--	-138	-144	-282	-2,975
PROJECT TOTAL (PHASE 1 + PHASE 2)			664	257	921	896	1,193	2,089	20,317

¹ DU = Dwelling Units; TSF = Thousand Square Feet

² Internal capture is the reduction of the overall traffic due to the compatibility of land uses within the project site. Internal capture has been determined per the ITE methodology outlined in the Trip Generation Handbook, June 2004. 50% of the trips reduced will be added back onto the internal roadway network.

³ "Pass-by" reduction rates have been used to account for traffic that will access the site as an intermediate stop on the way to a primary destination. This reduction was applied after the reduction of the internal interaction and only taken for PA 2 and PA 6.