



ATTACHMENT G

UDSP EIR 2025 ADDENDUM - APPENDIX I - TRAFFIC MEMO

APPENDIX I

Traffic Memorandum



MEMO

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TOTAL PAGES (Including Cover): 2 + 6 attachments

DATE: September 4, 2025
TIME: 5:10:17 PM
JOB NUMBER: 000224

SUBJECT: Traffic Generation Re Cube Smart Self-Storage and Hampton Inn Boundary Adjustments

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The existing self-storage located in the University District Specific Plan area is proposed to be relocated from its current location fronting Carmel Street between Campus Way and Industrial Street to a new project site approximately 1,260 feet to the east. Both self-storage sites are accessed from Carmel Street. **Attachment A** shows the proposed site relocation along Carmel Street.

In addition to the relocation and slight enlargement of Cube Smart the University District Specific Plan boundary is proposed to be changed as shown on **Attachment B**. The existing Hampton Inn site is proposed to be removed from the Heart of the City Specific Plan and added to the University District Specific Plan. The south right of way line of Carmel Street will become the new University District Specific Plan boundary.

In 2025, the Specific Plan was formally amended to include the existing 69-room Hampton Inn, which was originally developed under the Heart of the City Specific Plan. This increases the hotel room count from 250 to 319. However this change merely transfers trips to the University District which was already analyzed under a different plan. The existing traffic from the Hampton Inn was part of the background existing conditions and taken into account as part of the transportation analysis completed for the UDSP. Even if the 690 trips from the existing hotel are added to the total project trips, it increases the total to 54,040 which still falls well under what was assumed in the May 19, 2022 Local Transportation Analysis.

By removing the Hampton Inn site from the Heart of the City Plan, the land use description also changes. In the Heart of the City Plan the site is identified as Specific Plan business park. For the University District Specific Plan the site will become University District Specific Plan (UDSP) commercial retail core (mixed-use building A or Commercial Building.

The new larger Block 1 which will include the Hampton Inn site also will include a market along with office and commercial uses. **Attachment C** provides an updated traffic generation table for all of Block 1. As shown, the May 19, 2022 LTA showed a total traffic generation for Block 1 of 10,680 daily trips. The new proposed Block 1 project (with the Hampton Inn site added) shows the proposed uses which include a possible Hampton Inn addition of 44 rooms but a reduced size market and reduced office and retail uses. As shown the new Block 1 plan generates only 3,580 ADT. This represents a reduction of 66.4% in traffic from what was previously evaluated and approved by the City Council in the approved LTA. **Attachment D** shows the traffic generation for the proposed and existing self-storage projects.

In addition, the entire Specific Plan area totals are shown in **Attachment E**. As shown, the 2022 LTA generated 58,517 ADT. The Specific Plan 54,720 and the development entitled through June 2025 generates 22,876. The lower table of **Attachment E** shows the basis for determining the June 2025 entitled ADT. Entitlements through June 2025 represent only 39% of the total approved by the City council in the University District Specific Plan. As also shown at the bottom of table E, with development of entitled projects plus Block 1 (as now proposed) and Cube Smart a total of 45% of the Specific Plan 2022 LTA approved traffic will be used or entitled.

All traffic from the Hampton Inn site has previously been considered as a part of existing traffic in the previous University District Specific Plan update. Therefore, no new impacts are expected as a result of the boundary change or land use change on Block 1 or the relocation of the Cube Smart facility. The change in land use for Block 1 represents a significant reduction in traffic generation and the 20 new trips from Cube Smart fall far below the traffic assumed in the LTA. Also it should be noted that all off site traffic facilities have now been built, assured or deemed not necessary. Facilities deemed not necessary include the west side bridge over SR-78 and added west to south left turn at the intersection of San Marcos Boulevard and Twin Oaks Valley Road. The facilities were deemed not necessary by the City based on the reduction of approximately 100,000 trips generated by the University District, Kaiser Hospital, Fenton, and the Creekside District.

Based on SANDAG traffic generation rates, self-storage land use generates two (2) trips per 1,000 square feet of rentable space. The proposed project has 88,350 square feet of rentable space and the existing self-storage facility has 78,000 square feet of rentable space. As shown in **Attachment F**, the proposed relocation will result in 20 additional ADT with 2 new trips in both the AM and PM peak hours. The 20 new ADT generated by this project is within the traffic generation thresholds of the University District Specific Plan. In addition, all off-site improvements required in the University District Specific Plan EIR have been constructed or assured; this project does not trigger any new improvement requirements.

The proposed self-storage project location has primary access along a straight section of Carmel Street as shown on **Attachment E**. The site provides two-way on-site circulation around the proposed buildings. The circulation, loading areas, and parking spaces are also shown in **Attachment G**.

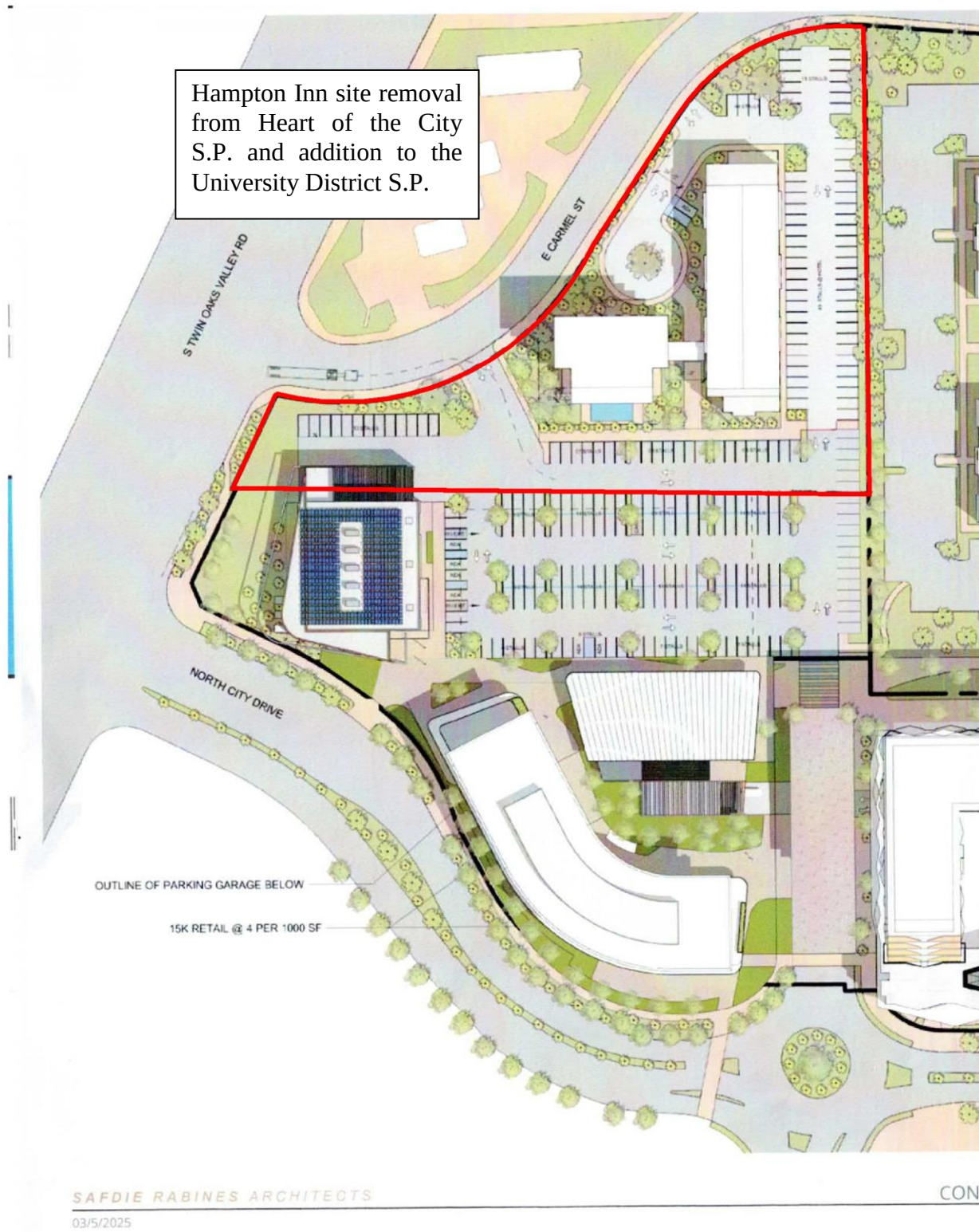
Tenants at the existing Cube Smart location will be given a 1 year period to either vacate the existing facility or relocate to the new facility. During this one year period, the new facility will begin leasing to new tenants after a certificate of occupancy is issued. During this 1 year overlap period, at no time with the total occupied units of both the existing and proposed facilities exceed the total square footage of the proposed facility. This will prevent daily trips from exceeding the 176 daily trips estimated for the proposed project.

Please let us know if you have any questions or you need any additional information for the proposed project.

Attachment A
Relocation of the Cube Smart Facility Approximately 1000' East



Attachment B



Attachment C

Block 1 Traffic Generation			
Approved Traffic Study			
Use	Size	Rate	ADT
Market	39,000 S.F.	120/KSF	4,680
Specialty Retail/ Strip Commercial	50,000 S.F.	40/KSF	2,000
Office	200,000 S.F.	20/KSF	4,000
Total			10,680

Proposed Project Block 1			
Market	12,500 S.F.	120/KSF	1,500
Speciality Retail/Strip Commercial	16,000 S.F.	40/KSF	640
Office	50,000 S.F.	20/KSF	1,000
Hotel	44 Rooms	10/Room	440
Total			3,580

Reduction/Change = 7,100 ADT or 66.4%

Source: Table 3.1 University District Local Transportation Analysis
May 19, 2022, page 42-44

Attachment D

TRIP GENERATION

Land Use	Intensity	Rate*	ADT	AM						PM					
				Peak %*	Vol.	In %	Out%	In	Out	Peak %*	Vol.	In %	Out%	In	Out
Rental Storage	88.35 /KSF	2 /KSF	176	6%	10	50% : 50%	5	5	9%	16	50% : 50%	8	8		
Existing Storage	78 /KSF	2 /KSF	156	6%	8	50% : 50%	4	4	9%	14	50% : 50%	7	7		
Total			20		+2		+1	+1		+2		+1	+1		

Source:

*Rates are used taken from SANDAG "(Not so) Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region", April 2002.

Note:

ADT= Average Daily Trips

KSF = 1,000 Square Feet

Attachment E

Land Use	2022 LTA			2022 Specific Plan			Entitled as of June 2025		
	West Side	East Side	Total Project	West Side	East Side	Total Project	West Side	East Side	Total Project
Residential (units)	1,460	1,940	3,400	1,460	1,140	2,600	425	1,291	1,716
Student Housing (units)				0	800	800	0	211	211
Specialty Retail/Strip Commercial (KSF)	20	187	207	40	305	345	0	123	123
Hotel (rooms)	0	170	170	120	130	250			
Corporate Headquarters (KSF)	620	450	1,070						
Medical Office (KSF)	150	0	150	150	50	200			
Standard Commercial Office (KSF)	0	537	537	300	620	920	0	233	233
Market (KSF)	0	39	39	0	39	39	0	25	25
PIMA Medical Students (students)	0	600	600						
Civic/Community (KSF)				5	0	5			
Storage Facility									
Total ADT	58,517			54,710			22,876		

Note: The 2022 Specific Plan base residential density is exceeded due to the provision of affordable housing units in compliance with California

Land Use	Amount	Rate	ADT
Residential (units)	1,716	6	10,296
Student Housing (units)	211	0*	-
Specialty Retail/Strip Commerical (KSF)	123	40	4,920
Standard Commerical Office (KSF)	233	20	4,660
Market (KSF)	25	120	3,000
Total ADT			22,876

*Student units are accounted for in the Cal State San Marcos Specific Plan but located in the University District Specific Plan area. Therefore, a rate of zero (0) was applied to avoid double counting traffic.

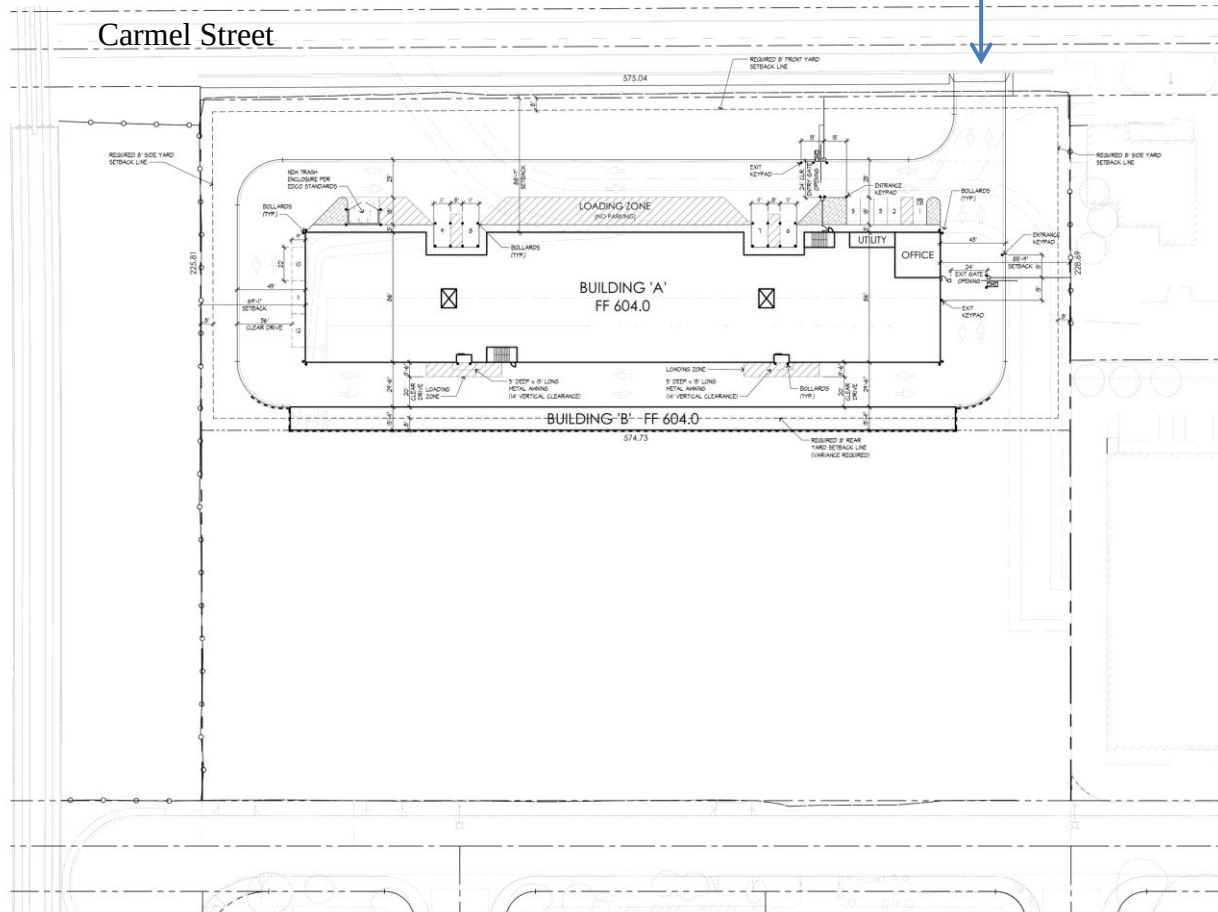
$$\frac{22,876}{58,517} = 39\% \text{ of ADT has been entitled from Specific Plan LTA (2022)}$$

(Entitled + Block 1 + Cube Smart)

$$22,876 + 3,580 + 20 = \frac{26,476}{58,517} = 45\% \text{ of ADT will be entitled from Specific Plan LTA (2022) with this project}$$

Attachment F
Project Access

Access drive



APPLICANT/DEVELOPER

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PROJECT DATA

SITE AREA	130,643 SF (3 ACRES)
BUILDING AREAS	
BUILDING 'A' (3 STORY)	104,600 SF
BUILDING 'B' (1 STORY)	6,600 SF
TOTAL	111,200 SF

CONSTRUCTION TYPE: I-B (SPRINKLERED)

OCCUPANCY: 8 AT OFFICE
 5-1 AT STORAGE

PARKING REQUIRED: 3 SPACES + 1/100 UNITS +
 3 + 897/100 = 11.97 SPACES

PARKING PROVIDED: 12 SPACES

CUBESMART SELF STORAGE
 SAN MARCOS, CA

SITE PLAN

SCALE: 1" = 30'-0"

3.28.2024

