



Matrix Design Group, Inc.  
2435 Research Parkway, Suite 300  
Colorado Springs, CO 80920  
O 719.575.0100  
F 719.575.0208  
matrixdesigngroup.com

June 1, 2023  
Ms. Mary Grace McNear  
Beus, Gilbert, McGroder PLLC  
701 North 44<sup>th</sup> Street  
Phoenix, AZ 85008

**RE: Villas at Prescott Valley Trip Generation Analysis**

Dear Ms. McNear

The purpose of this letter is to compare the number of trips that are expected to be generated by the proposed Villas at Prescott Valley and what could be generated by the previous zoning. In the original zoning plan, this development was proposed as a combination of mobile park homes, and commercial land. The Villas at Prescott Valley proposes 385 single-family attached townhomes.

**Area Conditions**

*Study Area Land Use*

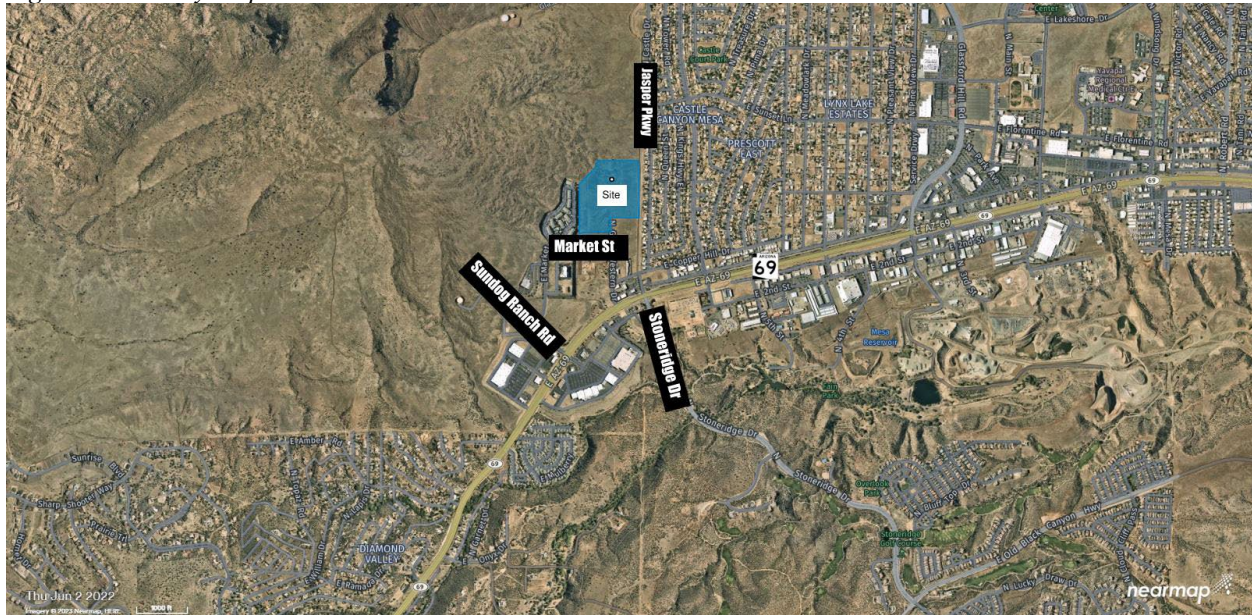
The Villas at Prescott Valley project (the "Project") is a 31.8-acre development located in the Town of Prescott Valley. The Project consists of 385 dwelling units of single-family attached housing (townhomes).

In the previous zoning plan this development consisted of 11.32 acres of commercial land (zoned C-2) and 20.55 acres of mobile homes (zoned R1MH). Because no site plan was available for the original zoning, we are assuming that 25 percent of the commercial land would be a developable area. This yields 123,275 square feet of retail. The property zoned for a mobile home park has a density of one unit per 10,000 square feet, equating to a total 90 mobile home dwelling units. Figure 1 shows the location of the development.

*Excellence by Design*

Anniston, AL | Atlanta, GA | Colorado Springs, CO | Denver, CO | Niceville, FL | Parsons, KS | Phoenix, AZ  
Tamuning, GUAM | Texarkana, TX | Washington, DC

Figure 1 – Vicinity Map



## Trip Generation


The vehicle trips associated with the Project were calculated using the Institute of Transportation Engineers (ITE) Trip Generation Manual, 11th Edition. This method consists of choosing an independent variable for the land use for a particular time of day. The ITE Manual has different variables for different proposed land uses. The value of the independent variable is either multiplied by a weighted average or used in a regression equation to calculate the trips generated by the land use. We used a regression equation for single-family attached housing because the number of studies for this similar land use was adequate in the ITE manual. Also, the total number of dwelling units in Villas at Prescott Valley fell within the appropriate range specified in the ITE Manual for single-family attached housing. Table 1 shows the trips that are expected to be generated by Villas at Prescott Valley at buildout compared against trip generation under the original zoning plan.

Table 1 – Trip Generation Comparison Between the Original Zoning Plan and Current Land Use

Prescott Valley Trip Generation										
	ITE Code and Land Use	Weekday			AM Peak Hour			PM Peak Hour		
		Total	Entering	Exiting	Total	Entering	Exiting	Total	Entering	Exiting
Previous Zoning	90 Units Mobile Homes	656	328	328	42	9	33	52	32	20
	123,270 Square Feet Shopping Center	8324	4162	4162	213	132	81	639	313	326
	SUM	8980	4490	4490	255	141	114	691	345	346
Current	385 Units Townhomes	2884	1442	1442	195	61	134	227	129	98

As shown in the table above, the total number of daily trips generated by the proposed project decreased by 67.88% when compared with the current zoned land use (R1-MH and C-2). Therefore, the impact of this development on the adjacent roadway network would be far less than what was expected from development pursuant to the current zoning.

If you have any questions, please feel free to contact me at [Scott.Barnhart@matrixdesigngroup.com](mailto:Scott.Barnhart@matrixdesigngroup.com) or at (719) 575-0100.

Sincerely,  
  
 Scott D. Barnhart, P.E., PTOE  
 Senior Associate of Transportation Services.

EXPIRES 06/30/2023