





MEMORANDUM

TO: Mayor and City Council members

VIA: Russ Blackburn, City Manager

THROUGH: Teresa Lamar-Sarno, AICP, Interim Planning and Zoning Director 

FROM: John Finizio, Planner III 

DATE: October 4, 2019

RE: 7-Eleven @ Verano (P19-098)
Special Exception Use Traffic Impacts

Verano PUD No. 1, Commercial Tract is a parcel located on the northeast corner of Crosstown Parkway and Commerce Centre Drive. The parcel is approximately 8.64 acres in size, has the Verano PUD (Planned Unit Development) 1 zoning designation and has a General Commercial Future Land Use designation. This parcel is owned by Publix Super Markets, and a Publix super market is the only development currently on the site. In addition to the Publix supermarket, there is approximately 2.17 developable acres on this parcel. Earlier this year a special exception use application was submitted to construct a 3,109 square foot 7-Eleven convenience store with gas pumps on this site. This memo will explore the transportation impacts on this parcel, not only with the proposed convenience store, but with permitted uses that could be constructed on this site without a special exception use application.

The Publix site plan was originally approved by City Council on March 1, 2011 (P11-002 Publix at Verano). This site plan was later amended in 2013, and the site plan amendment application was approved by Site Plan Review Committee on December 11, 2013 (Verano Publix Site Plan Amendment). According to the Publix site plan (P13-150), the number of daily vehicle trips to the site generated by the Publix supermarket is 4,706, with 290 PM Peak Hour Trips.

Based on the square footage being used (3,109), the proposed 7-Eleven will generate approximately 841 daily vehicle trips, with 56 PM Peak Hour Trips.

As noted above, the underlying land use for this parcel is General Commercial (CG), and the PUD zoning designation allows all permitted uses in the General Commercial Zoning District (Section 158.124 (B)). Some of the permitted uses include: retail sales,

office space, restaurants without a drive-through, brewpubs, and enclosed assembly area (<3,000 square feet). To calculate the daily vehicle trips for these other uses, 30% coverage of the 2.17 acres is being used. 30% of the 2.17 acres equates to a maximum building size of approximately 28,350 square feet.

Based on the square footage 28,350, a retail development will generate approximately 1,250 daily vehicle trips, with 142 PM Peak Hour Trips.

Based on the square footage 28,350, an office building will generate approximately 505 daily vehicle trips, with 110 PM Peak Hour Trips.

Typically, restaurants and brewpubs will have a much smaller footprint than retail or office uses. For this exercise, the trip generation for restaurants and brewpubs is calculated with only a 7,250 square feet footprint. This square footage was the size of the Texas Road House restaurant that was recently approved in St. Lucie West. With 7,250 square feet, a restaurant or brewpub will generate approximately 652 daily vehicle trips, with 65 PM Peak Hour Trips.

Daycare facilities are just one of the uses identified as an enclosed assembly area. 28,350 square feet seems rather large for a day care facility, so cutting this number in half may be more accurate size for a daycare facility. With 14,175 square feet, a daycare facility will generate approximately 1,123 daily vehicle trips, with 197 PM Peak Hour Trips.

This exercise attempts to consider various development scenarios and their associated vehicle trips for this parcel based on the different uses that are permitted by right and the impact these other uses could have on this site and surrounding transportation network.

Please feel free to contact me if you have any questions or need any additional information.