



Public Works Traffic Analysis Comments

Date: 8-28-2025

Subject: Prime Square Doral - Rezoning

Permit: LAND-2409-0018

Date Submitted: 6-10-2025

4th Review

Results of the Review:

☒ **Approval Recommended**

The Public Works Department has completed its review of the Letter of Intent for Rezoning of Folio 35-3017-001-0190 and Folio 35-3017-001-0180 from Industrial Commercial (IC) to Corridor Commercial (CC) and from General Use (GU) to Corridor Commercial (CC) located along NW 102nd Ave south of NW 74th Street in Doral, Florida. The applicant is proposing a commercial development consisting of commercial buildings. The Public Works Department recommends Rezoning.

Advisory comments below are necessary during site plan review process and implementation of the project:

- Approval is subject to review from City of Doral Public Works Department - Plans Review.
- Traffic Analysis – will be reviewed through the siteplan process.
- Compliance with the applicable sections of the City's Land Development Code Chapter 77.
- Implementation of the proposed project dealing with roadway construction work, installation of signage, pavement markings and other needed items shall conform to all applicable requirements, standards and regulations of the latest version of the Manual on Uniform Traffic Control Devices (MUTCD), City of Doral, Miami-Dade County Department of Transportation and Public Works, and Miami-Dade Fire Rescue Department.

July 15, 2025

Edna Sibila
City of Doral Transportation Manager
8401 NW 53rd Terrace
Doral, FL 33166
T (305) 593-6740 Ext. 6017
F (305) 593-6617
Edna.sibila@cityofdoral.com

RE: Prime Square Doral Traffic Statement - #24143

Dear Edna,

The proposed Prime Square Doral project is located on the west side of NW 102nd Avenue just south of NW 74th Street in Doral, Florida. The maximum allowable density under the existing zoning is 53,098 SF of retail space. However, the maximum allowable density under the proposed zoning is 19,328 SF of office space and 33,770 SF of retail space.

Trip Generation

A trip generation comparison was conducted to determine the net new project trips of the maximum allowable density under the existing zoning when compared to the maximum allowable density under the proposed zoning. The project trip generation was calculated based on the rates / equations published by the Institute of Transportation Engineers (ITE) *Trip Generation Manual*, 11th Edition. This manual provides gross trip generation rates and/or equations by land use type. These rates and equations estimate vehicle trip ends at a free-standing site's driveways. Trip generation worksheets are available in Attachment A. The proposed zoning density incorporates office and retail land uses, which can satisfy the retail trip for some employees and visitors without

making a trip off-site. An internalization matrix was developed to establish the appropriate number of internal project trips. Internal capture rates used are also included in Attachment A.

Trip generation calculations were performed for a typical weekday, as well as, AM and PM peak hours of the adjacent street. The existing maximum allowable and proposed maximum allowable trip generation calculations are summarized in Exhibit 1.

Exhibit 1 Project Trip Generation Summary

Proposed Zoning

Proposed ITE Land Use Designation ¹	Number of Units	Daily Vehicle Trips	AM Peak Hour Vehicle Trips			PM Peak Hour Vehicle Trips		
			In	Out	Total	In	Out	Total
General Office Building <i>Land Use Code: 710</i>	19,328 SF	278	36	5	41	7	35	42
Strip Retail Plaza (<40k) <i>Land Use Code: 822</i>	33,770 SF	1,654	48	32	80	92	92	184
Total Gross Trips		1,932	84	37	121	99	127	226
Internalization ²		AM 3.3%	-2	-2	-4	-9	-9	-18
		PM 8.0%						
Net Proposed Trips			82	35	117	90	118	208

¹ Based on ITE Trip Generation Manual, 11th Edition.

² Based on ITE Trip Generation Handbook, 3rd Edition.

Existing Zoning

Existing ITE Land Use Designation ¹	Number of Units	Daily Vehicle Trips	AM Peak Hour Vehicle Trips			PM Peak Hour Vehicle Trips		
			In	Out	Total	In	Out	Total
Shopping Plaza (40-150k)	53,098 SF	3,586	57	35	92	135	141	276
Total Gross Trips		3,586	57	35	92	135	141	276
Net Existing Trips			57	35	92	135	141	276

¹ Based on ITE Trip Generation Manual, 11th Edition.

New External Trips

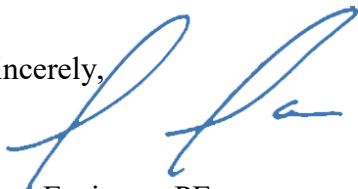
	Daily Vehicle Trips	AM Peak Hour Vehicle Trips			PM Peak Hour Vehicle Trips		
		In	Out	Total	In	Out	Total
Proposed Zoning	1,932	82	35	117	90	118	208
Existing Zoning	3,586	57	35	92	135	141	276
Difference	-1,654	25	0	25	-45	-23	-68

Conclusions

The results of the trip generation comparison show that the maximum allowable density under the proposed zoning will generate 1,654 less daily trips, 25 more AM peak hour trips, and 68 less PM peak hour trips when compared to the maximum allowable density under the existing zoning. Since the maximum allowable density under the proposed zoning generates less than 100 new two-way vehicle trips during the AM and PM peak hours, the impact of the project on the adjacent street network can be considered *de minimis*.

We stand ready to provide any support needed for this project. Should you have any questions or comments, please call me at (305) 447-0900.

Sincerely,



Juan Espinosa, PE
Vice-President – Transportation

w:\24\24143\trip gen comparison\prime square doral traffic letter_july 2025.docx

Attachment A

Scenario - 3

Scenario Name: Maximum Density

User Group:

VEHICLE TRIPS BEFORE REDUCTION

Land Use & Data Source	Location	IV	Size	Time Period	Method	Entry	Exit	Total
					Rate/Equation	Split%	Split%	
821 - Shopping Plaza (40-150k) - Supermarket - No	General Urban/Suburban	1000 Sq. Ft. GLA	53.1	Weekday	Average	1793	1793	3586
Data Source: Trip Generation Manual, 11th Ed					67.52	50%	50%	
821(1) - Shopping Plaza (40-150k) - Supermarket - No	General Urban/Suburban	1000 Sq. Ft. GLA	53.1	Weekday, Peak	Average	57	35	92
Data Source: Trip Generation Manual, 11th Ed					1.73	62%	38%	
821(2) - Shopping Plaza (40-150k) - Supermarket - No	General Urban/Suburban	1000 Sq. Ft. GLA	53.1	Weekday, Peak	Average	135	141	276
Data Source: Trip Generation Manual, 11th Ed					5.19	49%	51%	

Scenario - 2

Scenario Name: Proposed April 2025

User Group:

VEHICLE TRIPS BEFORE REDUCTION

Land Use & Data Source	Location	IV	Size	Time Period	Method	Entry	Exit	Total
					Rate/Equation	Split%	Split%	
822 - Strip Retail Plaza (<40k)	General Urban/Suburban	1000 Sq. Ft. GLA	33.77	Weekday	Best Fit (LIN)	827	827	1654
Data Source: Trip Generation Manual, 11th Ed					$T = 42.20(X) + 229.68$	50%	50%	
822(1) - Strip Retail Plaza (<40k)	General Urban/Suburban	1000 Sq. Ft. GLA	33.77	Weekday, Peak	Average	48	32	80
Data Source: Trip Generation Manual, 11th Ed					2.36	60%	40%	
822(2) - Strip Retail Plaza (<40k)	General Urban/Suburban	1000 Sq. Ft. GLA	33.77	Weekday, Peak	Best Fit (LOG)	92	92	184
Data Source: Trip Generation Manual, 11th Ed					$\ln(T) = 0.71\ln(X) + 2.72$	50%	50%	
710 - General Office Building	General Urban/Suburban	1000 Sq. Ft. GFA	19.33	Weekday	Best Fit (LOG)	139	139	278
Data Source: Trip Generation Manual, 11th Ed					$\ln(T) = 0.87\ln(X) + 3.05$	50%	50%	
710(1) - General Office Building	General Urban/Suburban	1000 Sq. Ft. GFA	19.33	Weekday, Peak	Best Fit (LOG)	36	5	41
Data Source: Trip Generation Manual, 11th Ed					$\ln(T) = 0.86\ln(X) + 1.16$	88%	12%	
710(2) - General Office Building	General Urban/Suburban	1000 Sq. Ft. GFA	19.33	Weekday, Peak	Best Fit (LOG)	7	35	42
Data Source: Trip Generation Manual, 11th Ed					$\ln(T) = 0.83\ln(X) + 1.29$	17%	83%	

AM Peak Hour Trip Generation and Internalization

Prime Square Doral

General Office Building Land Use 710 19,328 SF		Strip Retail Plaza (<40K) Land Use 822 33,770 SF		
In	Out	In	Out	
36	5	48	32	121 ITE Trips
0	0	0	0	0 0.0% Transit/Pedestrian
36	5	48	32	121
UNBALANCED INTERNALIZATION				
4% 1	28% 1	32% 15	29% 9	
1	1	1	1	
General Office Buildi		Strip Retail Plaza (<40K)		
In	Out	In	Out	
36	5	48	32	121 Vehicle Trips
BALANCED INTERNALIZATION				
-1	-1	-1	-1	
35	4	47	31	-4 Internal
	4.9%		2.5%	117 External Trips
35	4	47	31	3.3% % Internal
				117 Net New External Trips

PM Peak Hour Trip Generation and Internalization

Prime Square Doral

General Office Building Land Use 710 19,328 SF		Strip Retail Plaza (<40K) Land Use 822 33,770 SF		
In	Out	In	Out	
7	35	92	92	226 ITE Trips
0	0	0	0	0 0.0% Transit/Pedestrian
7	35	92	92	226
UNBALANCED INTERNALIZATION				
31% 2	20% 7	8% 7	2% 2	
General Office Buildi		Strip Retail Plaza (<40K)		
In	Out	In	Out	
7	35	92	92	226 Vehicle Trips
BALANCED INTERNALIZATION				
-2	-7	-7	-2	
5	28	85	90	-18 Internal 208 External Trips 8.0% % Internal
5	28	85	90	208 Net New External Trips