

**Proposed Publix Supermarket
2985 N. Ocean Boulevard (State Road A1A)
Fort Lauderdale, Florida**

Traffic Impact Study – Executive Summary

A Publix supermarket is proposed to be located in the southwest quadrant of the intersection at N. Ocean Boulevard (State Road A1A) and NE 30th Street in Fort Lauderdale, Broward County, Florida. More specifically, the subject site is located at 2985 N. Ocean Boulevard.

The subject site is approximately 1.41 acres (61,592 square feet) and is currently developed with a single-story retail building with approximately 4,317 square feet of floor area. The recently closed businesses within this building included a medical office / clinic and a high-turnover sit-down restaurant. A single-story Publix supermarket (with rooftop parking) is proposed to be constructed on the subject site. The gross floor area will be approximately 29,495 square feet. The site will be served by one (1) full access driveway on NE 30th Street and one (1) right-turn in / right-turn out only driveway on NE 33rd Avenue. The proposed project is anticipated to be completed by 2022.

Given the proposed store location along State Road A1A, a highly urbanized, pedestrian and bicycle-oriented corridor, it is anticipated that many of the store's customers will walk or ride a bicycle to and from the site. In order to reflect these anticipated travel characteristics, trip generation data collected at similarly situated Publix stores along State Road A1A was utilized for the trip generation analysis. The trip generation analysis indicates that the net new external vehicle trips anticipated to be generated by the proposed Publix supermarket consists of approximately 85 weekday AM peak hour vehicle trips (45 inbound and 40 outbound) and 147 weekday PM peak hour vehicle trips (74 inbound and 73 outbound).

Intersection capacity/level of service (LOS) analyses were conducted for the study intersections and the proposed project driveways. Each of the study intersections are currently operating adequately during the weekday AM and PM peak hours and will continue to do so in the year 2022 with the proposed Publix supermarket. Additionally, both of the proposed project driveways are projected to operate at an acceptable Level of Service (LOS) during the AM and PM peak hours.