

### 32. ATTRACTIONS AND RECREATION FACILITIES

During the public outreach process with adjacent neighborhood associations and neighborhood groups, the community suggested that a cinema use would be desirable for inclusion within the Parkland DRI. The Applicant has therefore proposed that the cinema use be allowed in the DRI, and that this use would be accommodated by exchanging retail square footage for cinema seats. Question 32 of the DRI has therefore been provided to address the Chapter 380 requirements for cinema seats as part of the Attractions and Recreation Facilities DRI land use category pursuant to Chapter 28-24, F.A.C.

The Applicant has requested the ability to provide up to 2,000 cinema seats for a serial performance facility movie theatre. The traffic impacts of this use would be offset by a companion reduction in retail square footage. The detailed calculations of this proposed exchange has been determined through the trip generation calculations for retail use and cinema use as provided in **Table 32.1** below, and as provided in revised **Table 21.B2** included in Question 21 – Transportation of the Parkland DRI. An exchange of up to 2,000 cinema seats can be achieved by the reduction of 28,311 square feet of retail use based upon the gross PM peak hour trips generated by both the cinema and retail use. The cinema seat exchange calculation is described below and is outlined in **Table 32.1** below.

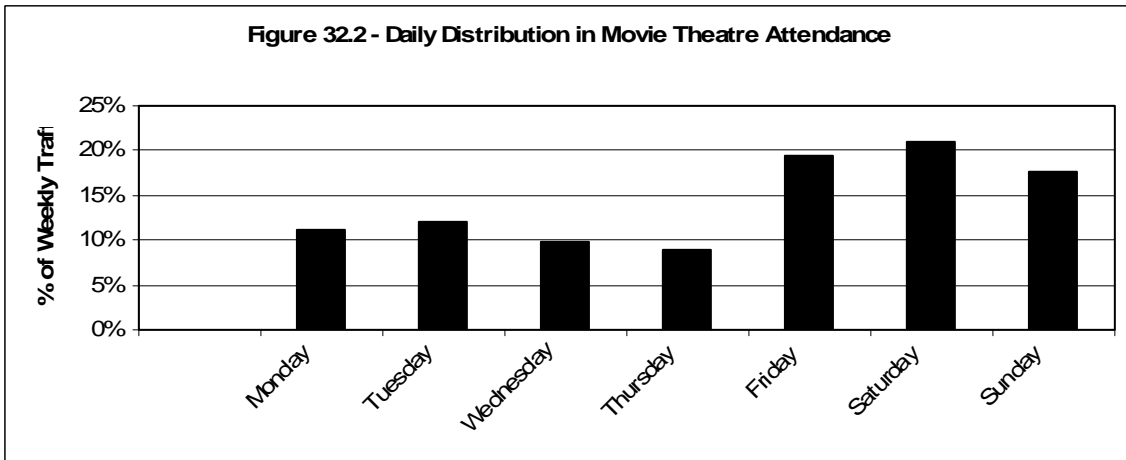
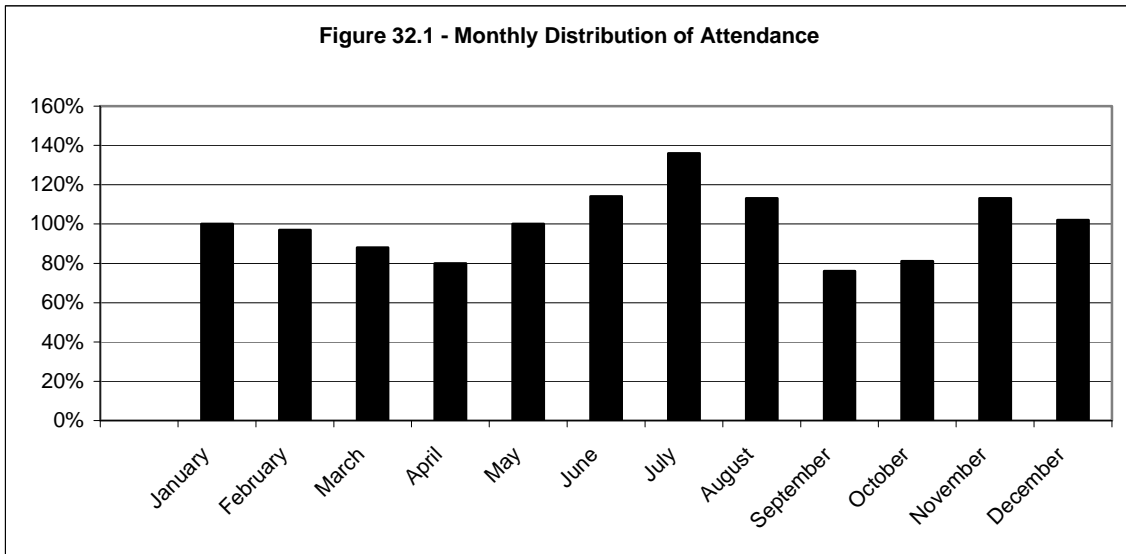
- Determine the Gross PM Peak Hour Trips for the desired number of Cinema Seats
  - $(\text{Number of Seats} * 0.07) = \text{Gross PM Peak Hour Cinema Trips}$
- Divide the Gross PM Peak Hour Cinema Trips by the Retail Trip Rate per KSF
  - $(\text{Gross PM Peak Hour Cinema Trips} / 4.945) * 1000 = \text{Retail SF}$

TABLE 32.1 PARKLAND EXCHANGE OF RETAIL SQ.FT. FOR CINEMA SEATS BASED UPON GROSS PM PEAK HOUR TRIPS								
LAND USE	UNITS	ITE LUC	ITE 7TH EDITION RATE OR FORMULA	PM TRIPS	IN		OUT	
					%	TRIPS	%	TRIPS
RETAIL - PM PEAK HOUR	200,000 SQ. FT.	820	$\ln(T) = 0.66 \ln(X) + 3.40$	989	48%	475	52%	514
CINEMA - PM PEAK HOUR	2,000 SEATS	444	$T = 0.07(X)$	140	55%	77	45%	63
<b>CINEMA TRIP RATE:</b>			0.07 CINEMA TRIPS PER SEAT					
<b>RETAIL TRIP RATE:</b>			4.945 RETAIL TRIPS PER KSF = 989 GROSS PM RETAIL TRIPS / 200 KSF					
<b>REDUCTION OF RETAIL FOR CINEMA</b>			28,311 SF = 2000 SEATS					
<b>* EXCHANGE RETAIL SF FOR SEATS</b>			$(140 / 4.945) * 1000 = 28,311 \text{ SF}$					
<b>* EXCHANGE SEATS FOR RETAIL SF</b>			$((2000 * 0.07) / 4.945) * 1000 = 28,311 \text{ SF}$					

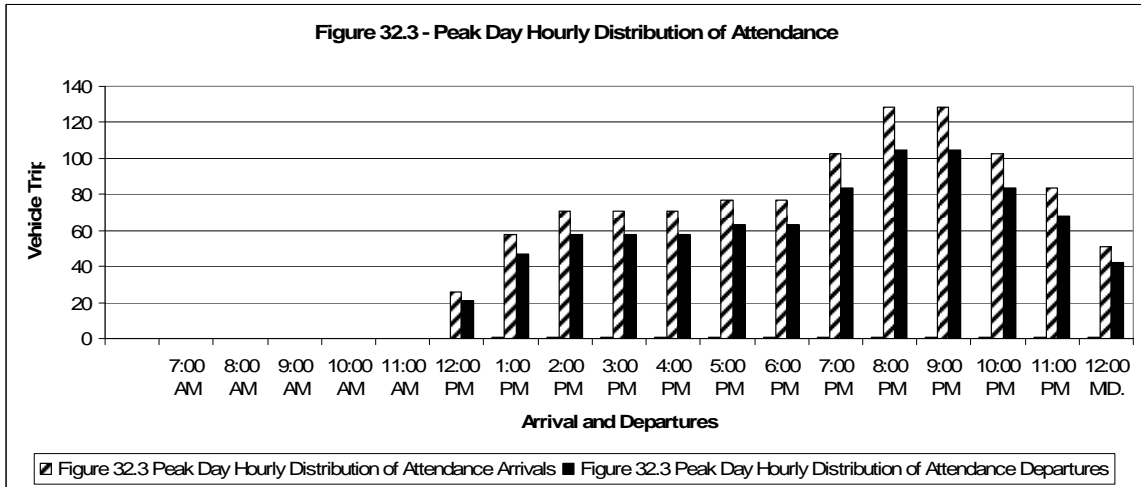
**A. What is the projected high, low, and average daily attendance at the facility? Specify the season if applicable. Complete Figures 32.1 – 32.3.**

The projected attendance for the 2,000 seat cinema is provided in using the trip generation rates and equations from *ITE Trip Generation, 7<sup>th</sup> Edition*. Trip generation statistics for movie theatre with matinee have been obtained from ITE land use code 444. A 2,000 seat cinema will generate 140 gross PM peak hour trips during the weekday evening peak hour (from 4 to 6 pm) using the ITE trip generation rate of 0.07 trips per seat (applicable for both the weekday evening and the Friday evening timeframes).

An estimate of the monthly distribution of attendance is provided in **Figure 32.1**, using percentages (by month) provided by ITE for land use code 444 – Movie Theatre with Matinee. An estimate of the daily distribution of attendance over the seven day week is provided in **Figure 32.2**, using percentages (by day) provided by ITE for land use code 444 – Movie Theatre with Matinee.



An estimate of the hourly distribution of attendance for the cinema is provided in **Figure 32.3**, using hourly time-of-day occupancy factors for a multi-screen cinema as derived from the Urban Land Institute shared parking methodology (Table 2-5 – Recommended Time-of-Day Factors for Weekdays from *Shared Parking, Second Edition, 2005*).



- B. Estimate the number of customers utilizing transportation other than automobile to reach the region and the site. Specify the transportation systems and facilities to be utilized, their location, present, and planned capacities.**

The Miami-Dade Transit Authority (MDTA) currently operates Route 252 – the Coral Reef Max which provides Express Bus Service from the Dadeland South Metrorail Station to SW 152 Street extending westward to SW 162 Avenue (with peak hour transit service). Route 252 traverses through both the Country Walk and Corsica neighborhoods located immediately to the east of Parkland, and therefore will have the potential to bring Cinema patrons to the Parkland DRI without the use of the private automobile.

In its current configuration, Route 252 abuts the east edge of the Parkland DRI. The attached **Figure 32.4** illustrates the current travel path for Route 252, and illustrates potential route extensions to serve the Parkland DRI. In **Figure 32.4** and **Figure 32.5**, the Applicant has shown how Route 252 can be extended westward to traverse through the Parkland DRI, providing transit access to the retail properties that would be suitable for the Cinema use.

- C. If any transportation systems and facilities are to be owned, operated, or managed by the applicant, specify how these interface with other systems and facilities in the region.**

The Applicant intends to work with Miami-Dade Transit to extend transit service into the site. It is anticipated that any transit systems or facilities used to improve transit access to the site will be operated and managed by the MDTA.

# Potential Local Transit Connections to Parkland

## Route 252 Coral Reef MAX

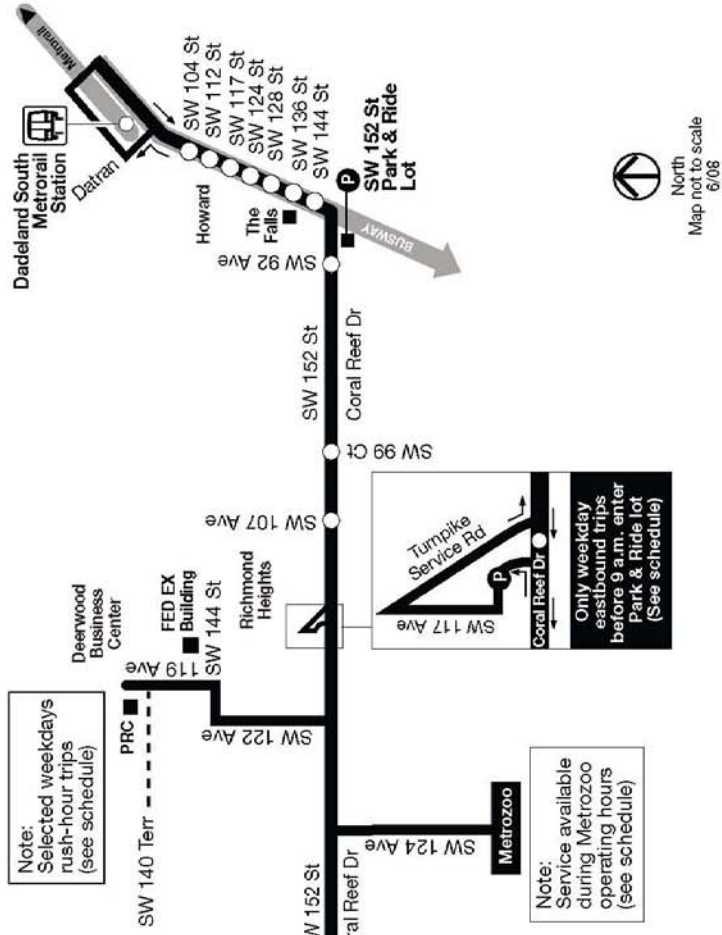


**MAX Stops**  
(Limited-stop service east of SW 107 Ave.)

**P** Park & Ride Lot



Selected weekday rush-hour trips (see schedule) and all day Saturday and Sunday.



## Potential Route Extension

Figure 32-4  
Potential for Transit Access to Parkland using Route 252  
Parkland  
September 2008

# Potential Local Transit Connections to Parkland

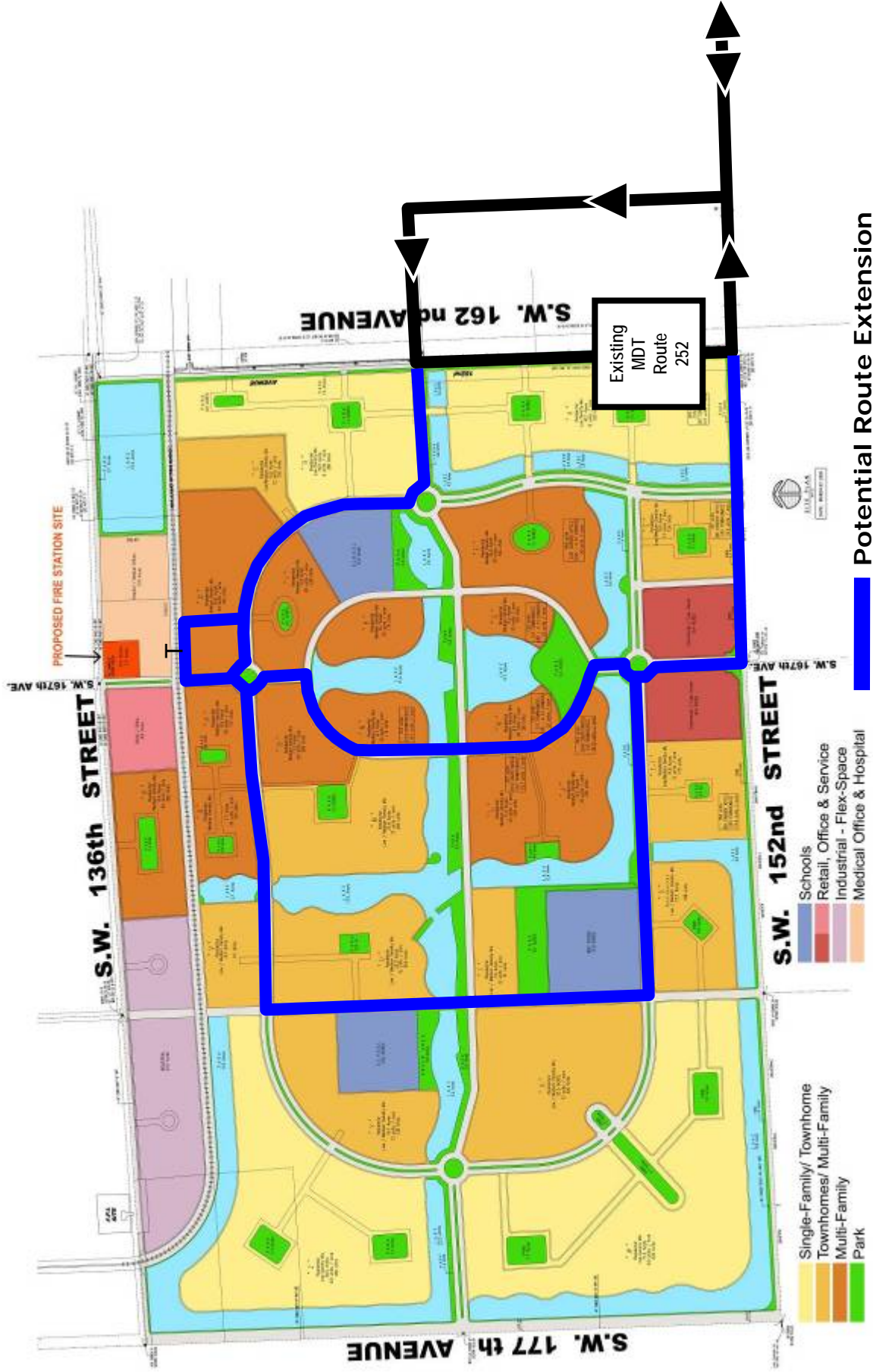


Figure 32-5  
Potential Local Transit Connections to and through the Site  
Parkland  
September 2008