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February 10, 2015  
Project: 142110P

Chris Corosky  
Armel Corporation  
Commerce Court West, 199 Bay Street, Suite 2900  
P.O. Box 459, Toronto, Ontario M5L 1G4

Dear Mr. Corosky:

## **Re: West Hills Shopping Centre Lowe's Expansion - Whitelaw Road Updated Review**

This letter has been prepared as an update to previously submitted letter<sup>1</sup> which was prepared regarding the operations of Whitelaw Road in relation to the West Hills Shopping Centre Lowe's expansion<sup>2</sup>.

### **CONCEPT**

The proposed expansion to the West Hills Shopping Centre will consist of developing lands on the northwest quadrant of Paisley Road and Elmira Road. At present, the Costco establishment is currently operational with the remainder of the property vacant. The preliminary concept plan indicates that the development will ultimately consist of 7 buildings with various retail land uses. The main anchor store for the expansion will consist of a Lowe's (Home Improvement Superstore).

A range of 650 to 700 parking spaces are anticipated to be provided to facilitate the future development in addition to the 651 spaces provided for the Costco establishment. The total gross floor area (GFA) for the proposed expansion will be 154,500 square feet.

Access to the development is proposed via three driveway connections to Elmira Road. Previous concepts for the property contemplated a potential additional driveway connection from the site to Paisley Road, likely aligned with Whitelaw Road. More detailed analysis of Paisley Road elevations in context with site grading has determined that such a connection is not feasible.

<sup>1</sup> West Hills Commercial Node – Revised Concept/Whitelaw Road – Addendum #2, Prepared for Armel Corporation, Prepared by Paradigm, August 2012.

<sup>2</sup> West Hills Shopping Centre Lowe's Expansion Traffic Impact Study, Prepared for Armel Corporation, Prepared by Paradigm, January 2015.



## **WHITELAW ROAD**

Whitelaw Road is a two lane roadway functioning as a collector road extending from Wellington County Road 124 to Paisley Road on the westerly edge of the City of Guelph. Within the City boundary and on the section where adjacent single detached residential development has occurred, Whitelaw Road has sidewalks on both sides of the road, a 50 km/hr speed limit and on-street parking on the east side of the road. South of Fife Road (in the Township) there is little development through to Highway 24. The proposed commercial development is located at the terminus of the road at its intersection with Paisley Road as illustrated in Figure 2 (Attached).

Existing Weekday PM and Saturday peak hour turning movement counts were conducted for the intersection of Paisley Road and Whitelaw Road in January 2015. The existing count data indicates that Whitelaw Road currently accommodates about 200 vehicles per hour (vph) during the afternoon peak hour and about 2,000 vehicles per day (vpd) just south of Paisley Road.

The previous addendum which was completed in August 2012 prior to the Costco establishment being operational, identified that Whitelaw Road just north of Fife Road accommodates about 300 vph during the afternoon peak hour and about 3,000 vpd based on 2008 traffic data provided by the City of Guelph. Based on the comparison between 2008 data and 2015 data, the volumes along Whitelaw Road indicate substantial growth along this roadway has not occurred as a result of the Costco establishment becoming operational.

It is also recognized that the volumes along Whitelaw Road just south of Paisley Road is well within the typical volume of a collector road which is about 5,000 vpd although the capacity of the road is much greater.

## **IMPERIAL ROAD & ELMIRA ROAD**

At present, the proposed West Hills Commercial development site plan proposes multiple access points to Elmira Road. This roadway is classified as an arterial road and has a three lane cross-section with a centre two way turn lane. Imperial Road, classified as a collector road, also provides access to the development area and is a two lane road with a two-way centre turn lane. Given that there will be little disruption/delay to through traffic caused by turning traffic on Elmira Road or Imperial Road and these routes offer the most direct and convenient access to the commercial centre, we expect that the large majority of traffic from the south, within Guelph, will use Elmira Road (via Fife Road) or Imperial Road in conjunction with the Hanlon Expressway rather than Whitelaw Road.

## **LOCAL AREA TRAFFIC**

Whitelaw Road is a route option (for trips to the subject site) having most appeal for the relatively small number of local residents adjacent to this road. Some of the rural traffic west of Guelph may select to use County Road 32 and Paisley Road to access the site. Kitchener and Cambridge residents west of the site will not be attracted to the West Hills commercial site given their closer proximity to the existing Lowe's and Home Depot stores and other retail establishments in these communities. Most of the traffic generated will come from the City of Guelph and Wellington County (north and east primarily). Whitelaw Road is intended to service local access to this



centre as well as a limited amount of external traffic. We do not expect there to be a significant increase in local and rural area traffic on Whitelaw Road, and any modest increases will be well within its traffic capacity.

Additionally it should be noted that access to the development is proposed via three driveway connections to Elmira Road. Previous concepts for the property contemplated a potential additional driveway connection from the site to Paisley Road, likely aligned with Whitelaw Road. More detailed analysis of site grading has determined that such a connection is not feasible given the grade differential between the commercial site and Paisley Road. With no direct connection provided to Paisley Road, trips originating outside of the Whitelaw Road corridor are not expected to utilize this route given the Whitelaw Road connection does not offer any benefits in terms of access and/or travel time to/from the development.

The trips estimated to be generated by the proposed development for the Weekday PM and Saturday peak hours were developed and assigned to the external roadway network as documented in the traffic impact study that was prepared in January 2015<sup>3</sup>. To further expand the roadway network, the developments site generated traffic volumes has been further assigned to reflect the travel characteristics at the intersection of Paisley Road and Whitelaw Road. It is noted that the trips assigned to this intersection are based on the current observed distribution. The Weekday PM and Saturday peak hour site generated traffic volumes at the intersection of Paisley Road and Whitelaw Road is illustrated in Figure 1 (Attached).

The projected volumes indicated that the an additional 5 trips during the Weekday PM peak hour and an additional 14 trips during the Saturday Peak hour could occur along Whitelaw Road as a result of the proposed expansion. This is not a significant volume of traffic.

### **EXTERNAL TRAFFIC/NISKA ROAD**

Residents on Whitelaw Road have expressed concern about increased traffic from the Kortright Road area west of the Hanlon Expressway in south Guelph using Niska Road and Whitelaw Road to access the West Hill Commercial development. It is noted that the Stone Road commercial area will have generally the same services within a 2 to 3 minute drive (depending on the location of origin) from the area west of Kortright Road as illustrated in Figure 3 (Attached). In addition, commercial development in the Clair/Gordon commercial node is also closer (5-6 minutes) to the Kortright residential development than the proposed site. The proposed development is approximately a 7-8 minute drive (depending on the location of origin) from the Kortright (west of Hanlon area) so for most retail and service trips, the Stone Road or Clair/Gordon commercial areas will be more attractive to these residents for typical shopping activities.

The previous addendum letter indicated the approximately 15 vehicle trips during the PM peak hour and approximately 20 vehicle trips during the Saturday peak hour from the Kortright (west of Hanlon) area could be generated on Niska Road and Whitelaw Road to the proposed Costco establishment. Given that no other Home Improvement Store is located in close proximity to the Kortright (west of Hanlon) area, additional trips for this area could also be created by the proposed Lowe's.

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<sup>3</sup> West Hills Shopping Centre Lowe's Expansion Traffic Impact Study, Prepared for Arnel Corporation, Prepared by Paradigm, January 2015.



The same methodology that was provided in the August 2012 addendum has also been utilized to determine how many additional trips from the Kortright (west of Hanlon) area could be generated on Niska Road and Whitelaw Road to the proposed Lowe's establishment. As the total market area for Lowe's is over 211,000 people, the population in the Kortright (west of Hanlon area) is expected to be about 3.0 - 3.5% of the total market.

Our estimate of net traffic generated (excluding "pass-by trips") during the Weekday PM and Saturday peak hour for the Lowe's establishment is 79 and 331 vehicles respectively based on the January 2015 report. Assuming Lowe's generates 100% of this total and 3.0 - 3.5% of the traffic is from the Kortright (west of Hanlon) area, approximately 2 vehicle trips (Weekday PM peak) and 12 vehicle trips (Saturday peak) could be generated on Niska Road and Whitelaw Road to the proposed Lowe's. It is further noted that this is not a significant volume of traffic.

There are a number of other factors to consider that will reduce the amount of traffic that will occur on Whitelaw Road and Niska Road:

1. Not all Kortright residential shopping trips will originate from home particularly in the Weekday afternoon peak hour. Some will originate from work or other locations other than home (i.e. other shopping, business or recreational locations). For the large majority of these trips, Whitelaw Road or Niska Road would not be affected.
2. Lowe's is a home improvement store that specializes in selling hardware as well as lumber. Accordingly, trips to this development by individual residents are not frequent and are not likely to occur on a daily or weekly basis unlike more regular visitation to other retail establishments. Considering this factor, actual traffic is expected to be far less than what has been estimated.

### **TOTAL VOLUMES ON WHITELAW ROAD**

An additional volume of 3 to 15 vehicles in one direction or 5 to 26 vehicles (if this volume does occur) in both directions can be easily accommodated on Whitelaw Road given its design and function and would not be significantly noticeable. This would result in total traffic of an additional 205 to 226 vehicles per hour considering the existing Weekday PM Peak hours two way traffic of 200 per hour. It is noted for comparison that Imperial Road south of Paisley Road (also a collector road with adjacent residential land use) accommodates two-way traffic of over 845 vehicles per hour under existing conditions.



## **CONCLUSIONS**

With no direct connection provided to Paisley Road, trips originating outside of the Whitelaw Road corridor are not expected to utilize Whitelaw Road given this connection does not offer any benefits in terms of access and/or travel time to/from the development. Additionally, a comparison between 2008 traffic data and 2015 traffic data along Whitelaw Road indicates substantial growth along this roadway has not occurred as a result of the Costco establishment becoming operational. As a result, we do not expect that there will be a significant impact from traffic generated by the Lowe's expansion on Whitelaw Road or Niska Road due to reasons noted above.

The majority of the traffic will be local resident traffic and traffic generated by miscellaneous rural development to the west with some additional trips from the Kortright (west of Hanlon area). Any additional traffic will result in volumes that are well below the threshold of what is expected to occur on a collector road.

Yours very truly,

**PARADIGM TRANSPORTATION SOLUTIONS LIMITED**

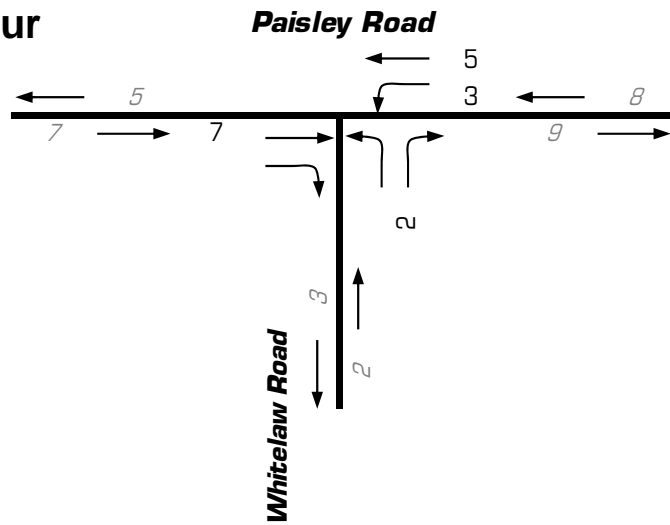
**Philip E. Grubb,**  
Senior Transportation Consultant



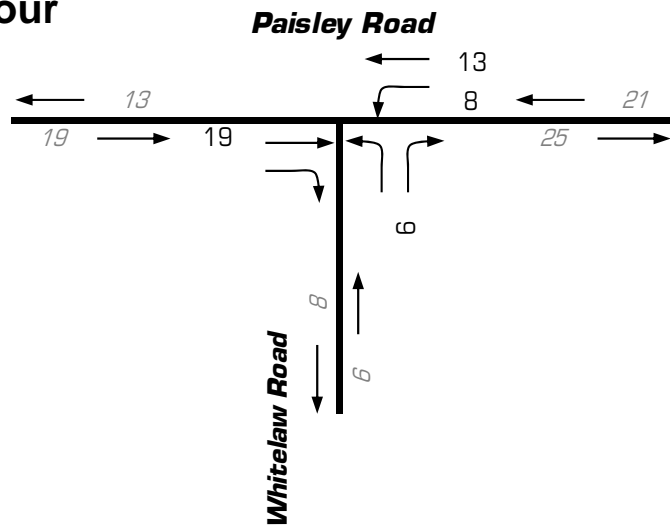
# **ATTACHMENTS**



### PM Peak Hour



### SAT Peak Hour

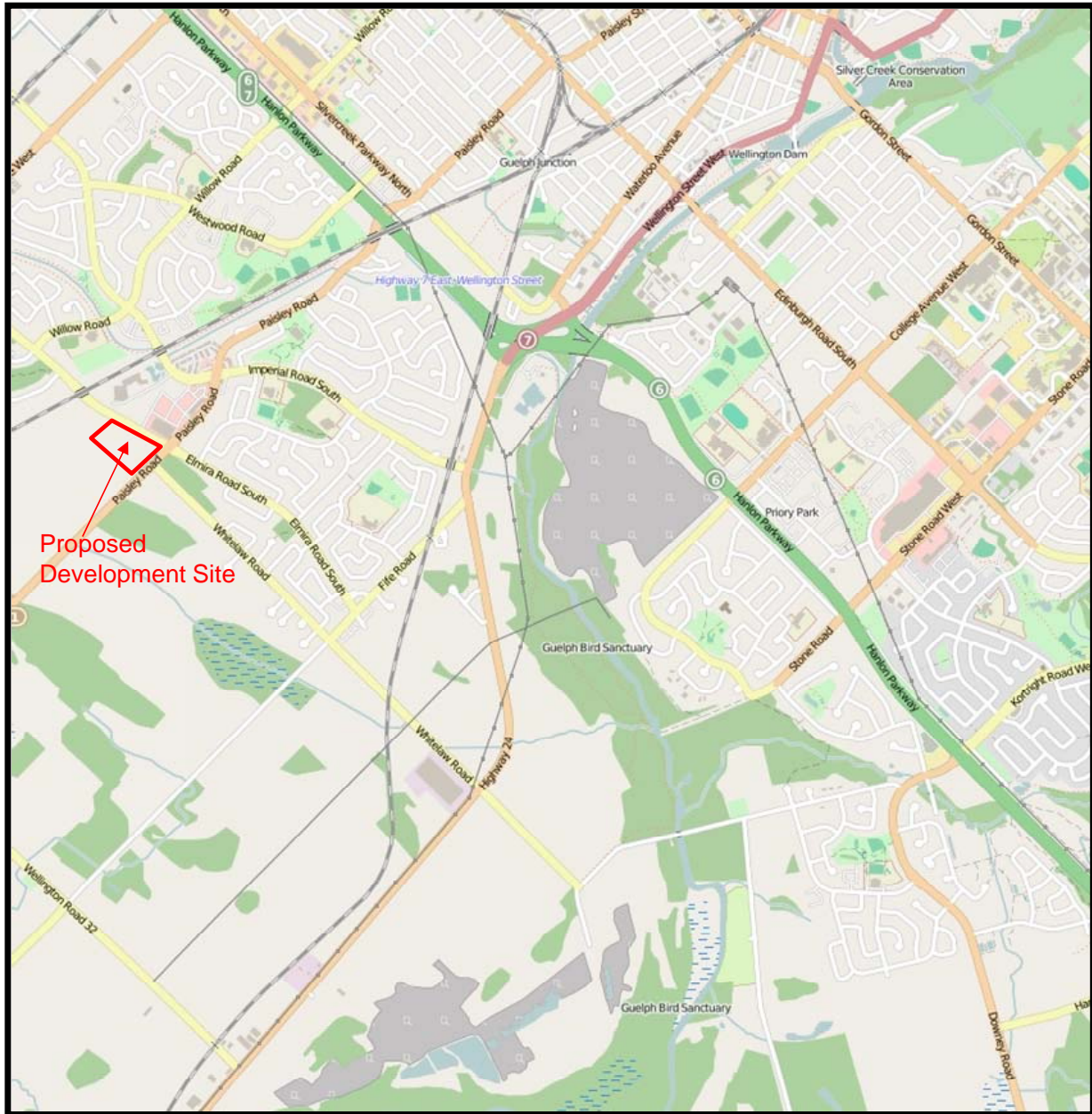


West Hills Commercial Node -  
Whitelaw Road Review



## Figure 1

**Projected Site Generated Volumes  
At Paisley Road & Whitelaw Road**



West Hills Commercial Node –  
Whitelaw Road Updated Review

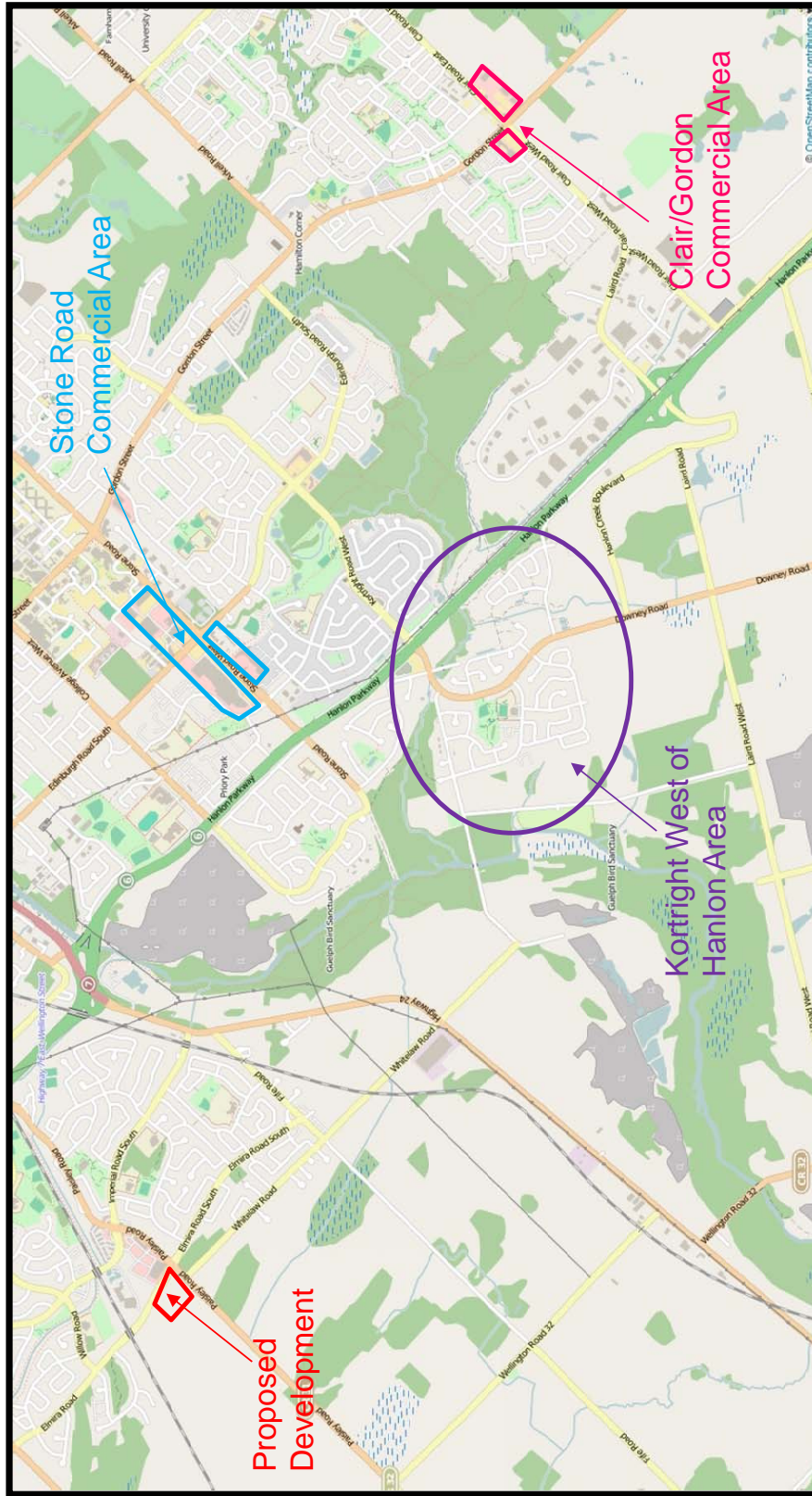
**Figure 2**  
**Whitelaw Road/Elmira Road  
& Area**







True  
North



**Figure 3**  
**Commercial Centres in Proximity To**  
**Korrighthouse West of Hanlon Area**

West Hills Commercial Node -  
Whitelaw Road Updated Review

