



February 16, 2021

Ms. Karen Kissler
Alternatives East
2300 Bethards Drive
Santa Rosa, CA 95405

Trip Generation Estimate for the Alternatives East Project

Dear Ms. Kissler;

As requested, W-Trans has prepared a trip generation estimate for the proposed cannabis dispensary to be located at 2300 Bethards Drive in the City of Santa Rosa. The purpose of this letter is to address the potential increase in trips associated with the proposed project, assess the adequacy of access for alternative modes of transportation, and discuss observations of pedestrian activity near the project site.

Project Description

The proposed project would convert existing office space to a cannabis dispensary with delivery service. The dispensary would occupy Suite A in the existing commercial building of 17,000 square feet. Suite A has an area of 2,249 square feet, including 473 square feet of secured storage. It should be noted that the project previously included a proposed on-site consumption area, but the request for on-site consumption has since been withdrawn by the applicant. Delivery services would operate during normal business hours between 9:00 a.m. and 9:00 p.m. The site plan is enclosed for reference.

Trip Generation

The anticipated daily and p.m. peak hour trip generations for the dispensary were estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10th Edition, 2017 for "Marijuana Dispensary" (LU #882). Because ITE rates for "Marijuana Dispensary" were developed based on data collected at sites that mostly open for business during the morning commute period of 7:00 to 9:00 a.m. and dispensaries in the City of Santa Rosa are not allowed to open for business until after 9:00 a.m., custom a.m. peak hour trip generation rates specific to the City of Santa Rosa were developed based on data collected at two existing dispensaries in the City. A spreadsheet summarizing the data collected and derivation of the applied a.m. peak hour rates is enclosed.

Data was also collected during the p.m. peak hour at three local dispensaries in the County of Sonoma (two in Santa Rosa and one in Cotati) and the resulting rates were consistent with ITE rates for the evening peak period, though slightly lower, so ITE rates were retained for this analysis due to the larger sample size that was used to develop the standard rates.

The expected trip generation potential for the proposed project is indicated in Table 1, with deductions taken for trips made to and from the existing office space being replaced by the dispensary. As proposed, the project would be expected to generate an average of 568 trips per day, including six trips during the a.m. peak hour and 49 trips during the p.m. peak hour. While the dispensary would be closed to the public prior to 9:00 a.m., there would be some level of trip activity during the morning peak period such as employees arriving to work and product being delivered to the site, which is reflected in the six trips estimated during the a.m. peak hour. It should be noted that trips are counted as one-way so a customer visiting the site would be responsible for two trips, one arriving and one leaving. Therefore, 49 trips during the evening peak hour would be representative of about 24 customers. After deductions for trips associated with the existing use are taken into account, the project would be expected to generate 546 new trips on a daily basis, including three new trips during the morning peak hour and 46 during

the evening peak hour; these new trips represent the increase in traffic associated with the project compared to existing volumes.

Table 1 – Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour					
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out		
Existing													
General Office Building	2,249 ksf	9.74	-22	1.16	-3	-2	-1	1.15	-3	-0	-3		
Proposed													
Marijuana Dispensary	2,249 ksf	252.70	568	*2.74	6	6	0	21.83	49	25	24		
Net New Trips		546		3		4		46		25		21	

Notes: ksf = 1,000 square feet; *custom rate based on data collected in the City of Santa Rosa

Because the proposed project would be expected to generate fewer than 50 new peak hour trips over existing conditions, an operational analysis is typically not required under the City's *Standard Guidance for the Preparation of Traffic Impact Analysis* so one was not prepared.

Delivery Consideration

Trip generation data collected at an existing comparable dispensary in the City of Santa Rosa with a delivery service indicates that the standard rates presented in the ITE *Trip General Manual* adequately reflect the presence of a delivery option as such a service may reasonably be expected to reduce the trip generation potential of a dispensary, not increase it. Deliveries are intended to serve multiple customers in one trip, so the trips associated with several customers that would otherwise visit the site individually are replaced by a single round trip made by the delivery vehicle. The trip generation data collected at a comparable dispensary in Santa Rosa with a delivery service indicated that the site generated 14.79 trips per 1,000 square feet during the weekday p.m. peak hour, compared to the standard ITE rate of 21.83 trips per 1,000 square feet. The delivery service rate as sampled was approximately 32 percent lower than the ITE rate, making application of the ITE rates conservative.

Standard ITE rates were used for the p.m. peak hour because the sample size of one site is inadequate and it is preferred that data be collected at additional local dispensaries with a delivery service to confirm the rates before using them to estimate the trip generation potential of a proposed project. However, it is worth noting that if rates for the dispensary with a delivery service were applied instead of ITE rates, the proposed project would be expected to generate 16 fewer trips during the p.m. peak hour. Further, at the time the data was collected there were only five dispensaries operating within Sonoma County and only one of those had a delivery service. As more dispensaries are approved and open for business, customers will have more options and there will be fewer trips made to any one dispensary so rates will likely decrease over time.

Alternative Modes

Given the proximity of the project site to nearby residential and commercial uses, it is reasonable to expect some employees and customers to want to be able to walk, bike, or use transit to reach the site. Both Yulupa Avenue and Bethards Drive have sidewalks on both sides of the street and Class II bike lanes in each direction so the site is readily accessible for these modes. Additionally, there is a transit stop for Santa Rosa Citybus Route 8 located across the street from the project site on Bethards Drive. Route 8 provides service between the Downtown Transit Center and various destinations in the Bennett Valley area of the City. Those using transit to reach the dispensary would be able to cross Bethards Drive using a crosswalk with a pedestrian phase at the signalized intersection with Yulupa Avenue.

Finding – Access for alternative modes of transportation is adequate.

Pedestrian Observations

Existing pedestrian activity near the project site was observed and counted for informational purposes. Pedestrians were counted during the start and end times of nearby schools to capture peak pedestrian activity from 7:00 a.m. to 8:00 a.m. and from 2:30 p.m. to 3:30 p.m. Pedestrians were counted on either side of the approaches at the Yulupa Avenue/Bethards Drive intersection adjacent to the project site. During the surveyed time periods, 25 pedestrians passed through the intersection in the morning peak hour and 44 pedestrians were counted during the afternoon peak hour. Many of the pedestrians observed during the afternoon were a result of the transit stop on Bethards Drive across the street from the project site. Because the dispensary would be closed during the morning peak period, there would be no potential for interaction between pedestrian traffic and site-generated traffic.

There are four elementary schools within an approximately one-mile walking distance of the project site, so in addition to the number of pedestrians, the age of each individual pedestrian was estimated as either above or below 18 years old in an attempt to understand how many school-aged children might walk past the dispensary. Based on this judgement, approximately 16 of the 25 pedestrians appeared to be school-aged (18 or younger) during the morning period, while 34 of the 44 appeared to be school-aged during the afternoon period. During the a.m. peak hour, there were three minors who approached the intersection along the project frontage with Yulupa Avenue or Bethards Drive, while one did so during the afternoon peak hour. During the afternoon peak hour, the majority of minor-aged pedestrians approached the intersection on the north side of the eastern Bethards Drive leg, which is across the street from the site. As a result, pedestrian traffic during the afternoon peak would also have limited potential for interaction with site-generated vehicular or pedestrian traffic. The pedestrian count surveys are enclosed for reference.

Finding – There is limited potential for conflicts or interaction between site-generated traffic and school-aged pedestrians.

Parking

Parking was evaluated to determine if the proposed supply would be adequate to satisfy City requirements upon the change in land use. The property currently has 63 parking spaces on-site, including 32 surface parking stalls and 31 stalls in an underground parking garage beneath the building. The parking spaces are shared collectively between the various businesses so that the supply is able to meet the changing demand over the course of the day.

Section 20-36.040 of the Santa Rosa City Code requires vehicle parking at a rate of one space for every 250 square feet of floor area for cannabis retail uses as well as general office uses meaning that the parking requirements for the proposed project would remain unchanged from the previous use. Based on these requirements, 68 parking spaces would need to be provided on-site to meet City Code, though the site received a five-space parking reduction when it was approved, resulting in a required supply of 63 spaces. As shown in Table 2, the proposed parking supply would continue to be adequate to satisfy the reduced City requirements. Again, it is noted that the proposed dispensary use requires parking under the City's code at the same ratio as the existing office use so there would be no changes to the currently approved number of parking spaces provided on-site. It is further noted that the project site is located on a connected pedestrian and bicycle network and is within walking distance of transit access so the anticipated parking demand would reasonably be expected to be lower than would be expected for a site without good pedestrian, bicycle, or transit access.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Cannabis – Retail	2,249 sf	1 space/250 sf	9
General Office	14,751 sf	1 space/250 sf	59
Total City Requirements			68
<i>Parking Reduction</i>			-5
Reduced City Requirements			
Proposed Supply			63

Notes: sf = square feet

Street Parking

Street parking is permitted along both of the site's frontages with Yulupa Avenue and Bethards Drive. There is room for approximately five vehicles to park on Yulupa Avenue and seven on Bethards Drive resulting in an additional 12 parking spaces available for the dispensary directly adjacent to the site. Accounting for street parking in the immediate vicinity, the site's total supply would be up to 75 spaces with additional street parking available beyond the site's frontages on Yulupa Avenue and Bethards Drive.

Bicycle Parking

The required bicycle parking supply was also calculated to ensure adequacy under City requirements. Santa Rosa City Code requires cannabis retail uses to provide bicycle parking at a rate of one space for every 5,000 square feet of floor area. Based on this ratio, a single bicycle parking space would be required, though because many cyclists travel in pairs it is recommended that at least two spaces for bicycles be provided on-site. The location of these spaces should be added to the site plan.

Finding – The existing vehicle parking supply for the entire site would continue to meet the reduced City requirements upon the change in land use from office to dispensary. The project would also have use of numerous street parking spaces in the vicinity, including 12 along the site's frontages.

Recommendation – Although only a single bicycle parking space would be required for the project, it is recommended that two bicycle parking spaces be provided.

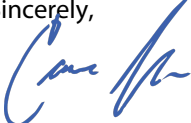
Conclusions and Recommendations

- The proposed project would be expected to generate an average of 546 new trips per day, including three new trips in the morning peak hour and 46 new trips during the evening peak hour after deducting trips associated with the existing office use.
- The project site has adequate access for alternative modes of transportation, including walking, bicycling, and transit.
- Because the dispensary is closed during the morning peak period and school-aged pedestrian were observed to travel predominantly on the opposite side of the street during the afternoon peak period, there is limited potential for conflicts or interaction between site-generated traffic and school-aged pedestrians.

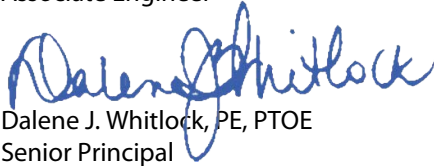
- The existing vehicle parking supply of 63 spaces would continue to meet the City's requirements as approved for the project site upon the change in land use from office to dispensary. The project would also have use of numerous street parking spaces in the vicinity, including 12 along the site's frontages.
- A single bicycle parking space would be required under City Code, though it is recommended that two bicycle parking spaces be provided on-site.

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,

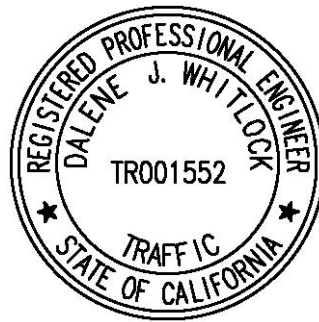


Cameron Nye, EIT
Associate Engineer



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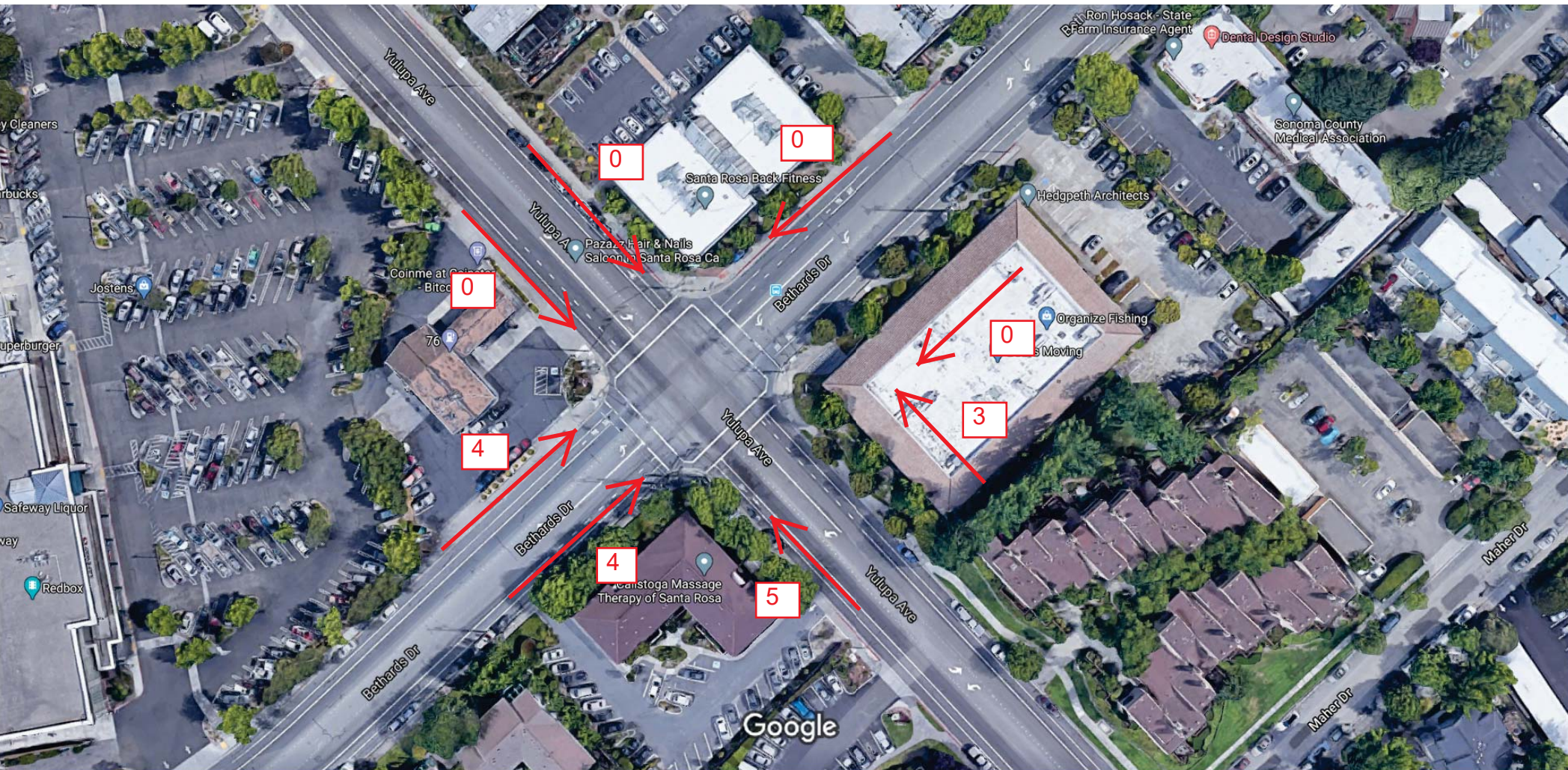
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Enclosures: Site Plan
Sonoma County Dispensary Trip Generation Data
Pedestrian Count Surveys

COUNTY OF SONOMA DISPENSARY RATES						AM PEAK HOUR (8-9)								PM PEAK HOUR (4-6)								Business Hours
No. of Units	Units	Land Use Number	Land Use No./Type	DATE	Setting/Location	Trip Rate per Unit	Number of Trips	In (%)	In (Rate)	In (Trips)	Out (%)	Out (Rate)	Out (Trips)	Trip Rate per Unit	Number of Trips	In (%)	In (Rate)	In (Trips)	Out (%)	Out (Rate)	Out (Trips)	
3.8	ksf	882	Marijuana Dispensary	12/18/2018	General Urban/Suburban	4.47	17	88%	3.95	15	12%	0.53	2	20.00	76	42%	8.42	32	58%	11.58	44	9 AM - 9 PM
3.8	ksf	882	Marijuana Dispensary	12/19/2018	General Urban/Suburban	4.21	16	94%	3.95	15	6%	0.26	1	23.68	90	44%	10.53	40	56%	13.16	50	9 AM - 9 PM
<i>LOCATION 1</i>						<i>AVERAGE</i>						<i>AVERAGE</i>										
						4.34		91%	3.95		9%	0.39		21.84		43%	9.47		57%	12.37		
4.8	ksf	882	Marijuana Dispensary	12/18/2018	General Urban/Suburban	1.46	7	86%	1.25	6	14%	0.21	1	14.58	70	54%	7.92	38	46%	6.67	32	9 AM - 9 PM
4.8	ksf	882	Marijuana Dispensary	12/19/2018	General Urban/Suburban	0.83	4	100%	0.83	4	0%	0.00	0	15.00	72	56%	8.33	40	44%	6.67	32	9 AM - 9 PM
<i>LOCATION 2</i>						<i>AVERAGE</i>						<i>AVERAGE</i>										
						1.15		93%	1.04		7%	0.10		14.79		55%	8.13		45%	6.67		
5.79	ksf	882	Marijuana Dispensary	8/7/2019	General Urban/Suburban									24.18	140	51%	12.44	72	49%	11.74	68	10 AM - 7 PM
5.79	ksf	882	Marijuana Dispensary	8/12/2019	General Urban/Suburban									26.94	156	49%	13.13	76	51%	13.82	80	10 AM - 7 PM
<i>LOCATION 3</i>						<i>AVERAGE</i>						<i>AVERAGE</i>										
														25.56		50%	12.78		50%	12.78		
SONOMA COUNTY 3 LOCATION AVERAGE						2.74		92%	2.49		8%	0.25		20.73		49%	10.13		51%	10.61		
ITE RATES						10.44		56%	5.85		44%	4.59		21.83		50%	10.92		50%	10.92		

Number of Minor-Aged Pedestrians



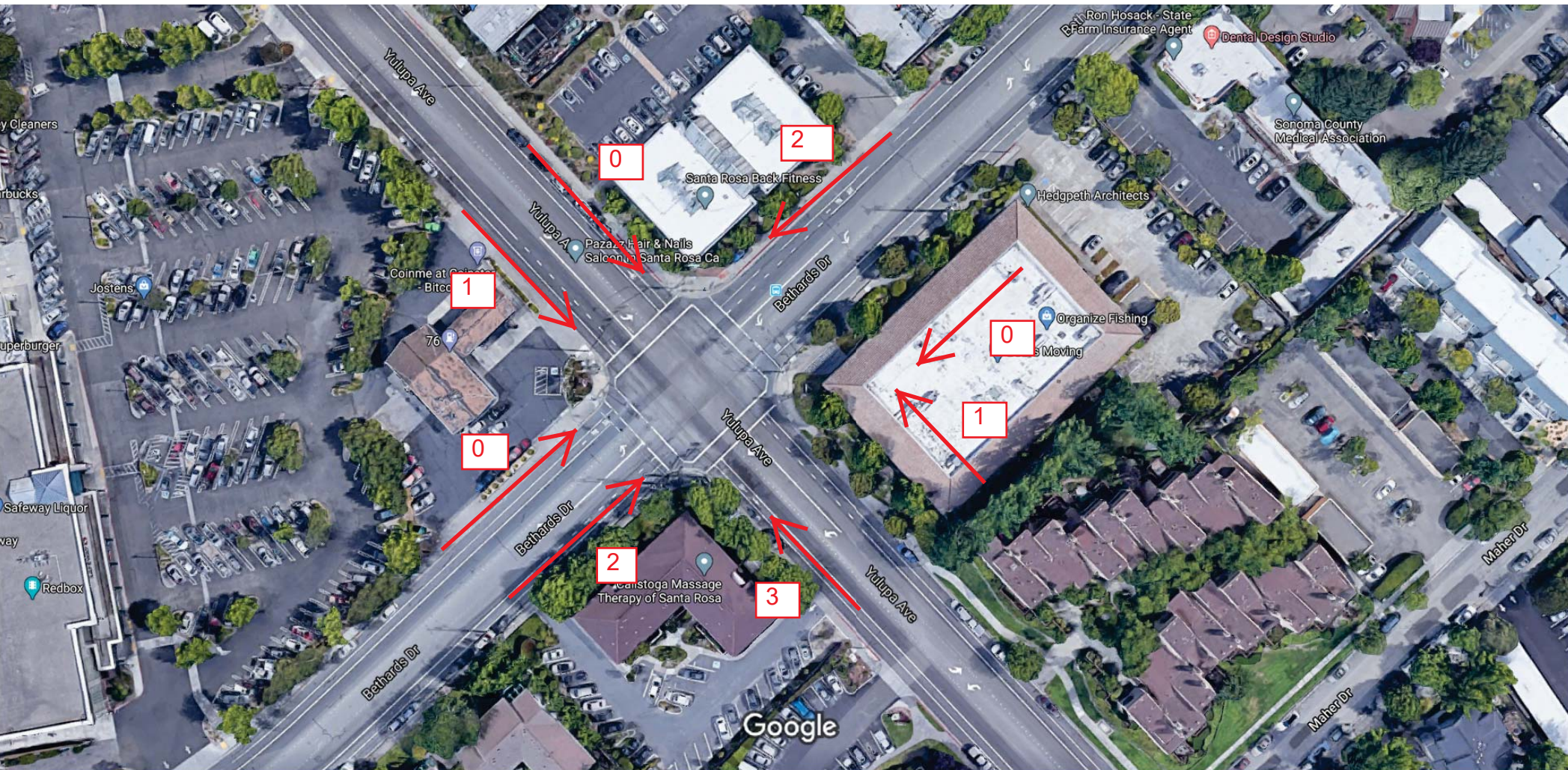
Imagery ©2020 Google, Imagery ©2020 Maxar Technologies, USDA Farm Service Agency, Map data ©2020 50 ft

Peak Hour: Morning peak hour (7:00 am - 8:00 am)

Date: February 27, 2020

Weather: Clear, good weather

Number of Adult Pedestrians



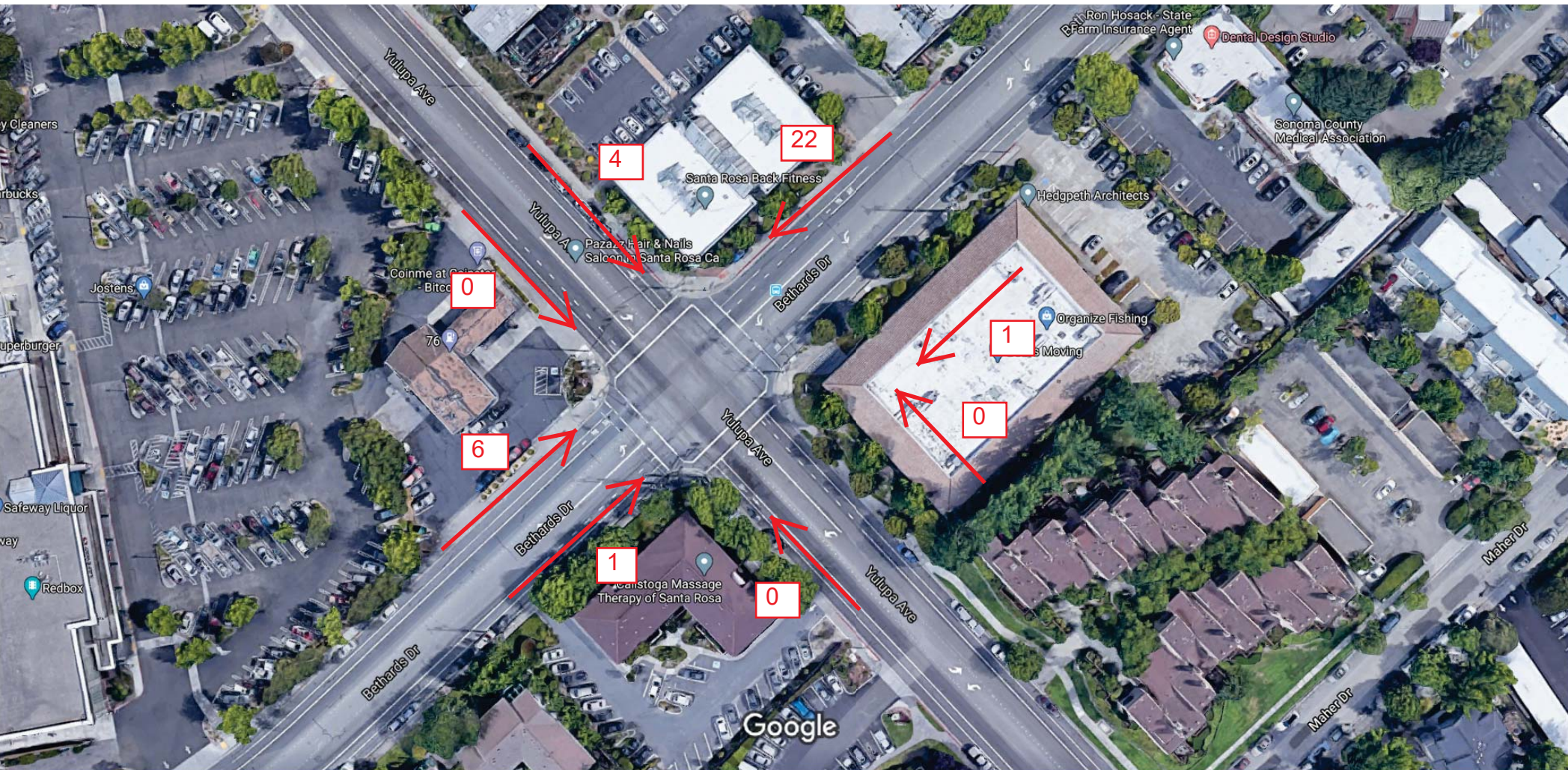
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Peak Hour: Morning peak hour (7:00 am - 8:00 am)

Date: February 27, 2020

Weather: Clear, good weather

Number of Minor-Aged Pedestrians



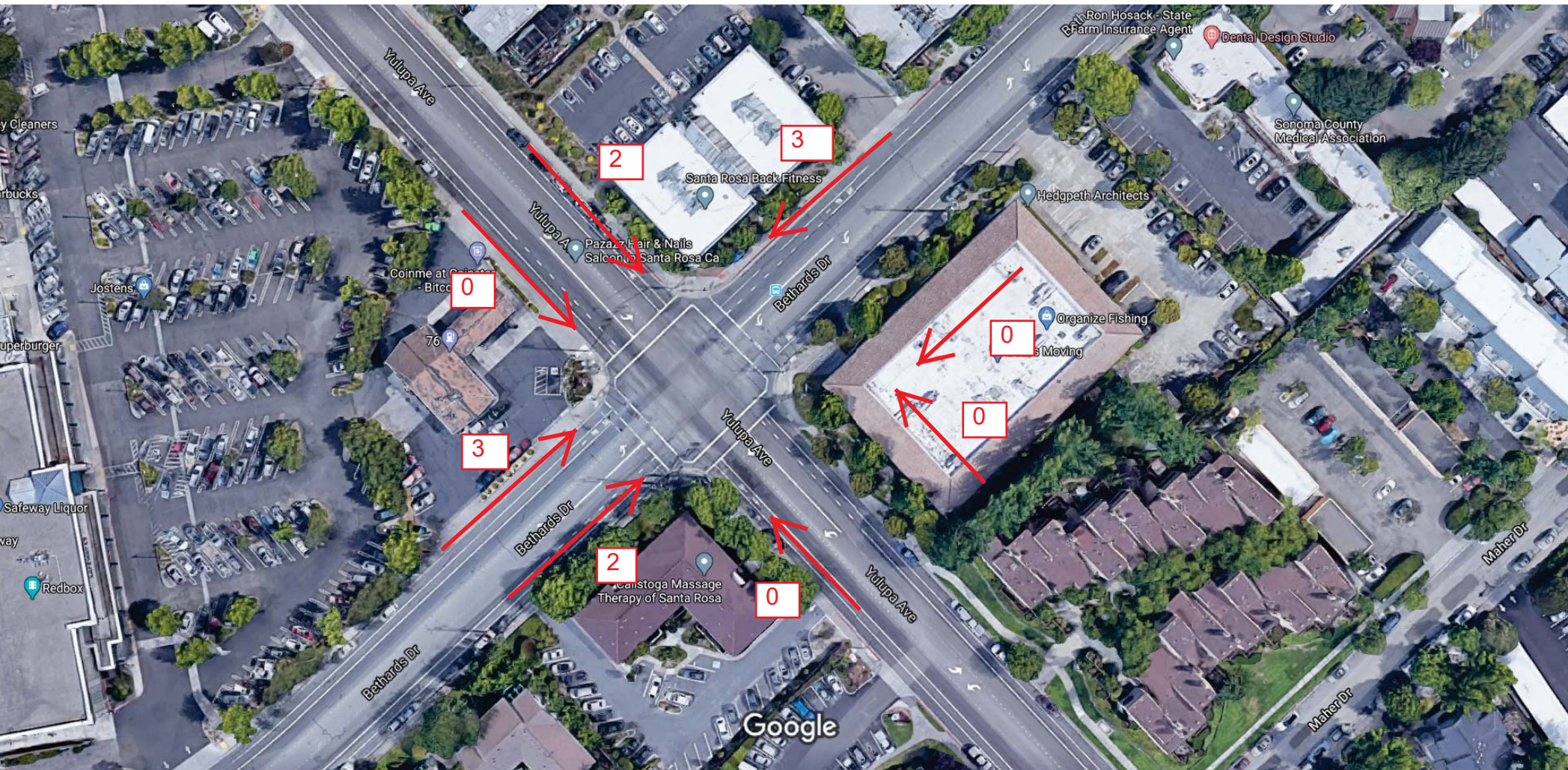
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Peak Hour: Afternoon peak hour (2:30 pm - 3:30 pm)

Date: February 27, 2020

Weather: Clear, good weather

Number of Adult Pedestrians



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Peak Hour: Afternoon peak hour (2:30 pm - 3:30 pm)

Date: February 27, 2020

Weather: Clear, good weather