February 6, 2026

Mr. Harman Dhillon
334 Industrial Avenue, Suite 9
Santa Rosa, CA 95403

Trip Generation Study for the 1478 Guerneville Road Project

Dear Mr. Dhillon;

As requested, W-Trans has prepared a trip generation study for the proposed renovation of 1478 Guerneville Road in the City of Santa Rosa. The purpose of this letter is to evaluate the potential trip generation associated with the proposed change in use for the existing 5,000 square-foot building.

Project Description

The proposed project would repurpose an existing building with 5,000 square feet of floor space into a convenience store and office, with each use being allocated 2,500 square feet. The building was previously occupied by a Kelly-Moore Paints business which occupied 2,500 square feet of the building, with the remaining floor area left vacant. The site is served by an existing parking lot with one-way circulation that has an ingress driveway on Herbert Lane and an egress driveway on Guerneville Road where only right turns are allowed.

Trip Generation

The anticipated trip generation for the proposed project was estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 11th Edition, 2021, for "Convenience Store" (ITE LU #851) and "Small Office Building" (ITE LU #712). To account for the previous occupancy by Kelly-Moore Paints, the trip generation of the paint store was considered using "Hardware/Paint Store" rates (ITE LU #816).

Pass-by Trips

Some portion of traffic associated with certain retail uses is drawn from existing traffic on nearby streets. These vehicle trips are not considered "new," but are instead comprised of drivers who are already driving on the adjacent street system and choose to make an interim stop and are referred to as "pass-by." For the proposed project, pass-by trips would in essence be "captured" from traffic on Guerneville Road. The percentage of these pass-by trips was developed based on information provided in the *Trip Generation Manual*. This reference includes pass-by data collected at numerous locations for many land uses, including the hardware/paint store use applied in this traffic analysis with 26 percent pass-by. The convenience store land use is not included in the ITE dataset, so the pass-by rate of 40 percent for the similar "Shopping Plaza (40-150k)" land use (ITE LU #821) was used. It is noted that this rate is lower than for another comparable land use, "Convenience Store/Gas Station" (ITE LU #945) which has pass-by rates ranging from 56 percent to 76 percent depending on time of day and fuel pump count.

Total Project Trip Generation

The expected trip generation potential for the proposed project is indicated in Table 1, with deductions taken for pass-by trips as well as trips that would have been associated with the former paint store. The proposed project would be expected to generate an average of 1,942 trips per day, including 160 trips during the a.m. peak hour and 128 during the p.m. peak hour. With deductions for pass-by trips and the former use applied, the project would be anticipated to generate an average of 1,165 net new trips per day, including 97 net new trips during the morning peak hour and 74 net new trips during the p.m. peak hour. These new trips represent the increase in traffic associated with the project compared to volumes from the former use.

Table 1 – Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
	(ksf)	Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Former Use											
Hardware/Paint Store	-2.5	8.07	-20	0.92	-2	-1	-1	2.98	-7	-3	-4
Pass-by		*-26%*	*5*	*-26%*	*1*	*0*	*1*	*-26%*	*2*	*1*	*1*
Existing Subtotal			*-15*		*-1*	*-1*	*0*		*-5*	*-2*	*-3*
Proposed Uses											
Convenience Store	2.5	762.28	1,906	62.54	156	78	78	49.11	123	63	60
Pass-by		*-40%*	*-762*	*-40%*	*-62*	*-31*	*-31*	*-40%*	*-49*	*-25*	*-24*
Small Office Building	2.5	14.39	36	1.67	4	3	1	2.16	5	2	3
Proposed Subtotal			*1,180*		*98*	*50*	*48*		*79*	*40*	*39*
Net New Trips			**1,165**		**97**	**49**	**48**		**74**	**38**	**36**

Note: ksf = 1,000 square feet

Herbert Lane Modifications

The parking lot as currently constructed operates in a one-way manner, with traffic entering from Herbert Lane and exiting onto Guerneville Road. The applicant and City discussed the option of retaining this pattern or reversing the direction such that traffic would enter from Guerneville Road and exit onto Herbert Lane, and reached an agreement to pursue the latter option. Both options are discussed herein.

Existing Configuration - Herbert Lane to Guerneville Road

While the project would likely attract an appreciable volume of pass-by traffic from existing traffic on Guerneville Road, along with pedestrian and bicyclist traffic from the dense residential areas surrounding the site, there is nonetheless potential for site activity to affect Herbert Lane and the traffic signal at Guerneville Road/Coffey Lane-Herbert Lane. Particularly, the site's inbound driveway on Herbert Lane is only about 15 feet south of the crosswalk that functions as the limit line for northbound traffic on Herbert Lane approaching the traffic signal. This short distance raises concerns about inbound traffic on southbound Herbert Lane being unable to enter the site due to queued northbound vehicles, which has the potential to cause backups into the intersection or blockages of the south leg crosswalk. To alleviate this concern, striping a double yellow centerline on Herbert Lane with yellow flexible posts and/or "Tuff-Curbs" extending at least past the site driveway is suggested to prevent left-turns into the site and to keep traffic heading southbound away from the intersection flowing. There is a cul-de-sac bulb about 200 feet beyond the site's driveway that inbound patrons could use to turn around and approach the site in the northbound direction. An example of flexible posts and curbs installed to prevent crossing over a centerline is shown in Plate 1.

Plate 1 Centerline Flexible Posts and Curbs

As an alternative, "KEEP CLEAR" pavement markings could be added in the northbound lane on Herbert Lane between the intersection and just south of the site driveway to move queuing traffic away from the intersection and allow southbound drivers to enter the site while northbound drivers wait for a green light. Drawbacks of this alternative include reduced signal effectiveness serving northbound traffic due to the additional time needed for a waiting vehicle to clear the intersection as well as concerns regarding a northbound driver turning right on red encroaching into the clear zone. Additionally, that the Herbert Lane approach to the traffic signal has loop detector actuation, so the signal would need to be modified to accommodate the relocated limit line either by recutting loops farther to the south or replacing the detection format for this approach with video detection similar to the other three approaches.

Reversed Configuration – Guerneville Road to Herbert Lane

In lieu of off-site modifications, reversing the direction of the parking lot would alleviate the traffic concern regarding the proximity of the Herbert Lane driveway to a signalized intersection. The Guerneville Road driveway is 180 feet west of the intersection, allowing additional space for traffic to enter the site driveway without affecting the intersection. This would also improve site access as drivers would be able to depart the site in all directions by turning right out of the site then left, through, or right at the intersection, or left out of the site for southbound Herbert Lane. With the current configuration, all site users must depart onto Guerneville Road eastbound. If a driver leaving the site desires to travel westbound on Guerneville Road, northbound on Coffey Lane, or southbound on Herbert Lane, they must first travel 1,100 feet east to the signalized intersection of Guerneville Road/Range Avenue. U-turns are not permitted for eastbound traffic at Guerneville Road/Range Avenue, so drivers would need to use Steele Way or another circuitous route to complete a turn-around movement to navigate back towards the site and continue in their desired direction. Inbound trips would be made easily from all directions as westbound drivers on Guerneville Road can make a U-turn at Coffey Lane-Herbert Lane.

As noted above, the applicant and City have discussed these two options and agreed to move forward with the reversed configuration option such that traffic would enter from Guerneville Road and exit onto Herbert Lane.

Parking

The parking lot currently has 26 marked spaces. In reversing the one-way direction of travel to be from Guerneville Road to Herbert Lane, the parking lot would be reconstructed with one row of 90-degree parking spaces to replace the two rows of angled parking. This would result in 17 parking spaces, though there would be additional parking capacity available through use of the fenced and paved area behind the building, such as for employee parking. A copy of the proposed site plan, including reconfigured parking lot, is enclosed.

Assembly Bill (AB) 2097, adopted in September 2022, prohibits public agencies from applying a minimum parking requirement on most project types, including commercial retail, that are within a half mile of a major transit stop such as a passenger rail station. As the project site is under 400 feet from the Santa Rosa North SMART Station, AB 2097 applies. Therefore, parking minimums are not applicable to the project site.

There is one caveat of AB 2097, which states that a local public agency may make written findings within 30 days of receipt of a completed application, supported by a preponderance of evidence, that the project would affect the ability of the jurisdiction to meet regional or special housing needs, or would otherwise substantially negatively impact existing residential or commercial parking. If the City of Santa Rosa were to invoke this condition, then the minimum parking requirements contained in *Code of Ordinances* Section 20-36.040 "Number of parking spaces required" would apply. Per this section, a nonresidential use located within the North Santa Rosa Station Area Specific Plan would be required to provide 2.5 parking spaces for each 1,000 square feet of floor area. For the combined 5,000 square feet of office and convenience store uses, this equates to a requirement for 13 parking spaces, which is fewer than the 17 marked spaces proposed.

In terms of estimated demand, rates from the *Parking Generation Manual*, 5th Edition, ITE, 2019, were applied. For 2,500 square feet of small office and 2,500 square feet of convenience store, the estimated parking demand is for 20 parking spaces on average. It is noted that this value may be conservative as it is estimated using nationwide parking demand data, and does not account for the relatively denser, more walkable environment of the project site that may result in a greater non-auto mode share than for the sites used in the nationwide dataset. For example, there are multiple apartment complexes surrounding the site, which is located within a half mile of both the Santa Rosa North SMART Station and the Coddingtown Transit Center. Table 2 summarizes the number of spaces provided and required as well as the estimated demand for the proposed project.

Table 2 – Parking Analysis Summary

Land Use	Units	Supply (spaces)	City Requirements*		ITE Parking Generation	
			Rate	Spaces Required	Rate	Est. Parking Demand
Small Office	2.5 ksf	17	2.5 spaces per 1 ksf	6.25	2.56 spaces per ksf	6.4
Convenience Store	2.5 ksf		2.5 spaces per 1 ksf	6.25	5.44 spaces per ksf	13.6
Total		**17**		**13****		**20**

Notes: ksf = 1,000 square feet; * City Requirements provided for informational purposes only as AB 2097 exempts the site from parking minimums; ** Value rounded up after summing component values

Conclusions and Recommendations

- The proposed project would generate an average of 1,165 net new trips per day, including 97 net new a.m. peak-hour trips and 74 net new trips during the evening peak hour.

- There is potential for conflict between drivers entering the project site and northbound drivers on Herbert Lane, particularly given the proximity of the traffic signal at Guerneville Road/Coffey Lane-Herbert Lane.

- Potential measures to alleviate this concern include installing a median curb and flexible post system to require southbound drivers to pass the site and use the cul-de-sac bulb to U-turn and approach the site in the northbound direction, adding "KEEP CLEAR" pavement markings in the northbound lane to provide space for inbound drivers to enter without conflicts from queued vehicles, or reversing the directionality of the parking lot such that drivers enter on Guerneville Road and exit onto Herbert Lane. This latter option would not require off-site improvements and would improve the accessibility of the site. The City and applicant have reached an agreement to proceed with this option.

- Parking minimums would not apply to the site through AB 2097, unless the City successfully petitions for an exemption. In that case, the minimum required parking count would be 13 spaces, which is fewer than the 17 currently striped on the site plus those which may be designated in the paved area behind the building. The estimated parking demand for the site is 20 parking spaces.

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

Sincerely,

Kevin Carstens, PE (Civil, Traffic)
Senior Traffic Engineer

Dalene J. Whitlock, PE (Civil, Traffic), PTOE
Senior Principal

REGISTERED PROFESSIONAL ENGINEER
DALENE J. WHITLOCK
TR001552
TRAFFIC
STATE OF CALIFORNIA

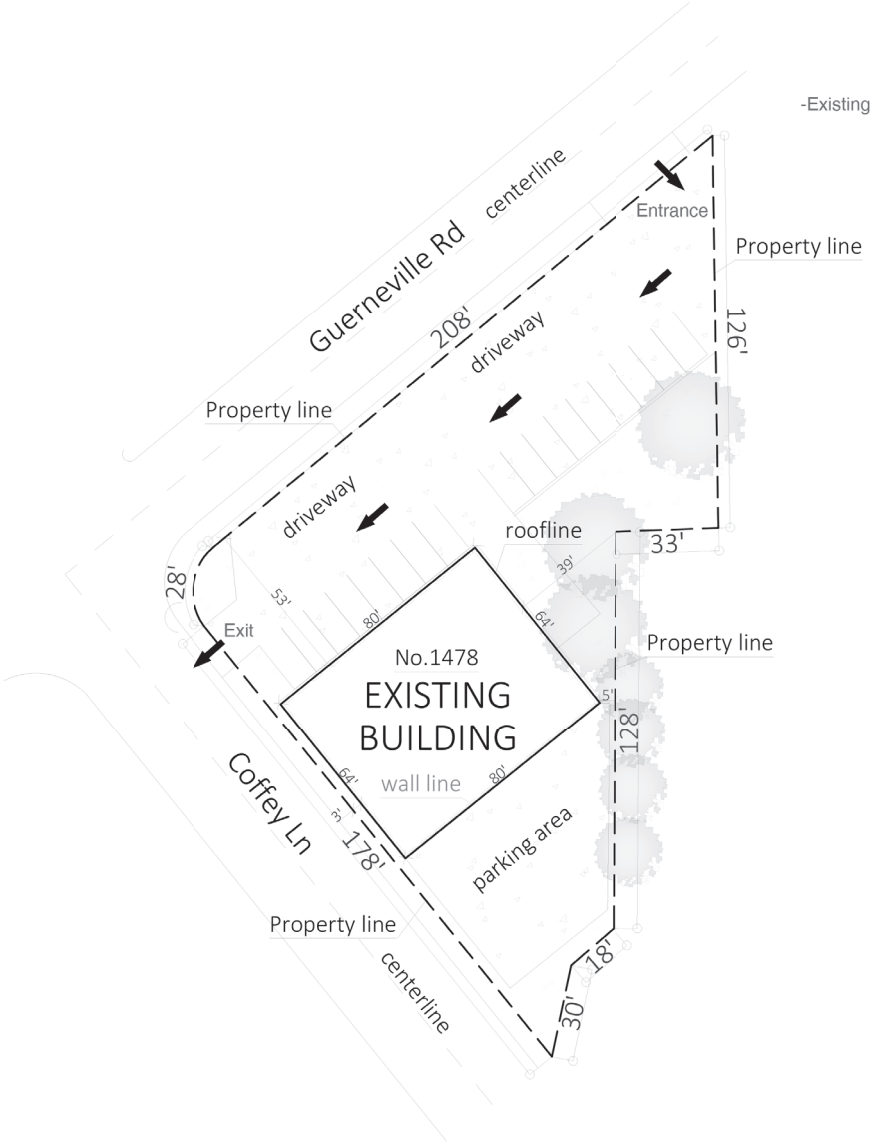
DJW/krc/SRO651.L1

Enclosure: Site Plan

SITE PLAN

1478 Guerneville Rd
Santa Rosa, CA 95403
Parcel ID: 041-043-056-000
Lot area: 0.44 Acres
Paper Size: 11"x17"

-Existing parking lot fingers to be demolished



Disclaimer

This is not a Legal Survey, nor is it intended to be or replace one.

These measurements are approximate and are for illustrative purposes only.

This work product represents only generalized location of features, objects or boundaries and should not be relied upon as being legally authoritative for the precise location of any feature, objects or boundary.