May 27, 2015

Mr. Eric Anderson
Urban Green Foods, LLC
401 South A Street
Santa Rosa, CA 95401

Whitlock & Weinberger Transportation, Inc.

490 Mendocino Avenue
Suite 201
Santa Rosa, CA 95401

voice 707.542.9500
fax 707.542.9590
web www.w-trans.com

Trip Generation and Parking Study for the Spinster Inn

Dear Mr. Anderson;

Whitlock & Weinberger Transportation (W-Trans) has completed a trip generation and parking study for the proposed Spinster Inn to be located at 407 and 413 South A Street in the City of Santa Rosa. The focus of this work was to address comments from the City of Santa Rosa, as contained in a letter to you from Mr. Joel Galbraith dated February 13, 2015, and one to Mr. Galbraith from Ms. Patricia Maurice of Caltrans dated January 8, 2015.

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*, 9th Edition, 2012 for "Hotel" (ITE LU 310) and "Specialty Retail Center" (ITE LU 826) in combination with "Shopping Center" (ITE LU 820).

The proposed project includes a nine-room inn and a small retail space, as shown on the enclosed site plan. These uses are expected to generate an average of 125 trips per day, including 6 trips during the a.m. peak hour and 9 during the p.m. peak hour. These results are shown in Table 1.

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
Proposed											
Inn	9 rm	8.17	74	0.53	5	3	2	0.60	5	3	2
Retail	1.662 ksf	44.32	74	0.96	2	1	1	2.71	5	2	3
Total			**125**		**7**	**4**	**3**		**10**	**5**	**5**

Note: ksf = 1,000 square feet; rm = room

Because the maximum number of trips in a peak hour is less than 50, a formal traffic study is not required under the City's guidelines for traffic studies. Further, because the project would be expected to add minimal traffic to US 101, which has recently been improved to reach its ultimate width, or to SR 12, which operates acceptably, analysis is also not required under the Caltrans guidelines.

Parking

A parking evaluation was completed based on the projected parking activity for the proposed facility. The proposed off-street parking supply is two spaces, with nine spaces provided along the curb in front

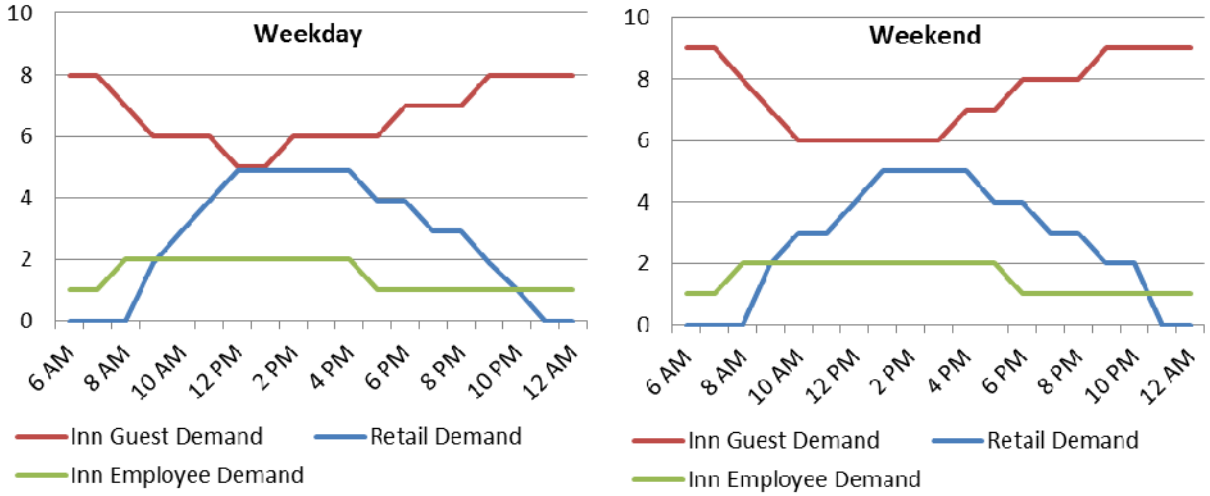
of the building. Consideration was given to the City of Santa Rosa parking requirements per City Code. In order to determine parking demand for the proposed project, the facility was analyzed in components that fit with the land uses defined in the City Code. The City Code specifies parking requirements for land uses based on the maximum demand that could occur at any given time. This project is comprised of two facility components with unique hourly parking demands on a weekday and weekend.

The 6,165 square-foot project is comprised of a 9-room inn and a 1,662 square-foot retail store. Based on the requirements in Section 20-36.040 of the City's Zoning Code, a 9-room inn requires nine spaces at one per room, while the retail space requires seven spaces based on a rate of one per 250 square feet of leasable space, for a total of 16 spaces.

Per Section 20-36.050 C-1(b) the review authority may approve a reduction in the parking spaces due to "special circumstances associated with the operation of the use at its location" where "the number of parking spaces approved will be sufficient for its safe, convenient and efficient operation of the use." Further, because the Spinster Inn site is within the boundaries of the Downtown Station Area Specific Plan, the provisions in sections 20-36.050(C)(2) and (3), which allow parking reduction as a condition of approval and recognize that "the location of several types of uses or occupancies in the same building or on the same site may constitute a special circumstance warranting the reduction of parking requirements in compliance with this section" are applicable. This part of the code is more in line with the walkable, mixed-use, transit oriented development pattern that would justify a reduced need for on-site parking.

In order to apply this language, and as discussed with City staff, an analysis was conducted using the Urban Land Institute's (ULI) shared parking model. The model's time-of-day parking demand projections for the retail use, inn guests, and inn employees are shown in Figure 1 for the weekday and weekend peak months. As can be seen in the hourly demand profiles, parking demand generated by guests of the inn is generally at its lowest at the same time that retail parking demand is at its highest.

Figure 1 – Hourly Parking Demand by Individual Use



It was determined that the cumulative maximum demand would be 14 parking spots, though this would occur for only one hour on a weekend day, while there would be a more sustained demand for a peak of 13 spaces on weekdays. The cumulative parking demands by hour for both weekdays and weekends are shown in Figures 2 and 3, respectively.

Figure 2 - Weekday Cumulative Parking Demand by Hour

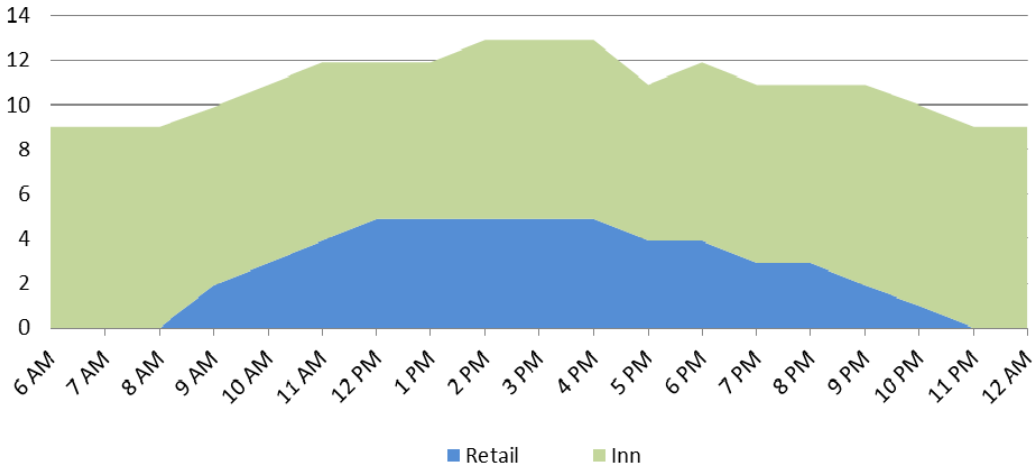
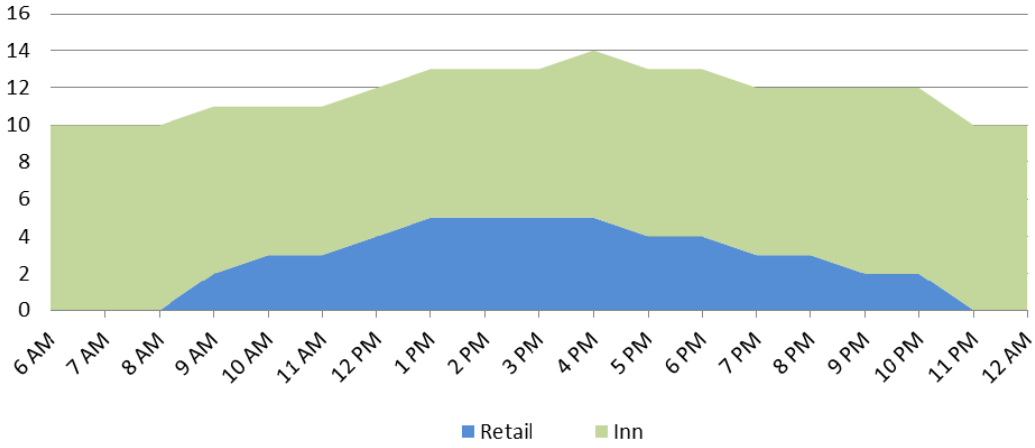


Figure 3 – Weekend Cumulative Parking Demand by Hour



The parking supply required under the City code, along with the potential reduction associated with shared parking efficiencies, is summarized in Table 2.

Table 2
Parking Requirements and Shared Parking Reduction

Facility Component ***City Code Land Use***	**Size**	**City Code Requirement**	**City Required Spaces**
Inn *(Lodging)*	9 rooms	1 space per room	9
Retail *(Retail Trade)*	1.662 ksf	1 space per 250 sf	7
Total Required Parking per City Code			**16**
Peak Shared Parking Demand			14
Net Deduction due to Shared Parking			**2 spaces**

Note: ksf = 1,000 square feet; sf = square feet

The proposed supply of two spaces would satisfy neither the City Code requirement of 16 spaces, nor the projected peak shared parking demand of 14 spaces. The availability of on-street parking to accommodate the 12-space parking deficiency was therefore investigated.

Parking Occupancy Surveys

In order to determine whether there is adequate on-street supply to meet the project's need for additional parking, a parking occupancy survey was conducted along all of the streets within about one-quarter of a mile of the project site, or approximately a five-minute walk. Data was collected at 15-minute intervals from 7:00 to 9:00 a.m. and from 12:00 noon to 2:00 p.m. on each of three days, one of which was a Saturday. These periods were chosen to reflect periods of high parking demand for the hotel and retail uses respectively. These periods also capture peak demand for the existing restaurant and many of the surrounding land uses.

The parking sub-areas are shown on the enclosed aerial. As noted in the enclosure entitled "South A Street Restricted Hour Parking," many of the street segments near the project site have two- to four-hour parking restrictions between 9:00 a.m. and 6:00 p.m. daily except Sunday. Data was collected on Saturday, March 28, Wednesday, April 1, Thursday, April 2 and Tuesday, April 6, 2015. This parking data, which was tabulated and is presented in the enclosed Parking Occupancy Count spreadsheets, indicates the average and peak occupancies for each area individually as well as for the parking supply as a whole.

On weekdays the occupancy for the area as a whole during the morning and midday peak periods was less than 50 percent, with more than 100 parking spaces available within the area out of an estimated total of 233 spaces. The most heavily-parked segments were Areas B and C, Sebastopol Avenue west of South A Street and between South A Street and Bosley Street respectively, where all of the available spaces were occupied during at least one of the 15-minute period counts. These are two of the segments closest to the project site. However, Areas A and E, which are immediately north and south of the site and have a combined total of more than 100 parking spaces, had occupancies that were generally 50 percent or less during the surveyed peak periods, indicating an availability of on-street parking within a short walking distance of the project site.

Similarly, on a Saturday it was determined that the parking supply is generally less than 60 percent occupied, though 50 percent or more of the spaces areawide were available most of the time. There were no areas with 100 percent occupancy during the Saturday count. Again, there were a substantial number of on-street spaces available during the four hours of parking counts.

Because counts were not taken over the course of an entire day, consideration was given to parking demand in the late evening when nearby residents are home; however, many of the surrounding land uses as well as Julliard Park are closed, so not generating demand for parking. Additionally, the parking restrictions in place in several locations near the site ensure that spaces are only used for short-term parking during the day, making them available to residents in the evening. Similarly, the Saturday counts capture peak demand for residential uses when the Park and other businesses would also be open, though the time-based parking restrictions would be in place on Saturdays.

Based on the parking surveys it is clear that there is more than adequate on-street parking available to accommodate the project's excess demand for 12 spaces. However, to ensure that guests are able to find parking near the site, employees should park at least one-half block away in areas that are underused, such as along South A Street south of the project site. Additionally, incentives should be considered for employees such as transit passes or a parking cash-out to encourage use of alternative modes and thereby reduce the parking demand associated with the project.

Bike Parking

The City's codes also require that bike parking be provided such that two spaces are needed for the proposed project. The site plans indicate that up to 16 bike parking spaces can be provided. The proposal to provide a substantial supply of bicycle parking can reasonably be expected to help offset the demand for vehicular parking spaces, at least for employees, and even for some guests.

Recommendations and Conclusions

- The proposed project comprised of the Spinster Inn and commercial retail would generate ten or fewer peak hour trips. As a result, the project would have an imperceptible impact on traffic operation of the adjacent street network.
- While application of the City's parking standards indicates a requirement for 17 parking spaces, based on application of shared parking principles a peak demand for 14 parking spaces is anticipated.
- Because the proposed parking supply of two off-street spaces is fewer than the projected demand for 14 spaces, a parking occupancy survey was completed. The results of this survey indicate that the available on-street parking supply is more than adequate to accommodate the excess demand for three additional parking spaces.
- Employees should be directed to park on the street at a distance of no less than one-half block from the site to retain site parking and convenient street parking for patrons of the proposed project.
- Incentives to reduce parking demand and increase use of alternative modes by employees, such as paid transit passes or a parking cash-out program, should be considered.

We hope this information adequately addresses the traffic issues relative to the proposed project. Please feel free to contact us if you have any questions. Thank you for allowing W-Trans to provide these services.

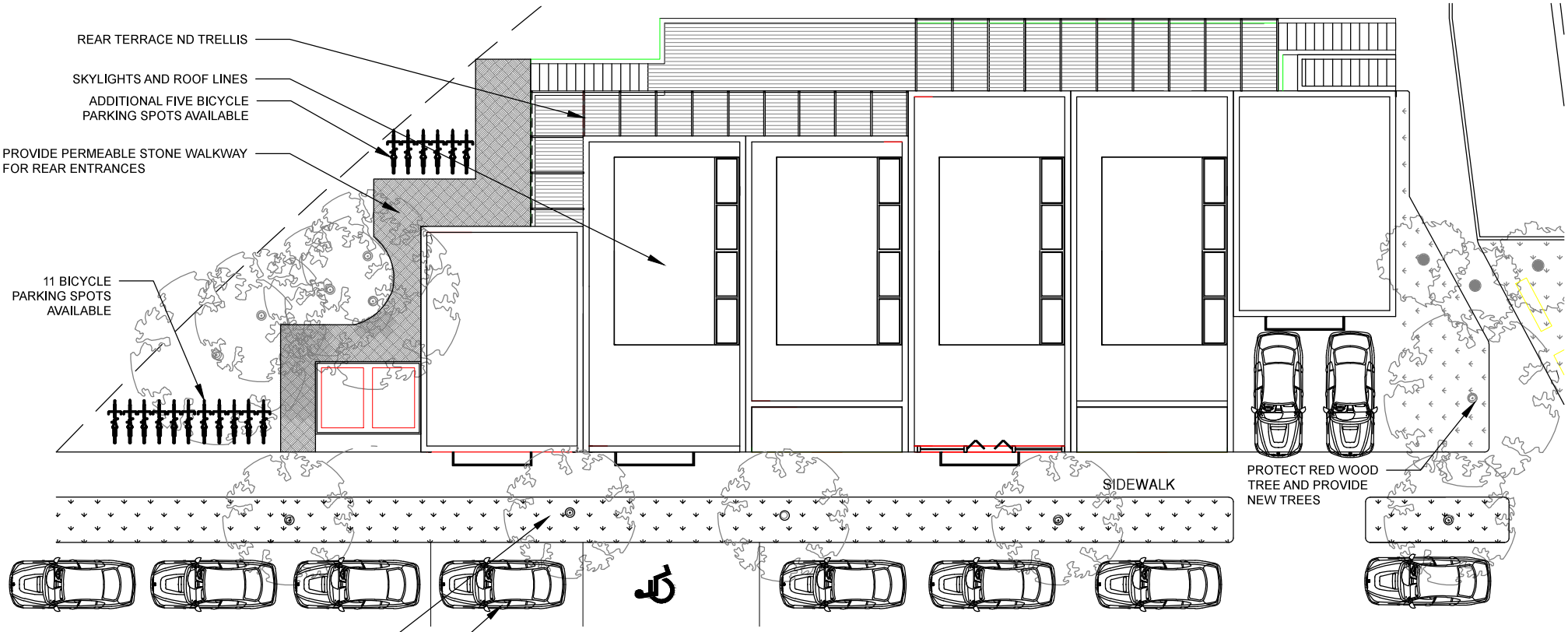
Sincerely,

Briana Byrne, EIT

Dalene J. Whitlock, PE, PTOE
Principal

DJW/bkb/SRO365.L1

Enclosures: Site Plan
Parking Count Sub-Areas
South A Street Restricted Hour Parking Diagram
Parking Occupancy Count Data



TOTAL PARKING SPACES REQUIRED: 9
PARKING SPACES PROVIDED: 11
(WITH TWO DESIGNATED AS ACCESSIBLE SPACES)

BUILDING CHARACTERISTICS:
TWO STORY BUILDING 27'-0" TO ROOF LINE.
CLADDING SYSTEMS: CLEAR FINISH WOOD TRIM, METAL SIDING, WOOD AND GLASS SYSTEM AT WINDOWS AND ENTRIES.

FENESTRATION AND PROJECTIONS: METAL RAILING AND FRAME FOR SECOND STORY BALCONIES AND REAR YARD TERRACE.

STRUCTURAL SYSTEM: WOOD FRAME SYSTEM WITH MAT SLAB FOUNDATION INTERMEDIATE STEEL BRACING FOR SEISMIC DESIGN.

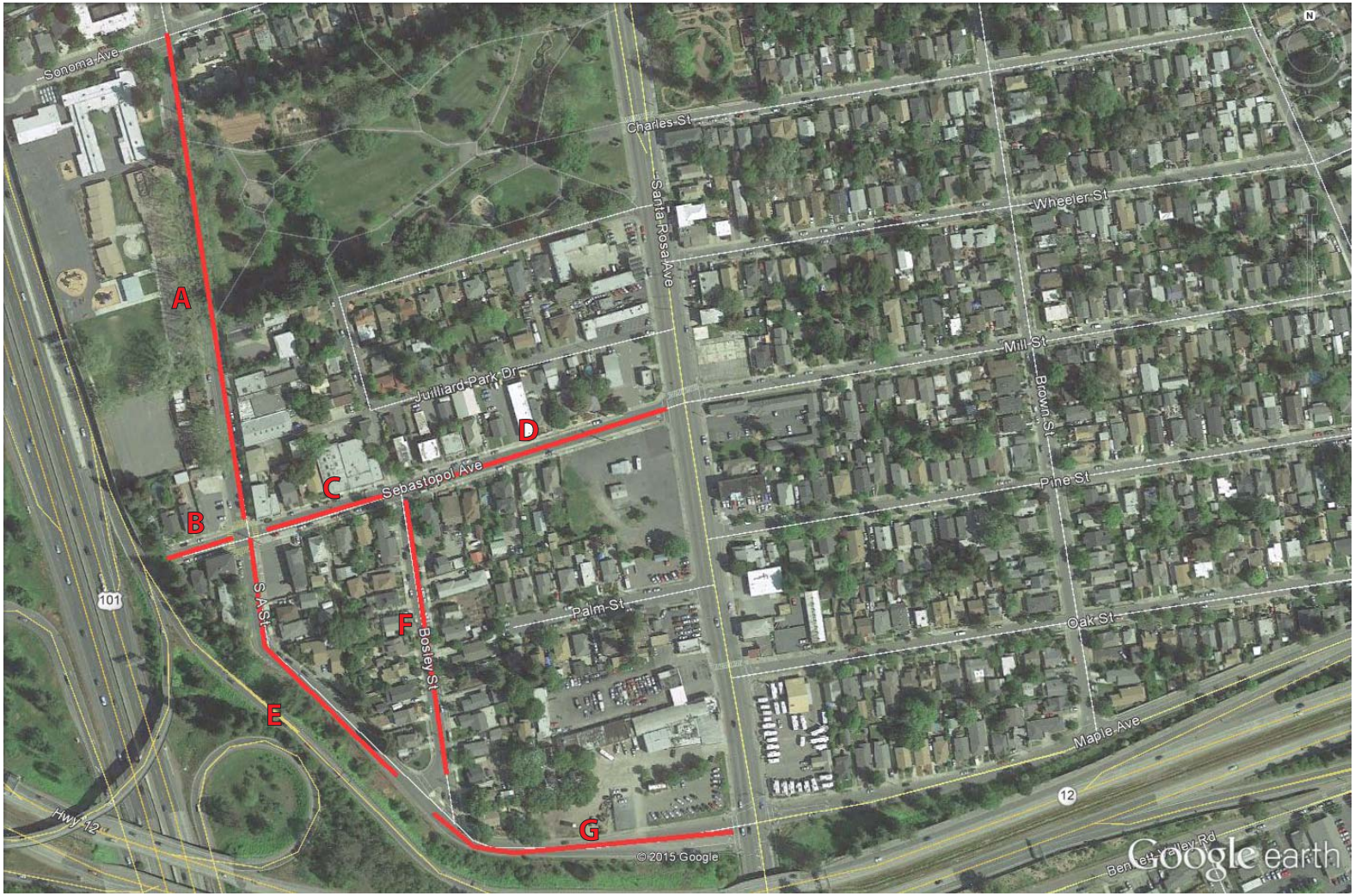
ROOFING SYSTEM: MODIFIED BITUMEN SHEET ROOF ASSEMBLY WITH OPERABLE METAL AND GLASS SKYLIGHTS. SKYLIGHTS TO BE CLADDING WITH METAL SIDING.

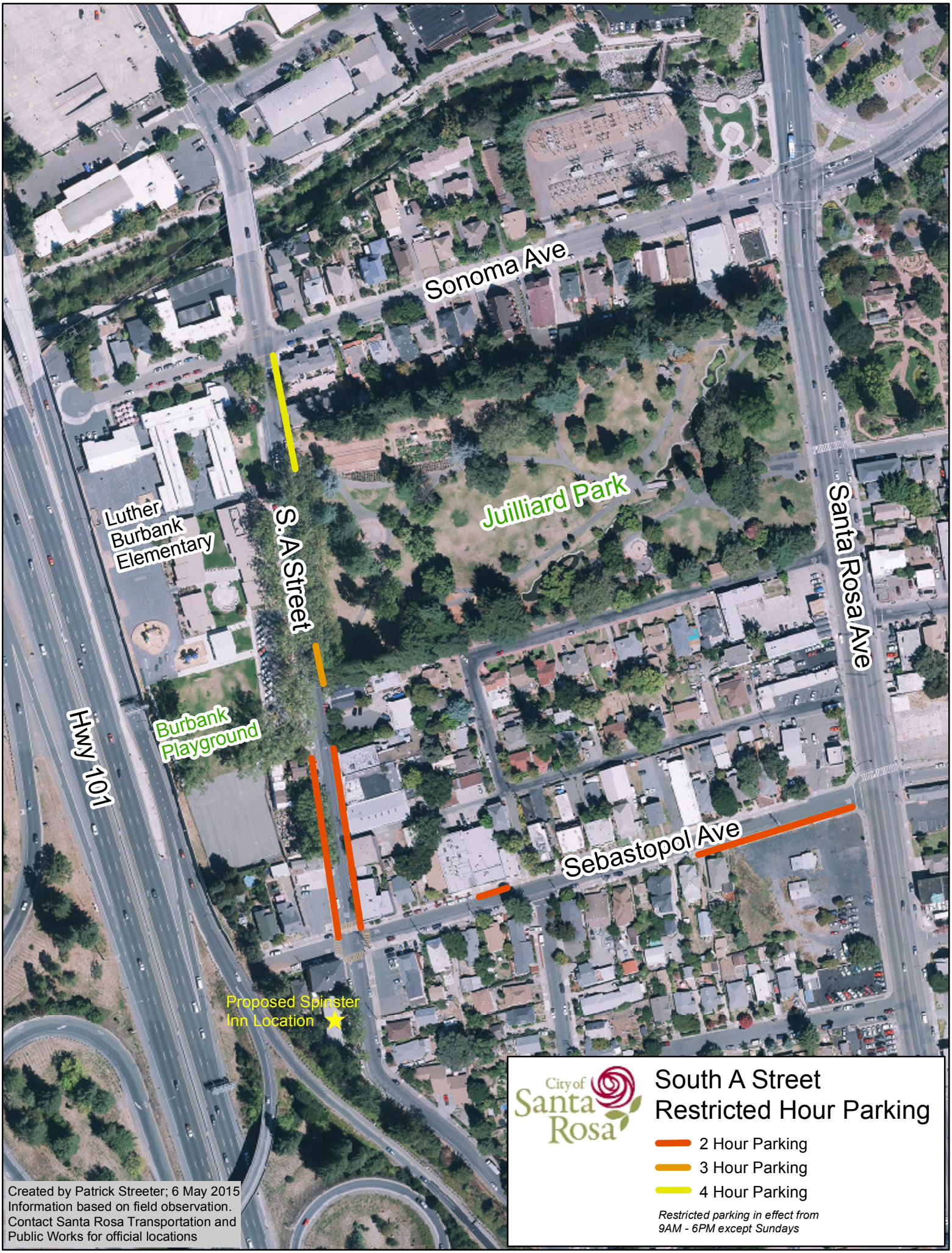
PARKING SCHEME AND PROPOSED LANDSCAPING

MARCH 31, 2015

SOUTH STREET A ZONING STUDY
SANTA ROSA, CALIFORNIA 95401

Matthew Cordone Architect PLLC
90 Hamilton Avenue,
Hastings On Hudson, New York, 10706
phone: 917.749.8071
email: matthewcordone@gmail.com


A
B
C
D
E
F
G
Sonoma Ave
Charles St
Santa Rosa Ave
Wheeler St
Juilliard Park Dr
Mill St
Brown St
Sebastopol Ave
Pine St
S A St
Bosley St
Palm St
Oak St
Maple Ave
101
12
Hwy 12
Bennett Valley Rd
© 2015 Google
Google earth


Sonoma Ave
Juilliard Park
Luther Burbank Elementary
S.A Street
Santa Rosa Ave
Hwy 101
Burbank Playground
Sebastopol Ave
Proposed Spinster Inn Location
City of Santa Rosa
South A Street
Restricted Hour Parking
2 Hour Parking
3 Hour Parking
4 Hour Parking
Restricted parking in effect from 9AM - 6PM except Sundays
Created by Patrick Streeter; 6 May 2015
Information based on field observation.
Contact Santa Rosa Transportation and Public Works for official locations

Spinster Inn Parking Occupancy Study

Name: David Thorpe

Date: March 28, 2015

	Area A		Area B		Area C		Area D		Area E		Area F		Area G		TOTAL	
	So. A St. north of Sebastopol		Sebastopol west of So. A St.		Sebastopol: So. A to Bosley		Sebastopol: Bosley to Santa Rosa		So. A St: Sebastopol to Bosley		Bosley: Sebastopol to So. A		So A St: Bosley to Santa Rosa			
Supply	80		8		18		43		28		33		23		233	
Peak Parking: Motel																
7:00	17	21%	4	50%	7	39%	19	44%	7	25%	21	64%	2	9%	77	33%
7:15	15	19%	4	50%	7	39%	18	42%	7	25%	19	58%	2	9%	72	31%
7:30	15	19%	4	50%	8	44%	18	42%	8	29%	18	55%	2	9%	73	31%
7:45	15	19%	4	50%	9	50%	19	44%	6	21%	18	55%	0	0%	71	30%
8:00	17	21%	4	50%	8	44%	21	49%	7	25%	17	52%	1	4%	75	32%
8:15	18	23%	3	38%	8	44%	23	53%	7	25%	17	52%	1	4%	77	33%
8:30	21	26%	3	38%	10	56%	24	56%	8	29%	17	52%	1	4%	84	36%
8:45	20	25%	3	38%	10	56%	22	51%	9	32%	17	52%	0	0%	81	35%
Peak Parking: Retail																
12:00	51	64%	3	38%	10	56%	25	58%	14	50%	17	52%	0	0%	120	52%
12:15	49	61%	5	63%	13	72%	21	49%	15	54%	18	55%	0	0%	121	52%
12:30	47	59%	5	63%	12	67%	20	47%	15	54%	19	58%	0	0%	118	51%
12:45	38	48%	5	63%	12	67%	19	44%	12	43%	20	61%	0	0%	106	45%
13:00	37	46%	5	63%	12	67%	17	40%	15	54%	20	61%	0	0%	106	45%
13:15	38	48%	6	75%	13	72%	17	40%	14	50%	21	64%	0	0%	109	47%
13:30	39	49%	6	75%	14	78%	18	42%	14	50%	23	70%	0	0%	114	49%
13:45	37	46%	7	88%	16	89%	17	40%	11	39%	21	64%	0	0%	109	47%

Spinster Inn Parking Occupancy Study

Name: Dale Whitlock

Date: April 1 and 2, 2015 (AM and Midday respectively)

	Area A		Area B		Area C		Area D		Area E		Area F		Area G		TOTAL	
	So. A St. north of Sebastopol		Sebastopol west of So. A St.		Sebastopol: So. A to Bosley		Sebastopol: Bosley to Santa Rosa		So. A St: Sebastopol to Bosley		Bosley: Sebastopol to So. A		So A St: Bosley to Santa Rosa			
Supply	80		8		18		43		28		33		23		233	
Peak Parking: Motel																
7:00	16	20%	3	38%	8	44%	11	26%	5	18%	17	52%	3	13%	63	27%
7:15	16	20%	3	38%	8	44%	12	28%	7	25%	14	42%	2	9%	62	27%
7:30	21	26%	3	38%	8	44%	12	28%	6	21%	18	55%	2	9%	70	30%
7:45	25	31%	3	38%	9	50%	10	23%	6	21%	16	48%	2	9%	71	30%
8:00	42	53%	1	13%	9	50%	10	23%	8	29%	16	48%	0	0%	86	37%
8:15	28	35%	1	13%	10	56%	9	21%	8	29%	15	45%	0	0%	71	30%
8:30	29	36%	1	13%	10	56%	9	21%	9	32%	16	48%	0	0%	74	32%
8:45	29	36%	1	13%	13	72%	10	23%	7	25%	16	48%	0	0%	76	33%
Peak Parking: Retail																
12:00	42	53%	2	25%	14	78%	18	42%	9	32%	12	36%	0	0%	97	42%
12:15	35	44%	5	63%	13	72%	18	42%	9	32%	11	33%	0	0%	91	39%
12:30	36	45%	6	75%	16	89%	13	30%	9	32%	12	36%	0	0%	92	39%
12:45	38	48%	6	75%	18	100%	15	35%	9	32%	12	36%	0	0%	98	42%
13:00	41	51%	5	63%	9	50%	15	35%	12	43%	8	24%	0	0%	90	39%
13:15	45	56%	6	75%	13	72%	14	33%	14	50%	10	30%	0	0%	102	44%
13:30	45	56%	6	75%	16	89%	12	28%	12	43%	11	33%	0	0%	102	44%
13:45	42	53%	4	50%	10	56%	12	28%	11	39%	11	33%	0	0%	90	39%

Spinster Inn Parking Occupancy Study

Name: Dale Whitlock

Date: April 7, 2015

	Area A		Area B		Area C		Area D		Area E		Area F		Area G		TOTAL	
	So. A St. north of Sebastopol		Sebastopol west of So. A St.		Sebastopol: So. A to Bosley		Sebastopol: Bosley to Santa Rosa		So. A St: Sebastopol to Bosley		Bosley: Sebastopol to So. A		So A St: Bosley to Santa Rosa			
Supply	80		8		18		43		28		33		23		233	
Peak Parking: Motel																
7:00	13	16%	4	50%	4	22%	12	28%	3	11%	22	67%	4	17%	62	27%
7:15	13	16%	4	50%	4	22%	11	26%	6	21%	21	64%	4	17%	63	27%
7:30	19	24%	3	38%	5	28%	12	28%	5	18%	18	55%	4	17%	66	28%
7:45	24	30%	3	38%	5	28%	10	23%	5	18%	19	58%	4	17%	70	30%
8:00	36	45%	3	38%	6	33%	10	23%	5	18%	18	55%	2	9%	80	34%
8:15	37	46%	3	38%	3	17%	10	23%	6	21%	18	55%	1	4%	78	33%
8:30	36	45%	3	38%	7	39%	9	21%	5	18%	18	55%	1	4%	79	34%
8:45	34	43%	3	38%	7	39%	10	23%	4	14%	18	55%	1	4%	77	33%
12:00	40	50%	3	38%	14	78%	13	30%	11	39%	17	52%	1	4%	99	42%
12:15	44	55%	6	75%	14	78%	14	33%	11	39%	18	55%	1	4%	108	46%
12:30	44	55%	8	100%	14	78%	15	35%	11	39%	18	55%	1	4%	111	48%
12:45	38	48%	8	100%	15	83%	16	37%	13	46%	19	58%	1	4%	110	47%
13:00	43	54%	7	88%	13	72%	16	37%	12	43%	19	58%	1	4%	111	48%
13:15	44	55%	4	50%	14	78%	14	33%	11	39%	20	61%	1	4%	108	46%
13:30	42	53%	3	38%	12	67%	14	33%	12	43%	20	61%	1	4%	104	45%
13:45	41	51%	5	63%	11	61%	15	35%	11	39%	19	58%	1	4%	103	44%