



November 11, 2019

Mr. Nick Caston
Representative for Fox Den, LLC.
4036 Montgomery Drive, Unit B
Santa Rosa, CA 95405

Updated Focused Traffic Study for the Fox Den Dispensary

Dear Mr. Caston;

W-Trans has revised the *Focused Traffic Study for the Fox Den Dispensary* to reflect the project as currently proposed with a smaller dispensary, as well as to include additional information to address comments from the Use Permit Appeal Hearing held on April 9, 2019. This revised study includes an updated trip generation estimate based on data collected at other similar dispensaries in the City of Santa Rosa, an expanded parking analysis, and a review of on-site circulation based on the revised site plan. This traffic study supersedes the original study dated January 23, 2019, which is enclosed for reference. A response-to-comments letter that was prepared for the appeal hearing is also enclosed.

Executive Summary

Based on trip generation data collected in the City of Santa Rosa, the proposed project would be expected to result in 338 new daily trips, including two fewer trips during the a.m. peak hour and 20 new trips during the p.m. peak hour compared to the existing use of the warehouse space. Because the project would generate fewer than 50 new trips during each peak hour, an operational analysis is not required per City of Santa Rosa traffic study guidelines. Based on the revised site plan, on-site circulation would be expected to continue operating acceptably and the addition of mirrors to the corners of the Trail House building, as proposed, would improve sight lines within the site. Sight distance is currently inadequate for exiting the site at the northeastern driveway when the first street parking space to the southwest is occupied; however, sight distance would be adequate upon reversing the circulation direction, as proposed.

Parking for the project would be provided in accordance with City requirements and additional parking would be provided for dispensary employees at 4325 Montgomery Drive, so all on-site parking allocated to the dispensary would be available for customers. This results in a surplus of four parking spaces compared to the minimum number required by the City. Additionally, the project would increase the existing on-site parking supply for the Trail House by one space which would help to alleviate the existing parking shortfall. To further help alleviate the existing parking shortfall for the Trail House, it is recommended that the applicant install signage on-site informing customers that the parking lot is to be used while on-site only. It is also recommended that the respective parking supplies for the Trail House and Fox Den be delineated with signage so that any excess demand from one use does not impact the other.

Project Description

The proposed project would convert 4,023 square feet of existing warehouse space to a cannabis dispensary and associated parking garage. The project would be located on the same site as the Trail House beer garden, coffee house, and bike shop, which would remain unchanged after a recently approved remodel. The dispensary would occupy approximately 1,500 square feet and the remainder of the warehouse space would be converted to a parking garage. Proposed improvements to the warehouse building include new doors, windows, an aluminum awning, and a 20-foot wide roll-up door to provide access to the parking garage. As part of the project, the direction of on-site circulation would be reversed to improve sight lines at the exit onto Montgomery Drive and mirrors would be placed on the corners of the Trail House building to improve sight lines within the site. The dispensary would be open to the public between the hours of 9:00 a.m. and 9:00 p.m. seven days a week and would require five full-time and five part-time employees.

Trip Generation

The anticipated trip generations for the existing uses were estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual, 10th Edition, 2017*. The warehouse is currently occupied by a low voltage construction company, a general contractor, and office space so rates for “Specialty Trade Contractor” (ITE LU 180) were applied to the construction-related uses and rates for “General Office Building” (ITE LU 710) were applied to the office space. Based on application of these rates, the existing uses collectively would be expected to generate an average of 41 trips per day, including six trips during the morning peak hour and seven trips during the evening peak hour.

The trip generation associated with the proposed dispensary was estimated in the original traffic study using standard rates for a new land use introduced in the 10th Edition of the *Trip Generation Manual* called “Marijuana Dispensary” (ITE LU 882). As indicated in the enclosed response-to-comments letter, since the original analysis was prepared we have collected trip generation data at two existing dispensaries in the City of Santa Rosa with similar operational parameters to that of the proposed project, in terms of serving a relatively balanced percentage of recreational and medical users. One of the dispensaries had a delivery service and the other did not. We found that the average trip generation rates of the two dispensaries were approximately 74 percent lower than the ITE rate during the morning peak hour and 16 percent lower during the p.m. peak hour. The substantial disparity in rates during the a.m. peak hour is mostly attributable to the fact that the ITE data was collected at sites that opened for business between 7:00 a.m. and 9:00 a.m. and dispensaries in the City are not allowed to open until 9:00 a.m., meaning that they generate few trips during the morning peak period between 7:00 and 9:00 a.m. A spreadsheet summarizing the data collected and derivation of the applied rates is enclosed.

Based on application of the custom peak hour rates specific to the City of Santa Rosa, the proposed project would be expected to generate an average of four trips during the morning peak hour and 27 trips during the evening peak hour. After deductions due to the existing uses that would cease with operation of the project are considered, the proposed project would result in two fewer trips during the a.m. peak hour and 20 additional trips during the p.m. peak hour; these trips represent the change in traffic associated with the proposed project compared to existing volumes. The existing and proposed trip generation estimates are summarized in Table 1. The daily rates and resulting trips shown in Table 1 are based on standard ITE rates since only peak hour data was collected in Santa Rosa. The custom peak hour rates developed based on data collected in Santa Rosa indicate that the proposed project would be expected to generate 15 fewer a.m. peak hour trips and 12 fewer p.m. peak hour trips than originally estimated using ITE rates.

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											
Specialty Trade Contractor	3.023 ksf	10.22	31	1.66	5	4	1	1.97	6	2	4
General Office Building	1.000 ksf	9.74	10	1.16	1	1	0	1.15	1	0	1
Total Existing			41		6	5	1		7	2	5
Proposed											
Marijuana Dispensary	1.5 ksf	*252.70	379	**2.74	4	4	0	**18.32	27	13	14
Net New Trips			338		-2	-1	-1		20	11	9

Notes: ksf = 1,000 square feet; * = ITE rate; ** = Rate based on data collected in Santa Rosa

Because the project would be expected to generate fewer than the 50 peak hour trips that represent the City's threshold indicating need for a full traffic study, an operational analysis 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 rates applied for this analysis as well as 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 are replaced by a single round trip made by the delivery vehicle. Rates developed based on data collected at the single location in the City with a delivery service are lower than the average of the two facilities and, further, lower than ITE rates. The location with a delivery service generated trips at a rate of 1.15 trips per 1,000 square feet during the morning peak hour and 14.79 trips per 1,000 square feet during the p.m. peak hour, which rates are about 89 and 32 percent lower than the ITE rates applied in the original analysis during each peak hour, respectively.

The average rates for both dispensaries were applied because the sample size of one site is inadequate and data needs to be collected at additional dispensaries with a delivery service to confirm the rates before routinely 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 the average rates, the proposed project would be expected to generate two fewer trips during the a.m. peak hour and five fewer trips during the p.m. peak hour. Further, the data was collected in December, which is the busiest time of the year for retail businesses, so the rates are likely higher than would be experienced in other months. Finally, at the time the data was collected there were only three dispensaries operating within the City of Santa Rosa. 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.

Access Analysis

The project site is located on the southeast side of Montgomery Drive, approximately 450 feet southwest of its intersection with Summerfield Road, and would continue to be accessed via two existing driveways, though the direction of on-site circulation would be reversed. An existing two-way left-turn lane (TWLTL) on Montgomery Drive provides a dedicated area for left-turn movements to occur without impacting through traffic.

Sight Distance

At private roads and driveways, a substantially clear line of sight should be maintained between the driver of a vehicle waiting at the driveway and the driver of an approaching vehicle. Sight distance at the northeastern driveway that is currently used for exiting the site was field measured and evaluated based on sight distance criteria contained in the *Highway Design Manual* published by Caltrans. The recommended sight distances for minor street approaches that are driveways are based on stopping sight distance, with approach travel speeds used as the basis for determining the recommended sight distance. Set-back for the driver on the driveway of 15 feet, measured from the edge of the travel lane, was used.

For the posted 35-mph speed limit on Montgomery Drive, the recommended stopping sight distance is 250 feet. Based on a review of field conditions, sight distance at the northeastern driveway extends approximately 300 feet to the northeast, which is more than adequate for the posted speed limit. To the southwest, sight distance can be restricted to as little as 70 feet if a vehicle is parked in the street parking space directly adjacent to the driveway, which is inadequate for the posted speed limit. In this situation, adequate sight lines can be achieved by pulling forward into the bike lane, but this type of operation is not preferred for extended periods of time. Field observations confirmed that drivers exiting the site routinely pull into the bike lane to achieve adequate sight lines. In order for

adequate stopping sight distance to be provided with the current circulation direction, the first street parking space directly southwest of the driveway would need to be removed.

As proposed, the direction of on-site circulation would be reversed so that the northeastern driveway would be used for ingress and the southwestern driveway would be used for egress. Sight lines for this modified circulation pattern were field measured at the southwestern driveway. Based on a review of field conditions, sight distance at the southwestern driveway extends approximately 250 feet to the north and further to the south, which is adequate for the posted speed limit. By reversing on-site circulation stopping sight distance would be adequate and it would not be necessary to prohibit parking for the first 20 feet of curb southwest of the driveway, as originally recommended in the January 23, 2019 traffic study. An exhibit showing the available stopping sight distance when two vehicles are parked between the driveways with both the existing and proposed access conditions is enclosed.

Finding – In its current configuration, sight distance to the southwest is inadequate when the first street parking space adjacent to the northeastern driveway is occupied, but by reversing on-site circulation adequate stopping sight distance would be available.

Recommendation – The direction of on-site circulation should be reversed from its current configuration, as shown on the site plan.

On-site Circulation

Because sight lines are inadequate at the northeastern driveway currently used to exit onto Montgomery Drive, as part of the project the direction of site circulation would be reversed. The northeastern driveway would be used for ingress and would connect to a one-way drive aisle that would loop around the Trail House building in a clockwise direction where it would connect to the southwestern driveway that would be used for egress onto Montgomery Drive. Surface parking would continue to be provided along the edges of the site.

To show that vehicles would be able to navigate the parking lot with relocation of the trash enclosure and be able to access the new parking stalls within the garage, on-site circulation was modeled using the AutoTURN application of AutoCAD. The proposed layout within the garage includes two compact parking stalls near the rear of the garage, two standard stalls in the middle, and an ADA accessible stall closest to the entrance. Travel paths were modeled using a compact vehicle for stalls 13 and 14, a large passenger vehicle (suburban) for stalls 11 and 12, and a wheelchair lift van for stall 10. As shown in the enclosed AutoTURN exhibits, on-site circulation would operate acceptably for compact vehicles, large passenger vehicles, and vans. Additionally, by reversing on-site circulation motorists would be able to see if there are any available parking spaces within the garage before actually driving inside, which would help to prevent back-ups at the garage entrance. The access door to the parking garage would be 20 feet wide, which is adequate for bidirectional traffic and the parking stalls and drive aisle within the garage would comply with City design standards.

At the appeal hearing, concern was expressed for on-site pedestrian safety; however, a parking lot cannot simultaneously be difficult to navigate and lend itself to high speeds. Because of the narrow drive aisle behind the Trail House and the limited sight lines around the building corners motorists were observed to take extra caution and travel at low speeds, which is beneficial to pedestrian safety. This is highlighted by the fact that there have been no vehicle-pedestrian collisions on-site since the Trail House opened for business. To improve sight lines within the site, mirrors would be placed on the corners of the Trail House building so that motorists are better able to see if there are any conflicting vehicles or pedestrians around the corner of the building before making the turn.

Finding – As proposed in the site plan, the parking layout within the garage complies with City of Santa Rosa standards and on-site circulation would be expected to continue operating acceptably with the proposed improvements.

Recommendation – As proposed, mirrors should be placed at the corners of the building to improve visibility for on-site circulation.

Parking

At the time the project site was re-tenanted for the Trail House, a total of 27 parking spaces would have been required based on application of standard City rates, including 23 spaces for Trail House and four spaces for the warehouse area that Fox Den proposes to occupy; however, the City granted a reduction of ten parking spaces resulting in a required supply of 17 spaces between the two uses. A copy of the parking reduction letter from City staff is enclosed. Although only 17 spaces were required, a total of 18 spaces were provided on-site including 14 spaces in the surface lot, two spaces in the Trail House side of the warehouse, and two spaces in the warehouse area that the proposed project would occupy. As part of the lease agreement with Trail House, it was decided that four parking spaces belonged to the warehouse (two inside the building and two in the surface lot) and the rest were to be made available to the Trail House.

Parking was evaluated to determine if the proposed supply for the project would be adequate to satisfy City requirements upon replacement the existing warehouse area with a dispensary. As proposed, the project would provide five parking spaces on-site in a garage and four parking spaces at 4325 Montgomery Drive for use by employees. Additionally, the project would retain one of the surface parking spaces currently allocated to the warehouse and give the other to Trail House resulting a total supply of 10 spaces for Fox Den and 15 spaces for Trail House. One of the new parking stalls in the garage would be signed for "15-minute" parking and would be used by the delivery vehicle when loading products between deliveries. The delivery vehicle would be off-site most of the day and loading between runs would take approximately 5 to 15 minutes, so the delivery vehicle would only occupy a parking space for a short period of time when it is on-site.

Section 20-36.00 of the Santa Rosa City Code requires cannabis retail uses to provide parking at a rate of one space for every 250 square feet of floor area. Based on the total dispensary size of 1,500 square feet, six parking spaces would need to be provided on-site for Fox Den to satisfy City requirements. The 23 spaces required for Trail House would continue to be required resulting in a total requirement of 29 spaces. With the 10-space parking reduction that was approved for the site, 19 parking spaces would be required. As proposed, the on-site parking supply for the site would exceed the reduced requirements by two spaces and the total supply including off-site parking for Fox Den employees would exceed the reduced requirements by six spaces. The parking calculations and proposed supply are summarized in Table 2. While not included as part of the project's supply, it is noted that there is street parking available on Montgomery Drive consisting of once space to the north of the site, two spaces between the site's driveways, and four parking spaces to the south of the site. Because Fox Den employees would park off-site, all parking spaces on-site would be available for use by dispensary customers, and should demand temporarily exceed supply, customers would be able to use any of the seven on-street spaces in the immediate vicinity.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Trail House	5,760 sf	1 space/250 sf	23
Cannabis Retail	1,500 sf	1 space/250 sf	6
Total City Requirements			29
Required Supply with Parking Reduction			19
<i>Proposed On-site Supply</i>			21 (6) [15]
<i>Including Off-site Supply</i>			25 (10) [15]

Notes: sf = square feet; * = with approved parking reduction; (x) = Fox Den supply; [x] = Trail House supply

At the appeal hearing numerous comments were made that the existing parking supply for Trail House is inadequate for demand as it was approved with less on-site parking than required based on standard City rates, so field observations were conducted during typical operation on July 11, 2019 between 3:00 and 5:00 p.m. During this two-hour period, the ADA space was unoccupied the entire time and the remaining 13 spaces in the surface lot reached capacity for one 15-minute period at approximately 4:30 p.m. The rest of the time, one or more parking spaces were available; however, numerous Trail House customers were observed to park in the lots at the adjacent properties located at 4000 and 4040 Montgomery Drive and walk to the site without even checking for available spaces in the Trail House parking lot. One vehicle was observed to park in the Trail House lot and unload a bicycle, then ride the bicycle off-site and not return for the duration of the field observations. It was also noted that the garage door to the Trail House side of the warehouse building was closed for the duration of the field observations so two of the parking spaces in their approved supply were not available for use by customers; it is unknown whether or not employee vehicles were parked inside the warehouse.

The fact that customers parked at other businesses in the vicinity without first checking the Trail House lot appears to indicate that they are accustomed to the Trail House lot being full. Although the supply for Trail House may be insufficient for demand at certain times of the day, Fox Den would provide parking in accordance with City requirements, and additional off-site parking for employees, so the proposed project's supply is expected to be more than adequate for their demand. Additionally, as mentioned previously, Fox Den would give one of the surface parking spaces that the warehouse currently uses to the Trail House, increasing their on-site supply from 14 to 15 spaces; this would be a benefit to the Trail House. To further help alleviate the parking shortfall for the Trail House, it is recommended that the project be responsible for installing signage on-site stating that parking is for customers while on-site only; those that want to ride bikes on the surrounding trails should be instructed to park in the trail parking lots so that the on-site supply is available to customers while patronizing the Trail House. Further, it is recommended that the respective parking supplies for Trail House and Fox Den be delineated with signage. Referencing the enclosed site plan, spaces 1-9 and 16-21 should be signed for Trail House and spaces 10-15 should be signed for Fox Den.

Finding – The proposed dispensary would provide on-site parking that is adequate to meet City requirements and, while not necessary to achieve an adequate supply, additional off-site parking has been secured for employees. The project would also increase the parking supply for Trail House by one space.

Recommendation – The applicant should install signage on-site informing customers that the parking lot is to be used while on-site only and the respective parking supplies for Fox Den and Trail House should be signed accordingly.

Conclusions and Recommendations

- The proposed project would result in 338 new daily trips, including two fewer trips during the a.m. peak hour and 20 additional trips during the p.m. peak hour compared to the existing use of the space. Because the project would generate fewer than 50 new trips during each peak hour, an operational analysis is not required.
- Based on the proposed site plan, on-site circulation would be expected to continue operating acceptably. The addition of mirrors to the corners of the Trail House building, as proposed, would improve sight lines within the site.
- Sight distance is currently inadequate for exiting the site at the northeastern driveway when a vehicle is parked on Montgomery Drive to the southwest; however, sight distance would be adequate upon reversing the circulation direction, as proposed, and no on-street spaces would need to be removed.

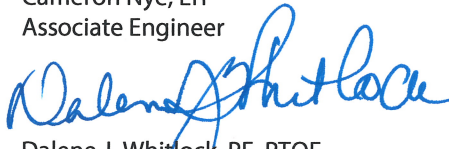
- Parking for the project would be provided in accordance with City requirements and additional parking would be provided for employees at 4325 Montgomery Drive, so all on-site parking allocated to the dispensary would be available for customers. This results in a surplus of four parking spaces compared to the minimum number required by the City.
- The project would increase the existing on-site parking supply for the Trail House by one space.
- The applicant should install signage on-site informing customers that the parking lot is to be used while on-site only.
- The parking spaces for Trail House and Fox Den should be marked with signage.

We hope this information is adequate to address the potential traffic impacts associated with the proposed project. Please contact us if you have any further questions. Thank you for giving us the opportunity to provide these services.

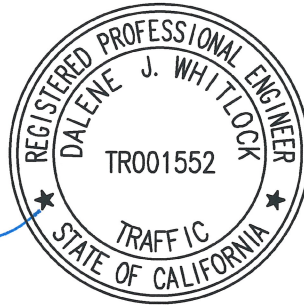
Sincerely,



Cameron Nye, EIT
Associate Engineer



Dalene J. Whitlock, PE, PTOE
Senior Principal



DJW/cn/SRO464.L2

- Enclosures: *Focused Traffic Study for the Fox Den Dispensary, January 23, 2019*
Response to Comments on the "Focused Traffic Study for the Fox Den Dispensary," April 9, 2019
City of Santa Rosa Dispensary Rates
Stopping Sight Distance Exhibit
AutoTURN Exhibits
Parking Reduction Letter, May 20, 2016



January 23, 2019

Ms. Scarlet Ravin
Fox Den, LLC.
4036 Montgomery Drive Unit B
Santa Rosa, CA 95405

Focused Traffic Study for the Fox Den Dispensary

Dear Ms. Ravin;

W-Trans has completed a focused traffic study that addresses the potential change in trip generation and access conditions associated with the proposed change in land use for 4036 Montgomery Drive in the City of Santa Rosa.

Project Description

The proposed project would convert approximately 4,000 square feet of existing warehouse space to a cannabis dispensary and associated parking garage. The project would be located on the same site as the Trail House beer garden, coffee house, and bike shop, which would remain unchanged after a recently approved remodel. The dispensary would occupy approximately 1,773 square feet and the remainder of the warehouse space would be used as a parking garage. Proposed improvements to the building include new doors, windows, an aluminum awning, and a 20-foot wide roll-up door to provide access to the parking garage. The facility would be open to the public between the hours of 9:00 a.m. and 9:00 p.m. seven days a week and would require five full-time and five part-time employees.

Trip Generation

The anticipated trip generations for the existing and proposed uses were estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual, 10th Edition, 2017*. The warehouse is currently occupied by a low voltage construction company, a general contractor, and office space so rates for "Specialty Trade Contractor" (ITE LU 180) were applied to the construction-related uses and rates for "General Office Building" (ITE LU 710) were applied to the office space. Based on application of these rates, the existing uses collectively would be expected to generate an average of 41 trips per day, including six trips during the morning peak hour and seven trips during the evening peak hour.

To estimate the trip generation associated with the proposed dispensary, standard rates for a new land use introduced in the 10th Edition of the *Trip Generation Manual, "Marijuana Dispensary"* (ITE LU 882) were applied. Based on application of these rates and the total dispensary size of 1,773 square feet, the proposed project would be expected to generate an average of 448 trips per day with 19 trips during the morning peak hour and 39 trips during the evening peak hour. After deductions due to the existing uses that would cease with operation of the project are considered, the proposed project would result in 407 new daily trips, including 13 trips during the a.m. peak hour and 32 trips during the p.m. peak hour; these trips represent the increase in traffic associated with the proposed project compared to existing volumes. These results are summarized in Table 1. Because the project would be expected to generate fewer than the 50 peak hour trips that represent the City's threshold indicating need for a full traffic study, an operational analysis was not prepared.

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											
Specialty Trade Contractor	3.000 ksf	10.22	31	1.66	5	4	1	1.97	6	2	4
General Office Building	1.000 ksf	9.74	10	1.16	1	1	0	1.15	1	0	1
Total Existing			41		6	5	1		7	2	5
Proposed											
Marijuana Dispensary	1.773 ksf	252.70	448	10.44	19	10	9	21.83	39	19	20
Net New Trips			407		13	5	8		32	17	25

Notes: ksf = 1,000 square feet

Access Analysis

The project site is located on the southeast side of Montgomery Drive, approximately 450 feet southwest of its intersection with Summerfield Road, and would continue to be accessed via two existing driveways. The southwestern driveway is used for ingress and connects to a one-way drive aisle that loops around the Trail House building in a counterclockwise direction where it connects to the northeastern driveway that is used for exiting the site onto Montgomery Drive. Surface parking is provided along the edges of the site.

On-site Circulation

To determine if standard passenger vehicles could navigate the site as intended, site circulation was modeled using the AutoTURN application of AutoCAD. Based on the proposed site plan, circulation within the garage would be expected to operate acceptably and vehicles exiting the parking garage could make a right turn to the one-way loop drive aisle. An exhibit showing the expected travel paths is enclosed. It should be noted that delivery truck circulation was not evaluated as it is understood that deliveries would be made by standard passenger vehicles.

Finding – As proposed in the site plan, the parking layout within the garage complies with City of Santa Rosa standards and circulation would be expected to operate acceptably.

Recommendation – To minimize potential conflicts between vehicles pulling into and out of the parking stalls in the garage, the first employees to arrive at the site should be instructed to park in the stalls near the rear of the garage, as these will be the most difficult to navigate. Additionally, it is recommended that the stall against the back wall of the garage be reserved for use by compact vehicles.

Sight Distance

At private roads and driveways, a substantially clear line of sight should be maintained between the driver of a vehicle waiting at the driveway and the driver of an approaching vehicle. Adequate time should be provided for the waiting vehicle to either cross, turn left, or turn right, without requiring through traffic to radically alter their speed. Sight distance at the northeastern driveway location used for exiting the site was field measured and evaluated based on sight distance criteria contained in the *Highway Design Manual* published by Caltrans. The recommended sight distances for minor street approaches that are driveways are based on stopping sight distance, with approach travel speeds used as the basis for determining the recommended sight distance. Set-back for the driver on the driveway of 15 feet, measured from the edge of the traveled way, was used.

For the posted 35-mph speed limit on Montgomery Drive, the recommended stopping sight distance is 250 feet. Based on a review of field conditions, sight distance at the northeastern driveway extends more than 300 feet to the northeast, which is more than adequate for the posted speed limit. To the southwest, sight distance extends approximately 300 feet without the presence of a parked vehicle in the street parking slot directly adjacent to the driveway; however, when this area is occupied, sight distance can be restricted to as little as 100 feet if the vehicle is parked at the beginning of the curb cut, which is inadequate for the posted speed limit. In this situation, adequate sight lines can be achieved by pulling forward to the edge of the bike lane, but this type of operation is not preferred for extended periods of time. Field observations confirmed that drivers exiting the site routinely pull up to the bike lane to achieve adequate sight lines.

Finding – At the northeastern driveway, sight distance is more than adequate for the posted speed limit when looking northeast, but sight distance to the southwest is inadequate when the first street parking space adjacent to the driveway is occupied.

Recommendation –The first 20 feet of curb southwest of the driveway should be painted red or signed for no parking.

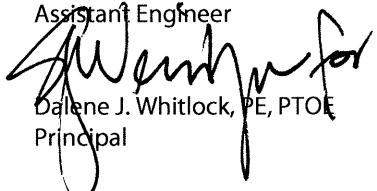
Conclusions and Recommendations

- The proposed project would result in 407 new daily trips, including 13 trips during the a.m. peak hour and 32 trips during the p.m. peak hour. Based on the minimal number of peak hour trips expected to be generated by the proposed project, it is reasonable to conclude that the change in land use would have a *less-than-significant* impact on traffic operation.
- Based on the proposed site plan, on-site circulation would be expected to continue operating acceptably.
- Sight distance at the northeastern driveway is adequate to the northeast, but inadequate to the southwest when the street parking space directly adjacent to the driveway is occupied.
- The first employees to arrive at the site in the morning should be instructed to park in the spaces at the rear of the parking garage and the space along the back wall of the garage should be marked for use by compact vehicles.
- Parking should be prohibited for the first 20 feet southwest of the driveway by red paint or signing.

We hope this information is adequate to address the potential traffic impacts associated with the proposed project. Please contact us if you have any further questions. Thank you for giving us the opportunity to provide these services.

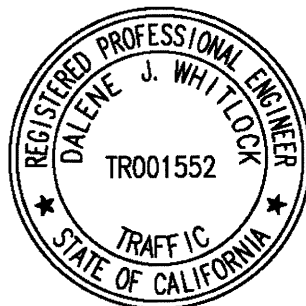
Sincerely,


Cameron Nye, EIT
Assistant Engineer


Dalene J. Whitlock, PE, PTOE
Principal

DJW/ch/SRO464.L1

Enclosure: AutoTURN Exhibit





April 9, 2019

Mr. Nick Caston
Representative for Fox Den, LLC.
4036 Montgomery Drive Unit B
Santa Rosa, CA 95405

Response to Comments on the “Focused Traffic Study for the Fox Den Dispensary”

Dear Mr. Caston;

This letter serves as a response to the comments contained in “Transportation Peer Review of Proposed Cannabis Dispensary and Delivery Business at 4036 Montgomery Drive,” prepared by TJKM and dated March 25, 2019, that was included as Exhibit B of the Kiwi Preschool and Childcare appeal packet, as well as information contained the “Facts and Law in Support” section of the appeal packet.

Response to Peer Review Comments

The following responses are organized to correlate to each of the numbered comments contained in the technical memorandum, which are shown in *italics* for ease of reference.

1. *The forecast of vehicle trip generation provided in the April 17, 2018 Focused Traffic Study was based on standalone Marijuana Dispensaries that do not include delivery operations – therefore underestimating the volume of traffic that would be generated.*

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 Institute of Transportation Engineers (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 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 generates 14.79 trips per 1,000 square feet during the weekday p.m. peak hour, compared to the standard ITE rate of 21.89 trips per 1,000 square feet. Standard ITE rates were used in the focused traffic study for Fox Den as we had not yet collected data specific to the City of Santa Rosa, so the trip generation estimates presented in the traffic study are likely higher than what would actually occur based on the data collected.

2. *In addition to not including delivery trips (as stated in #1 above): the use of the ITE trip generation rates for “Marijuana Dispensaries” should be carefully considered, given the limited number of data sources available to ITE.*

In December 2018, W-Trans collected trip generation data at two existing dispensaries in the City of Santa Rosa with similar operational parameters to that of the proposed project, in terms of serving a relatively balanced percentage of recreational and medical users. One of the dispensaries had a delivery service and the other did not. We found that the average trip generation rates of the two dispensaries were approximately 74 percent lower than the ITE rate during the morning peak hour and 16 percent lower during the p.m. peak hour. The substantial disparity in rates during the a.m. peak hour is mostly attributable to the fact that the ITE data was collected at sites that open for business at 8:00 a.m. and dispensaries in the City are not allowed to open until 9:00 a.m., meaning that they generate few trips during the morning peak period between 7:00 and 9:00 a.m.

Rates developed based on the data collected at the single location with a delivery service are lower than the average of the two facilities and, further lower than ITE rates. The location with a delivery service generated trips at a rate of 1.15 trips per 1,000 square feet during the morning peak hour and 14.79 trips per 1,000 square feet

during the p.m. peak hour, which are about 89 and 32 percent lower than ITE rates applied in the analysis during each peak hour, respectively. A spreadsheet summarizing the derivation of the rates is enclosed.

It should be noted that the data was collected in December, which is the busiest time of the year for retail businesses, so the rates are likely higher than would be experienced in other months. Further, at the time the data was collected, there were only three dispensaries operating within the City of Santa Rosa. 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. The estimated trip generation potential for the proposed project as developed using standard ITE rates as well as the rates specific to the City of Santa Rosa are shown in Table 1. If rates for the dispensary with a delivery service were applied instead of ITE rates, the proposed project would be expected to generate 17 fewer trips during the morning peak hour and 13 fewer trips during the p.m. peak hour.

Table 1 – Trip Generation Summary

Land Use	Units	AM Peak Hour				PM Peak Hour			
		Rate	Trips	In	Out	Rate	Trips	In	Out
Standard ITE Rates	1.773 ksf	10.44	19	10	9	21.83	39	19	20
Average of Two Similar Dispensaries	1.773 ksf	2.74	5	4	1	18.32	32	16	16
One Dispensary with Delivery Service	1.773 ksf	1.15	2	2	0	14.79	26	14	12

Notes: ksf = 1,000 square feet

The peer review states that based on ITE rates, the busiest hours of operation for a dispensary are between 12:45 and 1:45 p.m. and between 5:45 and 6:45 p.m. For compliance with City traffic guidelines, the analysis need only address conditions when peak volumes exist on the surrounding street network. If the peak hour for the use is offset from commute peak hours this would be considered in a positive light as there is more capacity for those trips during off-peak hours. Further, the peak hours for drop-off at Kiwi Preschool are between 7:30 and 9:30 a.m. and pick-up is between 4:00 and 6:00 p.m. so the proposed project and the preschool would experience their busiest hours for traffic at times of the day that are generally offset from one another.

- The proposed supply of just seven motor vehicle parking spaces does not appear adequate to serve the number of vehicles associated with the proposed dispensary and delivery option, taking into account both the volume of predicted traffic and ITE parking demand data.*

Based on City code, a total of 22 parking spaces would need to be provided on-site, including 12 for Trail House, three for the warehouse space, and seven for the proposed project. As proposed, the project would provide 22 spaces on-site, which would satisfy City requirements. It is noted that the commenter indicated the need to serve 19 customers that would arrive in an hour, assuming a 15-minute stay. This would translate to a demand for approximately five spaces, not ten as indicated by the peer reviewer. Since the 20 outbound trips during an hour are the same 19 vehicles that entered, the parking demand should be based on either inbound or outbound trips, but not the sum of the two. Similarly, 50 trips during the peak hour of the generator, if split evenly between inbound and outbound and still assuming a 15-minute stay by each customer, would translate to the need for six to seven parking spaces, not 13.

While not included as part of the project supply, it is noted that there is street parking available on Montgomery Drive consisting of once space to the north, one space between driveways (assuming implementation of our recommendation to restrict parking for 20 feet to the south of the northern driveway), and four parking spaces to the south of the site.

4. *The turning movement analysis provided in the Focused Traffic Study is based on typical passenger car sizes (not trucks, SUVs or delivery vehicles), and therefore does not provided a full analysis of the potential range of vehicle movements that would be required to access the seven parking spaces to be provided.*

On-site circulation was modeled in the focused traffic study for Fox Den using a standard passenger vehicle as deliveries would be made by a Toyota Prius, or another similar vehicle. To show that larger vehicles such as SUVs, trucks, or vans would be able to navigate the site as intended, circulation was also modeled for a 20-foot shuttle van. As shown in the enclosed AutoTURN exhibits, on-site circulation would operate acceptably for standard passenger vehicles as well as shuttle vans. One of the parking stalls would be signed for "15-minute" parking and would be used by the delivery vehicle when loading products between deliveries. The delivery vehicle would be off-site most of the day and loading between runs would take approximately 5 to 15 minutes, so the delivery vehicle would only occupy a parking space for a short period of time when it is on-site.

Response to Facts and Law in Support

Some of the comments contained in the appeal packet were relevant to traffic. These are shown below in *italics* and our responses follow.

- *Per the traffic study these trips represent the increase associated with the Proposed Project compared to the existing volumes which are estimated 41 trips per day, including six trips during the morning peak hour and seven trips during the evening peak hour. This equates to an increase of 992.68% in an already inadequate parking scenario!*

It is important to note that the nearly 993 percent increase in daily trips indicated in the comment refers to the space that the project would occupy, not to the entire site, including the Trail House. A review of standard ITE rates indicates that the most similar land use available for application to Trail House is "Fast Casual Restaurant" (ITE LU #930). Application of these rates to the total 3,008 square foot floor area of Trail House results in 948 existing daily trips on average. When considering the site as a whole, the proposed project would increase the daily trip generation by approximately 41 percent over current levels, from 989 trips (Trail House and the existing construction and office uses) to 1,396 trips (Trail House and the dispensary).

However, it is noted that the zoning district for the site is Neighborhood Commercial (CN) and the General Plan land uses indicated for the zoning district are mixed use and neighborhood shopping center, so, for example, a drug store/pharmacy is a permitted use that could occupy the site without a Conditional Use Permit (CUP). Application of standard ITE rates for a drug store to the space that the proposed dispensary would occupy indicates that, for planning purposes, the space could reasonably have been expected to generate an average of 360 trips per day. Again, when considering the entire site and assuming a permitted use such as a drug store, the project would result in only seven percent more daily trips than would have been expected based on the site's zoning and permitted uses.

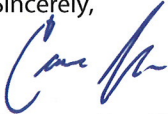
- *The additional traffic will spill over into Kiwi's parking area which is already extremely busy due to children drop-offs and pick-ups. The risk to the children's safety will increase with higher intensity traffic. More cars, more risk.*

While the two sites are adjacent, their access and parking supplies are completely separated. The project site is accessed from Montgomery Drive and Kiwi Pre-school is accessed from Summerfield Road so there is no reason for project traffic to impact drop-off and pick-up activities at the pre-school. Dispensary customers parking in the pre-school's supply would have to walk approximately 600 feet to the north and west around the building at 440 Montgomery Drive and then southwest down the sidewalk to get to the project site. If the project's parking supply is full, it is far more likely that customers would use the street parking on Montgomery Drive, or even the parking stalls of the businesses that are located closer to the dispensary than those for the Kiwi Pre-school. The potential for the project to impact operation of the pre-school in any way is therefore extremely limited and would certainly not affect the safety of children in the parking lot. The only possible impact is that the project could result in a

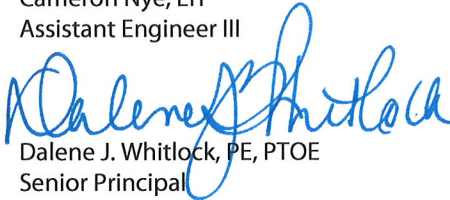
slight increase in delay to drivers exiting the pre-school site to Summerfield Road if any of the patrons of the Fox Den project travel along that roadway.

Please feel free to contact us if there are any questions regarding this information. Thank you for giving us the opportunity to provide these services.

Sincerely,



Cameron Nye, EIT
Assistant Engineer III



Dalene J. Whitlock, PE, PTOE
Senior Principal



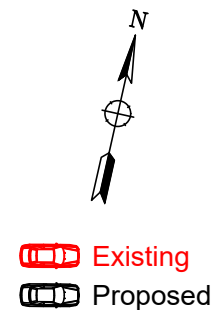
DJW/cn/SRO464.R2C

Enclosures: City of Santa Rosa Dispensary Rates
AutoTURN Exhibits

City of Santa Rosa Dispensary Rates

LOCATION	No. of Units	Units	Land Use Number	Land Use No./Type	DATE	Setting/Location	AM PEAK HOUR (8-9)							PM PEAK HOUR (4-6)								
							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)
LOCATION 1	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
	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
<i>AVERAGE</i>							4.34		91%	3.95		9%	0.39		21.84		43%	9.47		57%	12.37	
LOCATION 2 (has delivery service)	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
	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
<i>AVERAGE</i>							1.15		93%	1.04		7%	0.10		14.79		55%	8.13		45%	6.67	
SANTA ROSA AVERAGE							2.74		92%	2.49		8%	0.25		18.32		49%	8.80		51%	9.52	
ITE RATES							10.44		56%	5.85		44%	4.59		21.83		50%	10.92		50%	10.92	

Notes: Both locations service adult and medical users

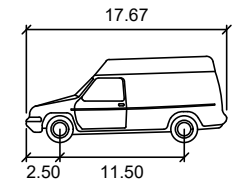
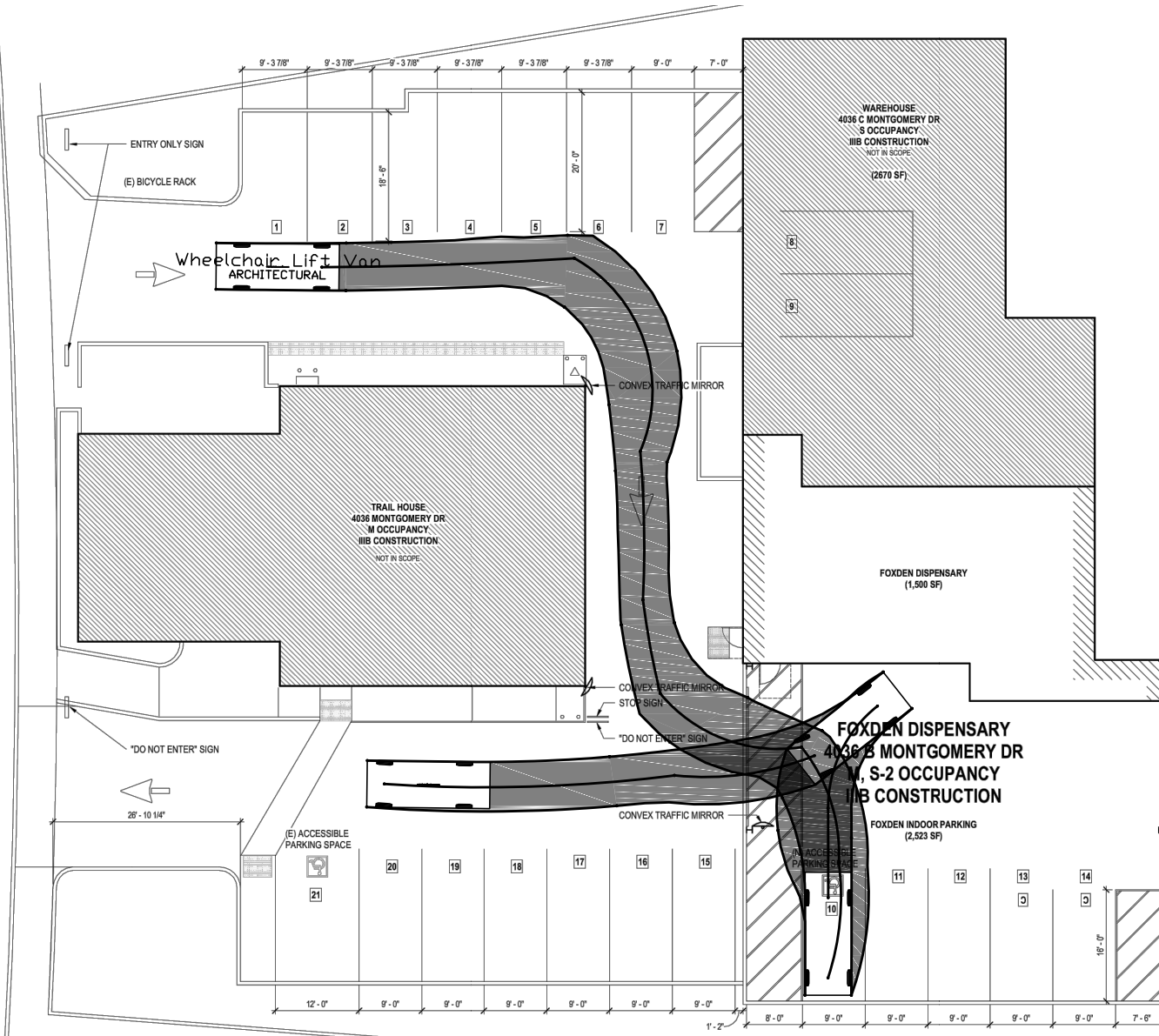


FOX DEN DISPENSARY

4036 Montgomery Drive

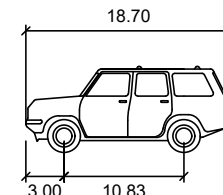
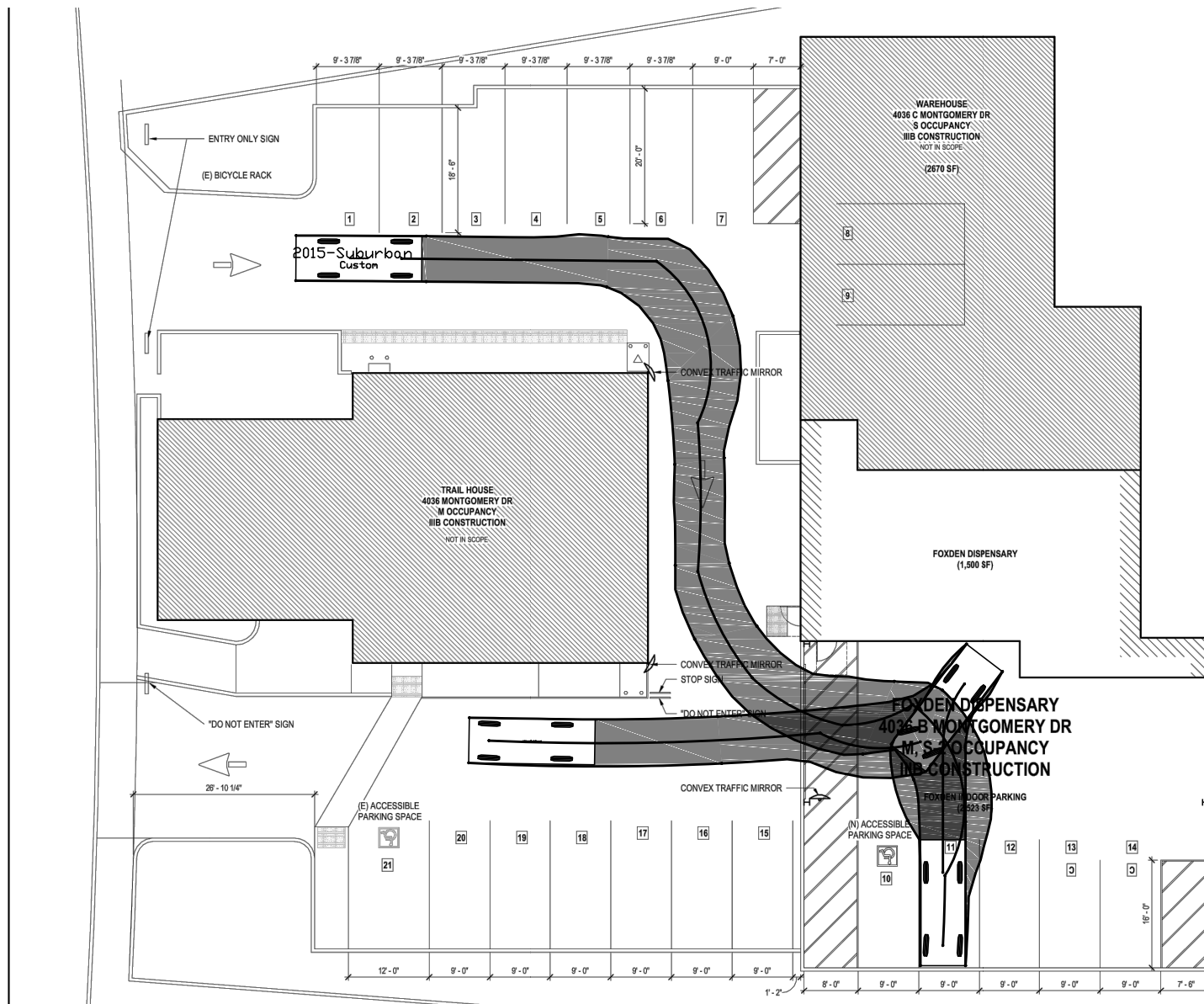
Stopping Sight Distance Exhibit

Scale: 1" = 50'



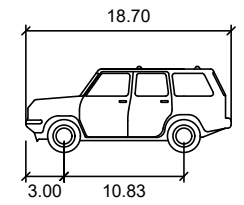
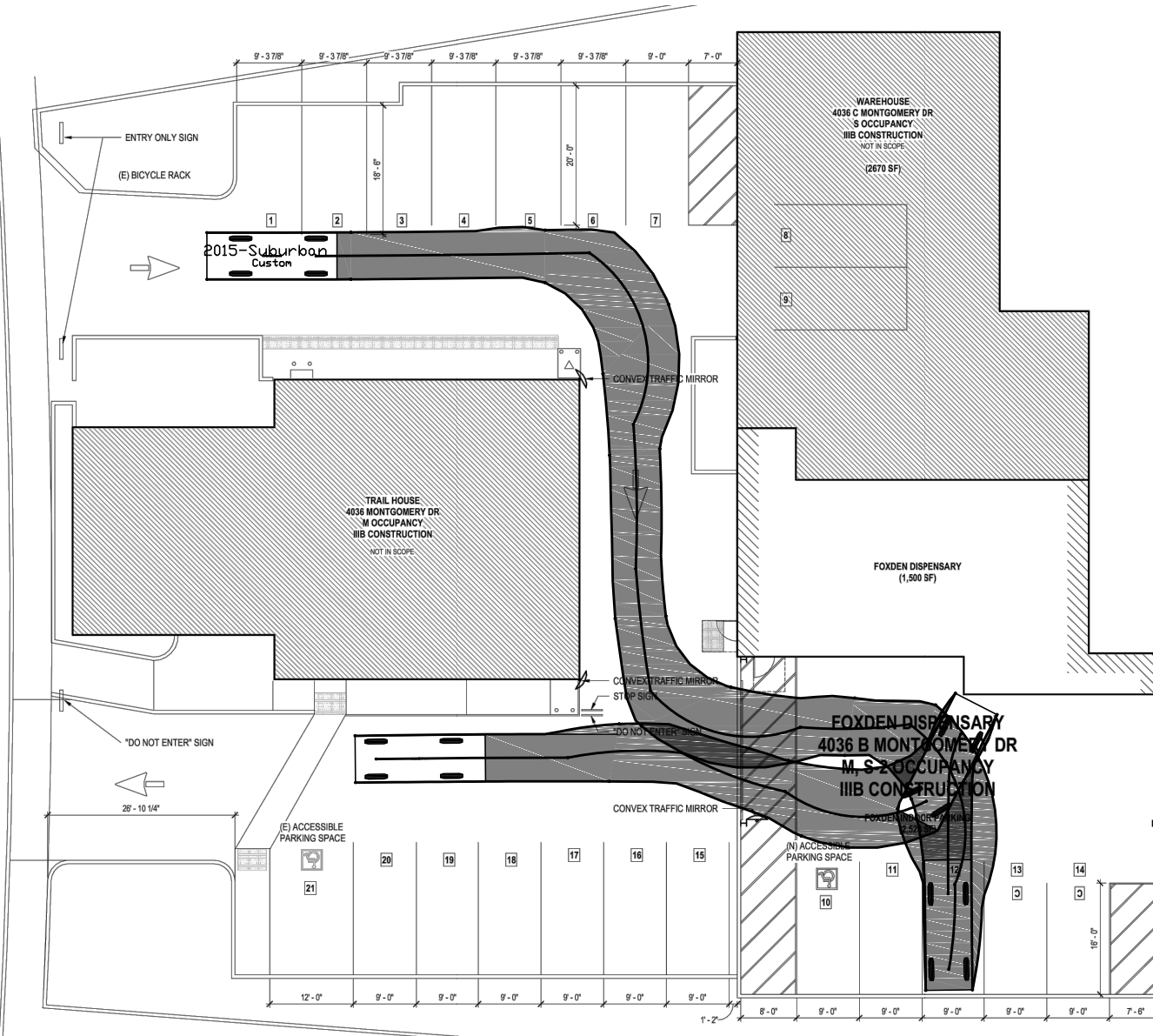
Wheelchair Lift Van

	feet
Width	: 6.67
Track	: 6.67
Lock to Lock Time	: 6.0
Steering Angle	: 31.7



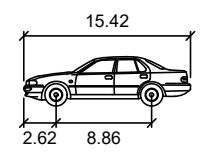
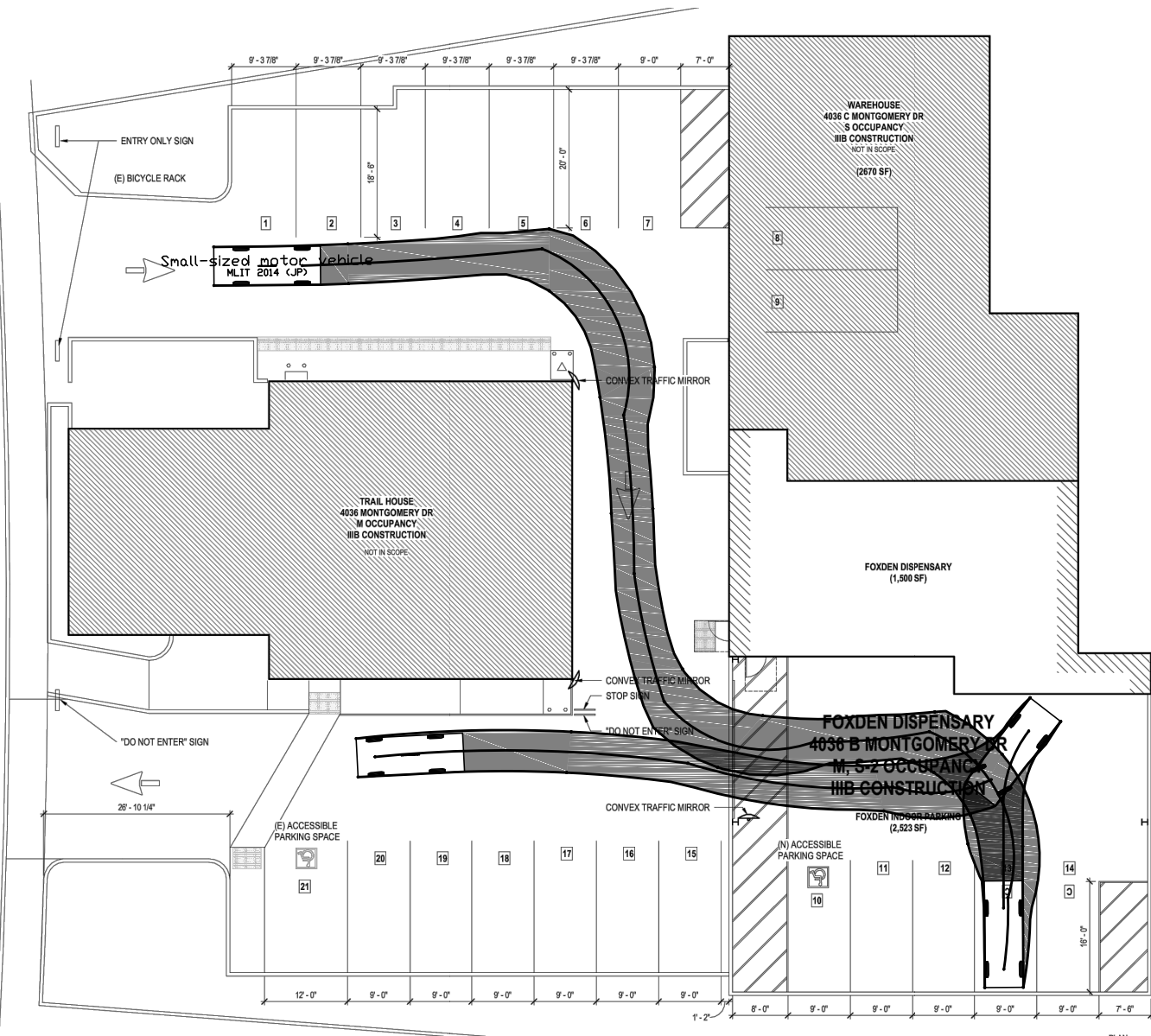
Suburban

	feet
Width	: 6.71
Track	: 5.72
Lock to Lock Time	: 3.4
Steering Angle	: 34.6



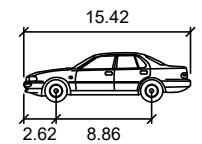
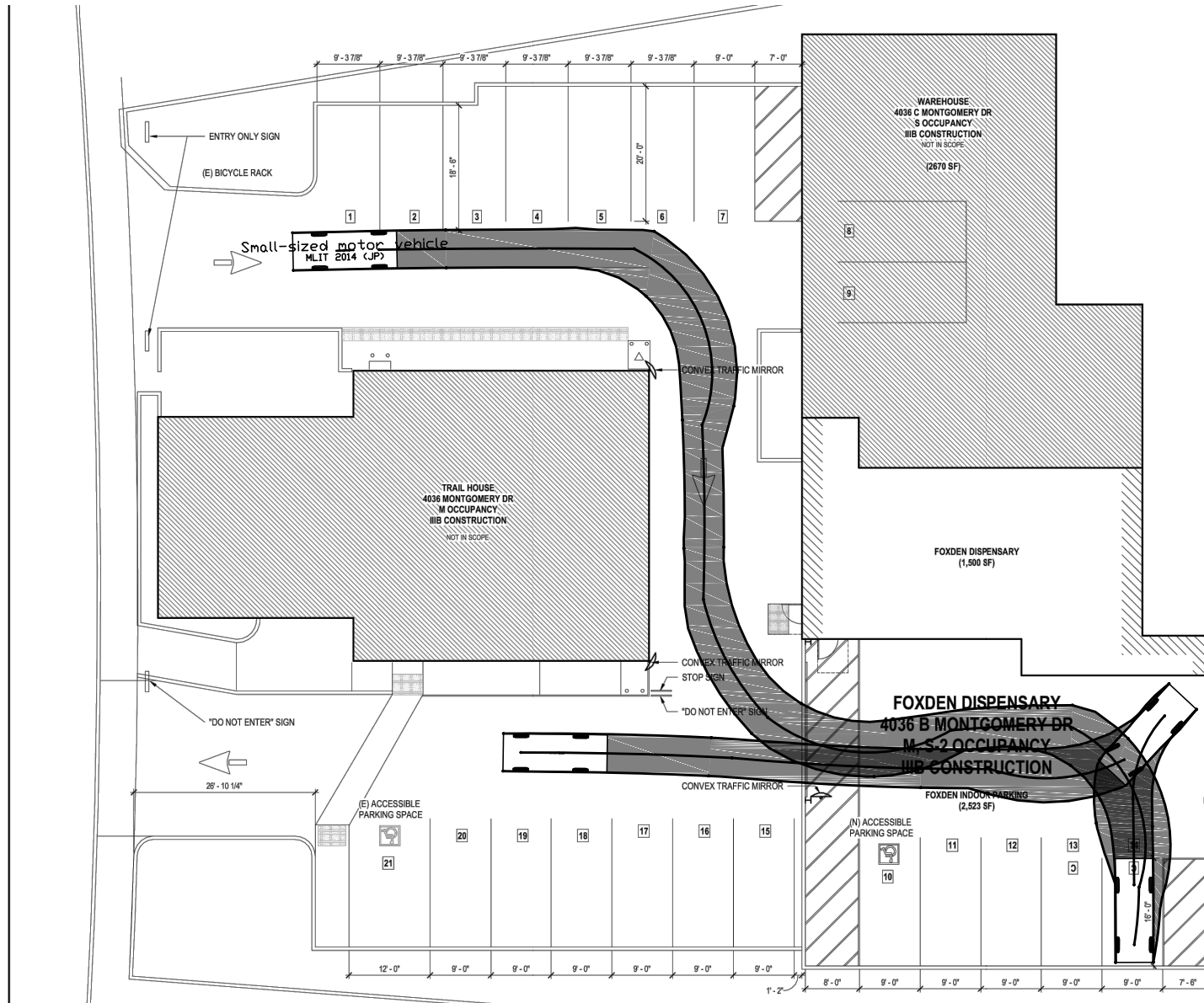
Suburban

	feet
Width	: 6.71
Track	: 5.72
Lock to Lock Time	: 3.4
Steering Angle	: 34.6



Compact Vehicle

	feet
Width	: 5.58
Track	: 5.58
Lock to Lock Time	: 6.0
Steering Angle	: 26.7



Compact Vehicle

	feet
Width	: 5.58
Track	: 5.58
Lock to Lock Time	: 6.0
Steering Angle	: 26.7



May 20, 2016

Richard Kirby
Kirby Construction
3262 Airway Dr.
Santa Rosa, CA 95403

Re: NorCal Bike Sport Trail House – 4036 Montgomery Dr.

Dear Richard:

The purpose of this letter is to confirm that the proposed use of 4036 Montgomery Drive as NorCal Bike Sport Trail House is permitted under City of Santa Rosa Zoning Code and that a Zoning Clearance may be issued.

Review of the proposed project has determined that the appropriate Land Use Types are *Retail Trade: Shopping Center* with a parking ratio of 1:250 and *Industry, Manufacturing and Processing, Wholesaling: Warehouse and storage* with a parking ratio of 1:1000. The Gross Square Footage of built space included in the *Retail Trade: Shopping Center* use is 5,780 sf with a parking requirement of 23 spaces. The Gross Square Footage of built space included in the *Industry, Manufacturing and Processing, Wholesaling: Warehouse and storage* use is 4,023 sf with a parking requirement of 4 spaces. The Total Parking Requirement is 27 spaces; however, the current Zoning Code permits a deficiency of 10 spaces when a Change in Use occurs. The revised Total Parking Requirement for NorCal Bike Sport Trail House is 17 spaces. A total of 18 spaces are provided; therefore, a Zoning Clearance may be issued.

Determination of Land Use Type(s)

NorCal Bike Sport – Trail House various proposed business activities include:

- Retail trade (bicycle and bicycle accessories with detached Warehouse and storage);
- Restaurant, café, coffee shop – Counter ordering; and
- Industry, Manufacturing and Processing, Wholesaling.

The current Land Use Type is Distribution Center (ZC10-0492). A majority of the proposed business activities for this location are new activities. The uses are distinct and interdependent of one another but taking place within more than one building on the same parcel and sharing

the same automobile and bicycle parking, drive aisles, and pedestrian walkways. For this reason, it has been determined that the uses more closely reflect a "Shopping Center."

"Shopping Center" is defined by the Code as "A primarily retail commercial site with three or more separate businesses sharing common pedestrian and parking areas."¹ Those businesses included in the Shopping Center designation for the purpose of calculating the minimum parking requirement include Retail trade, Restaurant, café, coffee shop – Counter ordering, and Industrial and Manufacturing less than 50,000 sf. The Warehouse and storage square footage (4,023 SF) of Retail trade was removed from the Shopping Center designation and assigned to the category Industry, Manufacturing and Processing, Wholesaling because there is no quantifiable employment activity occurring in this space.

The Shopping Center required parking ratio of spaces to gross square feet is 1:250. The Gross Square Footages included are:

- Retail trade less Warehouse and storage (1,751 SF);
- Restaurant, café, coffee shop – Counter ordering (1,257 SF); and
- Industrial and Manufacturing less than 50,000 sf (2,772 SF).

The total gross square footage of the Shopping Center designation is 5,780 SF. Using the parking ratio 1:250, the minimum number of automobile parking spaces required is 23. The Warehouse and storage required parking ration of automobile spaces to gross square feet is 1:1,000. The Gross Square Footage of the building assigned to Warehouse and storage is 4,023 SF. The minimum number of automobile parking spaces required is 4. Combined, the minimum number of automobile parking spaces required for the proposed NorCal Bike Sport – Trail House at 4036 Montgomery Drive is 27.

Zoning Code Section 20-36.040: Change in Use

It is noted that a majority of the area classified as "Shopping Center" required a change of use from its previous designation. Section 20-36.040 of the City Code describes parking adjustments allowable when change in use occurs without enlarging the space in which the use is located and states that "When a building's use changes to a new use, for example a retail use to a restaurant, without enlarging the space in which the use is located, there shall be no additional parking required for the new use, except that the new use shall comply with current ADA standards for parking, provided that any deficiency in parking is no more than 10 spaces, or a 25 percent overall reduction from standard parking requirements, whichever is greater."²

A review of proposed site plan indicates that there is no intent to enlarge current space(s) with the re-tenanting of current space(s); therefore, it is determined that no new parking should be

¹ Santa Rosa, California, Municipal Code - Division 7, § 20-70.020, S (2006)

² Santa Rosa, California, Municipal Code - Division 7, § 20-36.040, C2 (2006)

required. The re-tenanting requires 27 parking spaces, and the Parking Plan includes 18 spaces. Because this falls within the 10-space deficiency permitted when a re-tenanting occurs, it is determined that the Parking Plan for the re-tenanting of 4036 Montgomery Drive is approved.

Business Activity	Gross Square Footage	Parking Ratio (minimum parking spaces required)
Shopping Center		1:250
Retail trade	1,852	(07)
Restaurant, café, coffee shop – Counter ordering	1,136	(05)
Industrial and Manufacturing less than 50,000 sf	2,772	(11)
Warehouse and storage	4,023	1:1000 (04)
Total Parking Requirement per Code		27
Less Change in Use Deficiency		10
Total Parking Spaces Required		17

Please bring a copy of this letter with you when seeking a Zoning Clearance for this project. If you have any questions, please feel free to contact me at (707) 543-3185, or by email at chartman@srcity.org.

Sincerely,



CLARE HARTMAN
Deputy Director - Planning