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TRIP GENERATION ASSESSMENT FOR THE PLANET FITNESS PROJECT - SANTA ROSA, CALIFORNIA

Associated Transportation Engineers (ATE) has prepared the following trip generation assessment for the Planet Fitness Project, located at 551 Summerfield Road in the City of Santa Rosa. It is our understanding that the trip generation assessment will be submitted to the City as part of the Project's development application review.

PROJECT DESCRIPTION

The Planet Fitness Project is proposing to convert the existing 14,187 square foot Summerfield Cinemas into a 14,187 square foot fitness club. Access to the site is proposed via two driveways on Summerfield Road. Figure 1 (attached) illustrates the Project site plan.

PROJECT TRIP GENERATION

The following discusses the estimated trip generation developed for the proposed Planet Fitness and the existing Summerfield Cinemas. Trip generation estimates were developed based on rates published in the ITE, Trip Generation, 11th Edition for "Health/Fitness Club" (Land Use Code #442) and "Movie Theater" (Land Use Code #445) and rates published in the San Diego Association of Government (SANDAG), Trip Generators, April 2002. The ITE trip generation rates account for trips related to all vehicles (employee and customer vehicles). Because the ITE, Trip Generation, 11th Edition does not publish an ADT rate for "Health/Fitness Clubs", the ADT rate published in the SANDAG, Trip Generators, April 2002 was utilized. Table 1 presents the trip generation forecasts for the Project and compares it to the existing movie theater.

**Table 1
Project Trip Generation**

Land Use	Size	Average Daily		AM Peak Hour		PM Peak Hour	
		Rate	Trips	Rate	Trips (In/Out)	Rate	Trips (In/Out)
Existing Use: Movie Theater	14,187 sq.ft.	78.09	1,107	0.00	0 (0/0)	6.17	87 (82/5)
Proposed Use: Health/Fitness Club	14,187 sq.ft.	40.00 ^(a)	567	1.31	19 (9/10)	0.18	49 (28/21)
Net Trip Generation Change:			-540		+19 (+9/+10)		-38 (-54/+16)

(a) ADT based on SANDAG Trip Generators, May 2003.

The data in Table 1 indicates that based on the ITE trip generation rates the proposed Planet Fitness is estimated to generate 490 average daily trips, 19 AM peak hour trips, and 49 PM peak hour trips. The existing Summerfield Cinemas is estimated to generate 1,107 average daily trips, 0 AM peak hour trips, and 87 PM peak hour trips. The proposed Planet Fitness would result in a net decrease of 540 average daily trips, 38 PM peak hour trips and a net increase of 19 AM peak hour trips. The net increase in AM peak hour trips is due to the fact that movie theaters are typically closed during the AM peak hours.

Associated Transportation Engineers



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attachment: Figure 1- Project Site Plan