April 18, 2022

Ms. Alicia Wingard
Flora Terra
1825 Empire Industrial Court, Suite A
Santa Rosa, CA 95403

Focused Transportation Study for the Sonoma CHO Dispensary

Dear Ms. Wingard;

As requested, W-Trans has prepared a focused transportation analysis for the proposed dispensary to be located at 4575 Sonoma Highway (SR 12) in the City of Santa Rosa. The purpose of this letter is to present the project's trip generation as well as an analysis of the transportation-related issues required under the California Environmental Quality Act (CEQA). The following analysis was completed in accordance with the criteria established by the City of Santa Rosa and is consistent with standard traffic engineering techniques.

Project Description

The proposed cannabis dispensary would occupy an existing commercial suite of 2,031 square feet previously occupied by a Starbucks coffee shop. As allowed under the City's cannabis ordinance, the dispensary would operate daily between the hours of 9:00 a.m. and 9:00 p.m. A delivery service is not proposed as part of the project. The site would continue to be accessed via three existing driveways shared with other commercial uses on Mission Boulevard. The project site plan is enclosed for reference.

Trip Generation

The trip generation for the previous use of the site was estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 11th Edition, 2021 for "Coffee/Donut Shop without Drive-Through Window" (Land Use #936). Daily trip data is not available for this land use, so the daily trip rate was estimated to be ten times the p.m. peak hour trip rate based on data available for similar land uses. To estimate the number of primary trips versus pass-by trips, a pass-by deduction of 65 percent was applied to the a.m. peak hour and 73 percent was applied to the p.m. peak hour based on a review of pass-by data published in the *Trip Generation Manual* for similar land uses. To estimate the number of daily trips that would have been pass-by, the lower peak hour rate of 65 percent was applied for informational purposes.

The trip generation for the proposed dispensary was estimated using rates specific to the North Bay developed based on data collected at local dispensaries. Over the last three years, W-Trans has collected data at seven dispensaries in the North Bay Area, including four in the City of Santa Rosa. Our data collection effort has identified that local dispensaries are expected to generate about 95 vehicle trips per day per 1,000 square feet of gross floor area, including two trips per 1,000 square feet during the weekday a.m. peak hour and 22 trips per 1,000 square feet during the weekday p.m. peak hour. A spreadsheet summarizing the local trip generation data and resulting rates is enclosed for reference. As is typical for most retail uses, a portion of the dispensary trips would be pass-by, though due to the lack of published data available and to result in a conservative comparison to the previous use, no pass-by trip reductions were applied to the dispensary.

Based on the application of these rates and assumptions, the proposed dispensary would be expected to generate an average of 194 daily trips, including four trips during the a.m. peak hour and 45 trips during the p.m. peak hour. It should be noted that although dispensaries in the City of Santa Rosa are not permitted to open for retail business until 9:00 a.m., our rates indicate that they do tend to generate a small number of trips during the morning peak period likely attributable to employees arriving to work prior to the store opening.

Compared to the prior coffee shop, the dispensary would be expected to result in 36 fewer daily trips on the surrounding roadway network, including 62 fewer trips during the a.m. peak hour and 27 more trips during the p.m. peak hour, assuming all of the dispensary trips would be primary. At the site's driveways, the dispensary would be expected to result in 462 fewer daily trips on average, with 185 fewer trips during the a.m. peak hour and 21 fewer daily trips during the p.m. peak hour. These results are summarized 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
Previous											
Coffee Shop	2.031 ksf	322.9	656	93.08	189	96	93	32.29	66	33	33
Pass-by Deduction		*-65%*	*-426*	*-65%*	*-123*	*-62*	*-61*	*-73%*	*-48*	*-24*	*-24*
Total Primary Coffee Shop Trips			230		66	34	32		18	9	9
Proposed											
Cannabis Dispensary*	2.031 ksf	95.35	194	2.04	4	3	1	21.96	45	23	22
Net New Primary Trips			**-36**		**-62**	**-31**	**-31**		**27**	**14**	**13**
Net New Driveway Trips			**-462**		**-185**	**-93**	**-92**		**-21**	**-10**	**-11**

Note: ksf = 1,000 square feet; * North Bay rates developed based on local data

The proposed project would result in fewer than 250 new daily trips to the surrounding roadway network and fewer than 50 new trips during each peak hour with an estimated reduction in daily and a.m. peak hour trips. A full transportation impact study with an operational analysis is therefore not typically required per the City's *Guidance for the Preparation of Traffic Operational Analysis,* 2019, so one was not prepared.

Vehicle Miles Traveled

Senate Bill (SB) 743 established the change in Vehicle Miles Traveled (VMT) as a result of a project as the basis for determining California Environmental Quality Act (CEQA) impacts with respect to transportation and traffic. The City of Santa Rosa issued guidelines for VMT analysis, as outlined in *Vehicle Miles Traveled (VMT) Guidelines Final Draft*, dated June 5, 2020. This document identifies several criteria that may be used to identify certain types of projects that are unlikely to have a significant VMT impact and can be "screened" from further analysis. One of these screening criteria pertains to local-serving retail, which the City defines as having up to 10,000 square feet of gross floor area. The theory behind this criterion is that while a larger retail project may generate interregional trips that increase a region's total VMT, small retail establishments do not necessarily add new trips to a region, but change where existing customers shop within the region, and often shorten trip lengths. The proposed cannabis dispensary has a total floor area of 2,031 square feet, which is well below the City's local-serving retail threshold of 10,000 square feet; therefore, it is reasonable to conclude that the project would have a less-than-significant transportation impact on VMT. Further, the project site is within an area for which employee-based trips are pre-screened as having a less-than-significant impact in terms of VMT. Finally, projects that result in a reduction in daily trips are also generally assumed to have a less-than-significant impact in terms of VMT, and the project meets this criterion.

Finding – Based on the draft screening criteria published by the City of Santa Rosa, the project is anticipated to result in a less-than-significant transportation impact on VMT.

Alternative Modes

Given the proximity of residential neighborhoods and other commercial uses within one-half mile surrounding the site, it is reasonable to assume that some project patrons and employees will want to walk, bicycle, and/or use transit to reach the project site.

Pedestrian Facilities

Pedestrian facilities include sidewalks, crosswalks, pedestrian signal phases, curb ramps, curb extensions, and various streetscape amenities such as lighting, benches, etc. Sidewalks exist on both sides of SR 12 and Mission Boulevard, effectively linking the project site to the surrounding pedestrian network. Signalized crossings are present on all legs of the SR 12/Mission Boulevard intersection and those walking to and from destinations to the north would be able to cross Mission Boulevard at the crosswalk near Randall Lane, which is equipped with a pedestrian-activated Rectangular Rapid Flashing Beacon (RRFB) system and a pedestrian refuge island. Overhead streetlights exist along both SR 12 and Mission Boulevard. The existing facilities provide adequate pedestrian access and connections between the project site and surrounding residential neighborhoods and commercial uses.

Bicycle Facilities

There are existing Class II bike lanes on Mission Boulevard from Montecito Boulevard to SR 12. According to the Santa Rosa *Bicycle & Pedestrian Master Plan* (BPMP), 2018, additional bike lanes are planned on Mission Boulevard between SR 12 and Montgomery Drive, along with 3.9 miles of Class II bike lanes on SR 12 between Farmers Lane and Melita Road. Cyclists would also be able to share the travel lanes with motorists on minor residential streets surrounding the site or ride on sidewalks. As a result, adequate access for bicyclists is currently provided and would be improved upon completion of the planned facilities identified in the City's BPMP.

Transit

The nearest transit stops are located on the east and west sides of Mission Boulevard approximately 200 feet north of the project site. These stops are served by Santa Rosa CityBus Route 4 on weekdays and Saturdays from 6:15 a.m. to 7:15 p.m. and on Sundays from 10:15 a.m. to 4:15 p.m. Headways are approximately one hour. Route 4 provides connectivity between the Downtown Transit Mall and the northeastern quadrant of the city. The existing transit facilities and routes provide adequate connections between the project site and other areas of the city and the existing service would be adequate to accommodate the anticipated demand.

Finding – Existing pedestrian, bicycle, and transit facilities provide adequate access to and from the project site for alternative modes of transportation.

Site Access and Circulation

The site would continue to be accessed primarily via an existing driveway on Mission Boulevard approximately 120 feet north of the crosswalk on the north leg of the SR 12 intersection, though because the drive aisle loops around the site and connects to other commercial uses, access is also provided at two driveways further north on Mission Boulevard. The southern and middle driveways are restricted to right-turn movements only due to a raised center median on Mission Boulevard, though the median stops prior to the northern driveway so left turns are accommodated at this location.

Mission Boulevard is an arterial roadway with a posted speed limit of 35 miles per hour (mph) and one travel lane in each direction along with a center two-way left-turn lane to the north of the project site. Along the project frontage, the roadway has two through lanes in each direction and dedicated left- and right-turn pockets on the southbound approach to the intersection with SR 12. In the northbound direction, the configuration narrows from

two lanes to one near the northern project driveway. In the project vicinity, SR 12 has a posted speed limit of 45 mph and two travel lanes in each direction with a raised center median separating the directions of travel. Dual left turn lanes are provided on the eastbound and westbound approaches to the intersection with Mission Boulevard.

Motorists are restricted to right turns both entering and exiting the site at the middle and southern driveways and since southbound U-turns are not permitted at the SR 12/Mission Boulevard intersection, all inbound vehicle trips from the north would have to occur at the northern project driveway. Motorists driving to the site from westbound SR 12 would be able to make a right turn onto Mission Boulevard and then another right turn into any of the project driveways. Those coming from eastbound SR 12 would be able to make a left turn at Mission Boulevard and then a right turn into the site. When exiting the site, motorists could use the northern driveway to turn left or any of the driveways to turn right where they could proceed north or make a U-turn back towards the SR 12/Mission Boulevard intersection near the northern driveway. No changes are proposed to site access or on-site circulation, which is expected to continue functioning acceptably.

Finding – Existing site access and on-site circulation are expected to operate acceptably.

Sight Distance

Sight distances along Mission Boulevard at the existing driveways serving the project site were evaluated using sight distance criteria contained in the *Highway Design Manual* published by Caltrans. The recommended sight distance for driveways is based on stopping sight distance with approach travel speed used as the basis for determining the recommended sight distance.

For the posted 35-mph speed limit on Mission Boulevard, the minimum stopping sight distance needed is 250 feet. Based on a review of field conditions, sight lines at the northern driveway extend more than 300 feet to both the north and the south, which is adequate to accommodate all turning movements into and out of the driveway. At the middle and southern driveways, sight lines are clear for more than 300 feet to the south leg of the Mission Boulevard/SR 12 intersection. Additionally, while the southern driveway is proximate to the SR 12/Mission Boulevard intersection, clear sight lines are available from the driveway to all three approaches so motorists are able to watch for any potential conflicts before exiting the site.

Finding – Existing sight lines are adequate to accommodate all turns into and out of the northern driveway and right turns at the middle and southern driveways.

Emergency Access

The existing driveways serving the commercial development all have a width of more than the 20 feet needed for fire apparatus access; therefore, site access is expected to function acceptably for emergency response vehicles. The fact that the site has multiple access points is viewed as a benefit for emergency access since a different driveway could be used to gain access to the site should one of the driveways be compromised in an emergency.

Finding – Emergency access is adequate.

Parking

No changes are proposed to the site layout so the existing parking supply was evaluated to determine if it would be adequate to satisfy City requirements upon the change in land use. The project site shares a total of 53 parking spaces with adjacent businesses, including three ADA accessible spaces. There are no assigned parking stalls for any of the individual commercial suites in the development so that the supply can meet the changing demand for the various uses over the course of the day.

Section 20-36.040 of the Santa Rosa City Code requires vehicle parking at a rate of one parking space for every 250 square feet of floor area for cannabis retail uses. Based on this rate, eight parking spaces would be required for the proposed dispensary of 2,031 square feet. The prior coffee shop would have been required to provide parking at a rate of one space for every 75 square feet, meaning that the required parking supply for the proposed project is lower than the previous use's requirement of 27 spaces. Therefore, the existing shared parking supply would continue to serve the site adequately and satisfy the requirements set forth in the City Code.

Bicycle Parking

Santa Rosa City Code requires cannabis retail uses to provide one bicycle parking space for every 5,000 square feet of gross floor area, which translates to one required bicycle space for the proposed project. Since one bicycle parking space is somewhat impractical and because many cyclists travel in pairs, it is recommended that parking for a minimum of two bicycles be provided for the dispensary.

Finding – The proposed dispensary has a lower parking requirement than the previous coffee shop use, so the existing supply is expected to continue serving the site adequately. One bicycle parking space is required per City Code.

Recommendation – Parking should be provided for a minimum of two bicycles at the project site.

Conclusions and Recommendations

- The proposed dispensary would be expected to generate 194 daily trips on average, including four trips during the a.m. peak hour and 45 trips during the p.m. peak hour. Compared to the prior coffee shop, the dispensary would be expected to result in 36 fewer daily trips on the surrounding roadway network, including 62 fewer trips during the a.m. peak hour and 27 more trips during the p.m. peak hour trips assuming all of the dispensary trips would be primary. At the project driveways, the dispensary would be expected to result in 462 fewer daily trips on average, with 185 fewer trips during the a.m. peak hour and 21 fewer daily trips during the p.m. peak hour.

- Since the project would result in fewer than 250 new daily trips and fewer than 50 new peak hour trips with an estimated reduction in daily and a.m. peak hour trips, an operational analysis is not required under the City's TIS Guidelines.

- The project is anticipated to result in a less-than-significant transportation impact on VMT based on the Draft Guidelines published by the City of Santa Rosa.

- The existing sidewalks along the project's frontages and adjacent streets provide adequate access to the surrounding residential and commercial uses and nearby transit facilities. The existing Class II bike lanes on Mission Boulevard and planned facilities on SR 12 would provide adequate access for cyclists.

- Existing sight lines are adequate to accommodate all turns into and out of the northern driveway and right turns at the middle and southern driveways.

- Access and circulation for emergency response vehicles and standard passenger vehicles is expected to function acceptably.

- The proposed dispensary has a lower parking requirement than the previous coffee shop use, so the existing supply is expected to continue serving the site adequately. One bicycle parking space is required under City Code.

- While a single bicycle parking space is required to satisfy City requirements, a minimum of two bike parking spaces is recommended.

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

Sincerely,

Siddharth Gangrade
Assistant Engineer

Cameron Nye, EIT
Associate Engineer

Dalene J. Whitlock, PE, PTOE
Senior Principal

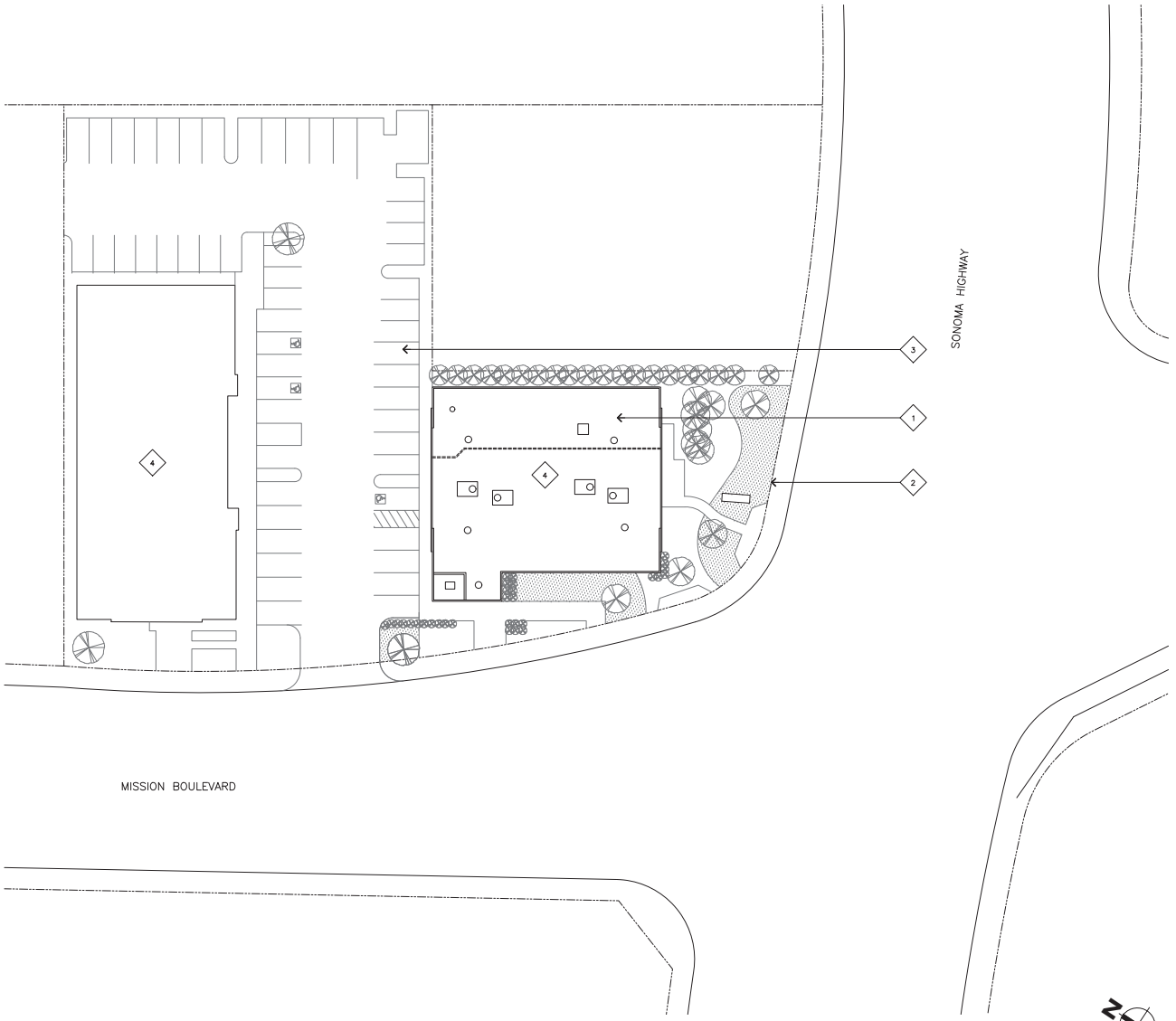
REGISTERED PROFESSIONAL ENGINEER
DALENE J. WHITLOCK
TR001552
TRAFFIC
STATE OF CALIFORNIA

DJW/cn-sg/SRO595.L1

Enclosure: Site Plan
North Bay Dispensary Trip Rates

SITE PLAN KEYNOTES

1. (E) LEASE AREA; SEE SHEET A-1.
2. (E) PROPERTY LINE.
3. (E) PARKING LOT.
4. (E) BUILDING.



- (E) TREE OR SHRUB.
- (E) GRASS OR EARTH.
- (E) RAILROAD TRACKS.
- (E) PUBLIC UTILITY EASEMENT.

PARKING ANALYSIS

FLORA TERRA:

DISPENSARY (RETAIL)	1,950 = SQ. FT.	
REQUIRED PARKING:	1 STALL/PER 1,000 SQ. FT. =	2 STALLS

TOTAL PARKING REQUIRED: = 2 STALLS

PARKING PROVIDED:

STANDARD	= 9 STALLS
COMPACT	= 0 STALL
ACCESSIBLE	= 1 STALL
VAN ACCESSIBLE	= 0 STALL

TOTAL PARKING PROVIDED: = 10 STALLS

SITE PLAN

11X17 SCALE: 1"=40'
24X36 SCALE: 1"=20'

0 10' 20' 40'

1

FLORA TERRA DISPENSARY #2

MOTIVE

17260 Newhope Street
Fountain Valley, California 92708
tel 714.752.4263 | fax 949.760.3931

APPROVALS

TENANT

LANDLORD

PROJECT NAME

FLORA TERRA
DISPENSARY #2

4575 SONOMA HWY.
SANTA ROSA, CALIFORNIA 95403

DRAWING DATES

9/8/21 90% ZD'S

SHEET TITLE

SITE PLAN

A-0

NORTH BAY DISPENSARY RATES

LOCATION	No. of Units	Units	DATE	Setting/Location	DAILY		AM PEAK HOUR (7-9)								PM PEAK HOUR (4-6)							
					Trip Rate per Unit	Total Trips	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)
Dispensary 1 (with delivery)	3.8	ksf	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
Santa Rosa	3.8	ksf	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
	3.8	ksf	8/11/2021	General Urban/Suburban	216.84	824	1.58	6	67%	1.05	4	33%	0.53	2	20.79	79	51%	10.53	40	49%	10.26	39
	3.8	ksf	8/12/2021	General Urban/Suburban	227.37	864	1.84	7	86%	1.58	6	14%	0.26	1	34.21	130	48%	16.32	62	52%	17.89	68
				AVERAGE	222.11		*3.03*		*84%*	*2.63*		*16%*	*0.39*		*24.67*		*46%*	*11.45*		*54%*	*13.22*	
Dispensary 2	1.17	ksf	12/12/2018	General Urban/Suburban			1.71	2	100%	1.71	2	0%	0.00	0	48.72	57	53%	25.64	30	47%	23.08	27
Santa Rosa	1.17	ksf	12/17/2018	General Urban/Suburban			1.71	2	100%	1.71	2	0%	0.00	0	53.85	63	54%	29.06	34	46%	24.79	29
				AVERAGE			*1.71*		*100%*	*1.71*		*0%*	*0.00*		*51.28*		*53%*	*27.35*		*47%*	*23.93*	
Dispensary 3 (with delivery)	4.8	ksf	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
Santa Rosa	4.8	ksf	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
				AVERAGE			*1.15*		*93%*	*1.04*		*7%*	*0.10*		*14.79*		*55%*	*8.13*		*45%*	*6.67*	
Dispensary 4	1.508	ksf	8/6/2019	General Urban/Suburban											43.10	65	51%	21.88	33	49%	21.22	32
Sebastopol	1.508	ksf	8/15/2019	General Urban/Suburban											39.12	59	49%	19.23	29	51%	19.89	30
				AVERAGE											*41.11*		*50%*	*20.56*		*50%*	*20.56*	
Dispensary 5	5.79	ksf	8/7/2019	General Urban/Suburban											24.18	140	51%	12.44	72	49%	11.74	68
Cotati	5.79	ksf	8/12/2019	General Urban/Suburban											26.94	156	49%	13.13	76	51%	13.82	80
				AVERAGE											*25.56*		*50%*	*12.78*		*50%*	*12.78*	
Dispensary 6	3.454	ksf	9/30/2020	General Urban/Suburban	75.85	262	0.87	3	67%	0.58	2	33%	0.29	1	6.95	24	58%	4.05	14	42%	2.90	10
Santa Rosa	3.454	ksf	10/1/2020	General Urban/Suburban	87.43	302	0.58	2	50%	0.29	1	50%	0.29	1	7.53	26	54%	4.05	14	46%	3.47	12
	3.454	ksf	10/2/2020	General Urban/Suburban	92.07	318	3.18	11	55%	1.74	6	45%	1.45	5	6.66	23	48%	3.18	11	52%	3.47	12
				AVERAGE	*85.12*		*1.54*		*57%*	*0.87*		*43%*	*0.68*		*7.04*		*53%*	*3.76*		*47%*	*3.28*	
Dispensary 7 (with delivery)	2.5	ksf	9/30/2020	General Urban/Suburban	21.60	54									2.80	7	71%	2.00	5	29%	0.80	2
Napa	2.5	ksf	10/1/2020	General Urban/Suburban	22.40	56									2.00	5	60%	1.20	3	40%	0.80	2
	2.5	ksf	10/2/2020	General Urban/Suburban	19.20	48									5.20	13	46%	2.40	6	54%	2.80	7
				AVERAGE	*21.07*										*3.33*		*59%*	*1.87*		*41%*	*1.47*	
				11th EDITION ITE RATES (LU#882)	**211.52**		**10.54**		**52%**	**5.48**		**48%**	**5.06**		**18.92**		**50%**	**9.46**		**50%**	**9.46**	
				AVERAGE LOCAL RATES	**95.35**		**2.04**		**81%**	**1.69**		**19%**	**0.35**		**21.96**		**52%**	**11.13**		**48%**	**10.83**	
				DELIVERY RATES											**15.36**		**52%**	**7.52**		**48%**	**7.85**	