



January 27, 2022

Mr. Jay Cheek  
Jay's Canna Consulting  
3041 Panama Avenue  
Carmichael, CA 95608

## Focused Transportation Study for the Jane's Dispensary

Dear Mr. Cheek;

As requested, W-Trans has prepared a focused transportation analysis for the proposed Jane's Dispensary to be located at 4040 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 be located in a vacant commercial suite of 1,997 square feet previously occupied by a pet supplies store. As allowed under the City's cannabis ordinance, the dispensary would operate between the hours of 9:00 a.m. and 9:00 p.m. The project site would continue to be accessed via existing driveways on SR 12 and Streamside Drive. The project site plan is enclosed for reference.

### Trip Generation

The trip generation for the prior use of the space was estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10<sup>th</sup> Edition, 2017 for "Shopping Center" (LU #820). Although the Manual does not specify rates for a pet supplies store, the "Shopping Center" land use was determined to be the best category available as it reflects the general retail nature of the previous use as well as any other use that could occupy the space.

The trip generation for proposed project was estimated using rates developed based on data collected at local dispensaries. Over the last two 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 85 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 21 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.

Based on the application of these rates, the proposed project would be expected to generate an average of 179 daily trips, including three trips during the a.m. peak hour and 42 trips during the p.m. peak hour. Compared to the prior pet supplies store, the dispensary would be expected to result in 94 more daily trips on average with one more trip during the a.m. peak hour and 34 more 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
<b>Existing</b>											
Shopping Center	-1,997 ksf	37.75	-75	0.94	-2	-1	-1	3.81	-8	-4	-4
<b>Proposed</b>											
*Marijuana Dispensary	1,997 ksf	85.12	170	1.59	3	3	0	21.27	42	23	19
<b>Net New Trips</b>		<b>95</b>		<b>1</b>		<b>2</b>		<b>-1</b>		<b>34 19 15</b>	

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 and 50 new trips during each peak hour; therefore, a full traffic impact study with an operational analysis is not typically required per the City's *Guidance for the Preparation of Traffic Operational Analysis*, 2019, so one was not prepared.

### Delivery Consideration

Two of the seven dispensaries that were subject of the data collection effort had delivery services operating at the time the data was collected so the trip generation characteristics for those two individual dispensaries were reviewed and it was determined that 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 individually are replaced by a single round trip made by the delivery vehicle. The trip generation data collected at the two dispensaries with a delivery service indicated an average trip rate of 7.92 trips per 1,000 square feet during the weekday p.m. peak hour compared to the combined average rate of 21.27 trips per 1,000 square feet. The delivery service rate as sampled was approximately 63 percent lower than the combined rate, making application of the combined rate conservative.

Because only two dispensaries had an operational delivery service, it is preferred that data be collected at additional local dispensaries with a delivery service to confirm the rates before using them to estimate the trip generation potential of a proposed project. However, the data indicates that the presence of a delivery service would be expected to reduce the trip generating potential of the dispensary.

### Vehicle Miles Traveled

Senate Bill (SB) 743 established a change in the metric to be applied to determining transportation impacts associated with development projects. Rather than the delay-based criteria associated with a Level of Service (LOS) analysis, the change in Vehicle Miles Traveled (VMT) as a result of a project is now 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 is a total of 1,997 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.

**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-quarter 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 as well as Streamside Drive in the project vicinity, effectively linking the project site to the surrounding pedestrian network. While the sidewalk on the project side of SR 12 terminates about 300 feet to the west of the project site, pedestrian demand on this section of the highway is not expected as there are no access points to any developments. The majority of pedestrian trips are anticipated to be to and from the east where there are crosswalks with pedestrian phasing present on the north, east and south legs of the signalized SR 12/Streamside Drive intersection. The existing facilities provide adequate pedestrian access and connections between the project site and surrounding residential neighborhoods and commercial uses.

## **Bicycle Facilities**

There are no existing bicycle facilities on SR 12 along the project frontage; however, there are striped shoulders ranging in width between five and eight feet that could be used by bicyclists and Class II bicycle lanes are planned to be provided according to the Santa Rosa's *Bicycle & Pedestrian Master Plan (BPMP)*, 2018. Additionally, cyclists would be able to ride on the sidewalks or share the roadway with motorists on Streamside Drive. As the 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 SR 12 across from the project site in the westbound direction and just east of Streamside Drive in the eastbound direction. These transit stops are served on Tuesdays and Thursdays by Santa Rosa CityBus Route 16 between the hours of 9:55 a.m. and 11:59 a.m. To access the project site outside of the operational hours of CityBus Route 16, there are transit stops on both sides of Mission Boulevard at SR 12, which are approximately one-third of a mile east of the project site served by Santa Rosa CityBus Routes 4 and 4B and Sonoma County Transit (SCT) Routes 30 and 34. Routes 4 and 4B are the same routes with different directionality and connect the Downtown Transit Mall to the northeastern quadrant of the City. SCT Routes 30 and 34 are similar routes and serve various destinations between the cities of Sonoma and Santa Rosa and Route 30X provides extended late afternoon service to westbound Route 30. Table 2 summarizes the existing transit routes in the project vicinity.

**Table 2 – Transit Facility Summary**

<b>Route</b>	<b>Operational Days</b>	<b>Service Hours</b>	<b>Headways</b>
CityBus Route 16	Tuesday, Thursday	8:15 a.m. - 3:50 p.m.	1 to 3 hours
CityBus Route 4	Monday - Sunday	Wkdy: 6:00 a.m. - 7:50 p.m. Wknd: 10:00 a.m. - 4:50 p.m.	Wkdy: 30 min Wknd: 1 hour
CityBus Route 4B	Monday - Friday	6:30 a.m. - 8:20 p.m.	1 hour
SCT Route 30	Monday - Sunday	7:00 a.m. - 7:25 p.m.	1 to 2 hours
SCT Route 30X (westbound only)	Monday - Sunday	7:35 p.m. - 9:30 p.m.	Runs once per day
SCT Route 34	Monday - Friday	6:45 a.m. - 5:00 p.m.	9 hours

Note: SCT = Sonoma County Transit; wkdy = weekday; wknd = weekend; min = minutes

The existing transit facilities provide adequate connections between the project site and other areas of the City as well as the County. Although the bus stops on Mission Boulevard are located slightly farther than the preferred walking distance of one-quarter mile, distances less than one-half mile are still considered walkable and existing sidewalks provide appropriate pedestrian facilities between the transit stops and the project site.

**Finding** – Existing pedestrian, bicycle, and transit facilities provide adequate access to and from the project site.

### Site Access and Circulation

The project would continue to be accessed via existing driveways on SR 12 and Streamside Drive. The driveway on SR 12 is restricted to right-turn movements only due to the presence of a raised median while the two driveways on Streamside Drive provide full access. Along the frontage, SR 12 has a posted speed limit of 45 miles per hour (mph) and is approximately 72 feet wide with two through lanes in each direction, though there are also left- and right-turn lanes on the eastbound approach to the intersection with Streamside Drive. Streamside Drive is approximately 36 feet wide adjacent to the site's driveways with one lane departing the SR 12 intersection and two lanes approaching the intersection. The roadway does not have a posted speed limit so the *prima facie* speed limit of 25 mph for a local street applies.

Motorists driving to the site from destinations to the west would be able to use the driveway on SR 12 or make a right turn at Streamside Drive and another right turn into a project driveway to reach the site. Those coming from destinations to the east would be able to make a protected left turn at the signalized intersection with Streamside Drive and then a right turn into the project driveway. When exiting the site, motorists could use either driveway on Streamside Drive and then make a left or right turn at the intersection with SR 12. No changes are proposed to 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 SR 12 and Streamside Drive 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 distances for driveways are based on stopping sight distance with approach travel speed used as the basis for determining the recommended sight distance.

For the posted 45-mph speed limit on SR 12, the minimum stopping sight distance needed is 360 feet. Based on a review of field conditions, sight lines to and from the existing driveway extend nearly 400 feet to the west, which is more than adequate for the posted speed limit. Sight lines to and from the east were not evaluated since left turns are restricted at this location by a raised median on SR 12. For the *prima facie* speed limit of 25 mph on

Streamside Drive, the minimum stopping sight distance needed is 150 feet. Sight lines to and from the two existing driveways were measured to be more than 200 feet in each direction, which are also more than adequate. It is noted that while the northerly driveway on Streamside Drive is located adjacent to the intersection with SR 12, clear sight lines are available from the driveway to all four approaches so motorists are able to watch for any potential conflicts before exiting the site.

Additionally, due to the straight and flat roadway geometry of both SR 12 and Streamside Drive, adequate stopping sight distances are available for a following driver to notice and react to a preceding motorist slowing to turn right or stopped to turn left into any of the driveways.

**Finding** – Existing sight lines are adequate to accommodate all turns into and out of the project driveways.

### **Emergency Access**

All existing project driveways and drive aisles have a width of more than the 20 feet which is needed for fire apparatus access; therefore, site access and circulation are expected to function acceptably for emergency response vehicles.

**Finding** – Emergency access is adequate.

### **Parking**

Parking was evaluated to determine if the proposed supply would be adequate to satisfy City requirements upon the change in land use. The project site has a total of 37 parking spaces that are shared with adjacent businesses; no changes are proposed to the existing supply. 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 space for every 250 square feet of floor area for cannabis retail uses as well as the other shopping center uses on-site. The prior pet supplies store would fall under the general retail category, which is also required to provide parking at a rate of one space for every 250 square feet meaning that the parking requirements for the proposed project would remain unchanged from the previous use. Based on these rates, a total of 19 parking spaces are required for the entire site with a total of 4,776 square feet, including eight parking spaces for the proposed dispensary of 1,997 square feet and 11 parking spaces for the adjacent businesses with 2,779 square feet of floor space. Therefore, the existing supply of 37 spaces is more than adequate to satisfy 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 like to travel in pairs, it is recommended that parking for a minimum of two bicycles be provided for the dispensary.

**Finding** – One bicycle parking space is required by the City Code.

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

### **Conclusions and Recommendations**

- The proposed project would be expected to generate 95 more daily trips on average compared to the prior pet supplies store, including one more trip during the a.m. peak hour and 34 more 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, 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 site and nearby transit facilities. The planned bicycle facilities on SR 12 along with existing shared use of minor street would provide adequate access for cyclists.
- Adequate sight distances are available at all three existing project driveways.
- Access and circulation for emergency response vehicles and standard passenger vehicles is expected to function acceptably.
- The proposed vehicle parking supply is adequate to meet City requirements.
- While a single bicycle parking space is required to satisfy City requirements, a minimum of two parking spaces are recommended.

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

Sincerely,

  
Jade Kim  
Assistant Engineer

  
Cameron Nye, EIT  
Associate Engineer

  
Dalene J. Whitlock, PE, PTOE  
Senior Principal



DJW/cn-jk/SRO585.L1

Enclosure: Site Plan, North Bay Dispensary Trip Rates



**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 Santa Rosa	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	
	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	
<i>AVERAGE</i>							4.34		91%	3.95		9%	0.39		21.84		43%	9.47		57%	12.37		
Dispensary 2 Santa Rosa	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	
	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	
<i>AVERAGE</i>							1.71		100%	1.71		0%	0.00		51.28		53%	27.35		47%	23.93		
Dispensary 3 Santa Rosa	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	
	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	
<i>AVERAGE</i>							1.15		93%	1.04		7%	0.10		14.79		55%	8.13		45%	6.67		
Dispensary 4 Sebastopol	1.508	ksf	8/6/2019	General Urban/Suburban											43.10	65	51%	21.88	33	49%	21.22	32	
	1.508	ksf	8/15/2019	General Urban/Suburban											39.12	59	49%	19.23	29	51%	19.89	30	
<i>AVERAGE</i>															41.11		50%	20.56		50%	20.56		
Dispensary 5 Cotati	5.79	ksf	8/7/2019	General Urban/Suburban											24.18	140	51%	12.44	72	49%	11.74	68	
	5.79	ksf	8/12/2019	General Urban/Suburban											26.94	156	49%	13.13	76	51%	13.82	80	
<i>AVERAGE</i>															25.56		50%	12.78		50%	12.78		
Dispensary 6 Santa Rosa	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	
	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	
<i>AVERAGE</i>							85.12		1.54		57%	0.87		43%	0.68		7.04		53%	3.76		47%	3.28
Dispensary 7 Napa	2.5	ksf	9/30/2020	General Urban/Suburban	21.60	54	0.00	0	0%	0.00	0	0%	0.00	0	2.80	7	71%	2.00	5	29%	0.80	2	
	2.5	ksf	10/1/2020	General Urban/Suburban	22.40	56	0.00	0	0%	0.00	0	0%	0.00	0	2.00	5	60%	1.20	3	40%	0.80	2	
	2.5	ksf	10/2/2020	General Urban/Suburban	19.20	48	0.00	0	0%	0.00	0	0%	0.00	0	5.20	13	46%	2.40	6	54%	2.80	7	
<i>AVERAGE</i>							21.07		0.00		0.00		0.00		3.33		59%	1.87		41%	1.47		
<b>ITE RATES (LU#882) - 252.70</b>							<b>10.44</b>		<b>56%</b>	<b>5.85</b>		<b>44%</b>	<b>4.59</b>		<b>21.83</b>		<b>50%</b>	<b>10.92</b>		<b>50%</b>	<b>10.92</b>		
<b>AVERAGE LOCAL RATES - 85.12</b>							<b>1.59</b>		<b>82%</b>	<b>1.33</b>		<b>18%</b>	<b>0.25</b>		<b>21.27</b>		<b>53%</b>	<b>10.84</b>		<b>47%</b>	<b>10.43</b>		