



April 20, 2018

Ms. Alicia Wingard  
1825 Empire Industrial Court  
Santa Rosa, CA 95403

## **Focused Traffic Study for 1825 Empire Industrial Court**

Dear Ms. Wingard;

W-Trans has completed a focused traffic study that addresses the potential change in trip generation associated with the proposed change in land use for 1825 Empire Industrial Court in the City of Santa Rosa.

### **Project Description**

The proposed project would result in repurposing an existing 10,436 square-foot warehouse building to accommodate cannabis cultivation and processing, as well as a dispensary. The project would include four flowering rooms totaling 4,587 square feet, 1,106 square feet for propagation, 1,165 square feet for curing, processing, and packaging, and a 998 square-foot dispensary; the remainder of the space would be used mostly for storage, office space, and circulation. The operation would require eight full-time and two part-time employees and an additional four seasonal employees that would work every other month.

### **Trip Generation**

The anticipated trip generation for the proposed dispensary was estimated using standard rates for a new land use published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10<sup>th</sup> Edition called "Marijuana Dispensary" (ITE LU 882). Numerous trip generation rates and categories contained in the *Trip Generation Manual* were explored in determining the potential trip generation associated with the cultivation, propagation, and processing uses. A review of standard rates for "General Light Industrial" (ITE LU 110) and a comparison of the rates based on area versus those based on employees indicate that the average ratio between employees and floor space is about 770 square feet per employee. For the proposed project, this would translate to an anticipated work force of about 12 persons based on the floor area attributed to all the uses other than the dispensary (9,438 square feet). Given that this project expects to have ten employees during typical operation and 14 employees during harvest, the resulting employee count of 12 is right in the middle of the proposed number of regular and harvest employees and the general light industrial rates therefore appear to be a good representation of the proposed project.

For comparative purposes, and to review short-term and potential planning impacts, the anticipated trip generations for the existing use, as well as for the permitted use, were estimated. Trips associated with the existing use were estimated based on rates for "Manufacturing" (ITE LU #140) as the building is currently rented to KVO Industries, a sign manufacturing company. The same general light industrial rates applied to the proposed cultivation, propagation, and processing uses were applied to the entire building footprint to determine the permitted trip generation since the *Santa Rosa General Plan 2035* land use for the site is Light Industrial.

As shown in Table 1, the proposed project is expected to generate an average of 299 trips per day, including 17 trips during the a.m. peak hour and 28 trips during the p.m. peak hour. This would translate to an additional 258 daily trips, with 11 more a.m. peak hour trips and 21 more p.m. peak hour trips compared to the existing sign manufacturing use. It is noted that the majority of the increase is associated with the proposed dispensary component of the project. Compared to the planned use of the site with 10,436 square feet of light industrial facilities, the proposed project is expected to result in a net increase of 247 daily trips, including 10 additional trips during the morning peak hour and 21 more trip during the evening peak hour. As is the case with all standard trip generation rates, trips generated by all aspects of the use are included, so while the independent variable is square footage, trips associated with employees, deliveries, customers, and visitors are reflected in the rate and resulting trip estimates.

**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											
Manufacturing	10.436 ksf	3.93	41	0.62	6	5	1	0.67	7	2	5
Permitted											
General Light Industrial	10.436 ksf	4.96	52	0.70	7	6	1	0.63	7	1	6
Proposed											
Marijuana Dispensary	0.998 ksf	252.70	252	10.44	10	6	4	21.83	22	11	11
General Light Industrial	9.438 ksf	4.96	47	0.70	7	6	1	0.63	6	1	5
Total Proposed			299		17	12	5		28	12	16
Net Difference from Existing Use			258		11	7	4		21	10	11
Net Difference from Permitted Use			247		10	6	4		21	11	10

Note: ksf = 1,000 square feet

Because the proposed project would be expected to generate fewer than 50 new trips during each peak hour, per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*, an operational analysis is not required.

## Conclusions

The proposed project is expected to generate an average of 299 trips on a daily basis, including 17 trips during the morning peak hour and 28 trips during the evening peak hour. The proposed project is expected to generate more trips than the previous and planned uses primarily due to the addition of retail visitor traffic associated with the dispensary component. Compared to the previous operation of the site, the proposed project would result in a net increase of 11 and 21 trips during the morning and evening peak hours, respectively. If developed under its full potential for light industrial uses at the current size, the site would be expected to generate 10 fewer trips during the morning peak hour and 21 fewer trips during the evening peak hour, when compared to the proposed use. Based on the minimal number of new 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.

We hope this information is adequate to address the potential change in trip generation associated with the proposed land use modification. 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/cn/SRO459.L1

