



April 23, 2018

Mr. Doug Cortina  
BKind, Inc.  
3053 Fillmore Street, PMB 251  
San Francisco, CA 94123

## **Trip Generation Study for the BKind Cannabis Retail Outlet Project**

Dear Mr. Cortina;

W-Trans has completed a focused analysis that addresses the potential change in trip generation associated with the proposed change in land use for 1128 Sonoma Avenue in the City of Santa Rosa.

### **Project Description**

The proposed project would result in repurposing an existing 2,280 square-foot commercial building to a cannabis dispensary. As proposed, the project would include 634 square feet of retail space, 228 square feet of office space, 421 square feet for storage, 255 square feet of processing space, and 178 square feet for receiving shipments; utilities and bathrooms would occupy the remainder of the space. The retail operation would be open to the public between the hours of 9:00 a.m. and 9:00 p.m. seven days a week.

### **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" (LU #882). The trip generation for the square footage of the building not dedicated to retail was estimated using standard rates for "General Light Industrial" (LU #110) as it was determined to be most representative of the processing, storage, receiving, utility, and office space collectively. Based on application of these land uses, the proposed project would be expected to result in 168 daily trips on average, including eight trips during the a.m. peak hour and 15 trips during the p.m. peak hour.

For comparative purposes, and to review short-term and potential planning impacts, the anticipated trip generations for the most recent previous use, as well as for the permitted use, were estimated. Trips associated with the previous use were estimated based on rates for "Medical-Dental Office Building" (LU #720) as the building was most recently used as a cosmetic surgery and laser center. Standard rates for "General Office Building" (LU #710) were applied to determine the permitted trip generation since the *Santa Rosa General Plan 2035* land use for the site is Office/Commercial.

As shown in Table 1, the proposed project would result in an additional 81 daily trips on average, with two more a.m. peak-hour trips and seven more p.m. peak-hour trips compared to the previous medical use. Compared to the permitted use of the site with 2,280 square feet of office space, the proposed project is expected to result in a net increase of 146 daily trips, including five additional trips during the morning peak hour and 12 more trips 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
Previous											
Medical-Dental Office Bldg	2.280 ksf	34.80	79	2.78	6	5	1	3.46	8	2	6
Permitted											
General Office Building	2.280 ksf	9.74	22	1.16	3	2	1	1.15	3	0	3
Proposed											
Marijuana Dispensary	0.634 ksf	252.70	160	10.44	7	4	3	21.83	14	7	7
General Light Industrial	1.646 ksf	4.96	8	0.70	1	1	0	0.63	1	0	1
Total Proposed			168		8	5	3		15	7	8
Net Difference from Previous Use			89		2	0	2		7	5	2
Net Difference from Permitted Use			146		5	3	2		12	7	5

Note: ksf = 1,000 square feet

Because the proposed project would be expected to generate fewer than 50 trips during either 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 168 trips daily, including eight trips during the morning peak hour and 15 trips during the evening peak hour. The project is expected to generate more trips than the previous and permitted uses primarily due to the addition of retail visitor traffic. Compared to the most recent previous operation of the site, the proposed project would result in a net increase of two and seven trips during the morning and evening peak hours, respectively. If developed under its full potential for office uses at the current size, the site would be expected to generate five fewer trips during the morning peak hour and 12 fewer trips during the evening peak hour 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

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