



Technical Memorandum

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Jurisdiction: Santa Rosa

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Subject: ***Focused Traffic Study for Proposed Retail Dispensary located at 2265 Cleveland Avenue in the City of Santa Rosa***

The purpose of this memorandum is to present the trip generation expected from the proposed project and evaluate the site access, on-site circulation and parking assessment. The project proposes to replace the existing restaurant with a 4,217 square foot retail dispensary facility. **Figure 1** illustrates the proposed site plan, dated March 11, 2018. The project is located at 2265 Cleveland Avenue in Santa Rosa. The existing project site is currently not operational. Proposed access to the project site will be via one full-access driveway on Coddington Terrace (Private Road) which connects to Cleveland Avenue and Guerneville Road. The proposed project provides 22 parking spaces. This analysis includes trip generation for the proposed project, the adequacy of the proposed parking supply, on-site circulation of vehicles and sight distance analysis at the project driveway.

TRIP GENERATION

TJKM estimated the project trip generation for the proposed project based on the published trip generation rates from the ITE publication Trip Generation, 10th Edition (2017). TJKM used published trip rates for the ITE land use Retail Dispensary (ITE Code 882) for this project, as this land use most closely matches the trip characteristics of the proposed development. **Table 1** shows the trips expected to be generated by the proposed project. The proposed project is expected to generate approximately 1,066 daily trips with 44 weekday a.m. peak hour trips (25

inbound trips, 19 outbound trips) and 92 weekday p.m. peak hour trips (46 inbound trips, 46 outbound trips).

Table 1: Proposed Project Trip Generation

Proposed Land Use (ITE)	Size	Units	Daily			AM Peak					Rate	PM Peak				
			Rate	Trips	Rate	In %	Out %	In	Out	Total		In %	Out %	In	Out	Total
Retail Dispensary (882)	4.217	KSF	252.70	1,066	10.44	56	44	25	19	44	21.83	50	50	46	46	92
Total Trips				1,066				25	19	44				46	46	92

Source - Institute of Transportation Engineers (ITE) Trip Generation Manual, 10th Edition, 2017;
KSF-Thousand Square Feet

TRIP DISTRIBUTION

Trip distribution is a process that determines in what proportion vehicles would be expected to travel between the project site and various destinations outside the project study area. Trip distribution assumptions for the proposed retail dispensary were developed based on the existing travel patterns and TJKM's knowledge of the study area. The distribution assumptions are:

- 20 percent to/from north of US 101
- 20 percent to/from south of US 101
- 15 percent to/from Guerneville Road, west of Cleveland Avenue
- 15 percent to/from Steele Lane, east of Cleveland Avenue
- 10 percent to/from Cleveland Avenue north of Guerneville Road
- 10 percent to/from Cleveland Avenue south of Guerneville Road

EXISTING PEDESTRIAN AND BICYCLE FACILITIES

Walkability is defined as the ability to travel easily and safely between various origins and destinations without having to rely on automobiles or other motorized travel. The ideal "walkable" community includes wide sidewalks, a mix of land uses such as residential, employment, and shopping opportunities, a limited number of conflict points with vehicle traffic, and easy access to transit facilities, and services. Pedestrian facilities are comprised of crosswalks, sidewalks, pedestrian signals, and off-street paths, which provide safe and convenient routes for pedestrians to access the destinations such as institutions, businesses, public transportation, and recreation facilities.

In the immediate project vicinity, there are crosswalks provided at the intersection of Guerneville Road and Cleveland Avenue. The crosswalks at this intersection are marked across all legs except the east leg on Guerneville Road and are equipped with countdown pedestrian signal heads.

The project site has adequate pedestrian access. Within the project vicinity sidewalks are present on both sides of Cleveland Avenue and Guerneville Road. There is adequate street lighting in the vicinity. Currently, there are no bicycle facilities within the vicinity of the project.

SITE ACCESS AND CIRCULATION

TJKM reviewed internal and external access for the project site for vehicles, pedestrians, and bicycles based on the site plan as shown in **Figure 1**. TJKM reviewed the proposed project site plan to evaluate on-site access to the project. Site access would be provided via one 17 foot wide full-access driveway along Coddington Terrace (Private Road) which connects to Cleveland Avenue and Guerneville Road. TJKM also examined the project site plan (**Figure 1**) in order to evaluate the adequacy of on-site circulation for vehicles, garbage trucks, delivery trucks and emergency vehicles circulation. The internal circulation was reviewed for issues related to queueing, turning radii, and safety and circulation aisles. All circulation aisles accommodate two-way travel, and the turning radii appear to be adequate for the garbage trucks and small delivery trucks. The proposed garbage pickup area is located on the northwest corner of the building complex, and the trash bins will be pulled out for easy access by garbage trucks. The Emergency vehicles can access the project site via Coddington Terrace, Cleveland Avenue and Guerneville Road. Overall, the proposed on-site vehicle circulation is adequate and should not result in any significant impacts on City Streets.

PARKING SUPPLY

Based on the project site plan dated March 11, 2018 (**Figure 1**), 22 vehicle parking spaces are provided for the proposed retail dispensary, including one accessible parking space. The City of Santa Rosa Municipal Code (Section 20-36.050/Table 3-4) requires one space for each 300 square feet (sq.ft.). Based on this, the proposed facility would be required to provide a total of 14 parking spaces, so the number of proposed parking spaces is **adequate**.

CONCLUSIONS

The proposed project is expected to generate 1,066 daily trips in which 44 net trips are generated during the a.m. peak hour and 92 net trips are generated during the p.m. peak hour. The proposed trip generation is as per the Institute of Transportation Engineer's (ITE) Trip Generation 10th Edition (2017). TJKM examined the project site plan in order to evaluate the adequacy of on-site vehicle circulation including delivery trucks and emergency vehicles. The project's access will be via one full-access driveway along Coddington Terrace (Private Road). Based on the evaluation, the proposed on-site vehicle circulation is adequate and should not result in significant impacts on City streets. The number of proposed parking spaces will be adequate.

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Figure 1