



November 27, 2018

Mr. Eddie Alvarez
817 Russell Avenue
Santa Rosa, CA 95403

Focused Traffic Study for The Hook Dispensary Project (CUP18-041)

Dear Mr. Alvarez;

W-Trans has completed a focused analysis that addresses the potential traffic and parking issues associated with the proposed change in land use for 817 Russell Avenue, Suite C, in the City of Santa Rosa. This letter provides a description of the proposed project, presents the change in trip generating potential associated with the proposed land use, addresses adequacy of site access and the parking supply, and summarizes our findings.

Project Description

The proposed project would result in repurposing an existing 1,350 square-foot commercial suite from a tanning salon to a cannabis dispensary. As proposed, the project would include approximately 998 square feet of retail space, 117 square feet of space for office and administration uses, and 125 square feet of storage space; a waiting room and employee facilities would occupy the remainder of the space. The retail component will be open to the public between 11:00 a.m. and 8:00 p.m. with up to four employees on-site per shift; a total of six full-time employees are envisioned. In addition to walk-in retail, the operation would include a delivery service with an anticipated ten delivery trips from the facility per day.

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*, 10th Edition called "Marijuana Dispensary" (ITE LU #882). Based on application of these rates, the proposed project would be expected to result in 341 daily trips on average, including 14 trips during the a.m. peak hour and 29 trips during the p.m. peak hour.

For comparative purposes, and to review short-term impacts, the theoretical trip generation for the existing use was also estimated. Trips associated with the existing tanning salon were estimated based on rates for "Hair Salon" (ITE LU #918) as this was determined to be the most similar land use for which rates are available. It should be noted that the *Trip Generation Manual* does not include directional data for the morning peak hour so it was assumed that two-thirds of the trips would be inbound during this period.

As shown in Table 1, when compared to the existing use of the space, the proposed project would be expected to result in an additional 12 a.m. peak-hour trips and 27 more p.m. peak-hour trips. The *Trip Generation Manual* does not include a daily rate for the "Hair Salon" land use, however, since only peak hour trips are used for analysis purposes, this information was not estimated. 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											
Hair Salon	-1.35 ksf	N/A	N/A	-1.21	-2	-2	-0	-1.45	-2	-0	-2
Proposed											
Marijuana Dispensary	1.35 ksf	252.70	341	10.44	14	8	6	21.83	29	15	14
Net Difference			N/A		12	6	6		27	15	12

Note: ksf = 1,000 square feet; N/A = Not Available

Because the proposed project would be expected to generate fewer than 50 trips during either peak hour, whether trips associated with the existing use are deducted or not, per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*, an operational analysis is not required.

Access Analysis

The project site would continue to be accessed via a driveway on Russell Avenue located approximately 275 feet west of Cleveland Avenue. No changes are proposed to site access or on-site circulation.

Finding – Site access and circulation would be expected to operate acceptably in its current configuration.

Sight Distance

Sight distances at the project driveway were evaluated based on 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 speeds used as the basis for determining the recommended sight distance. For the posted 25-mph speed limit on Russell Avenue adjacent to the site, the recommended stopping sight distance is 150 feet. Based on a review of field conditions, sight distance at the driveway extends more than 250 feet in both directions, which is adequate for speeds more than 35 mph.

Similarly, sight lines along Russell Avenue approaching the project site are more than adequate to allow a following driver to observe and react to a vehicle stopped in the roadway while the driver waits to turn left into the site.

Finding – Sight distance is adequate to accommodate all turns into and out of the site.

Parking

The proposed project would share a parking supply of 52 spaces with the other businesses located in the Russell Square shopping center. To determine if the total parking supply is adequate to satisfy City requirements, rates for "Shopping Center" were applied to the total gross leasable area in the shopping center except for Suite C, to which rates for "Cannabis Retail" were applied. As shown in Table 2, the existing parking supply would continue to be adequate to satisfy City requirements.

Table 2 – Parking Summary

City Required Parking	Units	Rate	Parking Spaces
Cannabis Retail	1,350 sf	1 space/250 sf	5
Shopping Center	10,350 sf	1 space/250 sf	41
Total City Requirements			46
Existing On-site Supply			52

Notes: sf = square feet

Finding – The existing parking supply of 52 spaces would continue to be adequate to serve the project site.

Conclusions

- Based on standard ITE rates, the proposed project would be expected to result in a net increase of 12 new trips during the morning peak hour and 27 new trips during the evening peak hour.
- Site access and on-site circulation would be expected to continue operating acceptably.
- Sight distances on Russell Avenue at the project driveway are adequate to accommodate all turns into and out of the site.
- The existing parking supply would continue to satisfy City requirements.

We hope this information is adequate to address the potential traffic and parking issues 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.

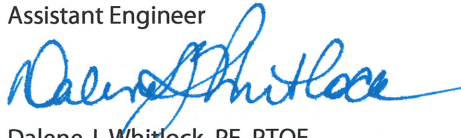
Sincerely,



Julia Walker
Assistant Planner



Cameron Nye, EIT
Assistant Engineer



Dalene J. Whitlock, PE, PTOE
Principal

