



September 6, 2018

Mr. Keenan Soares  
Green Pen, LLC  
353 College Avenue  
Santa Rosa, CA 95401

## **Trip Generation and Parking Study for the Green Pen Cannabis Retail Project**

Dear Mr. Soares;

W-Trans has completed a focused analysis that addresses the potential change in trip generation and parking demand associated with the proposed change in land use for 353 College Avenue in the City of Santa Rosa.

### **Project Description**

The proposed project would result in repurposing an existing 2,943 square-foot commercial building to a cannabis dispensary. As proposed, the project would include 1,772 square feet of retail space and 338 square feet of storage; office, employee administration, and delivery operations would occupy the remainder of the building. The facility would be open to the public between the hours of 9:00 a.m. and 9:00 p.m. seven days a week. Additionally, the following components are proposed in an effort to reduce the project's trip generating potential and parking demand.

- Consolidated delivery service with vans to reduce trips made by repeat customers.
- 12 covered bicycle parking spaces on-site to encourage biking.
- 6 parking permits in City Garage 7 for use by employees.

### **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, 2017 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 storage, delivery, employee administration, and office space collectively. Based on application of these land uses, the proposed project would be expected to result in 454 daily trips on average, including 19 trips during the a.m. peak hour and 40 trips during the p.m. peak hour. It should be noted that the proposed delivery service would be expected to reduce trips made by repeat customers so the trip generation based on standard ITE rates is likely higher than what would actually be experienced.

For comparative purposes, the theoretical trip generation for the most recent previous use was estimated based on rates for "Nursery (Garden Center)" (LU #817) as the building was most recently occupied by a retail hydroponics operation. It is noted that the *Trip Generation Manual* does not specify the percentage of trips in or out for the Nursery land use, so splits for "Building Materials/Lumber Store" (LU #812) were applied based on the probable similarity of the trip generation patterns.

As shown in Table 1, the proposed project would result in an additional 254 daily trips on average, with 12 more a.m. peak-hour trips and 20 more p.m. peak-hour trips compared to the previous hydroponics use.

**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                         |           |        |       |              |       |    |     |              |       |    |     |
| Nursery (Garden Center)          | 2.943 ksf | 68.10  | 200   | 2.43         | 7     | 5  | 2   | 6.94         | 20    | 10 | 10  |
| Proposed                         |           |        |       |              |       |    |     |              |       |    |     |
| Marijuana Dispensary             | 1.772 ksf | 252.70 | 448   | 10.44        | 18    | 10 | 8   | 21.83        | 39    | 19 | 20  |
| General Light Industrial         | 1.171 ksf | 4.96   | 6     | 0.70         | 1     | 1  | 0   | 0.63         | 1     | 0  | 1   |
| Total Proposed                   |           |        | 454   |              | 19    | 11 | 8   |              | 40    | 19 | 21  |
| Net Difference from Previous Use |           |        | 254   |              | 12    | 6  | 6   |              | 20    | 9  | 11  |

Note: ksf = 1,000 square feet

Because the proposed project would be expected to generate fewer than 50 trips during either peak hour, either as a new use or with deductions taken for the previous uses, per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*, an operational analysis is not required.

## Parking

Parking was evaluated to determine if the proposed supply would be adequate to satisfy City requirements. As proposed, the project would provide five parking spaces on-site, one of which would be ADA accessible, and would have use of four on-street spaces located directly adjacent to the site (two on Glenn Street and two on College Avenue) for a total of nine spaces. Section 20-36.00 of the Santa Rosa City Code requires cannabis retail uses to provide parking at a rate of one space for every 250 square feet of floor area. Based on the retail floor area size of 1,772 square feet, a total of seven parking spaces would need to be provided on-site to satisfy City requirements. It is noted that no parking spaces would be required on-site for employees as the applicant would provide parking permits in City garage number seven to all employees who wish to drive to work. Further, covered bike parking would be provided on-site to encourage biking and employees who use public transit would have access to pre-tax commuter benefits.

The proposed parking supply and City requirements are shown in Table 2. Although the on-site supply would be two spaces short of satisfying City requirements, based on the proximity of the project site to street parking, public transit, and a connected pedestrian network, along with the proposed operational plan, parking would be expected to be adequate to serve the project's demand.

**Table 2 – Parking Summary**

| Land Use                     | Units    | Rate           | Parking Spaces |
|------------------------------|----------|----------------|----------------|
| <b>City Required Parking</b> |          |                |                |
| Cannabis Retail              | 1,772 sf | 1 space/250 sf | 7              |
| <i>On-site Supply</i>        |          |                | 5              |
| <i>With Street Parking</i>   |          |                | 9              |

Notes: sf = square feet

While the supply is expected to be adequate, to maximize the number of on-site parking spaces and achieve a supply that is closer to meeting City requirements, it is recommended that the paved area along with west side of the site (north of the proposed vault and bike parking) be restriped to accommodate three parking stalls. This

modification would increase the number of on-site spaces from five to six and the total number of spaces available from nine to ten.

**Finding** – The on-site parking supply would be one space short of meeting City requirements assuming implementation of our recommendation, but the total parking supply (on-site and on-street) would be adequate to meet the anticipated demand, especially with the demand management techniques proposed.

**Recommendation** – It is recommended that the paved area along with west side of the site be restriped to accommodate three parking stalls to achieve a supply on six spaces on-site.

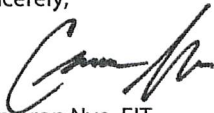
## Conclusions


The proposed project is expected to generate an average of 454 trips daily, including 19 trips during the morning peak hour and 40 trips during the evening peak hour. Compared to the most recent previous operation of the site, the proposed project would result in a net increase of 12 and 20 trips during the morning and evening peak hours, respectively. Based on the 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.

The proposed on-site parking supply is inadequate to satisfy City requirements so it is recommended that the project applicant restripe the paved area along the western property boundary to accommodate three stalls, instead of two. This would result in the supply remaining one space less than required, but the City may want to consider granting a parking variance as the total number of spaces available for use by customers would be more than adequate 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,

  
Cameron Nye, EIT  
Assistant Engineer

  
Dalene J. Whitlock, PE, PTOE  
Principal

DJW/cn/SRO470.L1



City of Santa Rosa Dispensary Rates

| City of Santa Rosa Dispensary Rates |              |       |                 |                      |            |                        | AM PEAK HOUR (8-9) |                 |        |           |            |         |            |             |
|-------------------------------------|--------------|-------|-----------------|----------------------|------------|------------------------|--------------------|-----------------|--------|-----------|------------|---------|------------|-------------|
| LOCATION                            | No. of Units | Units | Land Use Number | Land Use No./Type    | DATE       | Setting/Location       | Trip Rate per Unit | Number of Trips | In (%) | In (Rate) | In (Trips) | Out (%) | Out (Rate) | Out (Trips) |
| SPARC Santa Rosa                    | 3.8          | ksf   | 882             | Marijuana Dispensary | 12/18/2018 | General Urban/Suburban | 4.47               | 17              | 88%    | 3.95      | 15         | 12%     | 0.53       | 2           |
| SPARC Santa Rosa                    | 3.8          | ksf   | 882             | Marijuana Dispensary | 12/19/2018 | General Urban/Suburban | 4.21               | 16              | 94%    | 3.95      | 15         | 6%      | 0.26       | 1           |
|                                     |              |       |                 |                      |            |                        | 4.34               |                 | 91%    | 3.95      |            | 9%      | 0.39       |             |
| Sonoma Patient Group                | 1.17         | ksf   | 882             | Marijuana Dispensary | 12/12/2018 | General Urban/Suburban | 1.71               | 2               | 100%   | 1.71      | 2          | 0%      | 0.00       | 0           |
| Sonoma Patient Group                | 1.17         | ksf   | 882             | Marijuana Dispensary | 12/17/2018 | General Urban/Suburban | 1.71               | 2               | 100%   | 1.71      | 2          | 0%      | 0.00       | 0           |
|                                     |              |       |                 |                      |            |                        | 1.71               |                 | 100%   | 1.71      |            | 0%      | 0.00       |             |
| Alternatives                        | 4.8          | ksf   | 882             | Marijuana Dispensary | 12/18/2018 | General Urban/Suburban | 1.46               | 7               | 86%    | 1.25      | 6          | 14%     | 0.21       | 1           |
| Alternatives                        | 4.8          | ksf   | 882             | Marijuana Dispensary | 12/19/2018 | General Urban/Suburban | 0.83               | 4               | 100%   | 0.83      | 4          | 0%      | 0.00       | 0           |
|                                     |              |       |                 |                      |            |                        | 1.15               |                 | 93%    | 1.04      |            | 7%      | 0.10       |             |
|                                     |              |       |                 |                      |            |                        | 2.40               |                 | 95%    | 2.23      |            | 5%      | 0.17       |             |
|                                     |              |       |                 |                      |            |                        | 10.44              |                 | 56%    | 5.85      |            | 44%     | 4.59       |             |



**SITE PLAN**  
SCALE: 1"=16'-0"  
10/26/18

