



March 7, 2019

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

Addendum to the Trip Generation and Parking Study for the Green Pen Cannabis Retail Project

Dear Mr. Soares;

At the request of City staff, W-Trans has revised the trip generation and parking analysis contained in the *Trip Generation and Parking Study for the Green Pen Cannabis Retail Project* to reflect the City's new methodology which requires application of the rates for a dispensary to the entire floor area of the dispensary, including any associated office, storage, or processing space. It was previously acceptable to apply standard ITE rates for a dispensary to only the retail portion of the dispensary. A copy of the original study, dated September 6, 2018, is enclosed for reference.

Trip Generation

The anticipated daily and p.m. peak hour trip generations for the proposed dispensary were estimated using standard rates for a new land use published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10th Edition, 2017, called "Marijuana Dispensary" (LU #882). Because ITE rates were developed based on data collected at sites that open for business at 8:00 a.m. and dispensaries in the City of Santa Rosa are not allowed to open for business until 9:00 a.m., custom a.m. peak hour trip generation rates specific to the City of Santa Rosa were developed based on data collected at three existing dispensaries in the City. A spreadsheet summarizing the data collected and derivation of the applied rates is attached. Based on application of these rates to the entire floor area of the building, the proposed project would be expected to result in 744 daily trips on average, including seven trips during the a.m. peak hour and 64 trips during the p.m. peak hour.

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 544 daily trips on average, with the same number of a.m. peak-hour trips and 44 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	2.943 ksf	252.70	774	2.40	7	7	0	21.83	64	32	32
Net Difference from Previous Use		544		0 2 -2				44 22 22			

Note: ksf = 1,000 square feet

Although application of standard ITE rates to the entire floor area of the dispensary would result in more than 50 p.m. peak hour trips, when compared to the most recent previous use the project would result in less than 50 new trips, so an operational analysis is still not required per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*.

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 one of which would be signed for 15-minute parking; the delivery vehicle would use the 15-minute space when loading. Additionally, six parking permits would be purchased by the retailer for use by employees to park in City Garage No. 1, resulting in a total parking supply of 11 spaces. Further, the project would have use of four on-street spaces located directly adjacent to the site, two on Glenn Street and two on College Avenue, though these on-street spaces are not assumed as part of the site's supply. Finally, 12 covered bike parking spaces would be provided on-site to encourage biking by both employees and customers and employees who use public transit would have access to pre-tax commuter benefits.

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 total floor area size of 2,943 square feet, 12 parking spaces would need to be provided on-site to satisfy City requirements. The proposed parking supply and City requirements are shown in Table 2. The total supply as proposed (including permits in City Garage No. 1) would be one space short of the number of spaces required by standard City rates.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Cannabis Retail	2,943 sf	1 space/250 sf	12
<i>On-site Supply</i>			5
<i>City Garage Supply</i>			6
Total Supply Available			11
Total Supply with Recommendation			12

Notes: sf = square feet

As the proposed supply is inadequate to meet City requirements, it is recommended that the chain link fence currently blocking a storage area be removed and 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 11 to 12. It is further noted that there are four on-street parking spaces available directly adjacent to the site that could be used, if necessary. However because the project would provide covered bike parking, is located on a connected pedestrian network, and is within walking distance to transit access the anticipated parking demand is lower than would expected for a site without good pedestrian, bicycle, or transit access.

Finding – The on-site parking supply would be six spaces short of meeting City requirements assuming implementation of the recommendation to remove the chain link fence and restripe the area north of the proposed vault, but the total parking supply including spaces in City Garage No. 1 would be adequate to meet the anticipated demand, especially with the demand management techniques proposed.

Recommendation – It is recommended that the chain link fenced area currently used as storage be removed and the paved area along with west side of the site be restriped to accommodate three parking stalls to achieve a supply of six spaces on-site.

Conclusions and Recommendations

The conclusions and recommendations contained in the original analysis remain unchanged and are summarized below for ease of reference:

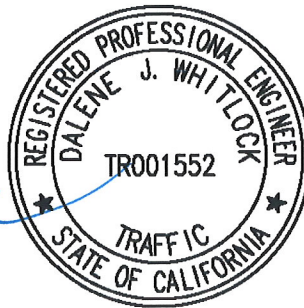
- The proposed project would be expected to result in fewer than 50 new trips during each peak hour so an operational analysis is not required per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*.
- The chain link fence delineating a paved storage area on the north side of the building should be removed and the area should be used to provide an additional parking space.
- Although the proposed on-site parking supply is inadequate to satisfy City requirements, the total supply available would be adequate to serve demand with use of parking in City Garage No. 1 and upon implementation of the recommendation to provide one additional parking space on-site. For these reasons, and because the site has on-street parking on the adjacent frontage and good access for alternative modes, the City may wish to consider approving the project with less on-site parking than required based on standard City rates.

We hope this information is adequate to address City staff comments on the original trip generation and parking study. Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,


Cameron Nye, EIT
Assistant Engineer


Dalene J. Whitlock, PE, PTOE
Principal



DJW/cn/SRO470-2.L1

Enclosures: *Trip Generation and Parking Study for the Green Pen Cannabis Retail Project*
Santa Rosa Cannabis Dispensary Trip Generation Data



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*, 10th 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
City Required Parking			
Cannabis Retail	1,772 sf	1 space/250 sf	7
<i>On-site Supply</i>			<i>5</i>
<i>With Street Parking</i>			<i>9</i>

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.

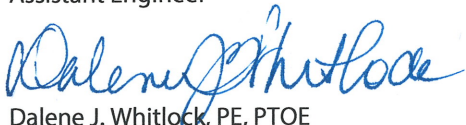
The proposed on-site parking supply is inadequate to satisfy City requirements so it is recommended that the project applicant restripe the paved area along the western property boundary to accommodate three stalls, instead of two. This would result in the supply remaining one space less than required, 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



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

AVERAGE 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

AVERAGE 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

AVERAGE 1.15 93% 1.04 7% 0.10

3 LOCATION AVERAGE 2.40 95% 2.23 5% 0.17
ITE RATES 10.44 56% 5.85 44% 4.59