May 16, 2019

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

Revised 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 understood that it was 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. Additionally, this revised addendum addresses comments from the Planning Commission hearing held on March 14, 2019 and supersedes the addendum dated March 7, 2019.

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*.

Delivery Consideration

Trip generation data collected at an existing comparable dispensary in the City of Santa Rosa with a delivery service indicates that the standard rates presented in the Institute of Transportation Engineers (ITE) *Trip General Manual* adequately reflect the presence of a delivery option as such a service may reasonably be expected to reduce the trip generation potential of a dispensary, not increase it. Deliveries are intended to serve multiple customers in one trip, so the trips associated with several customers that would otherwise visit the site are replaced by a single round trip made by the delivery vehicle. The trip generation data collected at a comparable dispensary in Santa Rosa with a delivery service indicated that the site generates 14.79 trips per 1,000 square feet during the weekday p.m. peak hour, compared to the standard ITE rate of 21.83 trips per 1,000 square feet, which is approximately 32 percent higher.

Standard ITE rates were used for the p.m. peak hour because the sample size of one site is inadequate and data needs to be collected at additional dispensaries with a delivery service to confirm the rates before using them to estimate the trip generation potential of a proposed project. However, it is worth noting that if rates for the dispensary with a delivery service were applied instead of ITE rates, the proposed project would be expected to generate 20 fewer trips during the p.m. peak hour resulting in a net increase of 24 new trips instead of 44. Further, the data was collected in December, which is the busiest time of the year for retail businesses, so the rates are likely higher than would be experienced in other months. Finally, at the time the data was collected there were only three dispensaries operating within the City of Santa Rosa. As more dispensaries are approved and open for business, customers will have more options and there will be fewer trips made to any one dispensary so rates will likely decrease over time.

Parking

Parking was evaluated to determine if the proposed supply would be adequate to satisfy City requirements. As proposed, the project would provide six 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 12 spaces. Additionally, 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. Although only six spaces would be provided on-site, the total supply proposed (including permits in City Garage No. 1) would be adequate to satisfy the number of spaces required by standard City rates. 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.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Cannabis Retail	2,943 sf	1 space/250 sf	12
On-site Supply			*6*
City Garage Supply			*6*
Total Supply Available			**12**

Notes: sf = square feet

Street Parking

There are four on-street spaces located directly adjacent to the site, two on Glenn Street and two on College Avenue, along with three spaces on the opposite side of Glenn Street in the northbound direction. During field visits conducted during the morning and evening peak hours there was one vehicle parked along the College Avenue frontage and one vehicle parked along the opposite side of Glenn Street during the morning period and that same vehicle was parked on Glenn Street during the evening period, resulting in at least five of the seven on-street spaces being available during each peak hour. Although not expected to be needed, there were additional on-street parking spaces available during both peak hours to the north of the site on Glenn Street. Conservatively assuming four of the seven on-street spaces in the immediate vicinity of the site are available when needed, the project's total supply would be up to 16 spaces.

Finding – The on-site parking supply would be six spaces short of meeting City requirements, but the total parking supply including spaces in City Garage No. 1 and on-street parking in the vicinity would be adequate to meet the anticipated demand, especially with the demand management techniques proposed.

On-site Circulation

The proposed project would be located on an existing non-conforming site and as such, would not meet the parking lot design standards required for new construction, though all proposed parking stalls on-site would be of standard width and length. As shown on the enclosed site plan, three parking stalls would be located facing the west property boundary and three stalls would be located facing south toward the building. The AutoTURN application of AutoCAD was used to determine if motorists would be able to access the parking stalls, as intended, and it was determined that there would be no anticipated issues with motorists pulling into any of the parking stalls. Motorists leaving the three southward facing stalls would be able to back out of the stalls and then turn around so as to exit the site onto Glenn Street facing forward, though motorists leaving the three westward facing stalls would have to back out into Glenn Street as there is insufficient room to turn around on-site without making a three- or four-point turn.

Although backing out into a street is not desired on high-speed roads, this type of operation is typical for residential streets as drivers routinely encounter another motorist backing out of their driveway or backing into a parallel parking space. Additionally, because of the proximity of the driveway to College Avenue, speeds are expected to be lower than other segments of Glenn Street as motorists traveling southbound would be slowing in preparation to stop at the College Avenue/Glenn Street intersection and those traveling northbound would have just turned onto Glenn Street from College Avenue so would still be traveling at a low speed when passing the site.

Finding – On-site circulation would be expected to operate acceptably. Although some parking stalls would require backing out onto Glenn Street when leaving, this type of operation is considered typical and therefore acceptable for a residential street with low speeds.

Pedestrian Crossing on College Avenue

Employees would park in City Garage No. 1 which would require them to use the flashing pedestrian warning beacon on College Avenue at Glenn Street when walking between their vehicle and the project site, so consideration was given to the potential for the additional crossings generated by the project to increase delays to through traffic on College Avenue. Based on pedestrian counts collected on April 11, 2019 during clear weather and typical traffic conditions, three pedestrians activated the flashing beacon and crossed College Avenue at this location during the p.m. peak hour.

The SimTraffic application of Synchro was used to model the section of College Avenue between Morgan Street and Mendocino Avenue and it was determined that eastbound vehicles typically experience an average delay of 1.4 seconds per vehicle at the flashing pedestrian warning beacon, while westbound vehicles experience an average delay of 5.3 seconds per vehicle. To model conditions with implementation of the proposed project, it was conservatively assumed that six employees would use the crosswalk during the p.m. peak hour (three employees departing and three employees arriving) even though shift changes would be scheduled during off-peak hours. Additionally, it was assumed that two customers would use the crossing bringing the total number of pedestrian crossings during the p.m. peak hour up to 11. Based on these assumptions, the project would increase delays on College Avenue by an average of 1.0 second per vehicle in the eastbound direction and 1.1 seconds per vehicle in the westbound direction. There are no standards of significance for allowable delay at activated pedestrian crossings; however, drivers would not be expected to notice an additional second of travel time added to their commute. Copies of the SimTraffic reports are enclosed.

Finding – The project would be expected to add approximately one second of average delay per vehicle to traffic on College Avenue, which would be an imperceptible change from existing conditions.

Conclusions and Recommendations

- 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*. If the p.m. peak hour rates for the dispensary with a delivery service determined at a Santa Rosa facility were applied instead of standard ITE rates, the proposed project would be expected to generate 20 fewer trips resulting in a net increase of 24 new trips instead of 44.
- 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. Though not included in the site's supply, street parking is available on College Avenue and Glenn Street that could supplement the parking provided. For these reasons, and because the site has 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.
- Although some parking stalls would require backing out onto Glenn Street when leaving the site, this type of operation is typical and therefore considered acceptable for a residential street with low speeds.
- The project would be expected to add approximately one second of average delay per vehicle to traffic on College Avenue, which would be imperceptible.

We hope this information is adequate to address City staff comments on the original trip generation and parking study as well as comments made my commissions at the public hearing. 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/SRO470-3.L1

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

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
On-site Supply			*5*
With Street Parking			*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,

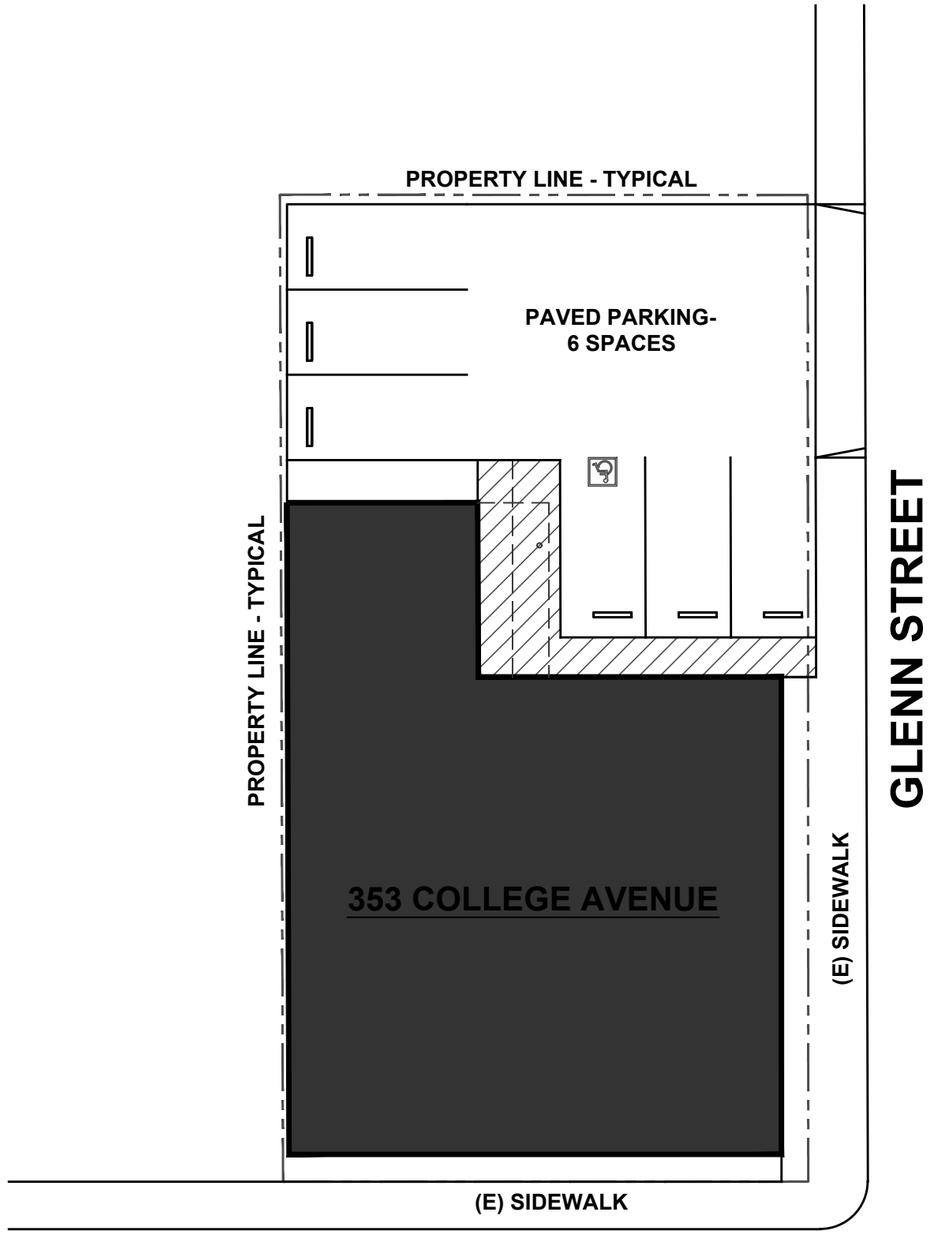
Cameron Nye, EIT
Assistant Engineer

Dalene J. Whitlock, PE, PTOE
Principal

DJW/cn/SRO470.L1

City of Santa Rosa Dispensary Rates

LOCATION	No. of Units	Units	Land Use Number	Land Use No./Type	DATE	Setting/Location	AM PEAK HOUR (8-9) 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**	



SITE PLAN

SCALE: 1"=16'-0"

10/26/18

GREEN PEN- 353 COLLEGE AVENUE SANTA ROSA, CA 95401

PLANNING APPLICATION

ARCHILOGIX

DESIGN AND DEVELOPMENT GROUP

Arterial Level of Service: EB College Ave

Cross Street	Node	Delay (s/veh)	Travel time (s)	Dist (mi)	Arterial Speed
Morgan St	6	13.0	25.7	0.1	18
Glenn St	3	4.0	13.6	0.1	25
HAWK	12	1.4	6.3	0.0	26
Mendocino Ave	9	20.7	31.8	0.1	14
Total		39.1	77.5	0.4	18

Arterial Level of Service: WB College Ave

Cross Street	Node	Delay (s/veh)	Travel time (s)	Dist (mi)	Arterial Speed
Mendocino Ave	9	30.2	40.8	0.1	10
HAWK	12	5.3	17.8	0.1	25
Glenn St	3	2.0	6.5	0.0	25
Morgan St	6	16.1	25.3	0.1	13
Total		53.6	90.3	0.4	15

Arterial Level of Service: EB College Ave

Cross Street	Node	Delay (s/veh)	Travel time (s)	Dist (mi)	Arterial Speed
Morgan St	6	13.6	26.3	0.1	18
Glenn St	3	5.0	14.7	0.1	23
HAWK	12	2.4	7.3	0.0	23
Mendocino Ave	9	23.8	35.0	0.1	12
Total		44.7	83.3	0.4	17

Arterial Level of Service: WB College Ave

Cross Street	Node	Delay (s/veh)	Travel time (s)	Dist (mi)	Arterial Speed
Mendocino Ave	9	30.3	40.8	0.1	10
HAWK	12	6.4	18.6	0.1	23
Glenn St	3	2.1	6.6	0.0	25
Morgan St	6	16.5	25.5	0.1	13
Total		55.4	91.5	0.4	15