



August 13, 2019

Mr. Andrew Dobbs-Kramer
SPARC Ventures, LLC
6010 Commerce Blvd., Suite 152
Rohnert Park, CA 94928

Focused Traffic Study for 1061 North Dutton Avenue

Dear Mr. Dobbs-Kramer;

W-Trans has completed a focused analysis that addresses the potential change in trip generation and parking demand associated with the proposed remodel of the existing SPARC cannabis dispensary, manufacturing, and distribution facility located at 1061 North Dutton Avenue in the City of Santa Rosa.

Project Description

The proposed project would remodel an existing 3,305 square-foot cannabis manufacturing, distribution and retail facility without expanding the existing building footprint. The portion of the building currently attributed to the dispensary is 1,838 square feet, including retail and accessory uses such as office, storage, restrooms, etc. Along with the dispensary, 1,467 square feet of distribution and manufacturing uses are currently provided on-site, though would be moved off-site with the proposed dispensary expansion. The proposed remodel would expand the dispensary area to 2,772 square feet and the remaining 532 square feet would be used as accessory storage. With the remodel, the facility would add a delivery service. The proposed project would result in an increase in employment from 14 to 20 full-time employees. The facility would maintain its current operating hours between 9:00 a.m. and 9:00 p.m. seven days a week.

Trip Generation

The anticipated daily and p.m. peak hour trip generations for the dispensary were estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10th Edition, 2017 for "Marijuana Dispensary" (LU #882). Because ITE rates for "Marijuana Dispensary" were developed based on data collected at sites that open for business between 7:00 and 9:00 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, including the project site. A spreadsheet summarizing the data collected and derivation of the applied a.m. peak hour rates is enclosed. It should be noted that for the purpose of estimating the existing trip generation, the floor area of the dispensary was assumed to include the portion of the building devoted to retail as well as all incidental uses not associated with distribution or manufacturing.

Since both manufacturing and distribution could be classified as light industrial uses, standard ITE Rates for "General Light Industrial" (LU #110) were applied to the portion of the existing building footprint dedicated to these uses. As proposed, the project would expand the dispensary to include all but 532 square feet of accessory storage space which is not expected to be used; however, to be conservative, the trip generation for the proposed project was estimated by applying dispensary rates to the entire floor area of the building, including both the dispensary and accessory storage area.

As shown in Table 1, the proposed project would be expected to generate an average of 834 trips per day with eight trips during the a.m. peak hour and 72 trips during the p.m. peak hour. Compared to the existing operation, the proposed expansion of the retail use would result in an additional 364 new daily trips on average, with three more a.m. peak-hour trips and 31 more p.m. peak-hour trips.

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											
Marijuana Dispensary	1.838 ksf	252.70	464	2.40	4	3	1	21.83	40	19	21
General Light Industrial	1.467 ksf	4.96	7	0.70	1	1	0	0.63	1	0	1
Total Existing			471		5	4	1		41	19	22
Proposed											
Marijuana Dispensary	3.302* ksf	252.70	835	2.40	8	8	0	21.83	72	36	36
Net Difference from Existing Use			364		3	4	-1		31	17	14

Note: ksf = 1,000 square feet; * There is a difference of three square feet between the existing and proposed usage due to walls in the remodeled building configuration

Because the proposed change in land use would be expected to generate fewer than 50 new trips during either peak hour, even by conservatively applying dispensary rates to the accessory storage area, per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*, an operational analysis is not required.

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 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 individually 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 lower than the ITE rate.

Standard ITE rates were used for the p.m. peak hour because the sample size of one site is inadequate and it is preferred that data is collected at additional dispensaries in Santa Rosa 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 23 fewer trips during the p.m. peak hour resulting in a net increase of eight new trips instead of 31. 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 and only one of those had a delivery service. 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.

Access Analysis

The site would continue to be accessed from the existing driveway on North Dutton Avenue approximately 250 feet south of its intersection with West College Avenue. Adjacent to the project site North Dutton Avenue has two travel lanes in each direction and a center two-way left-turn lane (TWLTL) so northbound motorists waiting to make a left-turn into the site have a dedicated place to do so without impacting through traffic. The existing drive aisle and parking configuration would remain unchanged after completion of recent on-site improvements, including an extension of the drive aisle to the west and an expanded parking supply.

Finding – Site access and on-circulation would remain adequate.

Sight Distance

Sight distances along North Dutton Avenue at the existing driveway were evaluated using sight distance criteria contained in the *Highway Design Manual* published by Caltrans. The recommended sight distance for driveways is based on stopping sight distance, with approach travel speeds used as the basis for determining the recommended sight distance. For the posted 35-mph speed limit on North Dutton Avenue adjacent to the site, the recommended stopping sight distance is 250 feet. Based on a review of field conditions, sight distance extends more than 300 feet in each direction, which exceeds Caltrans guidelines. No parking is permitted along North Dutton Avenue, so sight lines are not impacted by parked vehicles.

Additionally, as North Dutton Avenue is straight and flat near the project site, adequate sight lines are available for a following driver to observe and react to a vehicle slowing to enter the driveway or two-way left-turn lane.

Finding – Adequate stopping sight distance is available on North Dutton Avenue to accommodate all turns into and out of the driveway.

Parking

Parking was evaluated to determine if the existing supply would be adequate to satisfy City requirements upon reallocation of the space within the building. There are currently 32 parking spaces on-site, including one ADA-accessible space and one van accessible space. Section 20-36.040 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 3,305 square feet and including the accessory storage floor area as part of the dispensary to be consistent with the trip generation analysis, 13 parking spaces would need to be provided on-site to meet City Code. As shown in Table 2, the existing parking supply would remain more than adequate to satisfy City requirements upon reallocation of space within the building.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Cannabis – Retail	3,305 sf	1 space/250 sf	13
Existing Supply			32

Notes: sf = square feet

Finding – The existing on-site parking supply would exceed City requirements.

Bicycle Parking

The project site plan does not identify the provision of bicycle parking or storage facilities. The project should provide bicycle parking consistent with the requirements for the specific uses outlined in Section 20-36.040 of the City Code, which states that one bicycle parking space should be provided for every 5,000 square feet of floor area for cannabis dispensaries. Since the entire project is 3,305 square feet, one bicycle parking space would meet City requirements.

Recommendation – The applicant should ensure that secure parking to accommodate at least one bicycle is provided on-site.

Conclusions and Recommendations

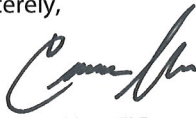
- Compared to the existing use of the space, the proposed project would result in a net increase of 363 trips per day, including three new trips during the morning peak hour and 31 new trips during the evening peak

hour. Because the project would result in fewer than 50 new peak hour trips, an operational analysis is not required.

- Site access and on-site circulation would be expected to continue operating acceptably.
- Adequate stopping sight distance is available on North Dutton Avenue at the project driveway.
- The existing on-site parking supply would exceed City requirements.
- One bicycle parking space should be provided on-site in accordance with 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.

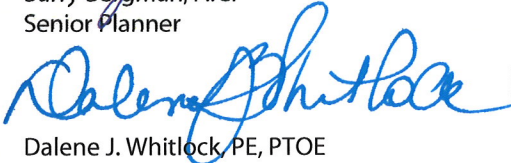
Sincerely,



Cameron Nye, EIT
Associate Engineer



Barry Bergman, AICP
Senior Planner



Dalene J. Whitlock, PE, PTOE
Senior Principal



DJW/cn/SRO519.L1

Enclosure: Santa Rosa Cannabis Dispensary Trip Generation Data

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)
Location 1	3.8	ksf	882	Marijuana Dispensary	12/18/2018	General Urban/Suburban	4.47	17	88%	3.95	15	12%	0.53	2
	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	
Location 2	1.17	ksf	882	Marijuana Dispensary	12/12/2018	General Urban/Suburban	1.71	2	100%	1.71	2	0%	0.00	0
	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	
Location 3 (has delivery service)	4.8	ksf	882	Marijuana Dispensary	12/18/2018	General Urban/Suburban	1.46	7	86%	1.25	6	14%	0.21	1
	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	

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

Notes: All locations serve both adult and medical users