



September 28, 2020

Mr. Eli Melrod
Solful Dispensary
755 Farmers Lane, Suite 140
Santa Rosa, CA 95405

Focused Traffic Study for the Solful Dispensary Project

Dear Mr. Melrod;

As requested, W-Trans has prepared a focused analysis that addresses the potential trip generation, access conditions, and parking demand associated with the proposed cannabis dispensary to be located at 755 Farmers Lane (SR 12) in the City of Santa Rosa.

Project Description

The proposed dispensary would be located in an existing mixed-use building across Farmers Lane from the Montgomery Village Shopping Center. The project would take over a 1,665 square-foot commercial suite currently occupied by a law firm. Other occupants of the building include Yogurt Time and an oriental rug store; additionally, 14 residential units are located on the second and third floors. The project would share 43 surface parking spaces with the rest of the building, two of which are ADA accessible. The dispensary would be open to the public between the hours of 9:00 a.m. and 9:00 p.m. and the delivery service would operate during these same hours. The project site plan is enclosed for reference.

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 dispensary rates were developed based on data collected at sites that mostly open for business between before 9:00 a.m. and this dispensary will not open for business until 9:00 a.m., custom a.m. peak hour trip generation rates were used based on data collected at two existing dispensaries in the City of Santa Rosa. A spreadsheet summarizing the data collected and derivation of the applied a.m. peak hour rate is enclosed.

Data was also collected during the p.m. peak hour at three local dispensaries in the County of Sonoma (two in Santa Rosa and one in Cotati) and the resulting rates were determined to be consistent with ITE rates, though slightly lower, so ITE rates were retained for this analysis due to the larger sample size that was used to develop the standard rates. To estimate the trip generation potential of the existing law office, standard ITE rates for "Small Office Building" (LU #712) were applied.

Based on application of these rates, the proposed project would be expected to generate an average of 421 trips per day, including five trips during the a.m. peak hour and 36 trips during the p.m. peak hour. After deducting trips associated with the existing law office that would cease with operation the dispensary, the project would result in 394 new daily trips on average, including two new trips during the a.m. peak hour and 32 new trips during the p.m. peak hour; these results are summarized in Table 1.

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											
Small Office Building	1.665 ksf	16.19	27	1.92	3	3	0	2.45	4	1	3
Proposed											
Marijuana Dispensary	1.665 ksf	252.70	421	2.74*	5	4	1	21.83	36	18	18
Net New Trips (Proposed – Existing)			394		2	1	1		32	17	15

Note: ksf = 1,000 square feet; * = custom rate based in data collection in the City of Santa Rosa

Because the project would be expected to generate fewer than 50 new trips during either peak hour, per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*, an operational analysis was not conducted.

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. The delivery service rate as sampled was approximately 32 percent lower than the ITE rate, making application of the ITE rates conservative.

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 be collected at additional local 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 11 fewer trips during the p.m. peak hour.

Site Access and Circulation

Collision History

The collision history for the segment of Farmers Lane between Sonoma Avenue and Patio Court was reviewed to determine any trends or patterns that may indicate a safety issue with specific attention paid to collisions involving drivers turning into or out of project site. The collision rate was calculated based on records available from the California Highway Patrol (CHP) as published in their Statewide Integrated Traffic Records System (SWITRS) reports. The most current five-year period available is September 1, 2014 through August 31, 2019. During that time, a total of 29 collisions occurred on the study segment resulting in a calculated collision rate of 2.34 collisions per million vehicle miles (c/mvm).

The calculated collision rate for the study segment was compared to the average collision rate for similar facilities statewide, as indicated in *2016 Collision Data on California State Highways*, California Department of Transportation (Caltrans). The calculated collision rate of 2.34 c/mvm is well below the statewide average rate of 3.73 c/mvm for this type of facility indicating that the roadway is performing acceptably with regards to safety. Further, there were no collisions reported involving motorists pulling into or out of the project site. The collision rate calculations are enclosed.

Finding – Based on a review of the collision history, there are no readily apparent safety issues on the segment of Farmers Lane between Sonoma Avenue and Patio Court.

Access Analysis

The dispensary would be accessed from an existing driveway on the west side of Farmers Lane (SR 12) approximately midway between the signalized intersections with Sonoma Avenue and Patio Court. Based on count data collected in May 2017, the segment along the project frontage has an average daily traffic (ADT) volume of approximately 35,800 vehicles with a peak hour volume of 2,600 vehicles. Adjacent to the project site, Farmers Lane is 64 feet wide and has two travel lanes in each direction along with a center two-way left-turn lane (TWLTL) that facilitates northbound left turns into the site. The roadway has a posted speed limit of 35 miles per hour (mph) and parking is prohibited on both sides of the street. Since patrons and residents have been accessing the existing site without issues for some time, as demonstrated by the lack of collisions that have occurred at the driveway, and there is nothing proposed by the project that would alter the existing access conditions, it is reasonable to expect the driveway to continue serving the site acceptably with the change in land use.

Finding – Site access would continue to be adequate.

Sight Distance

Sight distances along Farmers Lane 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 speed used as the basis for determining the recommended sight distance. For the posted speed limit of 35 mph, the recommended stopping sight distance is 250 feet.

Based on a review of existing field conditions, sight lines at the driveway extend more than 350 feet in both directions, which is more than adequate for the posted speed limit, and the existing sign location is set back far enough from the street to be outside a driver's line of sight. Sight lines are also clear to the Montgomery Village driveway on the opposite side of Farmers Lane slightly north of the project driveway so motorists turning left from either location can check activity at the opposing driveway prior to completing their left turn.

Additionally, as Farmers Lane is straight and flat adjacent to the site, adequate stopping sight distance is available for a following driver to notice and react to a preceding motorist slowing to turn into the project site from the southbound direction. Northbound left turns would be accommodated in the TWLTL so the flow of through traffic would not be impacted by these movements. Sight lines from the position of a motorist at the driveway exiting the site looking to both the north and south are shown in Plates 1 and 2.



Plate 1 Sight lines looking to the north



Plate 2 Sight lines looking to the south

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

Recommendation – Any new signage should be placed in the same location as the existing sign structure on the south side of the driveway to maintain existing sight lines.

On-site Circulation

The project would be located on the same site as existing office and retail space and 14 residential units, all of which are accessed from a connected drive aisle. The driveway extends straight back from Farmers Lane and then bends to the south behind the mixed-use building. All parking stalls are accessed directly from the drive aisle. The project site was designed in compliance with City design standards including a 23-foot drive aisle and a combination of standard and compact parking spaces. No changes are proposed to the existing layout of the site and the proposed project would not alter circulation patterns within the site so on-site circulation is expected to continue functioning in an acceptable manner.

Finding – On-site circulation would continue to function acceptably.

Parking

Parking was evaluated to determine if the proposed supply would be adequate to satisfy City requirements upon the change in land use. The site currently has 43 parking spaces, including 18 standard stalls, 23 compact stalls, and two ADA spaces; no changes are proposed to the existing supply. Being a mixed-use development, there are no assigned spots so the supply is able to meet the changing demand for the various uses over the course of the day.

Section 20-36.040 of the Santa Rosa City Code requires vehicle parking at a rate of one space for every 250 square feet of floor area for cannabis retail uses, general retail uses, and office space. One-bedroom apartments are required to provide 1.5 spaces per unit, including one covered space and 0.5 visitor spaces and two-bedroom units are required to provide 2.5 spaces per unit, including one covered and 1.5 visitor spaces. Based on these requirements and the floor area that would be dedicated to each use, 49.6 parking spaces would need to be provided on-site to meet City Code, though the site received a 7.5-space parking reduction to reflect the mixed-use nature of the site when it was approved, resulting in a required supply of 42 spaces. As shown in Table 2, the proposed parking supply would be adequate to satisfy City requirements. It should be noted that the proposed dispensary use requires the same City parking ratio as the existing office use so there would be no changes required to the currently approved number of parking spaces provided on-site.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Cannabis – Retail	1,665 sf	1 space/250 sf	6.7
General Retail	2,118 sf	1 space/250 sf	8.5
General Office	337 sf	1 space/250 sf	1.4
Apartment – 2 bedrooms	12 du	2.5 space/du	30
Apartment – 1 bedroom	2 du	1.5 space/du	3
Total City Requirements			49.6
Parking Reduction			-7.5
Reduced City Requirements			*42.1 (42)
<i>Proposed Supply</i>			<i>43</i>

Notes: du = dwelling unit; sf = square feet; *City Code requires rounding down to the nearest whole number for fractions below 0.5

Finding – The existing parking supply for the entire site would continue to meet the reduced City requirements upon the change in land use from office to dispensary.

Bicycle Parking

The required bicycle parking supply was also calculated to ensure adequacy under City requirements. Santa Rosa City Code requires cannabis retail uses to provide bicycle parking at a rate of one space for every 5,000 square feet of floor area. Based on this ratio, a single bicycle parking space would be required, though because many cyclists like to travel in pairs it is recommended at least two spaces for bicycles be provided on-site. The location of these spaces should be added to the site plan.

Finding – One bicycle parking space would be required for the dispensary.

Recommendation – It is recommended that two bicycle parking spaces be provided for the dispensary.

Conclusions and Recommendations

- The proposed project would be expected to result in 394 new trips per day to the project site on average, including two additional trips during the morning peak hour and 32 new trips during the evening peak hour. Because the project would generate fewer than 50 new trips during each peak hour, no operational analysis was prepared.
- The segment of Farmers Lane between Sonoma Avenue and Patio Court has a calculated collision rate below the statewide average for similar facilities indicating that there are no readily apparent safety issues in the project vicinity.
- Site access and on-site circulation would continue to function acceptably.
- Adequate stopping sight distance is available on Farmers Lane at the project driveway.
- Any new signage to be installed along the project frontage should be placed on or near the existing sign structure on the south side of the driveway to preserve existing sight lines.

- The existing parking supply would continue to be adequate to satisfy City requirements with the parking reduction already in place.
- A single bicycle parking space would be required for the dispensary, though it is recommended that at least two spaces be provided.

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,



Cameron Nye, EIT
Associate Engineer



Dalene J. Whitlock, PE, PTOE
Senior Principal



DJW/cn/SRO533.L2

Enclosures: Site Plan
Sonoma County Dispensary Trip Generation Rates
Collision Rate Calculations

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COUNTY OF SONOMA DISPENSARY RATES						AM PEAK HOUR (8-9)								PM PEAK HOUR (4-6)								Business Hours
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)	Trip Rate per Unit	Number of Trips	In (%)	In (Rate)	In (Trips)	Out (%)	Out (Rate)	Out (Trips)	
3.8	ksf	882	Marijuana Dispensary	12/18/2018	General Urban/Suburban	4.47	17	88%	3.95	15	12%	0.53	2	20.00	76	42%	8.42	32	58%	11.58	44	9 AM - 9 PM
3.8	ksf	882	Marijuana Dispensary	12/19/2018	General Urban/Suburban	4.21	16	94%	3.95	15	6%	0.26	1	23.68	90	44%	10.53	40	56%	13.16	50	9 AM - 9 PM
LOCATION 1						AVERAGE	4.34	91%	3.95	9%	0.39	21.84	43%	9.47	57%	12.37						
4.8	ksf	882	Marijuana Dispensary	12/18/2018	General Urban/Suburban	1.46	7	86%	1.25	6	14%	0.21	1	14.58	70	54%	7.92	38	46%	6.67	32	9 AM - 9 PM
4.8	ksf	882	Marijuana Dispensary	12/19/2018	General Urban/Suburban	0.83	4	100%	0.83	4	0%	0.00	0	15.00	72	56%	8.33	40	44%	6.67	32	9 AM - 9 PM
LOCATION 2						AVERAGE	1.15	93%	1.04	7%	0.10	14.79	55%	8.13	45%	6.67						
5.79	ksf	882	Marijuana Dispensary	8/7/2019	General Urban/Suburban									24.18	140	51%	12.44	72	49%	11.74	68	10 AM - 7 PM
5.79	ksf	882	Marijuana Dispensary	8/12/2019	General Urban/Suburban									26.94	156	49%	13.13	76	51%	13.82	80	10 AM - 7 PM
LOCATION 3						AVERAGE								25.56		50%	12.78		50%	12.78		
SONOMA COUNTY 3 LOCATION AVERAGE						2.74		92%	2.49	8%	0.25	20.73	49%	10.13	51%	10.61						
ITE RATES						10.44		56%	5.85	44%	4.59	21.83	50%	10.92	50%	10.92						

Roadway Segment Collision Rate Worksheet

Focused Traffic Study for Solful Dispensary

Location: Farmers Lane - Patio Court to Sonoma Avenue

Date of Count: Monday, July 13, 2020

Average Daily Traffic (ADT): 35,800

Number of Collisions: 29

Number of Injuries: 17

Number of Fatalities: 0

Start Date: September 1, 2014

End Date: August 31, 2019

Number of Years: 5

Highway Type: Undivided 5-6 lanes

Area: Urban

Design Speed: ≤45

Segment Length: 0.2 miles

Direction: North/South

$$\text{Collision Rate} = \frac{\text{Number of Collisions} \times 1 \text{ Million}}{\text{ADT} \times \text{Days per Year} \times \text{Segment Length} \times \text{Number of Years}}$$

$$\text{Collision Rate} = \frac{29}{35,800} \times \frac{1,000,000}{365 \times 0.19 \times 5}$$

	Collision Rate	Fatality Rate	Injury Rate
Study Segment	2.34 c/mvm	0.0%	58.6%
Statewide Average*	3.73 c/mvm	1.0%	14.3%

Notes

ADT = average daily traffic volume

c/mvm = collisions per million vehicle miles

* 2016 Collision Data on California State Highways, Caltrans