

**[EXTERNAL] 4620 Hwy 12 - Coffee Shop Re-Use with Drive-Through**

M Kallok <mibs2056@gmail.com>

Tue 8/18/2020 9:52 AM

To: McKay, Conor <CTMcKay@srcity.org>

To Conor McKay, City Planner,

I oppose the opening of a drive-through at 4620 Hwy 12. Our planet is in the middle of a climate crisis. We have to discontinue our dependence on drive-throughs which foster multiple engines idling, contributing to air pollution and global warming. I have yet to see a Starbucks that doesn't have a long line of idling cars leading up to its drive-through window,

Additionally, the opening of a yet another drive-through near Mission and Hwy 12 adds to the congestion and poor traffic flow that currently exist. It would cause problems for Walgreens customers entering and exiting on Pasta Lane, a narrow street that can't accommodate increased traffic. I live in the Rincon Valley Mobile Home Estates, located across the street from the proposed project. Right now it is very difficult to enter and exit the park due to the existing high traffic volume and speeding. The proposed project would add to these hazardous conditions.

This neighborhood already suffers the effects of the drive-throughs at McDonalds and Burger King. Please don't approve a project that would exacerbate the existing traffic congestion and contribute to poor air quality.

Thank you,

Marybeth Kallok, resident  
113 Cardinal Way  
Santa Rosa, CA 95409

*Voicemail Public Comments*

Carrie Woolsey, a resident of the Garden Apartments on Kashmir Street (~600 ft southeast of the proposed project site) called on 10/05 to express concerns regarding the noise impacts of the proposed project.

## Letter of Response to Public Comments

To: City of Santa Rosa  
Planning & Economic Development  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

Re: Infill Development Public Comments– 4620 HWY 12, Santa Rosa CA

A Neighborhood Meeting was conducted to invite preliminary public comment on 08/19/2020, however there were no attendees nor comment from any member of the public during the meeting. The City of Santa Rosa has received (2) public comments via email for the proposed Re-Use of 4620 HWY 12. Applicant is providing response to each comment as follows:

1. Comment via email (08/18/2020) notes personal concerns of air pollution, climate impacts, and congestion to the Walgreens customers at Pasta Alley
  - As with the great majority of new Starbucks construction, our design team will be targeting LEED CI (Commercial Interior) certification for this project design. LEED CI certification requires the design, construction, and operation of the build-out to adhere to a multitude of requirements with the effect of reducing local and global environmental pollution, including the greenhouse gasses attributable to climate change.
  - In addition to pursuing LEED CI, Starbucks CEO Kevin Johnson released a plan this year to become a sustainable, resource-positive company by 2030. Succinctly, adding plant-based menu items, moving to reusable packaging, investing in sustainable farming and forestry practices, reducing food waste through recycling and developing “eco-friendly stores, operations, manufacturing and delivery.” This in addition to the existing sustainability programs currently implemented at Starbucks, including annual environmental baseline reports produced with the World Wildlife Fund, continuing education in sustainability offered to all employees and global partners, public transit incentives for employees, and 99% equitably sourced beans. Again, many of these efforts not only reduce global carbon footprint, but also reduce the local footprint.
  - Regarding alternative transportation, city bus stops exist approximately one block from project site at Mission and Quigg, allowing employees and customers to utilize public transit in order to access this location.
  - Per Focused Traffic Analysis provided by W-Trans as required by the City of Santa Rosa, the impact to local traffic will be “Less Than Significant.” With regard to the Walgreens, drugstores are statistically busier during the evening hours, as customers generally frequent them after work. The Traffic Analysis demonstrates that peak-hour evening trips at the Starbucks will actually be less than the historical bank use, since customers generally use banks in the evening as well. Thus, during Walgreens’ busiest hours, there will be a net reduction in traffic on the shared private street.

- This is a relocation of the existing Starbucks from directly across the street. It is reasonably expected that this same customer base will be the customers for the new location, and that few new trips will be generated for the area. The existing location is on the same side of the street as the author of the comment, which is on the “Going-to-Work” side of the street (Westbound), and which is busier in the morning. Thus, relocating this store to a center with better circulation, across the street, would serve to reduce traffic congestion on the Westbound side of the street, at least near the existing strip center during the busiest time of the day.
  - The new Starbucks location will only use 2,200 sf of the existing 3,759 sf building. In addition to all other energy upgrades as part of the LEED CI targeted Tenant Improvement, the new use will simply use less energy being that only 59% of the existing building will be reused (the remainder space will not be reused for any other tenant or use).
  - Governor Gavin Newsom recently signed an executive order mandating all new vehicle sales in California be Electric Vehicles by 2035. Currently, 7.7% of all vehicles sold in California are Electric, or Plug-in hybrid electric. Another 5.2% are conventional hybrids. The majority of new vehicles currently sold in the state have Start-Stop technology. Adoption of these technologies are increasing exponentially. The net effect of this mass adoption is, increasingly, vehicles do not produce CO2 emissions when utilizing drive-through services.
    - Per a 02/05/2019 SF Chronical report, Starbucks customers are middle to high income, technology early-adopters, health minded, socially conscious, and flexible to change. The correlation between this group and those driving low/no emission vehicles is expected to be high.
  - Prior to Covid-19, and considerably more during, all Starbucks Café's and Drive-Throughs have utilized the Starbucks App Mobile Order Pick-Up system, whereby a customer orders and pays on App in advance and picks up their order either at the café counter or the drive-through. In either case, the customer transaction is greatly expedited, and traffic/ waiting time is reduced. Mobile Order Pickup was introduced in 2015 and was the only way to order at non-drive-through locations during Covid lockdown, reinforcing the already changing consumer habits. Adoption of the Mobile Order Pickup App continues to grow, further reducing customer wait times and local emissions.
2. Comment via voicemail (10/5/2020) notes concern about the noise levels being generated at early and late hours.
- The City of Santa Rosa has accounted for noise impacts in their review, and per the City, this project will operate in compliance with City's Noise Ordinance.
  - The nearest residential neighbor is a multifamily development sharing the east property line with 4620 HWY 12.
  - The proposed location of the Drive-Through Order Speaker is approximately 110' from the nearest residence.
  - Per the City of Santa Rosa Noise Ordinance, base maximum ambient noise level for Multi Family from 10:00 PM through 7:00 AM is 50 dB.
  - For reference, Starbucks provided noise collection data from menu order board operations at an existing Starbucks drive-through coffee shop at 3885 El Camino Real in Palo Alto, California. A noise level measurement was conducted adjacent to the drive-through facility (during peak morning hour traffic period) on Tuesday March 14, 2017. The noise meter took readings at approximately 30 feet from the customer order display. The primary noise sources observed were from the menu board speaker at the customer order display, customer vehicles, and

adjacent morning peak hour traffic on El Camino Real. The average noise level during the 20-minute monitoring period was 55 dBA measured at a distance of 30 feet from the customer order display.

- Noise levels from a particular source decline as distance to the receptor increases. Without taking into account any reduction from existing buildings, sound walls, trees, or other noise-reducing obstructions, noise from the menu board speaker is typically reduced by approximately 6 dB for every doubling of distance from the source.
- Therefore, at 110 feet from the proposed order speaker, the speaker noise will be reduced by about 12 dB, to 43 dB (not taking into account any of the existing building, trees or block wall, which in this case do obstruct the clear path from speaker to the neighboring property). The estimated speaker noise of 43 dBA at the nearest residence does not include ambient noise from Hwy 12. For reference, a road with 100 automobiles per hour @ 40 mph produces 65 dB at a 50 foot distance – this is roughly an equivalent comparison to Hwy 12 and its 50' proximity to the existing multi-family.
- Therefore, considering the 110 foot distance to the nearest residence, the noise blocking elements of the building, trees and block wall, and the ambient noise from Hwy 12, the noise generated by the new speaker is insignificant.
- Construction Noise will be less than a normal new construction project, considering this is an interior tenant improvement, and therefore the great majority of work will be done inside, with smaller tools that have lower noise levels.
  - a) To minimize construction noise impacts of nearby residents and businesses, city may limit construction hours to between 7:00 a.m. and 7:00 p.m. on non-holiday weekdays or as allowed by City Code.
  - b) Construction equipment will be properly muffled and maintained with noise reduction devices to minimize construction-generated noise.
  - c) The contractor will locate stationary noise sources away from residents and developed areas, and require the use of acoustic shielding

Sincerely,



Clement Balser

Blackpoint Properties, LLC  
1129 Industrial Avenue, Suite 205, Petaluma, CA 94952  
877.475.7120 office  
clement@blackpoint.com



Distance from HWY 12  
(45 MPH) to Multi Family

50 ft

Multi Family  
Zoned: PD  
GP: Medium Density Residential

4620 HWY 12

110 ft

Proposed  
Speaker  
Location

125 ft

Pasta Alley





Neighborhood Meeting held for PRJ20-006 (File No. PRAP20-020) on August 19, 2020. No attendees.

*Conor McKay*

Conor McKay

City Planner