

Memo

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To: Mira Ganzert, Core States Group
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From: Bill Burton, PE, RSP, Fehr & Peers

Subject: Transportation Assessment – 7 Brew Drive-Through Coffee – Santa Rosa

This memorandum documents results of the transportation study prepared for the 7 Brew Drive-Through Coffee project proposed to be developed at 2249 Santa Rosa Avenue in the City of Santa Rosa, California. This evaluation assesses queuing at the proposed project's drive-through to understand if operations will affect neighboring businesses or roadways. In addition, the study reviews the project's potential effects related to vehicle miles traveled (VMT), trip generation, site operations, and parking.

Project Description

The proposed project would construct a new 7 Brew Drive-Through Coffee facility at 2249 Santa Rosa Avenue in the City of Santa Rosa. The project site is currently occupied by a 3,644 square-foot KFC fast food restaurant with drive-through which would be demolished as part of the proposed project. **Figure 1** illustrates the project's proposed site plan. The 7 Brew Coffee building would be 2,333 square feet in size.

The project would occupy a 1.17-acre parcel and include one drive-through lane, one proposed ADA-accessible parking space, and 12 dedicated parking spaces. While the site would provide 13 parking spaces, the project's need for parking is expected to be low (employees only) as the project would only provide drive-through service. Four on-site bicycle parking spaces (racks) would be provided near the building's northwest corner. No walk-in or counter service is proposed or would be available. The drive-through facility is designed to accommodate a maximum queue of 12 vehicles. An additional six pull-in spaces would be provided immediately in front of the facility to accommodate potential drive-through overflow should it occur. The drive-through operation would function in a counterclockwise direction with orders taken from vehicles while they are queued up via employees with tablets. Customers would receive their orders from the facility's drive-through window in the site's southeast corner.

Vehicular access to the site is provided by a two-way driveway on Santa Rosa Avenue approximately 130 feet south of Commercial Court. Vehicles can also access the site via Commercial Court through the adjacent Sonic fast food facility's surface parking lot. The project would close the KFC restaurant's direct exit onto Santa Rosa Avenue from the existing drive-through.



Pedestrian access to the facility would be directly from Santa Rosa Avenue with a new accessible pathway constructed to link the external sidewalk network with the proposed building.

Data Collection

Vehicle and pedestrian drive-through arrival and service rates (trip generation) as well as drive-through queue lengths were observed in January 2026 during the weekday AM (7–10 AM), weekday PM (4–7 PM), and Saturday midday (11 AM–2 PM) peak periods at two existing 7 Brew Drive-Through Coffee locations. The 7 Brew establishments at the following addresses were selected as they represent operations like those proposed in Santa Rosa:

- 129 East Ovilla Road, Red Oak, Texas
- 13792 East Mississippi Avenue, Aurora, Colorado

Attachment A presents the data collection details at these two facilities. For the weekday AM peak hour, additional data from the *7 Brew Coffee / Trip Generation, Pass-By, and Queue Rate Development Memorandum* (Kimley-Horn 2026), provided in **Attachment B**, was incorporated. The Kimley-Horn study assessed trip generation and queues at 10 existing 7 Brew locations around the country based on counts and observations collected during July 2025. Using all available data collection, peak hour trip generation was assessed for the weekday morning peak hour, weekday evening peak hour, and Saturday midday periods. **Table 1** presents the trip generation estimates for the proposed 7 Brew facility.

Table 1: Project Trip Generation (7 Brew Coffee)

Peak Hour	Number of Trips		
	In	Out	Total
Weekday AM	81	79	160
Weekday PM	33	34	67
Saturday Midday	80	81	161

Source: Fehr & Peers, 2026.

As presented in Table 1, peak activity at a 7 Brew Coffee occurs during the weekday AM peak hour and Saturday midday peak hour. During these periods approximately 160 vehicle trips occur, evenly split between the inbound and outbound directions.

The Kimley Horn study (**Attachment B**) evaluated how much traffic at a 7 Brew facility is composed of “pass-by” trips in the weekday morning peak hour. Pass-by trips are trips where a driver stops at a business or location while already traveling along their normal route, instead of making a separate, dedicated trip just for that stop. The study found that approximately 72 percent of project generated traffic is made up of “pass-by” trips. These trips are not new traffic on the roadway network, but traffic that makes a stop at the project site as part of another trip.

The amount of traffic generated by the existing KFC fast food restaurant was estimated using trip generation rates and equations from the Institute of Transportation Engineer’s *Trip Generation Manual, 12th Edition*. This national reference is an aggregation of data collected at various land uses throughout the United States. Data from the manual’s land use code 934 “Fast Food Restaurant with

Drive Through” was incorporated into the assessment. **Table 2** presents the results of the trip generation analysis for the existing facility.

Table 2: Existing Land Use Trip Generation (KFC Restaurant)

Peak Hour	Number of Trips		
	In	Out	Total
Weekday AM	-	-	-
Weekday PM	60	55	115
Saturday Midday	94	91	185

Source: ITE *Trip Generation Manual*, 12th Edition, 2024; Fehr & Peers, 2026.

The existing KFC facility opens for business at 10 AM and thus generates little traffic during a typical weekday morning peak hour which occurs from 7 to 9 AM. During the weekday PM peak hour the facility is estimated to generate 115 vehicle trips with an estimated 185 vehicle trips occurring during the Saturday midday peak hour.

Based on data from the Institute of Transportation Engineer’s *Trip Generation Handbook, 3rd Edition*, 50.2 percent of the existing facility’s traffic is estimated to be pass-by traffic during the weekday PM peak hour.

Drive-Through Queuing

The anticipated level of drive-through queuing is based on the trip generation, arrival rates, service rates, and queue lengths observed at other similar 7 Brew Coffee locations in the United States. A summary of the maximum observed queue length per lane and the maximum total queue across all observations is presented in **Table 3**. It should be noted that the values presented in Table 3 are the maximum observed queues. These queues only occurred for short periods of time, normally less than five minutes across the entire period of the observation. During most other periods of the day the observed queues were considerably smaller.

Table 3: 7 Brew Maximum Queue Length Observation Summary

Location	Max Queue/Lane	Max Total Queue
Aurora, CO ¹	11.5	23
Red Oak, TX ¹	9.5	19
Kenosha, WI ²	7	14
Sinking Spring, PA ²	7	14
Independence, MO ²	10	20
Wichita Falls, TX ²	6	12
Sterning, IL ²	8	16
Boone, NC ²	7	14
Huntsville, AL ²	12	24

Location	Max Queue/Lane	Max Total Queue
Shelbyville, IN ²	7	14
Dallas, TX ²	5	10
Columbia, SC ²	5	10
Average Maximum Queue	7.9	15.8

1. Source: Fehr & Peers, 2026.
2. Source: *7 Brew Coffee | Trip Generation, Pass-By, and Queue Rate Development Memorandum* (Kimley-Horn 2026).

The project would provide storage for 12 vehicles within the proposed drive-through lane, as illustrated in Figure 1. An additional six pull-in spaces would be provided immediately in front of the facility to accommodate potential drive-through overflow should it occur. As the maximum expected design queue is forecast to be 15.8 vehicles, there are expected to be periods of time when the queue could spill out of the drive-through queue lanes. During these periods staff would be expected to direct vehicles to use the pull-in spaces in front of the building to decrease the length of time that the queue might spill into the adjacent parking lot. While the project would provide 13 dedicated parking spaces in the adjacent surface parking lot, parking demand is expected to be low. A maximum of 4–5 employees would be on-site at any one time, and the project would not allow walk-ins or provide counter service (all transactions would occur within the drive-through). Thus, the temporary blockage of a few employee parking spaces for a limited period during the peak hour of the day is not expected to negatively affect operations. Drive-through queues are not expected to spill onto Santa Rosa Avenue during any time period.

Vehicle Miles Traveled

California Senate Bill 743 (SB 743) changed the metric used to evaluate transportation impacts. Vehicle delay-based metrics such as level of service (LOS) are no longer appropriate for determining a project's environmental impact. The City of Santa Rosa outlined VMT guidelines in *Vehicle Miles Traveled (VMT) Guidelines Final Draft*, dated June 5, 2020, including existing VMT levels, VMT thresholds for land use and transportation projects, screening maps, and VMT reduction strategies. The city's guidelines describe six screening types that may be applied to screen projects from a project-level VMT assessment. Absent substantial evidence indicating that a project would generate a potentially significant level of VMT, the following types of projects should be expected to have a less than significant impact under CEQA and do not require further VMT analysis:

- **Map Based Screening for Residential and Office Projects** – Projects located in low-VMT generating areas
- **Near Transit Station** – Projects located within one half-mile of an existing major transit stop or an existing stop along a high-quality transit corridor (CEQA Guidelines section 15064.3(b)(1))
- **Affordable Housing** – Projects that contain 100% affordable housing
- **Local Serving Retail** – Projects including retail uses up to a combined total of 10,000 gross square feet
- **Local Serving Public Facilities (excluding schools)** – Publicly-owned local-serving facilities such as a library, community center, City Hall, public safety station, passive parks, public utilities offices or infrastructure
- **Streamlining Projects that are Consistent with General Plan and Specific Plans** – Senate Bill 35

The project is a local serving retail land use with a size less than 10,000 square feet. As such it meets the city's adopted screening criteria and can be presumed to have a less than significant impact related to VMT.

Vehicular Site Access and Interface with Roadway Network

Figure 1 illustrates the project's proposed site plan. Vehicular access to the site would be provided by a two-way driveway on Santa Rosa Avenue approximately 130 feet south of Commercial Court. Vehicles can also access the site via Commercial Court through the adjacent Sonic fast food facility's surface parking lot. The project would close the KFC restaurant's direct exit onto Santa Rosa Avenue from the existing drive-through. Pedestrian access to the facility would be directly from Santa Rosa Avenue with a new accessible pathway constructed to link the external sidewalk network with the proposed building.

Driveway Sight Distance

Primary vehicular access to the project is located at an existing driveway on Santa Rosa Avenue located approximately 130 feet south of Commercial Court. This is a full movement driveway with right and left turns allowed both inbound and outbound. The proposed drive-through entry and exit driveways connect to the internal circulation roadways within the commercial center shared parking area.

Sight distance was evaluated at the existing access driveway based on sight distance criteria in the *Highway Design Manual* (HDM) published by Caltrans. The recommended sight distance for street intersections is based on corner sight distances, with more sight distance needed for a left turn versus a right turn. The corner sight distance criterion for private road intersections was applied for evaluation purposes. The HDM recommends an equation of $D = 1.47 * V * T$ for corner sight distance, where "D" is corner sight distance, "V" is vehicle speed, and "T" is a time gap dependent on turning movement and design vehicles, which for a passenger car correlates to a "T" of 7.5 seconds for left turns and 6.5 seconds for right turns.

The posted speed limit along Santa Rosa Avenue is 35 mph. Adding five mph to the speed limit, the corner sight distance is 380 feet for right-turning traffic. Observations of sight distance at the existing driveway identified sufficient existing sight distance for vehicles exiting the driveway (greater than 380 feet of visibility in both directions).

Pedestrian and Bicycle Access and Circulation

Existing pedestrian facilities in the study area include sidewalks, crosswalks, and pedestrian signals. The project would extend ADA-compliant sidewalks internally within the site and provide marked crosswalk connections to the proposed building, trash enclosure, and shared parking areas, as illustrated on Figure 1.

Class II on-street bicycle lanes are currently provided on Santa Rosa Avenue adjacent to the project site. The project proposes four on-site bicycle racks near the building's northwest corner.

The project would not disrupt or interfere with any existing or planned pedestrian and bicycle facilities nor create any inconsistencies with adopted pedestrian and bicycle system plans, guidelines,

policies, or standards. The project is not forecasted to generate pedestrian or bicycle travel demand exceeding the capacity of the local network of pedestrian and bicycle facilities.

Parking Assessment

Vehicle Parking

Parking utilization was observed and recorded at the two comparable 7 Brew Drive-Through locations in Red Oak, Texas and Aurora, Colorado previously discussed. The 7 Brew business model does not provide customer service within the building. All transactions are performed in the drive-through. Thus, parking is only required for employees. The proposed Santa Rosa location would have 10–12 total employees under normal operations, of which 4–5 would be on site at any given time.

Table 2 summarizes the findings of the peak parking demand at the two observed existing 7 Brew establishments.

Table 2: Peak Parking Demand Observation Summary

Location	Peak Parking Demand
Aurora, CO	6
Red Oak, TX	5
Average	5.5

Source: Fehr & Peers, 2026.

The project proposes 12 shared parking spaces and one ADA-accessible parking space. Based on the observed parking utilization data, the proposed parking capacity adequately meets anticipated demand.

Bicycle Parking

Four on-site bicycle parking spaces (racks) would be provided near the building's northwest corner. Per the City of Santa Rosa's Municipal Code Section 20-36.090 (Table 3-4) the proposed project is required to provide one bicycle parking space per 6,000 square feet (Municipal Code Table 3-4, "Drive Through Retail Sales"). Thus, one bicycle parking space is required per city code.

This concludes the draft transportation, parking, VMT, and queueing assessment for the proposed 7 Brew Coffee project in Santa Rosa. Please do not hesitate to call Bill Burton at 925.357.3381 or email b.burton@fehrandpeers.com with any questions.