

Memo



Date: March 11, 2026

To: CJ Wells
Wells Construction
10648 Industrial Avenue
Roseville, CA 95678
cjwells@wellsconstruction.com

From: Matthew Ridgway, AICP, PTP, RSP¹ and Geoff Rubendall PE, TE, Fehr & Peers

Subject: Vintage Veterinary (1111 Petaluma Hill Road, Santa Rosa) Technical Operational Memo

Thank you for allowing Fehr & Peers to support you on this transportation analysis for a locally owned veterinary business.

Introduction

This Technical Operational Memo documents the results of a traffic analysis conducted for the Vintage Veterinary Care facility proposed at the southwest corner of Petaluma Hill Road at Barham Avenue ("Project") in the South Park neighborhood of Santa Rosa. The Project would consist of reuse of a vacant commercial building, demolition of an unoccupied home, reuse of about 7,000 square feet of 11,379 interior space (9,812 square foot main building and 1,582 square foot metal building), construction of dog exercise area, and various site improvements to support vehicle and pedestrian circulation.

Based on the location of the Project and its trip generation characteristics (i.e. the Project is projected to generate fewer than 250 daily and 50 peak hour trips), a full Traffic Operational Analysis is not required. However, a Traffic Technical Operational Memorandum is required. The remainder of this memorandum documents the traffic technical analysis prepared for the Project.

Project Trip Generation

Trip generation refers to the process of estimating the amount of vehicular traffic a project would add to the surrounding roadway system. Project trip generation estimates are prepared for a typical weekday and the one-hour peak hours during the weekday morning and evening commute periods when traffic volumes on the adjacent streets are typically the highest.

The trip generation estimates for the Project were prepared using data from the Institute of Transportation Engineers' *Trip Generation Manual, 12th Edition* land use code 640 for Animal Hospital/Veterinary Clinic (Adj Streets, 7-9A, 4-6P). Trips associated with the existing commercial and storage buildings and recently-demolished home are not subtracted from total Project trips as, to the best of our knowledge, the buildings have been vacant for more than three years.

For comparative purposes, three scenarios were run – the applicant-proposed 7,000 square feet veterinary care facility (using KSF as the independent variable); the 11,379 square foot of total interior building space (as the application notes the potential to expand within the current buildings in the future); and the applicant-proposed 15 employees (using Employees as the independent variable). The analysis below presents results for the worst-case scenario – 11,379 square foot facility using KSF as the independent variable. The other two scenarios generated between 33% and 48% fewer daily trips. **Table 1** presents the net new trip generation calculation for the Project.

Table 1: Project Trip Generation

Land Use	Quantity	Daily	Weekday AM Peak Hour			Weekday PM Peak Hour		
			In	Out	Total	In	Out	Total
Animal Hospital/Veterinary Care ¹	11,379 sf	245	27	14	41	16	24	40
MXD Adjustment ²		-41	-4	-3	-7	-2	-3	-5
NET NEW TOTAL (per MXD)		204	22	11	34	14	21	35

Notes:

1. Trip generation estimated using data from the Institute of Transportation Engineers' *Trip Generation Manual, 12th Edition*, using Land Use Code 640 for Animal Hospital/Veterinary Clinic (Adj Streets, 7-9A, 4-6P). ITE's data for this land use contains six sites for Daily trips and eight sites for the peak hour trips.
2. The MXD+ model was developed by establishing the relationship between the built environment characteristics and the resulting trip generation using observed data. This data was collected for over 250 mixed-use sites with varying land use mixes, intensities, and magnitudes.

Source: Fehr & Peers, 2026

As noted in **Table 1**, the Project is forecast to generate 204 daily, 34 weekday AM peak hour trips and 35 PM peak hour trips, or less than one car per minute in each of the peak hours. These trips would be concentrated at the Project's driveways on Barham Avenue and Petaluma Hill Road and would distribute through the South Park street grid to other destinations in the City and to the US 101 and State Route (SR) freeways. Based on the low number of trips generated by the Project, the distribution of those trips spread across the roadways grid, the data suggests that the Project would have a less-than-substantial effect on traffic operations on roadways and intersections in the vicinity of the Project site.

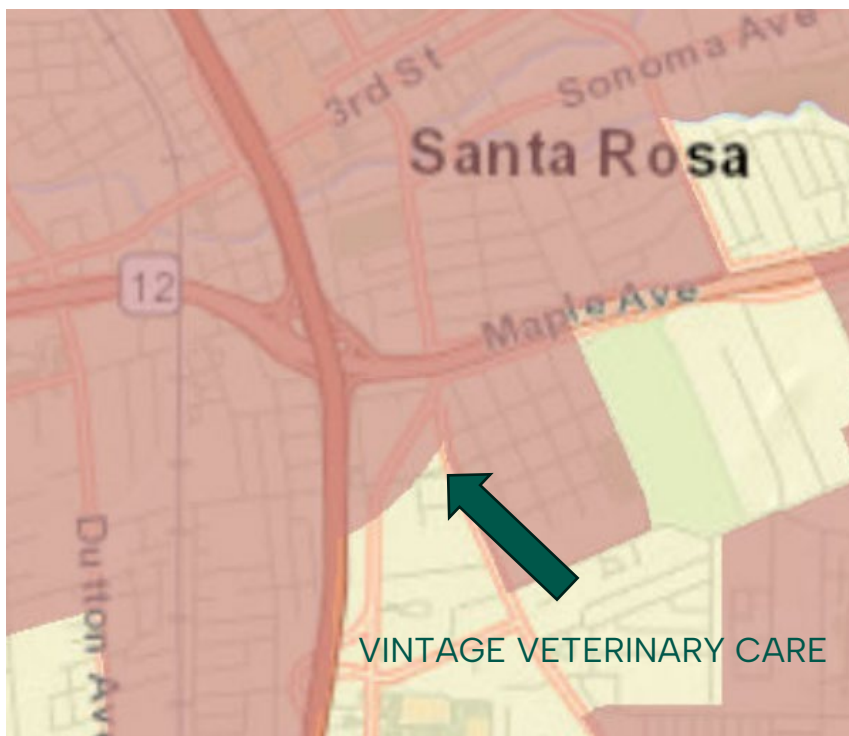
Vehicle Miles Traveled

California Senate Bill 743 (SB 743) changes 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 California Governor's Office of Planning and Research (OPR) has issued a technical advisory that recommends vehicle-miles traveled (VMT) be used as the new metric in order to align with State planning goals related to greenhouse gas (GHG) reduction, multimodal transportation, and land use diversity. The City has 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 overarching goal of a transition to VMT as a transportation performance measure is to evaluate whether a project's program (the proposed land uses) and location are efficient. Do the land uses encourage more non-auto travel and shorter auto trips and is the site located within an area that offers nearby destinations for non-auto travel and street amenities that make walking, cycling and transit convenient and comfortable? The Vintage Veterinary Care facility aligns with State and City VMT-related goals as it is a local-serving land use located in one of the more walkable areas of the City.

That said, the analysis of VMT is complicated by ambiguity in the definition of VMT significance criteria. The Project has an employment component (people working at the care facility) and a visitor component (people bringing their pets for care). The City's VMT analysis guidelines define specific impact criteria for office – "a project would cause substantial additional VMT if it exceeds existing Countywide average commute based VMT per worker minus 15 percent" – and retail – "a project would cause substantial additional VMT if it results in a net increase in regional total VMT," but does not address a service such as veterinary care. The Project would generate 1,025 daily VMT (165 AM peak hour and 175 PM peak hour), which represents 68 VMT per employee per day, well above the Countywide average of 12.82.

However, it is our assessment that the Project should be assessed like a retail land use. If evaluated as a retail land use, we do not believe that a veterinary care facility increases regional VMT, so the impact would be less than significant. It is our judgment that Project trips are likely to be local as most pet owners choose veterinarians that are nearby to their homes.



Source: City of Santa Rosa *Vehicle Miles Traveled (VMT) Guidelines Final Draft*, Employment VMT Pre-Screened, June 5, 2020

It may be worth noting that the City's *VMT Guidelines* contain maps of areas that a pre-screened from VMT analysis based on being small infill, near transit, and local-serving retail, amongst other

attributes. These maps are generated using spatial buffers of these attributes and are imprecise approximations of areas where new development is pre-determined to have less-than-significant VMT impacts based on the diversity and density of land uses and on the robust nature of the multimodal networks of these areas. The Employment VMT map wraps the site on three sides indicating that the area in which the Project is located has many of the characteristics that would generally be pre-screened.

Site Plan Review

This Technical Operations Memo addresses normal and emergency vehicle circulation and pedestrian access. Review of parking code compliance is addressed separately by the Project applicant or its representatives.

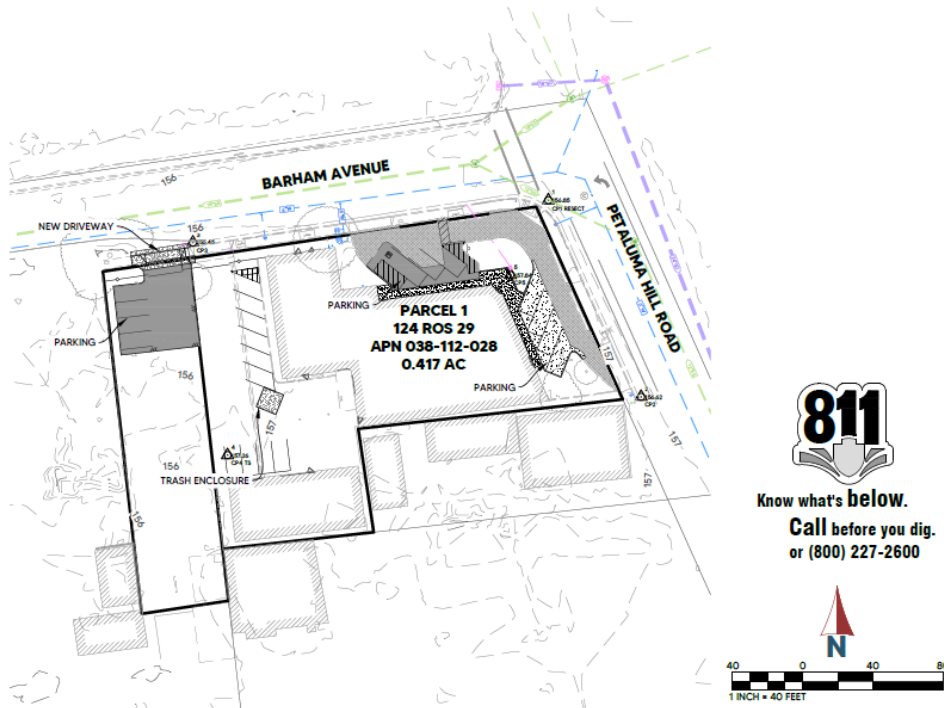
The Project site currently has four driveways – three onto Barham Avenue and one onto Petaluma Hill Road. At present, none of the driveways meet accessibility guidelines contained in the Public Right-of-Way Accessibility Guidelines (PROWAG – final Federal rule making December 18, 2024) and portions of the Project frontage on Barham Avenue lack a sidewalk.

The Proposed Site Plan Improvements shows that all driveways would be retained; that each would be at least 20 feet wide, in accordance with City design standards; and that the sidewalk would be extended to cover the entirety of the Project frontage on Barham Avenue.

VINTAGE VETERINARY CARE

SITE IMPROVEMENT PLANS

1111 PETALUMA HILL ROAD
SANTA ROSA, CA 95404
APN: 038-112-028



Source: Preliminary Site Improvement Plan provided by CJ Wells, March 6, 2026.

From a vehicular circulation perspective, the Proposed Site Plan Improvements show that all driveways would be retained; that each would be at least 20 feet wide, in accordance with City design standards; and that the sidewalk would be extended along the Project's frontage. On-site parking dimensions conform to industry design standards, though the 45-degree angle of parking nearest and wrapping the corner is steeper than typical (to fit within the available building between the back of sidewalk and the walkway along the front of the building). The on-site circulation system

is adequate for normal vehicle operation and emergency vehicles are likely to serve the site from the street, rather than enter the site.



Source: Fehr & Peers, March 6, 2026.

There is one 2- to 4-foot-diameter tree on Barham Avenue eastern edge of the Project site, but it is located far enough away from the eastern-most Project driveway so as not to obstruct sight distance. Operating speeds on Barham Avenue are low since the street only travels one block between traffic control elements. Speeds on Petaluma Hill Road are higher (posted at 35 miles per hour (MPH)), but there are no obstructions to sight distance on approach to the southern-most driveway (located on Petaluma Hill Road).

From a pedestrian and accessibility circulation perspective, there are continuous sidewalks on Petaluma Hill Road and sidewalks along a portion of the Project frontage on Barham Avenue. None of the driveways serving the Project site meet current accessibility guidelines as cross-slopes exceed 2%. In addition, the curb ramp serving the crosswalk at the west leg of Petaluma Hill Road at Barham Avenue lacks a level platform at the top of ramp and truncated domes at the bottom of the ramps.

On the opposite side of the same crosswalk, the curb ramps are also out of compliance with PROWAG.

Recommendations

The Project does not trigger the need for more detail traffic analysis; it is our judgement that it does not result in significant VMT impacts; and the site plan is generally in conformance with the City's design standards. Three areas where additional detail could be provided to further demonstrate conformance with the City design standards are:

- Driveway – The Site Improvement Plans do not appear to include replacement of the non-conforming driveways. **All Project driveways should be updated to meet current PROWAG.**
- Sidewalk – The Site Improvement Plan appears to show a sidewalk extension along the Project frontage of Barham Avenue but does not extend the full length of the frontage. **Sidewalks meeting PROWAG should be provided along the entire Project frontage.**
- Crosswalk Corner Ramp – **The ADA ramp at the southwest corner of Petaluma Hill Road at Barham Avenue (along the Project frontage), which does not meet PROWAG, should be reconstructed.** In addition to updating the near-side ramp, it is common practice that work on one end of a crosswalk necessitates work on the other, such that the entirety of the crosswalk meets PROWAG. **The City should consider whether upgrades should be required to the far side curb ramp.**

This concludes Fehr & Peers' Traffic Technical Operations Memorandum for Vintage Veterinary (1111 Petaluma Hill Road, Santa Rosa). If you have questions or comments, please contact Matthew Ridgway or Geoff Rubendall at m.ridgway@fehrandpeers.com, g.rubendall@fehrandpeers.com or calling (707) 400-0821.