



April 9, 2026

Mr. Harman Dhillon
3343 Industrial Avenue, Suite 9
Santa Rosa, CA 95403

Preliminary Transportation Impact Study for the 1995 Sebastopol Road Project

Dear Mr. Dhillon;

W-Trans has completed an evaluation of the potential transportation impacts associated with the proposed relocation of an existing convenience store to the currently-vacant building at 1995 Sebastopol Road in the City of Santa Rosa. The purpose of this letter is to set forth the change in trip generation potential associated with the change in use along with the associated transportation impacts.

Project Description

The proposed project includes relocation of an existing convenience store to the existing building at 1995 Sebastopol Road in the City of Santa Rosa. The proposed project site is larger, so would result in a change from strictly convenience items to a neighborhood market to focus on grocery items though alcoholic beverages would also be sold. The 7,500 square foot building would be divided into a 4,000-square-foot market and 3,500 square feet of office space; it was most recently occupied by an O'Reilly Auto Parts store. Access to the site would be via existing driveways on Sebastopol and Stony Point roads.

Setting

The project site is on the northeast corner of Sebastopol Road/Stony Point Road.

Sebastopol Road is an east-west five-lane arterial road with two lanes in each direction and bi-directional center turn lane. It has dedicated turn lanes at signalized intersections. East of Burbank Avenue, the road narrows to three lanes, with one in each direction and a bi-directional center turn lane. Sebastopol Road carries 16,000 vehicles per day.

Stony Point Road is a four-lane facility with a center median and turn lanes at signalized intersections. Stony Point Road carries 33,700 vehicles per day.

The speed limit on Sebastopol Road is 35 miles per hour (mph) to the west of Stony Point Road and 30 mph to the east, including along the project site frontage. The speed limit on Stony Point Road is 35 mph.

The project site is served by three bus lines: Santa Rosa CityBus Routes 2, 2b, and 15. Routes 2 and 2b, which serve the Sebastopol Road corridor, each run every 30 minutes, all day, leading to a combined frequency of four buses per hour. Routes 2 and 2b connect the project site to the Santa Rosa Transit Mall and the Santa Rosa Downtown SMART station. Route 15, which primarily runs along Stony Point Road, runs once an hour. Route 15 connects the project site to the Coddington Transit Hub, as well as the Santa Rosa North SMART station.

The project area has connected pedestrian facilities, with most streets having sidewalks on both sides. There is a sidewalk gap on the south side of Sebastopol Road, west of its intersection with Stony Point Road. The gap extends from Del Valle Mexican Restaurant to Cesar Chavez Language Academy.

Bike facilities in the project area include Class II bike lanes on both Sebastopol Road and Stony Point Road. While the bike lanes on Stony Point Road are connected, they are discontinuous on Sebastopol Road to the west and

east of the project site. In addition to the Class II facilities in the area, the Joe Rodota Trail, a Class I multi-use path provides east-west connectivity.

Trip Generation

A review of the data for both the “Convenience Store” and “Supermarket” land uses in *Trip Generation Manual*, 12th Edition, Institute of Transportation Engineers (ITE), 2025, indicates that the sizes of the convenience stores surveyed varied from about 2,500 square feet to 5,500 square feet while supermarkets had sizes of 10,000 square feet to 95,000 square feet. Therefore, the 4,000-square-foot market was assessed using the “Convenience Store” (LU 851) rates as it falls within the size bounds of this land use in the ITE dataset. Further, the description used by ITE prescribes that “a convenience store is a small retail business that sells groceries and other everyday items that a person may need or want as a matter of convenience,” and therefore includes grocery items common to neighborhood markets. The office component was assessed using rates for the “Small Office” (LU 712) use. Rates for “Automobile Parts Sales” (LU #843) would apply to the previous use.

ITE also publishes rates for pass-by trips, or those captured from traffic passing the site versus making a dedicated trip to the site. Pass-by rates are available for only the p.m. peak hour for the automobile parts store land use; lower rates were assumed for the a.m. peak hour and daily as a lower proportion of pass-by trips would be anticipated throughout the day as compared to during the peak hours. The convenience store land use is not included in the ITE dataset, so the pass-by rate of 40 percent for the similar “Shopping Plaza (40-150k)” land use (LU #821) was used. It is noted that this rate is lower than for another comparable land use, “Convenience Store/Gas Station” (LU #945) which has pass-by rates ranging from 56 percent to 76 percent depending on time of day and fuel pump count.

Based on the application of these assumptions, the proposed project is expected to generate an average of 2,658 trips per day, including 261 a.m. peak hour trips and 201 trips during the p.m. peak hour. After deducting trips associated with the previous use as well as pass-by trips, the project would be expected to result in 1,288 net-new daily trips, including 145 during the morning peak hour and 103 during the evening peak hour. These results are summarized in Table 1.

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Existing											
Auto Parts Sales	-7.5 ksf	54.57	-409	2.51	-19	-10	-9	4.86	-36	-17	-19
<i>Pass-by</i>		-20%	82	-25%	5	3	2	-43%	15	7	8
Sub-total Parts Store			-327		-14	-7	-7		-21	-10	-11
Proposed											
Convenience Store	4.0 ksf	651.94	2,608	63.76	255	128	127	48.30	193	99	94
<i>Pass-by</i>		-40%	-1,043	-40%	-102	-51	-51	-40%	-77	-40	-37
Office	3.5 ksf	14.39	50	1.64	6	5	1	2.16	8	3	5
Sub-total Proposed			1,615		159	82	77		124	62	62
Total (Net New)			1,288		145	75	70		103	52	51

Note: du = dwelling unit; ksf = 1,000 square feet

It is noted that the trip generation of the existing convenience store was not considered as it is located on a different parcel. However, this would result in fewer net new trips to the study area as the existing use would be relocated and expanded, rather than the project representing a wholly new use.

For projects generating 50 more peak hour trips and/or 250 or more daily trips, the *Guidance for the Preparation of Traffic Operational Analysis*, City of Santa Rosa, July 2019, prescribes that an operational analysis may be required by City staff. An operational analysis was conducted for a nearby project in *Focused Transportation Study for the Del Valle Restaurant Expansion Project* (FTIS), W-Trans, January 2023, where it was determined that the adjacent intersection of Sebastopol Road/Stony Point Road operates at a Level of Service (LOS) D, which is defined as an average delay of 35.0 to 55.0 seconds per vehicle for signalized intersections.

The worst operation reported in the FTIS was for the p.m. peak hour, where the intersection has 4,347 entering vehicles and operates with 47.6 seconds of delay. The addition of Del Valle Restaurant Expansion traffic would represent an increase in volumes of 1.5 percent and increase delay by 1.0 second, to 48.6 seconds of delay. Therefore, it would be reasonable to conclude that the proposed 1995 Sebastopol Road project, which would increase entering traffic by 2.3 percent, would have a similar effect and the existing LOS D operation would be retained.

CEQA Analysis

Transportation Facilities

This section addresses the first transportation bullet point on the CEQA checklist, which relates to the potential for a project to conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities.

The project site is surrounded by a fully connected system of sidewalks and bike lanes on both Stony Point and Sebastopol roads. The project would not result in any changes to these facilities or any modifications that would affect them, so would have a less-than-significant impact on transportation facilities.

Significance Finding – The proposed project would not affect any existing or proposed transportation facilities, so does not conflict with City policies and would have a less-than-significant impact on these facilities.

Vehicle Miles Traveled (VMT)

The potential for the project to conflict or be inconsistent with CEQA Guidelines § 15064.3, subdivision (b) was evaluated based on the project's anticipated Vehicle Miles Traveled (VMT). The City of Santa Rosa *Vehicle Miles Traveled (VMT) Guidelines*, June 5, 2020, indicate that local-serving retail under 10,000 square feet, such as the proposed market, are presumed to have a less-than-significant VMT impact and may be screened from further analysis.

For the office component, the project site is within an area pre-screened by the City as having employee trips that are 85 percent or less of the regional average VMT. Employee trips would therefore also have a less-than-significant impact.

Significance Finding – The proposed project would have a less-than-significant impact on VMT.

Potential Hazards

The potential for the project to impact safety was evaluated in terms of the adequacy of sight distance and need for turn lanes at the project accesses. This section addresses the third transportation bullet on the CEQA checklist

which is whether the project would substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment) or not.

The proposed project is the reuse of an existing building, with no changes to driveway locations or design. Full access is allowed at the Sebastopol Road driveway while the Stony Point Road driveway is limited to right turns outbound. As the project does not change access conditions, it would not introduce any new hazards.

Significance Finding – The proposed project would not introduce any design features that result in a hazard, so would have a less-than-significant impact as regards hazards.

Emergency Response

The final transportation bullet on the CEQA checklist requires an evaluation as to whether the project would result in inadequate emergency access or not.

Again, the proposed project does not include any new buildings or transportation facilities, so would not alter emergency response. Additionally, emergency responders can claim the right-of-way by engaging their lights and sirens.

Significance Finding – The impact of the proposed project on emergency response would be less than significant.

Parking

The project was analyzed to determine whether the existing parking supply would be sufficient for the anticipated parking demand. The project site has a total of 29 standard vehicle parking spaces and three bicycle parking spaces. Jurisdiction parking supply requirements are based on the City of Santa Rosa Code of Ordinances Chapter 20-36; Parking and Loading Standards, which indicate that one vehicle parking space is required per 250 square feet of floor area for both retail and office uses. For this 7,500-square-foot market and office project this translates to a requirement for 30 vehicle parking spaces. The vehicle parking supply is less than that required per the City's code. In addition, the City of Santa Rosa Code requires one bike parking space per 5,000 square feet of floor area. For the 7,500 square foot store, this translates to two bike parking spaces. The bicycle parking supply therefore exceeds what is required by the City's code.

Because the vehicle parking supply does not meet the City's code, parking demand was estimated using standard demand rates available from ITE through their *Parking Generation* on-line application. The parking demand of the project was estimated using the standard rates for "Convenience Store" (LU #851) and "Small Office" (LU #712). Based on the ITE rate the project would have an average peak demand for 20 parking spaces. As this is lower than the 29 supplied, it is anticipated that the parking supply would be adequate to meet the demand. The City may therefore wish to consider a parking variance to reflect the anticipated demand versus the code requirements.

The City requirement and estimated demand are summarized in Table 2.

Table 2 – Parking Analysis Summary

Land Use	Units	Supply (spaces)	City Requirements		ITE Parking Generation	
			Rate	Spaces Required	Rate	Est. Parking Demand
Convenience Store	4.0 ksf	29	1 per 250 sf	16	3.17 per ksf	13
Office	3.5 ksf		1 per 250 sf	14	1.85 per ksf	7
Total		29		30		20

Notes: ksf = 1,000 square feet; sf = square feet

Conclusions and Recommendations

- The proposed project would be expected to generate an average of 2,658 trips per weekday, including 261 during the morning peak hour and 201 during the evening peak hour. After deducting pass-by trips as well as those associated with the most recent previous use, the project would generate an average of 1,288 net-new trips per day, with 145 of those during the a.m. peak hour and 103 during the p.m. peak hour.
- Per data available from an FTIS prepared for a nearby project, the adjacent intersection of Sebastopol Road/Stony Point Road operates at LOS D, and it would be reasonable to expect this level of service to be maintained with the proposed project.
- The change in land use would not result in any changes to the transportation system, so does not conflict with policies regarding transportation facilities and would have a less-than-significant impact on these facilities.
- The VMT associated with the proposed project would result in a less-than-significant impact.
- No changes to the street environment are proposed, so the project would not introduce any hazards and therefore have a less-than-significant impact in this regard.
- The impact on emergency response would be less than significant.
- The parking supply is expected to be adequate for peak demand of 20 spaces on an average day so while the supply of 29 spaces does not meet City code requirement for 30 spaces, consideration could be given to a variance based on the parking demand analysis.

We hope this information is useful to staff in preparing the environmental clearance documentation for your project. Thank you for giving us the opportunity to provide these services.

Sincerely,

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Senior Traffic Engineer

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Senior Principal

DJW/krc/SRO669.L1

Preliminary