



January 24, 2024

Ms. Julie VanAlyea  
Redwood Oil  
50 Professional Center Drive, Suite 100  
Rohnert Park, CA 94928

## **Trip Generation Study for 11401 State Route 1**

Dear Ms. VanAlyea;

W-Trans has completed an evaluation of the likely change in trip generation associated with the proposed redevelopment of 11401 State Route 1 (SR-1) in the community of Point Reyes Station and the County of Marin. The purpose of this letter is to set forth the assumptions applied and resulting trip generation.

### **Existing Development**

The existing building currently includes a 269 square-foot convenience store, a 2,313 square-foot kayak rental and tour space, a 394 square-foot office space, an 820 square-foot print shop, and two dwelling units, one of which is vacant. Additionally, the building has a vacant 560 square-foot commercial office previously used by a commercial painting company.

### **Proposed Project**

The project as proposed would include a 1,930 square-foot convenience market and five multifamily dwelling units which would replace the existing land uses.

### **Trip Generation**

The anticipated trip generations for the proposed project uses were estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 11<sup>th</sup> Edition, 2021, for "Convenience Store" (LU #851), and "Multifamily Housing (Low-Rise) Not Close to Rail Transit" (LU #220) as these descriptions most closely matches the proposed project land uses. Current uses of the site include a shop that provides kayak rentals, tours, and classes, a print store, and two dwelling units. The rates for "Recreational Community Center" (LU #495), "Small Office Building" (LU #712), "Copy, Print, and Express Ship Store" (LU #920), "Convenience Store" (LU #851), and Multifamily Housing (Low-Rise) Not Close to Rail Transit (LU #220) were applied for these existing uses. It is noted that the "Small Office Building" land use was applied for both the office spaces.

### **Pass-by Trips**

Some portion of traffic associated with retail uses is drawn from existing traffic on nearby streets. These vehicle trips are not considered "new," but are instead comprised of drivers who are already driving on the adjacent street system and choose to make an interim stop and are referred to as "pass-by." The percentage of these pass-by trips was developed based on information provided in the *Trip Generation Manual*. This reference includes pass-by data collected at numerous locations for many land uses, such as the convenience store use. No rates are available for the "Convenience Store" land use, so the pass-by peak hour rates for a convenience store with gas sales were applied as the best approximation. As there are no published daily pass-by rates, a rate slightly below the lower of the two peak hour rates of 55 percent was applied. At the proposed project, pass-by trips would in essence be "captured" from traffic on SR 1.

### Total Project Trip Generation

The expected trip generation potential for the proposed project is indicated in Table 1, with deductions taken for trips made to and from existing land uses at the site, as well as for pass-by. The proposed project is expected to generate a total of 696 trips per day, including 50 trips during the a.m. peak hour and 45 during the p.m. peak hour. After deductions are taken into account, the project would be expected to generate 450 new trips average on a daily basis, including 34 during the morning peak hour and 24 during the evening peak hour; these new trips represent the increase in traffic associated with the project compared to existing volumes.

<b>Table 1 – Trip Generation Summary</b>											
<b>Land Use</b>	<b>Units</b>	<b>Daily</b>		<b>AM Peak Hour</b>				<b>PM Peak Hour</b>			
		<b>Rate</b>	<b>Trips</b>	<b>Rate</b>	<b>Trips</b>	<b>In</b>	<b>Out</b>	<b>Rate</b>	<b>Trips</b>	<b>In</b>	<b>Out</b>
<b>Existing</b>											
Rec Center	-2.313 ksf	28.82	-67	1.91	-4	-3	-1	2.50	-6	-3	-3
Small Office Building	-0.954 ksf	14.39	-14	1.67	-2	-1	-1	2.16	-2	-1	-1
Copy Store	-0.820 ksf	N/A*	-60	2.78	-2	-2	0	7.42	-6	-2	-4
Convenience Store	-0.269 ksf	762.28	-205	62.54	-17	-8	-9	49.11	-13	-7	-6
<i>Pass-by</i>		55%	113	60%	10	5	5	56%	7	4	3
MF Housing (Low-Rise)	-2 du	6.74	-13	0.40	-1	0	-1	0.51	-1	-1	-0
<b>Total Existing</b>			<b>-246</b>		<b>-16</b>	<b>-9</b>	<b>-7</b>		<b>-21</b>	<b>-10</b>	<b>-11</b>
<b>Proposed</b>											
Convenience Store	1.93 ksf	762.28	1,471	62.54	121	60	61	49.11	95	48	47
<i>Pass-by</i>		-55%	-809	-60%	-73	-36	-37	-56%	-53	-27	-26
MF Housing (Low-Rise)	5 du	6.74	34	0.40	2	0	2	0.51	3	2	1
<b>Total Proposed</b>			<b>696</b>		<b>50</b>	<b>24</b>	<b>26</b>		<b>45</b>	<b>23</b>	<b>22</b>
<b>Net New Trips</b>			<b>450</b>		<b>34</b>	<b>15</b>	<b>19</b>		<b>24</b>	<b>13</b>	<b>11</b>

Note: du = dwelling unit; ksf = 1,000 square feet; \*No daily rate is published so it was assumed that daily trips would be ten times the p.m. peak hour trips

Given the limited population in West Marin County, the proposed convenience store has a limited potential to draw trips other than from the local area. The standard rate is based on studies performed in both urban and suburban areas, so likely overstates the proposed use’s potential to generate traffic considerably. It is anticipated that the bulk of the site’s trips will be due to local residents and tourists stopping by versus making a use-specific trip, which would result in a higher pass-by rate and lower number of net new trips than indicated in Table 1.

Marin County does not have specific guidance indicating when an operational analysis is needed, but many jurisdictions use a threshold of 50 peak hour trips as indicative of the level of additional activity that might trigger a change in operation. Since the anticipated increase in trip generation is less than 50 at 24 to 34 trips per peak hour, it is reasonable to conclude that the addition of approximately one trip every two minutes would have an imperceptible effect on traffic operation.

### VMT

Senate Bill (SB) 743 established the metric to be applied for determining transportation impacts associated with development projects as the increase in VMT resulting from the project. As of the date of this analysis, the County

of Marin has not yet established thresholds of significance related to VMT. As a result, the project-related VMT impact was assessed based on guidance provided by the California Governor's Office of Planning and Research (OPR) in the publication *Transportation Impacts (SB 743) CEQA Guidelines Update and Technical Advisory, 2018*. This guidance suggests that for mixed-use projects the predominant land use must be evaluated while lesser or supporting land uses do not need to be. In the case of the proposed project, the convenience store is the predominant land use while the residential use is so small as to generate a nominal number of trips. Given that 95 percent of site trips would be associated with the convenience market, only this land use was evaluated.

### Retail VMT

A retail project resulting in an increase to the region's total VMT may reflect a significant impact. Research has shown that local-serving commercial uses, typically those under 50,000 square feet in size, and infill retail developments tend to *shift* where vehicle trips occur rather than generate wholly new trips (and corresponding vehicle miles traveled). This premise is supported by OPR in its publication *Technical Advisory on Evaluation Transportation Impacts in CEQA*, December 2018. Because the proposed project is less than 50,000 square feet and is an inherently convenience-based use, it would be expected to shift *where* people purchase food and supplies rather than increase the amount of food and supplies being sold in the County. Therefore, it is reasonable to presume that total regional VMT would not increase as a result of the project. It is expected that the proposed convenience store would function as local-serving retail with most customers being residents of Point Reyes Station or nearby communities in West Marin County, with little potential to draw longer trips from the wider region. The project's impact is therefore considered to be less than significant.

### Findings

- Based on the trip generation estimate presented above, the proposed change in use at the project site would result in an additional 450 daily trips generated, including 34 trips during the a.m. peak hour and 24 trips during the p.m. peak hour.
- The relatively nominal increase in trips associated with the proposed redevelopment of the site would be expected to have no discernible effect on traffic operation of the surrounding street network.
- The project would have a less-than-significant impact in terms of vehicle miles traveled given that the predominant land use is a local-serving retail enterprise.

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

Sincerely,

Valerie Haines, EIT  
Assistant Engineer

Dalene J. Whitlock, PE (Civil, Traffic), PTOE  
Senior Principal

