

“F”

## Traffic and Parking Study

December 21, 2017

Mr. Richard Bruno  
Winemaker / President  
Vinum Cellars Inc.  
499 Devlin Road  
Napa, CA 94558

**RE: Focused Trip Generation Analysis for the Proposed Vinum Cellars/Greenwood Mansion Café, Tasting Room, and Office Project**

Dear Mr. Bruno:

This letter report provides a focused trip generation analysis for the proposed Vinum Cellars/Greenwood Mansion Café and Tasting Room project in the Napa Airport Industrial Area (NAIA) of Napa County. The trip generation analysis is based on our discussions with you, a review of the project application/description, correspondence from Napa County Planning staff, and our familiarity with the NAIA.

**Project Description/Components;**

The proposed project site would be located within the NAIA on the northwest quadrant of the Devlin Road/Airport Boulevard intersection at 499 Devlin Road. Main access to the project site is provided by a common full-access driveway located approximately 200 feet north of Airport Boulevard. In addition to the proposed project, this common driveway serves both office park areas and parking fields located west of Devlin Road.

Based on the project description submitted to Napa County as part of the overall application process, the proposed project would be made up of mixed-uses consisting of wine tasting, wine production, café (restaurant), and office uses.<sup>i</sup> There would be four project components capable of generating vehicle traffic and these are as follows:

- Café: 1,410 square feet with 64 seats (32 indoor/32 outdoor). Hours of operation would be Monday-Friday (8:00 a.m. - 6:00 p.m.) and Saturday-Sunday (10:00 a.m. – 6:00 p.m.);
- Wine Tasting Room: 350 square feet. Daily tours and tastings associated with wine production are expected to average 40 visitors per day (weekday) with a maximum of 120 daily visitors (weekend). Open Mondays, Thursdays, and Fridays (11:00 a.m. – 6:00 p.m.) and Saturday-Sunday (10:00 – 6:00 p.m.);
- Carriage House: 680 square feet. Wine production uses include 1,200 gallons annually;
- Office: 1,330 square feet. Previous use permit allows for a baseline of 2 full-time employees and 5 part-time employees. Proposed employment would consist of 3-5 employees

## Project Trip Methodology

The proposed project's trip generation has been based on trip research conducted by the Institute of Transportation Engineers (ITE) for restaurant and office uses.<sup>ii</sup> In addition, research from the Napa County Planning, Building, and Environmental Services on winery visitation trip ratios has been utilized.<sup>iii</sup> From the project description uses, the two prime contributors to traffic generation would be the proposed café (restaurant) and wine tasting uses. Trip generation associated with the proposed carriage house would be included in the daily tours and tastings. In addition, a portion of existing office uses (2 full-time and 5 part-time) employees was previously analyzed for current use permit and are analyzed under "baseline" conditions. Therefore, any increase in vehicle trip generation associated with proposed office uses would be the net increase between "baseline" and "proposed" conditions given existing approved employment on the site.

It is noted that a portion of the overall proposed project trip generation would represent internal vehicle and/or walking trips given the mixed-use nature of the project. Specifically, the interaction between proposed café (restaurant) and existing/proposed office uses would tend to reduce the number of vehicle trips being generated due to their close proximity and the relative lack of other similar uses (restaurant) within the NAIA. The project description goes on to state "It is anticipated the majority of visitors to the café will be from the business community in the Napa Valley Business Park and will stop by the on their way to work or visit the café for lunch. Serving the local community is anticipated to have a net reduction in traffic miles traveled (vehicle miles traveled or VMT) when analyzed on a cumulative basis."

Based on the premises listed above; ITE has studied the interaction between various land uses within mixed-use projects for internal trip reductions including office-to-restaurant land uses. On average, the internal trip ratio between these two land uses is approximately 30%.<sup>iv</sup> Given the lack of restaurant use in the NAIA, it is likely that the internal trip discount ratio could be much higher (closer to 50%). However, to present a conservative estimate of proposed project trips a 30% internal trip reduction for Café uses has been used to calculate the net new trips. There could also be some internal trips between the café and wine tasting uses. However, no internal discount has been applied between these proposed land uses. Lastly, the proposed Café would have 32 indoor seats *and* 32 outdoor seats. This is noted as the trip generation calculations for the Cafe include all of the outdoor seating (32 seats). In fact, the project applicant indicates the outdoor patio area for the Café would likely be closed during the winter months.<sup>v</sup> Because outdoor seating is less usable during these winter months, the inclusion of the outdoor seating in overall trip generation calculations provides a conservative estimate total project trips.

## Project Trip Generation

The proposed project's estimated weekday and weekend daily and peak hour trips have been shown in Table 1. Based on ITE and Napa County trip research, the proposed project's total net new trip generation would amount to 251 daily trips with 21 AM peak hour trips (11 in, 10 out) and 30 PM peak hour trips (13 in, 17 out) on weekdays. Net new project trip generation accounts for the discount of "baseline" office trips (13 daily trips with 2 AM and 2 PM peak hour trips) and internal trips within the NAIA (93 daily trips, 9 AM peak hour trips and 8 PM peak hour trips).



**TABLE 1  
PROPOSED PROJECT TRIP GENERATION**

Vehicle Trip Rates (trips per employee, guest, or seat)	Weekday Daily Trip Rate	AM Peak Hour Trip Rate			PM Peak Hour Trip Rate			Saturday Daily Trip Rate	Saturday Peak Hour Trip Rate		
		Total	In %	Out %	Total	In %	Out %		Total	In %	Out %
Office (Baseline: 4 employees) <sup>1</sup> Office (New: 5 employees)	3.32	0.48	88%	12%	0.46	17%	83%	0.54	.09	54%	46%
Café (64 seats); 30% Internal	4.83	0.47	52%	48%	0.41	57%	43%	6.21	0.53	53%	47%
Wine Tasting Room & Carriage House (40 Wkday. & 120 Wkend.)	0.769	---	---	---	0.294	25%	75%	0.179	0.25	50%	50%
Vehicle Trip Generation	Weekday Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips			Saturday Daily Trips	Peak Hour Trips		
		Total	In	Out	Total	In	Out		Total	In	Out
Office (New)	17	2	2	0	2	0	2	3	1	1	0
Office (Baseline)	-13	-2	-2	0	-2	0	-2	-2	-1	-1	0
<b>Office New Net Trips</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>
Café	309	30	16	14	26	15	11	397	34	18	16
<i>Café Internal Trip Reduction 30%</i>	-93	-9	-5	-4	-8	-5	-3	-119	-10	-5	-5
<b>Café Net New Trips</b>	<b>216</b>	<b>21</b>	<b>11</b>	<b>10</b>	<b>18</b>	<b>10</b>	<b>8</b>	<b>278</b>	<b>24</b>	<b>13</b>	<b>11</b>
Wine Tasting Room & Carriage House (40 Wkday. & 120 Wkend.)	31	---	---	---	12	3	9	86	22	11	11
<b>Total Net New Project Trips</b>	<b>251</b>	<b>21</b>	<b>11</b>	<b>10</b>	<b>30</b>	<b>13</b>	<b>17</b>	<b>365</b>	<b>46</b>	<b>24</b>	<b>22</b>

Sources: Institute of Transportation Engineers (ITE), Trip Generation, 9th Edition, General Office (Land Use #710) and Sit-Down (High-Turnover) Restaurant (Land Use #932). Napa County, Planning, Building, and Environmental Services, Winery Daily and Peak Hour trip generation ratios; Visitors, June 11, 2015.

1. Office "Baseline" conditions approved for 2 full-time and 5 part-time employees and/or equivalent to 4 full-time employees (conservative estimate).

On a weekend (Saturday) the project is calculated to generate 365 net new daily trips with 46 net new mid-day peak hour trips (24 in, 22 out).

We trust these trip generation estimates for the proposed Vinum Cellars/Greenwood Mansion Café and Tasting Room project responds to your needs. Please contact us if you have any questions.



Sincerely,

Omni-Means, Ltd., A GHD Company



Peter Galloway  
Senior Transportation Planner

Cc: George W. Nickelson, P.E.

C2424LTR004.docx/11152076/pjg

---

<sup>i</sup> Project Description for the Greenwood Mansion Project, Submitted to Napa County Planning Division, EnviroMine, March 2, 2017

<sup>ii</sup> Institute of Transportation Engineers, Trip Generation, 9<sup>th</sup> Edition, Office (#710), High-Turnover Sit-Down Restaurant (#732), 2012.

<sup>iii</sup> Napa County, Planning Building and Environmental Services, Winery Traffic Information-Generation Characteristics, Updated June 8, 2015.

<sup>iv</sup> Institute of Transportation Engineers (ITE), Trip Generation Handbook, 3<sup>rd</sup> Edition, Mixed-Use Development, August, 2014.

<sup>v</sup> Damian Galford, Project Manager, Enviromine, Café seating, Personal communication on December 20, 2017.



# **Parking Study for the Greenwood Mansion Project**

Submitted to:



Planning Division  
1195 3rd St #210  
Napa, CA 94559

Prepared For:

**VINUM**  
CELLARS

499 Devlin Road  
Napa, CA 94558  
(707) 254-8313

Prepared By:

**Galford Planning & Real Estate Consulting**  
144 Karen Drive, Napa, CA 94558  
(707) 225-5644

April 29, 2018

## **Introduction**

This Parking Study ("Study") was conducted to support the application for a use permit application and specific plan amendment for the Greenwood Mansion Project ("Project") as applied for by Vinum Cellars. The Study was conducted to track the utilization of the 229 existing parking spaces within the Parking Area available to the Project as part of the Napa Valley Gateway Reciprocal Easement Agreement recorded on August 13, 2010 ("Easement Agreement").

### **1.0 Project Summary**

Vinum Cellars seeks approval of Conditional Use Permit ("CUP") and Specific Plan Amendment from the County of Napa. The approvals would allow for the following uses: café, wine tasting, office and wine production in the County of Napa. The Project is located on one improved parcel that totals 1.17 acres and has an existing two-story 3,090 SF farmhouse located near the center of the parcel.

The Project would establish a cafe, wine tasting room, and a small scale on-site wine production facility. The café would service the local business community by providing casual dining and take-out food. In addition to the proposed uses, the applicant proposes to add two (2) parking spaces on the Project parcel, for a total of 18 spaces located on the parcel. Along with the proposed uses, the applicant will continue to use the property as an office building.

### **1.1 Project Location**

The Project is located in an unincorporated area of Napa County, approximately 1/4 mile west of the intersection of Highway 12 and Highway 29. The Project is situated on the northwest corner of the intersection of Devlin Road and Airport Blvd., with frontage to both streets. The address is 499 Devlin Road, Napa, CA 94558 and is identified by the Napa County Assessor as APN 057-200-058.

### **1.2 Site History**

The existing building is an 1880's farmhouse that was initially constructed and used as a residence for approximately 100 years at the site that is now used by the Doctors Company for their central offices. The farmhouse was relocated approximately 1/2 mile west onto the Project site in the early 90's. The farmhouse was used by the developers of the Napa Valley Business Park as their real estate office. Use Permit #U89-55 was approved by Napa County to allow the relocation of the farmhouse and use as an office at the new location. Since the relocation of the farmhouse the building has been used as an office.

### **1.3 Parking Area**

The Parking Area that services the Project is comprised of 229 spaces, with 16 of those space located on the Project parcel prior to the addition of two (2) spaces as part of the Project approval. The Parking Area Parcel (057-200-029) as defined in Section 1.18 of the Easement Agreement, covers an area of approximately 3 acres and includes: parking areas, landscaping, sidewalks, interior access roadways and driveways. Parking access for all 229 spaces for the Project site is granted by the Easement Agreement. The Easement Agreement includes parking details for the Project site as well as buildings 1 through 4. The configuration and location of the parking area discussed in the Easement Agreement is shown on Figure 1, included as an attachment. Details on the parking Easement Agreement are set forth in Article 2 of the Easement Agreement. As noted above, the Project's addition of two (2) spaces will result in a

total of two hundred and thirty-one (231) parking spaces available for the Project, with eighteen (18) of those on the Project parcel.

## **2.0 Parking Study**

To quantify the current utilization of the existing Parking Area, data was collected on a daily basis from 1/22/2018 through 3/2/2018. A count of the number of parked cars in relation to the empty spaces was conducted two times per day over the course of the data collection window in early 2018.

### **2.1 Data Collection Methodology and Timing**

Data was collected by Dean Hodges of Vinum Cellars walking through each lane of the parking lot twice per day to count the number of cars parked in the 229 spaces. Data was collected at 10 :00 AM and then at 2:00 PM on weekdays. Weekends and holidays were not included in this study. In total, data was collected 58 times over approximately three months. Parked cars were counted using a simple mechanical pitch counter, similar to one Major League Baseball coaches use to track the number of pitches thrown. One click of the counter was registered for every parked car observed at the time of the observation. Data was then entered into an excel spreadsheet and tracked over the duration of the study.

### **2.2 Observations**

During the course of the data collection, several observations were made on the location of the occupied parking spaces. Parked cars were not evenly distributed in the Parking Area, creating areas that were more congested than others over the 229-space Parking Area. Building four, occupied by BHM construction appeared to have the highest utilization of parking spaces when compared to the other three buildings in the Greenwood Mansion Parking Quadrants (Figure 2).

To quantify observations in the field during the data collection the 229 parking spaces were divided into quadrants as shown on Figure 2. During the duration of the survey, Dean Hodges observed parking patterns and has the following observations to add the data collected:

*“Parking for Building four employees is concentrated at the south of the SW QUAD. There are typically 10-18 vehicles associated with building four. I have counted 35-44 available parking spaces on a daily weekday basis as you move northwest from the main entrance of Building 4 into NW QUAD.”*

### **2.3 Building Occupancy and Use**

Occupancy and the type of use for each building will impact the utilization of the 229 existing parking areas. During the study all buildings except for Building 2 appeared to be fully occupied. The available area advertised for lease occupied 3,500 SF of building 2, which is approximately 19,000 SF in total.

No information was collected on the number of occupants in each building as that number is not relevant to the calculation of available parking spaces in the Parking Area. The applicant’s building is currently used as an office building.

Buildings 1 through 4 are used by a variety different types of businesses, however the buildings are all primarily used as office space. Building uses for each of the four (4) buildings are listed below:



Building 1 is occupied by several companies that are part of the Napa Valley wine industry. Jaguar Farm Labor Contracting occupies the northern half of the building provides labor services throughout the state of California for the agricultural industry. Negociants USA, Inc., an international wine importer and exporter leases office space on the southern end of Building 1. Mendocino Wine Company, also leases space in Building 1 for their corporate and sales office. In addition to the companies listed above, there are also several other businesses that lease office space in the building.

Building 2 is occupied by Chaudhary and Associates, a surveying and civil engineering firm specializing in land development and public works projects. According to their website, Chaudhary and Associates lists this location as their corporate headquarters. Company work vehicles are regularly parked in the parking lot during the day and occasionally stored overnight. Approximately 3,500 SF of Building 2 is vacant and currently advertised for lease by the property owner.

Building 3 is owned and partially occupied by SyMed Corporation, a software company focusing on medical billing. Building 2 is the corporate headquarters for the company and appears to be their only location. A portion of the building appears to be sub-leased by another company for office space.

Building 4 is entirely owned and occupied by BHM Construction, a general contractor specializing in historical and school renovations. According to their website this location is their only office. Company work trucks are regularly parked in the parking lot during the day and occasionally stored overnight.

### 3.0 Summary of Findings

After 29 days of data collection conducted twice per day and spaced out over approximately three months, the data presented below and in the attached table shows the current parking utilization in the Parking Area. On average, approximately 93 (40%) of the 229 spaces available for parking were occupied by parked cars over the course of the survey; leaving an average of 136 spaces available for parking. During the survey there were never fewer than 119 spaces observed to be available for parking. The tables in Section 3.1 provide a summary of the findings from the data collection. The full set of data collected over the course of the Study is included as an attachment to the Study.

### 3.1 Results

After conducting the parking survey 58 times over approximately three months, the results were compiled and averages were calculated for the number of cars parked and the number of available spaces. Table 1 below shows the averages for each category.

**Table 1**

<b>Data Collection Time</b>	<b>Average Number of Parked Cars Counted</b>	<b>Average Number of Available Spaces</b>
<b>10:00 AM</b>	94	135
<b>2:00 PM</b>	92	137

In addition to the averages the minimum and maximum number of available spaces out of the 229 total parking spaces was tracked during the entire survey. Table 2 shows that during the entire survey there were no fewer than 119 open spaces available for parking out of the total 229 spaces.

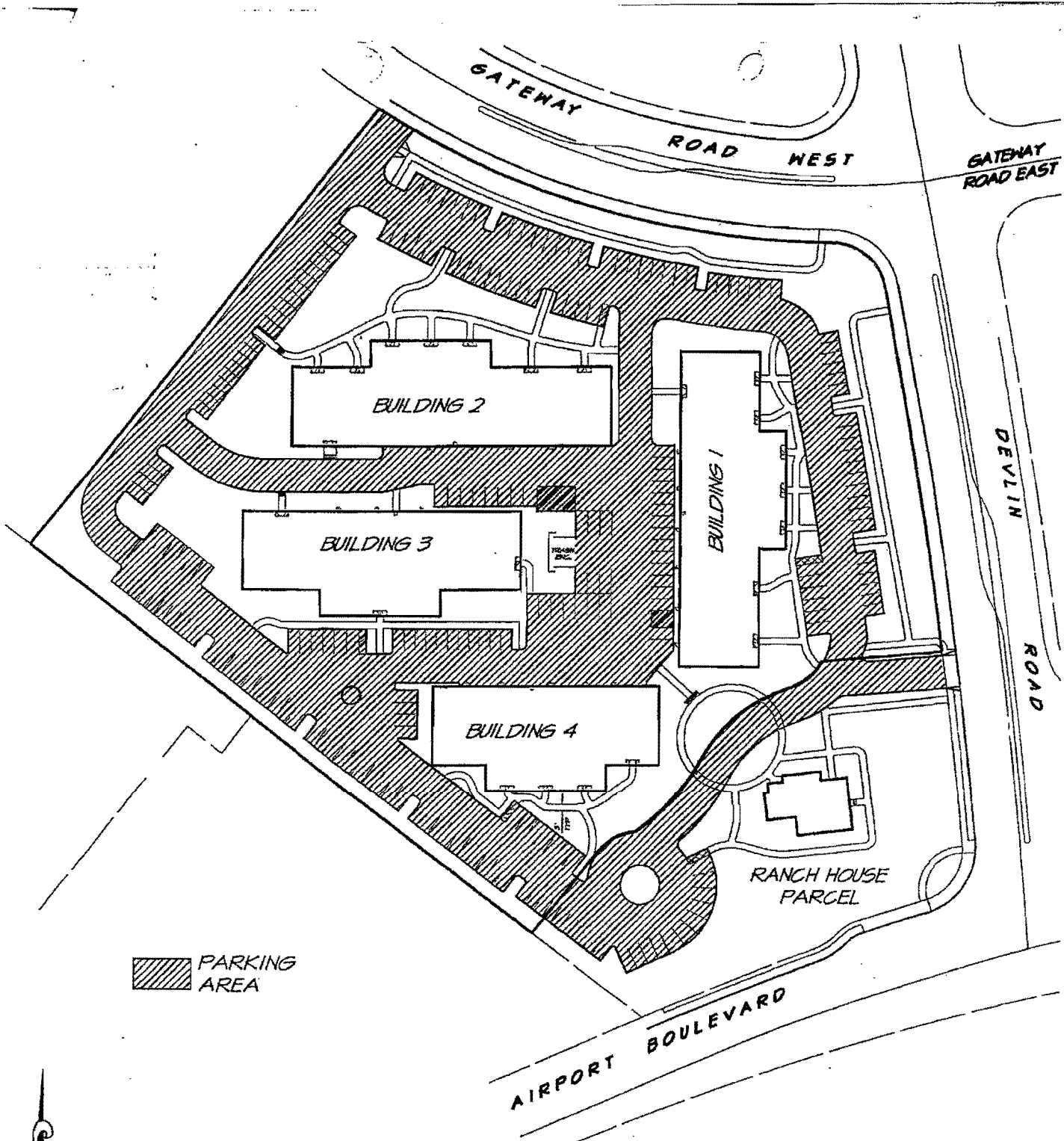
**Table 2**

<b>Min/Max</b>	<b>Available Spaces</b>	<b>Date</b>
Minimum	119	2/27/2018
Maximum	150	2/9/2018

Tables 1 and 2 indicate that even at the highest use of the parking area during the course of the survey that 119 spaces remained available for parking. The parking survey indicates an average utilization rate of approximately 49% of the existing 229 parking spaces.

**Figure 1**

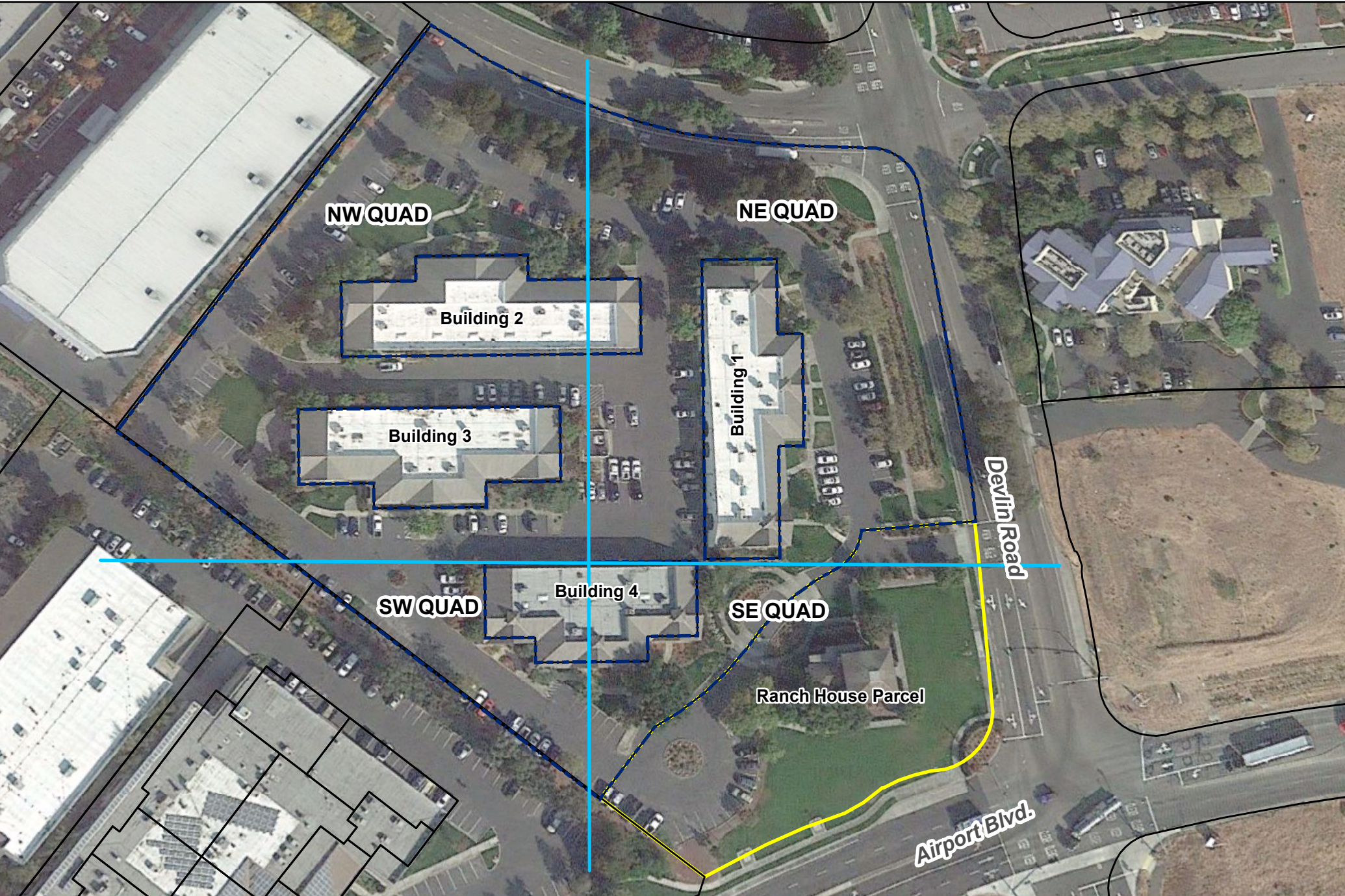
**Reciprocal Easement Agreement Parking Area**



**EXHIBIT B**  
PARKING AREA  
PLAN

**Figure 2**  
**Parking Quadrants**









**Figure 2**

**GREENWOOD MANSION PARKING QUADRANTS**

Date: 4/25/18  
 Aerial: Google Earth 2017  
 Parcels: Napa County

-  Ranch House Parcel
-  Reciprocal Easement Parcel
-  Napa County Assessor Parcels
-  Parking Quadrants



0 50 100  
 Feet

1 inch = 100 feet



**Figure 3**  
**Parking Survey Data Set**

### Vinum Cellars Parking Survey 1/22/2018 - 3/3/2018

Date	Parked Cars @ 10:00 AM	Parked Cars @ 2:00 PM
1/22/2018	89	100
1/23/2018	98	93
1/24/2018	97	94
1/25/2018	98	96
1/26/2018	98	85
Weekend		
Weekend		
1/29/2018	99	91
1/30/2018	99	94
1/31/2018	92	87
2/1/2018	101	85
2/2/2018	90	79
Weekend		
Weekend		
2/5/2018	90	92
2/6/2018	89	92
2/7/2018	79	81
2/8/2018	94	92
2/9/2018	81	78
Weekend		
Weekend		
2/12/2018	97	99
2/13/2018	100	92
2/14/2018	84	91
2/15/2018	93	85
2/16/2018	88	78
Weekend		
Weekend		
Holiday		
2/20/2018	86	95
2/21/2018	92	96
2/22/2018	91	90
2/23/2018	90	93
Weekend		
Weekend		
2/26/2018	105	106
2/27/2018	108	112
2/28/2018	101	103
3/1/2018	99	94
3/2/2018	97	92
<b>Averages</b>	<b>94</b>	<b>92</b>