Exhibit L



Memorandum

TO: Mr. Dustin Moore, 1784 Shaw Retail LLC.

FROM: Tom Kear, PhD, PE

Date: March 29, 2023

RE: Embarc Fresno D2 #C-20-21 Trip Generation Study



Introduction

This memorandum presents trip generation estimates to support the Embarc Fresno cannabis dispensary (the Project). The Project consists of a 1,438 sqft (16 employee) cannabis retail and delivery business, located at 7363 N. Blackstone Ave, Fresno, CA 93650 (APN 30305316). The Project is within an existing strip mall with a total of approximately 8,600 sqft. Based on aerial imagery, 35 parking spaces are provided for the strip mall where the Project is located. The Project site is zoned as Commercial Corridor Mixed Use (CMX), and the existing parking supply is adequate for at least 10,500 square feet of retail, restaurant, or "adult business" uses. The Project space was formerly used as a check cashing business.

Trip generation estimates based on the latest edition of the Institute of Transportation Engineers (ITE) Trip Generation Manual¹ are presented in:

- **Table 1** for the Project site's proposed use as a marijuana dispensary; and
- **Table 2** for the Project site's prior use as a check cashing business. There is not an ITE rate for check cashing, and we have used the rate for quick serve restaurant to represent that former use.

Trip generation rates were selected to present a conservatively (high) estimate of new Project related trip generation.

Results are presented for typical weekday trip generation, Saturday trip generation (where data are published) and peak-hour trip generation (AM, PM, and Saturday). Peak-hour trip generation is presented for both the peak-hour of adjacent street traffic and the peak-hour of the generator. For cannabis retail business, the weekday trip generation and the PM peak-hour adjacent street traffic is the most relevant number to consider.

¹ ITE (2021) Trip Generation Manual, 11th Edition, Institute of Transportation Engineers, Washington DC, <u>https://ecommerce.ite.org/IMIS/ItemDetail?iProductCode=IR-016L</u>.

Key Findings

Trip Generation findings are summarized below for AM, PM and Saturday peak hours as well as a typical weekday:

- **AM Peak-Hour**: The Project is anticipated to generate 15 total trips during the AM peak-hour of adjacent street traffic. This represents 13 new AM peak-hour vehicle trips more than the Project site's estimated trip generation under its prior use as a check cashing business.
- **PM Peak-Hour**: The Project is anticipated to generate 27 total trips during the PM peak-hour of adjacent street traffic. This represents 9 new PM peak-hour vehicle trips more than the Project site's estimated trip generation under its prior use as a check cashing business.
- **Saturday Peak-Hour**: The Project is anticipated to generate 42 total trips during the Saturday peak-hour of adjacent street traffic. This represents a <u>reduction</u> of 5 Saturday peak-hour vehicle trips more than the Project site's estimated trip generation under its prior use as a check cashing business.
- Weekday: The Project is anticipated to generate 304 total weekday trips. This represents 164 new daily vehicle trips over the Project site's estimated trip generation under its prior use as a check cashing business.

In most communities, traffic on adjacent roadways is heaviest during the PM peak-hour. It is unlikely that the addition of 9 PM peak-hour trips would trigger the need for additional traffic operations analysis.

Trip Generation Results

Trip generation results are summarized in Table 1 and Table 2 below. Excerpts from the ITE Trip Generation Manual are attached for reference.



Description	ITE Land Use	Metric	Total	Inbound	Outbound
	Daily				
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	211.12	50%	50%
(1.44 ksf)	(LU #882)	Trips	304	152	152
AM Pea	ak Hour of Adjacent Street Traffic,	One Hour Betw	een 7 and 9 Al	М	
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	10.54	52%	48%
(1.44 ksf)	(LU #882)	Trips	15	8	7
	AM Peak Hour of G	enerator			
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	16.57	54%	46%
(1.44 ksf)	(LU #882)	Trips	24	13	11
PM Pea	ak Hour of Adjacent Street Traffic,	One Hour Betw	een 4 and 6 Pl	И	
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	18.92	50%	50%
(1.44 ksf)	(LU #882)	Trips	27	14	13
	PM Peak Hour of G	enerator			
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	24.57	49%	51%
(1.44 ksf)	(LU #882)	Trips	35	17	18
	Saturday				
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	259.31	50%	50%
(1.44 ksf)	(LU #882)	Trips	373	187	186
	Saturday, Peak Hour o	f Generator			
Cannabis Retail & Delivery	Marijuana Dispensary	Rate	24.57	50%	50%
(1.44 ksf)	(LU #882)	Trips	42	21	21

Table 2. Estimated historic trip generation for the Project site's prior check-cashing business

Description	ITE Land Use	Metric	Total	Inbound	Outbound
	Daily				
Postouropt (1 44 ksf)	Fast Casual Restaurant	Rate	97.14	50%	50%
Restaurant (1.44 ksf)	(LU #930)	Trips	140	70	70
AM	Peak Hour of Adjacent Street Traffic, (One Hour Betwe	een 7 and 9 A	М	
Destaurant (1.44 kef)	Fast Casual Restaurant	Rate	1.43	50%	50%
Restaurant (1.44 ksf)	(LU #930)	Trips	2	1	1
	AM Peak Hour of G	enerator			
Destaurant (1.44 kef)	Fast Casual Restaurant	Rate	5.57	63%	37%
Restaurant (1.44 ksf)	(LU #930)	Trips	8	5	3
PM	Peak Hour of Adjacent Street Traffic, (One Hour Betwe	een 4 and 6 Pl	М	
Destaurant (1.44 kef)	Fast Casual Restaurant	Rate	12.55	55%	45%
Restaurant (1.44 ksf)	(LU #930)	Trips	18	10	8
	PM Peak Hour of Ge	enerator			
Destaurant (1.44 lef)	Fast Casual Restaurant	Rate	18.57	62%	38%
Restaurant (1.44 ksf)	(LU #930)	Trips	27	17	10
	Saturday				
Destaurant (1.44 lef)	Fast Casual Restaurant	Rate	n/a		
Restaurant (1.44 ksf)	(LU #930)	Trips			
	Saturday, Peak Hour o	f Generator			
Desteurset (1.44 lust)	Fast Casual Restaurant	Rate	32.64	55%	45%
Restaurant (1.44 ksf)	(LU #930)	Trips	47	26	21



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Attachments



Land Use: 882 Marijuana Dispensary

Description

A marijuana dispensary is a stand-alone facility where cannabis is sold to patients or retail consumers in a legal manner. Marijuana cultivation and processing facility (Land Use 190) is a related land use.

Additional Data

The technical appendices provide supporting information on time-of-day distributions for this land use. The appendices can be accessed through either the ITETripGen web app or the trip generation resource page on the ITE website (https://www.ite.org/technical-resources/topics/trip-and-parking-generation/).

The sites were surveyed in the 2010s in California, Colorado, Massachusetts, and Oregon.

Source Numbers

867, 893, 919, 1041, 1059



Vehicle Trip Ends vs: 1000 Sq. Ft. GFA On a: Weekday

Setting/Location: General Urban/Suburban

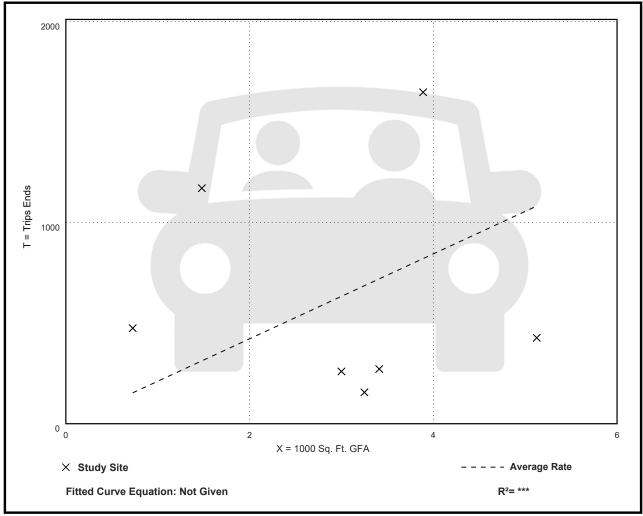
Number of Studies: 7

Avg. 1000 Sq. Ft. GFA: 3

Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
211.12	48.00 - 791.22	246.90





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

Peak Hour of Adjacent Street Traffic,

One Hour Between 7 and 9 a.m.

Setting/Location: General Urban/Suburban

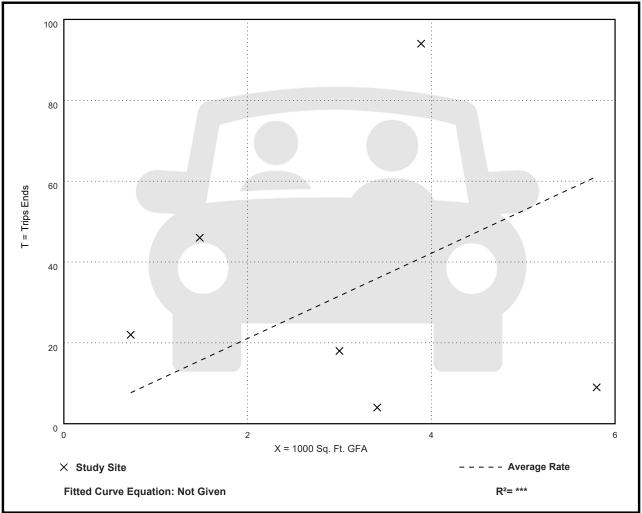
Number of Studies: 6

Avg. 1000 Sq. Ft. GFA: 3

Directional Distribution: 52% entering, 48% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
10.54	1.17 - 31.08	12.69



Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

Peak Hour of Adjacent Street Traffic,

One Hour Between 4 and 6 p.m.

Setting/Location: General Urban/Suburban

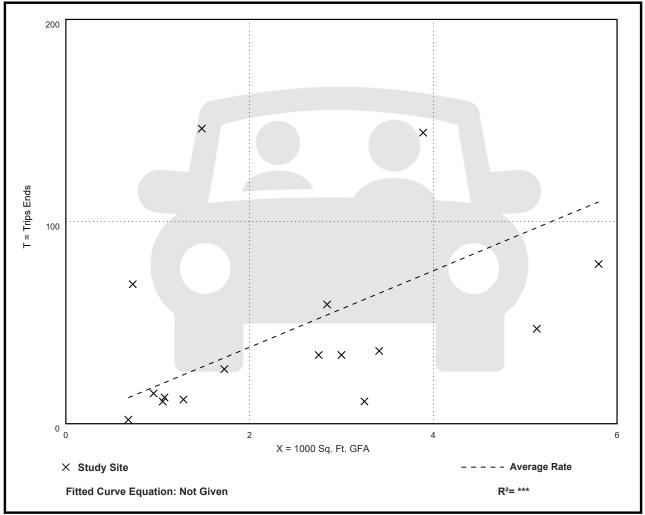
Number of Studies: 16

Avg. 1000 Sq. Ft. GFA: 2

Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
18.92	2.94 - 98.65	21.73





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

AM Peak Hour of Generator

Setting/Location: General Urban/Suburban

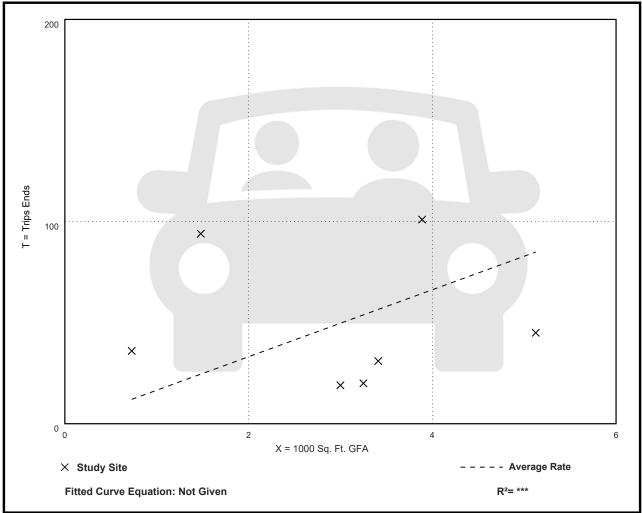
Number of Studies: 7

Avg. 1000 Sq. Ft. GFA: 3

Directional Distribution: 54% entering, 46% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
16.57	6.15 - 63.51	17.63



Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

PM Peak Hour of Generator

Setting/Location: General Urban/Suburban

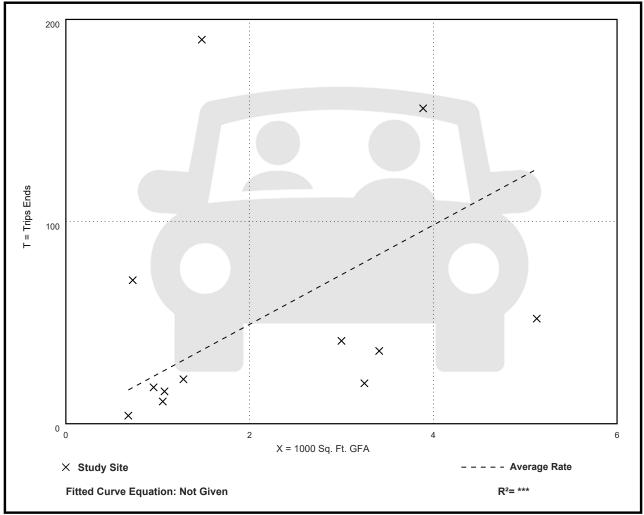
Number of Studies: 12

Avg. 1000 Sq. Ft. GFA: 2

Directional Distribution: 49% entering, 51% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
24.57	5.88 - 128.38	32.18





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Saturday

Setting/Location: General Urban/Suburban

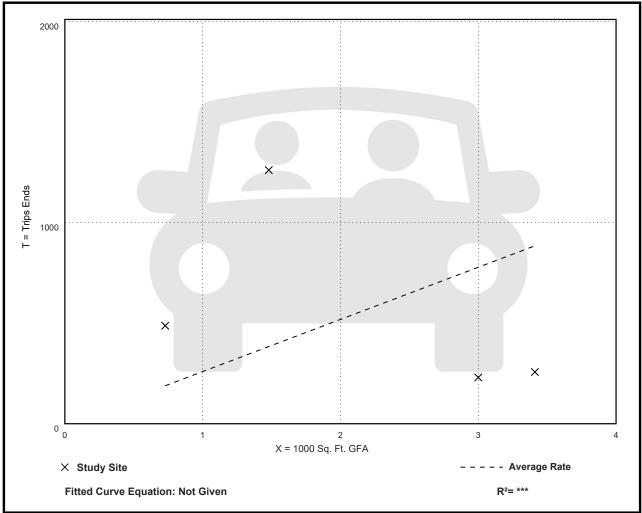
Number of Studies: 4

Avg. 1000 Sq. Ft. GFA: 2

Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
259.31	75.34 - 852.03	364.24



Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Saturday, Peak Hour of Generator

Setting/Location: General Urban/Suburban

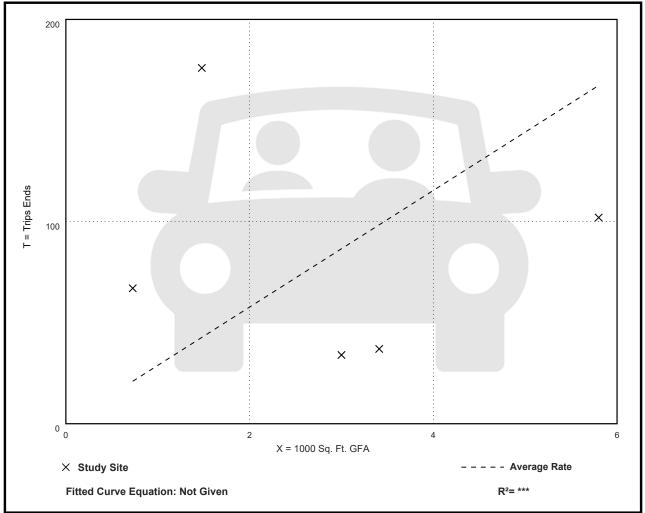
Number of Studies: 5

Avg. 1000 Sq. Ft. GFA: 3

Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
28.85	10.85 - 118.92	39.14





Land Use: 930 Fast Casual Restaurant

Description

A fast casual restaurant is a sit-down restaurant with no (or very limited) wait staff or table service. A customer typically orders off a menu board, pays for food before the food is prepared, and seats themselves. The menu generally contains higher-quality, made-to-order food items with fewer frozen or processed ingredients than at a fast-food restaurant. Most patrons eat their meal within the restaurant, but a significant proportion of the restaurant sales can be carry-out orders. A fast casual restaurant typically serves lunch and dinner; some serve breakfast. A typical duration of stay for an eat-in customer is 40 minutes or less. Fine dining restaurant (Land Use 931), high-turnover (sit-down) restaurant (Land Use 932), and fast-food restaurant without drive-through window (Land Use 933) are related uses.

Additional Data

The fast casual restaurant study sites included in this land use did not have a drive-through window.

The technical appendices provide supporting information on time-of-day distributions for this land use. The appendices can be accessed through either the ITETripGen web app or the trip generation resource page on the ITE website (https://www.ite.org/technical-resources/topics/trip-and-parking-generation/).

The sites were surveyed in the 2010s in Minnesota, South Carolina, Washington, and Wisconsin.

Source Numbers

861, 869, 939, 959, 962, 1048



Vehicle Trip Ends vs: 1000 Sq. Ft. GFA On a: Weekday

Setting/Location: General Urban/Suburban

Number of Studies: 1

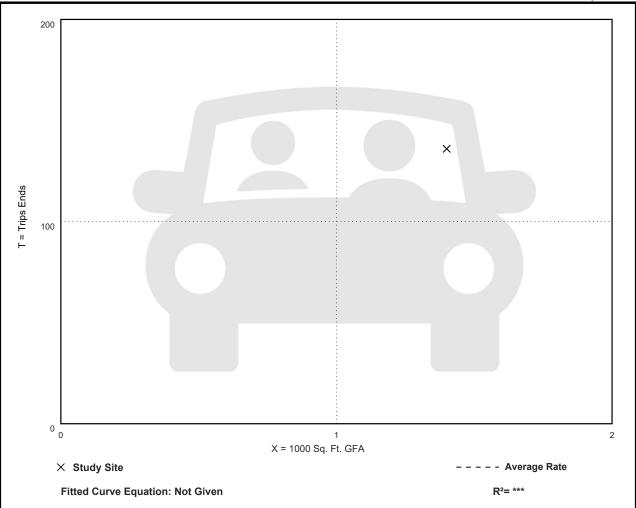
Avg. 1000 Sq. Ft. GFA: 1

Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
97.14	97.14 - 97.14	***

Data Plot and Equation





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

Peak Hour of Adjacent Street Traffic,

One Hour Between 7 and 9 a.m.

Setting/Location: General Urban/Suburban

Number of Studies: 1

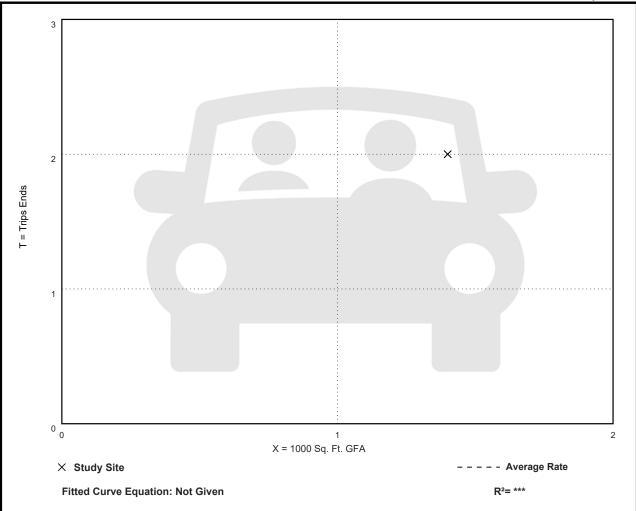
Avg. 1000 Sq. Ft. GFA: 1

Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
1.43	1.43 - 1.43	***

Data Plot and Equation





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

Peak Hour of Adjacent Street Traffic,

One Hour Between 4 and 6 p.m.

Setting/Location: General Urban/Suburban

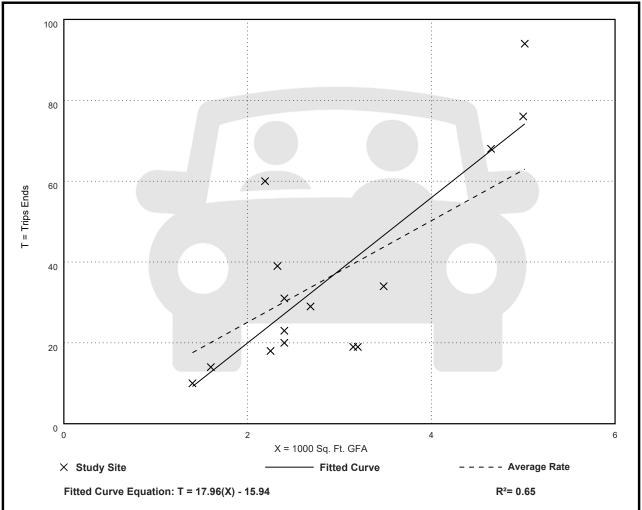
Number of Studies: 15

Avg. 1000 Sq. Ft. GFA: 3

Directional Distribution: 55% entering, 45% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
12.55	5.94 - 27.40	5.52



Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

AM Peak Hour of Generator

Setting/Location: General Urban/Suburban

Number of Studies: 1

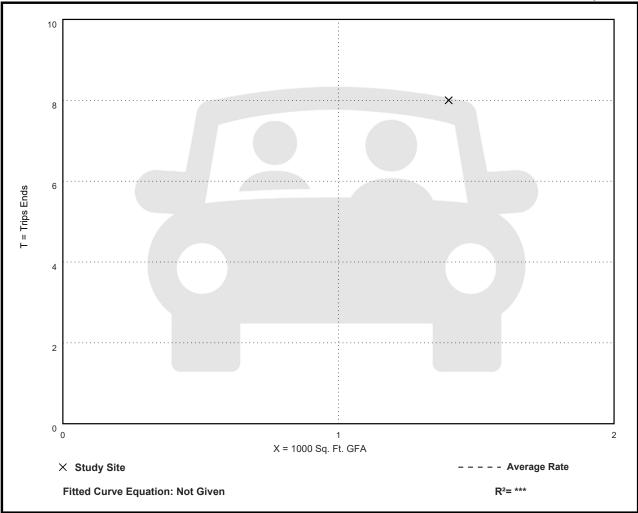
Avg. 1000 Sq. Ft. GFA: 1

Directional Distribution: 63% entering, 37% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
5.71	5.71 - 5.71	***

Data Plot and Equation





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Weekday,

PM Peak Hour of Generator

Setting/Location: General Urban/Suburban

Number of Studies: 1

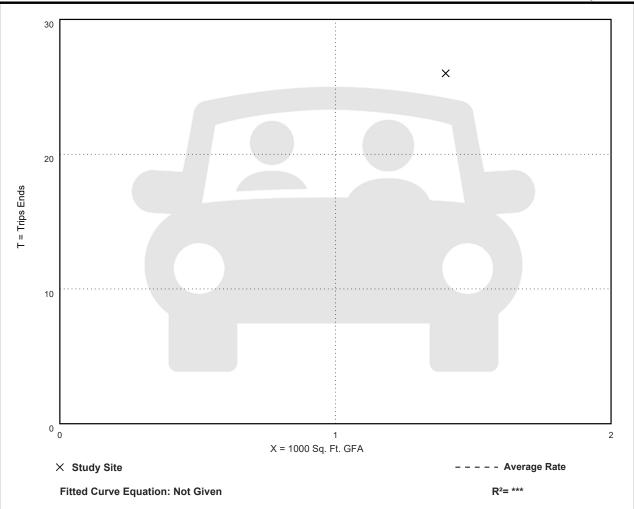
Avg. 1000 Sq. Ft. GFA: 1

Directional Distribution: 62% entering, 38% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
18.57	18.57 - 18.57	***

Data Plot and Equation





Vehicle Trip Ends vs: 1000 Sq. Ft. GFA

On a: Saturday, Peak Hour of Generator

Setting/Location: General Urban/Suburban

Number of Studies: 2

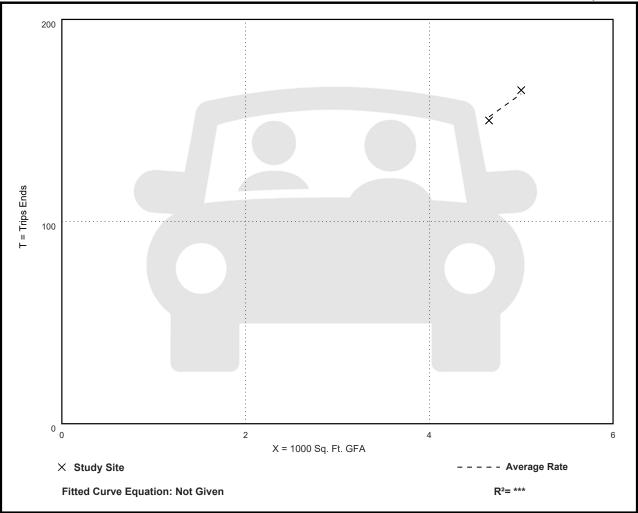
Avg. 1000 Sq. Ft. GFA: 5

Directional Distribution: 55% entering, 45% exiting

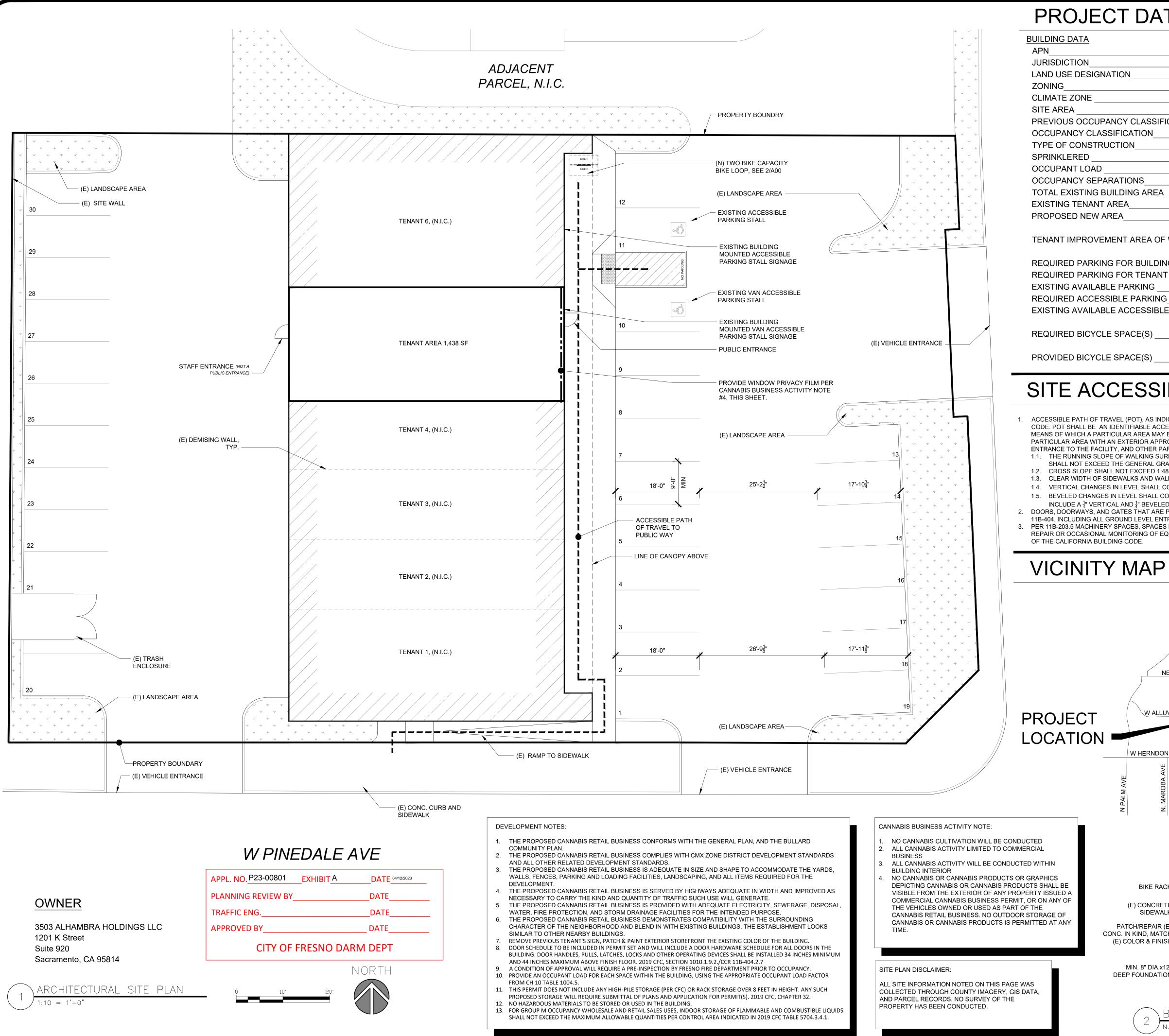
Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
32.64	32.26 - 33.00	***

Data Plot and Equation







PROJECT DATA SUMMARY

	30305316
	CITY OF FRESNO
	CORRIDOR-CENTER MIXED USE
	CMX
	12
	0.63 ACRE
ANCY CLASSIFICATION	M
SIFICATION	M (1,156 FT ²), S-1 (282 FT ²)
JCTION	
	YES
	32
RATIONS	NO, NON-SEPARATED OCCUPANCIES
UILDING AREA	7,483 FT ²
AREA	6,045 FT ²
	NO ADDED AREA - TENANT
	IMPROVEMENTS ONLY
MENT AREA OF WORK	1,438 FT ²
IG FOR BUILDING @ 1/600	13 (7,483 TOTAL SF)
IG FOR TENANT @ 1/600	
LE PARKING	
SIBLE PARKING	
LE ACCESSIBLE PARKING	

(1) CLASS II (SHORT-TERM) - NO ADDED PARKING (2) CLASS II (SHORT-TERM

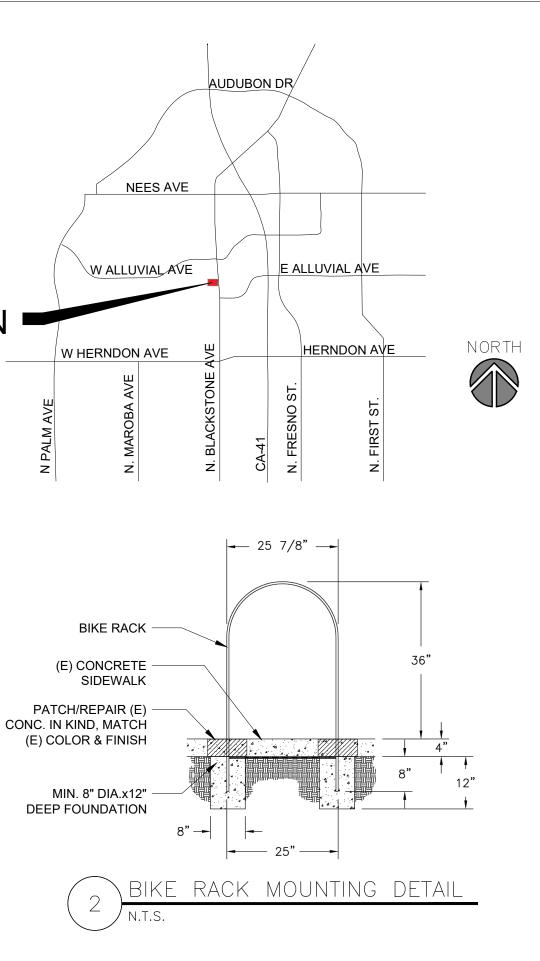
SITE ACCESSIBILITY NOTES

ACCESSIBLE PATH OF TRAVEL (POT), AS INDICATED SHALL COMPLY WITH 11B-402 OF THE CALIFORNIA BUILDING CODE. POT SHALL BE AN IDENTIFIABLE ACCESSIBLE ROUTE WITHIN AN EXISTING SITE, BUILDING OR FACILITY BY MEANS OF WHICH A PARTICULAR AREA MAY BE APPROACHED, ENTERED AND EXITED, AND WHICH CONNECTS A PARTICULAR AREA WITH AN EXTERIOR APPROACH (INCLUDING SIDEWALKS, STREETS AND PARKING AREAS), AN ENTRANCE TO THE FACILITY, AND OTHER PARTS OF THE FACILITY. ACCESSIBLE PATH SHALL BE: 1.1. THE RUNNING SLOPE OF WALKING SURFACES SHALL NOT EXCEED 1:20 EXCEPT FOR SIDEWALKS, WHICH SHALL NOT EXCEED THE GENERAL GRADE ESTABLISHED FOR THE ADJACENT STREET OR HIGHWAY) CROSS SLOPE SHALL NOT EXCEED 1:48 (PER 11B-403.3).

1.3. CLEAR WIDTH OF SIDEWALKS AND WALKS SHALL BE 48" WIDE MINIMUM (PER 11B-403.5.1). 1.4. VERTICAL CHANGES IN LEVEL SHALL COMPLY WITH 11B-303.2 AND SHALL NOT EXCEED ¹/₄" MAXIMUM. 1.5. BEVELED CHANGES IN LEVEL SHALL COMPLY WITH 11B-303.3 AND SHALL NOT EXCEED ¹/₂" MAXIMUM, TO INCLUDE A $\frac{1}{4}$ " VERTICAL AND $\frac{1}{4}$ " BEVELED WITH A SLOPE NOT EXCEEDING 1:2.

DOORS, DOORWAYS, AND GATES THAT ARE PART OF AN ACCESSIBLE ROUTE SHALL COMPLY WITH SECTION 11B-404, INCLUDING ALL GROUND LEVEL ENTRANCES AND EXITS. PER 11B-203.5 MACHINERY SPACES, SPACES FREQUENTED ONLY BY SERVICE PERSONNEL FOR MAINTENANCE,

REPAIR OR OCCASIONAL MONITORING OF EQUIPMENT SHALL NOT BE REQUIRED TO COMPLY WITH CHAPTER 11B





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