Exhibit L

TRANSPORTATION PLANNING \& MANAGEMENT, INC.

## 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 $8,600 \mathrm{sqft}$. 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 Manual ${ }^{1}$ 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.

[^0]
## 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 reduction 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.

Embarc Fresno D2 \#C-20-21 Trip Generation Study Memorandum
March 29, 2023
Page 3

Table 1. Anticipated trip generation for the proposed marijuana dispensary project

| Description | ITE Land Use | Metric | Total | Inbound | Outbound |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Daily |  |  |  |  |  |
| Cannabis Retail \& Delivery(1.44 ksf) | Marijuana Dispensary (LU \#882) | Rate | 211.12 | 50\% | 50\% |
|  |  | Trips | 304 | 152 | 152 |
| AM Peak Hour of Adjacent Street Traffic, One Hour Between 7 and 9 AM |  |  |  |  |  |
| Cannabis Retail \& Delivery(1.44 ksf) | Marijuana Dispensary <br> (LU \#882) | Rate | 10.54 | 52\% | 48\% |
|  |  | Trips | 15 | 8 | 7 |
| AM Peak Hour of Generator |  |  |  |  |  |
| Cannabis Retail \& Delivery(1.44 ksf) | $\begin{gathered} \hline \text { Marijuana Dispensary } \\ \text { (LU \#882) } \\ \hline \end{gathered}$ | Rate | 16.57 | 54\% | 46\% |
|  |  | Trips | 24 | 13 | 11 |
| PM Peak Hour of Adjacent Street Traffic, One Hour Between 4 and 6 PM |  |  |  |  |  |
| Cannabis Retail \& Delivery(1.44 ksf) | Marijuana Dispensary <br> (LU \#882) | Rate | 18.92 | 50\% | 50\% |
|  |  | Trips | 27 | 14 | 13 |
| PM Peak Hour of Generator |  |  |  |  |  |
| Cannabis Retail \& Delivery(1.44 ksf) | Marijuana Dispensary <br> (LU \#882) | Rate | 24.57 | 49\% | 51\% |
|  |  | Trips | 35 | 17 | 18 |
| Saturday |  |  |  |  |  |
| Cannabis Retail \& Delivery$(1.44 \mathrm{ksf})$ | Marijuana Dispensary (LU \#882) | Rate | 259.31 | 50\% | 50\% |
|  |  | Trips | 373 | 187 | 186 |
| Saturday, Peak Hour of Generator |  |  |  |  |  |
| Cannabis Retail \& Delivery(1.44 ksf) | Marijuana Dispensary (LU \#882) | Rate | 24.57 | 50\% | 50\% |
|  |  | 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 |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant (LU \#930) | Rate | 97.14 | 50\% | 50\% |
|  |  | Trips | 140 | 70 | 70 |
| AM Peak Hour of Adjacent Street Traffic, One Hour Between 7 and 9 AM |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant (LU \#930) | Rate | 1.43 | 50\% | 50\% |
|  |  | Trips | 2 | 1 | 1 |
| AM Peak Hour of Generator |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant (LU \#930) | Rate | 5.57 | 63\% | 37\% |
|  |  | Trips | 8 | 5 | 3 |
| PM Peak Hour of Adjacent Street Traffic, One Hour Between 4 and 6 PM |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant <br> (LU \#930) | Rate | 12.55 | 55\% | 45\% |
|  |  | Trips | 18 | 10 | 8 |
| PM Peak Hour of Generator |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant (LU \#930) | Rate | 18.57 | 62\% | 38\% |
|  |  | Trips | 27 | 17 | 10 |
| Saturday |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant (LU \#930) | Rate | n/a |  |  |
|  |  | Trips |  |  |  |
| Saturday, Peak Hour of Generator |  |  |  |  |  |
| Restaurant (1.44 ksf) | Fast Casual Restaurant (LU \#930) | Rate | 32.64 | 55\% | 45\% |
|  |  | Trips | 47 | 26 | 21 |

Embarc Fresno D2 \#C-20-21 Trip Generation Study Memorandum March 29, 2023
Page 4

## Attachments

# Land Use: 882 <br> 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

# Marijuana Dispensary (882) 

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 |

Data Plot and Equation


## Marijuana Dispensary (882)

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 |

Data Plot and Equation


## Marijuana Dispensary (882)

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 |

Data Plot and Equation


## Marijuana Dispensary (882)

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 |

Data Plot and Equation


# Marijuana Dispensary (882) 

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 |

Data Plot and Equation


# Marijuana Dispensary (882) 

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 |

Data Plot and Equation


# Marijuana Dispensary (882) 

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 |

Data Plot and Equation


## 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 drivethrough 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

## Fast Casual Restaurant (930)

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
Caution - Small Sample Size


## Fast Casual Restaurant (930)

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
Caution - Small Sample Size


## Fast Casual Restaurant (930)

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 |

## Data Plot and Equation



## Fast Casual Restaurant (930)

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
Caution - Small Sample Size


## Fast Casual Restaurant (930)

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
Caution - Small Sample Size


# Fast Casual Restaurant (930) 

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
Caution - Small Sample Size




[^0]:    ${ }^{1}$ ITE (2021) Trip Generation Manual, $11^{\text {th }}$ Edition, Institute of Transportation Engineers, Washington DC, https://ecommerce.ite.org/IMIS/ItemDetail?iProductCode=IR-016L.

