

March 11, 2016

County of Santa Barbara  
Board of Supervisors  
105 E. Anapamu Street

Re: Santa Rosa Road Winery - 15APL-00000-00020

Dear Board of Supervisors,

The above referenced project will be before your board on the March 15<sup>th</sup> agenda. We have reviewed the staff report and the conditions of approval and find them acceptable.

During the application process our team has worked diligently with staff, local residents, the zoning administrator, and the Planning Commission. The result of these efforts is a project that meets or exceeds all County policies and development standards, and one we think you can be proud to approve.

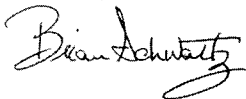
This project was the subject of a detailed appeal process last year at the County Planning Commission. Following changes facilitated by the Planning Commission, the original neighbor appellants indicated that they were satisfied and the Planning Commission granted unanimous approved.

In response to the subsequent appellants claims, an Addendum to the original Traffic Study was prepared focusing specifically on the issues raised by the appellant. In summary, the Traffic Study Addendum (Stantec, 2015) concluded that 1) Santa Rosa Road has a lower than average accident rate and that there were no accidents involving bicycles or pedestrian in the 5 year period (2010-2014) analyzed, 2) Given an absolute worst case cumulative impact analysis consisting of current and future wineries having events on the same day, only 23% of the road capacity would be utilized, 3) The site distances to the project entrance exceed the applicable Caltrans standard, and 4) The baseline calculations used to determine the number of vehicular trips from the previous Alma Rosa tasting room were conservative.

Attached please find 1) a table comparing the Project as approved by the Planning Commission to standards under both the current and proposed winery ordinances, and 2) an additional peer review study done by Associated Transportation Engineers (ATE) of both the original Traffic Study and the Traffic Study Addendum. In summary, the ATE peer review study agrees with all of the methodologies, assumptions, and conclusions of both of the prior traffic studies done for the Project, and confirms that there is absolutely no potential for significant traffic or traffic safety impacts, and no objective basis to require further CEQA review.

Thank you for your time and interest in this project.

Sincerely,



Principal Planner



# ASSOCIATED TRANSPORTATION ENGINEERS

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Since 1978

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March 2, 2016

16006L01

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## **PEER REVIEW OF THE TRAFFIC ANALYSES PREPARED FOR THE SANTA ROSA WINERY PROJECT, SANTA BARBARA COUNTY**

As requested, Associated Transportation Engineers (ATE) conducted a peer review of the traffic analyses prepared for the Santa Rosa Winery Project, located at 7290 Santa Rosa Road in Santa Barbara County. Our peer review and comments were prepared for the following three documents:

1. *Traffic Analyses for the Sierra Madre Tier II Winery Project, located at 7290 Santa Rosa Road in Santa Barbara County, Penfield & Smith, February 13, 2014.*
2. *Revised Traffic Study Addendum for the Santa Rosa Road Winery, 7290 Santa Rosa Road, Santa Barbara County, Stantec, February 10, 2016.*
3. *Appeal to the Board of Supervisors, Case Number 15APL-00000-00010, Bob Fields, October 8, 2015.*

## **PROJECT DESCRIPTION**

The project site is located at 7290 Santa Rosa Road, approximately 4½ miles west of U.S. 101. The Alma Rosa Winery operated a tasting room on the property until March 2014. The project, as approved by the Planning Commission, includes a 13,960 square feet (SF) Tier II winery with a maximum annual production of 9,500 cases and a new tasting room. The application includes six events per year with a maximum of 150 guests, which includes all Vintners' Association/industry wide events, and 24 organized gatherings per year with 13-50 guests. Access to the site will be provided via a driveway connection to Santa Rosa Road approximately 800 feet east of the existing Alma Rosa Winery driveway.

**PEER REVIEW – Traffic Study dated February 13, 2014****Existing Conditions**

The traffic study states that Santa Rosa Road is a two-lane roadway that extends east from State Route 1 just south of Lompoc to U.S. Highway 101. Based on counts conducted for the study and data contained in the Santa Ynez Valley Community Plan EIR, the roadway carries approximately 1,800 average daily trips (ADT) just west of U.S. 101 and approximately 400 ADT adjacent to the project site. Based on County roadway design capacity standards, these roadway segments operate in the LOS A range.

ATE concurs with the Existing Conditions analysis. Traffic volumes on Santa Rosa Road are relatively low and equate to LOS A operations.

**Project Trip Generation**

Trip generation estimates contained in the traffic study were calculated based on rates developed by the County for winery projects, and are derived from statistical data from four vineyards with wineries located in the Santa Ynez Valley and Santa Maria. As shown in Table 2 of the traffic study, the project would generate 31 ADT and 8 peak hour trips (PHT) on weekdays and 171 ADT and 46 PHT on weekends. When netting out the existing uses, the project generates 21 ADT and 5 PHT on weekdays; and 124 ADT and 33 peak hour trips on weekends. ATE concurs that the trip generation estimates were correctly calculated using the County's trip generation model that had been developed for wineries. It is noted that the existing baseline conditions assumed for the analysis were found to be conservative. Data presented in the Revised Traffic Study Addendum (Stantec, 2016) determined that the trip credits used are lower than the trips that were actually generated by the existing winery that operated on the site.

Additional winery trip data collected for the Santa Barbara County Draft Winery Ordinance Update EIR (May 2015) generally confirm the trip estimates developed for the study. The Winery Ordinance EIR data indicate that the project would generate 92 ADT on weekdays (higher than the 31 ADT used in the study) and 138 ADT on weekends (lower than the 171 ADT used in the study). The difference in the trip generation estimates from the two data sources would not change the findings of the study.

ATE also concurs with the discussion on Page 4 of the traffic study which states, *"It is noted that not all these project trips would be new to the area. Some interaction between the Sierra Madre Winery and adjacent existing wineries along Santa Rosa Road is expected; A portion of visitor trips attracted to the proposed facility would be existing wine tasting traffic already traveling on Santa Rosa Road to existing nearby tasting rooms, and these visitors would stop at the new facility as part of their wine tasting tours. These trips are considered "pass-by" trips and would thus not be new to the area."*

### **Project Trip Distribution**

ATE concurs with the trip distribution parameters used in the traffic study. The traffic study assumes that 85% of the project traffic would originate from the east and 15% would originate from the west.

### **Project-Specific Roadway Impacts**

ATE concurs with the roadway impact analyses in the traffic study. The project would add 21 ADT to Santa Rosa Road on weekdays and the roadway would continue to operate at LOS A. Even with the higher weekday trip generation estimate from the Winery Ordinance EIR data, Santa Rosa Road would continue to operate at LOS A with project traffic. Furthermore, the Revised Traffic Study Addendum (Stantec, 2016) found through multiple counts collected that the average daily trips for Santa Rosa Road are significantly lower than the 1,800 ADT baseline that was used in the original study.

### **Project-Specific Intersection Impacts**

ATE concurs with the intersection impact analyses in the traffic study. The project would add 4 PM peak hour trips on Santa Rosa Road east of the project driveway and 1 PM peak hour trip west of the project driveway. These minor traffic additions would not change the levels of service at either the U.S. 101/Santa Rosa Road Interchange to the east or the State Route 1/ Santa Rosa Road intersection to the west.

### **Special Events**

The traffic study shows that a maximum sized event with 150 guests and attendant staff would generate 175 ADT and 75 peak hour trips. These estimates were developed based on a conservative average vehicle occupancy of 2.0 guests per vehicle (the County ordinance recognizes and AVO of 2.5 guest per vehicle). Given that large events would occur sporadically (8 times per year) and outside the weekday peak hour, no significant roadway or intersection impacts would be generated by event traffic.

### **Cumulative Impacts**

ATE concurs with the Cumulative traffic impact analysis contained in the traffic study. The traffic study forecasts Cumulative conditions using traffic forecasts contained in the SYVCP, which shows that Santa Rosa Road is forecast to carry 1,800 ADT under 20-Year Buildout conditions and that the Santa Rosa Road Interchange and the Santa Rosa Road/Avenue of the Flags intersection are forecast to continue to operate in the LOS A range. Similarly to project-specific conditions, the project's traffic additions would not change the roadway and intersection levels of service grade. Thus, the project would not generate any cumulative impacts based on County standards. It is noted that the supplemental analysis completed

by Stantec in 2016 contained an additional cumulative analysis that considered two additional winery projects that were proposed after the original traffic study was completed (see below).

### **Site Access**

Access to the site is proposed via a new driveway connection on the south side of Santa Rosa Road approximately 800 feet east of the Alma Rosa Winery driveway. The driveway connection would contain one ingress and one egress lane and will be constructed based on County standards. The driveway will be 20 feet wide with 2-foot wide shoulders.

The traffic study correctly analyzes operations at the site driveway. Roadway width, pavement structure and turnarounds would satisfy County Fire Department requirements. Furthermore, the project would add 5 peak hour trips to the driveway on weekdays and up to 33 peak hour trips on weekends. The low traffic volume on Santa Rosa Road during the existing peak hours indicate that sufficient gaps exist to enter Santa Rosa Road from the proposed driveway. The project's additions would not change existing conditions and thus not impact operations along Santa Rosa Road adjacent to the driveway.

Finally, the sight distance from the driveway onto Santa Rosa Road was correctly evaluated in the traffic study. The available corner sight distance from the driveway to the west exceeds 770 feet (70 mph speeds) and the corner sight distance from the driveway to the east is 660' (60 mph speeds). The available corner sight distances exceed the minimum adopted standard of 605' for the existing 55 mph speed limit<sup>1</sup>.

### **Parking**

ATE concurs that the proposed parking supply would accommodate the anticipated demands. The project includes 25 parking spaces, of which one space is ADA accessible. In addition, 60 unpaved spaces would be available for event parking will be provided. The proposed parking supply satisfies the County parking requirements. The traffic study notes that the tasting room would not be open for other visitors during events. Thus, a total of 85 spaces would be available for event guest and staff.

### **PEER REVIEW – Revised Traffic Study Addendum dated February 10, 2016**

The addendum incorporates updated existing and future traffic forecasts as well as collision analysis. ATE peer reviewed the addendum and found the following.

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<sup>1</sup> Highway Design Manual, Caltrans, 2014

### **Traffic Volumes**

The addendum includes updated traffic volume data from the Winery Ordinance Draft EIR which show that Santa Rosa Road carries 648 average daily trips during weekdays and 512 average daily trips during weekends. Furthermore, counts collected by the County in December 2011 show 622 ADT on weekdays on Santa Rosa Road west of U.S. 101 and counts collected by Stantec in February 2014 show a weekday volume of 400 average daily trips on Santa Rosa Road directly west of the existing driveway. All of the counts listed in the addendum are significantly lower than the 1,800 ADT used in the original traffic study.

### **Trip Generation**

The traffic analysis completed in 2014 estimated the trip generation for the project based on the trip generation model developed by the County for winery projects. As noted previously, the data presented in the Winery Ordinance Draft EIR provide slightly different trip estimates for the project (higher on weekdays and lower on weekends).

Trip estimates for the existing Alma Rosa Tasting Room were subtracted from the proposed project trips to determine the net trip additions of the project. The addendum includes the trip estimates for the existing winery as well as visitor data provided by the previous owner of the Alma Rosa Tasting Room. The data shows that an average of approximately 300 wine tastings per week occurred during 2013. Using average vehicle occupancy (AVO) of 2 to 3 persons per vehicle, the existing facility generated an average of 100-150 vehicles and 200-300 trips per week. The analysis was based on 10 ADT during weekdays and 47 ADT during weekends, or 144 trips per week. The trip assumptions used in the original traffic study and the addendum are conservative in that they are lower than the traffic estimates generated using the tasting room patron counts.

### **Project-Specific Impacts**

ATE concurs with roadway impact analysis contained in the addendum. As shown in Table 3 of the addendum, the project would add 18 ADT to Santa Rosa Road east of the site on weekdays and up to 105 ADT on weekends. The Existing + Project forecasts are less than 700 ADT on Santa Rosa Road, which equate to LOS A operations. These findings would not change using the trip generation estimates from the Winery Ordinance Draft EIR data.

### **Special Events**

ATE concurs with the Special Event traffic impact analysis contained in the addendum. The Planning Commission approval includes six special events per year with a maximum of 150 guests, including Vintners' Association/industry wide events, and 24 organized gatherings per year with 13 to 50 guests. Events are expected to generate between 125 ADT and 150 ADT and organized gatherings would generate between 42 ADT and 50 ADT assuming the

more appropriate AVO ranges of 2.5 to 3.0 guests per vehicle. These trip estimates are less than that analyzed in the original traffic study, which found that no significant roadway or intersection impacts would be generated by event traffic.

The addendum also includes an analysis of project events assuming overlapping events at other wineries in the vicinity. That analysis found that worst case traffic generation assuming potential overlap of all existing and potential future special events is 450 ADT to 542 ADT during one weekend per year or 344 ADT to 414 ADT during at most five occasions per year. The worst case weekday cumulative + special event traffic on Santa Rosa Road would be 1,135 ADT one time per year and 1,205 ADT five times per year, and the weekend traffic would be 1,364 ADT to 1,456 ADT. These forecasts equate to LOS A.

### **Cumulative Impacts**

ATE concurs with the Cumulative traffic impact analysis contained in the addendum. The addendum shows that there are two other developments included under cumulative conditions (in addition to the proposed project). The Cumulative traffic volumes also include an annual growth rate of 2% for a period of five year, which is overly conservative given that traffic volumes on Santa Rosa Road have not grown in the near past.

As shown in Table 7 of the addendum, the Cumulative + Project forecasts are less than 1,000 ADT on Santa Rosa Road, which equate to LOS A operations. Thus, no cumulative impacts would be generated by the project. These findings would not change using the trip generation estimates from the Winery Ordinance Draft EIR data.

### **Site Access**

ATE concurs with the site access analysis contained in the addendum. As shown in Exhibit 2 of the addendum, the sight distances looking from the project driveway along Santa Rosa Road exceed the 605-foot sight distance requirement for 55 MPH speeds<sup>1</sup>. The sight distance to the west is 770 feet and the sight distance to the east is 660 feet. The available corner sight distances are adequate for exiting vehicles to safely enter the roadway.

### **Quality of Life**

ATE concurs with the quality of life analysis contained in the addendum. While the County lists quality of life as a consideration in their Guidelines for the Implementation of the California Environmental Quality Act, no threshold has been formally adopted. The Santa Barbara County Circulation Element (CE) sets a minimum policy capacity of 5,000 ADT for roadways designed to provide principal access to residential areas. Per the CE, "policy capacity is limited not by the physical capacity of the roadway, but rather by the desirability

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<sup>1</sup> Highway Design Manual, Caltrans, 2014

of maintaining an acceptable traffic level which will not adversely affect residential neighborhood qualities". The future traffic forecasts developed for Santa Rosa Road would be at 23% of the policy capacity of the roadway and well below the design capacity.

### **Collision Analysis**

ATE concurs with the collision analysis contained in the addendum. Collision data for Santa Rosa Road was obtained from the California Highway Patrol (CHP) for the most recent five-year period (SWITRS 2010 – 2014). A total of 30 accidents were recorded on Santa Rosa Road during the five-year period. As shown in Table 1 of the addendum, the collisions rate for Santa Rosa Road is 1.65 collisions per million vehicle miles traveled (MVM), which is lower than the expected collision rate of 1.71 collisions per MVM for similar two-lane roadways.

### **COMMENTS on the Appeal to the Board of Supervisors (Bob Fields)**

**Existing Traffic Volumes.** Several of the items discussed in the appeal relate to the validity of the existing traffic volumes used in the February 2014 traffic study, which used a count of 1,800 ADT on Santa Rosa Road. The addendum includes updated traffic volume data from the Draft Winery Ordinance Update EIR (May 2015) which show that Santa Rosa Road carries 648 average daily trips during weekdays and 512 average daily trips during weekends. Furthermore, counts collected by the County in December 2011 show 622 ADT on weekdays on Santa Rosa Road west of U.S. 101 and counts collected by Stantec in February 2014 show a weekday volume of 400 average daily trips on Santa Rosa Road directly west of the existing driveway. All of the counts listed in the addendum are significantly lower than the 1,800 ADT used in the original traffic study.

**Santa Rosa Road Collision Analysis.** Several of the items discussed in the appeal relate to collision data for Santa Rosa Road and rely on collision information provided by the appellant. The addendum includes a collision analysis based on data obtained from the California Highway Patrol (CHP) for the most recent five-year period (SWITRS 2010 – 2014). As shown in Table 1 of the addendum, the collisions rate for Santa Rosa Road is 1.65 collisions per million vehicle miles traveled (MVM), which is lower than the expected collision rate of 1.71 collisions per MVM for similar two-lane roadways. ATE concurs with the collision analysis contained in the addendum. The analysis does not support the appellant's statement that the accident rate is 2 times the statewide average.

**Cumulative Impact Analysis.** The appellant contends that the cumulative analysis omits several cumulative projects and/or overlapping events held at other wineries in the area. The addendum shows that there are two other developments included under cumulative conditions (in addition to the proposed project). The Cumulative traffic volumes also include an annual growth rate of 2% for a period of five years, which is overly conservative given that traffic volumes on Santa Rosa Road have not grown in the near past. As shown in Table




7 of the addendum, the Cumulative + Project forecasts are less than 1,000 ADT on Santa Rosa Road, which equate to LOS A operations. Thus, no cumulative impacts would be generated by the project.

The addendum also includes an analysis of project events assuming overlapping events at other wineries in the vicinity. That analysis found that worst case traffic generation assuming potential overlap of all existing and potential future special events is 450 ADT to 542 ADT during one weekend per year or 344 ADT to 414 ADT during at most five occasions. The worst case cumulative + special event ADT on Santa Rosa Road would be 1,135 ADT to 1,205 ADT on a weekdays and 1,364 ADT to 1,456 ADT on one weekend per year. These forecasts equate to LOS A.

**Quality of Life Impact Analysis.** The appellant expressed concerns regarding quality of life impact for residents that live in the area. While the County lists quality of life as a consideration in their Guidelines for the Implementation of the California Environmental Quality Act, no threshold has been formally adopted. The Santa Barbara County Circulation Element (CE) sets a minimum policy capacity of 5,000 ADT for roadways designed to provide principal access to residential areas. Per the CE, "policy capacity is limited not by the physical capacity of the roadway, but rather by the desirability of maintaining an acceptable traffic level which will not adversely affect residential neighborhood qualities". A worst case analysis of this and future potential projects, as identified by the County, under normal and special event operation would result in 1,135 ADT on Santa Rosa Road. This is 23% of the policy capacity of the roadway and well below the design capacity. ATE concurs with the quality of life analysis contained in the addendum.

Associated Transportation Engineers

By:   
Scott A. Schell, AICP, PTP  
Vice President

SAS/DLD

Cc: Brian Schwartz, Urban Design Concepts

Wagner Winery Ordinance Consistency

Winery Component	Existing Ordinance (Tra-2)	Draft Revised Ordinance (Tra-C)	Wagner Winery	Historic Tasting Room	Consistency
<b>Minimum Premises Area</b>	<20 acres requires special findings	40 acres*	107 acres	107 acres	✓
<b>Minimum Planted Vineyard Acreage</b>	none	20 acres	50 acres	0 acres	✓
<b>Maximum Production Capacity</b>	50,000 cases	unlimited	9,500 cases	0	✓
<b>Source of Grapes</b>	Onsite & SB&SLO counties; no more than 50% from outside	Onsite & SB&SLO counties; no more than 50% from outside	Onsite & SB counties (100% grown by applicant)	?	✓
<b>Tasting Room Hours</b>	silent	10:00 a.m.-6:00 p.m.	11:00 a.m.-5:00 p.m.	unregulated	✓
<b>Maximum Tasting Room Floor Public Area</b>	1,396 ft <sup>2</sup>	As approved by PC	1,160 ft <sup>2</sup>	800sf	✓
<b>Maximum Structural Development</b>	20,000 ft <sup>2</sup>	As approved by PC	13,960 ft <sup>2</sup>	-	✓
<b>Maximum Winery Special Events</b>	8	12	6**	unregulated	✓
<b>Maximum Special Event Visitors</b>	150	200	150***	unregulated	✓
<b>Special Event Hours</b>	Unregulated (without amplified music)	10:00 a.m.-11:00 p.m.	10:00 a.m.-10:00 p.m.	unregulated	✓
<b>Maximum Winery Private Gatherings &lt;80 Attendees</b>	Unregulated	unregulated	24 (50 person max)	unregulated	✓
<b>Food Service</b>	Unregulated	Limited to appetizer-like portions; no meal service	Appetizers with no remuneration	unregulated	✓
<b>Special Event Amplified Music</b>	Yes, until 10:00 p.m.	Yes, until 10:00 p.m.	No outdoor amplified music	unregulated	✓
<b>Exterior Lighting</b>	Shielded with full cutoff design	Shielded with full cutoff design	Shielded with full cutoff design/dark skies compliant	unregulated	✓

\*Winery Ordinance Draft EIR determined minimum 40 acre parcels combined with Special Event Management Plans (MM TRA-1, TRA-2, NOI-1) will mitigate 'quality of life' and cumulative impacts from traffic and noise associated with future wineries.

\*\* Includes Industry Events such as Harvest Festival and Vintners Festival

\*\*\* 150 maximum attendees on property at any one time.