

ATTACHMENT 8 - STDMP

Site Transportation Demand Management Plan

Site Access

Access to the 3823 Santa Claus Lane site is provided directly from Santa Claus Lane with vehicular parking available in the rear of the building. Transit access to the site is facilitated by the Santa Barbara Metropolitan Transit District with Route 20 operating along Via Real and the closest stop to the project site being ½ mile away at Via Real and Padaro Lane. The recently initiated Santa Claus Lane Beach Access and Streetscape Improvements will increase accessibility to all users along the corridor including both the beach area and commercial area with a continuous sidewalk, crosswalks and a multi-use path. The multi-use path will connect with the proposed Santa Claus Lane Bikeway in early 2023. See Figure 1.

Figure 1: Site Location



Parking Supply

Twelve off-street parking spots are required for the project as has been reviewed by the South County Board of Architectural Review on February 18, 2022 and the Zoning Administrator on May 23, 2022. The off-street parking requirement is based on the County’s commercial parking standards. No change to the square footage is proposed for this project.

Table 1: Parking Requirement Calculations

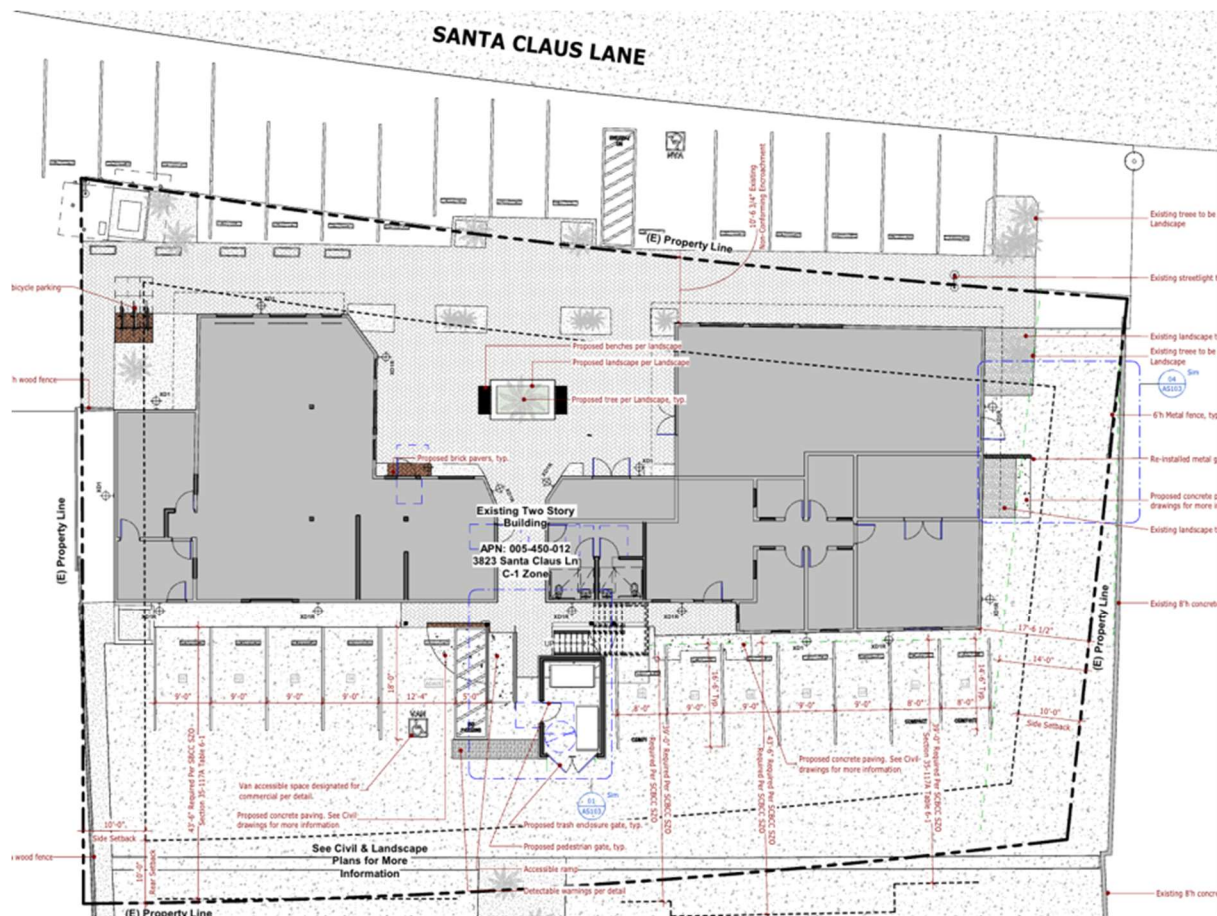
First Floor	Actual Square footage	County Standard	Parking required
Boutique Retail	1069	500	2.14
Office	135	300	0.45

Cannabis Retail	3546	500	7.09
Second Floor			
Office	581	300	1.94
Total	5,331		11.62

None of the required parking spaces are in the setback from the property line or in the Union Pacific Railroad right of way leased property. Ingress, egress and maneuvering clearances for parking in the required spots does not require permanent improvements within the UPRR right of way. The project does include a dedicated bike rack for staff and customers.

In addition to the project-required parking spots, the parcel has available ten (10) more voluntary parking spaces available in the leased portion of the UPRR right of way. The lease between UPRR and the Radis' is year to year, auto-renewing, includes payment for applicable property taxes and includes an automatic 3% annual lease payment escalator. Neighboring parcels along Santa Claus Lane have similar lease agreements with UPRR. See Figure 2 for Site Plan.

Figure 2: Site Plan



Parking Demand

- A. Hours of Operation: The current approved customer service operating hours are 9:00 am – 9:00 pm PT seven days a week.

- B. Number of Employees: The Roots Carpinteria will have a maximum of five (5) employees on site at any given time. Other commercial uses on the property including the architect’s office and currently vacant retail space will have a total of two (2) employees on site.
- C. Deliveries: The store will be open for deliveries from our distributors at 8:00 am PT each day, one hour before the store opens to customers. Shipments of cannabis goods will be scheduled with our licensed distributors. Delivery dates and times will not be provided to employees until the day that the delivery is scheduled to arrive.
- D. Without any incentives and using [ITE trip generation by hour data](#), The Roots Carpinteria can estimate the following total parking demand, prior to offering incentives. See Table 2.

Table 2: Estimated hourly parking demand weekday and weekend

Hours	Weekday Customers per hour	Weekend Customers per hour	Weekday Customer parking spots per hour*	Weekend Customer parking spots per hour*	All employee parking - Weekday	All employee parking - Weekend	Average Used - Weekday	Average Used - Weekend
8:00 AM	0	0	0	0.0	2	2	2	2
9:00 AM	0	0	0	0.0	2	2	4	2
10:00 AM	16	29	2.0	3.7	7	5	9	9
11:00 AM	16	26	2.0	3.3	7	5	9	8
12:00 PM	18	32	2.3	4.1	7	5	9	9
1:00 PM	16	27	2.0	3.4	7	5	9	8
2:00 PM	18	31	2.2	3.9	7	5	9	9
3:00 PM	19	31	2.5	3.9	7	5	9	9
4:00 PM	23	30	2.9	3.8	7	5	10	9
5:00 PM	25	38	3.1	4.7	5	5	8	10
6:00 PM	27	30	3.4	3.8	5	5	8	9
7:00 PM	2	3	0.2	0.4	5	5	5	5

- Parking spot calculation assumes 90% of customers are returning and average 7 minutes for their transaction and 10% are returning customers averaging 12.5 minutes per transaction.

The management of on-site pedestrian traffic by store employees will prevent neighborhood complaints. The location of the required parking behind the building is designed to direct pedestrians off Santa Claus Lane to the rear portion of the building and keep them safe. Marked pedestrian walkways will allow pedestrians to enter the facility efficiently and safely. This will also prevent traffic build-up. Employees and security personnel will help manage customers to prevent spill-over onto the sidewalk and surrounding businesses. Loitering on or near our premises, including our parking lot, is strictly prohibited, and enforced by store employees and local law enforcement, if required.

Incentive plans

The Roots Carpinteria will provide a series of measures to reduce traffic and parking overflow.

A. Employee incentives:

- Carpooling will result in an additional employee discount of products
- Employees will Earn “Roots Bucks” that could be redeemed in store.

- Free monthly bus passes
- Electric bike purchase assistance plus charging station
- Parking partnerships with other cannabis related business with shuttle service to Santa Claus Lane location

B. Customer incentives:

- Advertise non-auto-based transportation options including providing a 10% discount to customers who can show proof of public transportation use to the store.
- Non-peak hour product discounts provide an incentive to visit the store during non-peak hours (peak is generally 4:00PM to 7:00PM)
- Non-peak day product specials provide an incentive to avoid summer weekends and Fridays year-round.
- Discounts offered to use delivery or express checkout during peak hours.