



COUNTY OF SONOMA

PERMIT AND RESOURCE MANAGEMENT DEPARTMENT

2550 Ventura Avenue, Santa Rosa, CA 95403
(707) 565-1900 FAX (707) 565-1103

January 26, 2015

To: Interested Agencies

The following application has been filed with the Sonoma County Permit and Resource Management Department.

File Number: PLP05-0009
Applicant Name: Henry Belmonte
Owner Name: Vittorio and Henry Belmonte
Site Address: 9125 Highway 12, Kenwood
APN: 050-275-028

Project Description: Request to modify previously approved Use Permit to allow commercial kitchen in marketplace to allow expanded food and restaurant service, including outdoor dining.

We are submitting the above application for your review and recommendation. Additional information is on file in this office.

Responses to referrals should include: (1) statement of any environmental concerns or uncertainties your agency may have with the project; (2) any comments you wish to make regarding the merits of the project; and (3) your proposed conditions and mitigations for this project. Responsible agencies under CEQA are requested to indicate whether permits will be required for this project.

Your comments will be appreciated by February 10, 2015, and should be sent to the attention of:

PLP05-0009, Blake Hillgas (Blake.Hillgas@sonoma-county.org). The Project Planner can also be reached at 707-565-1392.

Please send a copy of your comments to the applicant(s) or their representatives as indicated on the attached Planning Application.

- | | |
|---|---|
| <input checked="" type="checkbox"/> PRMD County Surveyor | <input checked="" type="checkbox"/> BOS Dist 1 Director and SVCAC |
| <input type="checkbox"/> Health Specialist | <input type="checkbox"/> BOS Dist 4 Director and Jason Liles |
| <input type="checkbox"/> Sanitation | <input checked="" type="checkbox"/> Valley of the Moon Alliance and Kenwood Press |
| <input type="checkbox"/> Grading and Storm Water | <input type="checkbox"/> NW Information Center, S.S.U. |
| <input type="checkbox"/> SUSMP | <input type="checkbox"/> Milo Baker Chapter Conservation Committee |
| <input checked="" type="checkbox"/> Building Inspection | <input type="checkbox"/> PG&E |
| <input type="checkbox"/> Code Enforcement | <input type="checkbox"/> School District - |
| <input type="checkbox"/> Road Naming | <input type="checkbox"/> Water District - |
| <input checked="" type="checkbox"/> So County Environmental Health | <input checked="" type="checkbox"/> North Bay Corporation (Disposal) |
| <input checked="" type="checkbox"/> DTPW, Land Development | <input type="checkbox"/> U.S. Army Corps of Engineers |
| <input type="checkbox"/> DTPW, Drainage | <input type="checkbox"/> State Coastal Commission - Appealable Yes / No |
| <input type="checkbox"/> Ag Commissioner | <input checked="" type="checkbox"/> State Dept of Transportation (Caltrans) |
| <input checked="" type="checkbox"/> Regional Parks Dept | <input type="checkbox"/> State Dept of Fish & Wildlife |
| <input checked="" type="checkbox"/> Fire and Emergency Services | <input type="checkbox"/> State Dept of Forestry |
| <input checked="" type="checkbox"/> Local Fire District – KENWOOD FPD | <input checked="" type="checkbox"/> State Water Resources Control Board |
| <input type="checkbox"/> Treasurer/Special Assessment | <input type="checkbox"/> State Parks and Recreation |
| <input type="checkbox"/> Assessor | <input type="checkbox"/> Regional Water QCB: North Coast / SF Bay |
| <input type="checkbox"/> Landmarks Commission | <input type="checkbox"/> Air Pollution Control: No. So. County / Bay Area AQM |
| <input checked="" type="checkbox"/> Transit/BPAC | <input checked="" type="checkbox"/> Sonoma MOAG |
| <input type="checkbox"/> Communications | <input checked="" type="checkbox"/> Oakmont Village Association |
| <input checked="" type="checkbox"/> SCTA/RCPA | <input checked="" type="checkbox"/> Federated Indians of Graton Rancheria |
| <input type="checkbox"/> Sheriff Community Service Officer | <input checked="" type="checkbox"/> Kenwood Community Club |
| <input type="checkbox"/> LAFCO | |
| <input type="checkbox"/> ALUC/CLUP | |
| <input type="checkbox"/> BOS Dist ____ Director | |

1-16-15



January 13, 2015

Mr. Henry R. Belmonte
VJB Vineyards & Cellars
60 Shaw Avenue
Kenwood, CA 95452

Whitlock & Weinberger
Transportation, Inc.

490 Mendocino Avenue
Suite 201
Santa Rosa, CA 95401

voice 707.542.9500
fax 707.542.9590
web www.w-trans.com

Traffic and Parking Analysis for the VJB Marketplace Modification

Dear Mr. Belmonte;

As requested, Whitlock & Weinberger Transportation, Inc. (W-Trans) has performed an updated focused traffic analysis to address the County's concerns about the adequacy of the trip generation estimates for the project compared to the actual demand based on the uses constructed, as well as the proposed changes to the Use Permit for VJB Marketplace located at 60 Shaw Avenue in the Kenwood area of the County of Sonoma. The study of weekday p.m. peak period traffic impacts was completed in accordance with standard criteria, and is consistent with previous analyses and standard traffic engineering techniques.

Trip Generation

In the study previously performed the project as evaluated was essentially a request to modify the hours of operation to allow the marketplace/deli to remain open until 5:00 p.m. on weekdays except that it would remain open until 7:00 p.m. on Fridays. Ongoing operations have included an exterior "piazza," takeout food service, food/wine pairing, and retail gelato. Since these uses were not specifically included in the previous study, counts were conducted to determine the site's actual trip generation compared to the projected volumes.

In a letter dated April 3, 2014, the project trip generation was indicated at 17 p.m. peak hour trips (12 in, 5 out). Counts performed on December 9, 2014, between 4:00 and 6:00 p.m., indicate that the project as constructed, including all food service (inside and on the exterior "piazza," takeout food service, food/wine pairing, and retail gelato) is generating 5 trips, which is less than one-third the number of trips projected for the use based on standard trip generation rates.

Although the counts were obtained in December, even if increased to reflect peak, summer month volumes, the project would still be expected to generate fewer trips than were assumed for purposes of the traffic study, which is actually based on *average* operation and not peak operation. The additional food service therefore appears not to have resulted in any increase in trip generation potential for the project compared to what was assumed for the most recent analysis. The conclusions reached in the April 3, 2014 traffic study therefore remain valid. Specifically, the intersections of SR 12/Shaw Avenue and SR 12/Maple Avenue operate acceptably with project traffic added, so left-turn lanes, while warranted based on the volumes on SR 12, are not yet necessary to achieve acceptable operation with traffic from all aspects of the Marketplace operation included. Similarly, right-turn lanes would remain unwarranted.

Parking Study

The existing parking supply at VJB Marketplace consists of 19 regular and 2 disabled accessible spaces in Lot A and 13 regular spaces in Lot B, which is unpaved. These lots are shown on the enclosed aerial. The two lots combine for a total supply of 34 parking spaces. Parking occupancy counts were recorded on

Saturday, December 13, 2014, between noon and 5:00 p.m. It is noted that the weather was clear on this day during the peak of holiday shopping, so patronage would be reflective of reasonably busy conditions.

The observations indicate that the peak hour of parking was between 2:00 and 3:00 p.m. with a maximum of 21 spaces, or 62 percent of the supply, occupied during any of the counts taken at 15-minute increments. This leaves a surplus of 13 spaces. The peak 15-minute occupancies for each hour are indicated in Table I.

Table I
Parking Study

Time	Lot A (21 spaces)		Lot B (13 spaces)		Total (34 spaces)	
	No. Occupied	Occupancy	No. Occupied	Occupancy	No. Occupied	Occupancy
12:00 – 1:00	16	76%	1	8%	17	50%
1:00 – 2:00	18	86%	1	8%	19	56%
2:00 – 3:00	19	90%	2	15%	21	62%
3:00 – 4:00	14	67%	1	8%	15	44%
4:00 – 5:00	9	43%	1	8%	10	29%


Of the data obtained every 15 minutes over a five-hour period, only five periods had occupancies greater than 50 percent; the parking demand was limited to 17 spaces or less 75 percent of the time during the survey. Based on the data obtained it appears that the parking supply is adequate to serve all of the on-site facilities, with adequate space remaining to accommodate peak demand during the summer months.

Summary and Recommendations

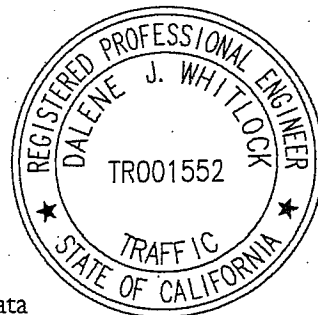
- The project, including ancillary uses such as a pizza and gelato, is generating fewer trips than were projected in the most recent traffic study. The conclusions of that study therefore remain valid.
- The parking supply is adequate to serve all of the current site uses, with substantial supply available to accommodate additional users during peak summertime months.

We hope this information adequately addresses staff's concerns about the site's trip generating potential and adequacy of the parking supply.

Sincerely,



Dalene J. Whitlock, PE, PTOE
Principal



DJW/dt/SOX227.L2

Enclosures: Lot Location Aerial
Parking Occupancy Data

VJB Marketplace

Saturday, December 13, 2014

Sonoma County

	Inventory	1200	1215	1230	1245
LOT A					
Regular	19	8	13	15	16
Handicap	2	0	0	0	0
LOT B					
Regular	13	0	1	1	1

	Inventory	1300	1315	1330	1345
LOT A					
Regular	19	17	16	16	18
Handicap	2	0	0	0	0
LOT B					
Regular	13	1	1	1	1

	Inventory	1400	1415	1430	1445
LOT A					
Regular	19	19	19	17	15
Handicap	2	0	0	0	0
LOT B					
Regular	13	2	2	1	1

	Inventory	1500	1515	1530	1545
LOT A					
Regular	19	14	11	12	9
Handicap	2	0	0	0	0
LOT B					
Regular	13	1	0	0	1

	Inventory	1600	1615	1630	1645
LOT A					
Regular	19	9	8	5	2
Handicap	2	0	0	0	0
LOT B					
Regular	13	1	0	0	0

