Conditional Use and Design Review Permit Narrative
Proposed Grocery Outlet – Sebastopol, CA

Grocery Outlet is proposing to open an approximate 16,000-square-foot grocery store at 218 North Main Street in Sebastopol, with a planned opening in early 2027, moving into a vacant building that has been occupied by both Rite Aid and Safeway. The store will employ approximately 50 individuals, with an average of 12 employees on-site during operating hours. The project requires a Conditional Use permit for a formula business and alcohol sales, and a design review permit.

Grocery Outlet is well known for delivering significant value to its customers through a wide selection of products at deeply discounted prices. Our product assortment includes fresh groceries, frozen foods, deli items, vitamins, health and beauty products, housewares, seasonal merchandise, and more.

Grocery Outlet's model also provides local economic opportunity through our Independent Operator ("IO") program. We partner with local entrepreneurs from the area who operate the store as small business owners. This approach empowers IOs to manage operations efficiently, support their families, and reinvest in the community. Independent Operators are often active members of local Chambers of Commerce, participate in civic and community events, and collaborate with public safety and other local organizations to enhance community well-being.

The proposed Sebastopol Grocery Outlet will bring several lasting benefits to the city, including:

- Local Employment: Approximately 50 jobs created, with hiring focused on local residents.
- Affordable Shopping Options: Essential groceries and household goods at discounted prices, supporting household budgets for families and individuals.
- Small Business Ownership: The Independent Operator program fosters entrepreneurship by empowering a local business owner to run the store.
- Community Engagement: Operators typically partner with local nonprofits, schools, and civic groups, and contribute to food drives and other charitable causes.
- Increased Local Commerce: Grocery Outlet will draw shoppers from outside Sebastopol, generating additional economic activity within the city.
- Help ensure tax dollars stay in the community of Sebastopol.
- Clean and Safe Environment: Commitment to maintaining a neat, attractive property that contributes positively to the neighborhood.

By offering a full assortment of essential grocery items at affordable prices, Grocery Outlet will serve as a valuable community asset in Sebastopol—providing local jobs, expanding shopping options, supporting small business ownership, and strengthening the city's economic and social vitality.

Link to the project website: https://www.groceryoutletsebastopol.com/

Enclosed with this narrative is a draft transportation study.

February 4, 2026

Mr. Celso Rivera
MBH Architects
960 Atlantic Avenue
Alameda, CA 94501

DRAFT Transportation Impact Study for the Sebastopol Grocery Outlet Store Project

Dear Mr. Rivera;

W-Trans has completed an evaluation of potential transportation impacts associated with the proposed repurposing of the existing Rite Aid store located at 218 North Main Street (State Route 116) in the City of Sebastopol. The purpose of this letter is to detail the anticipated change in trip generation associated with the new use and address any potential transportation impacts that would result from the project.

Project Description

The project as proposed includes reuse of the 16,264 square-foot store that was most recently occupied by a Rite Aid Pharmacy for a Grocery Outlet store. Beyond rebranding, no changes external to the building envelope are proposed. The project site has an existing parking supply of 63 spaces.

Setting

The project site is on the southwest corner of the intersection of North Main Street (SR-116)/Keating Avenue. North Main Street has one lane in each direction and a center two-way left-turn lane as well as bike lanes in both directions along the project frontage. There are continuous sidewalks on both sides of the street, including along the project frontage. Traffic count data available on the California Department of Transportation (Caltrans) website (Traffic Census Program | Caltrans) indicate that in 2023, North Main Street (SR-116) carried approximately 28,000 vehicles per day in the vicinity of the project site, including 2,700 vehicles during the peak hour. The posted speed limit is 25 miles per hour (mph).

Collision History

The collision history for the study area was reviewed to determine any trends or patterns that may indicate a safety issue. Collision rates were calculated based on records available from the California Highway Patrol as published in their Statewide Integrated Traffic Records System (SWITRS) reports. The most current five-year period available is January 1, 2020, through December 31, 2024.

As shown on the enclosed worksheet, the calculated collision rate for the study segment was compared to the average collision rate for similar facilities statewide, as indicated in *2023 Collision Data on California State Highways*, Caltrans. These average rates statewide are for roadways in the same environment (urban, suburban, or rural), with the same number of lanes (two, three, four, or more), and the same speed limit (less than 45 mph or equal to or greater than 45 mph). The study segment between McKinley Street and Healdsburg Avenue experienced 12 crashes during the five-year study period, which translates to a collision rate of 1.38 collisions per million vehicle miles (c/mve). The rate for similar highway segments statewide is 1.61 c/mve, indicating that the study segment had fewer crashes reported than are experienced elsewhere on similar roads. The study segment therefore appears to be operating within normal safety parameters.

Trip Generation

The anticipated trip generation for previous site use as well as the proposed project were estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 12th Edition,

2025, for "Pharmacy/Drugstore without Drive Through" (LU #880) for the Rite Aid and "Supermarket" (LU #850) for the proposed Grocery Outlet store.

Some portion of the traffic associated with the existing and proposed retail uses would be drawn from existing traffic on nearby streets. These vehicle trips are not considered "new," but are instead comprised of drivers who are already driving on the adjacent street and choose to make an interim stop. These trips are referred to as "pass-by." The percentage of these pass-by trips for the p.m. peak period was based on information provided in the *Trip Generation Manual*. Lower rates were estimated for the a.m. peak hour and daily time periods.

Based on the application of these assumptions, the proposed project is expected to generate an average of 1,501 trips per day, including 48 a.m. peak hour trips and 143 trips during the p.m. peak hour. After deducting trips associated with the prior drugstore use as well as pass-by trips, the project would be expected to result in 252 net-new trips on the adjacent street system daily, including nine trips during the morning peak hour and 44 during the p.m. peak hour. These results are summarized in Table 1.

Table 1 – Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Prior Use											
Pharmacy/Drugstore	-16.264 ksf	90.08	-1,465	2.94	-48	-31	-17	8.51	-138	-68	-70
Pass-by		*25%*	*366*	*40%*	*19*	*12*	*7*	*53%*	*73*	*36*	*37*
Sub-total Prior Use			***-1,099***		***-29***	***-19***	***-10***		***-65***	***-32***	***-33***
Proposed											
Supermarket	16.264 ksf	92.29	1,501	2.95	48	28	20	8.79	143	71	72
Pass-by		*-10%*	*-150*	*-20%*	*-10*	*-6*	*-4*	*-24%*	*-34*	*-17*	*-17*
Sub-total Proposed Use			***1,351***		***38***	***22***	***16***		***109***	***54***	***55***
Net New Trips			**252**		**9**	**3**	**6**		**44**	**22**	**22**

Note: ksf = 1,000 square feet

As the City does not have guidelines for traffic studies, those for nearby Santa Rosa were used as a proxy. As the project would be expected to generate fewer than 50 new trips during either peak hour, an operational analysis would not be required by the City of Santa Rosa. It is noted that even these "new" trips would not be new so much as they would be diverted as customers from Sebastopol choose to shop at Grocery Outlet rather than another store elsewhere in the city. Since the project site is on SR-116, as are most of the other major retailers in the city, it is most likely that ultimately the project would generate a nominal number of new trips to the area.

CEQA Analysis

The California Environmental Quality Act (CEQA) sets forth specific topics that can potentially result in an environmental impact. For transportation, there are four issues, as discussed below.

Transportation Facilities

The first transportation bullet point on the CEQA checklist relates to the potential for a project to conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities.

The *Sebastopol General Plan* includes Policy CIR-5, which says, "When analyzing impacts to the circulation network created by new development or roadway improvements, consider the needs of all users, including those with

disabilities, ensuring that pedestrians, bicyclists, and transit riders are considered preeminent to automobile drivers." Policy CIR-6 reads, "In evaluating circulation improvement needs, and in reviewing major development proposals, consider impacts for all modes of transportation, including pedestrians, bicyclists, transit, and vehicles." Policy CIR 2-14 states, "Provide secure bicycle racks in places such as the Downtown, at commercial areas, park and ride transit facilities, schools, multiple unit residential developments, and other locations where there is a concentration of residents, visitors, students, or employees." Finally, the City's Municipal Code requires in Section 17.110.030, Schedule of of-street parking space requirements, that bicycle parking shall be provided at a rate of 20 percent of the required vehicle parking spaces, which is one space per 300 square feet.

The project as proposed would not modify any existing sidewalk or bike lane facilities, so would not conflict with City policy. Based on the size of the store (16,264 square feet**)**, 55 parking spaces are required at a rate of one per 300 square feet. At a rate of 20 percent of the required vehicle spaces, this translates to the need for 11 bike parking spaces. The required bike parking supply should be included as part of the proposed site modifications. With the inclusion of bike parking the project would not conflict with City policy, so would have a less-than-significant impact on transportation facilities.

Significance Finding – With the inclusion of sufficient bike parking, the proposed project would not conflict with any policies for transportation facilities and would therefore have a less-than-significant impact on these facilities.

VMT

The potential for the project to conflict or be inconsistent with CEQA Guidelines § 15064.3, subdivision (b) was evaluated based the project's anticipated Vehicle Miles Traveled (VMT).

Under guidance provided by the California Governor's Office of Planning and Research (OPR) in the publication *Transportation Impacts (SB 743) CEQA Guidelines Update and Technical Advisory*, 2018, several criteria are identified that may be used by jurisdictions to identify certain types of projects that are unlikely to have a VMT impact and can be "screened" from further VMT analysis. The OPR Technical Advisory indicates that retail projects should generally be analyzed by examining total VMT, with an increase in total regional VMT being considered a significant impact.

In the Technical Advisory section outlining project screening, OPR indicates that *local-serving* retail may generally be presumed to have a less than significant VMT impact and can generally be screened from further VMT analysis. OPR based this presumption on substantial research demonstrating that adding local-serving retail uses typically improves destination accessibility to customers, often reducing trip distances (i.e., the "miles" in vehicle miles traveled) since customers need to travel shorter distances than they previously did. The total demand for retail in a region also tends to hold steady; adding new local-serving retail typically shifts trips away from another use rather than adding entirely new shopping trips to the region. OPR cites a size of 50,000 square feet or greater as being a potential indicator of regional-serving retail (versus local-serving) that would typically require a quantitative VMT analysis. Based on its size of 16,264 square feet, and consistent with OPR's guidance on local-serving retail, the project is expected to have a less than significant VMT impact.

Significance Finding – The proposed project would be presumed to have a less-than-significant impact on VMT under the local-serving retail screening criteria.

Hazards

The third transportation bullet in the CEQA checklist is whether the project would substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment) or not.

The proposed project would maintain sidewalk and bicycle facilities. The driveway is served by a two-way left-turn lane, so drivers entering the site would not present a new or substantially changed potential for conflict with through traffic flows. The proposed use would be a similar type to the former use (commercial retail), so would by

inspection represent a land use compatible with the site. It would therefore not introduce any new hazards through its design or operation.

Significance Finding – The project would not increase hazards due to geometric design and would not represent a potentially incompatible land use, resulting in an impact to safety that would be less than significant.

Emergency Access

The final transportation bullet on the CEQA checklist requires an evaluation as to whether the project would result in inadequate emergency access or not. The project would not include any changes that would affect emergency responders, who can claim the right-of-way by employing their lights and sirens. As a result, it would have little to no effect on emergency response or access.

Significance Finding – The proposed reuse of the project site would have a less-than-significant impact on emergency access.

Conclusions and Recommendations

- The proposed grocery store would be expected to generate 1,501 trips at its driveways daily, including 48 during the morning peak hour and 143 during the evening peak hour. After deducting trips associated with the prior drugstore use as well as pass-by trips, the project would be expected to generate 252 net-new trip ends per day, including nine during the morning peak hour and 44 during the evening peak hour.

- The proposed project would not conflict with any policies for transportation facilities and therefore have a less-than-significant impact on these facilities assuming that at least 11 bike spaces are provided.

- The proposed project would be considered local-serving retail, so would be presumed to have a less-than-significant VMT impact.

- No hazards would be introduced through the design or operation of the project, so it would have a less-than-significant impact on safety.

- Emergency response would generally not be affected by the proposed project, so its impact would be less than significant.

Thank you for giving us the opportunity to provide these services.

Sincerely,

Dalene J. Whitlock, PE (Civil, Traffic), PTOE
Senior Principal

DJW/djw/SEB087.L1

Enclosure: Collision Rate Calculation

Roadway Segment Collision Rate Worksheet

218 North Main Street Grocery Outlet TIS

Location: N. Main St (SR-116): McKinley St to Healdsburg Ave
Date of Count: 2023
Average Daily Traffic (ADT): 28,000

Number of Collisions: 12
Number of Injuries: 4
Number of Fatalities: 0
Start Date: January 1, 2020
End Date: December 31, 2024
Number of Years: 5

Highway Type: Conventional 3 lanes
Area: Urban

Segment Length: 0.2 miles
Direction: North/South

$$\text{Collision Rate} = \frac{\text{Number of Collisions} \times 1 \text{ Million}}{\text{ADT} \times \text{Days per Year} \times \text{Segment Length} \times \text{Number of Years}}$$

$$\text{Collision Rate} = \frac{12 \times 1{,}000{,}000}{28{,}000 \times 365 \times 0.17 \times 5}$$

	Collision Rate	Fatality Rate	Injury Rate
Study Segment	**1.38 c/mvm**	**0.0%**	**33.3%**
Statewide Average*	**1.61 c/mvm**	**1.8%**	**43.8%**

Notes
ADT = average daily traffic volume
c/mvm = collisions per million vehicle miles
* 2023 Collision Data on California State Highways, Caltrans