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# Appendix R

Transportation Mitigation Measure Memo  
Alternative Sites Evaluation Assumptions



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# County of Santa Cruz

## DEPARTMENT OF PUBLIC WORKS

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MATTHEW J. MACHADO  
DEPUTY CAO  
DIRECTOR OF PUBLIC WORKS

July 9, 2019

KATHLEEN MOLLOY  
Santa Cruz County Planning Director  
701 Ocean St., 4th Floor  
Santa Cruz, CA 95060

SUBJECT: SIGNALIZATION OF THE INTERSECTION AT SOQUEL DRIVE AND  
ROBERTSON STREET

Dear Kathy:

We are providing this letter to confirm the feasibility of installing traffic signals at the intersection of Soquel Drive and Robertson Street in Soquel, CA. This project is a required traffic mitigation for the Nissan Dealership development project planned to be built near the intersection of Soquel Drive and 41st Avenue. In addition, the project is anticipated to improve traffic operations through the Soquel Drive corridor in this area.

At its May 22, 2018 public meeting, the Santa Cruz County Board of Supervisors directed staff to complete the installation of the traffic light and associated right-of-way improvements within three years of building permit issuance. In our opinion, this is feasible for the following reasons:

- It is estimated that the finished project will lie wholly within the existing County right-of-way.
- It is anticipated that a CEQA review will determine the project to be categorically exempt.
- DPW budgeted for project development in the 2019/2020 fiscal year and is currently entertaining proposals from its on-call Traffic Engineering Consultants for project plan development.
- It is anticipated that the project plans and permitting requirements will be completed by June 2020 with construction commencing in either the 2020/2021 or 2021/2022 fiscal year.
- The developer has committed \$200K for construction of the signalized intersection project.
- The balance of the funds required to construct the project will be provided by other County sources including general funds if necessary in the fiscal year the project is constructed.

Please let us know if you have any questions.

Sincerely,

Steve Wiesner, P.E.  
Assistant Director of Public Works

SBW:jv  
Nissan Feasibility ltr.doc





# County of Santa Cruz

## County Administrative Office

701 Ocean Street, Suite 520, Santa Cruz, CA 95060-4073  
Phone:(831) 454-2100 Fax:(831) 454-3420 TDD/TTY: call 711  
Carlos J. Palacios, County Administrative Officer

**Date:** May 28, 2109  
**To:** Kathy Molloy, Planning Director  
**From:** Andy Constable, Economic Development Manager  
**Subject:** Alternative Site Analysis for Nissan of Santa Cruz EIR

At your request, the Office for Economic Development has generated the attached spreadsheet, arials and collateral information regarding potentially feasible alternative sites for location of the proposed Nissan of Santa Cruz project, for use in preparing the EIR analysis. We arrived at our findings by applying the following methodology:

- 1) The alternative site criteria were defined using the Project Objectives in the EIR, in particular: *“To provide a conveniently located, attractively designed automotive dealership and service center that will offer a full range of automotive models and services that satisfy the demand for new car buying opportunities within unincorporated Santa Cruz County.”*
- 2) Additional feasibility criteria were provided by applicant Don Gropetti, the Santa Cruz Nissan franchisee (enclosing information from Nissan North America, Inc. the franchisor), and applicant’s consultant, Kimley Horn (Attachments 1 and 2). The additional feasibility criteria included the following:
  - A. Located within the Primary Market Area (PMA) for Santa Cruz County that includes the Cities of Scotts Valley, Santa Cruz, Capitola and Watsonville.
  - B. A total site area of not less than 2.5 acres (based on franchisor’s and industry standards).
  - C. A customer convenient location, which was defined as ease of access from the freeway, and preferably, proximity to other dealership locations.
- 3) Alternative sites were identified through a combination of the County’s geographic information system (GIS), physically driving the target market area or PMA, and conversations with local commercial real estate brokers and owners.
- 4) Information about alternative sites was drawn from the on-line commercial real estate information websites known as Co-Star <https://www.costar.com/> and Loopnet <https://www.loopnet.com/>, including the County’s GIS.
- 5) Confirmation of each site’s existing use and availability was conducted through telephone or in-person interviews with property owners.
- 6) Initial assessment of potential suitability was drawn from each property’s zoning, general plan designation, topography, configuration, availability of services including water, freeway access, adjacent uses, proximity to other dealerships, leaseholds of existing businesses, and potential impact from planned infrastructure improvements.

## Alternative Project Locations for Nissan

#	<u>Location/Address</u>	<u>Size</u>	<u>Zoning</u>	<u>Status</u>
1	2776 & 2808 Soquel Drive Santa Cruz, CA	2.60 acres*	C-4, Commercial Services	Not For Sale
2	5960 Soquel Avenue Santa Cruz, CA	2.68 acres	M-1, Light Industrial	Not For Sale
3	6100 Soquel Avenue Santa Cruz, CA	6.09 acres*	M-1, Light Industrial	Not For Sale
4	2505 Chanticleer Avenue Santa Cruz, CA	1.92 acres	M-1, Light Industrial	Not For Sale, but could be acquired from estate of owner.
5	NE Corner of Soquel Drive and Thurber Lane, Santa Cruz, CA	6.26 acres	C-1, Neighborhood Commercial	Not For Sale, but owner might consider offers.
6	3845 Soquel Drive, Soquel, CA	2.22 acres	C-4, Commercial Services	Not For Sale.
7	835 Bay Street, Capitola, CA	3.28 acres	Commercial Zoning/Capitola	Not For Sale
8	220 Westgate Drive Watsonville, CA	3.6 acres	CD/IP, Commercial/Industrial Park	For Sale

## MEMORANDUM

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**To:** Kathy Molloy, Santa Cruz County Planning Director  
**From:** Dennis Pascua, Transportation Services Manager  
Sabita Tewani, AICP, Transportation Planner  
**Subject:** Dudek Review of Santa Cruz Nissan Alternatives Analysis prepared by Kimley-Horn Associates (spreadsheet, July 9, 2019)  
**Date:** July 16, 2019  
**cc:** Stephanie Strelow, Dudek

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This memorandum provides comments based on Dudek's review of the Alternatives Analysis for the Santa Cruz Nissan Project prepared by Kimley-Horn Associates (spreadsheet, July 9, 2019). Eight sites have been identified as potentially feasible alternative location sites for the proposed project and were evaluated to compare their trip characteristics with those of the proposed project. Dudek agrees with the trip generation rates, distribution percentages, trip assignment and methodology utilized by Kimley-Horn in the analysis of alternative sites (Sites 1-8) for the project. The results of this analysis would be utilized in the CEQA review of feasible sites or locations for the proposed project.

### Comments

1. As shown in the summary of *Net New Trip Generation For All Sites*, the proposed project site at the southwest corner of Soquel Drive and 41<sup>st</sup> Avenue would generate the least amount of average daily trips (ADT) and with the exception of Site 1 (AM peak hour) and Site 3 (PM peak hour) would also generate least the number of AM and PM peak hour trips i.e. 168 ADT, -5 AM and 26 PM peak hour trips.
2. Net new trip generation, distribution and resulting assignment of the project traffic along two segments of Highway 1 and the intersections of Soquel Drive/Robertson Street and Soquel Drive/Porter Street from each of the eight alternative site has been summarized in the analysis spreadsheet.
3. Trip distribution assumptions for alternative sites have been derived from those utilized for the proposed project in the Transportation Impact Analysis of Santa Cruz Nissan, prepared by Kimley-Horn, dated October 2017. However, since some of the sites are located south of Highway 1 or further from the proposed project site, the trip distribution assumptions along Highway 1 and Soquel Drive have been modified to reflect the individual locations.
4. With the exception Site 3, all other sites would add net new trips to the segments of Highway 1 compared to the proposed project. As shown in the analysis, Site 3 would only add 1 AM peak hour trip to the south segment of Highway 1.
5. Site 5 and Site 6 would add the most net new peak hour trips to the Soquel Drive/Robertson Street and Soquel Drive/Porter Street intersections compared to the proposed project. Compared to the proposed

project, Sites 1-4 and Sites 7-8 would add net new trips during the AM peak hour but result in fewer trips during the PM peak hour at these intersections.

## Conclusion

Dudek agrees with the trip generation rates, distribution percentages, trip assignment and methodology utilized by Kimley-Horn in the analysis of alternative sites (Sites 1-8) for the project. Most of the alternative sites would add project traffic to the impacted segments of Highway 1 and Soquel Drive/Robertson Street and Soquel Drive/Porter Street intersections during daily and AM and/or PM peak hour conditions and would likely cause a similar or greater impact as provided in the transportation impact analysis of the proposed project.

### Net New Trip Generation for All Sites

Site	Address	Daily Trips	AM Peak Hour			PM Peak Hour		
		Total	In	Out	Total	In	Out	Total
Site 1	2776 & 2808 Soquel Drive	570	23	2	25	1	12	13
Site 2	5960 Soquel Avenue	492	20	3	23	10	22	32
Site 3	6100 Soquel Avenue	386	2	-6	-4	-8	2	-6
Site 4	2505 Chanticleer Avenue	572	26	8	34	18	28	46
Site 5	NE Corner of Soquel Drive & Thurber Lane	728	33	10	43	23	36	59
Site 6	3845 Soquel Drive	728	33	10	43	23	36	59
Site 7	835 Bay Avenue	728	33	10	43	23	36	59
Site 8	220 Westgate Drive	728	33	10	43	23	36	59
<b>Project</b>	<b>SW Corner of Soquel Drive &amp; 41st Avenue</b>	<b>168</b>	<b>11</b>	<b>-16</b>	<b>-5</b>	<b>5</b>	<b>21</b>	<b>26</b>

**Table 1 – Trip Generation for Site 1 (2776 & 2808 Soquel Drive)**

Land Use	Size	Units	Daily		AM Peak Hour			PM Peak Hour				
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1,5</sup></b>												
Hardware Store (LU 816) <sup>2</sup>	4,500	SF	9.14	42	1.08	3	2	5	2.68	6	6	12
Hardware Store (LU 816) <sup>3</sup>	6,700	SF	9.14	62	1.08	4	3	7	2.68	8	10	18
Hardware Store (LU 816) <sup>4</sup>	5,900	SF	9.14	54	1.08	3	3	6	2.68	8	8	16
Total Trip Credits				158		10	8	18		22	24	46
<b>Proposed Conditions</b>												
Automobile Sales (LU 841) <sup>6</sup>	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
Net New Trip Generation				570		23	2	25		1	12	13

- Includes all existing land uses located at 2776 & 2808 Soquel Drive, Santa Cruz, CA
- Santa Cruz Electronics; ITE land use 816 is assumed for existing trip credits. Average rates were used for daily, AM peak hour, and PM peak hour trip generation estimates.
- Bay Plumbing Supply & Showroom; ITE land use 816 is assumed for existing trip credits. Average rates used for daily, AM peak hour, and PM peak hour trip generation estimates.
- Clean Water Store; ITE land use 816 is assumed for existing trip credits. Average rates used for daily, AM peak hour, and PM peak hour trip generation estimates.
- ITE land use 812 (Building Materials & Lumber Store), land use 862 (Home Improvement Superstore), and land use 863 (Electronics Superstore) were also considered for the existing trip credits, however, the description of land use 816 (Hardware Store) was determined to more closely align with the actual existing uses.
- Proposed Conditions land use assumptions and trip generation rates were obtained from Table 5 included in the Final Santa Cruz Nissan TIA (October 2017).

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 1	10	5
Proposed Project Site	-1	7
<b>Difference*</b>	<b>11</b>	<b>-2</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 1	9	5
Proposed Project Site	-2	8
<b>Difference*</b>	<b>11</b>	<b>-3</b>

Distribution Assumptions	
Hwy 1 North Segment	39%
Hwy 1 South Segment	37%
Robertson	6%
Porter	6%

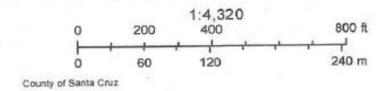
Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 1	2	1
Proposed Project Site	-1	4
<b>Difference*</b>	<b>3</b>	<b>-3</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 1	2	1
Proposed Project Site	-1	4
<b>Difference*</b>	<b>3</b>	<b>-3</b>

**2776 & 2808 Soquel Dr. Santa Cruz**



May 6, 2019



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 39% to/from Hwy 1 north segment, 37% to/from Hwy 1 south segment, 6% to/from Soquel & Robertson, & 6% to/from Soquel & Porter.

**Table 2 – Trip Generation for Site 2 (5960 Soquel Avenue)**

Land Use	Size	Units	Daily		AM Peak Hour				PM Peak Hour			
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1-3</sup></b>												
Building Materials & Lumber Store (LU 812) <sup>2</sup>	13,000	SF	18.05	236	1.57	13	7	20	2.06	13	14	27
<b>Proposed Conditions</b>												
Automobile Sales (LU 841) <sup>4</sup>	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>492</b>		<b>20</b>	<b>3</b>	<b>23</b>		<b>10</b>	<b>22</b>	<b>32</b>

1. Includes existing all land uses located at 5960 Soquel Avenue, Santa Cruz, CA
2. ABC Roofing Supply; ITE land use 812 is assumed for existing trip credits. Average rates used for daily, AM peak hour, and PM peak hour trip generation estimates.
3. ITE land use 816 (Hardware Store), land use 862 (Home Improvement Superstore), and land use 110 (General Light Industrial) were also considered for the existing trip credits, however, the description of land use 812 (Building Materials & Lumber Store) was determined to more closely align with the actual existing uses.
4. Proposed Conditions land use assumptions and trip generation rates were obtained from Table 5 included in the Final Santa Cruz Nissan TIA (October 2017).

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 2	9	12
Proposed Project Site	-1	7
<b>Difference*</b>	<b>10</b>	<b>5</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 2	9	12
Proposed Project Site	-2	8
<b>Difference*</b>	<b>11</b>	<b>4</b>

Distribution Assumptions	
Hwy 1 North Segment	39%
Hwy 1 South Segment	37%
Robertson	6%
Porter	6%

Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 2	1	2
Proposed Project Site	-1	4
<b>Difference*</b>	<b>2</b>	<b>-2</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 2	1	2
Proposed Project Site	-1	4
<b>Difference*</b>	<b>2</b>	<b>-2</b>

**5960 Soquel Ave. Santa Cruz**



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.  
 \*\*Distribution assumptions: 39% to/from Hwy 1 north segment, 37% to/from Hwy 1 south segment, 6% to/from Soquel & Robertson, & 6% to/from Soquel & Porter.

**Table 3 – Trip Generation for Site 3 (6100 Soquel Avenue)**

Land Use	Size	Units	Daily		AM Peak Hour				PM Peak Hour			
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1,3</sup></b>												
Automobile Care Center (LU 942) <sup>2</sup>	21,000	SF	16.28	342	2.25	31	16	47	3.11	31	34	65
<b>Proposed Conditions</b>												
Automobile Sales (LU 841) <sup>4</sup>	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>386</b>		<b>2</b>	<b>-6</b>	<b>-4</b>		<b>-8</b>	<b>2</b>	<b>-6</b>

1. Includes existing all land uses located at 6100 Soquel Avenue, Santa Cruz, CA
2. Kraft's Body Shop; LU 942 average rates used for AM and PM peak hours. No daily data available for LU 942 therefore, LU 943 average rate used for daily trip calculations.
3. ITE land use 941 (Quick Lubrication Vehicle Shop), land use 943 (Automobile Parts & Service Center), and land use 110 (General Light Industrial) were also considered for the existing trip credits, however, the description of land use 942 (Building Materials & Lumber Store) was determined to more closely align with the actual existing uses.
4. Proposed Conditions land use assumptions and trip generation rates were obtained from Table 5 included in the Final Santa Cruz Nissan TIA (October 2017).

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 3	-2	-2
Proposed Project Site	-1	7
<b>Difference*</b>	<b>-1</b>	<b>-9</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 3	-1	-2
Proposed Project Site	-2	8
<b>Difference*</b>	<b>1</b>	<b>-10</b>

Distribution Assumptions	
Hwy 1 North Segment	39%
Hwy 1 South Segment	37%
Robertson	6%
Porter	6%

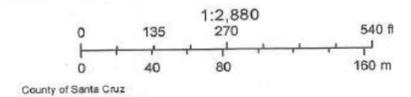
Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 3	0	0
Proposed Project Site	-1	4
<b>Difference*</b>	<b>1</b>	<b>-4</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 3	0	0
Proposed Project Site	-1	4
<b>Difference*</b>	<b>1</b>	<b>-4</b>

**6100 Soquel Ave., Santa Cruz, CA**



May 21, 2019



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 39% to/from Hwy 1 north segment, 37% to/from Hwy 1 south segment, 6% to/from Soquel & Robertson, & 6% to/from Soquel & Porter.

**Table 4 – Trip Generation for Site 4 (2505 Chanticleer Avenue)**

Land Use	Size	Units	Daily		AM Peak Hour			PM Peak Hour				
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1</sup></b>												
Single-Family Detached Housing (LU 210)	1	DU	9.52	10	0.75	0	1	1	1.00	1	0	1
<b>Proposed Conditions</b>												
Automobile Sales (LU 841)	18,038	SF	32.3	582	1.92	26	9	35	2.62	19	28	47
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>572</b>		<b>26</b>	<b>8</b>	<b>34</b>		<b>18</b>	<b>28</b>	<b>46</b>

1. Proposed Conditions land use assumptions and trip generation rates were obtained from Tabl 19 Alternative D - Alternate Location Trip Generation included in the Final Santa Cruz Nissan TIA (October 2017).

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 4	13	18
Proposed Project Site	-1	7
<b>Difference*</b>	<b>14</b>	<b>11</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 4	13	17
Proposed Project Site	-2	8
<b>Difference*</b>	<b>15</b>	<b>9</b>

Distribution Assumptions	
Hwy 1 North Segment	39%
Hwy 1 South Segment	37%
Robertson	6%
Porter	6%

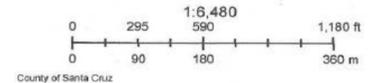
Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 4	2	3
Proposed Project Site	-1	4
<b>Difference*</b>	<b>3</b>	<b>-1</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 4	2	3
Proposed Project Site	-1	4
<b>Difference*</b>	<b>3</b>	<b>-1</b>

**2505 Chanticleer Ave., Santa Cruz, CA**



April 29, 2019



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 39% to/from Hwy 1 north segment, 37% to/from Hwy 1 south segment, 6% to/from Soquel & Robertson, & 6% to/from Soquel & Porter.

**Table 5 – Trip Generation for Site 5 (NE Corner of Soquel Drive & Thurber Lane)**

Land Use	Size	Units	Daily		AM Peak Hour			PM Peak Hour				
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1</sup></b>												
Vacant Land, No Existing Trips Credits												
<b>Proposed Conditions</b>												
Automobile Sales (LU 841)	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>728</b>		<b>33</b>	<b>10</b>	<b>43</b>		<b>23</b>	<b>36</b>	<b>59</b>

1. Existing site at NE Corner of Soquel & Thurber Lane, Santa Cruz, CA is vacant, therefore, existing trip credits are not applicable.

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 5	17	23
Proposed Project Site	-1	7
<b>Difference*</b>	<b>18</b>	<b>16</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 5	16	22
Proposed Project Site	-2	8
<b>Difference*</b>	<b>18</b>	<b>14</b>

Distribution Assumptions	
Hwy 1 North Segment	39%
Hwy 1 South Segment	37%
Robertson	6%
Porter	6%

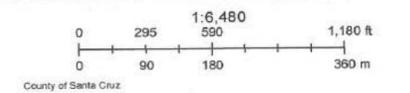
Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 5	3	4
Proposed Project Site	-1	4
<b>Difference*</b>	<b>4</b>	<b>0</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 5	3	4
Proposed Project Site	-1	4
<b>Difference*</b>	<b>4</b>	<b>0</b>

**NE Corner of Soquel Dr. @ Thurber Lane, Santa Cruz, CA**



April 29, 2019



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 39% to/from Hwy 1 north segment, 37% to/from Hwy 1 south segment, 6% to/from Soquel & Robertson, & 6% to/from Soquel & Porter.

**Table 6 – Trip Generation for Site 6 (3845 Soquel Drive)**

Land Use	Size	Units	Daily		AM Peak Hour			PM Peak Hour				
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1</sup></b>												
Vacant Land, No Existing Trips Credits												
<b>Proposed Conditions</b>												
Automobile Sales (LU 841)	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>728</b>		<b>33</b>	<b>10</b>	<b>43</b>		<b>23</b>	<b>36</b>	<b>59</b>

1. Existing site at 3845 Soquel Drive, Santa Cruz, CA is vacant, therefore, existing trip credits are not applicable.

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 6	14	19
Proposed Project Site	-1	7
<b>Difference*</b>	<b>15</b>	<b>12</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 6	13	18
Proposed Project Site	-2	8
<b>Difference*</b>	<b>15</b>	<b>10</b>

Distribution Assumptions	
Hwy 1 North Segment	33%
Hwy 1 South Segment	31%
Robertson	12%
Porter	12%

Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 6	5	7
Proposed Project Site	-1	4
<b>Difference*</b>	<b>6</b>	<b>3</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 6	5	7
Proposed Project Site	-1	4
<b>Difference*</b>	<b>6</b>	<b>3</b>

3845 Soquel Dr., Soquel, CA



April 29, 2019

1:6,480  
0 295 590 1,180 ft  
0 90 180 360 m  
County of Santa Cruz

\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 33% to/from Hwy 1 north segment, 31% to/from Hwy 1 south segment, 12% to/from Soquel & Robertson, & 12% to/from Soquel & Porter.

**Table 7 – Trip Generation for Site 7 (835 Bay Avenue)**

Land Use	Size	Units	Daily		AM Peak Hour			PM Peak Hour				
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1</sup></b>												
Vacant Land, No Existing Trips Credits												
<b>Proposed Conditions</b>												
Automobile Sales (LU 841)	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>728</b>		<b>33</b>	<b>10</b>	<b>43</b>		<b>23</b>	<b>36</b>	<b>59</b>

1. Existing site at 835 Bay Avenue, Capitola, CA is vacant, therefore, existing trip credits are not applicable.

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 7	18	25
Proposed Project Site	-1	7
<b>Difference*</b>	<b>19</b>	<b>18</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 7	18	24
Proposed Project Site	-2	8
<b>Difference*</b>	<b>20</b>	<b>16</b>

Distribution Assumptions	
Hwy 1 North Segment	43%
Hwy 1 South Segment	41%
Robertson	2%
Porter	2%

Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 7	1	1
Proposed Project Site	-1	4
<b>Difference*</b>	<b>2</b>	<b>-3</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 7	1	1
Proposed Project Site	-1	4
<b>Difference*</b>	<b>2</b>	<b>-3</b>

**835 Bay Ave, Capitola, CA**



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 43% to/from Hwy 1 north segment, 41% to/from Hwy 1 south segment, 2% to/from Soquel & Robertson, & 2% to/from Soquel & Porter.

**Table 8 – Trip Generation for Site 8 (220 Westgate Drive)**

Land Use	Size	Units	Daily		AM Peak Hour			PM Peak Hour				
			Rate	Trips	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing Conditions (Trip Credits)<sup>1</sup></b>												
Vacant Land, No Existing Trips Credits												
<b>Proposed Conditions</b>												
Automobile Sales (LU 841)	22,547	SF	32.3	728	1.92	33	10	43	2.62	23	36	59
<b>Net Project Trip Generation</b>												
<b>Net New Trip Generation</b>				<b>728</b>		<b>33</b>	<b>10</b>	<b>43</b>		<b>23</b>	<b>36</b>	<b>59</b>

1. Existing site at 220 Westgate Drive, Watsonville, CA is vacant, therefore, existing trip credits are not applicable.

Along Hwy 1 North Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 8	17	23
Proposed Project Site	-1	7
<b>Difference*</b>	<b>18</b>	<b>16</b>

Along Hwy 1 South Segment	Net New Trips	
	AM Peak	PM Peak
Alternative Site 8	16	22
Proposed Project Site	-2	8
<b>Difference*</b>	<b>18</b>	<b>14</b>

Distribution Assumptions	
Hwy 1 North Segment	39%
Hwy 1 South Segment	37%
Robertson	1%
Porter	1%

Through Soquel Dr & Robertson St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 8	0	1
Proposed Project Site	-1	4
<b>Difference*</b>	<b>1</b>	<b>-3</b>

Through Soquel Dr & Porter St	Net New Trips	
	AM Peak	PM Peak
Alternative Site 8	0	1
Proposed Project Site	-1	4
<b>Difference*</b>	<b>1</b>	<b>-3</b>

**220 Westgate Drive, Watsonville, CA**



\*Note that, if "Difference" is positive, then the alternative would send more trips to the facility than the approved Nissan, the opposite is true for negatives.

\*\*Distribution assumptions: 39% to/from Hwy 1 north segment, 37% to/from Hwy 1 south segment, 1% to/from Soquel & Robertson, & 1% to/from Soquel & Porter.

