

July 13, 2021

Joseph and Jasmine Wiens
c/o 4M Engineering and Development, Inc.
41635 Enterprise Cir N, Suite B
Temecula, CA 92590

SUBJECT: LOST RANCH WINERY TRIP GENERATION EVALUATION

Dear Joseph and Jasmine Wiens:

The following Trip Generation Evaluation has been prepared for the proposed Lost Ranch Winery development (referred to as **Project**) located on the southeast corner of Glen Oaks Road and Rancho California Road in unincorporated County of Riverside. The purpose of this trip generation evaluation is to calculate the trip generation for the proposed Project and determine if additional analysis is necessary based on the County of Riverside's Transportation Analysis Guidelines for Level of Service Vehicle Miles Traveled (December 2020, **County's Guidelines**).

PROJECT DESCRIPTION

The Project is proposed to consist of the development of a new winery with a 3,500 square foot tasting room. There is no hotel, restaurant, or special events proposed for this new winery. The Project is located within the Winery District of the Temecula Valley Wine Country Policy Area. Rancho California Road is designated as a Mountain Arterial (110-foot right-of-way) and Glen Oaks Road is classified as a Collector (74-foot right-of-way) along the Project's frontages. A preliminary site plan for the Project is shown on Exhibit 1.

TRIP GENERATION

Trip generation represents the amount of traffic which is both attracted to and produced by a development. Determining traffic generation for a specific project is therefore based upon forecasting the amount of traffic that is expected to be both attracted to and produced by the specific land uses being proposed for a given development. The trip generation rates used for this assessment are based upon information collected in the Riverside County Wine Country Model Development Memo (prepared by Fehr & Peers, dated September 19, 2011). Although the Institute of Transportation Engineers (ITE) as provided in their Trip Generation Manual (10th Edition, 2017) also has trip generation rates for a Winery land use (Land Use Code 970), the rates developed in the WCCP are unique to the Temecula Wine Country area and were found to be the most representative of the proposed Project.

WINE COUNTRY COMMUNITY PLAN (WCCP) TRIP GENERATION RATES

The WCCP evaluated wineries of varying sizes: small, medium, and large. The proposed Project falls into the small winery category as it is approximately 10-acres in size and only proposes a 3,500 square foot tasting room (no hotel, spa, or special events proposed). As such, the data presented for the Leonesse Winery was utilized to generate the daily trip generation rate for a small winery as it only includes a 3,379 square foot tasting room with no other ancillary uses (similar to the proposed Project). Based on the data included for the Leonesse Winery, the weekday daily trip generation rate is 41.73 trips per day per thousand square feet (141 weekday trips divided by 3.379 thousand square foot tasting room). Similarly, the Saturday daily trip generation rate is 96.18 trips per day per thousand square feet (325 weekday trips divided by 3.379 thousand square foot tasting room).

In order to develop the trip generation rates for the weekday peak hours, the weekday and Saturday daily rates from the WCCP were compared to the daily ITE trip generation rates to identify a factor. As such, a factor of 1.178 was applied to the ITE weekday peak hour rates and 0.615 to the ITE Saturday peak hour rates in order to develop adjusted peak hour rates for a small winery. The resulting trip generation rates are shown in Table 1.

TABLE 1: TRIP GENERATION RATES

Land Use ¹	Units ²	AM Peak Hour			PM Peak Hour			Weekday Daily	Saturday Peak Hour			Saturday Daily
		In	Out	Total	In	Out	Total		In	Out	Total	
Trip Generation Rates:												
Small Winery	TSF	1.71	0.73	2.44	4.31	4.31	8.61	41.73	10.56	11.90	22.46	96.18

¹ Daily weekday and Saturday rates are based on the Wine County Community Plan (WCCP) trip generation rates. Used data for Leonesse Winery (small).

Peak hour rates developed based on a ratio of the WCCP and Institute of Transportation Engineers (ITE) daily rates for winery.

² TSF = Thousand Square Feet

TRIP GENERATION

Based on the trip generation rates identified on Table 1 (per thousand square feet of the tasting room), the proposed Project is anticipated to generate a total of 146 two-way trips per day with 9 AM peak hour trips and 30 PM peak hour trips during the typical weekday (see Table 2). The Project is anticipated to generate 338 two-way daily trips with 79 peak hour trips on a typical Saturday.

TABLE 2: PROPOSED PROJECT TRIP GENERATION

Land Use	Quantity Units ¹	AM Peak Hour			PM Peak Hour			Weekday Daily	Saturday Peak Hour			Saturday Daily
		In	Out	Total	In	Out	Total		In	Out	Total	
Trip Generation Summary:												
Winery - Tasting Room	3,500 TSF	6	3	9	15	15	30	146	37	42	79	338

¹ TSF = Thousand Square Feet

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CONCLUSION

The Project is anticipated to generate fewer than 50 peak hour trips during the weekday peak hours. As such, additional traffic analysis is not required for this Project based on the County's guidelines. If you have any questions, please contact me directly at (949) 861-0177.

Respectfully submitted,

URBAN CROSSROADS, INC.



Charlene So, PE
Associate Principal

EXHIBIT 1: PRELIMINARY SITE PLAN

