

April 22, 2021

Ms. Meghan Cedeño
City of San Diego
Development Services Department

LLG Reference: 3-20-3253

Subject: Gateway Cannabis Outlet – Transportation Study, PTS #660383
San Diego, CA

Dear Meghan:

This letter has been prepared to provide information to document market conditions as they relate to the proposed Gateway Cannabis Project (“Project”) and provide a VMT scoping and screening analysis consistent with the September 29, 2020 City of San Diego Transportation Study Manual (TSM). The Project requires a Conditional Use Permit (CUP) to operate a Cannabis Outlet within two suites (Suites 107 and 108) of an existing medical office building. The building is currently 87.2% occupied and primarily provides space for medical uses. The Project does not require or propose a Community Plan Amendment nor a rezone.

In compliance with the TSM, a Project Information Form (PIF) is provided with this scoping letter as ***Attachment A***.

PROJECT LOCATION

The Project site is located at 995 Gateway Center Way, in the community planning area of Southeastern San Diego within the IL-3-1 zone in San Diego, California. The site is currently developed with a three-story 42,530-square foot (SF) office building, of which the Project proposes to occupy Suites 107 and 108 for the operation of a Cannabis Outlet with a total square footage of approximately 2,996 SF.

Regional access to the site is provided by the Interstate 15 (I-15) Market Street interchange to the west of the Project site with direct Project access onto Gateway Center Way. A Project location map is shown on ***Figure 1***.

PROJECT DESCRIPTION

The Project proposes to operate within two suites within an existing office building. Suites 107 and 108 total 2,996 square feet that would be utilized for a Cannabis Outlet. Access to the site would be via two existing driveways from a cul-de-sac on Gateway Center Way. A site plan depicting the Project concept and driveway access is provided on ***Figure 2***.

Engineers & Planners

Traffic
Transportation
Parking

Linscott, Law & Greenspan, Engineers

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Philip M. Linscott, PE (1924-2000)
William A. Law, PE (1921-2018)
Jack M. Greenspan, PE (Ret.)
Paul W. Wilkinson, PE (Ret.)
John P. Keating, PE
David S. Shender, PE
John A. Boarman, PE
Clare M. Look-Jaeger, PE
Richard E. Barretto, PE
Keil D. Maberry, PE
Walter B. Musial, PE
An LG2WB Company Founded 1966

PARKING

The minimum required parking for the Project is based on the standards outlined in the City of San Diego's Parking Rates. Based on the City of San Diego parking rate of 5 spaces/KSF, the 2,996 SF Project will require 15 spaces and proposes to provide 15 spaces. While the entire site proposes 170 parking spaces, the project itself proposes to provide 15 parking spaces. A full summary of the site's parking calculations is provided on the Project's site plan included in *Attachment A*.

Motorcycle Parking

The Project is required to provide 2% of the minimum automobile parking (15 spaces) for motorcycle parking, with a minimum of two spaces. Therefore, two (2) motorcycle parking spaces are required. The project proposes 2 short-term motorcycle parking spaces, which meets these requirements.

Bicycle Parking

The Project is required to provide 5% of the minimum automobile parking (15 spaces) for short-term bicycle parking, with a minimum of two spaces. Therefore, two (2) bicycle parking spaces are required. The project proposes 2 short-term bicycle parking spaces, which meets these requirements. In addition, the project will also provide 1 long-term bicycle storage.

VEHICLE MILES TRAVELED (VMT) BASED TRANSPORTATION ANALYSIS

In compliance with Senate Bill 743 (SB 743) and the City of San Diego Transportation Study Manual Guidelines (TSM, September 29, 2020), a project is required to evaluate transportation impacts under the California Environmental Quality Act (CEQA) using a Vehicle Miles Traveled (VMT) metric, pursuant to guidance from the Governor's Office of Planning and Research (OPR) in December 2018 (*Technical Advisory on Evaluating Transportation Impacts in CEQA*).

The TSM also requires a project to evaluate the effects of a development project on mobility, access, circulation, and related safety elements under a Local Mobility Analysis (LMA). Any changes to the VMT or LMA guidelines will be addressed as required.

VMT SCREENING

Based on the screening criteria outlined in the TSM guidelines, the proposed Project would be screened as follows:

Locally Serving Retail Project: *The Project is a locally serving project defined as having 100,000 square feet gross floor area or less and demonstrates through a market area study, included as Attachment B, that the market capture area for the Project is approximately three miles (or less) and serves a population of roughly 25,000 people or less.*

*Locally serving retail is consistent with the definitions of Neighborhood Shopping Center in the San Diego Municipal Code Land Development Code Trip Generation Manual. Adding retail/recreation square footage (even if it is 100,000 square feet gross floor area or less) to an existing regional retail shopping area is **not** screened out.*

Using this screening criteria, the Project would be presumed to have a less than significant VMT impact and a VMT analysis would not be required.

Justification

The Project proposes a 2,996-SF Cannabis Outlet (CO) as a single-use commercial use allowed with the existing zoning. Per the City's definition, a CO is an establishment (retail, medicinal, or combination) operating within a CUP where cannabis, cannabis products, and cannabis accessories are sold to the public.

The Project is located in an area that would be expected to primarily serve a market population within a three-mile radius. Using the City of San Diego's interactive map showing permitted COs within the City, as shown on **Figure 3**, various COs are operating within close proximity of the Project site. In fact, there are four COs operating within the three-mile radius and one located just outside the radius. Thus, it would be expected that with several COs in close proximity to one another, the market population would not exceed the three-mile radius given potential customers could choose between any one of the five COs operating within the area. A Trade Area Analysis conducted for the Project by London Moeder, provided as *Attachment B*, supports this conclusion.

Applying these qualifiers under the "locally serving retail" land use correctly categorizes the proposed Project as presumed to have a less than significant VMT impact, per the City's screening criteria. Therefore, further analysis of Project VMT would not be required.

LOCAL MOBILITY ANALYSIS (LMA) SCREENING

The TSM includes a Project Initiation Form (PIF) to summarize the project information to determine if the project generates enough traffic to require the preparation of a Local Mobility Analysis (LMA). Based on the screening criteria outlined in the TSM guidelines, the Project is screened out for the LMA because the proposed land use is consistent with the Community Plan zoning and it is expected to generate less than 1,000 daily unadjusted driveway trips.

PROJECT TRIP GENERATION

Project trips consist of vehicular trips on the street system, which begin or end at the Project site and are generated by the proposed development. The trip generation rate used for the proposed Cannabis Outlet is generally based on the *Marijuana Dispensary* land use from the Institute of Transportation Engineers (ITE) *Trip Generation Manual* (10th ed.) and provided by the City of San Diego.

Table 1 shows a summary of the expected Project trip generation. As shown in *Table 1*, the proposed Project is anticipated to generate approximately 749 average daily trips (ADT) with 67 trips (33 inbound/34 outbound) during the AM peak hour and 120 trips (60 inbound/60 outbound) during the PM peak hour.

Given the Project is anticipated to generate approximately 749 ADT, which is less than 1,000 ADT and that the Project would be consistent with the underlying zone, an LMA is not required for the proposed Project.

TABLE 1
PROJECT TRIP GENERATION

Land Use	Size	Daily Trip Ends (unadjusted driveway trips)		AM Peak Hour				PM Peak Hour			
		Rate ^a	Volume	% of ADT	In:Out	Volume		% of ADT	In:Out	Volume	
					Split	In	Out		Split	In	Out
Cannabis Outlet	2,995.57 SF	250/ksf	749	9%	50:50	33	34	16%	50:50	60	60

Footnotes:

- a. Rates are based as follows: Cannabis Outlet (CO): *Institute of Transportation Engineers' (ITE) Trip Generation Manual (10th Ed.)* per City of San Diego standards of practice (Code 882: Marijuana Dispensary).

Sincerely,

Linscott, Law & Greenspan, Engineers



John Boarman, P.E.
Principal
California Registration: C50033

cc: File

Attachments: **Attachment A:** Project Information Form (PIF)
Attachment B: Gateway Cannabis Outlet – Trade Area Analysis
Figure 1: Project Area Map
Figure 2: Site Plan
Figure 3: Approved and Operational Cannabis Outlets

Project Name:				
Project Applicant				
Name:				
Address:				
Contact Information	Phone Number:		Email:	
Project Location and Context				
Project Address:				
APN:				
Driveway Cross Streets:				
Please attach a Project Location Map that clearly identifies project driveways and access points.				
Community Plan Area:		Land Use Designation:		Zoning Designation:
Is any portion of the project located in an RTIP Transit Priority Area? <input type="checkbox"/> Yes <input type="checkbox"/> No				
Project Description (with Proposed Land Uses and Intensities):				
Number of Parking Spaces:	Vehicle Spaces	Accessible Spaces	Bicycle Spaces (racks and secure Storage)	Motorcycle Spaces
Identify any project features related to TDM and Identify any transportation amenities or travel demand management measures that are required based on the San Diego Municipal Code Section 142.0528 (transportation amenities) or the Climate Action Plan Consistency Checklist. For example: transit pass subsidies, unbundled parking, shuttle services, car share, bicycle supportive features (bike repair station, bike lockers, etc.).				
Please attach a project site plan that clearly identifies the following:				
<ul style="list-style-type: none"> Land use types and quantities, and number of parking spaces provided (vehicle and bicycle) clearly identified. Driveway locations and type (full access, partial access, right in/out only) identified. Pedestrian access, bicycle access and on-site pedestrian circulation clearly identified. Location/distance of closest existing transit stop and proposed transit stops identified in RTIP (measured as walking distance to project entrance/or middle of parcel). 				



City of San Diego Project Information Form

Trip Generation Estimates (calculated using the process described in the TSM):	Unadjusted Driveway Trips		Total Net New Trips	
	Daily:		Daily:	
	AM Peak Hour:		AM Peak Hour:	
	PM Peak Hour:		PM Peak Hour:	

Preliminary Screening Criteria

CEQA Transportation Analysis Screening		Screened Out	Not Screened Out
1) Select the Land Uses that apply to your project 2) Answer the questions for each Land Use that applies to your project <i>(if "Yes" in any land use category below then that land use (or a portion of the land use) is screened from CEQA Transportation Analysis)</i>		Yes	No
<input type="checkbox"/>	1. Redevelopment Project:		
	a. Does the project result in a net decrease in total Project VMT?		
	b. Answer if yes to 1a. If the project replaces affordable housing with market rate housing, are there more market rate units planned than existing affordable units being replaced.		
<input type="checkbox"/>	2. Residential Project:		
	a. Is the project in a VMT/Capita Efficient Area (per SANDAG screening maps)?		
	b. Does the project include Affordable Housing?		
	$\frac{\text{Affordable Units}}{\text{Total Units}} + \frac{\text{Market Rate Units}}{\text{Total Units}} = \frac{\text{Total Units}}{\text{Total Units}}$ All affordable units are screened out.		
<input type="checkbox"/>	3. Commercial Employment Project:		
	• Is the project in a VMT/Employee Efficient Area? (per SANDAG screening maps?)		
<input type="checkbox"/>	4. Industrial Employment Project		
	• Is the project in a VMT/Industrial Employee Efficient Area?		
<input type="checkbox"/>	5. Retail/Public Facility/Recreational		
	• Is the project locally serving: - Retail OR Public Facility OR Recreational		
<input type="checkbox"/>	6. Small Project		
	• For all components of a project that are not screened out above (all 'Yes' in a land use category), what is the daily unadjusted driveway trip generation? _____ Is it less than 300 daily trips?		

Local Mobility Analysis			
Is your project's land use consistent with the Community Plan zoning?	<input type="checkbox"/> Consistent <input type="checkbox"/> Generates less than 1,000 daily trips (unadjusted driveway trips)	<input type="checkbox"/> Inconsistent <input type="checkbox"/> Generates less than 500 daily trips (unadjusted driveway trips)	
Will project development be phased?		In what month are traffic counts planned to be conducted?	



**City of San Diego
Project Information Form**

If a project generates 1,000 or more daily trips (consistent with Community Plan Zoning) or 500 or more daily trips (inconsistent with Community Plan zoning), attach an exhibit showing the project's trip distribution percentages and project trip assignment using the process described in the TSM.

995 Gateway Center Way, Suites 107 & 108,
San Diego, CA 92102
Conditional Use Permit
Marijuana Outlet(MO)

TECHNE

DESIGN | DEVELOPMENT

2934 Lincoln Ave., San Diego, CA 92104
technne-us.com sustainablearchitect.org
619-940-5814 313-595-5814

CONSULTANTS



995 Gateway Center Way,
Suites 107 & 108,
San Diego CA 92102

APPLICANT

Harvest of San Diego I, LLC
1155 W. Rio Salado Parkway, Suite 201
San Diego, CA 92104

APPLICABLE CODES

- City of San Diego Municipal Code
- 2019 California Building Code
- 2019 California Green Code
- 2019 California Plumbing Code
- 2019 California Electrical Code
- 2019 California Mechanical Code

SCOPE OF WORK

The project consists of the conversion of an existing suite with an approximate area of 2,995 sf into a Marijuana Outlet in an existing multi-story commercial building with an approximate area of 42,530 sf.

- Tenant Improvements to Include:
 - First floor reconfiguration of approximately 2,995 sf to convert into proposed Marijuana Outlet
- Site Improvements to include
 - Re-striped parking
 - Landscape
 - Lighting
 - Security

* Conditional Use Permit (CUP) Requested

PROJECT TEAM

PROPERTY OWNER:

GATEWAY SMP LLC
6950 Amber Ln.
Carlsbad, CA 92009

APPLICANT:

Harvest of San Diego I, LLC
1155 W. Rio Salado Parkway, Suite 201
Tempe, AZ 85281

Phone #: 480-417-6781

email: steve@harvestinc.com

DESIGN FIRM:

TECHNE

Project Contact: Abhay Schweitzer - Assoc. AIA

2934 Lincoln Ave., San Diego, CA 92104

Phone #: 619-940-5814,

email: abhay@technne-us.com

SURVEYOR:

San Diego Land Surveying & Engineering, Inc.

Project Contact: Robert J. Bateman P.L.S. No. 7046

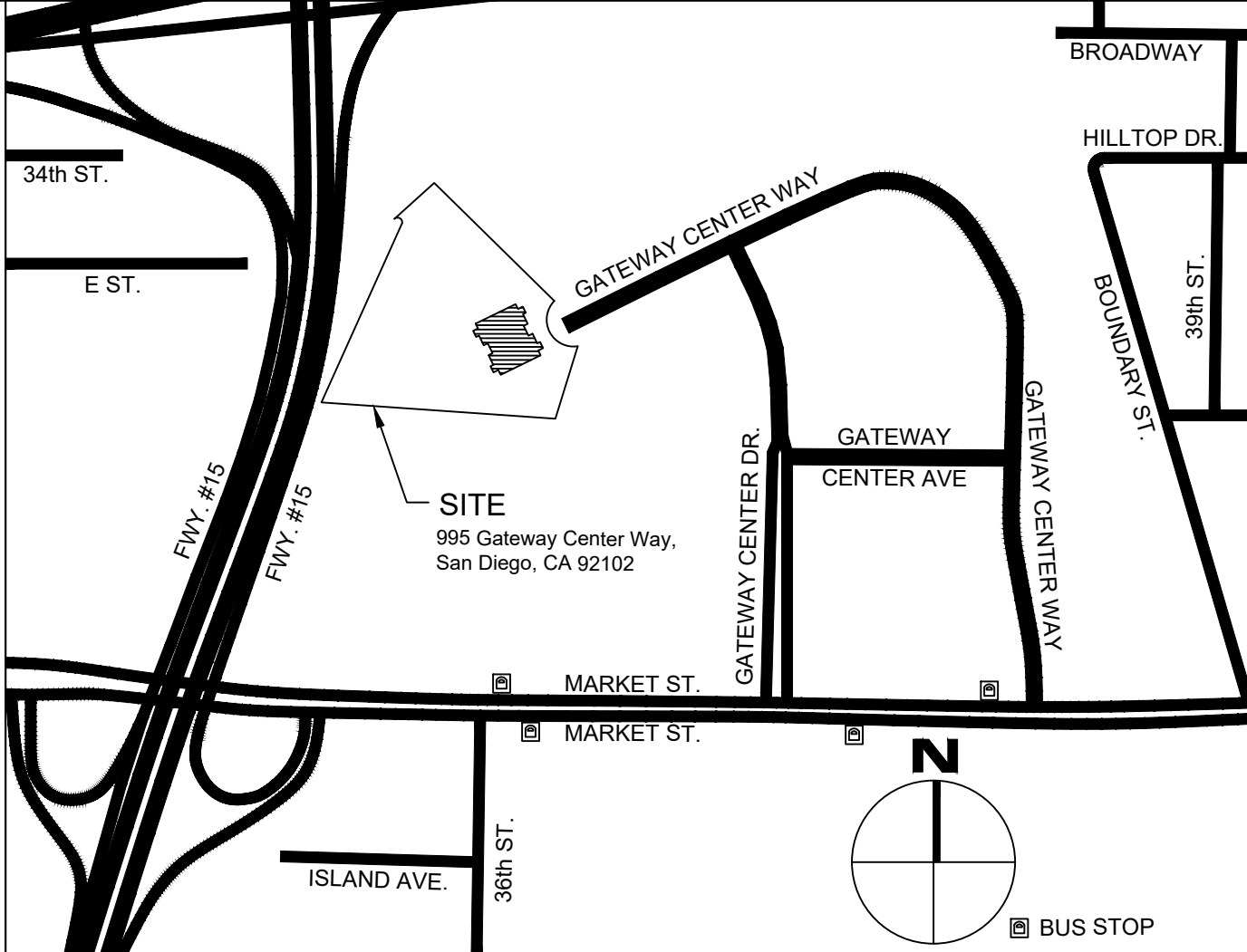
9665 Chesapeake Dr., Suite 445

San Diego, CA 92123

Phone #: 858-565-8362

email: RBateman@sdlse.com

VICINITY MAP



PROJECT INFORMATION				995 Gateway Center Way - MO
PROJECT ADDRESS:	995 Gateway Center Way, Suites 107 & 108 San Diego, CA 92102			
ASSESSORS PARCEL NUMBER:	546-440-25-00			
LEGAL DESCRIPTION:	Lot: 19,20 Tract No: 11512 Map Ref: 011512 Abbreviated Description: LOT:19,20 CITY:SAN DIEGO SUBD: GATEWAY CENTER EAST UNIT #1 TR#:11512 TR 11512 LOT 20*LOT 19 & MAP REF:011512City/Muni/Twp: SAN DIEGO			
YEAR BUILT:	1989			
EXISTING OCCUPANCY CLASSIFICATION:	B - Business			
PROPOSED OCCUPANCY CLASSIFICATION:	M Mercantile / B - Business			
EXISTING USE:	Medical Commercial Office			
PROPOSED USE:	Marijuana Outlet / Office			
CONSTRUCTION TYPE:	TYPE II -B - Sprinklered			
EXISTING NUMBER OF STORIES:	3			
PROPOSED NUMBER OF STORIES:	3 (No Change)			
BUILDING HEIGHT:	45'-4" (No Change)			
LOT AREA:	178,443.2 sf 4.10 ACRES			
GROSS FLOOR AREA				
GROSS FLOOR AREA, SUITES 107 & 108 (First Floor):	2,995.6 sf	(Project Suite, Proposed MO)		
GROSS FLOOR AREA (First Floor, Remainder):	10,298.8 sf	(Not Part of Project Scope)		
GROSS FLOOR AREA (Second Floor):	14,456.0 sf	(Not Part of Project Scope)		
GROSS FLOOR AREA (Third Floor):	14,779.6 sf	(Not Part of Project Scope)		
TOTAL BUILDING GROSS FLOOR AREA:	42,529.9 sf			

ZONING INFORMATION				995 Gateway Center Way - MO
BASE ZONE:	IL-3-1 - Industrial Light (mix of light industrial, office and commercial uses)			
Overlay Zones:	San Diego International Airport - Airport Influence Area (AIA), Airports: FAA Height Notification, Airport Environs Overlay (AEO2), Geological Hazard Category 52, San Diego Unified School District (SDUSD), Diamond Business Improvement District (BID), Community Plan - SOUTHEASTERN SAN DIEGO, Very High Fire Hazard Severity Zone, Noise Contours - 60 - 65 (dB CNEL)			
GEOLOGICAL HAZARD CATEGORY:	52			
NUMBER OF BUILDINGS:	1			
SETBACKS:				
FRONT:	10'-0" (Min)	20'-0" (std.)		
STREET:	15'-0" (max)	20'-0" (std.)		
SIDE:	10'-0"(min)	25'-0" (abutting residential)		
REAR:	0'-0" (min)	15'-0" (std.)	25'-0" (abutting residential)	
MAX. STRUCTURE HEIGHT:	- (Unlimited, except as limited by Overlay Zones)			
MIN. LOT COVERAGE:	35%	62,455.1 sf		
ACTUAL LOT COVERAGE:	24%	42,529.9 sf		
MAXIMUM FLOOR AREA RATIO:	2.0	356,886.4 sf		
ACTUAL FLOOR AREA RATIO:	0.2	42,529.9 sf		

PARKING CALCULATION				
Harvest of San Diego I, LLC				
995 Gateway Center Way, Suites 107 & 108, San Diego, CA 92102				
PARKING CALCULATIONS*				
Uses	Area	Ratio	Parking Stalls	
Marijuana Outlet (First Floor, Project Suite)	2,995.6 sf	5.00 Per 1,000 sf	15.0	
Commercial Office (First Floor Remainder, Previously Conforming):	10,298.8 sf	3.76 Per 1,000 sf	38.7	
Commercial Office (Second Floor, Previously Conforming):	14,456.0 sf	3.76 Per 1,000 sf	54.4	
Commercial Office (Third Floor, Previously Conforming):	14,779.6 sf	3.76 Per 1,000 sf	55.6	
Total Parking Required				163.7
Total Building Gross Floor Area	42,529.9 sf			
* Per SDMC Sec. 142.0530- Table 142-05E				
Proposed Carpool/ZOV/Electric Vehicle Parking (On site)	Req. Parking	Ratio	Req. Parking	
*Per SDMC Sec. 142.0530 - Table 142-05G(d)(1)(B)(ii)	15	10 to 25	1.0	
Total Carpool/ZOV/Electric Vehicle Parking*			1.0	
Proposed Motorcycle Spaces (On site)	Req. Parking	Ratio	Req. Parking	
2% Min. of Req. Automobile Parking (Min. Req. = 2)	15	0.02 Per 1,000 S.F.	0.3	
Total Motorcycle Spaces Required *			2.0	
Proposed Bicycle Spaces (Short Term)	Req. Parking	Ratio	Bicycle Spaces	
5% of Req. Automobile parking or 10% per 1,000 sf of Building Area whichever is more. (Min. Req = 2	2,995.6 sf	0.10 Per 1,000 S.F.	0.3	
Total Short term Bicycle Spaces Required (Min Req. = 2)			2.0	
Proposed Bicycle Spaces (Long Term)	Parking Spaces	Ratio	Parking Stalls	
5% of Req. Automobile Parking (Min. Req. = 1)	15	0.05	0.7	
Total Long term Bicycle Spaces Required			1.0	
EXISTING PARKING	Number / Area	Ratio	Parking Stalls	
Standard Parking Spaces (Previously Conforming)	42,529.9 sf	3.76 Per 1,000 S.F.	68	
Compact Parking Spaces (Previously Conforming)	160	Varies	88	
Accessible Spaces (Previously Conforming)	160	Varies	4	
TOTAL EXISTING PARKING (On Site)			160	
PROPOSED PARKING REQUIRED (995 Gateway Center Way)	Number / Area	Ratio	Parking Stalls	
Parking Spaces (On Site)	42,529.9 sf	Varies Per 1,000 S.F.	165	
Carpool/ZOV/Electric Vehicle Parking (On Site)	15	10 to 25	1	
Accessible Parking Spaces (On Site)	15	1-25 (Table 11B-208.2)	1	
Motorcycle Parking (On site, short/long term)	15	2 (Min)	2	
Bicycle Parking (On site, short/long term)	15	Varies	3	
TOTAL PARKING			170	
PARKING SUMMARY - Proposed Project	Standard Parking	Compact Parking	Accessible Space:	
995 Gateway Center Way, San Diego, CA 92102	66	88	Carpool/ZEV	EV Parking Spaces
* Per SDMC Sec. 142.0530- Table 142-05E		9	1	1
				Totals
				165

01	02.21.20	Completeness Review - Submittal 1
02	03.26.20	CUP - Submittal 1

MARK	DATE	DESCRIPTION
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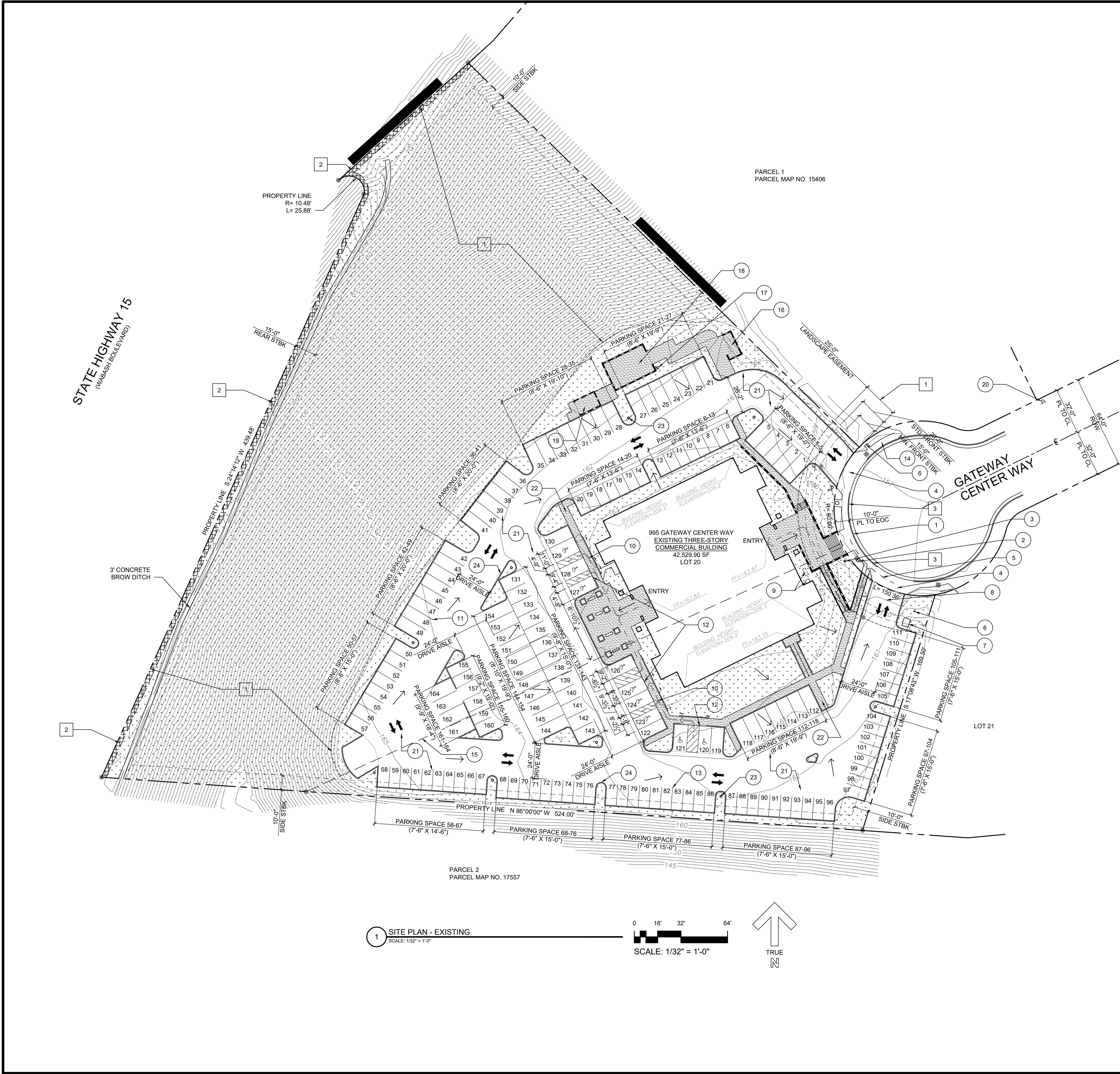
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CAD DWG FILE:	G001-G004 COVER SHEET.DWG
DRAWN BY:	A.S., B.P., C.G., G.R.
CHK'D BY:	A.S., M.M.

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SHEET TITLE

COVER SHEET

G001



SITE PLAN LEGEND

- PROPERTY LINE
- OUTLINE OF EXISTING STRUCTURES
- AREA OF EXISTING LANDSCAPE
- AREA OF EXISTING ON SITE SIDEWALK & HARDSCAPE
- SITE DRAINAGE PATTERN
- VEHICULAR CIRCULATION
- ACCESSIBLE ROUTE

SITE PLAN NOTES

- A. The site plan is for informational and general site reference only. Refer to other construction documents for complete scope of work.
- B. Before commencing any site foundation or slab cutting or excavation, the contractor shall verify and mark locations of all site utilities, dimensions and conditions. These include but are not limited to property lines, setback location to all new or existing walls, easements (if any), existing site utilities, including water, sewer, gas and electrical lines and any other new or existing site items which could affect in any way the construction of the building. Flag or otherwise mark all locations of site property lines, easements (if any), underground utilities, and indicate utility type.
- C. The Contractor or subcontractor shall notify TECHNE if any conflicts or discrepancy occurs between the information on this plan and actual field conditions. Do not proceed with work in conflict with these drawing until written or verbal instructions are issued by TECHNE.
- D. Protect and mark all existing building structure including walls, beams, columns, area separation walls, and other items that are part of the existing structure and not part of the scope of the tenant improvement, and mark perimeter of construction zone.
- E. Coordinate with other tenants the temporary shutoff of any site utilities.
- F. No proposed improvement will block or alter the existing surface drainage flow pattern.
- G. The existing water and sewer services will remain.
- H. Refer to Topographic Survey for additional information.
- I. BUILDING ADDRESS: Building address numbers must be visible and legible from the street or road fronting the property, per FHPS Policy P-00-5 (UFC 901.4.4).
- J. TRANSIT STOP: Nearest transit stop is approximately 1,900' away from project.
- K. If the City Building Inspector determines non-compliance with any accessibility provisions, a complete and detailed revised plans clearly showing all existing non-complying conditions and the proposed modifications to meet current accessibility requirements (including site plan, floor plans, details, etc.) will be submitted to the department for review and approval.

SITE PLAN KEYNOTES

- 1. EXISTING CURB AND GUTTER
- 2. EXISTING WATER METERS
- 3. EXISTING FIRE DEPARTMENT CONNECTION
- 4. EXISTING PREVIOUSLY CONFORMING DRIVEWAY CURB CUT
- 5. ACCESSIBLE PATH OF TRAVEL FROM RIGHT-OF-WAY
- 6. EXISTING UTILITY RISER
- 7. EXISTING SDG&E TRANSFORMER BOX
- 8. EXISTING PAVED DRIVEWAY
- 9. EXISTING BACKFLOW PREVENTER DEVICE
- 10. ACCESSIBLE PATH OF TRAVEL TO REAR ENTRY FROM ACCESSIBLE PARKING SPACES
- 11. EXISTING STANDARD PARKING SPACES
- 12. EXISTING ACCESSIBLE PARKING
- 13. EXISTING COMPACT PARKING SPACES
- 14. EXISTING OFFSITE CONCRETE SIDEWALK
- 15. EXISTING LOT LINE
- 16. EXISTING TRASH ENCLOSURE
- 17. EXISTING GAS METER
- 18. EXISTING HVAC ENCLOSURE
- 19. EXISTING GENERATOR ENCLOSURE
- 20. EXISTING FIRE HYDRANT
- 21. EXISTING ASPHALT SURFACE PARKING LOT
- 22. EXISTING ON SITE WALKWAYS & HARDSCAPE
- 23. EXISTING ON SITE LIGHT, STANDARD
- 24. EXISTING ON SITE RAISED CURBS

EASEMENT NOTES

- 1. EASEMENTS FOR LANDSCAPING PURPOSES AS DEDICATED AND SHOWN ON MAP NO. 11512. PLOTTED HEREON.
- 2. THE FACT THAT THE OWNERSHIP OF SAID LAND DOES NOT INCLUDE RIGHTS OF ACCESS TO OR FROM THE PUBLIC STREET OR HIGHWAY ABUTTING SAID LAND, SUCH RIGHTS HAVE BEEN RELINQUISHED OR SEVERED BY MAP NO. 11512, WHICH AFFECTS STATE HIGHWAY 15. SHOWN HEREON.
- 3. MATTERS CONTAINED IN A DOCUMENT ENTITLED "ENCROACHMENT REMOVAL AGREEMENT" RECORDED JULY 24, 1987 AS INSTRUMENT NO. 87-416562 OF OFFICIAL RECORDS. SHOWN HEREON.

TECHNE

DESIGN | DEVELOPMENT

2934 Lincoln Ave., San Diego, CA 92104
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619-940-5814 313-595-5814

CONSULTANTS



995 Gateway Center Way,
Suites 107 & 108,
San Diego CA 92102

APPLICANT

Harvest of San Diego I, LLC
1155 W. Rio Salado Parkway, Suite 201
San Diego, CA 92104

01	02.21.20	Completeness Review - Submittal 1
02	03.26.20	Full CUP - Submittal 1

MARK	DATE	DESCRIPTION
01	02.21.20	PROJECT NO: 2001
02	03.26.20	CAD DWG FILE: A101 SITE PLAN - EXISTING DWG
		DRAWN BY: A.S., B.P., C.G., G.R.
		CHK'D BY: A.S., M.M.

SITE PLAN -
EXISTING

A101



london moeder
advisors

Gateway Cannabis Outlet- Trade Area Analysis

March 5, 2021

825 10th Avenue
San Diego, CA 92101
619. 269.4010

2792 Gateway Road #104
Carlsbad, CA 92024
619.269.4012

londonmoeder.com

March 5, 2021

Harvest of San Diego, LLC
1155 Rio Salado Parkway, Suite 201
Tempe, AZ 85281

Gateway Cannabis Outlet- 995 Gateway Center Way

London Moeder Advisors (“LMA”) has conducted a comprehensive market analysis on behalf of Harvest of San Diego pertaining to a proposed lease of 2,996 square feet at 995 Gateway Center Way (“Subject”) for the purpose of operating a cannabis outlet. The purpose of our analysis is to determine whether the patron draw at the proposed location meets the definition and qualifications as a “Locally Serving Retail Project” defined by the City of San Diego, as follows:

***Locally Serving Retail Project:** The project is a locally serving retail project defined as having 100,000 square feet gross floor area or less **and** demonstrates through a market area study that the market capture area for the project is approximately three miles (or less) and serves a population of roughly 25,000 people or less. Locally serving retail is consistent with the definitions of Neighborhood Shopping Center in the San Diego Municipal Code Land Development Code Trip Generation Manual. Locally serving recreation is consistent with the land uses listed in Appendix B of the draft TSM, given that it meets the square footage and market capture area above. Adding retail square footage (even if it is 100,000 square feet gross floor area or less) to an existing regional retail shopping area is **not** screened out.*

We have concluded that the Subject fits the criteria for a locally serving retail project. The remainder of this report details this analysis.

A retail project’s trade area¹ is impacted by not only the population within the trade area, but by the proximity of competing projects². Therefore, the more competing projects within close proximity to each other, the smaller the market trade area becomes. The smaller trade area is a result of the individual project’s market capture within the overall trade area. In other words, a potential client living within the trade area has multiple options from which to choose.

We have determined that the Subject contains a population³ (21 years of age and older) of 215,906 persons within a three-mile radius. Well over 25,000 persons 21 and older for a locally serving establishment.

¹ For purposes of this analysis, “trade area” is defined as the geographic area from which the majority of customers originate.

² University of Wisconsin-Madison, *Trade Area Analysis*, <https://fyi.extension.wisc.edu/downtown-market-analysis/understanding-the-market/trade-area-analysis/>

³ Population data derived from Claritas Demographics – Environics Analytics

To address this higher-than-average –population density, we applied a radius of 1.1 miles⁴ to account for the high-density, urban nature of the Subject. This radius reflects the urban density of the area surrounding the Subject compared to alternate areas within the City of San Diego that have much lower density. Thus the 1.1-mile radius is a more accurate representation of an urban, locally serving market area.

As detailed in the following table, the 21-year-old and over population within the 1.1-mile radius is 23,220 persons. This is derived from census tract data that are contained within the radius.

Divided among the three projects (including the Subject) within approximately one-half mile of the Subject, the per project trade area population (21+) is 7,740 persons. This per project population falls well below the 25,000 person criteria as defined for a “Locally Serving Retail Project” in the City of San Diego.

Trade Area Analysis Gateway Cannabis Outlet

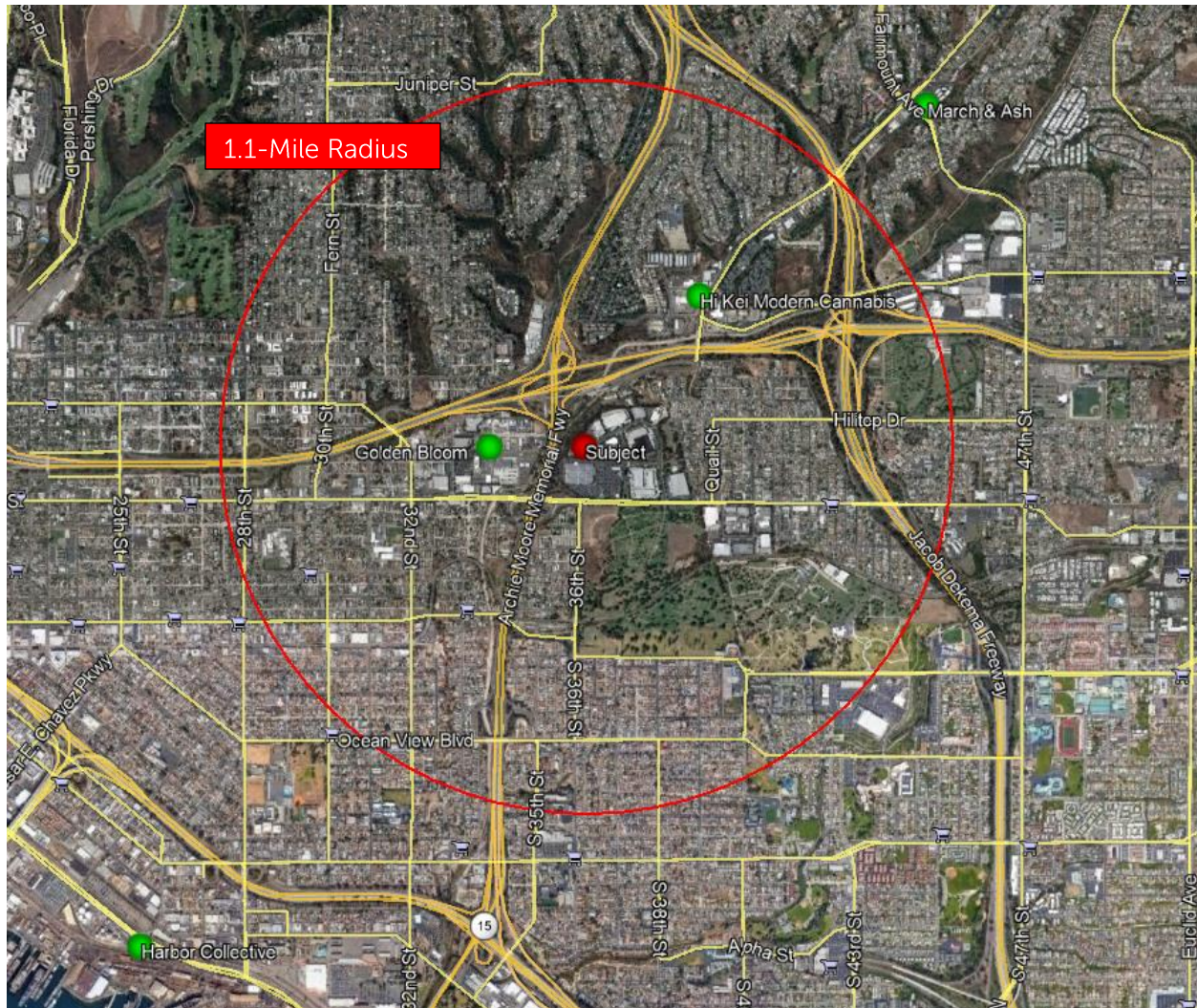
Population 21+ (3-Mile Radius of Subject)	215,906
High-Density/Urban Trade Area	1.1 Miles
Population 21+ (1.1-Mile Radius of Subject Site)	23,220
Outlets within 1.1-Mile Radius of Subject	3
Per Project Population 21+	7,740

**Population counts are 2020 estimates*

Source: London Moeder Advisors, Claritas

⁴ The City Heights neighborhood population is approximately three times as dense as traditional suburban environments within the City of San Diego.

The following map depicts the location of the Subject in relation to currently operating cannabis outlets, specifically Golden Bloom and Hi Kei Modern Cannabis, relative to the radius utilized in this analysis. Additional operating projects (Harbor Collective and March & Ash) are found within a 2.0-mile radius of the Subject, but are not included in this analysis:



Should you have any questions regarding this analysis, please feel free to contact us.

Sincerely,

Gary H. London

Nathan Moeder

Corporate Profile

London Moeder Advisors

REPRESENTATIVE SERVICES

Market and Feasibility Studies	Development Services	Litigation Consulting
Financial Structuring	Fiscal Impact	Workout Projects
Asset Disposition	Strategic Planning	MAI Valuation
Government Processing	Capital Access	Economic Analysis

London Moeder Advisors (formerly The London Group) was formed in 1991 to provide real estate advisory services to a broad range of clientele. The firm principals, Gary London and Nathan Moeder, combine for over 60 years of experience. We have analyzed, packaged and achieved capital for a wide variety of real estate projects. Clients who are actively pursuing, developing and investing in projects have regularly sought our advice and financial analysis capabilities. Our experience ranges from large scale, master planned communities to urban redevelopment projects, spanning all land uses and development issues of all sizes and types. These engagements have been undertaken principally throughout North America and Mexico.

A snapshot of a few of the services we render for both the residential and commercial sectors:

- **Market Analysis** for mixed use, urban and suburban properties. Studies concentrate on market depth for specific products, detailed recommendations for product type, absorption and future competition. It also includes economic overviews and forecasts of the relevant communities.
- **Financial Feasibility Studies** for new projects of multiple types, including condominium, apartment, office, and master-planned communities. Studies incorporate debt and equity needs, sensitivity analyses, rates of return and land valuations.
- **Litigation support/expert witness services** for real estate and financial related issues, including economic damages/losses, valuations, historic market conditions and due diligence. We have extensive deposition, trial, mediation and arbitration experience.
- **Investment studies for firms acquiring or disposing of real estate.** Studies include valuation, repositioning projects and portfolios, economic/real estate forecasts and valuation of partnerships. Often, the commercial studies include the valuation of businesses.
- **Estate Planning services** including valuation of portfolios, development of strategies for disposition or repositioning portfolios, succession planning and advisory services for high net worth individuals. We have also been involved in numerous marriage dissolution assignments where real estate is involved.
- **Fiscal Impact, Job Generation and Economic Multiplier Effect Reports,** traditionally prepared for larger commercial projects and in support of Environmental Impact Reports. We have been retained by both developers and municipalities for these reports. The studies typically relate to the tax revenues and employment impacts of new projects.

The London Group also draws upon the experience of professional relationships in the development, legal services, financial placement fields as well as its own staff. Clients who are actively investigating and investing in apartment projects, retail centers, commercial projects, mixed use developments and large master plans have regularly sought our advice and financial analysis capabilities.

San Diego: 825 10th Ave | San Diego, CA 92101 | (619) 269-4010
Carlsbad: 2792 Gateway Road #104 | Carlsbad, CA 92009 | (619) 269-4012

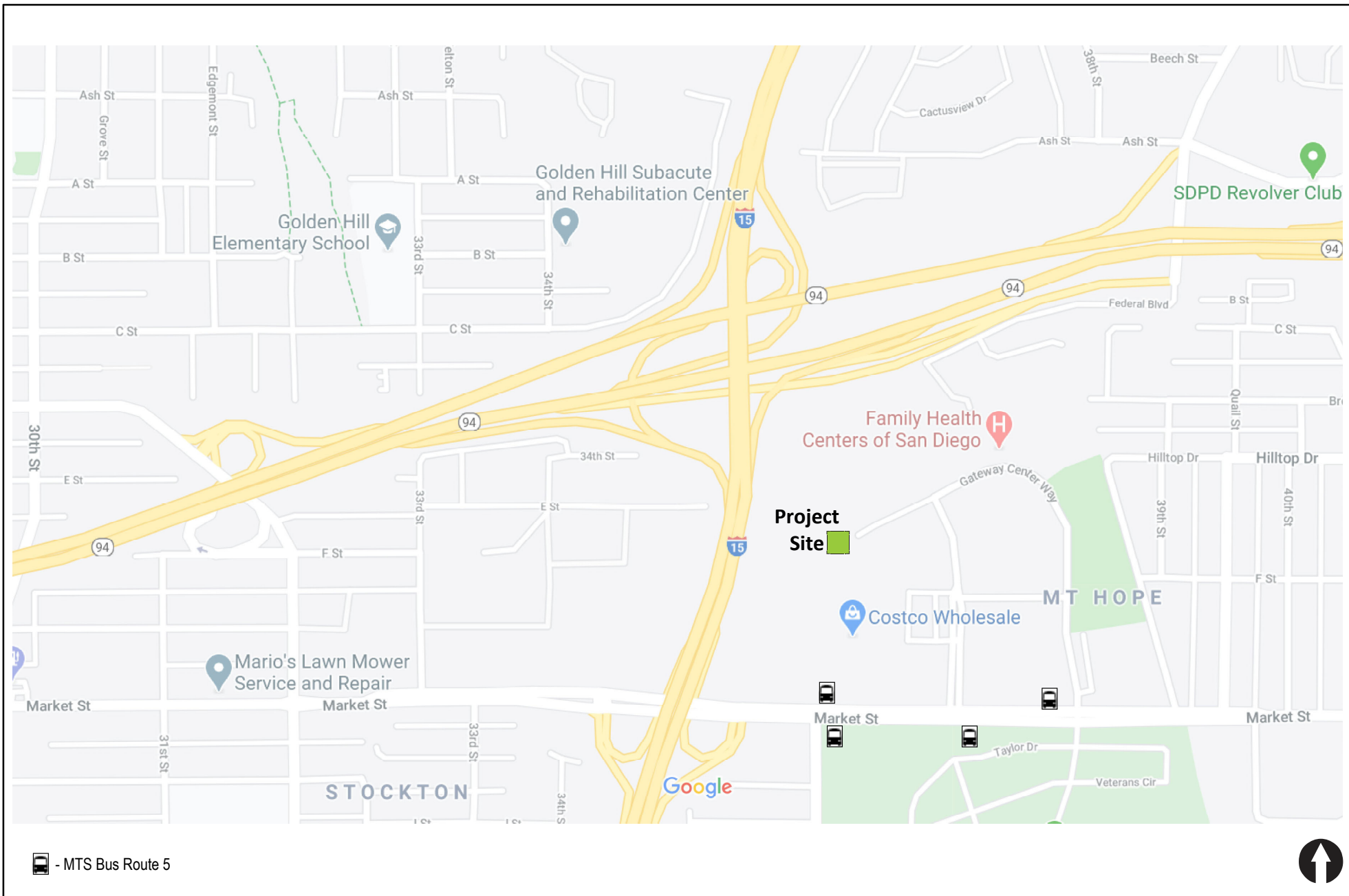


Figure 1

Project Area Map

GATEWAY CANNABIS OUTLET

