



ITEM VI-D: ADMINISTRATIVE PERMIT – 1470, 1480 & 1490 EUREKA RD – NERSP PARCEL 13, EUREKA RIDGE PLAZA PARKING REDUCTION –FILE# AP 04-71

REQUEST

The applicant requests approval of an Administrative Permit for a reduction in the required parking on the Eureka Ridge Plaza (formerly Rocky Ridge Pavilion).

Applicant & Owner – Abe Alizadeh, Kobra Properties

SUMMARY RECOMMENDATION

The Planning Department recommends that the Planning Commission take the following actions:

- A. Adopt the three findings of fact for the Administrative Permit; and
- B. Approve the Administrative Permit subject to three (3) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues. The applicant has reviewed the recommendations and is in agreement with all conditions of approval.

BACKGROUND

The 4.23 acre property site is located on the southwest corner of Eureka Road and Rocky Ridge Drive, Northeast Roseville Specific Plan (NERSP) Parcel 13 (Attachment 1).

On June 20, 2002 the Design Committee approved a Design Review Permit for Rocky Ridge Pavilion (DRP 01-54). The plans indicated construction of 28,550 square feet of retail, 8,595 square feet of restaurant, and site improvements including 218 parking stalls. On February 14, 2003 staff approved a Design Review Permit Modification to revise the building elevations for the center; however, the floor areas and parking supply were not affected by the revision.

After approving these permits, tenant leasing for restaurant uses has exceeded the original plan. As a result, the 218 parking stalls, that originally included a planned surplus, will not meet the minimum code requirement for the combined uses. Accordingly, the developer requests a reduction in the number of required parking stalls for the center, now named Eureka Ridge Plaza.

EVALUATION

The approved Eureka Ridge Plaza site development plan indicates 28,550 square feet of retail use and 8,595 square feet of restaurant use with 218 parking stalls provided. A total of 182 parking stalls are required for that mix of uses (1 stall/300 sq. ft. for retail and 1 stall/100 sq. ft. for restaurant). The 36 surplus parking stalls would have accommodated up to 5,400 square feet of the original retail allotment to be occupied by restaurant uses. Currently, 16,903 square feet have been leased to restaurant tenants and 3,008 square feet have been leased to medical services. As a result, the new mix of uses require a total of 245 parking stalls and make the existing parking lot deficient by 27 stalls.

Parking Supply

	Floor Area	Ratio	Code Stalls	Existing
Restaurant	16,903	1/100	169	
Retail	16,830	1/300	56	
Medical Services	3,008	1/150	20	
Total, all uses	36,741		245	

Zoning Ordinance Section 19.26.030.C.2 stipulates that the number of parking spaces actually provided for a building complex may be reduced where the hours of operation of the various uses do not coincide or overlap to the extent that the parking demand would exceed the supply. Such a parking reduction may be approved if:

- a. *A sufficient number of spaces are provided to meet the greatest parking demand of the participating uses.*

The 218 parking stalls may not be sufficient when all of the restaurants and shops are open and full of activity. The 245 parking stalls required by the Zoning Ordinance ratios assume fully occupied and active uses.

- b. *Satisfactory evidence is provided describing the nature of the uses and the times when the uses operate so as to demonstrate the lack of potential conflict between them.*

The applicant has provided a parking survey that lists all of the tenant spaces by type of use and business hours (Attachment 3). Thus, the table shows parking demand as a function of time. The five restaurants will all be open for dinner, while the retail shops and medical services will all close between 5 and 7 p.m. Peak parking demand will occur during the lunch hours and again in the early evening hours.

- c. *Overflow parking will not impact any adjacent use.*

The site has a connecting drive aisle to the adjacent Carmax property and reciprocal access easement rights. The applicant is working on an overflow and valet parking agreement with Carmax. Overflow parking that is not addressed by a parking agreement would be subject to having unauthorized cars towed. No other properties are close enough to the site to be impacted by overflow parking.

- d. *Additional documents, covenants, deed restrictions, or other agreements as may be deemed necessary by the Planning Director are executed to assure that the required parking spaces provided are maintained and uses with similar hours and parking requirements as those uses sharing the parking facilities remain for the life of the project.*

In the letter dated March 2, 2005 Mr. Alizadeh proposes two parking conditions that he believes will serve the restaurants and avoid parking conflicts. The first condition is to offer valet parking for guests. The second condition is to put overflow parking on the adjacent Carmax property or on a valet parking lot at the Cena di Mare site across Eureka Road. Of course, any off-site parking would need to be reserved for that purpose by a long-term agreement with the other property owner. Staff has included a condition to require 27 off-site valet parking stalls, with the parking plan approved by the Planning Director prior to occupancy of the remaining restaurant tenant (1480 Eureka Road). We note that valet parking will improve the evening peak condition, but it is not expected to improve the lunch hour peak condition.

Regardless of the method, parking management will be an essential factor for this center and its restaurant tenants to be successful. Mr. Alizadeh acknowledges that the center does not meet the parking ratio requirements of the Zoning Ordinance. He is not only the property owner and property manager, but is owner of the proposed restaurant. Accordingly, he will be very motivated to make sure that parking conflicts are not recurring events. He needs to make the parking work or his restaurant and the shopping center may fail.

SUMMARY / CONCLUSION

As shown above, the parking supply will not meet the code requirements, which assume a fully occupied and successful shopping center. This may be somewhat similar to the Rocky Ridge Town Center, a very popular destination, where parking can be difficult at times. Of course, these high levels of activity are a mark of the successful shopping center. We anticipate that the tenant mix of the Eureka Ridge Plaza will make it a popular destination and a successful center. So we expect that parking will be impacted. Again we emphasize, it will be up to Mr. Alizadeh to make the parking work and keep the center a success.

Staff is recommending approval of this request, however it is expected that parking congestion will occur at peak times. Based on the evaluation above, if the Planning Commission believes that the property owner can manage the parking so as to avoid serious conflicts, it should make the required findings and approve the Administrative Permit for a parking reduction.

Alternatively, if the Planning Commission believes that the conditions may not be manageable and that parking difficulties are not acceptable, it should make findings to deny the application.

ENVIRONMENTAL DETERMINATION

This application is exempt from the provisions of the California Environmental Quality Act pursuant to Section 15301 of the CEQA Guidelines, which exempts the operation of existing facilities where the project involves negligible expansion of the existing use.

RECOMMENDATION

The Planning Department recommends that the Planning Commission take the following actions:

- A. Adopt the three findings of fact as stated below for the Administrative Permit for parking reduction – NERSP Parcel 13, Eureka Ridge Parking Reduction – File# AP 04-71;
 - 1. *The proposed use or development is consistent with the City of Roseville General Plan and the Northeast Roseville Specific Plan.*
 - 2. *The proposed use or development conforms with all applicable standards and requirements of the Zoning Ordinance.*
 - 3. *The location, size, design and operating characteristics of the use or development is compatible with and shall not adversely affect or be materially detrimental to the health safety, or welfare of persons residing or working in the area, or be detrimental or injurious to the public or private property or improvements.*

- B. Approve the Administrative Permit for parking reduction subject to three (3) conditions of approval;

CONDITIONS OF APPROVAL FOR ADMINISTRATIVE PERMIT #AP 04-71

1. The reduced number of parking spaces authorized by this permit is based on a maximum 16,903 square feet of restaurant use, 16,830 square feet of retail/service use, and 3,008 square feet of medical services use in the Eureka Ridge Plaza. (Planning)
2. Prior to the Certificate of Occupancy for a restaurant use at 1480 Eureka Road, the developer shall submit for and receive approval of a valet parking plan for a minimum of 27 parking stalls. (Planning)
3. Prior to the establishment of any off-site parking, the developer shall provide the City with a copy of a recorded reciprocal parking and access agreement with the off-site property owner that secures the off-site parking for this long-term use. The agreement shall be in a form acceptable to the City. (Planning)

ATTACHMENTS

1. Vicinity Map
2. Applicant's Letter dated March 2, 2005
3. Parking Survey

EXHIBITS

- A. Site Plan

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Commission meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Commission in court, you may be limited to raising only those issues which you or someone else raised at the public hearing held for this project, or in written correspondence delivered to the Planning Director at, or prior to, the public hearing.