



ITEM V-B: UPDATE ON PARKING MANAGEMENT PLAN AT EUREKA RIDGE PLAZA

The purpose of this agenda item is to provide a status report on the Parking Management Plan (PMP) at Eureka Ridge Plaza, at the southwest corner of Eureka Road and Rocky Ridge Drive. The PMP was required as a condition of an Administrative Permit (AP 04-71) which authorized a reduction in the number of parking stalls required at the shopping center, where tenants include Crush 29 Restaurant.

BACKGROUND

In 2002 the Design Committee approved a Design Review Permit (DRP 01-54) for the property at the southwest corner of Eureka Road and Rocky Ridge Drive. The plans proposed construction of 28,550 square feet of retail space, 8,595 square feet of restaurant space, and site improvements including 218 parking stalls. Building permits were subsequently issued for three shell buildings containing the approved square footage.

As the buildings were being leased, it became apparent that restaurant tenants would exceed the original floor area to the extent that 245 parking stalls would be required. As a result, the 218 parking stalls constructed would be 27 stalls short of the requirement for the combined uses. The property owner requested a 27 stall parking reduction, and on March 24, 2005 the Planning Commission approved an Administrative Permit to authorize that reduction. The conditions of approval required a Parking Management Plan (PMP) to be approved by the Planning & Redevelopment Director prior to the opening of the Crush 29 restaurant, and for the PMP to be reviewed by the Director after one year of operation.

In accordance with the conditions, Crush 29 established the PMP prior to opening in January 2007 when the PMP was implemented and put to the test. Early on it was apparent that the PMP needed some revision, and the property management has worked with staff to make several changes. The PMP (Attachments 2 & 4) includes the following key elements:

- free valet parking for the entire center with three attendants at lunch, four at dinner
- off-site parking at a nearby lot
- employee parking behind the building and at the remote lot, and
- 20-minute parking spaces at the curb in front of the shops¹.

DISCUSSION

Crush 29 opened for business in January 2007 and has been very successful. From the beginning, that success has been accompanied by increased demand for parking. Other tenants at Eureka Ridge Plaza soon expressed concerns about parking not being available for their customers, clients and employees.

¹ While the Zoning Ordinance generally does not allow reserved or time limited parking, the Americans with Disabilities Act requires some parking near store entrances to be reserved for the disabled, and the Community Design Guidelines also endorse some parking to be designated for short-term use. In the case of Eureka Ridge Plaza, designated spaces are being used as part of a comprehensive Parking Management Plan to minimize conflicts that might otherwise occur. The plan minimizes conflicts by managing parking in separate zones for valet, employee, and short term use.

Figure 1: Parking Table, January 2008

Address	Tenant	Floor Area	Use	Parking Ratio	Required Stalls
1470 Eureka Road					
#170	Qdoba Restaurant	3,103	Eating, Full Service	1/100	31.03
#160	Adora Bella Day Spa	2,512	General Retail	1/300	8.37
#150	PC Pros	1,723	General Retail	1/300	5.74
#140	Attitudes @Home	2,272	General Retail	1/300	7.57
#120	Massage Envy	3,672	General Retail	1/300	12.24
#110	Ruen Thai Restaurant	2,496	Eating, Full Service	1/100	24.96
#100	Bellagio Nails	2,125	General Retail	1/300	7.08
1480 Eureka Road					
	Crush 29 Restaurant	8,595	Eating, Full Service	1/100	85.95
1490 Eureka Road					
#170	Vacant	1,348	General Retail	1/300	4.49
#160	Beach Hut Deli	1,361	Eating, convenience	1/100	13.61
#150	Vacant	1,295	General Retail	1/300	4.32
#130	Vacant	1,936	General Retail	1/300	6.45
#120	Edible Arrangements	1,295	General Retail	1/300	4.32
#100	Lasik	3,008	Medical Services	1/150	20.05
Total Floor Area		33,638	Total Stalls Required:		236.20
			Total Stalls Provided:		218.00

Beach Hut Deli owner Scott Cochran’s February 15, 2007 email (Attachment 3) provided an early assessment of the situation. He acknowledged that valet parking would help Crush 29 where patrons may spend an hour at lunch. However, he knew that his customers and those of several other businesses would not use valet parking, because they come to pick up a “to go” lunch or to sit down for a few minutes.

At several Planning Commission meetings under Public Comment, and in a letter dated September 10, 2007 (Attachment 5) Tamara McCartney and Rae Cepeda (Attitudes at Home) communicated that they feel the parking situation is not conducive to any existing tenant with the exception of Crush 29. They compared their sales from 2006 (before Crush 29 opened) to those in 2007 and found that their sales have declined 20-50 percent, which they believe it is not due to the economy. With the letter, they provided signatures and comments from customers and other business operators who found the parking difficult. They also included photographs which they believe show Crush 29 parking does not comply with its PMP.

In response to these concerns, Crush 29 management has worked with City staff to revise the PMP to make the parking work better. The parking spaces at the curb directly in front of the shops were made 20-minute parking to serve short-term customers. The valet service was extended to the other

businesses, for those customers who choose to stay longer. The valet staffing has increased as needed to improve response time and reduce vehicle queuing.

Because of the Planning Commission's on-going interest in the topic of parking, staff felt it was important to provide the Commission with an update on the situation at Eureka Ridge Plaza. In preparation for this status report, staff did spot checks of the parking lot during several lunchtimes in November to count vacant stalls. We found an average of 13 stalls available in the 20-minute curb zone and an average of 16 stalls available in the remainder of the lot. In the brief times we were there, we did not observe any queuing congestion at the valet stand. It should also be noted that about 14 percent of the tenant space is currently vacant.

Figure 2: Available Parking Stalls at 1 p.m.

Date	20-minute stalls	Other Front Lot Stalls
Wed. 11/14	14	20
Thurs. 11/15	12	11
Tues. 11/20	13	18
Average	13	16

Staff also requested that Crush 29 management take additional counts of the number of parking spaces available during the lunch and dinner hours. Their survey was taken Monday, November 19 through Sunday, November 25, a week which included Thanksgiving (Attachment 6). The tabulation indicates that a fair number of parking stalls were available in the front lot and some 20-minute stalls were almost always available at the curb. The average vacancy rate in the 20-minute zone was 9 stalls available and in the remainder of the lot was 30 stalls available, which for the 218 stall parking lot equals an average vacancy of 18 percent.

CONCLUSION

The Parking Management Plan has been designed and implemented as required by the approval of the parking reduction for Eureka Ridge Plaza. While no success criteria were included in the PMP, it has had the intended result of making the parking situation better, although as expected, parking congestion does occur at peak times. This also happens at other popular destinations, like the Rocky Ridge Town Center and Creekside Ridge. But as the Planning Commission concluded in its approval of the parking reduction, some parking difficulties are acceptable for the high levels of activity that mark a successful shopping center. Ultimately, it is the property management's responsibility to make the parking work for all tenants and keep the center a success.

ATTACHMENTS

1. Vicinity Aerial
2. Parking Management Plan
3. Email from Scot Cochran
4. Revisions to the Parking Management Plan
5. Letter from Tamara McCartney & Rae Cepeda
6. Letter from Mark Fucci with Parking Counts
7. Additional Communications