



PLANNING DEPARTMENT STAFF REPORT

PLANNING COMMISSION MEETING October 11, 2012

Prepared by: Derek Ogden, Associate Planner

ITEM V-A: ADMINISTRATIVE PERMIT – 1410 E. ROSEVILLE PW. - SRSP PCL 9 PALISADES PLAZA PARKING REDUCTION – FILE # 2012PL-069 (AP-000430)

REQUEST

The applicant requests approval of an Administrative Permit for a thirteen (13) space parking reduction for the Palisades Plaza shopping center. The reduction is for shared uses and would reduce the parking required from 266 to 253 spaces.

Applicant/Property Owner – Stefan Manolakas, 2ASJ, LLC.

SUMMARY RECOMMENDATION

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

- A. Adopt the three (3) findings of fact for the Administrative Permit; and
- B. Approve the Administrative Permit subject to two (2) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

Staff has received five complaints about parking within the center. Four of these complaints are from tenants and one is from a member of the East Roseville Parkway Neighborhood Association. These complaints focus on the lack of available parking spaces during the busy lunch period (Attachments 2-6).

Staff has met several times with the tenant (Ginger's Restaurant) who initially raised the concern about parking within the center beginning in April 2012. In addition, the property owner and management company have also met with the tenant to explore opportunities to provide more parking for the center and address other tenant parking concerns. From these meetings staff and the center management were able to eliminate reserved parking spaces and develop a parking lot striping plan that would add 23 spaces to the center. Staff was hopeful this striping plan would bring the center into compliance with the parking requirement for the current tenant mix. Unfortunately, upon implementing the plan the Chevron fuel station objected to placing additional stalls around their fuel canopy. Based on the parking requirements for the current tenant mix, the center has a parking shortfall of 13 spaces.

BACKGROUND

The project site is located on the southeast corner of North Sunrise Avenue and East Roseville Parkway (Figure 1). The 5.3 acre site is Parcel 9 of the Stoneridge Specific Plan (SRSP). In 2000, a Design Review Permit and a Tree Permit were approved to construct four buildings totaling 46,570 square feet (see Exhibit A). In July of 2007, City Planning staff administratively approved a 13 space parking reduction for John Robert Powers studio. Subsequently that business has closed and the parking reduction is no longer valid. The applicant is now requesting a parking reduction for shared uses within the center.

Given the fact that the ultimate tenant mix within retail centers is not usually known before the center is constructed the City's Zoning Ordinance allows for flexibility in planning parking areas within shopping centers. Section 19.26.030 of the Zoning Ordinance requires shopping centers to provide parking at a rate of 1 space per 200 square feet of gross building area when future tenants are unknown. Palisades Plaza was originally constructed with 245 spaces at a parking ratio of one space per 190 square feet of building area. This design provides the property owner with flexibility in the types of tenants that they lease space to.

A well planned center should have adequate parking for the businesses within the center, but should not contain an excess of parking spaces that are never utilized.

Figure 1: Aerial Photo



It is anticipated that as the tenant mix changes within a center, the property owner will provide the parking data to the Planning Department to support building permit applications for individual tenants within the complex. On occasion if there have been complaints about parking within a center, or if Staff believes there is a need to verify uses within a center, Staff will visit the center to confirm the parking data submitted by a property owner.

EVALUATION

Administrative Permits are evaluated for consistency with the City's General Plan, conformance with the City's Zoning Ordinance, and potential for impacts to the health, safety and welfare of persons who reside or work in the area. Specifically, the Planning Commission must make three findings of fact which are listed below in ***bold italics*** to approve an Administrative Permit. An analysis of the request to reduce the parking requirements for SRSP Parcel 9 – Palisades Plaza follows each finding.

1. The proposed use or development is consistent with the City of Roseville General Plan and the Stoneridge Specific Plan.

The land use designation for the subject property is Community Commercial (CC). The CC land use designation is intended to provide for retail stores and businesses selling a full range of goods and services. Secondary uses include professional offices, medical offices, and clinics. The SRSP also lists uses that are permitted within commercial zones. Given the fact that the center includes office, retail, and restaurant uses, the use of the property is consistent with both the General Plan and the SRSP.

2. The proposed use or development conforms with all applicable standards and requirements of the City of Roseville Zoning Ordinance.

Section 19.26.030 of the City of Roseville Zoning Ordinance establishes the parking requirements for individual uses and shopping centers and also contains provisions for requesting and evaluating parking

reductions. It states that when an application for a parking reduction is filed, the applicant has the burden of proof for providing documentation substantiating the request. Reduced parking shall only be approved if four (4) criteria can be met. The required criteria are listed below in italics followed by an evaluation.

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

The applicant is requesting a parking reduction of 13 spaces for shared uses. As noted above, the project has four buildings; three contain a mix of retail, office, medical and restaurant uses. One building is a convenience store and gas station. Below is a table of the parking requirements for the center.

Figure 2: Current Tenant List and Parking Requirement

E. Rsvl Pw. Address	Business Name	Sq. Ft.	Parking Req.	# of Spaces Req.
1400	Chevron	3,570	1 per 300 sq. ft.	12
Building A - 1410				
Suite #100	Starbucks	2,174	1 per 100 sq. ft.	22
Suite #110	vacant	1,429	1 per 300 sq. ft.	5
Suite #140	Ginger's Restaurant	4,287	1 per 100 sq. ft.	43
Building B - 1420				
Suite #100	Surgery Center	4,226	1 per 150 sq. ft.	28
Suite #120	Quest Diagnostics	1,190	1 per 150 sq. ft.	8
Suite #130	vacant	2,100	1 per 300 sq. ft.	7
Suite #140	UPS Store	1,633	1 per 300 sq. ft.	5
Suite #150	Metro PCS	1,585	1 per 300 sq. ft.	5
Suite #155	Tandoori Restaurant	1,322	1 per 100 sq. ft.	13
Suite #160	Tomi Restaurant	5,126	1 per 100 sq. ft.	51
Suite #210	Khodai Dental	1,859	1 per 150 sq. ft.	12
Suite #220	Panter Dental	1,509	1 per 150 sq. ft.	10
Suite #230	Hakimi Dental	1,808	1 per 150 sq. ft.	12
Building C - 1426				
Suite #100	Studio 55	6,436	1 per 300 sq. ft.	21
Suite #170	Glamour Shots	1,322	1 per 300 sq. ft.	4
Suite #180	California Sun	2,374	1 per 300 sq. ft.	8
Total Spaces Req.				266
Total Provided				253
Shortfall				(13)

As can be seen in Figure 2 above, the current tenant mix has a parking requirement that exceeds the number of spaces provided. Staff had relied on the previous parking reduction for John Robert Powers to approve building permits for tenant improvements in recent years. However, given the fact that John Robert Powers no longer occupies space within the center that parking reduction can no longer be used.

The current tenant mix includes several restaurant users which have a parking requirement of one space per 100 square feet of building area. The mix also includes several medical users which have a parking requirement of one space per 150 square feet of building area. The parking requirement for personal services (including hair studios and tanning facilities) is one space per 300 square feet of building area. It should be recognized that the recently established Studio 55 hair salon functions differently than a traditional salon. The 6,436 square foot salon is broken up into approximately 32 individual studio units which are individually sub-leased from the business owner. This business model creates more demand for parking than required spaces as several stylists could lease one

space and operate at the same time. However, Studio 55 does meet the Zoning Ordinance requirements for parking spaces to be provided. It was not long after Studio 55 opened for business that the initial parking concerns were raised by tenants.

Two tenant spaces are vacant so they are not currently generating a parking demand. If those spaces were leased to retail or personal service uses they would need twelve spaces as defined by the Zoning Ordinance. Based on the Parking Solutions survey data discussed below, this would still leave 25% of the spaces available for tenants within the center during the peak time of the day. Data from companies that study parking indicate that at a 10% to 15% availability rate customers perceive a lack of parking. If the requested 13 space reduction were not approved the two vacant tenant spaces could not be occupied until such time as the tenant mix resulted in a sufficient number of spaces to meet the parking required by the Zoning Ordinance.

Given the design of the center, the Chevron fuel station functions independently and has not had any issues with parking. The remaining tenants within the center share one main parking field (Exhibit A). The current tenant mix creates a peak demand for parking from 11am to 2 pm on most weekdays (see Figure 3 below). To the tenants and patrons of the center’s businesses the parking lot can seem congested during this timeframe. However, the Parking Solutions survey data submitted by the applicant in Attachment 1 shows that even during the busiest times of the day the parking lot on average still has approximately 42 to 45 spaces available. Many of these spaces are available in the main parking field. Staff and the property owner cannot guarantee these spaces will be directly in front of any particular business. However, the size of the center is relatively small compared to other commercial centers within the City. The small size of the center means that all parking spaces are a short walk to all businesses within the center.

The parking data submitted by the applicant demonstrates that even at the peak times approximately 42 vacant spaces are available within the center. Therefore, there will be sufficient parking to meet the demand of all participating 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 Parking Solutions study submitted by the applicant was conducted over two weeks from July 30 to August 12, 2012. An average of 30% of the stalls are vacant during the lunch time hours (from 11am to 2pm), and 62% of the stalls are available during the evening hours. The table below shows the average number of available parking spaces during the lunch hour peak time. Also included is the fewest number of spaces recorded during that hour over the two week survey period. The complete parking survey is included as Attachment 1.

Figure 3: Average Number of Spaces Available During Peak Demand

Time (Tues. – Thurs.)	Average # of Available Spaces	Average # Occupied Spaces	Average % of available spaces to total	Fewest # of Available spaces
11am	83	160	34%	53
12 pm	74	163	31%	56
1 pm	60	183	25%	42
2 pm	69	174	29%	51
Total average of available spaces during peak			30%	

From the counts collected during the survey, the peak for the restaurant and office uses occurs during lunch time. Overall thirty (30) percent of parking spaces are available during the lunch period on Tuesday through Thursday. On Fridays, several of the medical offices are closed within the center and this creates additional parking opportunities. In addition, during the survey period the fewest spaces available were forty-two (42). This data clearly shows that there is adequate parking within the center to handle the peak parking of the existing tenant mix.

C) *Overflow parking will not impact any adjacent use.*

The City of Roseville Zoning Ordinance does not permit designating or reserving parking spaces for specific uses within a center or complex. At the direction of Planning staff, the property owner has removed the designated parking spaces within the center. This has helped alleviate some of the parking issues at the center by making all spaces available to customers and employees at all times.

It is anticipated that shared parking will occur between the commercial center and the adjacent Chevron fuel station. The center was planned as a single project and a reciprocal access and parking agreement exists between the two uses. However, the parking areas for Chevron are not convenient for patrons of the commercial businesses and therefore there has not been an issue in the past with overflow parking impacting the fuel station.

The center and fuel station were designed as a stand-alone project and given the other adjacent use is a fire station, which has a limited parking area and does not share a driveway with Palisades Plaza, staff does not anticipate any impact to adjacent uses.

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.*

A reciprocal access and parking agreement exists for the project and provides that parking and access are shared among the center. Therefore, no additional documents or agreements are necessary.

In addition, the center management has a private agreement with the Holiday Inn Express to utilize approximately 20 spaces at the hotel across North Sunrise Avenue during the peak demand lunch time. These spaces could be used for employee parking for Palisades Plaza. These spaces would not be practical for customers of the center to use, however employees would be able to use these spaces during peak times.

3. *The location, size, design and operating characteristics of the proposed 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 public or private property or improvements.*

As discussed above, current tenants in the retail center include restaurants, offices, and retail users. The request for a parking reduction is based on the fact that the uses within the center are beneficial to each other and the parking provided exceeds the peak demand. Staff has visited the site many times over the past months and observed the lunch hour parking demand. While the center is busy during this time period there are spaces available for customers and employees of the center's businesses. As evidenced by the parking survey and Staff visits to the center, there is adequate parking during daytime hours at the center for all uses and the vacant tenant spaces.

CONCLUSION

Based on the analysis of the operations and parking survey provided by the applicant, staff has determined that the parking reduction for SRSP Parcel 9 (Palisades Plaza), will not negatively affect existing tenants or adjacent uses. Moving forward, Planning Department staff and the property owner will work to reduce the required parking of tenants to match the parking provided. This will be accomplished through tenant turnover and careful Zoning Clearance review of new building permit applications (see Condition #2).

ENVIRONMENTAL DETERMINATION

This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) per Section 15305, pertaining to minor alterations in land use limitations and pursuant to Section 305 of the City of Roseville Implementing Procedures.

RECOMMENDATION

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

- A. Adopt the three findings of fact as stated in the staff report for the ADMINISTRATIVE PERMIT – 1410 EAST ROSEVILLE PW., SRSP PCL 9 – PALISADES PLAZA PARKING REDUCTION– FILE# 2012PL-069 (AP-000430);
- B. Approve the ADMINISTRATIVE PERMIT – 1410 EAST ROSEVILLE PW., SRSP PCL 9 – PALISADES PLAZA PARKING REDUCTION– FILE# 2012PL-069 (AP-000430) subject to the two (2) conditions listed below.

CONDITIONS OF APPROVAL FOR ADMINISTRATIVE PERMIT AP-000430

1. The project is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
2. This approval is only for the current list of tenants shown in Figure 2. Future tenants will need to receive approval of a Zoning Clearance Certificate and Building Permit. (Planning, Building)

ATTACHMENTS

1. Parking Survey
2. Letter from Ginger's Restaurant
3. Email from Jon Peterson
4. Email from Dr. Khodai
5. Letter from Tomi Restaurant
6. Email from Dr. Hakimi

EXHIBITS

- A. Site Plan
- B. Parking and Tenant Table

Note to Applicant and/or Developer: Please contact the Planning & Redevelopment 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 & Redevelopment Director at, or prior to, the public hearing.