

ATTACHMENT A

City-wide Parking Ad Hoc Committee
Wednesday, April 15, 2015
MEETING MINUTES

Call to Order

Co-chair Mordo opened the meeting at 9:18 a.m.

Roll Call (✓ = Committee members in attendance)

✓	Ronit Bodner	✓	Jean Mordo
	Jeannie Bruins	✓	Mark Rogge
✓	Kim Cranston	✓	David Rock
✓	Gary Hedden	✓	Lou Becker
✓	Jack Kelly	✓	Marcia Somers, CM
✓	Bill Maston	✓	James Walgren, CDD
✓	Mike McTighe		

Approve March 18, 2015 and April 1, 2015 meeting minutes

Kim Cranston provided a comment on the March 18, 2015 minutes and Mark Rogge provided a comment on the April 1, 2015 minutes.

Motion: McTighe/Maston: Approve the March 18, 2015 meeting minutes, as amended. Passed 10-0-1, with Bruins absent

Motion: Maston/Rock: Approve the April 1, 2015 meeting minutes, as amended. Passed 9-0-2, with Bruins absent and McTighe abstaining.

Review parking ratios

Community Development Director Walgren presented the report. Discussion included how to define parking requirements for restaurants and whether to include outdoor dining, a desire to look at the City's current parking ratios, and questions regarding the 2009 report by Fehr and Peers.

Comments were heard from Ted Sorensen and Abigail Ahrens.

Conclusion: A subcommittee of David Rock and Mark Rogge was formed to work with staff to identify potential corrections to the 2009 Fehr and Peers report and to develop a set of recommendations on parking ratios for the City.

Discuss and update problem statements

Jean Mordo presented the draft problem statements identified at the April 1, 2015 meeting. Discussion included a need to define what is a public benefit, looking at a parking in-lieu program, and potential solutions for problem statements.

Comments were heard from Bart Nelson, Ted Sorensen, Penny Lave, Abigail Ahrens and Ron Packard.

Conclusion: A subcommittee of Mike McTighe and Bill Maston was formed to review and make recommendations on how to measure square footage of a development.

Conclusion: A subcommittee of Ronit Bodner, Mark Rogge and Kim Cranston was formed to investigate a parking in-lieu program.

Conclusion: A subcommittee e of Bill Maston and David Rock was formed to examine parking stall standards, including size.

Adjournment

Meeting was adjourned at 10:47 a.m.

PARKING ISSUES AND POTENTIAL SOLUTIONS**Version 2.1**

Identified Problems:

1. Development is restricted by the difficulty of providing onsite parking. There is currently no alternative other than granting waivers to the parking requirements for most properties throughout the City but particularly within the Parking District.
2. There is currently no mechanism to fund additional parking solutions other than use of the General Fund.
3. Properties bordering the Parking District (PD) unfairly benefit when the City grants waivers to the parking ordinances.
4. There is no systematic and consistent way to value "public benefits".
5. Our parking ratios may reflect real demand, particularly in the shared environment of the PD.
6. Measurement of square footage, a key item to apply parking ratios, is not well defined and consistent.
7. After a building is built, the use may change as allowed by code, but there is no way to adjust the number of parking spaces.
8. The Employee Parking Program and free (albeit time limited) parking on Main and State may result in a poor allocation of a scarce resource.
9. Empty parking spaces in private lots are wasted

Elements of Potential Solutions and problem addressed:

A. Create a Parking-in lieu program	1,2,7
B. Expand the size of the PD	3
C. Adjust our parking ratios	5
D. Establish a system to value Public Benefits	4
E. Establish clear rules for measuring building areas	6
F. Review the Employee Parking program	8
G. Consider parking meters in DT Triangle	2,8
H. Restriping with smaller stall sizes	All
I. Provide alternatives to parking/reduce demand	All
J. Develop ways to mobilize private parking	9
K. Strengthen enforcement	All

Subcommittees to investigate Solutions:

- **Parking Ratios SC:**
 - **Members: Mark Rogge & David Rock**
 - **Mission:**
 - **Correct the Fehr & Peers report**
 - **Update 240 Third analysis**
 - **Bring to full Committee recommendations, including, if deemed necessary, supplemental counts**
 - **Due date: May 6**
- **Building Area Measurement SC:**
 - **Members: Mike McTighe & Bill Maston**
 - **Mission:**
 - **Analyze issues in measuring areas**
 - **Bring recommendations to Committee by: May 20**
- **In Lieu SC:**
 - **Members: Ronit Bodner, Kim Cranston & Mark Rogge**
 - **Mission:**
 - **Analyze issues in setting up an in lieu program**
 - **Review examples in other similar communities**
 - **Bring recommendations to full committee**
 - **Due Date: May 6**
- **Stall Size SC:**
 - **Members: Bill Maston & David Rock**
 - **Mission:**
 - **Study stall sizes compared to standards and other communities**
 - **Bring to full Committee recommendations by May 20**



MEMORANDUM

TO: City-wide Parking Committee

FROM: James Walgren, Community Development Director

SUBJECT: City-wide Parking Committee meeting information

BACKGROUND

The City-wide Parking Committee held its fourth meeting on April 15, 2015 and following discussion and the establishment of several subcommittees with specific research assignments, the Committee also requested project background and parking information on the new BevMo project currently under construction at the corner of El Camino Real and Sherwood Avenue.

DISCUSSION4700 El Camino Real – BevMo Retail Project

This project includes an addition of 3,632 square feet and renovation of an existing commercial building and a parking lot expansion onto an adjacent property. The project is for a new retail BevMo to occupy the property. The project develops a one-story commercial building with 8,355 square feet and two surface parking lots with 22 spaces.

With regard to parking, BevMo was approved as an “extensive retail” use. As outlined in the City’s parking requirements, the project needs to provide one parking space per 500 square feet of net building area for extensive retail uses. Based on the size of the proposed building, the project is required to provide a minimum of 17 parking spaces. As shown on the approved site plan, the project provides 22 on-site parking spaces plus additional spaces in the rear for loading.

Below is the definition of intensive versus extensive retail:

14.02.070 - Definitions

"Retail uses" means uses that predominantly sell products rather than services, directly to the public, and generally for consumer or household use. Retail uses are designed to attract a high volume of walk-in customers and have floor space that is devoted predominantly to the display of merchandise to attract customers. Retail businesses may also provide incidental after-sales services, such as repair and installation, for the goods sold.

1. "Extensive retail" as used with respect to parking requirements, means a retail use primarily selling large commodities such as home or office furniture, floor coverings, stoves, refrigerators, other household electrical and gas appliances, including televisions and home sound systems, and outdoor furniture, such as lawn furniture, movable spas and hot tubs.

2. "Intensive retail" as used with respect to parking requirements, means any retail use not defined as an extensive retail use.

Extensive retail was identified to include retail stores that stored large merchandise – acknowledging that that a large footprint furniture store, for example, does not have the same parking demand per building square feet as a clothing retailer or a grocery store. The zoning ordinance also allows for similar land use types to be considered within appropriate categories for uses which may not exactly fit an identified category. The below language is contained in each of the zoning ordinance chapters at the end of the lists of permitted and conditionally permitted uses:

“Uses which are determined by the planning commission to be of the same general character.”

In this case, both the Planning and Transportation Commission and the City Council agreed that a BevMo business is similar to an extensive retail use. BevMo-type businesses and large-footprint flooring-type businesses tend to have a low customer-to-building square footage ratio, even though they don't sell large size merchandise.

Complete staff reports can be viewed on the City's website for the July 17, 2014 Planning and Transportation Commission and the August 26, 2014 City Council public meetings.