

ITEM 6.3: ADMINISTRATIVE PERMIT – INFILL PCL 196, TJ MAXX PLAZA PARKING REDUCTION, 1850 DOUGLAS BLVD – FILE # PL18-0066

REQUEST

The applicant requests approval of an Administrative Permit for a 36-space parking reduction at the TJ Maxx Plaza shopping center. The Parking Reduction will allow two additional restaurant tenants (totaling approximately 3,420 square feet) within the center.

Applicant – Richard Phillips, Gerrity Group
 Property Owner – TJM PLAZA GRF2 LLC

SUMMARY RECOMMENDATION

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

- A. Adopt the four (4) findings of fact for the Administrative Permit subject to six (6) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

Section 19.26.030.C.4 of the City of Roseville Zoning Ordinance mandates that the approving authority for an application for a parking reduction by an eating and drinking establishment as defined in Section 19.08.030(L) shall be the Planning Commission. Therefore, unlike most other Administrative Permits, a request for public hearing was not required to bring this application before the Planning Commission. However, staff has received one comment letter from a business owner within the center (see Attachment 1). The comment was made by the proprietors of Got Your Goat Yarn Studio located in suite 910 of the TJ Maxx Plaza. The tenant's concerns focus on the recently required employee parking program. The concerns include the safety of the rear parking areas and the current lack of access to the rear door of the suite closest to the parking area. As of the publication of this staff report, the applicant is in discussions with the tenant to address these concerns. Staff added conditions five and six to the Parking Reduction in an attempt to address the tenant's concerns.

Figure 1: Vicinity Map



BACKGROUND

The project site is located at 1850 Douglas Blvd, on the south side of Douglas Blvd between Sierra Gardens Dr. and Strauch Dr., within the Infill area (Figure 1). The subject property has a zoning designation of PD7 and a General Plan land use designation of Community Commercial (CC). The property is developed with the TJ Maxx Plaza retail center. TJ Maxx Plaza includes one large multi-tenant building that spans the southern portion of the site as well as four pad buildings that currently contain a mix of retail and restaurant tenants with shared parking and circulation.

The City’s Zoning Ordinance identifies the parking requirement for tenants based on the use type classification. However, as is the case with most retail centers, the complete tenant mix for TJ Maxx Plaza was not known before the center was constructed. The Zoning Ordinance requires shopping centers to provide one parking space per 200 square feet of gross building area when future tenants are unknown. The 127,000 square foot shopping center was approved in January of 1987 by the Project Review Commission (now known as Planning Commission). The center was originally approved with a parking requirement of 536 parking spaces, based on the recommendations of the Urban Land Institute (ULI) Shopping Center Study. The ULI recommendation was as follows:

<i>ULI Use Type</i>	<i>ULI Parking Recommendation</i>
Commercial Center	1 space for every 250 square feet
Restaurant	6 spaces per 1,000 square feet

All parking was to be shared by the tenants and customers of the center. The center was approved to have a mix of commercial uses and restaurant uses. The restaurant uses were proposed within the center’s approximately 11,800 square foot “Food Court” and the pad building currently occupied by Sizzler.

The actual number of parking spaces that exist at the center today is 521 spaces. The parking regulations have also changed since the approval of the center. The current regulations are as follows*:

<i>Commercial Use Type</i>	<i>Parking Requirement</i>
Banks and Financial Institutions	1 space per 150 square feet
Eating and Drinking Establishments	1 space per 100 square feet
Office	1 space per 250 square feet
Personal Services	1 space per 300 square feet
Retail	1 space per 300 square feet

* Only regulations for the current uses within the center have been shown

A Panera Bread restaurant use was added to the center in 2007. The addition of this restaurant required an Administrative Permit for Parking Reduction (File #2007PL-031[see Attachment 2]). The parking reduction for Panera Bread reduced the number of required spaces from 565 spaces down to the available 521 spaces. The current parking reduction requests a reduction of 36 spaces to accommodate two more restaurant uses based on the current tenant mix (see Attachment 3).

ADMINISTRATIVE PERMIT EVALUATION

Section 19.26.030.C.2 of the City of Roseville Zoning Ordinance contains provisions for requesting and evaluating Parking Reductions for Shared Parking. An applicant may apply for an Administrative Permit to allow a parking reduction for shared parking where they believe the hours of operation of different tenants/uses within the building complex effectively allow dual use of parking spaces. The applicant has the burden of proof for providing documentation substantiating their request. Section 19.26.030.C.4 of the City of Roseville Zoning Ordinance mandates that any application for a parking reduction by an eating and

drinking establishment as defined in Section 19.08.030(L) shall be the Planning Commission. The approving authority shall only approve reduced parking if the criteria in ***bold, italics*** below are met.

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

The applicant provided a parking study/utilization study (see Attachment 4) that documents the number of parking spaces utilized by the existing tenants and the location of available parking spaces. The study was conducted over a 9-day period during the morning peak (7:30 to 8:30 am), midday peak (12:00 to 1:00 pm) and evening peak (5:30 to 6:30 pm). The study divides the 521 parking spaces into 5 different parking areas. Areas 1 and 2 are adjacent to the majority of restaurant tenants. The weekday midday peak hour has the highest demand and utilizes 75 to 85 percent of parking spaces in Area 1 and Area 2. The larger of the two proposed restaurant uses, in suite 914, is directly adjacent to Area 1.

Staff was concerned with adding an additional restaurant use to this already impacted area of the shopping center. In order to justify adding this use, staff required that the applicant look at ways to maximize the existing parking supply. The applicant has chosen to institute a parking management plan (see Exhibit A) to increase the amount of available parking for customers. The parking management plan requires that employees of businesses at TJ Maxx Plaza park in designated areas throughout the center. This includes parking in Area 5 at the rear of the main tenant building. The parking study shows that this area was previously underused with roughly 10% of the spaces occupied during the midday peak hours. Since the plan was instated, in late May, there has been a dramatic increase in the utilization of parking spaces in Areas 4 and 5 (see figure 2) at the rear of the buildings. This has had the desired outcome of freeing up spaces for customers in the front of the main retail building.

Figure 2. Parking Area 5 at Midday



2. 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 TJ Maxx Center is within a Planned Development zone that restricts uses to commercial, professional office and residential use types. The proposed additional restaurant uses, are a permitted use within the zone and is typical of uses found in shopping centers.

As mentioned above, the applicant has provided a parking study that analyzed the parking provided, parking utilized and the anticipated parking demand. The proposed location for the restaurants (Parking Area 1 and 2) are the most highly impacted parking areas during the midday peak time. Given this fact, Staff had concerns with allowing additional restaurant uses in these suites. The employee parking plan

was proposed by the applicant to alleviate the impacted parking situation during the peak periods. The 72 parking spaces in Parking Area 5 were 10% occupied as of the initial parking study. This leaves over 60 parking spaces unused. The 36 spaces in Parking Area 4 were also underutilized at roughly 35%, leaving over 20 spaces unused. The employee parking plan requires that employees use assigned rear parking spaces and spaces located along Douglas Boulevard, which are further from the retail building. This leaves the parking spaces in the front of the shopping center available for customers. No customer would logically use the spaces in the rear because they do not have access to the rear doors. Staff has visited the center on several occasions during the weekday lunch hour and observed a noticeable difference in the availability of parking spaces in Areas 1 and 2 of the study.

Based on the information provided by the applicant and multiple site visits, staff believes that the proposed parking reduction of 36 spaces is appropriate for the center and that the parking provided can adequately support the proposed tenant mix.

3. *Overflow parking will not impact any adjacent use.*

The tenants within the center have a reciprocal parking agreement. In the event there are no available parking spaces in the vicinity of the restaurant tenant spaces, employees and patrons can use any available stalls located on-site. Based on the information provided in the parking analysis, the increased availability of spaces for customers provided by the employee parking plan, and staff's observation of the site, it is not anticipated that the project will have overflow parking or impact adjacent properties.

4. *Additional documents, covenants, deed restrictions, or other agreements as may be deemed necessary by the Planning Manager 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.*

As mentioned above, a reciprocal parking agreement exists for the TJ Maxx Center. Additionally, an employee parking plan has been created in order to leave the most desirable parking spaces in front of the retail buildings for customers. The parking plan tracks employee cars using a placard program. This program is enforced by a third-party security company. The requirement to participate in an employee parking program is written into the lease of most of the tenants in the center. Failure to comply with the plan will result in warnings followed by fines. With the reciprocal parking agreement, employee parking plan, and the conditions listed below, Staff believes that adequate parking is being provided for all tenants within the center.

ENVIRONMENTAL DETERMINATION

The project is exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15305 pertaining to minor alterations to land use limitations and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures as a minor deviation from zoning requirements.

PUBLIC OUTREACH/ NEIGHBOR COMPLAINTS

The project site is located within the Sierra Gardens neighborhood association. Early notification of the project was provided to the RCONA Board, and no comments were received as a result of the notice. A notice of the Planning Commission hearing was provided to property owners within 300 feet of the project site. To date, one letter was provided by a tenant in the shopping center to the Planning Commission (see Attachment 1). The tenant raised concerns about the parking plan instituted by the applicant. The concerns included a lack of visibility of the parking area from the tenant suite, a lack of security in the employee parking area, a lack of lighting in the employee parking area, a lack of keys to access the tenant suites from the rear parking area, and a concern that additional restaurant tenants will greatly impact the amount of parking available for their customers. Staff contacted the applicant and

as of the publication of this staff report the applicant is working with the tenant to address these concerns. Additionally, Staff has added conditions five and six to this permit in an attempt to ensure the concerns of the tenant are addressed.

RECOMMENDATION

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

- A. Adopt the four (4) findings of fact as listed in the staff report and approve **ADMINISTRATIVE PERMIT – INFILL PCL 196, TJ MAXX PLAZA PARKING REDUCTION, 1850 DOUGLAS BLVD – FILE # PL18-0066** subject to six (6) conditions of approval.

CONDITIONS OF APPROVAL FOR ADMINISTRATIVE PERMIT (FILE # PL18-0066)

1. This Administrative Permit for a reduction of thirty-six (36) spaces is approved based on the proposed mix, square footage, and operating characteristics of tenants and tenant spaces, as described in this staff report, and as conditioned below. Should the proposed restaurants vacate the space or modify their operations, the parking reduction will no longer be valid. (Planning)
2. This **Administrative Permit** approval shall be effectuated within a period of two (2) years from **June 14, 2018** and if not effectuated shall expire on **June 14, 2020**. Prior to said expiration date, the applicant may apply for an extension of time, provided this approval does not extend the expiration beyond **June 14, 2021**. (Planning)
3. The applicant shall follow the parking management plan as listed in Exhibit A. Any modifications to this plan shall be approved by the Planning Manager. (Planning)
4. The applicant shall submit plans to the Building Division and secure a building permit for any proposed tenant improvements. (Building)
5. The applicant shall ensure project lighting is maintained to provide adequate visibility in the rear of the retail building. (Planning)
6. The applicant shall provide access through the rear of the retail building to allow tenants to enter and exit tenant spaces securely. (Planning)

ATTACHMENTS

1. Letter to Planning Commission
2. File #2007PL-031 Staff Report
3. Parking Table
4. Parking Study

Exhibits

- A. Employee Parking Plan
- B. Site Plan

<p>Note to Applicant and/or Developer: Please contact Planning Division 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 Manager at, or prior to, the public hearing.</p>

Thursday, May 31, 2018

To: Roseville Planning Commission

Cc: Gregory Bitters Principal Planner, Sean Morales Assistant Planner, Terri Henry Property Manager

Planning Commissioners:

Got Your Goat Yarn Studio is a yarn shop operating at TJ Maxx Shopping Center, 1850 Douglas Blvd, Suite 910. We moved in here over 3 years ago. We have enjoyed this center very much.

Our lease requires us to participate in Employee Parking limitations which were originally marked parking spaces facing Douglas Blvd. This has worked well for us.

The current requirement for Employee Parking is very restrictive. It requires that our Suite park in a location behind the building which is not visible from our Suite, does not have any windows to observe the area, and there is only a periodic sweep by the new Security personnel. Our staff is only partners in the business with one partner working at a time and we are very concerned about the safety of our vehicles but most importantly ourselves!

Attached is a reply to the original employee parking request sent to us at the beginning of the month. We have not received any direct response to this by the Property Manager except a to visit our shop and check our back door the day this memo was emailed.

We would also like to point out that the parking in this Center has always been difficult at times of the day and year. Many of us have lived in Roseville for a long period of time and have shopped at this center over the years. The parking available to our portion of the strip is limited at the best of times. A restaurant or deli will definitely burden the parking. It concerns us for our customers.

A reduction of the current required parking places would accommodate the Center owners and we understand their need to rent the space. However, we are concerned for our wellbeing under the new employee parking plan currently being put into place.

Thank you for your consideration of our concerns in your deliberation.

Got Your Goat LLC

Teresa Gemignani, Partner



PLANNING & REDEVELOPMENT

311 Vernon Street, Roseville, CA 95678 (916) 774-5276

ADMINISTRATIVE PERMIT STAFF REPORT

Prepared By:

Gualatona
Gina La Torra, Associate Planner

Approved By:

ORIGINAL Chris Burrows
Chris Burrows, Senior Planner

Date: May 4, 2007

FILE**PROJECT DESCRIPTION****Project Applicant:** Christopher Wadleigh, Fancher Development Services**Property Owner:** ACF Property Management**Date Filed:** March 1, 2007**File Number:** 2007PL-031 (AP-000165)**Project Address and Location:** 1850 Douglas BL, TJ Maxx Center

REQUEST: The applicant requests approval of an Administrative Permit for a 44 parking space reduction in the TJ Maxx Shopping Center. The Center has shared parking and a parking reduction is requested to accommodate a new restaurant use within the existing tenant mix.

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

LAND USE, ZONING AND APPLICABLE STANDARDS

Location	Zoning	General Plan Land Use Designation	Current Use
Subject Property:	Planned Development (PD 7)	Community Commercial (CC)	TJ Maxx Shopping Center
North:	Community Commercial (CC)	Community Commercial (CC)	Roseville Shopping Center
South:	Planned Development (PD 7)	Medium Density Residential (MDR-8)	Multi-Family Residential
East:	Planned Development (PD 7)	Community Commercial (CC)	Retail
West:	Attached Housing (R3)	High Density Residential (HDR-20)	Multi-Family Residential

BACKGROUND

The project site is located at 1850 Douglas Boulevard; which is also known as the TJ Maxx Shopping Center. The shopping center is located east of Sunrise Avenue and west of Rocky Ridge Drive (see Attachment 1). The 127,000 square foot shopping center was approved in January of 1987 by the Project Review Commission (a.k.a. Design Committee). The center was originally approved with a

parking requirement of 536 parking spaces, based on the recommendations of the Urban Land Institute (ULI) Shopping Center Study. The ULI recommendation was as follows:

<i>ULI Use Type</i>	<i>ULI Parking Recommendation</i>
Commercial Center	1 space for every 250 square feet
Restaurant	6 spaces per 1,000 square feet

All parking was to be shared by the tenants and customers of the center. The center was approved to have a mix of commercial uses and restaurant uses. The restaurant uses were proposed within the center's approximately 11,800 square foot "Food Court" and the pad building currently occupied by Sizzler.

The actual number of parking spaces that exist at the center today is 521 spaces. The parking regulations have also changed since the approval of the center. The current regulations are as follows*:

<i>Commercial Use Type</i>	<i>Parking Requirement</i>
Banks and Financial Institutions	1 space per 150 square feet
Eating and Drinking	1 space per 100 square feet
Office	1 space per 250 square feet
Personal Service	1 space per 300 square feet
Retail	1 space per 300 square feet

* Only regulations for the current uses within the center have been shown

The current request is to allow a restaurant use (Panera Bread) in 4,250 square feet of pad building 300. Since a restaurant use requires additional parking (one space per 100 square feet) the parking requirement for the center would be increased beyond the 521 spaces provided in the center. Based on the current regulations, the current use types/tenant mix within the center, and the inclusion of the Panera Bread restaurant, the parking requirement is 565 parking spaces. The applicant is therefore requesting an overall reduction of 44 parking spaces to the shared parking within the center to accommodate the new restaurant use.

EVALUATION

Section 19.26.030.C.3 of the City of Roseville Zoning Ordinance contains provisions for requesting and evaluating parking reductions. An applicant may apply for an Administrative Permit to allow a parking reduction for shared parking where they feel that the hours of operation for various tenants may differ to effectively allow for dual use of parking within the center. The applicant has the burden of proof for providing documentation substantiating their request. The approving authority shall only approve reduced parking if the following findings are made:

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

The applicant has provided a parking study/utilization study (see Attachment 2) that documents the number of parking spaces utilized by the existing tenants and the location of available parking spaces. The study was conducted over a 14 day period during the morning peak (7:30 to 8:30 am), midday peak (12:00 to 1:00 pm) and evening peak (5:30 to 6:30 pm). As noted in the parking study, the weekday midday peak hour has the highest demand and utilizes 303 parking spaces, which means that only 58% of the centers parking stalls are occupied during the highest demand time. The applicant has also provided a list of the current tenants within the center and indicated that several of the tenant spaces are unoccupied. The following table compares the parking utilization study to the zoning ordinance parking requirements:

	<i>Parking Spaces</i>
Current Available	521
Current Peak Parking Demand (weekday midday 12:00 to 1:00 pm)	303
Vacant Retail Parking Requirement (1 space per 300 square feet)	74
Panera Bread Parking Requirement (1 space per 100 square feet)	43
Total Remaining	101

The table shows that even with the center being fully occupied, there is an adequate number of parking spaces provided to meet the greatest parking demand. It is however, important to note that the existing vacant space within the center has been assumed to be occupied by retail uses. If uses with a higher parking requirement locate there, additional approvals may be required (Condition 2).

Staff has visited the site during the peak demand period to verify the information provided in the parking study. The site visit revealed that more than 30% of the center's parking stalls were unoccupied. Staff has evaluated the parking availability for the proposed use and concluded that there is sufficient parking within the center to meet the greatest demand based on the existing tenant mix and differences in the hours of operations.

2. Satisfactory evidence is provided describing the nature of the use, the operation and data from other facilities or similar facilities so as to demonstrate that the required parking standards are excessive and the proposed parking standards are appropriate.

The TJ Maxx Center is within a Planned Development zone that restricts uses to commercial, professional office and residential use types. The proposed additional restaurant use (Panera Bread), is a permitted use within the zone and is typical of uses found in shopping centers.

As mentioned above, the applicant has provided a parking study that analyzed the parking provided, parking utilized and the anticipated parking demand. The proposed location for Panera Bread (Parking Supply Area 3) will allow for shared parking, as the peak hours of operation for the proposed business will not conflict with the peak hours of the existing businesses in the same parking supply area. Panera Bread's peak hours occur when other businesses are closed. For example, during Panera Bread's morning rush, the bank and art supply store are closed and the paint store is open. During the evening rush, only the paint store is open.

Based on the information provided by the applicant and a site visit, staff believes that the proposed parking reduction of 44 spaces is appropriate for the center and that the parking provided can adequately support the current tenant mix.

3. Overflow parking will not impact any adjacent use.

The center has a shared parking agreement. In the event there are no available parking spaces in the vicinity of the Panera Bread tenant space, employees and patrons can use any available stalls located on-site. Based on the information provided in the parking analysis and staff's observation of the site, it is not anticipated that the project will have overflow parking or impact adjacent properties.

4. 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.

As mentioned above, a shared parking agreement exists for the TJ Maxx Center. With the shared parking agreement and the conditions listed below, staff believes that adequate parking is being provided for all tenants within the center. No additional documents or agreements are necessary.

FINDINGS

Section 19.78.060.A of the City of Roseville Zoning Ordinance requires adoption of three (3) findings to approve an Administrative Permit. The three findings are listed below:

1. The proposed use is consistent with the policies of the City of Roseville General Plan.
2. The proposed use conforms with all applicable standards and requirements of the City of Roseville Zoning Ordinance.
3. The location, size design, and operating characteristics of the proposed use 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.

In addition to the required findings listed above:

- There were no additional comments or issues raised by other City departments not noted within.
- A Notice of Intent to Approve the proposed project was distributed to property owners within 300 feet of the subject site. To date, no comments or issues were raised by adjacent property owners or interested individuals.

NOTICE OF ACTION

The Administrative Permit is hereby approved as the required findings, noted above, can be made based on the analysis contained in this staff report and as conditioned below:

CONDITIONS FOR PROJECT # 2007PL-031

1. This permit shall be valid for a period of two (2) years from this date and shall expire on **May 4, 2009**. Prior to said expiration date, the applicant may apply for an extension of time, provided, however, that this approval shall be extended for no more than one year from **May 4, 2009**. (Planning & Redevelopment)
2. This Administrative Permit is approved based on the current mix and square footages of tenants in the center (Attachment 4) and the proposed size of the restaurant use (Suite 300). Uses that have parking requirements that are greater than those assumed in Attachment 4 may require additional approvals. (Planning & Redevelopment)

APPEAL AND PERMIT EXTENSION REQUIREMENTS:

Appeal Procedure: The decision of the Planning Director is final unless appealed. Persons dissatisfied with the Planning Director's decision may appeal it to the Planning Commission by filing a written appeal within 10 calendar days of the date of Administrative Permit approval. All appeals shall be filed with the Planning Department. You may be precluded from filing a lawsuit to challenge this decision unless you use this opportunity for administrative appeal and raise any issue you believe to be wrongly decided.

Property Address: 1850 Douglas Boulevard, Roseville, CA 95661					
Unit	Tenant Name	SF	Use	Parking Required	
				Parking Ratio	Spaces
100	Vacant	2157	Retail	1:300	7
102	Union Bank	3243	Bank	1:250*	14
200	Dunn- Edwards Paints	4758	Retail	1:300	16
204	Anytime Fitness	4442	Fitness		
	Office Area	268		1:150	2
	Group Exercise	511		1:50	10
	Tanning/ Massage	2 rooms		1:Tanning room	2
	Cardio/ Strength Training/ Free Weights	1793		1:150	12
	Bathrooms/ Lobby/ Member lobby	1400		0	0
210	Aaron Brothers Art	7500	Retail	1:300	25
300	Serpentarium	1623	Retail	1:300	5
310	Panera	4363	Restaurant	1:100	44
400	General Nutrition Center	1311	Retail	1:300	4
402	Vacant	1250	Retail	1:300	4
404/406	AAA	3921	Office	1:250**	16
410	Royal Spa Massage	1350	Personal Services	1:300	5
412	Vacant	1350	Retail	1:300	4
414	Fleet Feet	1350	Retail	1:300	5
418	Fleet Feet	2274	Retail	1:300	8
500	Great Wall Mongolian Barbeque	2270	Restaurant	1:100	23
502	Avanti Salon	825	Personal Services	1:300	3
504	FOOD USE	825	Restaurant	1:100	8
506	I Love Teriyaki	1650	Restaurant	1:100	17
510	Taqueria El Burrito	3298	Restaurant	1:100	33
514	Mountain Mikes	3072	Restaurant	1:100	31
516	Vacant	2800	Retail	1:300	9
520	Lakeshore Learning Stores	7200	Retail	1:300	24
600	Sizzler USA, Inc.	6000	Restaurant	1:100	60
700	Blown Away Tobacco, Cigars & Smoke Shop	1163	Retail	1:300	4
704	Famous Footwear	6541	Retail	1:300	22
710	Crossroads Trading Co.	3188	Retail	1:300	11
800	TJ Maxx #383	25200	Retail	1:300	84
900	Mark's Hallmark	4632	Retail	1:300	15
902	Scottrade	1400	Office	1:250**	5
904	Nail Salon	1400	Personal Services	1:300	5
906	Pridestaff	1488	Office	1:250**	5
908	Kumon Learning Center	1500	Office	1:250**	5
910	Yarn Studio	1500	Retail	1:300	5
912	SERVICE	1208	Personal Services	1:300	4
914	FOOD USE	2596	Restaurant	1:100	26
988	CAC Aesthetics	1118	Personal Services		4
990	Twisted Threading	939	Personal Services	1:300	3
992	Whisper Hearing Center	1736	Retail	1:300	6
994	Guzzetta & Company	2057	Retail	1:300	7

Total Spaces Required	600
Total Spaces Existing	520
Total Shortfall	-80
Less 44 requiredspaces for Panera parking reduction	44
Final Total Shortfall	-36

*Plus one per ATM

**Based on 90% net for office use

Outdoor seating not included per Roseville City Code



RECEIVED

FEB 28 2018

Planning Division

January 24, 2018

Mr. Richard Phillips
 Gerrity Group (r.phillips@gerritygroup.com)
 TJ MAXX GRF2, LLC

**RE: 1850 Douglas Boulevard (TJ Maxx Shopping Center)
 Parking Supply / Utilization Analysis**

RS18-3615

Dear Mr. Phillips:

This technical memorandum presents the results of the parking supply / utilization study completed for 1850 Douglas Boulevard (TJ Maxx Shopping Center) in Roseville, California. The purpose of the analysis is to determine the total number of available parking spaces for the following time periods and determine if there are sufficient parking spaces to serve the proposed list of available spaces:

- Suite 100 – 2,157 square feet (7 spaces required);
- Suite 402 – 1,250 square feet (4 spaces required);
- Suite 412 – 1,350 square feet (5 spaces required);
- Suite 912 – 1,208 square feet (4 spaces required);
- Suite 914 – 2,596 square feet (26 spaces required);
- Suite 504 – 825 square feet (8 spaces required);
- Suite 516 – 2,800 square feet (9 spaces required);
- Total of 63 spaces required for 12,186 square feet of space.

The following time period were analyzed to determine parking utilization for both weekday (Monday through Friday) and weekend (Saturday and Sunday) conditions:

- Weekday morning peak hour (7:30 to 8:30 AM) conditions;
- Weekday midday peak hour (12:00 to 1:00 PM) conditions;
- Weekday evening peak hour (5:30 to 6:30 PM) conditions;
- Weekend morning peak hour (7:30 to 8:30 AM) conditions;
- Weekend midday peak hour (12:00 to 1:00 PM) conditions; and
- Weekend evening peak hour (5:30 to 6:30 PM) conditions;

Project Study Area

The existing shopping center includes a total of 130,729 gross square feet of lease space, with a total of 118,284 square feet occupied (90 percent). This results in 12,186 square feet of available space, with the proposed Suites 504, 516, 912, and 914 encompassing 7,429 square feet.

Mr. Richard Phillips
Gerrity Group
January 24, 2018
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Existing Parking Supply

The amount of parking spaces required to serve the existing tenants and the location of available parking spaces was determined by completing detailed parking utilization surveys for nine (9) days before and after the Christmas / New Year's holidays during the following time periods:

- Morning peak hour (7:30 to 8:30 AM);
- Midday peak hour (12:00 to 1:00 PM); and
- Evening peak hour (5:30 to 6:30 PM).

To improve the accuracy of the location of available parking spaces, the entire shopping center parking lot was divided into five (5) areas as shown in Figure 1. The results of the parking supply analysis show that the TJ Maxx Shopping Center provides a total of 518 parking spaces, with the following breakdown:

- Area 1 – 154 parking spaces (30 percent of supply)
- Area 2 – 141 parking spaces (27 percent of supply)
- Area 3 – 115 parking spaces (22 percent of supply)
- Area 4 – 36 parking spaces (7 percent of supply)
- Area 5 – 72 parking spaces (14 percent of supply)

It should be noted that Parking Area 1 is located in front of the TJ Maxx and easterly side of the shopping center. Parking Area 2 is located in front of Sizzler, Lakeshore Learning and Mountain Mike's Pizza. And Parking Area 3 is located in front of Panera, Aaron Brothers, and Union Bank.

Parking Area 4 is located on the west side of the shopping center adjacent to and behind the Dunn Edwards paint store. And Parking Area 5 is located behind the shopping center and serves as employee and delivery parking.

New Parking Demand

Based on the location of each of the available spaces, the following new parking demand would be generated:

- To serve suite 100, 402, and 412, 16 available parking spaces are required in Parking Area 3;
- To serve Suite 912 and 914, 30 available spaces are needed in Parking Area 1
- To serve Suites 504 and 516, 17 available spaces are needed in Parking Area 2 and 3

Mr. Richard Phillips
Gerrity Group
January 24, 2018
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Primary Conclusions

- Based on the results of the nine day parking utilization study, Parking Area 3 has sufficient available parking to serve the proposed occupancy of Suite 100 – 2,157 square feet (7 spaces required), Suite 402 – 1,250 square feet (4 spaces required), and Suite 412 – 1,350 square feet (5 spaces required);
- Based on the results of the nine day parking utilization study, Parking Area 1 has sufficient available parking to serve the proposed occupancy of Suite 912 – 1,208 square feet (4 spaces required) and Suite 914 – 2,596 square feet (26 spaces required); and
- Based on the results of the nine day parking utilization study, Parking Areas 2 and 3 have sufficient available parking to serve the proposed occupancy of Suite 504 – 825 square feet (8 spaces required) and Suite 516 – 2,800 square feet (9 spaces required);

The following sections present detailed discussions of the analysis results of the data collection used for the parking supply / utilization study.

Mr. Richard Phillips
Gerrity Group
January 24, 2018
Page 4

Midday Peak Hour Conditions

The combination of retail and fast food restaurants results in midday peak hour conditions (i.e. lunchtime) being the busiest parking demand time period. The following primary results from the 9-day parking surveys are shown in Figures 1 through 4.

- a) Figure 1 shows that utilization in Parking Area 1 ranges from a high of 85 percent to a low of 75 percent Monday through Friday;
- b) Figure 1 also shows that utilization in Parking Area 2 ranges from a high of 85 percent to a low of 76 percent Monday through Friday;
- c) Figure 1 shows that utilization in Parking Area 3 ranges from a high of 70 percent to a low of 42 percent Monday through Friday;
- d) Figure 1 also shows that parking utilization during weekends ranges from a high of 79 percent (Area 2) and a low of 28 percent (Area 3) on a typical Saturday lunchtime;
- e) Figure 1 also shows that parking utilization during weekends ranges from a high of 76 percent (Area 2) and a low of 14 percent (Area 3) on a typical Sunday lunchtime;
- f) Figure 2 shows that Parking Area 1 has between 23 and 39 available parking spaces during weekday conditions (Monday through Friday);
- g) Figure 2 shows that Parking Area 2 has between 21 and 34 available parking spaces during weekday conditions (Monday through Friday);
- h) Figure 2 shows that Parking Area 3 has between 34 and 68 available parking spaces during weekday conditions (Monday through Friday);
- i) Figure 3 shows that Parking Areas 1 and 2 are 82% occupied during weekday midday peak hour (Monday through Friday);
- j) Figure 3 shows that Parking Area 3 is 49% occupied during weekend midday peak hour (Monday through Friday);
- k) Figure 4 shows that between Area 1, 2, and 3, a total of 112 parking spaces are available during weekday midday peak hour (Monday through Friday); and
- l) Figure 4 shows that between Area 1, 2, and 3, a total of 192 parking spaces are available during weekend midday peak hour (Saturday and Sunday).

Therefore, sufficient parking spaces are available to serve the required parking demand for the proposed new tenants during the busiest time period - weekday and weekend midday peak hour conditions.

Figure 1
Midday Peak Hour (12:00 - 1:00 PM)
Parking Space Utilization

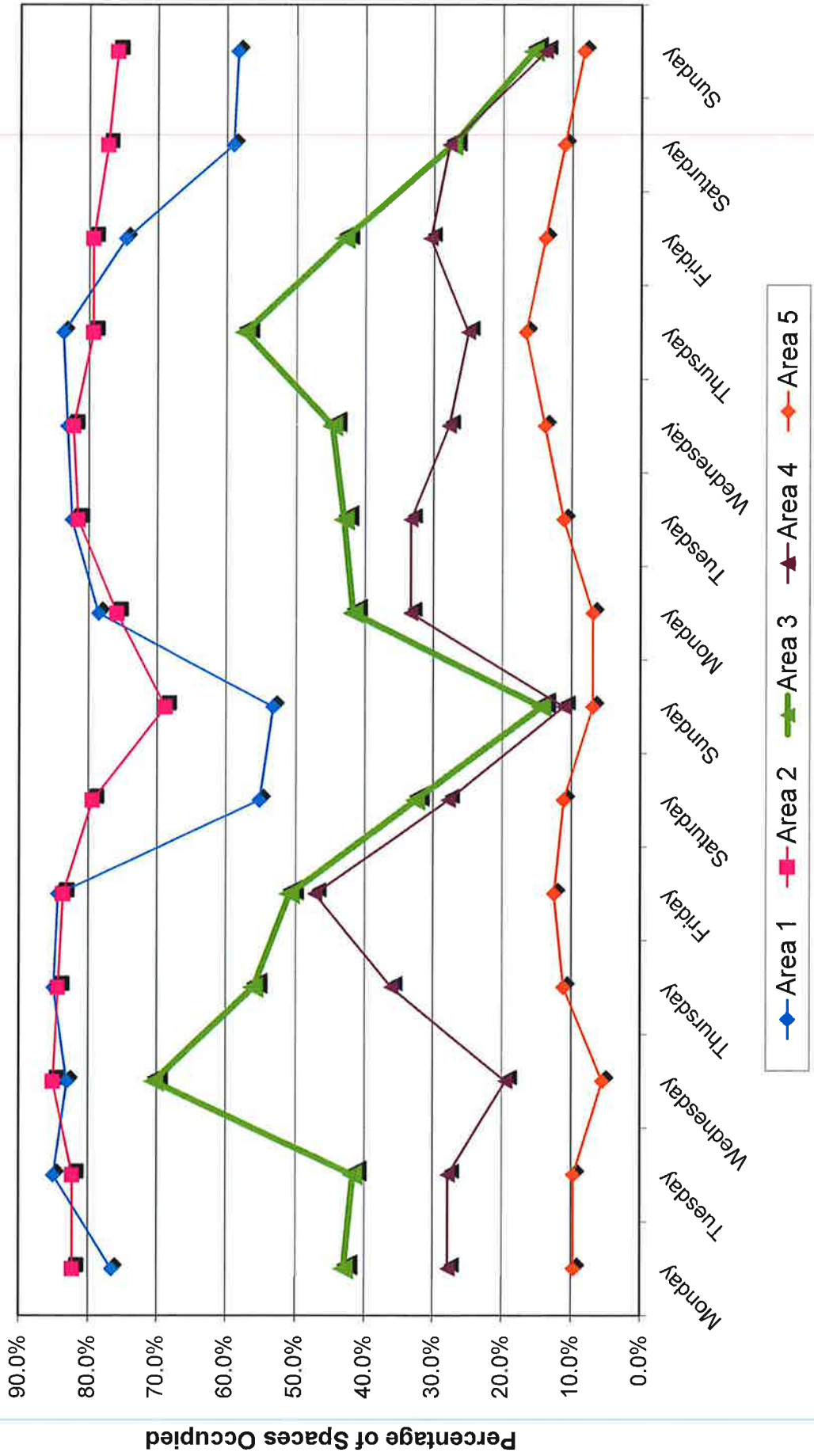


Figure 2
Midday Peak Hour (12:00 - 1:00 PM)
Available Parking Spaces

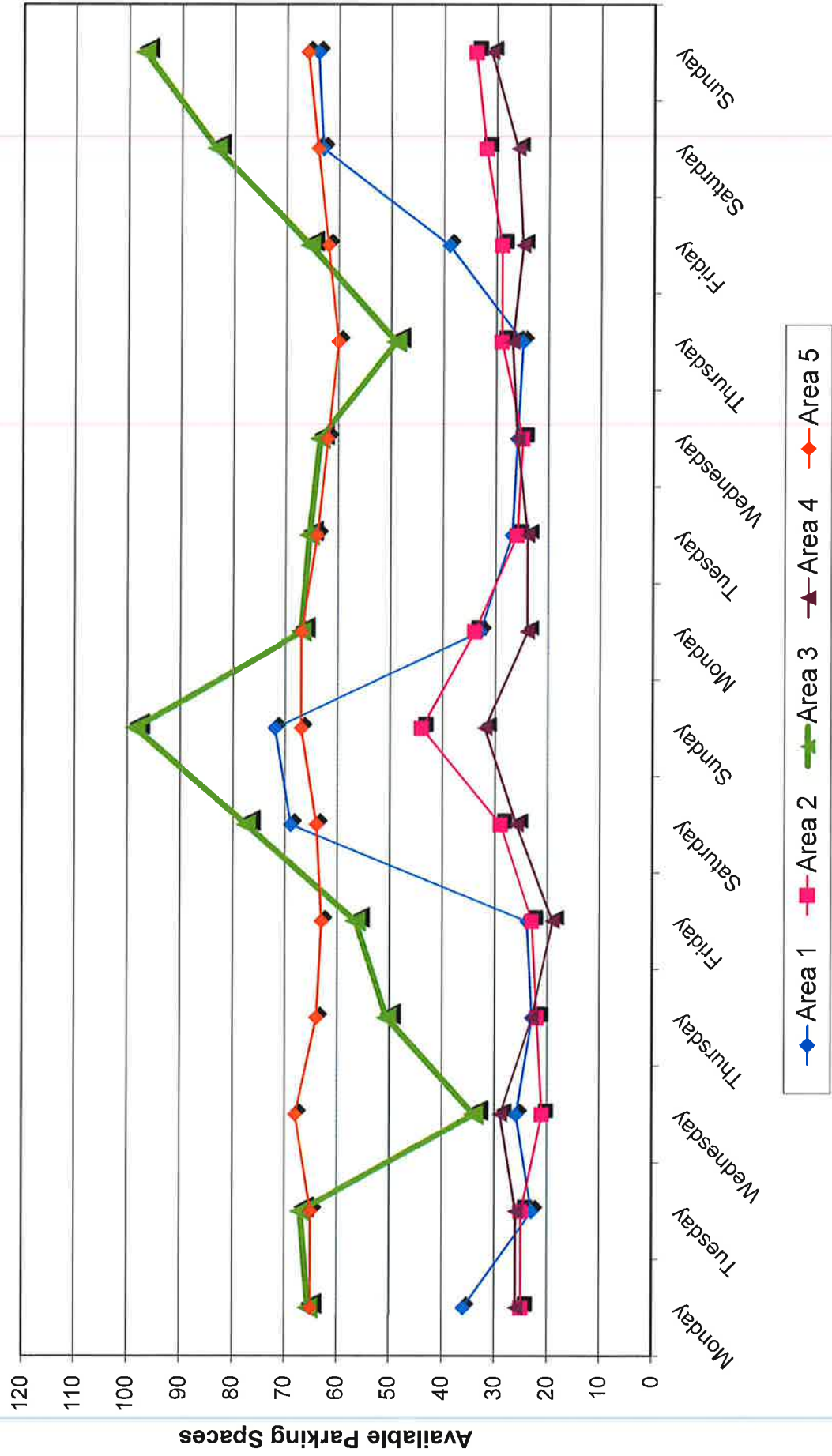


Figure 3
Weekday and Weekend Midday Peak Hour (12:00 - 1:00 PM)
Average Parking Space Utilization by Parking Area

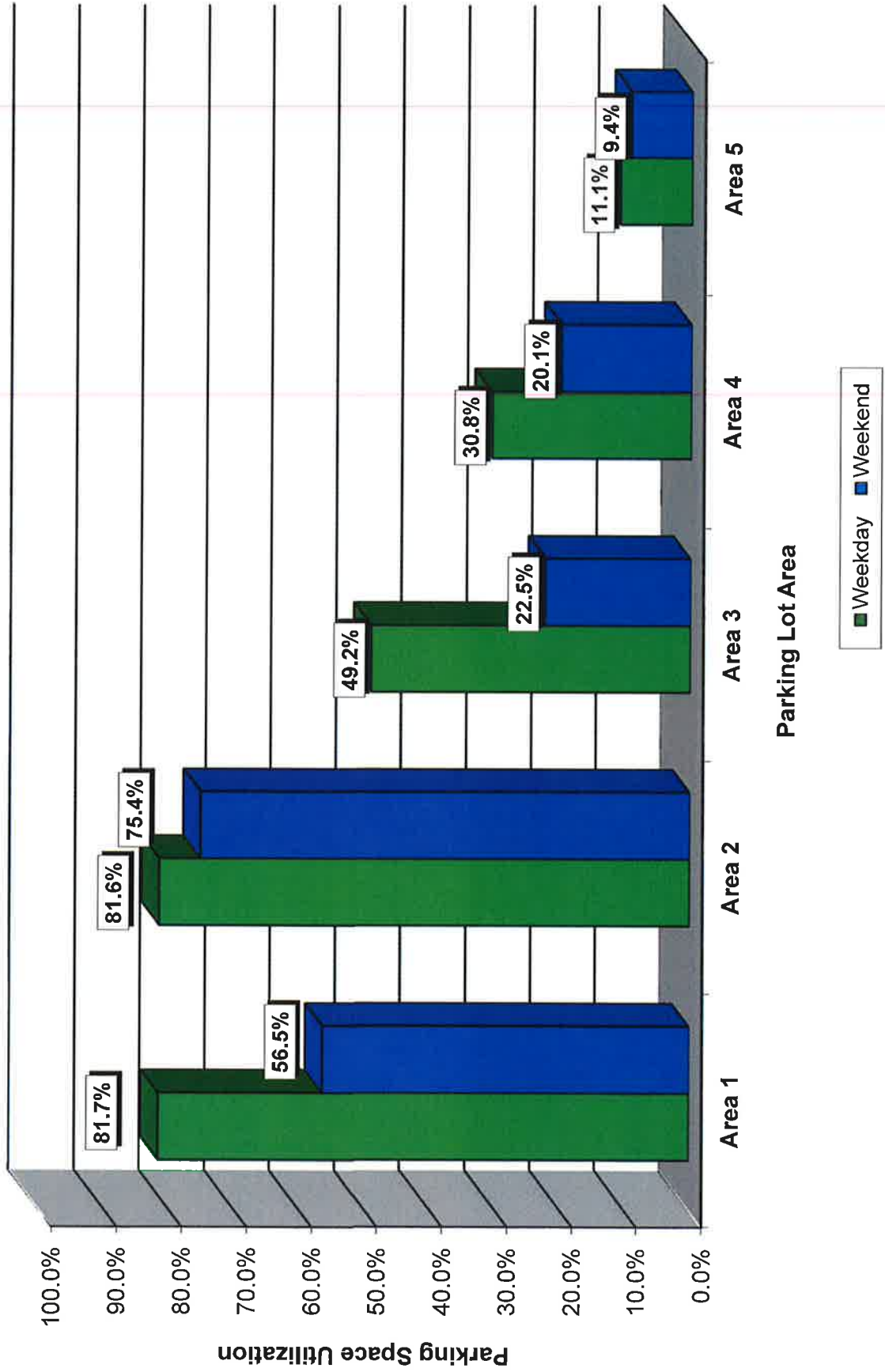
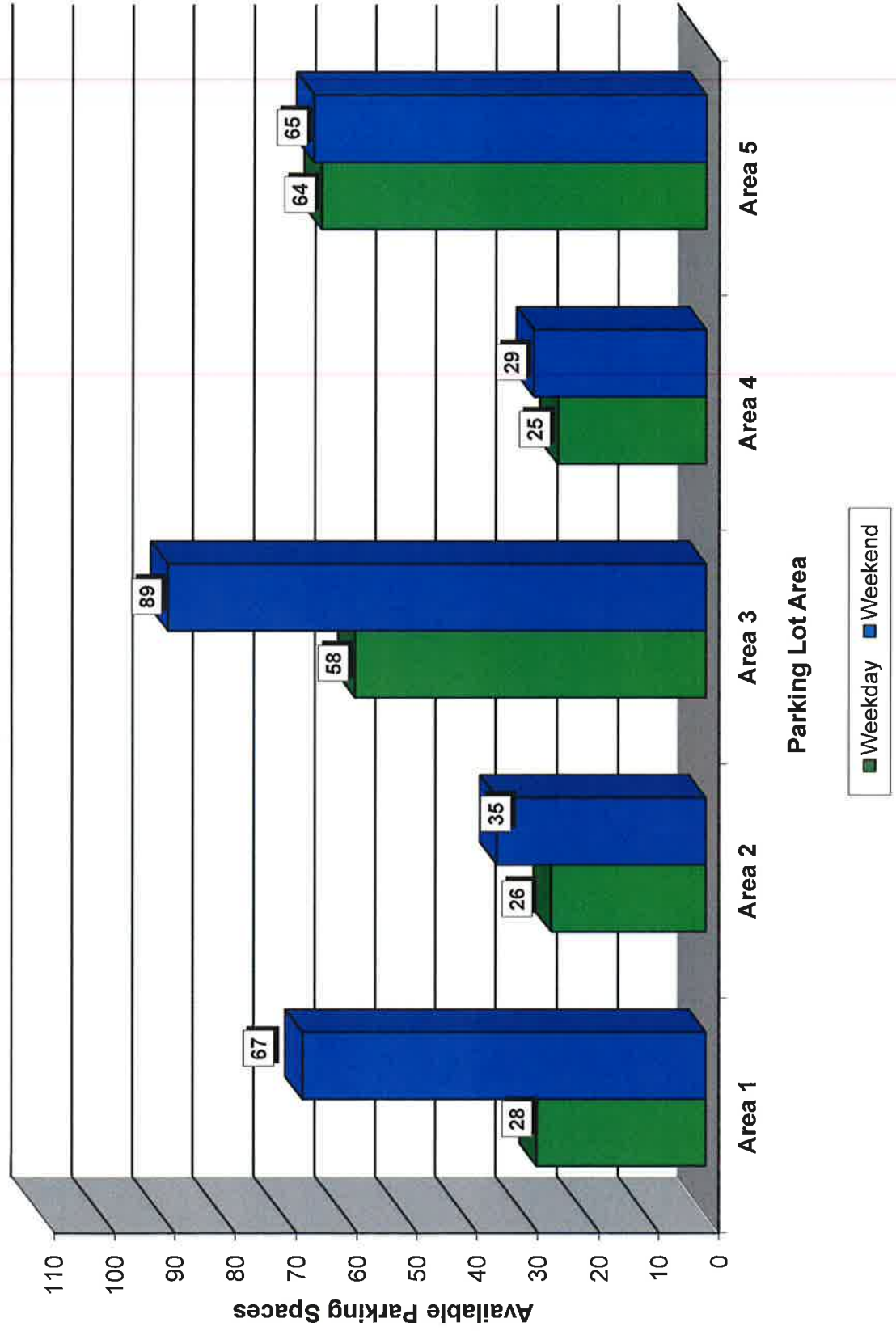


Figure 4
Weekday and Weekend Midday Peak Hour (12:00 - 1:00 PM)
Average Parking Space Availability by Parking Area



Evening Peak Hour Conditions

Evening peak hour conditions (i.e. dinner) is the second busiest parking demand time period. The following primary results from the parking surveys are shown in Figures 5 through 8.

- a) Figure 5 shows that utilization in Parking Area 1 ranges from a high of 63 percent to a low of 49 percent Monday through Friday;
- b) Figure 5 also shows that utilization in Parking Area 2 ranges from a high of 71 percent to a low of 52 percent Monday through Friday;
- c) Figure 5 shows that utilization in Parking Area 3 ranges from a high of 32 percent to a low of 18 percent Monday through Friday;
- d) Figure 5 also shows that parking utilization during weekends ranges from a high of 70 percent (Area 2) and a low of 14 percent (Area 3) on a typical Saturday dinner time;
- e) Figure 5 also shows that parking utilization during weekends ranges from a high of 61 percent (Area 2) and a low of 6 percent (Area 3) on a typical Sunday dinner time;
- f) Figure 6 shows that Parking Area 1 has between 56 and 80 available parking spaces during weekday conditions (Monday through Friday);
- g) Figure 6 shows that Parking Area 2 has between 40 and 68 available parking spaces during weekday conditions (Monday through Friday);
- h) Figure 6 shows that Parking Area 3 has between 78 and 94 available parking spaces during weekday conditions (Monday through Friday);
- i) Figure 7 shows that Parking Area 1 is 55.3% occupied and Parking Area 2 is 63.5% occupied during weekday evening peak hour (Monday through Friday);
- j) Figure 7 shows that Parking Area 3 is 24.1% occupied during weekend evening peak hour (Monday through Friday);
- k) Figure 8 shows that between Area 1, 2, and 3, a total of 208 parking spaces are available during weekday evening peak hour (Monday through Friday); and
- l) Figure 8 shows that between Area 1, 2, and 3, a total of 251 parking spaces are available during weekend evening peak hour (Saturday and Sunday).

Therefore, sufficient parking spaces are available to serve the required parking demand for the proposed new tenants during the second busiest time period - weekday and weekend evening peak hour conditions.

Figure 5
Evening Peak Hour (5:00 - 6:00 PM)
Parking Space Utilization

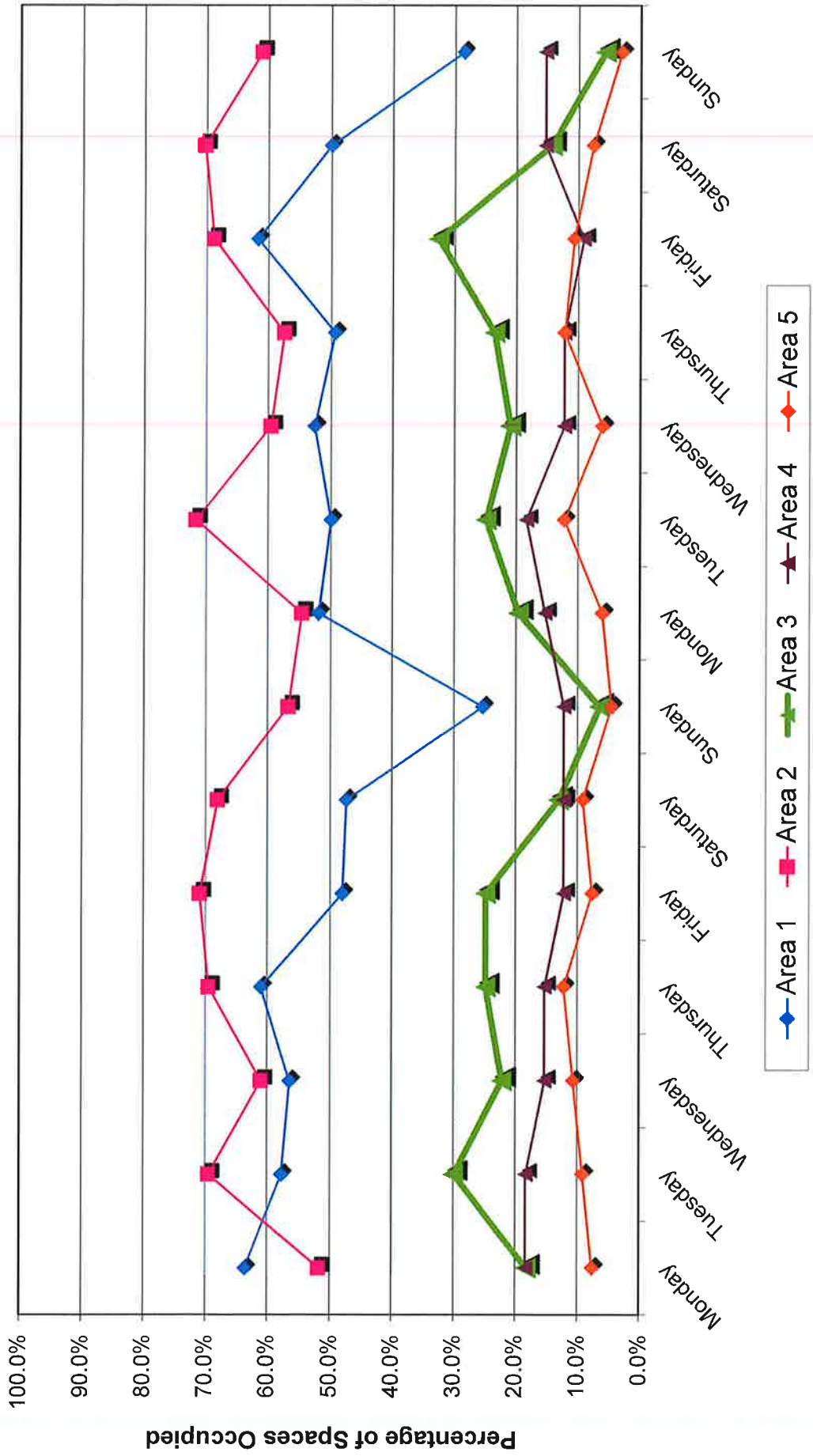


Figure 6
Evening Peak Hour (5:00 - 6:00 PM)
Available Parking Spaces

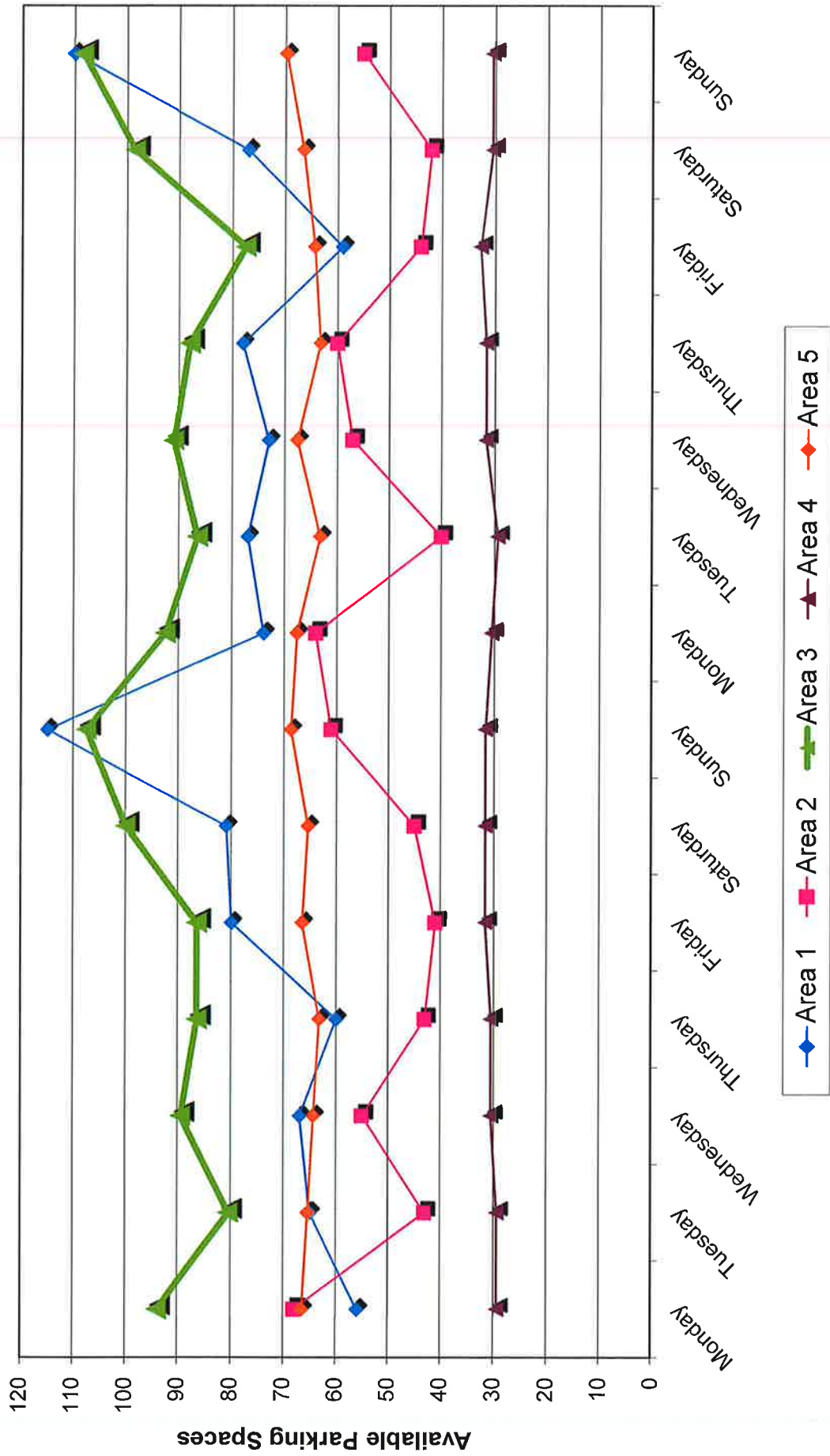


Figure 7
Weekday and Weekend Evening Peak Hour (5:00 - 6:00 PM)
Average Parking Space Utilization by Parking Area

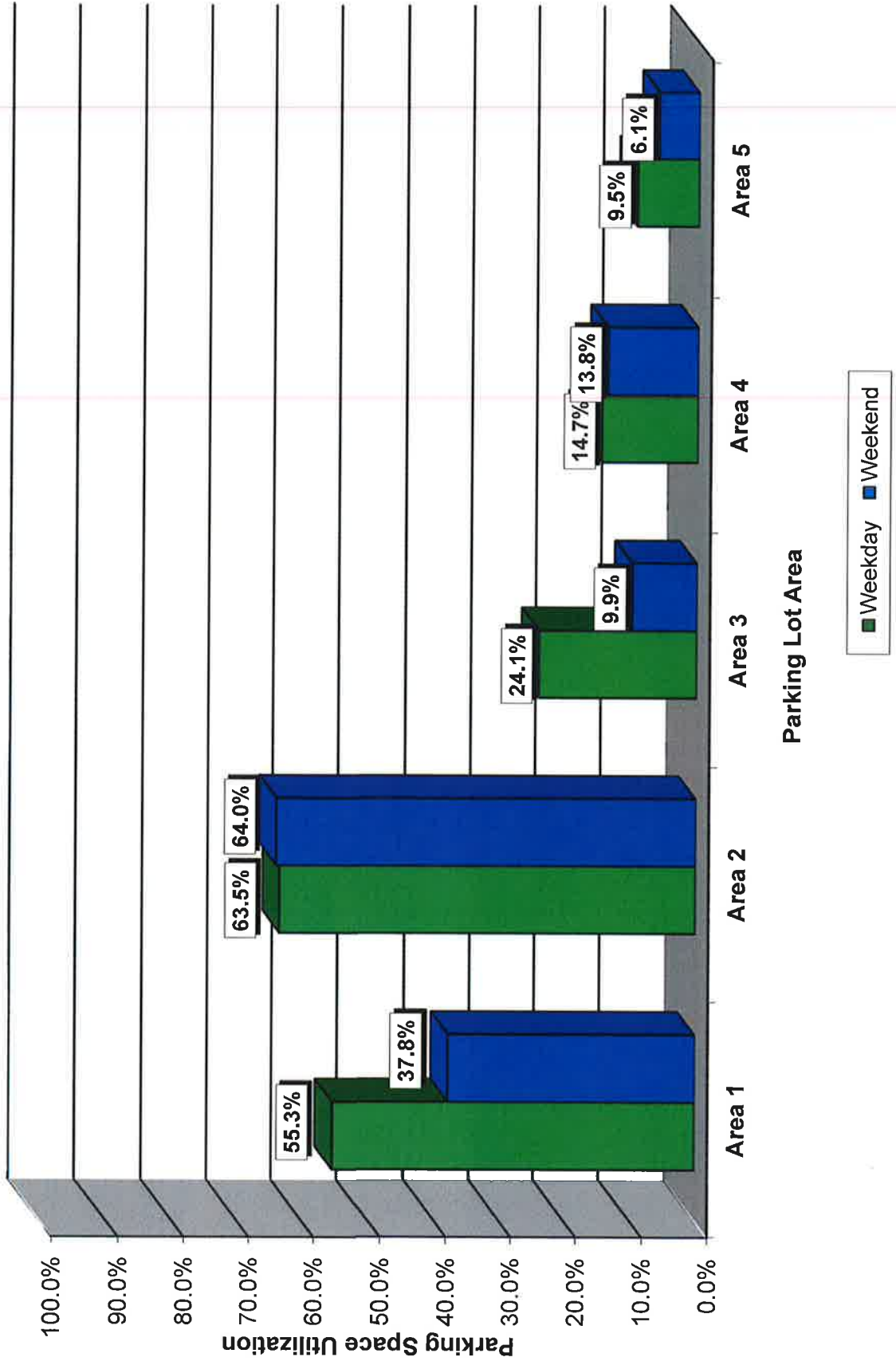
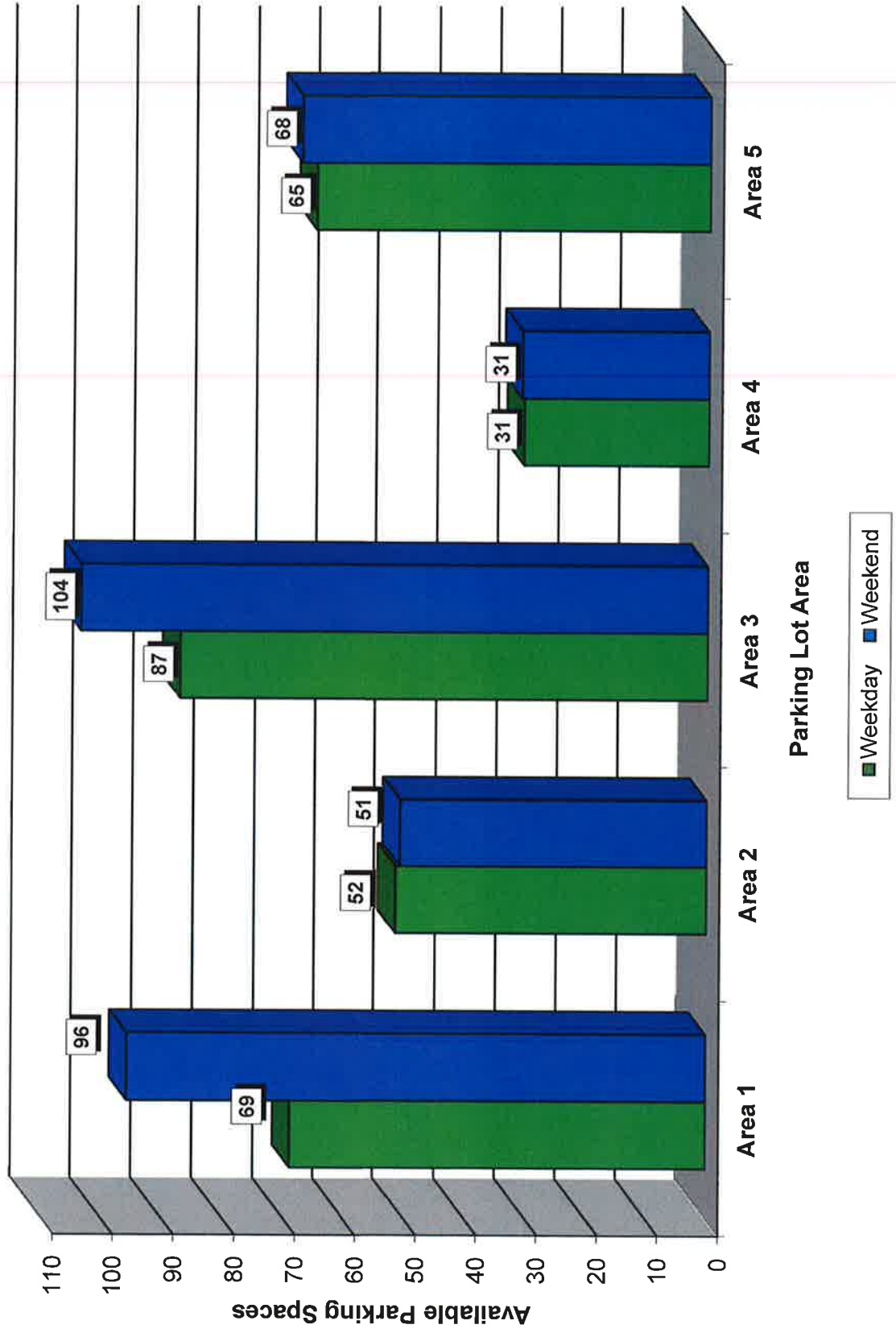


Figure 8
Weekday and Weekend Evening Peak Hour (5:00 - 6:00 PM)
Average Parking Space Availability by Parking Area



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Morning Peak Hour Conditions

Morning peak hour conditions are the lowest parking demand time period, with the majority of the shopping center empty. The following primary results from the parking surveys are shown in Figures 9 through 12.

- a) Figure 9 shows that parking utilization is very low during both weekday (Monday through Friday) and weekend (Saturday and Sunday) morning peak hours.
- b) Figure 10 shows that the majority of parking spaces are available during weekday (Monday through Friday) and weekend (Saturday and Sunday) morning peak hours.
- c) Figure 11 shows that Parking Area 1 is 14.9% occupied and Parking Area 2 is 8.7% occupied during weekday morning peak hour (i.e. Monday through Friday).
- d) Figure 11 shows that Parking Area 3 is 13.9% occupied during weekday morning peak hour (i.e. Monday through Friday).
- e) Figure 12 shows that between Area 1, 2, and 3, a total of 359 parking spaces are available during weekday morning peak hour (Monday through Friday).
- f) Figure 12 shows that between Area 1, 2, and 3, a total of 389 parking spaces are available during weekend morning peak hour (Saturday and Sunday).

Therefore, sufficient parking spaces are available to serve the required parking demand for the proposed new tenants during the least busy time period - weekday and weekend morning peak hour conditions.

Should you have any questions, regarding the results of this analysis please feel free to contact me directly at (916) 773 -1900.

Fred Choa, P.E.
Principal Traffic Engineer
Fehr & Peers



Figure 9
AM Peak Hour (8:00 - 9:00 AM)
Parking Space Utilization

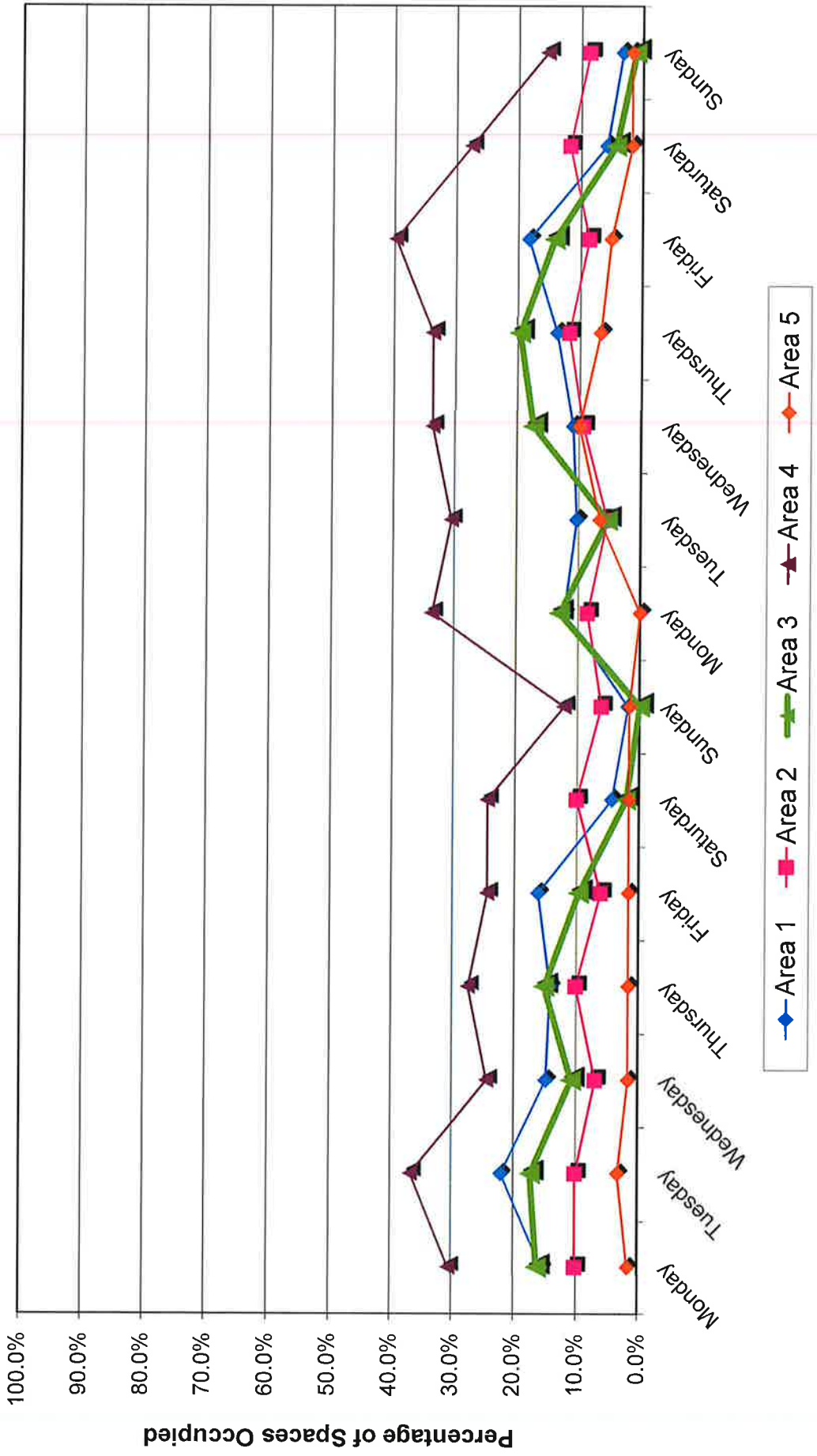


Figure 10
AM Peak Hour (8:00 - 9:00 AM)
Available Parking Spaces

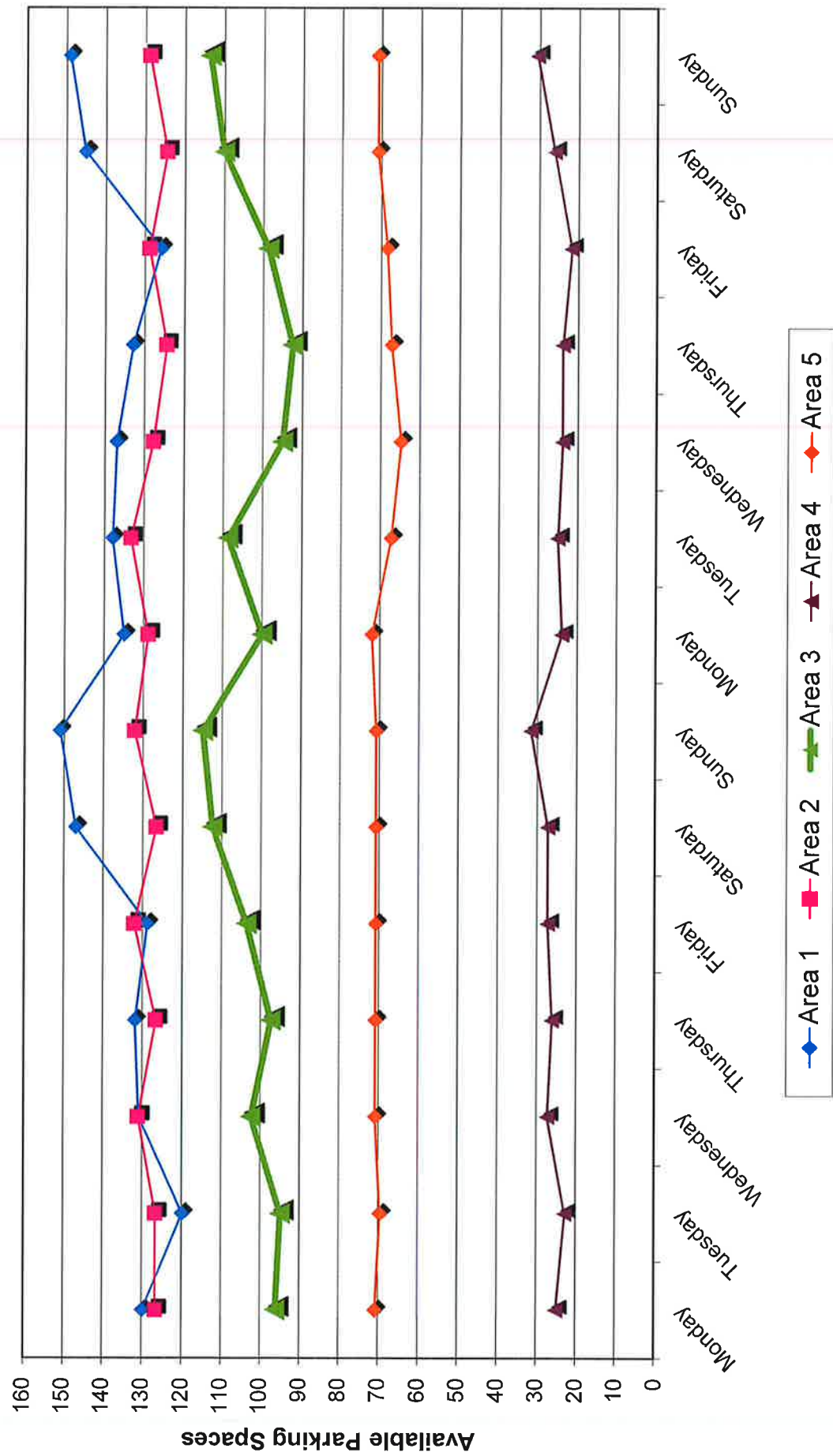


Figure 11
Weekday and Weekend AM Peak Hour (8:00 - 9:00 AM)
Average Parking Space Utilization by Parking Area

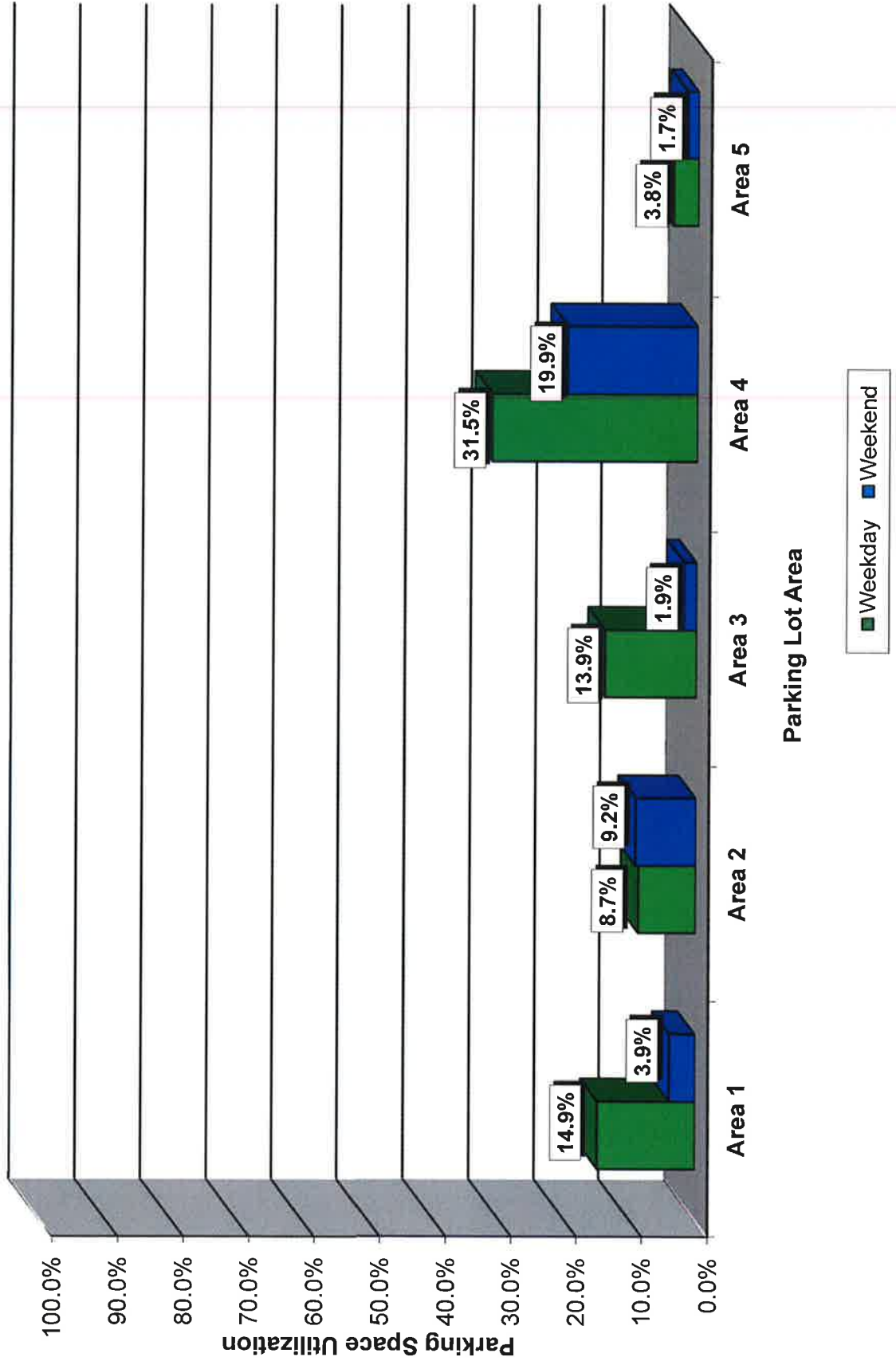
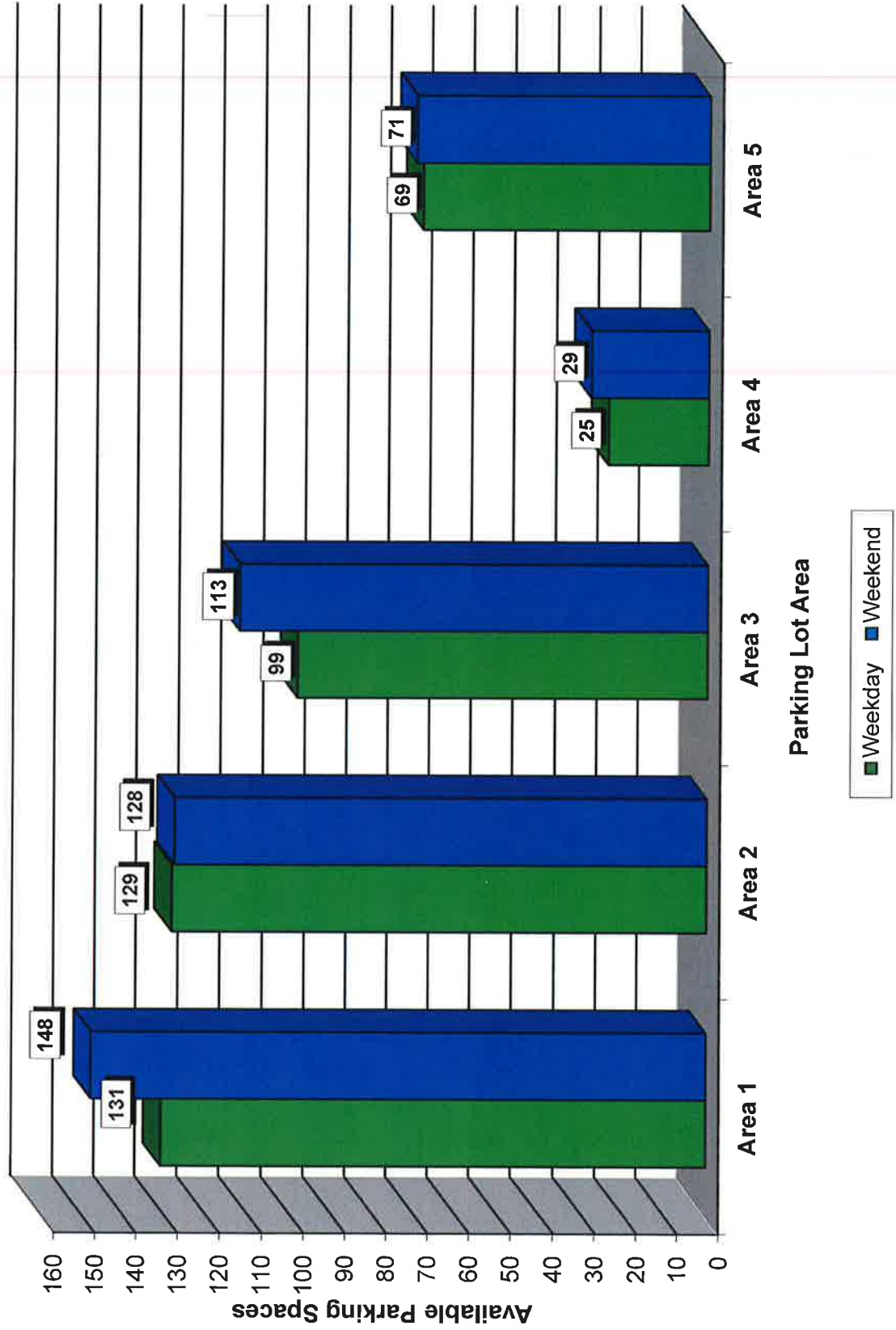
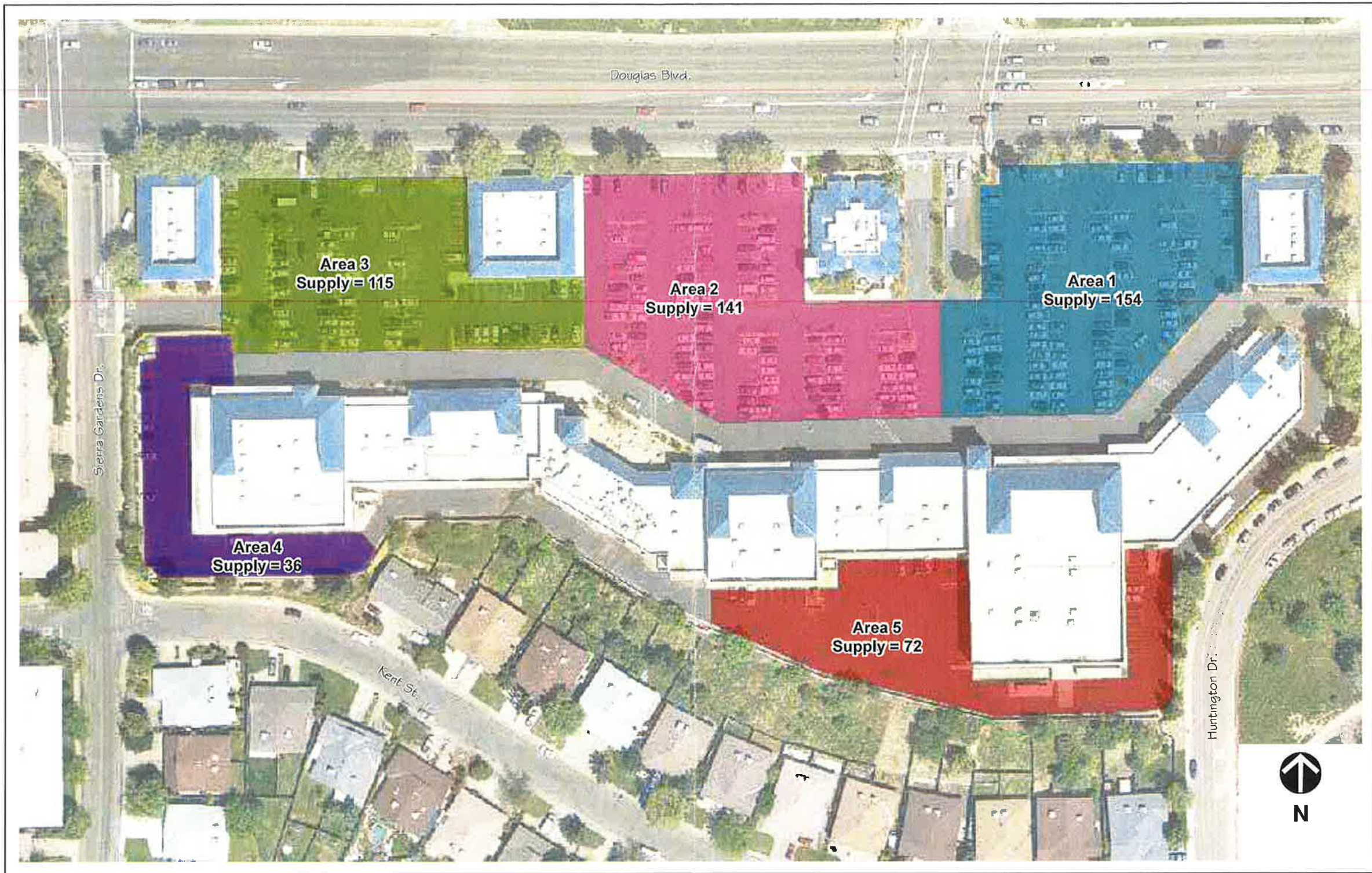


Figure 12
Weekday and Weekend AM Peak Hour (8:00 - 9:00 AM)
Average Parking Space Availability by Parking Area





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1850 DOUGLAS BOULEVARD
 TJ MAXX SHOPPING CENTER
 PARKING STUDY AREAS
 FIGURE 1

FEHR PEERS

N:\2018Projects\3615_1850_Douglas_Parking_Study.pdf

AP-PR

PL18-0066

INFILL PCL 196 - TJ MAXX PLAZA
 PARKING REDUCTION
 1850 DOUGLAS BL

TJ MAXX PLAZA **OWNER/EMPLOYEE PARKING PROGRAM** **2018 HANDBOOK**

RECEIVED

MAY 23 2018

Planning Division

WHAT:

TJ Maxx Plaza operates a permanent employee parking program for all retailers which includes designated parking areas for owners, staff members and store managers.

WHY:

TJ Maxx Plaza is one of the most successful shopping destinations in the Roseville, California area. Ensuring an excellent customer experience is always our mission. As such, one of our goals is to provide convenient and accessible parking to our guests.

To achieve that goal, we must manage the parking of the store employee base driving to, and parking at, the center. The result of the Employee Parking Program is to leave the most desirable parking spaces for our customers. Customers should not spend their valuable time seeking parking spaces or stop shopping at the center because it is inconvenient to park. Rather, our goal is to help our customers make every minute count so that they can spend the bulk of their time shopping in your stores and increasing your sales.

OWNER/EMPLOYEE PARKING PROGRAM PLAN IMPLEMENTATION:

Here is how it works. All shopping center owners/employees have been divided into two parking groups:

1. Zone A – Carpooling/Bicycle Parking
2. Zone B – Permanent

Zone A: Carpooling/Bicycle Parking: Owners/Employees of the retailers are encouraged to participate in the Transportation Management Plan that has been incorporated at the center through the City of Roseville, which encompasses 20 carpool spaces as well as 16 bicycle parking racks. 10% of the total employee parking is earmarked for carpool parking.

Zone B: Permanent: The majority of retailers are assigned to permanent parking areas. Owners/Employees of these retailers are required to park in the areas in the parking fields (see Employee Parking Map) as well as display parking placards. Owners/Employees are to park in these areas only. Designated areas are retailer specific. These spaces are available on a first come first serve basis. If an area is full, owners/employees must move to the next available area. Owners/Employees are not allowed to park outside the areas noted on the map.

Every owner/employee working anywhere at TJ Maxx Plaza will have a designated area to park according to the criteria above.

REGISTRATION:

Here is what we need from you. To implement an effective program, **ALL** owners/employees who currently park at the shopping center are **required** to register their vehicle used to drive on the property for their shift. Each vehicle is entered into a secure database, and the parking areas are monitored daily to ensure owners/employees are parked in the appropriate areas.

Registration is available via a printed Employee Parking Registration Form distributed to store managers.

ENFORCEMENT:

This customer parking priority initiative **only works** if retail owners and their employee's participate accordingly. In an effort to manage this parking program properly, it is important to implement accountability measurements to ensure a continuous and seamless execution.

A Parking Assistant Team (PAT), operated by Securitas, will manage the program with Management. Parking Assistants will monitor the parking lot. The PAT are able to assist in directing owners/employees where to park and verifying that employee cars are parking in the designated areas.

The Employee Parking Program includes a penalty system if owners/employees do not park in the designated employee parking area. This includes written warning up to an imposed fine. Repeat offenders will be subject to towing (see Employee Parking Enforcement Program).

This customer parking priority initiative **only works** if retail owners and their employee's participate accordingly. In an effort to manage this parking program properly, it is important to implement accountability measurements to ensure a continuous and seamless execution.

A Parking Assistant Team (PAT), operated by Securitas, will manage the program with Management. Parking Assistants will roam the parking lot directing owners/employees where to park and verifying that employee cars are parking in the designated areas.

The employee parking policy includes a penalty system if owners/employees do not park in the designated employee parking area. This includes written warning up to an imposed fine. Repeat offenders will be subject to towing (see Employee Parking Enforcement Program).

COMMUNICATION:

The success of the TJ Maxx Plaza Employee Parking Program is greatly influenced by communication to all participants. The TJ Maxx Plaza Management Team, along with the support of the Parking Assistant Team, will provide details and assistance to owners and store managers in various methods including in-store visits, distributed memos and email updates.

RETAILER CONTACT:

The TJ Maxx Plaza Employee Parking Program relies on acquiring and updating Retailer Employee Information. As such, **each store should provide one primary retailer employee to be the on-site contact person** who is responsible for communicating the program internally to your Owners/Employee's and updating staff information (see Employee Parking Retail Contact Form).

PARKING MAP:

Please visit the last page for a map which indicates the parking zone for each store by color as well as an individual map that shows the carpooling parking stalls and bicycle parking locations.

SUPPORTING DOCUMENTS

The following documents may be requested at any time.

1. Parking Assistant Team Contact Information
2. Employee Parking Program Guidelines Summary
3. Employee Parking Enforcement Program
4. Employee Parking Retail Contact Form
5. Sample Employee Parking Registration Form
6. Frequently Asked Questions
7. Employee Parking Map
8. Employee Carpooling and Bicycle Parking Map

PARKING ASSISTANT TEAM CONTACT INFORMATION

Parking Assistant Team Office:

Phone: 858-369-7037

A supervisor will be available daily from 8:00am-4pm) Monday through Friday

Email: ashannon@gerritygroup.com

Registration and Information Available

Office Location: Space #412 at TJ Maxx Plaza between Fleet Feet and AAA.

EMPLOYEE PARKING PROGRAM GUIDELINES SUMMARY

1. Each retailer owner and employee at TJ Maxx Plaza who parks at the center is to register their vehicle including the store at which they are employed.
2. Owner and Employee registers only one time.
3. Owners/Employees are to park in their designated parking area 24/7. The owner/employee parking areas are NOT limited to shopping center hours.
 - a. Example: An employee working at 7am-3pm must park in the designated area.
 - b. Example: An employee attending a staff meeting from 8am-9am must park in the designated area.
4. Zone A: Owners/Employees registered with a Zone A employee provides for 20 designated carpool parking spaces, which encompasses 10% of the total employee parking as well as 16 bicycle parking racks. Expectations are that each retailer will provide carpooling information to its employees as well as directing them to the Management Offices kiosk if they require further information on this program.
5. Zone B: Owners/Employees are to park in any designated Employee area outlined on the attached map.
 - a. If an Employee parking area is full, the employee must proceed to the next available Employee parking area to park their vehicle.
6. The Employee Parking Program consists of documentation and escalating consequences for owners and their employees that do not park in designated areas (see Employee Parking Enforcement document).

EMPLOYEE PARKING ENFORCEMENT PROGRAM

The Employee Parking Program is managed by a Parking Assistant Team dedicated to ensuring customers find a convenient parking spot and owners/employees parks in designated employee parking areas.

Tracking and Enforcement Process:

1. If a car has been identified as a potential unregistered owner/employee automobile or a registered vehicle and not parked in the designated area, a written warning is placed on the vehicle to contact the Parking Assistant Team and to register the vehicle.
2. Upon the second violation notice that the car is not registered (or registered and not parked in the designated owner/employee parking area) and is a possible owner/employee vehicle, a second written warning is placed on the vehicle with a \$10 fee charged to Owner of business as well as a picture taken of the vehicle parked in the wrong place.
3. Upon the third violation notice that the car is not registered (or registered and not parked in the designated owner/employee parking area), another \$10 fee will be charged and a discussion will occur with the owner/employee that the vehicle will be towed at the owner/employee's expense on the fourth and final violation.
4. A contact phone number is included in the warning for the vehicle owner to reach the Parking Assistant Team.
5. Fee payment – Payment for violations will be charged to Owners account and should be paid with the monthly charges.
6. Owners/Employee's registered with a retailer assigned to Zone B must park in designated areas, and owner's/employee's registered with a retailer assigned to Zone A must park at designated parking area otherwise, enforcement steps listed above will be utilized.

Employee is a Customer:

1. Owners/Employees coming to TJ Maxx Plaza for shopping and not to work, must park in the designated parking zone.
2. Owners/Employees coming to TJ Maxx Plaza for shopping, and not to work, may obtain a daily (one-time use) "Employee Shopping Pass".
3. To obtain a pass, owner/employee must visit the Parking Assistant Team office the day of shopping trip.
4. Employee Shopping Pass is valid for 4 hours the day of request.
5. Employee Shopping Pass allows for parking in any available TJ Maxx Plaza parking spot.
6. Display Employee Shopping Pass on dashboard in front windshield.

Store Temporary Parking Pass:


1. Each store is assigned 2 Temporary Parking Passes.
2. This pass is valid for only one-hour and is to be used by a store manager or key employee for vehicle deliveries, pick-ups, deposits or other short business needs.

FREQUENTLY ASKED QUESTIONS

1. **Q.** If I am handicapped, do I need to park in designated employee parking areas?
A. No, vehicles with official handicap parking passes may park in any available designated handicap space at TJ Maxx Plaza.
2. **Q.** If I am coming in to pick up my pay check at my store and then leave, must I park in the employee parking area?
A. Yes. The only time an employee may park in a regular spot is with an "Employee Shopping Pass" or with a one-hour store temporary parking pass.
3. **Q.** Where is the Parking Assistant Team office located?
A. The office is located in Space #412 between Fleet Feet and AAA.
4. **Q.** How is the Zone B area identified?
A. The Zone B areas are visibly painted by a broad blue line painted at the start of the parking area and ends at the outer ring
5. **Q.** Will security escort Owners/Employee's to the distant Zone B parking areas especially late at night?
A. Yes, security staff offers escort for Owners/Employee's as requested. It is recommended that tenants have a buddy system or their own internal system as well.
6. **Q.** If I use my mother's car to drive to work, must I register it?
A. Yes, all Owners/Employee's must register any car they drive and park on-site.
7. **Q.** If I use my mother's car, how can she park and shop at the shopping center?
A. She will need to obtain an "Employee Parking Pass" for that day or park in the designated parking zone.
8. **Q.** What if I refuse to register my car and provide any of the personal information you are requiring.
A. The PAT team will patrol the parking lot and any employee vehicle which is not registered will continue to experience the steps of the Employee Parking Enforcement program including the risk of being fined or towed.
9. **Q.** What are the hours of the Parking Assistant Team office?
A. 8:00 AM to 4:00 PM daily Monday through Friday
10. **Q.** What shall I do if a customer comes in to my store and has been ticketed?
A. Please provide the customer with the Parking Assistant Team office phone number AND share with the customer that the center has a program to allow for the best parking spaces to be saved for customers and unfortunately their car was identified as an employee car by mistake. However, the Parking Assistant Team member will be able to swiftly remedy the problem.
11. **Q.** What if I received a "Shopping Pass" but need more than 4 hours in the center?
A. Please call the Parking Assistant Team office for an extension.

12. **Q.** I am temporarily injured and cannot walk any distances. May I have an exception to the parking program?
A. Unfortunately, except for authorized handicapped drivers, we cannot make any exceptions. We recommend that you consider a ride share so that you can be dropped off close to your store's entry point.
13. **Q.** I am a new employee and start tomorrow. How fast can I register?
A. Registration is simple and can be done and turned in the same day you start.
14. **Q.** What will the information I provide on the Employee Parking Vehicle Registration be used for?
A. The information regarding the employee and their vehicle is used only for tracking and enforcement of the Employee Parking Program. It will not be shared with any other parties. A full disclaimer is included on the Employee Parking Registration Form.
15. **Q.** What is the fine if I am ticketed more than twice?
A. Once a vehicle has been ticketed a second time with a \$10 fee imposed, any further fees will be \$65 each, and the vehicle may be towed.

TJ Maxx Plaza 1850 Douglas Blvd, Roseville, CA 95661

 Suites Highlighted by green box are proposed food tenant spaces.



Douglas Blvd

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