



November 4, 2024

Ms. Jillian Shannon and Ms. Roxanne Kovash
 Gerrity Group (jillian@gerritygroup.com and roxanne@gerritygroup.com)
 TJ MAXX GRF2, LLC

Cc:

**RE: 1850 Douglas Boulevard (TJ Maxx Shopping Center)
 Parking Supply / Utilization Analysis for Suite 300**

RS24-4512

Dear Ms. Shannon and Ms. Kovash:

This technical memorandum presents the results of the updated parking supply / utilization study completed for 1850 Douglas Boulevard (TJ Maxx Shopping Center) in Roseville, California. The purpose of the additional detailed field data analysis is to determine the total number of available parking spaces and determine if there are sufficient parking spaces to serve the proposed use of Suite 300, a 1,623 square foot restaurant space that requires a ratio of 1 space per 100 square feet, or a total of 16 parking spaces.

The proposed Ramen 101 quick-service restaurant for Suite 300 would have the following operational characteristics:

- Hours of operation – Monday to Sunday from 11:00 AM to 9:00 PM
- Peak lunch hours – 11:30 AM to 2:00 PM
- Peak dinner hours – 5:30 PM to 8:00 PM
- Percentage of customers that dine in- 40% that park between 30 to 45 minutes
- Percentage of customers that take-out- 60% that park less than 10 minutes
- Architect will determine the exact number of interior seating – initial estimate of 20-30 seats

The following time periods were analyzed to determine parking utilization for both weekday and weekend 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;

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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 four (4) days 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 Exhibit 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); and
- 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 La Huaca Peruvian Restaurant, Lakeshore Learning and Mountain Mike's Pizza.

Parking Area 3 is located in front of Panera, Anytime Fitness, and US Bank and serves the recently opened (September 30, 2024) Aqua Tots in Suite 210 and the proposed Ramen 101 in Suite 300.

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

The original data collection was completed for following dates in June, 2024:

- Saturday June 8, 2024 and Sunday June 9, 2024 (Mild temperatures in the mid 80's); and
- Wednesday June 12, 2024 (High temperature of 99 degrees); and
- Thursday June 13, 2024 (High in the mid 80's).



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Based on comments from the City of Roseville (October 29, 2024), additional parking surveys were conducted for Areas 3 and 4 for the following dates in late October and early November 2024 to determine the availability of parking spaces for the proposed Ramen 101 in Suite 300:

- Wednesday, October 30, 2024 – Midday and evening counts (Cool temperatures in the mid 60's);
- Thursday, October 31, 2024 – Morning and midday counts (Cool temperatures in the mid 60's) No ;
- Friday, November 1, 2024 – Only morning and midday counts (Cool temperatures in the high 60's);
- Saturday, November 2, 2024 – Morning, midday and evening counts (Cool temperatures in the mid 60's); and
- Sunday, November 3, 2024 – Morning, midday and evening counts (Cool temperatures in the low 70's).

Opening of Aqua Tots in Suite 210 (September 30, 2024)

The recently opened Aqua Tots has the following operational characteristics:

- Hours of operation – Monday Closed
 - Tuesday from 8:30 AM to 7:00 PM
 - Wednesday and Thursday from 1:00 PM to 7:00 PM
 - Friday from 8:30 AM to 7:00 PM
 - Saturday and Sunday from 8:30 AM to 1:30 PM
- AM Hours Class Schedule
 - Tuesday – 10:00 AM to 12:00 Noon – 3 classes
 - Wednesday and Thursday – 10:00 AM to 12:00 Noon – 4 classes
 - Friday – 10:00 AM to 12:00 Noon – 5 classes
 - Saturday – 9:30 AM to 12:00 Noon – 8 classes
 - Sunday – 9:30 AM to 12:00 Noon – 7 classes
- Midday Hours Class Schedule
 - Tuesday – 12:10 PM to 2:10 Noon – 3 classes
 - Wednesday, Thursday and Friday – 12:10 PM to 2:10 Noon – 4 classes
- PM Hours Class Schedule
 - Tuesday and Wednesday– 3:00 PM to 8:00 PM – 7 classes
 - Thursday – 3:00 PM to 8:00 PM – 8 classes
 - Friday – 3:00 PM to 8:00 PM – 6 classes
 - Saturday – 12:00 Noon to 2:30 PM – 8 classes
 - Sunday – 12:00 Noon to 2:30 PM – 7 classes

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New Parking Demand for Suite 300

Based on information about the proposed Ramen 101, the following new parking demand was completed to determine if the existing parking availability would provide a sufficient supply of parking to serve Suite 300. To serve the proposed Ramen 101, a total of 16 available spaces are needed in Parking Area 3, which has an available supply of 115 parking spaces.

Primary Conclusions of Detailed Parking Analysis for Midday Peak Hour, Evening Peak Hour and Morning Peak Hour Conditions (Weekdays and Weekends)

Based on the results of the original four (4) day parking utilization study and an additional five (5) days of data collection in late October and early November 2024, Parking Area 3 has sufficient available parking to serve the proposed occupancy of Suite 300 by Ramen 101, a 1,623 square feet restaurant space that requires a ratio of 1 space per 100 square feet, or a total of 16 parking spaces.

Sufficient parking spaces are available to serve the proposed Ramen 101 tenant in Suite 300, a 1,623 square feet restaurant space that requires a total of 16 parking spaces during the busiest time period - weekday and weekend midday (12:00 to 1:00 PM) peak hour conditions.

In addition sufficient parking spaces are available to serve the proposed Ramen 101 tenant in Suite 300, a 1,623 square feet restaurant space that requires a total of 16 parking spaces during the second busiest time period - weekday and weekend evening (5:30 to 6:30 PM) peak hour conditions.

Lastly, sufficient parking spaces are available to serve the required parking demand for the proposed Ramen 101 tenant in Suite 300 during the least busy time period - weekday and weekend morning peak hour conditions.

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

Midday Peak Hour Conditions

The combination of retail, service 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.

Figure 1

- a) Figure 1 shows that utilization in Parking Area 3 that would serve Suite 300 ranges from a high of 77.4 percent to a low of 75.7 percent during weekday (Wednesday and Thursday) conditions;
- b) Figure 1 also shows that utilization in Parking Area 2 (which is adjacent to Parking Area 3) ranges from a high of 86.5 percent to a low of 84.4 percent weekday (Wednesday and Thursday) conditions;
- c) Figure 1 shows that utilization in Parking Area 1 ranges from a high of 87.0 percent to a low of 72.7 percent weekday (Wednesday and Thursday) conditions;
- d) Figure 1 shows that parking utilization during weekend conditions ranges from 45.2 percent (Area 3), 80.9 percent (Area 2) and 63.0 percent (Area 1) on a typical Sunday lunchtime; and
- e) Figure 1 also shows that parking utilization during weekend conditions ranges from 40.0 percent (Area 3), 56.0 percent (Area 2) and 67.5 percent (Area 1) on a typical Saturday lunchtime.

Figure 2

- a) Figure 2 shows that Parking Area 3 has between 26 and 28 available parking spaces during weekday (Wednesday and Thursday) conditions;
- b) Figure 2 also shows that Parking Area 2 (which is adjacent to Parking Area 3) has between 19 and 22 available parking spaces during weekday (Wednesday and Thursday) conditions;
- c) Figure 2 shows that Parking Area 1 has between 20 and 42 available parking spaces during weekday (Wednesday and Thursday) conditions;
- d) Figure 2 shows that available parking spaces during weekend conditions ranges from 69 available parking spaces (Area 3), 62 available parking spaces (Area 2) and 50 available parking spaces (Area 1) on a typical Saturday lunchtime; and
- e) Figure 2 also shows that available parking spaces during weekend conditions ranges from 63 available parking spaces (Area 3), 27 available parking spaces (Area 2) and 57 available parking spaces (Area 1) on a typical Sunday lunchtime.

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

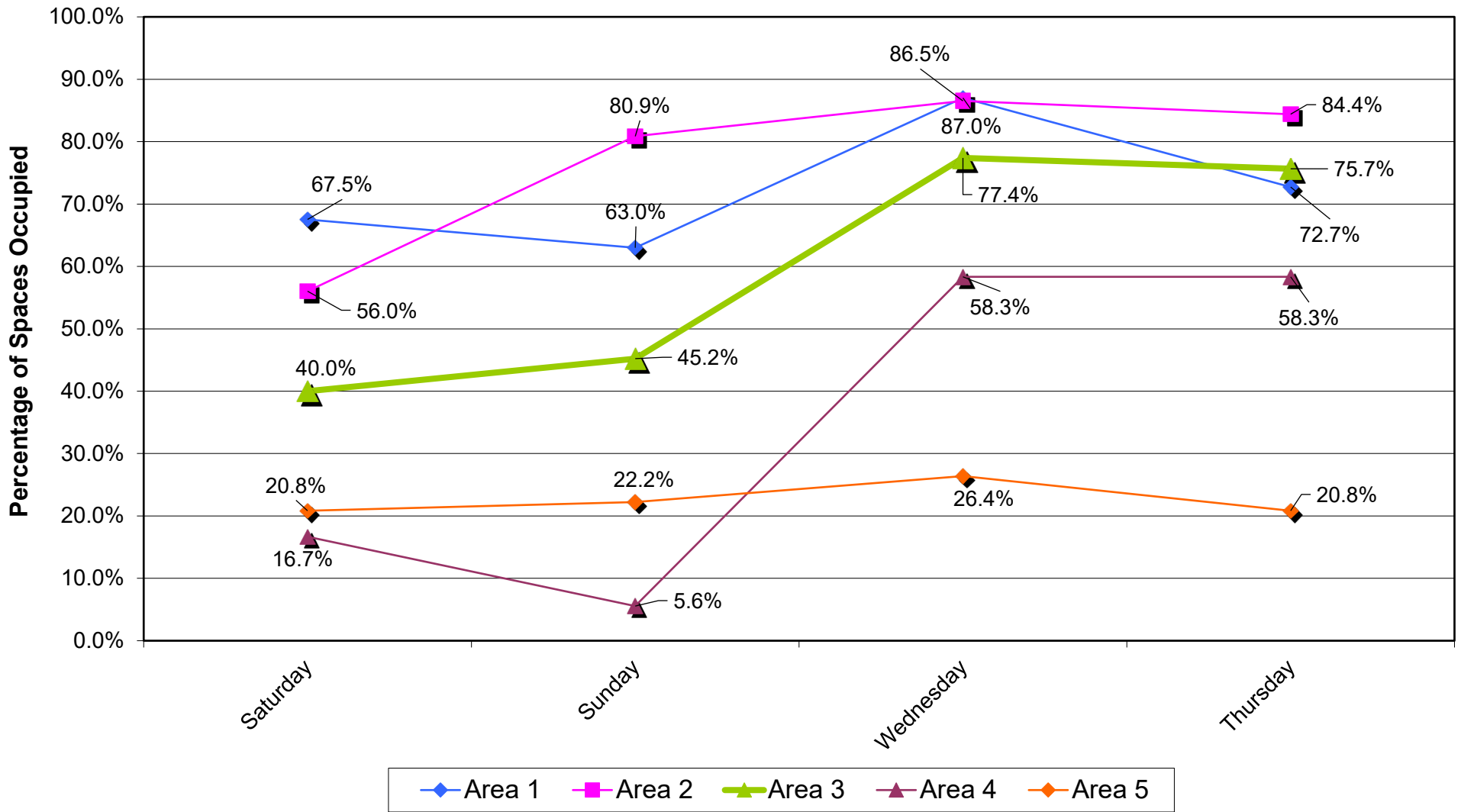


Figure 2
Midday Peak Hour (12:00 - 1:00 PM)
Available Parking Spaces

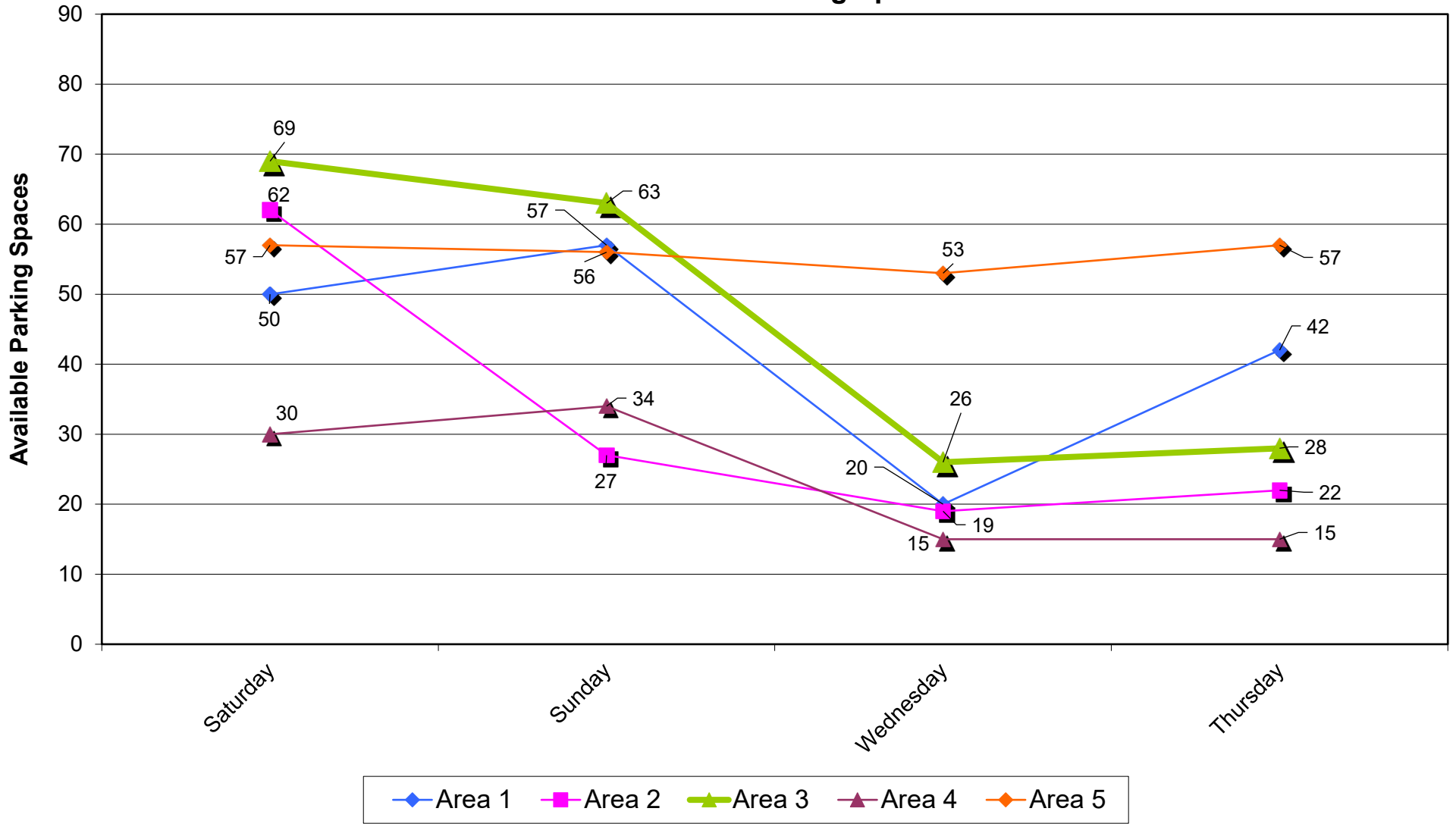


Figure 3

- a) Figure 3 shows that Parking Area 3 is 76.5% occupied during weekday midday peak hour (Wednesday and Thursday);
- b) Figure 3 also shows that Parking Area 3 is 42.6% occupied during weekend midday peak hour (Saturday and Sunday);
- c) Figure 3 shows that Parking Area 2 is 85.5% occupied during weekday midday peak hour (Wednesday and Thursday);
- d) Figure 3 also shows that Parking Area 2 is 68.4% occupied during weekend midday peak hour (Saturday and Sunday);
- e) Figure 3 shows that Parking Area 1 is 79.9% occupied during weekday midday peak hour (Wednesday and Thursday); and
- f) Figure 3 also shows that Parking Area 1 is 65.3% occupied during weekend midday peak hour (Saturday and Sunday).

Figure 4

- a) Figure 4 shows that between Areas 2 and 3, a total of 48 parking spaces are available during weekday midday peak hour (Wednesday and Thursday) conditions; and
- b) Figure 4 shows that between Areas 2 and 3, a total of 111 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 Ramen 101 tenant in Suite 300, a 1,623 square foot restaurant space that requires a total of 16 parking spaces during the busiest time period - weekday and weekend midday (12:00 to 1:00 PM) peak hour conditions.

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

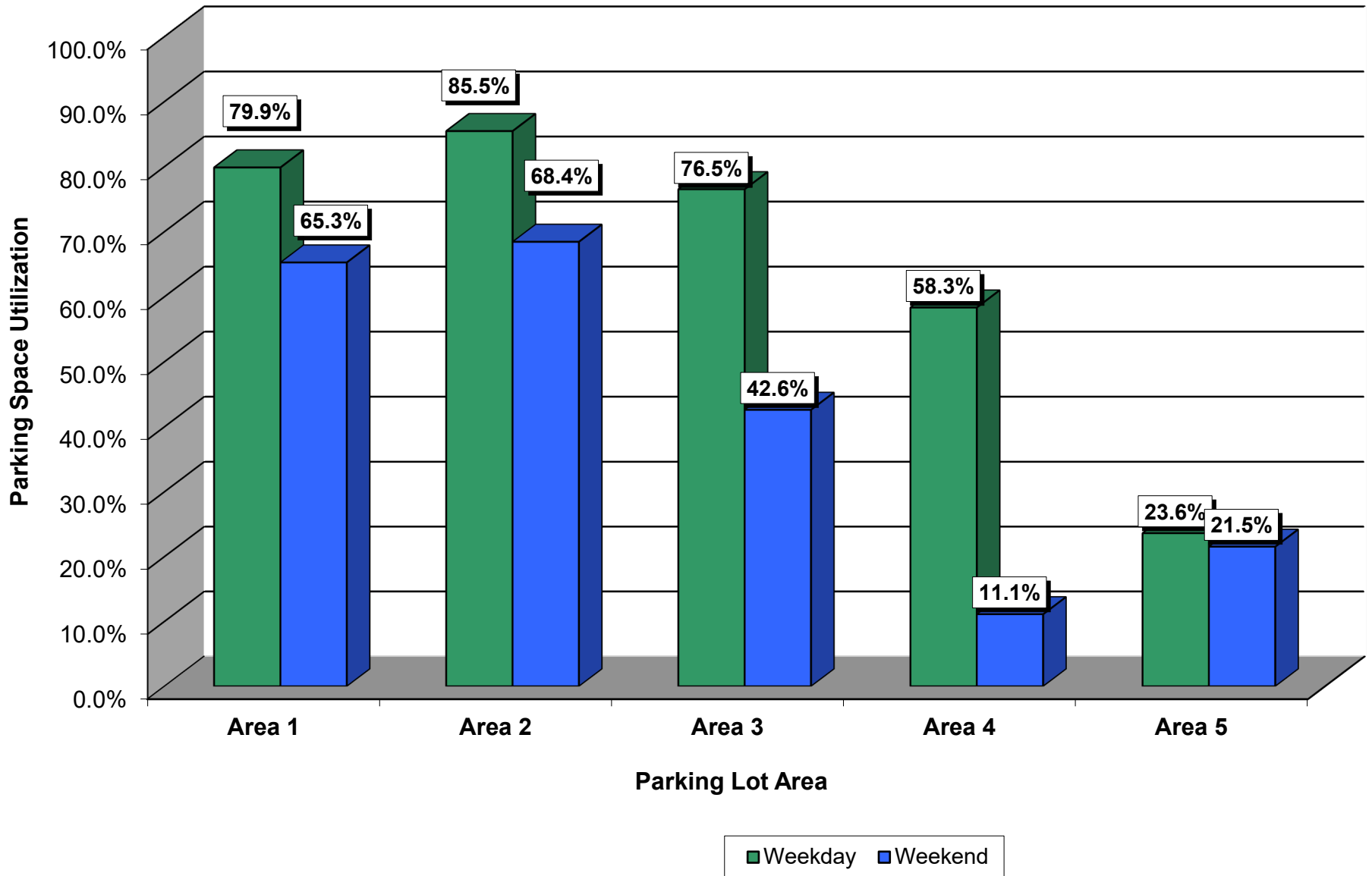
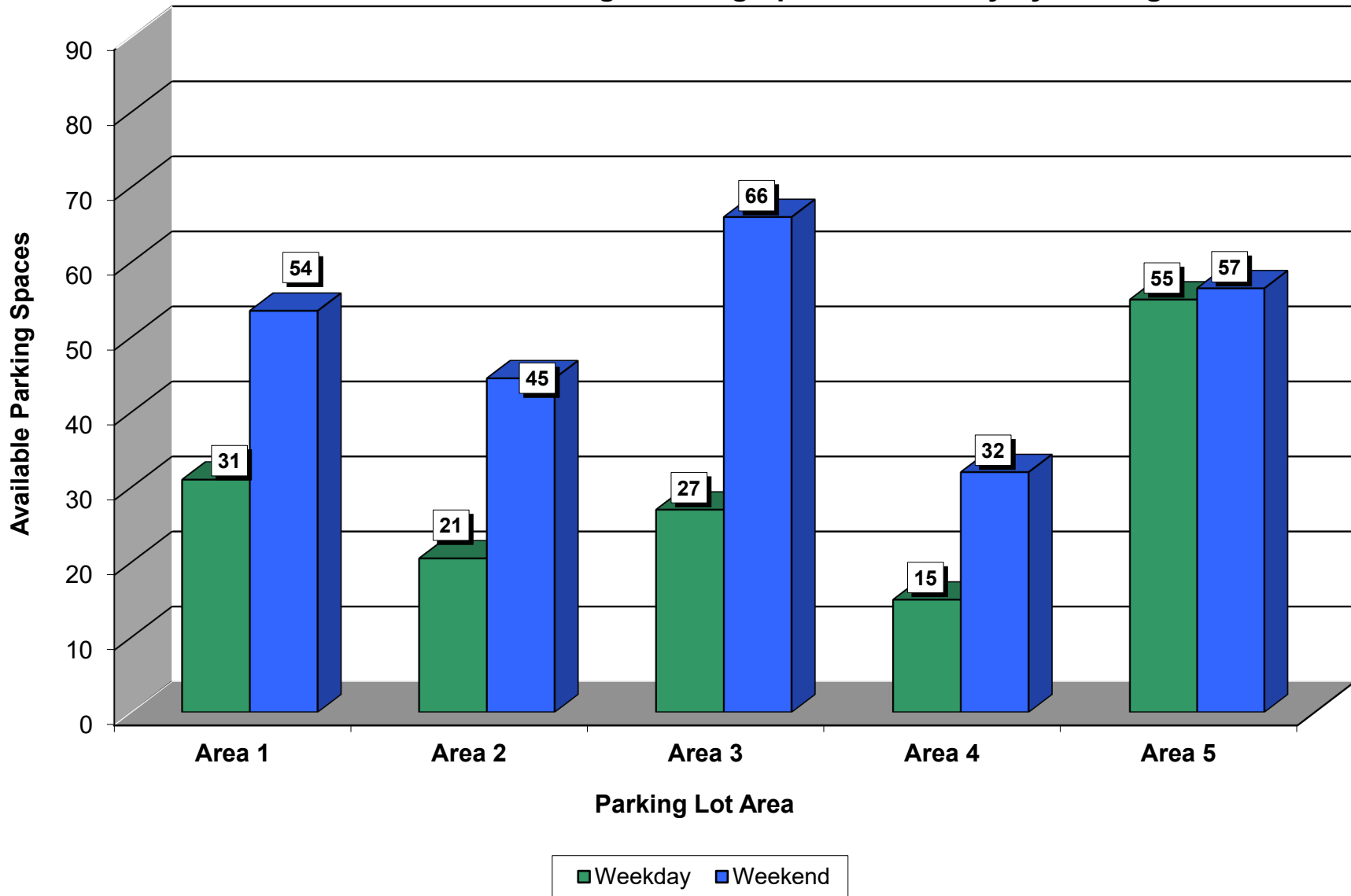


Figure 4
Weekday and Weekend Midday Peak Hour (12:00 - 1:00 PM)
Average Parking Space Availability by Parking Area



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.

Figure 5

- a) Figure 5 shows that utilization in Parking Area 3 that would serve Suite 300 ranges from a high of 53.9 percent to a low of 51.3 percent during weekday (Wednesday and Thursday) conditions;
- b) Figure 5 also shows that utilization in Parking Area 2 (which is adjacent to Parking Area 3) ranges from a high of 58.9 percent to a low of 48.9 percent weekday (Wednesday and Thursday) conditions;
- c) Figure 5 shows that utilization in Parking Area 1 ranges from a high of 63.6 percent to a low of 58.4 percent weekday (Wednesday and Thursday) conditions;
- d) Figure 5 also shows that parking utilization during weekend conditions ranges from 21.7 percent (Area 3), 58.9 percent (Area 2) and 45.5 percent (Area 1) on a typical Saturday dinner-time; and
- e) Figure 5 shows that parking utilization during weekend conditions ranges from 20.0 percent (Area 3), 48.9 percent (Area 2) and 41.6 percent (Area 1) on a typical Sunday dinner-time;

Figure 6

- a) Figure 6 shows that Parking Area 3 has between 53 and 56 available parking spaces during weekday (Wednesday and Thursday) conditions;
- b) Figure 6 also shows that Parking Area 2 (which is adjacent to Parking Area 3) has between 58 and 72 available parking spaces during weekday (Wednesday and Thursday) conditions;
- c) Figure 6 shows that Parking Area 1 has between 56 and 64 available parking spaces during weekday (Wednesday and Thursday) conditions;
- d) Figure 6 shows that available parking spaces during weekend conditions ranges from 90 available parking spaces (Area 3), 58 available parking spaces (Area 2) and 84 available parking spaces (Area 1) on a typical Saturday dinner-time; and
- e) Figure 6 also shows that available parking spaces during weekend conditions ranges from 92 available parking spaces (Area 3), 72 available parking spaces (Area 2) and 90 available parking spaces (Area 1) on a typical Sunday dinner-time.

Figure 5
Evening Peak Hour (5:30 - 6:30 PM)
Parking Space Utilization

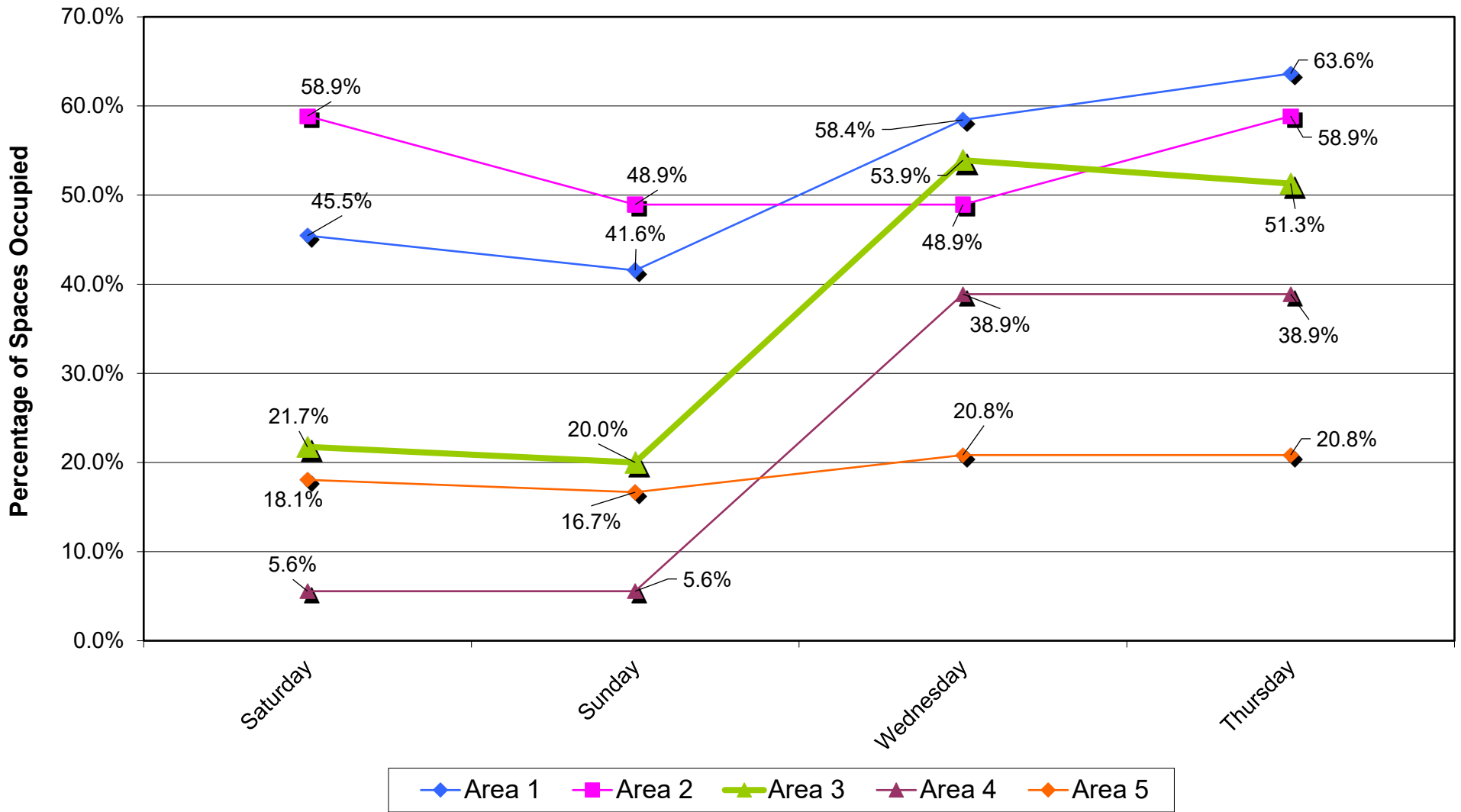


Figure 6
Evening Peak Hour (5:30 - 6:30 PM)
Available Parking Spaces

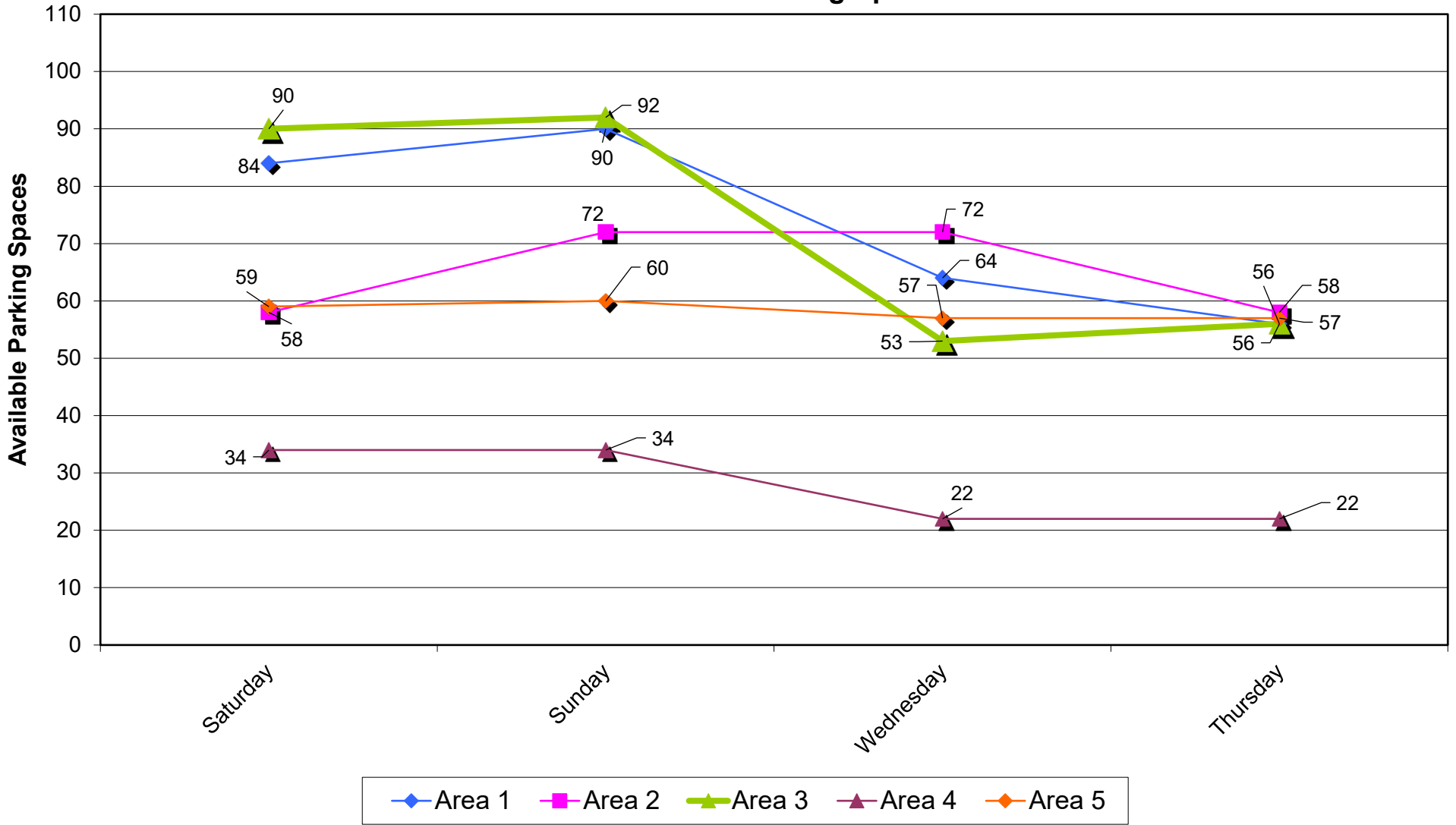


Figure 7

- a) Figure 7 shows that Parking Area 3 is 52.6% occupied during weekday evening peak hour (Wednesday and Thursday);
- b) Figure 7 also shows that Parking Area 3 is 20.9% occupied during weekend evening peak hour (Saturday and Sunday);
- c) Figure 7 shows that Parking Area 2 is 53.9% occupied during weekday evening peak hour (Wednesday and Thursday);
- d) Figure 7 also shows that Parking Area 2 is 53.9% occupied during weekend evening peak hour (Saturday and Sunday);
- e) Figure 7 shows that Parking Area 1 is 61.0% occupied during weekday evening peak hour (Wednesday and Thursday); and
- f) Figure 7 also shows that Parking Area 1 is 43.5% occupied during weekend evening peak hour (Saturday and Sunday).

Figure 8

- a) Figure 4 shows that between Areas 2 and 3, a total of 120 parking spaces are available during weekday evening peak hour (Wednesday and Thursday) conditions; and
- b) Figure 4 shows that between Areas 2 and 3, a total of 156 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 Ramen 101 tenant in Suite 300, a 1,623 square foot restaurant space that requires a total of 16 parking spaces during the second busiest time period - weekday and weekend evening (5:30 to 6:30 PM) peak hour conditions.

Figure 7
Weekday and Weekend Evening Peak Hour (5:30 - 6:30 PM)
Average Parking Space Utilization by Parking Area

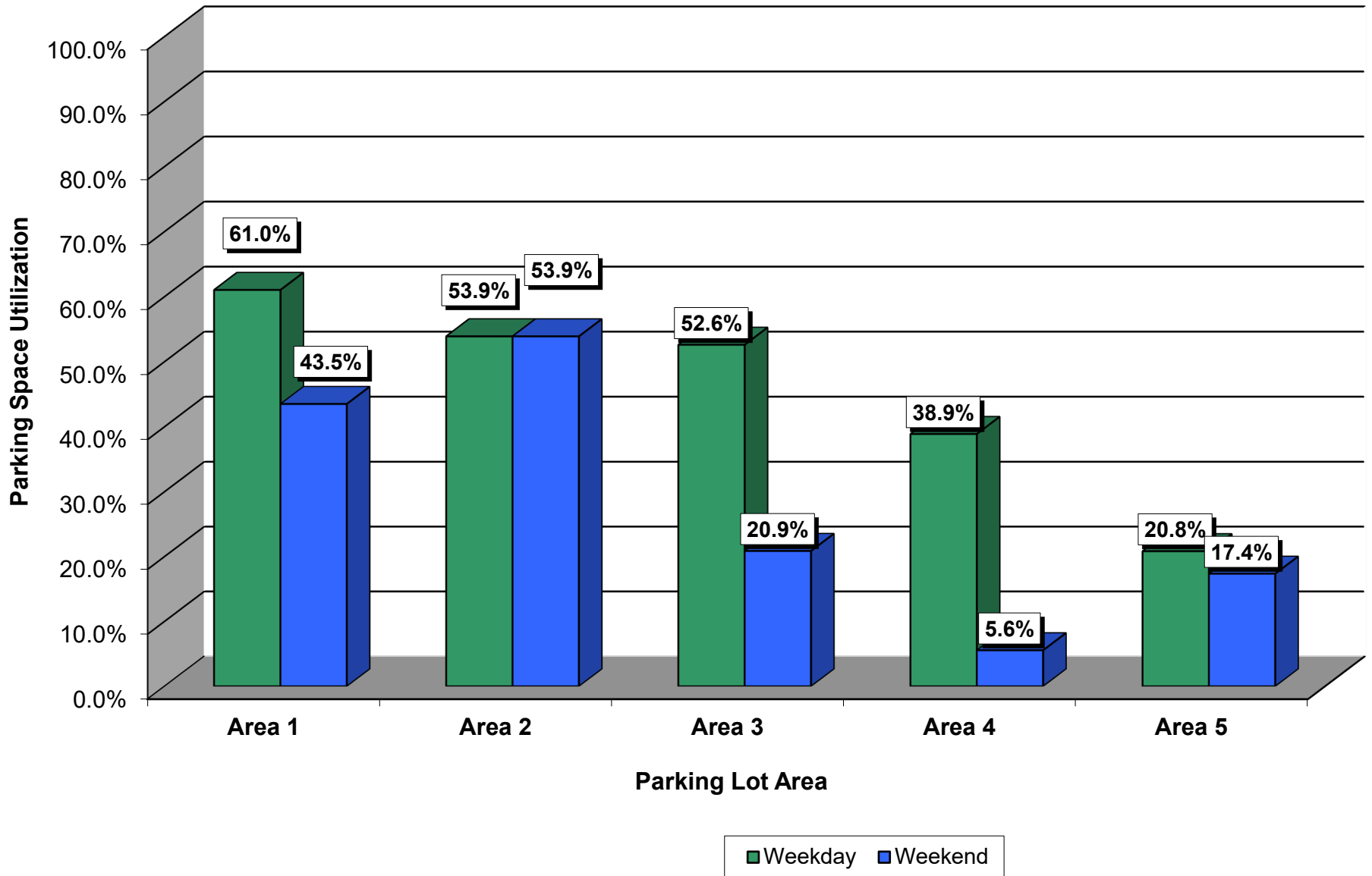
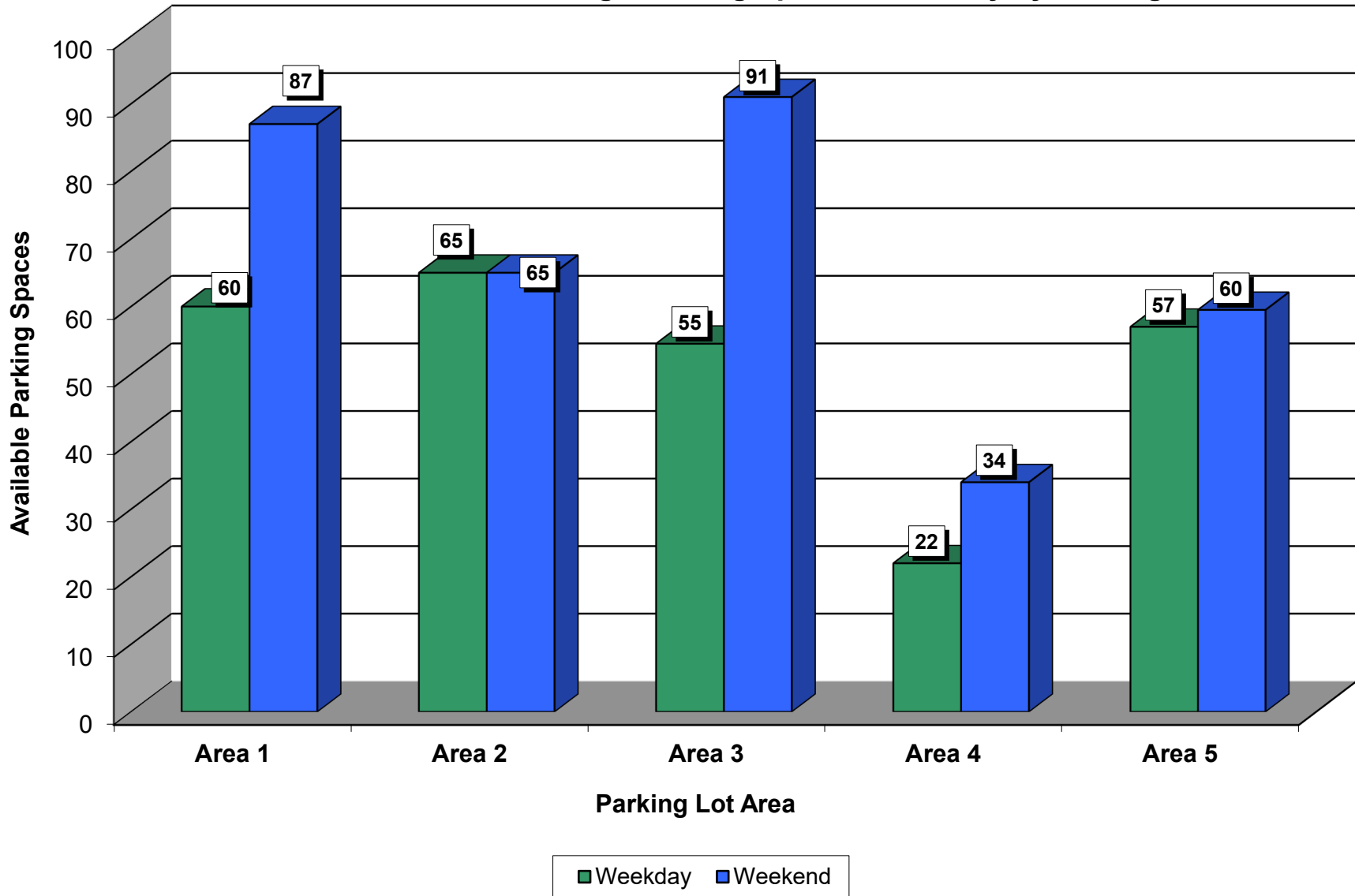


Figure 8
Weekday and Weekend Evening Peak Hour (5:30 - 6:30 PM)
Average Parking Space Availability by Parking Area



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.

Figure 9

- a) Figure 9 shows that utilization in Parking Area 3 that would serve Suite 300 ranges from a high of 54.8 percent to a low of 33.9 percent during weekday (Wednesday and Thursday) morning conditions;
- b) Figure 9 also shows that utilization in Parking Area 2 (which is adjacent to Parking Area 3) ranges from a high of 32.6 percent to a low of 25.5 percent weekday (Wednesday and Thursday) morning conditions;
- c) Figure 9 shows that utilization in Parking Area 1 ranges from a high of 50.0 percent to a low of 31.8 percent weekday (Wednesday and Thursday) morning conditions;
- d) Figure 9 also shows that parking utilization during weekend conditions ranges from 22.6 percent (Area 3), 19.1 percent (Area 2) and 13.6 percent (Area 1) on a typical Saturday morning; and
- e) Figure 9 shows that parking utilization during weekend conditions ranges from 13.0 percent (Area 3), 15.6 percent (Area 2) and 6.5 percent (Area 1) on a typical Sunday morning,

Figure 10

- a) Figure 10 shows that Parking Area 3 has between 52 and 76 available parking spaces during weekday (Wednesday and Thursday) morning conditions;
- b) Figure 10 also shows that Parking Area 2 (adjacent to Parking Area 3) has between 95 and 105 available parking spaces during weekday (Wednesday and Thursday) conditions;
- c) Figure 10 shows that Parking Area 1 has between 77 and 105 available parking spaces during weekday (Wednesday and Thursday) morning conditions;
- d) Figure 10 shows that available parking spaces during weekend conditions ranges from 89 available parking spaces (Area 3), 114 available parking spaces (Area 2) and 133 available parking spaces (Area 1) on a typical Saturday morning; and
- e) Figure 10 also shows that available parking spaces during weekend conditions ranges from 100 available parking spaces (Area 3), 119 available parking spaces (Area 2) and 144 available parking spaces (Area 1) on a typical Sunday morning.

Figure 9
Morning Peak Hour (7:30 - 8:30 PM)
Parking Space Utilization

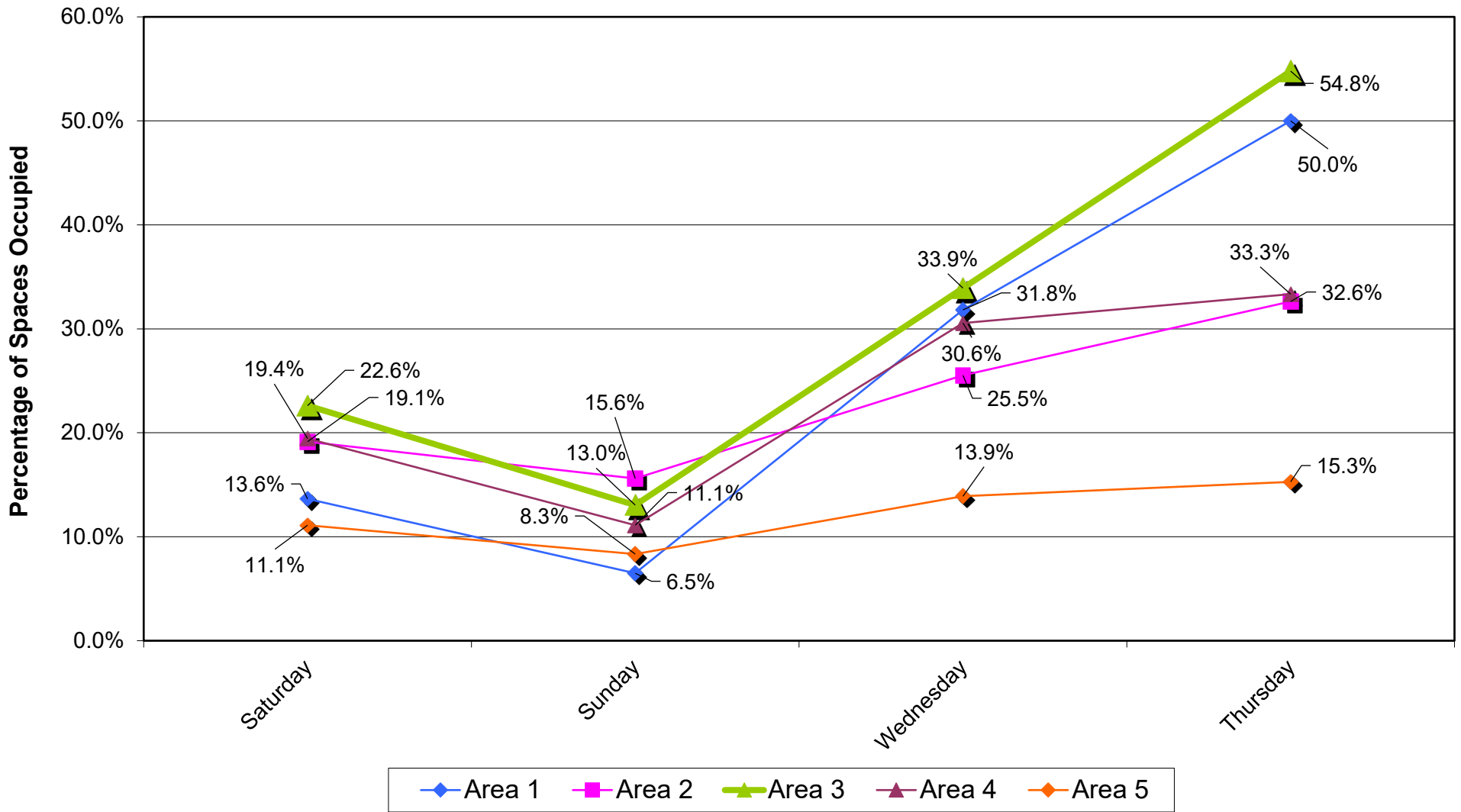
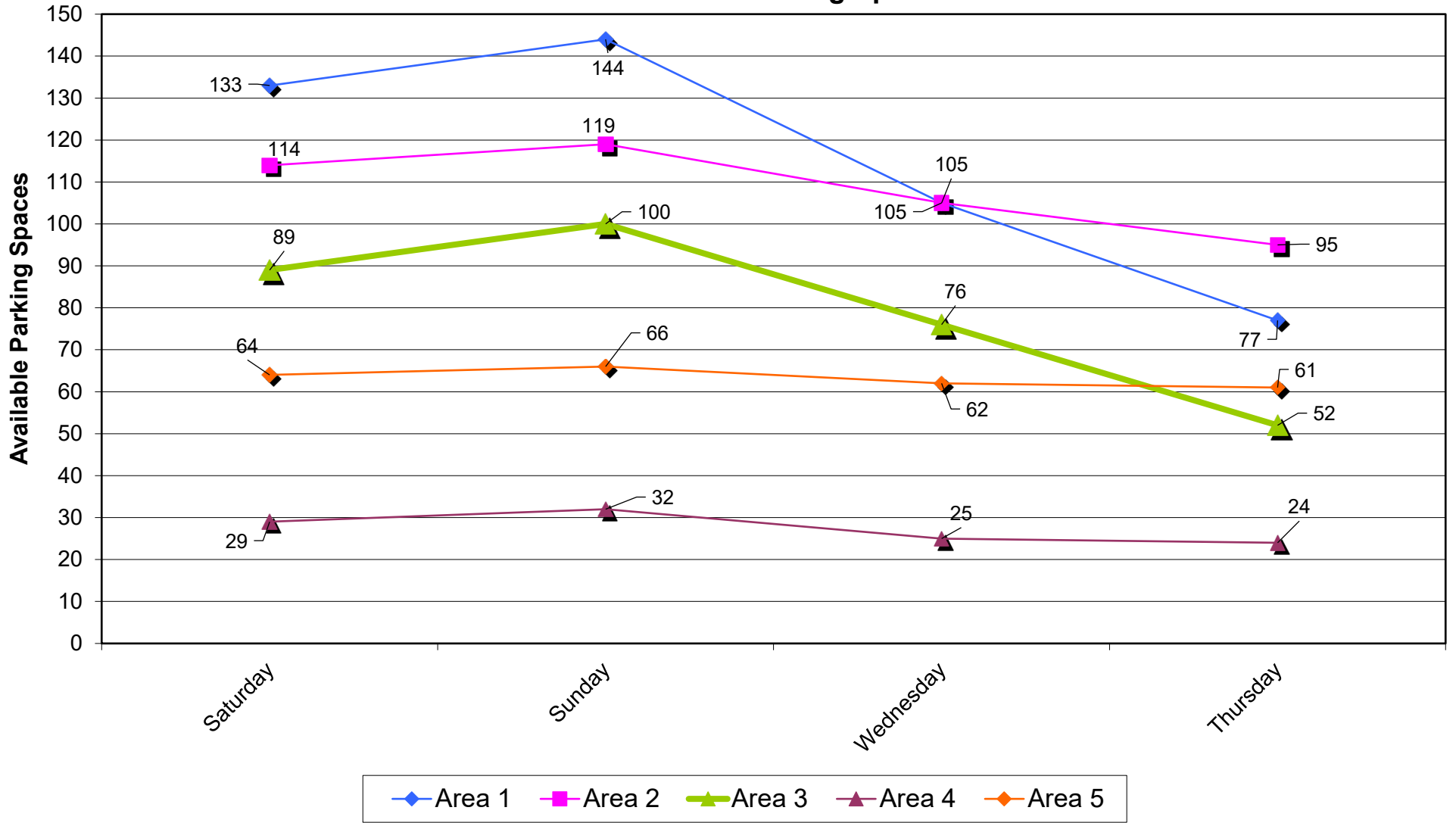


Figure 10
Morning Peak Hour (7:30 - 8:30 PM)
Available Parking Spaces



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Figure 11

- a) Figure 11 shows that Parking Area 3 is 44.3% occupied during weekday morning peak hour (Wednesday and Thursday);
- b) Figure 11 also shows that Parking Area 3 is 17.8% occupied during weekend morning peak hour (Saturday and Sunday);
- c) Figure 11 shows that Parking Area 2 is 29.1% occupied during weekday morning peak hour (Wednesday and Thursday);
- d) Figure 11 also shows that Parking Area 2 is 17.4% occupied during weekend morning peak hour (Saturday and Sunday);
- e) Figure 11 shows that Parking Area 1 is 40.9% occupied during weekday morning peak hour (Wednesday and Thursday); and
- f) Figure 11 also shows that Parking Area 1 is 10.1% occupied during weekend morning peak hour (Saturday and Sunday).

Figure 12

- a) Figure 12 shows that between Areas 2 and 3, a total of 164 parking spaces are available during weekday morning peak hour (Wednesday and Thursday) conditions; and
- b) Figure 12 shows that between Areas 2 and 3, a total of 212 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 Ramen 101 tenant in Suite 300 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) 276-5757.



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



Figure 11
Weekday and Weekend Morning Peak Hour (7:30 - 8:30 PM)
Average Parking Space Utilization by Parking Area

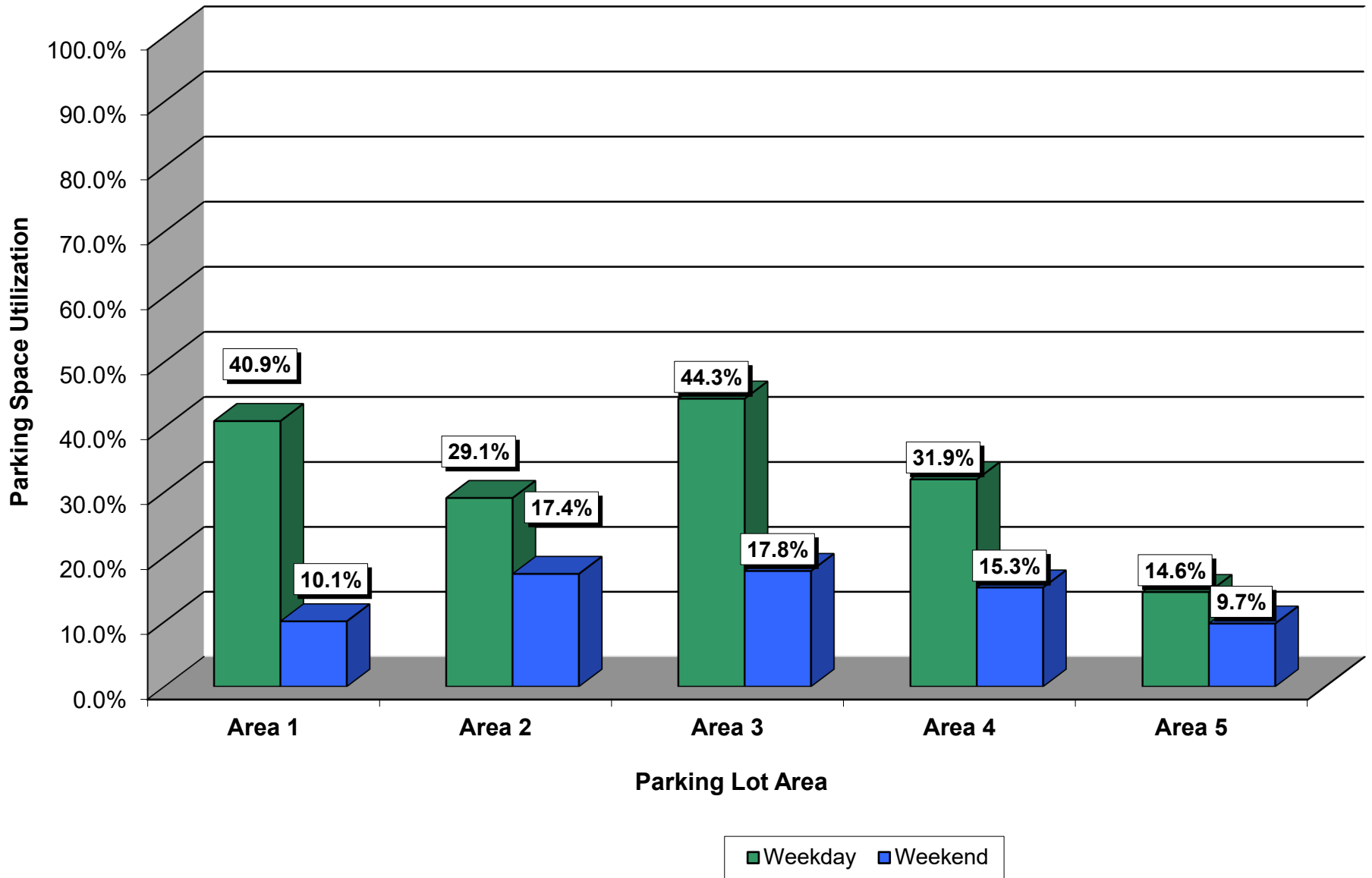


Figure 12
Weekday and Weekend Morning Peak Hour (7:30 - 8:30 PM)
Average Parking Space Availability by Parking Area

