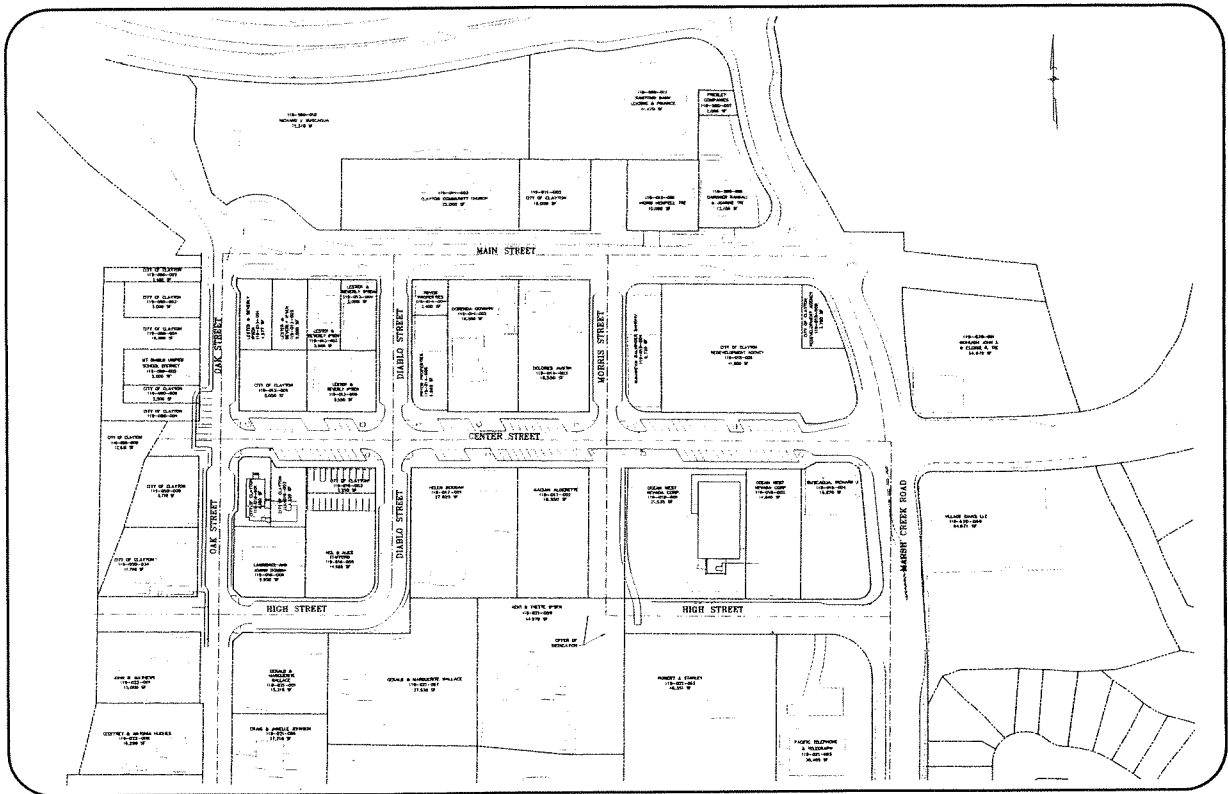


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# Town Center Parking Study

CDD 02-05



City of Clayton  
Community Development Department  
6000 Heritage Trail  
Clayton, California 94517  
925/673-7340

May 2006

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**Prepared for:**  
**City of Clayton**  
**Community Development Department**  
**6000 Heritage Trail**  
**Clayton, California 94517**  
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**May 2006**

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**TOWN CENTER PARKING STUDY  
EXECUTIVE SUMMARY**

**OVERVIEW**

The Town Center Parking Study examines the overall parking conditions in a study area encompassing the Clayton Town Center commercial area between Oak Street on the west and the Village Oaks Square complex on the east. The purpose of the study is to identify options for stimulating and increasing commercial (i.e., retail, office, and restaurant) development in the Town Center Study Area by modifying the commercial off-street parking standards and the mechanisms for meeting the standards.

The study evaluates the current parking standards to determine if the standards are too conservative and require future commercial developments to provide more off-street parking spaces than are needed. The study also examines the use of private parking spaces, on-street parking spaces, and spaces in the two City parking lots to determine parking demands within the Study Area. The analysis examines current standards and the subsequent land areas that would be dedicated to future parking if those standards are applied, compared to a more efficient, beneficial balance of land use, available commercial opportunities and parking needs for the City.

The study concludes that the current parking standards are excessive and adversely affect the Town Center's business climate. As a result, new businesses are discouraged from locating in the Town Center due to greater-than-necessary costs for providing parking spaces. In addition, opportunities for growth of new and existing businesses are also lost as more of the Study Area's commercial land supply is used for parking than is necessary.

Recognizing these impacts, the study suggests alternative standards and strategies for consideration to achieve an appropriate land utilization balance between parking and commercial uses, efficiently applying the parking resources already developed in the Study Area. The City may elect to adopt all, or a combination, of the proposed strategies to ensure that adequate parking is provided at "build-out" to accommodate customers, employees, and visitors, while providing local businesses with options for satisfying their off-street parking requirements. As an example, the parking plan for the new Longs Drugs was approved with a reduced parking requirement in order to achieve a better balance between the need for business parking, quality design, the availability of resources, and to encourage business development.

**STUDY AREA CHARACTERISTICS**

The study found the following characteristics of the Study Area.

- The City has constructed parking spaces along the previously-under-utilized street frontages in the Study Area as well as parking lots adjacent to Endeavor Hall and the Historical Society.
- Walking distances within the Study Area are relatively short -- five blocks in length and three blocks in width. The longest distance, from the northwest corner of the Study Area to the southeast corner, can be walked in five minutes or less.

- The City has made a substantial investment in parking spaces throughout the Study Area. This has resulted in the construction of approximately 250 parking spaces, or 40 percent of the total parking spaces, in the Study Area. These spaces benefit all commercial property owners. In addition, owners of several private off-street parking lots in the Study Area have agreed to allow the public to park in their lots during non-business hours. This has opened up parking spaces to the public that can be used by customers of other businesses. In order for economic development to proceed in the Study Area, the existing private/public partnership for parking spaces needs to continue and expand. This partnership model needs to be endorsed by the City, via its plans, policies, and regulations, and embraced by commercial property owners, so that when additional spaces become available during development, a sharing of parking spaces by businesses whose peak-hours of parking demand are staggered is realized. This was found to be the most effective balance of land resources, commercial opportunities, and parking demand for the Study Area.

### METHODOLOGY

*Existing Conditions.* Information on existing land uses, business types and parking availability within the Study Area was collected through inventories, business surveys, and parking counts. Door-to-door business surveys asked various business owners about their perceptions of parking availability and parking needs. The survey results provide information on the number of employees. The personal surveys also provided interaction with individuals who are consistently in the Study Area and provided first-hand accounts of parking conditions.

Approximately 400 privately-owned spaces and 250 publicly-owned spaces are located in the Study Area. The City's current standards require one parking space for every 250 square feet of commercial floor area. Restaurants are required to provide one parking space for every three seats or 75 square feet of floor area. These standards, instituted in 1992 by the Planning Commission, do not allow property owners to obtain credit for on-street parking spaces. Currently, owners of 4 of the 16 privately-owned developed lots in the Study Area have signed parking agreements with the City allowing the public to park in their parking lots during certain time periods.

*Potential Town Center Development.* New commercial development and expansion of existing commercial floor space will create additional parking needs. The 1998 Keyser Marston economic development study projected future commercial development in the Town Center. After taking into account development which has occurred since 1998, approximately 113,000 square feet of future commercial development is projected for the Study Area. On the basis of this projected development, projections are made regarding the impacts of current and proposed parking standards. A table listing the projections is provided below.

- At the current parking standards, 452 additional parking spaces (occupying approximately 158,200 square feet of land area) would be required at build-out. After the land area for these 452 parking spaces is removed from the current supply of vacant and under-utilized land, a remainder of approximately 45,700 square feet would be available to accommodate the projected demand for 113,000 square feet of commercial development. This would be an inadequate supply of land to accommodate the projected commercial growth and as a result, the current parking standards need to be relaxed.

- Using the proposed revised parking standards (listed in the table below), approximately 264 additional parking spaces (occupying approximately 92,400 square feet of land area) would be required at build-out. After the land area for these 264 parking spaces is removed from the current supply of vacant and under-utilized land, a remainder of approximately 111,500 square feet would be available to accommodate the projected demand for 113,000 square feet of commercial development. As a result, implementation of the revised parking standards would result in a general balance of supply and projected demand for commercial land.

	<b>Current Standard</b> Commercial: 1 Space/250 sq. ft.	<b>Proposed Standards</b> Retail: 1 Space/400 sq. ft. Office: 1 Space/350 sq. ft.
Projected Commercial Development	113,000 sq. ft.	113,000 sq. ft.
Required Parking Spaces	452 Spaces	264 Spaces
Supply of Vacant & Under-Utilized Land	203,900 sq. ft.	203,900 sq. ft.
Land for Required Parking Spaces	158,200 sq. ft.	92,400 sq. ft.
Land Available for Commercial Development	45,700 sq. ft.	111,500 sq. ft.

The analysis also reviews the existing 35% maximum lot coverage standard in the *General Plan*. Assuming multi-story construction on parcels smaller than 15,000 square feet, the vacant and under-utilized land could accommodate approximately 86,600 square feet of commercial floor area. This “supply” figure of 86,600 square feet falls short of the projected “demand” figure of 113,000 square feet for commercial development. As a result, the current *General Plan* 35% lot coverage standard does not provide adequate growth opportunities to accommodate the projected commercial development and needs to be relaxed.

If the *General Plan* lot coverage standard is relaxed to a 50% maximum, the development potential could increase to approximately 123,700 square feet of floor area. Since this commercial area “supply” figure of 123,700 square feet slightly exceeds the commercial area “demand” figure of 113,000 square feet, there would be an adequate supply of vacant and under-utilized land in the Study Area to accommodate the growth projection. The buffer in the supply figure could account for parcels with development constraints (e.g., steep slopes), non-commercial uses, or unanticipated commercial growth.

*Alternative Parking Strategies.* These strategies recognize that the City may wish modify the overall off-street parking requirements, or institute a temporary waiver of the parking standards for commercial projects, in an effort to encourage development and commercial revitalization in the Study Area. Alternative tools involving waivers or further relaxing of the parking requirements on a project-by-project basis are examined as part of the study. In addition, options are described to allow property owners to meet all or a portion of their off-street parking requirements by use of parking agreements with off-site property owners, adjusting the mix of dedicated commercial and retail uses, or by paying in-lieu fees to the City (or Redevelopment Agency) for use of City-constructed parking spaces. Lastly an option of installing parking meters is described.

These options provide flexibility in the application of off-street parking requirements. The City may select a single option or use a combination of the listed strategies. Specific attention and analysis is given to the unique parking conditions in the Study Area and the applicability and feasibility of each option.

### CONCLUSIONS AND RECOMMENDATIONS

The following parking strategies are recommended for inclusion in an ordinance which establishes parking standards and regulations for the commercial businesses in the Town Center. These strategies may be used individually or in combination.

- Reduce the off-street parking requirements to 1 space per 400 square feet of floor area for retail uses, 1 space per 350 square feet of floor area for office uses, and 1 space per 100 square feet of floor area (or 1 space per 4 seats) for restaurants. These reduced standards would only be available to property owners who sign a parking agreement with the City allowing public use of the off-street parking lot during non-business or non-peak hours of their businesses. Property owners choosing not to allow public parking could develop using the current parking standards.
- Establish a parking waiver period for meeting the commercial off-street parking requirements. The parking waiver period should be in effect for three years or until a pre-determined on-street and off-street parking threshold is reached. The parking waiver period should apply to new commercial construction projects and additions to existing commercial buildings which meet the following criteria.
  - Parcels 10,000 square feet or less: 100% waiver of parking requirements for retail and restaurant uses; 100% waiver of parking requirements for offices uses on second story. (Table 3-2 list five vacant and under-utilized parcels which are 10,000 square feet or less.)
  - Parcels greater than 10,000 square feet: 75% waiver of parking requirements for retail and restaurant uses on a first floor; 25% waiver of parking requirements for offices uses on a second story.
- The purpose of the parking waiver period is to “jump start” commercial development in the Study Area and assist in generating the “critical mass” needed to establish the Town Center as a competitive commercial location. The parking waivers would be available to commercial projects in the City’s development plan, site plan review, and administrative building permit review processes.
- Allow property owners to use reciprocal parking agreements with off-site property owners to share private, off-street parking spaces during defined time periods. An agreement acceptable to the City would be needed to formalize the arrangement.
- Allow property owners to meet some or all of their off-street parking requirement by parking spaces located on another parcel. An agreement acceptable to the City would be needed to formalize the arrangement.



- Allow property owners to pay an “in-lieu” parking fee to the City (or Redevelopment Agency). Such fees would be utilized either to fund land acquisition, construction, and maintenance of future public parking spaces or to reimburse the City (or Redevelopment Agency) for prior investments in developing and maintaining public parking spaces in the Town Center. This strategy is suited for projects which may have a shortfall of a few spaces. Payment of an in-lieu fee allows developers to meet their parking requirement while optimizing their on-site leaseable floor area.

The following alternatives are not recommended for action by the City at this time.

- Parking Waiver on Project-by-Project Basis. With the recommended relaxation of the parking standards and the parking waiver period, the need for this option is premature. However, after the expiration of the parking waiver period, the City could re-examine the desirability of waiving of parking requirements for individual projects.
- Parking Meters. These may act as a disincentive for new commercial development and customers at this time. However, parking meters may merit re-evaluation in the future as the Study Area approaches a build-out condition.

Finally, in order to ensure the Study Area has an adequate land supply to accommodate the projected retail and commercial development, the study recommends that the text of the *General Plan* be amended to increase the maximum lot coverage in the Town Center Commercial Land Use designation from the present figure of 35 percent. The study examines a scenario using 50 percent lot coverage for the vacant and under-utilized parcels in the Study Area.

## 1.0 INTRODUCTION

The purpose of this parking study is to identify options for increasing commercial development in the Town Center Study Area by modifying the commercial off-street parking standards and the mechanisms for meeting the parking standards.

The study examines the overall parking environment of both on-street and off-street parking spaces in the Clayton Town Center Study Area. This includes the City's parking standards and alternatives to those standards. If the parking standards are too conservative and require more off-street parking spaces than are reasonably needed, the Town Center's business climate could be adversely affected. First, new businesses may be discouraged from locating in the Town Center due to the higher-than-necessary costs for providing parking. Second, opportunities for growth of new and existing businesses in the Town Center could be lost as more of the Study Area's commercial land supply would be used for parking than is necessary.

The study explores alternate strategies for achieving an appropriate balance of parking spaces and commercial uses in the Town Center. This takes into consideration the substantial on-street spaces that have been constructed by the City, including the Center Street improvement project within the past few years. It is anticipated the City will select a combination of the alternate strategies to ensure that adequate parking is provided in the Town Center, while providing local businesses with options for satisfying their off-street parking requirements.

The study acknowledges two basic characteristics of the Study Area.

- The Study Area is relatively small: five blocks in length and three blocks in width. As a result, walking distances are generally short. The longest distance, from the northwest corner of the Study Area to the southeast corner, can be walked in five minutes or less.
- In order for economic development to proceed at the desired rate in the Study Area, an existing private/public partnership for parking spaces needs to continue and expand. The City has made a substantial investment in parking in the Town Center. This has resulted in the construction of approximately 250 parking spaces, or 40 percent of the existing parking spaces, in the Study Area. These spaces benefit all commercial property owners in the Study Area. Owners of several properties in the Study Area have also agreed to allow the public to park in their parking lots during non-business hours. This has opened up parking spaces to the public that can be used by customers of other businesses. If this model is embraced and endorsed by future commercial developers, additional spaces will become available, allowing a sharing of parking spaces by businesses whose peak-hours of parking demand are staggered.

The specific objectives of the study are four-fold:

1. Document the existing conditions within the Town Center Study Area. These conditions include:
  - The land use within the Study Area.
  - The type and quantity of existing businesses.
  - The amount of commercial space.
  - Amount of public and private parking.
  
2. Document the vacant and under-developed land within the Study Area and determine the potential development of the Study Area, including:
  - Approved and anticipated projects.
  - Estimate of the amount of commercial space at build-out.
  - Estimate of the amount of parking required at build-out.
  
3. Compare the City's current parking standards with those used by similar jurisdictions.
  
4. Identify strategies for modifying the parking standards and mechanisms for meeting the parking standards in order to encourage additional commercial development in the Study Area.

### 2.0 EXISTING CONDITIONS

Existing land uses, business types, and parking availability within the Town Center are documented in this section to provide a basis for analysis of parking requirements. This section also discusses the adequacy of existing parking and the potential for further commercial development within the Town Center.

#### 2.1 DESCRIPTION OF STUDY AREA

The boundaries of the Town Center Parking Study Area (Study Area) are as follows: Mitchell Creek marks the western boundary; Mt. Diablo Creek forms the eastern boundary; Clayton Road forms the northern boundary; and High Street generally marks the southern boundary. See **Figure 2-1** for the study area boundaries.

#### 2.2 EXISTING PLANS, POLICIES, AND REPORTS

##### GENERAL PLAN

The City of Clayton *General Plan* provides the basis for the City's planning and land use regulation. The land use designation on the *General Plan Diagram* for the Study Area is Town Center Commercial. The *Community Design Element* of the *General Plan* identifies the Town Center boundary and provides a discussion on circulation and parking in the area. The *Community Design Element* also establishes policies to maintain the historic character and focus of the Town Center. The *Land Use Element* currently allows a maximum 35 percent structural coverage of lots in the Town Center, meaning the building footprint can be no greater than 35 percent of the area of the lot.

##### TOWN CENTER SPECIFIC PLAN

The *Town Center Specific Plan* provides a set of guidelines regarding architectural design, site design, and parking area design for the Town Center. The *Specific Plan* also identifies representative parking standards for commercial areas. The *Specific Plan* will need to be amended once specific parking standards are adopted by the City Council.

##### ZONING ORDINANCE

The *Zoning Ordinance* establishes regulations for land uses allowed within the various zoning districts. Two commercial zoning districts currently exist within the Study Area:

- The Limited Commercial (L-C) District defines the permitted uses, lot area, building height, and required setbacks.
- The Planned Development (PD) District allows flexibility in the application of development regulations. However, the underlying land use designation of the *General Plan*, including development density, must be maintained within the PD District.



## 2.0 EXISTING CONDITIONS

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### PARKING STANDARDS

The current off-street parking standards for commercially-designated properties were established in 1992 by Standards and Policies Statement No. 2 of the Planning Commission. The standards are as follows:

Administrative Office	One space / 250 square feet of floor area
Medical Office	One space / 250 square feet of floor area
Retail	One space / 250 square feet of floor area
Retail Office, Bank	One space / 250 square feet of floor area
Bldg Materials, Furniture, Nursery	One space / 500 square feet of floor area
Restaurant	One space / 75 square feet of floor area (or 3 seats)

These parking standards currently apply to the Study Area and the review of these standards is the primary focus of this study.

In 2000 the City Council requested the Planning Commission to consider relaxing the above standards during its review of projects, with a condition that City Council confirmation of the relaxation would be needed on a project-by-project basis. Pursuant to this procedure, the City has relaxed the parking requirements for the US Post Office, B&B Commercial Building, Village Market addition, and Longs Drugs.

### KEYSER MARSTON STUDY OF TOWN CENTER

In 1998, Keyser Marston Associates prepared a study entitled, *Downtown Development Potential*, for the Clayton Redevelopment Agency. This study evaluated the commercial development potential for the Town Center. The study provided economic guidance for several land use decisions, including conversion of the Diablo Village and Diamond Terrace sites from commercial to residential land uses. This parking study's projections for the amount and type of future commercial uses within the Town Center area are partially guided by the findings of the Keyser Marston study.

## 2.3 EXISTING LAND USE DESIGNATIONS

The *Town Center Specific Plan* currently applies the following designations to land within the Study Area: Town Center Commercial, Public Facility, Resource Protection Overlay, and Multi-Family Medium Density. The Town Center area has historically been the commercial center of Clayton and contains a variety of land uses, including businesses, residences, public buildings, and vacant property. Approximately 70 percent of the Study Area is developed.

## 2.4 EXISTING BUSINESSES AND PARKING REQUIREMENTS

**Table 2-1** provides detailed information on Study Area businesses, employees, square footage, and required parking. Detailed information on the Village Oaks Square (formerly called the Lemke Building) is listed in **Table 2-2**. A summary of existing commercial uses (i.e., retail and office) in the study area is provided in **Table 2-3**. As of 2005, approximately 75,000 square feet of commercial development was located or had been approved in the Town Center.

**TABLE 2-1  
EXISTING STUDY AREA BUSINESSES**

<b>Business Name</b>	<b>Business Type</b>	<b>Employees (Maximum)</b>	<b>Square Footage<sup>1</sup></b>	<b>Required Parking<sup>2</sup></b>
B&B Commercial Building	Commercial / Retail	20	6,650	27
Children's World Day Care	Child Day Care	15	8,725	34
Clayton Club Saloon	Bar	2	2,125 (2500)	33
Clayton Community Church	Office	11	5,475	22
Clayton Historical Museum	Institutional	2	1,325	3
Clayton Livery	Restaurant	3	1,800 (450)	6
Clayton Mind & Body Connection	Homeopathic	8	2,400	10
Elysium	Restaurant	3	1,925 (1,350)	18
Endeavor Hall	Institutional	1	2,900	30
Frontier Salon, Courtyard Florist, Main St. Aesthetics	Beauty Salon Florist	6	1,700	7
Gardner - Cademartori Dentistry	Dentist	10	1,600	7
Hair by Jim	Beauty Salon	3	450	2
La Veranda	Restaurant	5	2,750 (2,500)	33
Lisa's Hair & Nail	Beauty Salon	3	400	2
AT&T Substation	Institutional	4	6,125	4
Permco	Business Services	12	2,400	10
Skipolini's Pizza	Restaurant	18	1,750 (2,000)	27
Skipolini's Time Out	Video Arcade	2	1,100	4
Rising Phoenix	Martial Arts	4	2,250	6
TLC Pet Grooming	Pet Grooming	1	1,225	3
US Post Office	Institutional	17	7,100	29
Village Market	Grocery	2	3,800	18
Subtotal		152	74,775	335
Village Oaks Square Subtotal <sup>3</sup>	---	73	22,300	118
<b>TOTAL</b>	---	<b>225</b>	<b>97,075</b>	<b>453</b>

<sup>1</sup> Gross square footage of building is estimated on the basis of visual inspections and aerial photographs. Dining area for restaurants/saloons is listed in parenthesis and includes outdoor seating (if available).  
<sup>2</sup> Per Planning Commission Parking Standards  
<sup>3</sup> See Table 2-2 for details on Village Oaks Square businesses

## 2.0 EXISTING CONDITIONS

**TABLE 2-2  
VILLAGE OAKS SQUARE BUSINESSES**

<b>Business Name</b>	<b>Business Type</b>	<b>Employees (Maximum)</b>	<b>Square Footage<sup>1</sup></b>	<b>Required Parking<sup>2</sup></b>
Alamo Forest Products	Business Services	1	600	2
CF Brennan & Co.	Business Services	3	700	3
Clayton Pioneer	Publishing	4	700	3
Clayton Tax Consultants	Business Services	2	600	2
Clayton Valley Realty Accurate Business Services Advantage Realty	Business Services	4	750	3
Clayton Saddlery	Retail	3	3,600	14
Com Unity Lending/Rath Realty	Business Services	5	600	2
Ed's Mudville Grill	Restaurant	14	3,000 (1,400)	40
Farmers Insurance	Business Services	1	450	2
Hair's the Place Barber Shop	Barber	6	700	3
Herwit Engineers	Business Services	3	1200	2
HVAC Cad Services	Business Services	2	600	2
LAC Trading	Business Services	1	600	2
Lynne French Realty	Real Estate	9	700	3
Permanent Solution	Beauty Salon	5	1,250	5
Pro-Tech Heating	Service/Retail	1	600	2
Quality Food Brokers	Business Services	5	1,200	5
State Farm Insurance	Business Services	5	1,250	5
Vacant	Business Services	0	600	2
Vacant	Business Services	0	1,200	5
Vacant	Vacant	0	1400	6
<b>TOTALS</b>		<b>74</b>	<b>22,300</b>	<b>118</b>
<sup>1</sup> Square footage is estimated on the basis of visual inspections. Dining area for restaurants/saloons is listed in parenthesis and includes outdoor seating (if available). <sup>2</sup> Per Planning Commission Parking Standards				



**TABLE 2-3  
EXISTING COMMERCIAL (RETAIL & OFFICE) DEVELOPMENT**

	Square Footage
Existing Study Area Businesses (per Table 2-1)	97,075
Non-Commercial Development listed in Table 2-1	-23,650
Children's World Day Care           8,725 sq ft	
Endeavor Hall                       2,900 sq ft	
AT&T Substation                   6,125 sq ft	
US Post Office (Mail sorting area) 5,900 sq ft	
Village Market Deli/Office Addition	+1,200
2005 Existing Commercial Development	74,625 Rounded to 75,000

**2.5 EXISTING PARKING SUPPLY**

Existing parking spaces in the Study Area are located on privately-owned property, publicly-owned property, and streets (i.e., public right-of-way). **Table 2-4** lists the on-site parking spaces provided by each business, as well as a comparison of the parking required by the City’s current parking standards and the supplied parking. **Table 2-5** provides information on the number and location of the parking spaces on publicly-owned parking lots and streets. There are 654 designated parking spaces within the Study Area. Of these spaces, approximately 60% are on-site/private parking space and 40% are public parking spaces. Based upon industry standards which account for the area for the parked vehicle, required landscaping, and drive aisle, each parking space in a parking lot requires  $\pm$  350 square feet and each on-street space requires  $\pm$  250 square feet. At these standards, the 654 parking spaces cover approximately 207,000 square feet.

**RETAIL, SERVICE, AND RESTAURANT SPACES**

The privately-owned parking spaces for retail, services, and restaurants are generally on the same parcel as existing businesses. However, parking for Skipolini’s Pizza and Clayton Nails is available on adjacent parcels owned by the same property owner.

Retail and service businesses have a wide variation in the supply of parking spaces relative to the parking standards. The following retail and service businesses have a deficit of more than 5 spaces.

- B&B commercial building (-10 spaces) This project received a parking waiver from the City in return for allowing the public to use the parking lot during non-business hours.
- Clayton Mind & Body (-10 spaces)
- Village Market (-8 spaces) This project received a parking waiver from the City in return for allowing the public to use the parking lot during non-business hours.

The following retail and service business are in general balance (+/- 5 spaces) with the standards.

- Children’s World Day Care (even)
- Skipolini’s Time Out (-4 spaces)
- Permco (-1 space)
- TLC Pet Grooming (even)

- Clayton Community Church (+5 spaces)
- Lisa's Hair & Nail (-2 spaces)

The following retail and service businesses have a surplus of more than 5 spaces.

- Frontier Salon et al. (+8 spaces)
- Gardner - Cademartori Dentistry (+7 spaces)
- Hair by Jim (+7 spaces)
- Rising Phoenix - (+8 spaces)

In general, the restaurants provide considerably less parking than is required by the parking standard. This is due to several factors. Some of the businesses were established prior to the implementation of the current parking standards (Clayton Club, and La Veranda); some of the restaurants moved into vacant buildings, a circumstance which is not addressed by the parking standards (Clayton Livery); and some of the restaurants have substantial outdoor seating areas which increase the parking requirements (Clayton Club and Skipolini's). The restaurants' parking space deficits relative to the standards<sup>1</sup> are as follows.

- Clayton Club Saloon (-3 spaces)
- Clayton Livery (-6 spaces)
- Elysium (-4 spaces)
- La Veranda (-20 spaces)
- Skipolini's Pizza (-27 spaces) This deficit does not account for approximately 20 parking spaces that are available on an adjacent parcel owned by the proprietor.

The parking areas used by four of the existing retail, services, and restaurants are dirt lots which have not been improved with paving, landscaping, and striping of parking stalls. As a result, these parking areas do not comply with the parking standards of the *Town Center Specific Plan* guidelines for parking lots. Installation of the paving, landscaping, and striping may alter the number of spaces available in the lots. The unimproved lots (and number of spaces) are used by the following businesses.

- Clayton Club Saloon (30 spaces)
- Lisa's Hair & Nail (10 spaces)
- Skipolini's Pizza (20 spaces)
- Hair by Jim (9 spaces)

### VILLAGE OAKS SQUARE SPACES

Village Oaks Square contains 21 businesses with approximately 22,300 square feet of retail and office space. The mixture of retail businesses, business services, and a restaurant in the complex is suited to accommodate fluctuations in the parking demands of individual businesses during the day. For example, the businesses services have greater demands for parking in the morning and afternoon periods, while the restaurant's peak demands occur during the lunch and dinner hours. The complex provides 98 off-street parking spaces, while the parking standards require 118 off-street parking spaces. As a result, under the current standards, the complex has a deficit of 20 spaces.

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<sup>1</sup> The analysis of restaurant parking spaces used the standard of 1 space per 75 square feet of [dining] floor area.

### INSTITUTIONAL SPACES

The parking provided by institutional uses is generally in balance, with the exception of Endeavor Hall, which has a substantial deficit of off-street parking spaces. Endeavor Hall received a parking waiver from the City recognizing that the project involved an historic building, its use would primarily be during off-business hours, and a City parking lot is on the adjacent property. The institutional parking spaces relative to the standards are as follows.

- Clayton Historical Museum (-3 spaces)
- Endeavor Hall (-29 spaces)
- AT&T Substation (even)
- US Post Office (+13 spaces)

### PUBLICLY-OWNED SPACES

Parking in publicly-owned lots is available on two parcels. The public parking lot on Main Street has 20 spaces and the public parking lot adjacent to Endeavor Hall has 17 spaces. On-street public parking is located on most of the streets in the Study Area. The Downtown Revitalization project completed in 2003 improved approximately 140 parking spaces in the Study Area. The on-street parking supplements the off-street parking provided by businesses and is not considered in determining a business's off-street parking requirement under the current City standards.

### PARKING EASEMENTS

The City has obtained easements which allow the public to park on privately-owned lots during certain time periods. These parking easements cover the following parking lots.

- B&B Commercial Building
- Children's World Day Care
- US Post Office (customer parking area only)
- Village Market
- Longs Drugs (outside Study Area)

## 2.0 EXISTING CONDITIONS

**TABLE 2-4  
EXISTING PRIVATELY-OWNED PARKING SPACES**

Location	On-Site Supply of Parking	Required Parking <sup>1</sup>	Surplus / Deficit
B&B Commercial Building	17	27	-10
Children's World Day Care	34	34	0
Clayton Club Saloon	30	33	-3
Clayton Community Church	27	22	5
Clayton Historical Museum	0 <sup>2</sup>	3	-3
Clayton Livery	0	6	-6
Clayton Mind & Body Connection	0	10	-10
Elysium	14	18	-4
Endeavor Hall	1 <sup>4</sup>	30	-29
Frontier Salon, Courtyard Florist, Main St. Aesthetics	15	7	8
Gardner - Cademartori Dentistry	14	7	7
Hair by Jim	9	2	7
La Veranda	13	33	-20
Lisa's Hair & Nail	0	2	-2
Adjacent Parking Lot <sup>3</sup>	10	0	10
AT&T Substation	4	4	0
Permco	9	10	-1
Skipolini's Pizza	0	27	-27
Adjacent Parking Lot <sup>3</sup>	20	0	20
Skipolini's Time Out	0	4	-4
Rising Phoenix	14	6	8
TLC Pet Grooming	3	3	0
US Post Office	42	29	13
Village Market	10	18	-8
Subtotal	301	332	-31
Village Oaks Square Subtotal <sup>5</sup>	98	118	-20
<b>TOTAL</b>	<b>399</b>	<b>450</b>	<b>-51</b>
<sup>1</sup> Per Planning Commission Parking Standards <sup>2</sup> 20 spaces are available on adjacent parcel owned by the City. <sup>3</sup> Owned by same property owner <sup>4</sup> 17spaces are available on adjacent parcel owned by the City. <sup>5</sup> See Table 2-2 for details on Village Oaks Square businesses			

**TABLE 2-5  
EXISTING PUBLICLY-OWNED PARKING SPACES**

Location	Number of Parking Spaces	
	Publicly-Owned Lots	On Street
Main Street	20	44
Center Street - west of Marsh Creek Road	17	83
Center Street - east of Marsh Creek Road	0	15
High Street - west of Diablo Street	0	12
High Street - east of Diablo Street	0	13
Oak Street	0	20
Diablo Street	0	22
Morris Street	0	9
Subtotals	37	218
<b>TOTAL</b>	<b>255</b>	

## 2.6 EXISTING PARKING DEMAND

### PARKING SURVEY

A survey of parking demand was taken during various times on three weekdays in 2003 and 2005 to gain an understanding of parking demand within the Study Area. The survey was conducted during lunch and mid-afternoon hours. The three survey times provide an indication of parking conditions throughout the day. The survey results shown in **Table 2-6** indicate that, during the lunch hour, approximately 74 to 80 percent of the spaces across the entire Study Area are available. Parking demand increases in the mid-afternoon when parents pick up students from Mount Diablo Elementary School. During this time period approximately 57 to 72 percent of the spaces are available. On the basis of the parking survey, the existing supply of parking spaces within the Study Area is more than adequate for the existing businesses. The surplus parking spaces may not always be found immediately adjacent to businesses by patrons in off-street or on-street parking spaces, but are often be available within a short walk of most businesses.

### CLASSIC CAR NIGHT PARKING

Skipolini's Pizza hosts a classic car night on Wednesday nights on summer evenings. This event attracts people from throughout the central County. Vehicles on display are parked along Main Street and Diablo Street, and parking becomes limited within the northwestern portion of the Study Area. All parking along Main Street is often full, although parking by customers of the Clayton Club and Elysium (formerly La Cocotte) also contribute to parking demand.

**ANNUAL COMMUNITY EVENT PARKING**

Parking demand during annual community events such as the Art & Wine Festival, the 4<sup>th</sup> of July parade, and Oktoberfest greatly exceed the available parking supply. This is recognized by the City and event sponsors and as a result, special arrangements are made for off-site parking, traffic monitors, and street closures.

**TABLE 2-6  
AVAILABLE PARKING SPACES**

Date	Available Spaces (654 Total / 100%)		
	12:30 p.m.	2:30 p.m.	4:30 p.m.
Tuesday, March 18, 2003	490 / 75%	420* / 64%	458 / 70%
Friday, March 21, 2003	496 / 76%	383* / 59%	430 / 66%
Thursday, April 3, 2003	486 / 74%	374* / 57%	421 / 64%
Wednesday, April 13, 2005	437* / 69%	509 / 79%	434** / 66%
Thursday, April 14, 2005	511 / 78%	473* / 72%	482 / 74%
Friday, April 15, 2005	552 / 80%	468* / 72%	476 / 73%

\* Coincides with Mount Diablo Elementary School student pick-up

\*\* Classic Car Night

**2.7 ANALYSIS OF EXISTING CONDITIONS**

The availability of parking within the Study Area is affected by the location of parking spaces, the proximity of the business destination for the driver and any passengers, the mixture of businesses and uses, special community events, the condition of the parking facilities, and the timing of businesses' peak parking demands. The following findings are made regarding the existing conditions in the Study Area.

- Demand for parking in the Study Area is created by over 40 retail, restaurants, and service establishments. The Study Area currently contains 255 public parking spaces and 399 off-street/private parking spaces, for a total of 654 spaces.
- The businesses within the Study Area have varied hours of operation that create several periods of heightened parking demand. For example, the peak parking demand for Children's World Day Care is between 6:30 a.m. and 8:30 a.m. and 4:00 p.m. and 6:00 p.m., while parking demand for Elysium and the Clayton Club begins after 6:00 p.m. Parking conflicts are minimal since individual businesses' peak demands are at different times. The lunch crowd within Clayton gravitates toward Ed's Mudville while the dinner crowd centers around Ed's Mudville, Skipolini's Pizza, the Clayton Club, La Veranda, and Elysium. The varied business hours improve parking availability within the Town Center.
- Parents picking up children from Mt. Diablo Elementary School park along Oak Street at 3:00 p.m. on school days. This parking pattern impacts businesses such as Hair by Jim and

## 2.0 EXISTING CONDITIONS

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Clayton Mind & Body Connection. Oak Street is not a designated pick-up or drop-off zone for Mt. Diablo Elementary School students.

- The parking areas used by the Clayton Club, Lisa's Hair & Nail, Skipolini's Pizza, and Hair by Jim are not paved and do not have designated parking stalls. Improvement of these lots may alter the number of parking spaces that could be provided. These lots and their relationship to potential downtown development are discussed in the following chapter.
- The businesses within the Village Oaks Square offer a valuable insight to the supply and demand for parking spaces within the Study Area. The Village Oaks includes a mix of retail stores, offices, and a restaurant, within a clearly-defined area of available parking. The project has 98 parking spaces on site and 8 spaces available on the adjacent Center Street. The off-street parking lot is typically 65% occupied throughout the day. This amount of parking appears to effectively meet the parking demands of the project, based on interviews of employees within the project. Anecdotal comments noted that use of the off-street parking lot occasionally (e.g., at lunch time) approaches, but does not reach, capacity. Based on current parking standards, the project should provide 118 off-street parking spaces. With 98 off-street parking spaces, Village Oaks provides 20 spaces (17 percent) less than are required by the current City standards. Additionally, Village Oaks has relatively few on-street parking spaces compared to other areas in the Town Center. The owner of Village Oaks Square has expressed concern about the availability of parking at the lunch hour and with different tenant mixes. The owner suggests that part of the parking demand is created by people parking at Village Oaks who are clients of off-site restaurants and businesses. While the Village Oaks parking may function at acceptable levels 80 to 90 percent of the time, the owner is concerned about the effect of the parking on his tenants and their patrons during the 10 to 20 percent of the time when off-street or nearby street parking is difficult to find.
- Since convenient parking is available during the business day, complaints of customers parking in lots provided by other businesses are not currently a problem. However, this may begin to be of concern as businesses move into under-utilized buildings, vacant lots are converted from informal parking areas into commercial buildings, and business activity picks up in the Town Center.
- In the aggregate, the current supply of private off-street spaces in the Study Area meets the demand of existing businesses. However, there are inequities since some businesses which have a surplus of off-street parking spaces above the standards, are in effect, subsidizing those businesses which provide inadequate or no off-street parking.
- Public parking spaces provided by the City through on-street spaces and City-owned lots benefit local businesses in several ways. By their location, the spaces may be more convenient than off-street parking. These spaces are the only ones available to customers of businesses located in structures which do not have off-street parking. The public spaces may also reduce the need for future businesses to provide off-street parking, a requirement that reduces land available for development and increases the cost burden of establishing a new business.

## 2.0 EXISTING CONDITIONS

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- On the basis of parking counts in March 2003 and April 2005, as well as interviews with business owners, the existing supply of off-street and on-street parking is more than sufficient to meet the needs of existing business owners, employees, and customers in the Study Area.



**3.0 POTENTIAL TOWN CENTER DEVELOPMENT**

This section examines potential development that may occur within the Study Area. New businesses and expansion of existing businesses will create additional parking demand within the Study Area. By projecting the amount of commercial development at build-out, the upper limits of demand for parking in the Town Center can be determined.

**3.1 PROJECTED COMMERCIAL GROWTH**

The 1998 Keyser Marston study, entitled *Downtown Development Potential*, assessed commercial and residential development in the Town Center. The study identified conditions and strategies to create a stronger commercial area within the Town Center and provided information on the types of businesses the Town Center may attract. The growth projections for retail uses in 1998 ranged up to 53,000 square feet and the growth projections for office uses ranged up to 83,000 square feet. The total growth projections for commercial uses for the Town Center would be up to 136,000 square feet.

Since the Keyser Marston study was prepared the following projects have been constructed in the Town Center: the Children’s World Day Care Center (8,725 square feet); the B&B commercial building (6,700 square feet); and the US Post Office (7,100 square feet). Of these projects, only the B&B commercial building and the service counter area (1,200 square feet) of the US Post Office are designed to function as commercial space. In addition, a remodel of the Village Market to add a delicatessen has been approved (1,200 square feet), as well as construction of a Longs Drugs (13,900 square feet) in the vicinity of the Study Area. The commercial portion of these four projects totals approximately 22,900 square feet. Factoring this figure into the 1998 growth projection yields a 2005 commercial growth projection of approximately 113,000 square feet as shown in **Table 3-1**.

**TABLE 3-1  
PROJECTED COMMERCIAL (RETAIL & OFFICE) GROWTH  
(SQUARE FEET)**

	<b>Retail</b>	<b>Office</b>	<b>Total</b>
1998 Keyser Marston Projection	53,000	83,000	136,000
1998-2005 Commercial Growth			-23,000
US Post Office Service Counter		-1,200	
B&B Commercial Building		-6,700	
Village Market Deli/Office Addition	-1,200		
Longs Drugs	-13,900		
2005 Projected Commercial Development	37,900	75,100	113,000

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### 3.0 POTENTIAL TOWN CENTER DEVELOPMENT

In addition, the Diamond Terrace and Diablo Village residential projects have been constructed in close proximity to the Town Center and have added family and senior housing components to the demand for retail services in the Town Center. Therefore, the Keyser Marston projection for significant commercial growth in the Town Center continues to be valid.

#### 3.2 POTENTIAL PROJECTS

The Downtown Park property has been approved by the City for development as a community park with parking provided by on-street parking spaces. The timing of the park's development is dependent upon the availability of funding for construction and maintenance.

West Main Commercial Building – The Buscaglia parcel north of the Clayton Community Church office building is 1.66 acres or approximately 72,000 square feet in area. A City-owned easement located on the western portion of the parcel reduces the developable portion to approximately 69,600 square feet. Due to its visibility from Clayton Road, access from Main Street, and configuration relative to the church office parcel, its site layout may involve coordination of parking with the church parcel. A preliminary development plan shows approximately 8,500 square feet of commercial space in an initial phase and approximately 7,800 square feet in a second phase.

Oak Center Commercial Building – Komgold, Inc., has proposed construction of a two-story commercial building located at the northeast corner of Oak Street and Center Street. The approximate 8,100 square foot parcel, which is currently owned by the Clayton Redevelopment Agency, would be sold to Komgold for construction of a two-story commercial building with approximately 15,000 square feet of commercial space. Retail uses are proposed on the ground floor and offices are proposed on the second story. No off-street parking is proposed.

#### 3.3 VACANT AND UNDERUTILIZED LAND

The Study Area contains a variety of properties that are currently vacant or underutilized. Development of these properties will increase the demand for parking spaces. The development potential of these properties is a function of the current development standards (including parking requirements), the topography of the individual sites, the present and anticipated markets for commercial development, and the presence and condition of existing buildings. The *General Plan Land Use Element* currently allows a maximum 35 percent structural coverage of lots in the Town Center. The vacant and underutilized parcels include a wide range of parcel sizes, from approximately 4,600 to 72,000 square feet, which have the potential of yielding a variety of development opportunities. As such, this study derives the supply of potentially-developable land on the basis of reasonable and site-specific conditions. In some cases, the development potential of certain sites has been reduced to reflect the topographic conditions, existing desirable uses, or the limited size of the property.

**Figure 3-1** displays the Site Numbers of the vacant and underutilized parcels and **Table 3-2** lists specific information on the parcels.

### 3.0 POTENTIAL TOWN CENTER DEVELOPMENT

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- Site No. 1. The Buscaglia parcel of 69,600 net square feet (about 1.6 acres) with cul-de-sac frontage on Main Street and backing up to Clayton Road is currently vacant. This site could yield a building with a footprint of up to 24,360 square feet, given the current *General Plan* 35% coverage standard.
- Site No. 2. The parcel occupied by Hair by Jim at the southeast corner of Main and Oak Streets is approximately 4,600 square feet. Given the relatively small parcel size and the cost of constructing a building and parking lot, it is unlikely that the existing structure on the parcel would be replaced by a new structure solely located on this parcel. Since this parcel and the adjacent vacant parcel to the east are owned by the same property owner (Ipsen), it is likely that the two parcels would be developed simultaneously. Under such a scenario, the combined parcels would result in a 9,600 square foot site. This site could yield a building with a footprint of up to approximately 3,350 square feet, given the current *General Plan* 35% lot coverage standard.
- Site No. 3. The Ipsen parcel to the east of Hair by Jim is approximately 5,000 square feet in area. Due to its small size, it is unlikely that development would occur on the site alone. Rather, this parcel and the adjacent square foot parcel may be developed together, as discussed above.
- Site No. 4. The Clayton Redevelopment Agency parcel at the corner of Oak Street and Center Street contains approximately 8,100 square feet. Given the current *General Plan* 35% lot coverage standard, the site could yield a building with a footprint of up to approximately 2,800 square feet. This parcel is proposed for development by Komgold, as discussed in Section 3.2. The Komgold development would require an amendment of the current *General Plan* to relax the 35% lot coverage standard.
- Site No. 5. The Ipsen property south of Skipolini's Pizza is unimproved and used as parking and storage area. Since the parcel is distinct from the Skipolini's Pizza parcel, it could be developed independently of Skipolini's. Given the current *General Plan* 35% lot coverage standard, the site could yield a building with a footprint of up to approximately 3,000 square feet.
- Site No. 6. The Giovanni parcel, currently occupied by Frontier Salon, TLC Pet Grooming, and a variety of other commercial uses, is approximately 18,550 square feet in area. Given the current *General Plan* 35% lot coverage standard, the site could be redeveloped to yield a building with a footprint of up to approximately 6,500 square feet of floor area.
- Site No. 7. The Clayton Club parcel is approximately 18,550 square feet. The northern portion of the parcel is occupied by the building and outdoor seating area; the southern portion is an unimproved parking area of approximately 11,000 square feet. Given the current parking standard for restaurants, approximately 27 spaces are required. Installation of an improved parking lot in the currently-unimproved parking area would generate approximately 20 - 30 parking spaces, depending upon the site design. As a result, this site is unlikely to generate additional commercial development and, in turn, additional parking

### **3.0 POTENTIAL TOWN CENTER DEVELOPMENT**

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demand. This parcel may be considered to be fully utilized, as the additional development would likely require provision of improved parking for the Clayton Club. There is no likely development potential at this site.

- Site No. 8. The Domina (formerly Gomez) property south of the Endeavor Hall contains a residence and is designated for commercial development. This property is approximately 9,950 square feet in size. Given the current *General Plan* 35% lot coverage standard, the site could yield a building with a footprint of up to approximately 3,500 square feet.
- Site No. 9. The Stafford property on Diablo Street is located south of the Endeavor Hall parking lot and is designated Town Center Commercial. The northern portion of this 14,700 square foot parcel is leased to the City for the Endeavor Hall parking lot. Given the current *General Plan* 35% lot coverage standard, the site could yield a building with a footprint of up to approximately 5,100 square feet.
- Site No. 10. The Bogdan property at the southwest corner of Center Street and Diablo Street is approximately 27,800 square feet in size and contains two residences. Given the current *General Plan* 35% lot coverage standard, the site could yield a building with a footprint of up to approximately 9,700 square feet. Development of this scale may be hindered by the site's topography.
- Site No. 11. The Alderette property on Center Street is approximately 18,550 square feet in area and currently is not developed. Given the current *General Plan* 35% lot coverage standard, the site could yield a building with a footprint of up to approximately 6,500 square feet. Development of this scale may be hindered by the site's topography.
- Site No. 12. The AT&T Switching Facility parcel is located at the corner of Marsh Creek Road and High Street. Given the public utility nature of the off-street use, it is unlikely that the property would be developed for commercial purposes. The nature of public utility usage is such that any development on the site would be specific to the utility and any appropriate parking would be provided on-site. As a result, for the purposes of this study, this site is not projected to contain commercial uses which would generate an off-site demand for parking spaces.

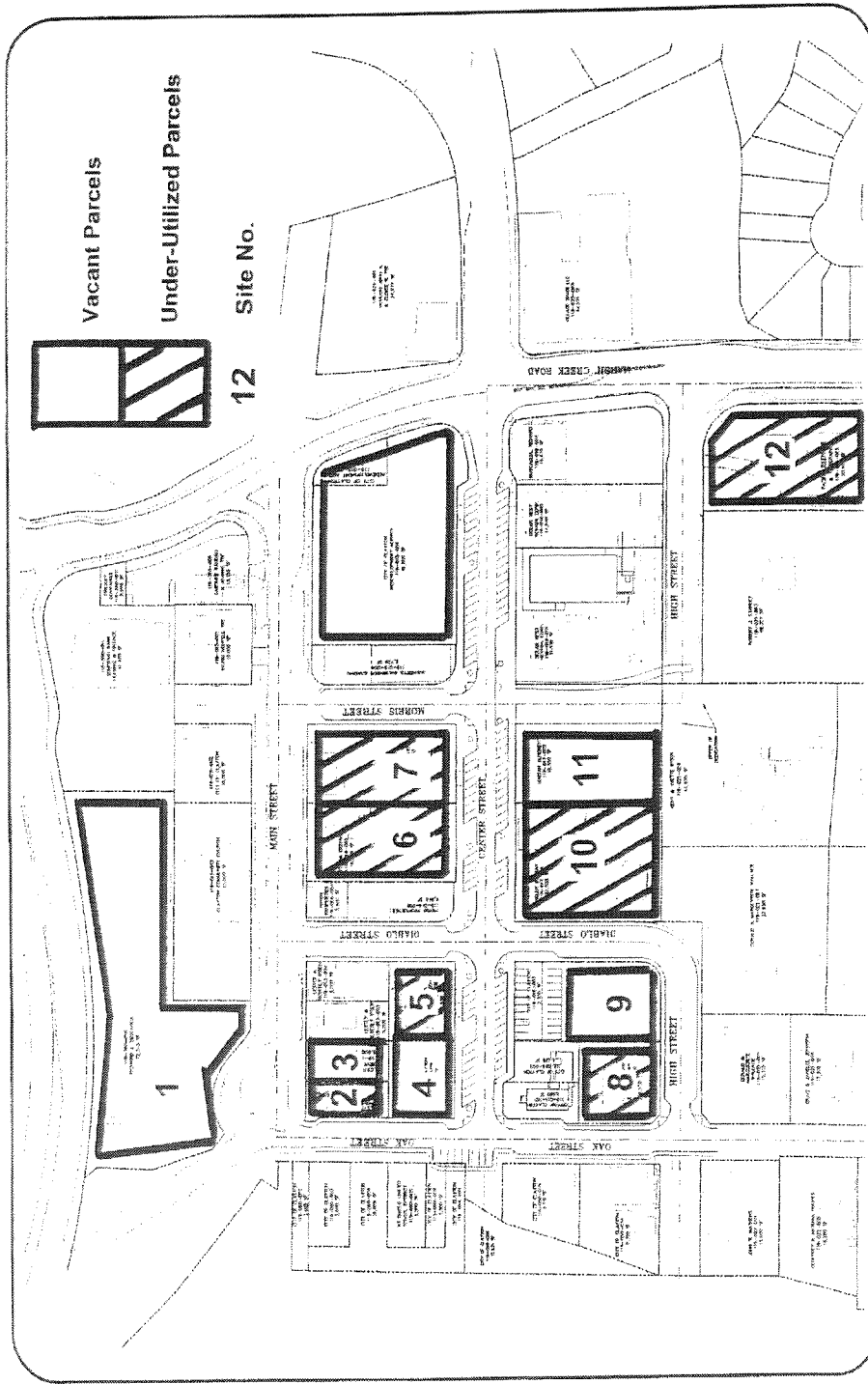


Figure 3-1. Vacant and Under-Utilized Parcels

TABLE 3-2  
VACANT AND UNDER-UTILIZED LAND

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions		35% Coverage Scenario (Current General Plan)			50% Coverage Scenario		
				Bldg. Footprint	Stories	Lot Coverage (sq. ft.)	Stories*	Potential Development	Lot Coverage (sq. ft.)	Stories*	Potential Development
1	Main/Clayton 118-560-010	Buscaglia	72,310 gross 69,600 net	Vacant	0	24,360	1	24,360	34,800	1	34,800
2	Main Hair by Jim 119-013-001	Ipsen	4,577	1,225	1	1,600	2	3,200	2,289	2	4,577
3	Main East of Oak 119-013-002	Ipsen	5,000	Vacant	0	1,750	2	3,500	2,500	2	5,000
4	Center/Oak 119-013-005	Redev. Agency	8,050	Vacant	0	2,820	2	5,640	4,025	2	8,050
5	Center/Diablo 119-013-006	Ipsen	8,550	Vacant	0	2,995	2	5,990	4,275	2	8,550
6	6064 Main Frontier Beauty Salon 119-014-002	Giovanni	18,550	1,700	1	6,495	1	6,495	9,275	1	9,275

\*Assumptions for number of stories:

<10,000 square foot lots: Two-story construction

10,000-15,000 square foot lots: One and one-half story construction

>15,000 square foot lot: One-story construction

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions		35% Coverage Scenario (Current General Plan)			50% Coverage Scenario		
				Bldg. Footprint	Stories	Lot Coverage (sq. ft.)	Stories*	Potential Development	Lot Coverage (sq. ft.)	Stories*	Potential Development
7	6096 Main Clayton Club 119-014-003	Austin	18,550	2,125 (2,500 outdoor seating)	1	6,495	1	6,495	9,275	1	9,275
8	High/Oak 119-016-004	Domina	9,950	Residence	1	3,485	2	6,970	4,975	2	9,950
9	High/Diablo 119-016-005	Stafford	14,685	Vacant; northern 2,500 sf leased to City for parking lot	0	5,140	1.5	7,710	7,434	1.5	11,014
10	Center/Diablo 119-017-001	Bogdan	27,825	Two residences	1	9,740	1	9,740	13,913	1	13,913
11	Center/Morris 119-017-002	Alderette	18,550	Vacant	0	6,495	1	6,495	9,275	1	9,275
<b>Subtotals</b>			<b>203,887</b>			<b>71,375</b>		<b>86,595</b>	<b>102,036</b>		<b>123,679</b>
12	AT&T Substation High/Marsh Creek 119-021-065	AT&T	30,405	4,755 Substation; no commercial use planned	1	N/A	N/A	N/A	N/A	N/A	N/A
				<b>TOTALS</b>		<b>71,375</b>		<b>86,595</b>	<b>102,036</b>		<b>123,679</b>

\*Assumptions for number of stories:

<10,000 square foot lots: Two-story construction

10,000-15,000 square foot lots: One and one-half story construction

>15,000 square foot lot: One-story construction

## 3.0 POTENTIAL TOWN CENTER DEVELOPMENT

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### 3.4 STUDY AREA BUILD-OUT

Projection of commercial build-out in the Study Area considers existing commercial development and the updates of the Keyser Marston commercial growth projections. This build-out level does not take into account the amount of development which could occur on individual parcels since the economics of development and site conditions will allow property owners to make individual decisions regarding the intensity of development on their property (e.g., single-story or multiple-story construction; single-level, multi-level, or subterranean parking). Hence any projection of ultimate commercial development levels is based upon multiple and evolving factors, resulting in a wide range of ultimate development levels.

- As shown in **Table 2-3**, existing businesses occupy 97,075 square feet of building space within the Study Area. This space is calculated from existing buildings and does not include potential projects. Non-commercial uses in the Study Area remove 23,650 square feet of building space from this figure<sup>2</sup> while the Village Market delicatessen adds 1,200 square feet of commercial space. As a result, the existing commercial space in the Study Area is approximately 75,000 square feet (rounded from 74,625 square feet).
- As discussed in Section 3.1, the updated Keyser Marston growth projection for additional commercial space in the Study Area totals approximately 113,000 square feet.
- The Study Area build-out, based on the existing commercial development (75,000 square feet) and the updated Keyser Marston growth projection (113,000 square feet), would total approximately 188,000 square feet of commercial space.

As shown in **Table 3-2**, development of vacant and under-utilized land at the existing *General Plan* 35% lot coverage standard could accommodate approximately 86,600 square feet of commercial floor area, assuming multi-story construction on parcels smaller than 15,000 square feet. However, this “supply” figure of 86,600 square feet falls short of the “demand” figure of 113,000 square feet from the updated Keyser Marston growth projection. As a result, the current *General Plan* 35% lot coverage standard does not provide adequate growth opportunities to accommodate the projected commercial development and needs to be relaxed.

If the *General Plan* lot coverage standard is relaxed to 50%, the development potential could increase to approximately 123,700 square feet of floor area as shown in **Table 3-2**. Since this commercial area “supply” figure of 123,700 square feet slightly exceeds the commercial area “demand” figure of 113,000 square feet, there would be an adequate supply of vacant and under-utilized land in the Study Area to accommodate the updated Keyser Marston growth projection. The buffer in the supply figure could account for parcels with development constraints (e.g., steep slopes), non-commercial uses, or unanticipated commercial growth.

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2 Non-commercial uses in the Study Area are Children’s World Day Care (8,725 sf), Endeavor Hall (2,900 sf), AT&T Substation (6,125 sf), and US Post Office mail sorting area (5,900 square feet).



### 3.0 POTENTIAL TOWN CENTER DEVELOPMENT

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Additional build-out analyses of individual vacant and under-utilized parcels using a range of assumptions regarding the development intensity (i.e., number of stories) and lot coverages (i.e., 35% scenario, 50% scenario, and 50% & 90% scenario) are provided in **Appendix F**.

#### 3.5 PARKING REQUIRED AT BUILD-OUT UNDER CURRENT STANDARDS

A primary intent of this study is to determine an appropriate amount of off-street parking businesses should provide within the Study Area. Preceding sections of this study have identified the current number of parking spaces, as well as the current and projected amount of commercial development within the Study Area. This information is used to project the total number of parking spaces that will be needed at build-out of the Study Area.

**Table 3-3** shows the additional parking required at build-out under the current parking standards. This table depicts the cumulative parking based on the projected commercial growth in **Table 3-1**. On the basis of this build-out analysis, an additional 452 spaces will be required. Based upon industry standards<sup>3</sup>, the 452 parking spaces would cover approximately 158,200 square feet (452 spaces x 350 sq. ft./space = 158,200 square feet). Combined with the approximately 207,100 square feet area of the existing parking spaces, the total area devoted to parking would be approximately 365,300 square feet. If some of the parking spaces were developed in multi-level parking structures, the land coverage would be reduced accordingly.

**TABLE 3-3  
ADDITIONAL PARKING REQUIRED AT BUILD-OUT UNDER CURRENT STANDARDS**

	Retail	Office	Total
2005 Projected Commercial Development	37,900 sq. ft.	75,100 sq. ft.	113,000 sq. ft.
Current Parking Standards	1 space /250 sq. ft.	1 space /250 sq. ft.	--
<b>Required Parking Spaces</b>	<b>152 Spaces</b>	<b>300 Spaces</b>	<b>452 Spaces</b>

**Table 3-2** lists the vacant and under-utilized land area in the Study Area. The sum of the parcel sizes of Sites 1 through 11 equals approximately 203,900 square feet. The following computation derives the remaining supply of land for available retail and office development after the area for the 452 parking spaces is subtracted.

203,900 sq. ft.	Vacant and under-utilized land area on Sites 1 through 11
<u>-158,200 sq. ft.</u>	Land for 452 parking spaces
45,700 sq. ft.	Supply of land available for retail and office

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<sup>3</sup> Industry standards indicate each off-street parking space requires ± 350 square feet and each on-street parking space requires ± 250 square feet.

### 3.0 POTENTIAL TOWN CENTER DEVELOPMENT

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The remaining land supply of approximately 45,700 square feet could accommodate only 40% of the projected demand for 113,000 square feet of commercial development. This deficit could be reduced with two-story construction, but a significant shortfall would remain. As a result, the current parking standards need to be relaxed in order to accommodate the projected commercial growth.

#### 3.6 PARKING REQUIRED AT BUILD-OUT UNDER REVISED STANDARDS

This study proposes a fundamental shift in the approach of parking requirements for the Study Area. Current standards require a new business to provide off-street parking which essentially accommodates the total parking demand generated by the business. This study proposes that the availability of public parking, including on-street parking and public parking lots be used to reduce the off-street parking requirements for new development. Given the substantial number of existing public parking spaces in the Study Area, this approach could substantially reduce the need for future development to provide off-street parking spaces. A reduction in the parking standard would also reduce the amount of land area devoted to parking at build-out.

Allowing the public parking spaces and parking lots to be counted toward a reduction of the off-street parking requirement is a key benefit in that the use of a particular commercial building could become “tenant neutral.” The range of uses that could go into a particular building over time could be more flexible as administered by the City and the landlord under this parking approach.

In order to evaluate the reasonableness of the proposed revised parking standards, the following assumptions are used.

- Planning for future parking will be considered on the basis of total parking within the Study Area. Currently, the Study Area includes a total of 654 parking spaces that now serve approximately 75,000 square feet of commercial uses.
- All restaurants and bars (approximately 13,300 square feet) will remain in their current uses. These uses currently occupy 18% of the commercial floor space in the Study Area.
- All vacant and under-utilized land will be developed in commercial uses.
- Until the parking utilization level of 50 percent is reached, customers will continue to perceive parking as adequate and comfortable. As a parking utilization reaches 75 percent, customers will begin to feel parking is constrained. Studies have shown that 85 percent occupancy is the optimal balance between ensuring spaces are available for customers, without providing an excess of parking spaces which detracts from the pedestrian-scale of a downtown.

**Table 3-4** analyzes the number of parking spaces required in the Study Area using the projection of retail and office development in **Table 3-1** and the following proposed revised parking standards.

Retail	1 space / 400 square feet of floor space
Office	1 space / 350 square feet of floor area

### 3.0 POTENTIAL TOWN CENTER DEVELOPMENT

**TABLE 3-4  
ADDITIONAL PARKING REQUIRED AT BUILD-OUT UNDER REVISED STANDARDS**

	Retail	Office	Total
2005 Projected Commercial Development	37,900 sq. ft.	75,100 sq. ft.	113,000 sq. ft.
Revised Parking Standards	1 space /400 sq. ft.	1 space /350 sq. ft.	--
<b>Required Parking Spaces</b>	<b>95 Spaces</b>	<b>169 Spaces</b>	<b>264 Spaces</b>

The analysis shows that the projected retail and office development, using the above parking standards, would require 95 spaces and 169 spaces, respectively. Using an industry standard of  $\pm$  350 sq. ft. / space, the 264 total spaces (95+169=264) would require approximately 92,400 square feet.

**Table 3-2** lists the vacant and under-utilized land area in the Study Area. The sum of the parcel sizes of Sites 1 through 11 equals approximately 203,900 square feet. The following computation derives the remaining supply of land for available development purposes after the area for the 264 parking spaces is subtracted.

203,900 sq. ft.	Vacant and under-utilized land area on Sites 1 through 11
<u>- 92,400 sq. ft.</u>	Land for 264 parking spaces
111,500 sq. ft.	Supply of land available for retail and office

The remaining land supply of approximately 111,500 square feet is generally in balance with the projected demand for 113,000 square feet of commercial development. As a result, the parking standards could be relaxed as listed above without significantly affecting the ability of the Study Area to accommodate the projected commercial growth.

In conclusion, the following revised parking standards are within the reasonable range of parking standards applicable in the Study Area. With growth in commercial development, these standards are likely to result in a greater interest in commercial development, lower costs for parking, more competition for parking spaces and a more efficient land use pattern.

Retail	1 space / 400 square feet of floor space
Office	1 space / 350 square feet of floor area
Restaurant	1 space / 4 seats or 1 space / 100 square feet of floor area

### 4.0 ALTERNATIVE PARKING STRATEGIES

This section identifies alternative tools involving parking requirements which can be used to encourage new development and commercial revitalization in the Study Area. These strategies provide flexible options for the application of off-street parking requirements, recognizing that the City may wish modify the overall off-street parking requirements, institute a temporary waiver for certain types of projects, or use a combination of the listed strategies.

#### 4.1 REDUCED PARKING STANDARDS WITH CITY PARKING AGREEMENT

This strategy has two components. The first component would involve creation of a set of reduced commercial parking standards. These reduced standards would decrease the number of parking spaces required on a per square-foot basis for existing and new businesses. These reduced parking standards would allow commercial property owners to construct more commercial floor area for each required parking space. As a result, a commercial building with a greater floor area could be constructed on a given parcel. This would encourage new commercial construction and allow the opportunity for expansions for existing businesses.

The second component would require property owners to sign a parking agreement with the City in order for the reduced parking standards to be applicable to their respective properties. The parking agreement would allow the general public to use their private off-street parking lot(s) during non-business or non-peak hours. As a result, customers to a business would have opportunities to use parking spaces on nearby properties which allow public parking during non-business or non-peak hours. This strategy would create a “pool” of parking spaces available to the public at various hours, thereby reducing the need for each property to provide parking spaces for its period of “peak” parking demand.

The City parking agreement needs to be linked with the reduced parking standards in order to provide property owners with an incentive to allow the public to use their off-street parking areas. In order to avoid suggestions that the City is diminishing or “taking” a private property right by requiring property owners to allow public parking during non-business or non-peak hours, the City would retain the existing commercial parking standards for those property owners choosing not to allow public parking.

#### REDUCED PARKING STANDARD

The current parking standards require off-street parking at the rate of 1 space/250 square feet of retail/office space and 1 space/3 seats or 75 square feet of dining floor area for restaurants. The amount of public parking provided on streets and within public lots could allow the City to reduce off-street parking requirements without impacting Town Center parking availability for those new and expanded businesses which agree to a parking agreement with the City. However, as businesses in the Study Area expand and use of the parking spaces increase, customers will no longer be able to park immediately in front of the store or business. The need to park and walk a block to a retail or business destination is indicative of a popular and successful downtown.

## 4.0 ALTERNATIVE PARKING STRATEGIES

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The parking standards for retail/office space could be reduced to 1 space per 300, 400, or 500 square feet. The parking requirement for restaurants could be reduced to 1 parking space per 4 or 5 seats, or 1 parking space per 100, 125, or 150 square feet of dining room floor area. A survey of parking standards used by selected cities is provided in **Appendix A**. Retail parking standards from various cities are displayed in **Table A-2**; office standards are displayed in **Table A-3**. These tables show retail and office parking standards ranging from 1 space /200 to 400 square feet, with 1 space / per 250 and 300 square feet being the most common.

Establishment of a set of reduced commercial parking standards is warranted based on the following considerations:

**Retail Uses:** 1 space / 400 square feet

The availability of public parking spaces available on the street and in the two public lots allows the standard to be relaxed from the current standard of 1 space / 250 square feet. In order to provide an incentive for retail uses to locate in the Town Center, the standard can be relaxed to 1 space / 400 square feet. This represents a 60 percent reduction in the parking standard for retail uses.

**Office Uses:** 1 space / 350 square feet

Offices are a high parking demand use. Normally, a parking standard of 1 space /250 square feet would be appropriate, but it can be reduced given the public parking spaces. Reducing the standard to 1 space / 350 square feet represents a 40 percent reduction in the parking standard for office uses.

**Restaurants:** 1 space / 100 square feet or 1 space / 4 seats

The turnover of parking spaces for sit-down restaurants occurs about every hour to every hour and one half. Since nearby businesses are closed in evening hours, those parking spaces are often available at peak usage times for restaurants. The public spaces also justify a reduction of the current standard of 1 space / 75 square feet. Reducing the standard to 1 space / 100 square feet represents a 33 percent reduction in the current standard.

This strategy differs from the other strategies described below since it can apply across the board to existing and new commercial development, without any further City discretionary review. This strategy does not require projects to provide any special design features or monetary compensation to the City. The advantage of this approach is its simplicity and the potential to attract new businesses through the reduced cost burden associated with providing and maintaining off-street parking. An example showing calculation of required off-street parking spaces for a commercial building is provided in **Appendix C**.

### CITY PARKING AGREEMENT

The City parking agreement allows the City to secure access for parking by the public in the private parking lot during days and times defined in the agreement. Such parking agreements could be administratively approved by staff if the agreements meet criteria established by ordinance. Alternatively, the parking agreements may require approval by the Planning Commission and/or City Council. Approval criteria could include the following:

- The agreement would be recorded against the property.
- Overnight parking would not be allowed.
- The allowable uses of the property would be identified. Use of the property for other use(s) would require the property owner to either secure other means of meeting the off-street parking requirement or to execute a new parking agreement with the City.

Analysis: This strategy is appropriate for the Town Center. The analysis in Section 3 establishes that, given the current parking standards, a surplus of parking spaces is present in the Study Area. In fact, without some reduction in off-street parking requirements, it is very likely the Study Area may have surplus parking at build-out. Requiring more parking than is needed creates a barrier to new businesses and dedicates limited land resources to parking instead of businesses. The stipulation to allow public parking during non-business or non-peak hours increases the efficient use of the resource of private parking spaces for the entire Study Area. A reduction in required parking with added public parking on privately-owned parcels will provide benefits including an improved Town Center aesthetic, the possibility of expanded landscaping and public spaces, and a more-enticing retail and office environment.

### 4.2 PARKING WAIVER PERIOD

Establishment of a “parking waiver period” would involve partial or total waiver of parking requirements for a set time period. Commercial developers or property owners could take advantage of the parking waiver period by promptly expanding existing commercial buildings or constructing commercial buildings. In order to assure the construction is completed promptly, a deadline or “sunset date” would need to be established. After the conclusion of the parking waiver period, new commercial development would need to meet the normal parking standards. Establishment of a parking waiver period would require criteria addressing a variety of issues including:

#### PROJECT TYPE AND SIZE

New construction and additions:

- On existing parcels below a certain size (e.g., 10,000 square feet);
- For ground floor retail uses; or
- For second floor office uses.

#### MONITORING

A procedure should be included to rescind the temporary parking waiver period prior to the sunset date if monitoring shows that certain pre-determined criteria have been met.

- Results of periodic parking surveys which update the data for existing publicly-owned parking spaces (Table 2-5) or available parking spaces (Table 2-6) indicate the need to shorten the parking waiver period.
- The use for waivers exceeds or will exceed the parking spaces for which waivers could be offered

## 4.0 ALTERNATIVE PARKING STRATEGIES

### TIME PERIOD

- Establish a time period for the parking waiver (e.g., 3 years) or until a certain pre-determined on-street and off-street parking threshold is reached.

**Table 4-1** demonstrates how a parking waiver period could be administered for parcels under and over 10,000 square feet. (**Table 3-2** list five vacant and under-utilized parcels which are 10,000 square feet or less.) An example showing calculation of required off-street parking spaces for a commercial building is provided in **Appendix C**. An analysis of the parking waiver period in concert with the proposed reduced parking standards is provided in **Appendix D**.

**TABLE 4-1  
PARKING WAIVER ADMINISTRATION**

Parcel Area	Retail / Restaurant	Office	Non-Commercial	Combination of Uses
≤10,000 sq ft	100% waiver of new parking spaces required for 1 <sup>st</sup> & 2 <sup>nd</sup> floor retail or restaurant	100% waiver of new parking spaces required for 2 <sup>nd</sup> floor office	Not applicable	Not applicable
>10,000 sq ft	75% waiver of new parking spaces required for 1 <sup>st</sup> floor retail or restaurant	25% waiver of new parking spaces required for 2 <sup>nd</sup> floor office	Not applicable	Not applicable

Analysis: This strategy could “jump start” commercial development in the Study Area and assist in generating the “critical mass” needed to establish the Town Center as a competitive commercial location.

### 4.3 PARKING WAIVER ON PROJECT-BY-PROJECT BASIS

Under this strategy, the City could partially or fully waive the off-street parking requirements for particular businesses on a project-by-project basis through the use permit process. This would require a discretionary approval by the Planning Commission. The *Municipal Code* would need to be amended to provide the Planning Commission with the authority to waive a percentage of the required off-street parking. Guidelines for this strategy could include, but are not limited to, the following:

- The availability and adequacy of nearby public parking.
- The availability and adequacy of nearby private parking.
- Hours of operation and peak parking demand are compatible with established businesses and existing parking demand in vicinity of the proposed business.
- The project’s pedestrian attributes and contributions to a positive pedestrian atmosphere.
- Substantial benefits offered by the project, either through the proposed use or through inclusion of site improvements beyond those required by the City regulations.
- The parking reduction or waiver would be granted to a specific business and would not run with the land.
- The number of parking waivers would be limited, based upon the availability of nearby public and private parking spaces.

## 4.0 ALTERNATIVE PARKING STRATEGIES

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Analysis: This option would promote development in the Town Center through relief from off-street parking requirements. Such waivers are possible due to the City's investment in public parking spaces, thereby benefiting new private businesses through past City investments in the Town Center. The City would need to set a threshold for the level of parking provided within the Town Center that would limit the total parking waivers.

### 4.4 RECIPROCAL PARKING AGREEMENTS

Reciprocal parking agreements allow businesses to share private, off-street parking spaces. Reciprocal parking agreements are between property owners to allow a business on a "recipient" parcel to use parking on a separate "donor" parcel to meet the off-street parking requirements. Typically, such agreements are granted to property owners through an administrative permit. Guidelines for this strategy could include the following:

- The parking agreement would need to be approved by the City prior to issuance of a business license.
- The parking agreement would not create a deficiency of parking for the existing business on the "donor" parcel.
- A maximum percentage may be established to limit the amount of a parking requirement which can be met by reciprocal parking agreements.
- The donor parcel must be located within reasonable proximity to the recipient parcel.
- If a reciprocal parking agreement is for employee parking, the donor parcel must be located within a defined distance (e.g., 500 feet) from recipient parcel.
- Conditions may be established regarding the time of day or days of the week in which the reciprocal parking agreement is applicable.

Analysis: Only those businesses/properties in the Town Center that have excess available parking or land to create parking spaces would have the potential to apply for reciprocal parking agreements. This strategy could be a good way for businesses to share parking spaces under the right conditions.

### 4.5 PRIVATE OFF-SITE PARKING

Under this strategy, some or all of the off-street parking requirement may be met by parking spaces located on another parcel. This strategy typically involves donor parcels which are developed solely for parking lots, whereas donor parcels which are developed with existing businesses typically involve reciprocal parking agreements, as described above. Typically, this strategy is implemented through an administrative approval of a parking agreement. Guidelines for this strategy are comparable to the above guidelines for reciprocal parking agreements

Analysis: Similar to reciprocal parking agreements, this strategy relies upon either vacant land to be improved as parking or excess parking within an existing business. These conditions are limited within the Town Center and, therefore, the value of this approach is considered minimal for the Town Center.



### 4.6 IN-LIEU PARKING FEES

This strategy allows prospective businesses and developers to meet all or a portion of a project's off-street parking requirement through the payment of an "in-lieu" parking fee to the City (or Redevelopment Agency). Such fees would be utilized either to fund land acquisition, construction, and maintenance of future public parking spaces or to reimburse the City (or Redevelopment Agency) for prior investments in developing and maintaining public parking spaces in the Town Center. An in-lieu fee allows the City to pool together fees from several commercial projects and create a larger parking lot serving several businesses. The in-lieu fee would be determined by the City Council based upon the intent of the fee. The City may choose not to charge the entire fee, but a lesser percentage as a subsidy for new businesses and an incentive for property owners to participate.

On the basis of costs incurred in the Center Street revitalization and Endeavor Hall parking lot projects, the cost of providing parking spaces in the Town Center have been estimated to be approximately \$3,900/surface parking space for acquisition and construction, plus approximately \$250/year/space for maintenance (see **Appendix E** for cost details). Under this strategy, the City would establish criteria for satisfying off-street parking requirements through participation in an in-lieu fee program. Program guidelines could include:

- A determination that a reduced number of on-site parking spaces would not adversely affect adjacent properties or businesses.
- Establish a maximum percent and/or number of required parking spaces that may be satisfied through payment of an in-lieu fee.
- The development would pay an in-lieu fee for each off-street parking space it is deficient.
- In-lieu fees would be paid to the City prior to issuance of a building permit or business license for the subject business/development.

An estimated range for an in-lieu parking fee on a single-payment basis would be \$4,000 to \$5,000 for surface parking spaces. Alternatively, an in-lieu parking fee could be paid on an annual basis. The fee would be significantly less and determined on the basis of the present value of the acquisition and construction costs of a parking space, plus the annual maintenance costs of the parking space.

An in-lieu parking fee provides flexibility for business owners as uses of buildings change over time to uses with higher and lower parking requirements. An in-lieu fee paid on an annual basis allows the building owner to increase or decrease the number of parking spaces provided without permanently committing land area to parking.

In 2005, Redwood City updated its in-lieu parking fees to \$10,000 per off-street parking space for spaces in a multi-level parking structure. According to Redwood City staff, the actual construction costs for a parking space within a parking structure is approximately \$20,000 per space. The City chose to set the in-lieu fee at 50% of the actual cost as an incentive for business owners to participate in the program. In-lieu fees charged by selected cities are provided in **Table 4-2**.

**TABLE 4-2  
IN-LIEU FEES**

<b>City</b>	<b>In-Lieu Fee</b>
Danville - Retail	\$3,500
Danville - Non-retail	\$7,000
Mill Valley	\$6,751
Concord	\$8,500
Berkeley	\$10,000
Redwood City	\$10,000
Mountain View	\$13,000
Walnut Creek	\$16,373
Palo Alto	\$17,848

Analysis: This strategy provides developers with an option to pay an in-lieu fee. This would reduce the number of parking spaces the developer would need to provide on-site or via agreements with other property owners. This strategy is suited for projects which may have a shortfall of a few spaces. Implementation of this strategy requires establishment of an in-lieu fee by ordinance.

#### **4.7 PARKING METERS**

Installation of parking meters with the meter rate varying with market demand is a strategy used by some cities to manage parking in downtowns and enhance the business environment. During peak business hours, the meter rate is at a high rate and during the low demand hours, the meter rate is at a low rate. In order to avoid customers becoming frustrated looking for parking spaces, the idea is to set the meter rate so that during any time of day there would be a 15 percent vacancy in on-street parking spaces (about one out of seven spaces). Revenues from the meters are dedicated to the construction and maintenance of improvements in the downtown area, as well as business promotion activities.

Analysis: Given the current surplus of parking spaces in the Study Area, parking meters may act as a disincentive for new commercial development at this time. As a result, use of parking meters is not appropriate for the Town Center at this time. However, parking meters may merit re-evaluation in the future as the Study Area approaches a build-out condition.

### 5.0 CONCLUSIONS AND RECOMMENDATIONS

The alternatives listed in Section 4 represent a variety of approaches for providing business owners and commercial property owners more flexibility in meeting off-street parking requirements. In addition the alternatives provide options for using the existing public parking spaces in the Study Area as a tool for generating more retail development in the Study Area.

The analysis shows that the Town Center currently has a surplus of public parking spaces resulting from the investment Clayton has made in public parking spaces both on streets and in public lots. The 255 public parking spaces represent 40% of the 654 parking spaces in the Town Center. As a result, the City has latitude in modifying the current parking regulations. In determining the appropriate type of modifications, consideration can be given to providing incentives for certain types of desirable commercial development.

A goal of this study is ensure that a maximum number of parking spaces within Study Area are available for use by the public. This maximizes the efficient use parking spaces and maximizes the amount of commercial development in the Study Area. Whether a space is in a public lot, a private lot, or on the street is not important to customers and shoppers.

#### **ADOPTION OF PARKING ORDINANCE**

The City should adopt a parking ordinance which establishes parking standards and regulations for the commercial businesses in the Town Center. The ordinance would replace the current parking standards which were approved by policy of the Planning Commission. It is important that the ordinance include the provisions listed below. The ordinance should also address issues such as shade and aesthetics provided by landscaping in parking areas, the parking needs of bicycles, motorcycles and delivery vehicles, and the requirements for accessible (a.k.a., handicapped) parking spaces.

#### **REDUCTION OF PARKING STANDARDS WITH CITY PARKING AGREEMENT**

Presently, 654 parking spaces are provided in the Town Center. Under the current parking standards, it is anticipated that up to 452 spaces would added in the Town Center for a total of 1,106 spaces at build-out, well in excess of the required or desirable number of parking spaces. As a result, establishment of reduced parking standards would be beneficial. In order to maximize the efficient use the Study Area's present and future parking spaces, property owners should be required to enter into an agreement with the City in order to be eligible for the reduced parking standards. The parking agreement would allow public parking in the property owners' parking lots during non-business or non-peak hours. Property owners choosing not to allow public parking could continue to develop using the current parking standards.

Based upon the analysis of this study the following standards are recommended. These standards are based upon the analysis in Section 3, Tables 3-5 and 3-6, as well as parking standards from other communities (see **Appendix A**).

## 5.0 CONCLUSIONS AND RECOMMENDATIONS

- Retail Uses: 1 space per 400 square feet of floor area
- Office Uses, 1 space per 350 square feet of floor area
- Restaurants: 1 space per 100 feet of floor area or 1 space per 4 seats

### PARKING WAIVER PERIOD

Establishment of a “parking waiver period” for meeting the commercial off-street parking requirements is recommended. The parking waiver period should be in effect for three years or until a pre-determined on-street and off-street parking threshold is reached. The parking waiver period should apply to new commercial construction projects and additions which meet the following criteria:

Parcel Area	Retail / Restaurant	Office	Non-Commercial	Combination Of Uses
≤10,000 sq ft	100% waiver of new parking spaces required for 1 <sup>st</sup> & 2 <sup>nd</sup> floor retail or restaurant	100% waiver of new parking spaces required for 2 <sup>nd</sup> floor office	Not applicable	Not applicable
>10,000 sq ft	75% waiver of new parking spaces required for 1 <sup>st</sup> floor retail or restaurant	25% waiver of new parking spaces required for 2 <sup>nd</sup> floor office	Not applicable	Not applicable

### AGREEMENTS AND IN-LIEU FEES

The following alternatives are recommended for inclusion in a parking ordinance since they provide flexibility for business owners and commercial property owners in meeting the City’s parking standards. These alternatives may be used individually or in combination by developers.

- Reciprocal Parking Agreements.
- Private Off-Street Parking.
- In-Lieu Parking Fees. This strategy is suited for projects which may have a shortfall of a few spaces. Payment of an in-lieu fee allows developers to meet their parking requirement while optimizing their on-site leaseable floor area. An in-lieu fee program can be configured to allow payments on a single-payment basis or an annual-payment basis.

### PARKING WAIVER ON PROJECT-BY-PROJECT BASIS AND PARKING METERS

The following alternatives are not recommended for action by the City at this time.

- Parking Waiver on Project-by-Project Basis. With the recommended relaxation of the parking standards and the parking waiver period, the need for this option is premature. After the expiration of the parking waiver period, the City could re-examine the desirability of waiving of parking requirements for individual projects.
- Parking Meters. These may act as a disincentive for new commercial development.

## 5.0 CONCLUSIONS AND RECOMMENDATIONS

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### AMENDMENT OF GENERAL PLAN LOT COVERAGE STANDARD

Initiation of a *General Plan* text amendment to increase the maximum lot coverage in the Town Center Commercial Land Use designation from the present figure of 35 percent is recommended. This is needed to ensure the Study Area has an adequate land supply to accommodate the projected retail and commercial development.

**REFERENCES**

1. *Clayton Town Center Specific Plan*, March, 1990, as amended July 19, 2005
2. *City of Clayton General Plan*, as amended September 6, 2005
3. *City of Clayton Municipal Code*, Chapter 17 Zoning Ordinance
4. City of Clayton Planning Commission Standards and Policies Statement No. 2, Off-Street Parking, May 26, 1992
5. Letter from Clayton Mayor Phyllis Peterson to Clayton Planning Commission Re: Parking Standards, February 8, 2000
6. *Downtown Development Potential*, Keyser Marston Associates, July 1998
7. Clayton City Council Resolution No. 86-2000, Accepting a Parking Easement from B&B Development
8. Telephone conversation with Steve Coates, owner of Village Oaks Square, October 6, 2005

CDD\2005\02-05-Study-18 Revised April 28, 2006

## APPENDIX A

### PARKING STANDARDS FROM SELECTED CITIES

This appendix reviews the parking standards for downtown commercial development for the following jurisdictions: Mill Valley, Orinda, Los Gatos, Auburn, and Concord. These standards were reviewed to determine current trends and alternative strategies for parking standards. In general, the cities selected are similar in size and character to Clayton, with the exception of the Concord which is substantially larger.

#### REVIEW OF PARKING STANDARDS

Provided below are descriptive narratives that review the parking standards of the five cities. A matrix of the parking standards for these five cities, plus Danville and Pleasanton, is provided in below. The matrix provides the parking requirements for various land uses.

#### MILL VALLEY

The City of Mill Valley has a population of approximately 14,000. The Mill Valley parking standards require a range of parking standards depending upon the type of commercial use. Commercial parking standards include 1 space per 100 square feet of gross floor area for restaurants and bars, 1 space per 225 square feet of gross floor area for business and professional offices, and 1 space per 250 square feet of gross floor area for retail stores or shops. The existing Clayton parking standards are consistent with what Mill Valley requires.

The Mill Valley downtown is built out and additional space for parking lots or new business construction is limited. Mill Valley does not have reciprocal parking agreements. They do offer in-lieu fees as an option for parking. The only reduction of required parking is handled through a variance procedure. Staff typically discourages variances because a lack of parking and current demand levels. The Planning Commission is the hearing body for the variances. Variances are not designed to reduce the amount of parking required. A business that can not supply the required number of parking spaces will have the number of spaces reduced at various times (peak and off-peak usage periods) throughout the day.

#### ORINDA

The City of Orinda has a population over 17,000. The Orinda parking standards require a range of parking standards depending upon the type of commercial use. The commercial parking standards range from 1 space per 3 seats for restaurants, 1 space for 50 square feet of seating area for a bar or tavern, and 1 space per 250 square feet for retail sales and offices /businesses and professional offices. The existing Clayton parking standards are consistent with what Orinda requires.

LOS GATOS

The City of Los Gatos has a population over 30,000. The Los Gatos parking ordinance has requirements that are specific for the downtown area. The commercial parking standards for the downtown area include 1 space per 300 square feet of gross floor area for retail, stores and shops, 1 space per 250 square feet of gross floor area for professional offices, and 1 space per 3 seats for restaurants. The existing Clayton parking standards are consistent with what Los Gatos requires.

AUBURN

Auburn, located in Placer County, has a population of approximately 12,000 and has an historic downtown area much like Clayton. The downtown area is built out and much of the parking is provided on City streets. The Auburn parking ordinance provides parking space minimum requirements for listed land uses. Off-street parking facilities are required for expansion of residential units or commercial buildings. No set parking standards are provided for commercial uses in the downtown area.

CONCORD

The City of Concord has a population over 115,000. Concord has parking standards for the entire City and for the downtown business districts. The downtown business district requires 1 space per 250 square feet for retail, restaurants, and cocktail lounges in conjunction with restaurants.

ANALYSIS

The existing parking standards required by Clayton are consistent with other similar jurisdictions. The requirement of 1 parking space per 200 to 250 square feet of retail or commercial floor area is typical. The requirement of 1 parking space per 75 square feet of restaurant space is also consistent with what is required by similar jurisdictions. While Clayton's standards are generally consistent with the surveyed cities, the City may still wish to modify parking standards based on Clayton's unique circumstances. A significant factor that should be considered is the substantial investment by the City in providing on-street parking. The on-street parking is a shared resource that enables the construction of more square footage of commercial, institutional and housing uses within the Town Center without the need for each property owner to construct off-street parking for new and expanded uses permitted by the *Specific Plan*.



**TABLE A-1  
PARKING STANDARDS AND REGULATIONS FROM SELECTED CITIES**

City	Auburn	Concord	Danville	Los Gatos	Mill Valley	Pleasanton	Orinda
<b>Restaurants &amp; bars</b>		1:250 sq. ft.	1:3 seats for nightclubs, cocktail lounges, restaurants	1:3 seats for restaurants	1:100* sq. ft. of gfa**	1:3 seats or 1:200 sq. ft. of gfa whichever is greater	1:3 seats in restaurants; 1:50 sq. ft. of seating for bar/tavern
<b>Offices</b>	---	Varies from 1:300 to 1:750 sq ft. of gfa***	1:225 sq. ft. of gfa	1:250 of gfa prof. offices	1:225 sq. ft. of gfa	1:300 sq. ft. of gfa	1:250 sq. ft.
<b>Retail</b>	---	1:250 sq. ft.	1:250 sq. ft. of gfa	1:300 sq. ft. of gfa	1:250 sq. ft. of gfa	1:300 sq. ft. of gfa	1:250 sq. ft.
<b>Reciprocal parking agreements</b>	No	Yes	No	No	No	Yes	No
<b>In-lieu fees</b>	No	Yes	No	No	Yes	Yes	No
<b>Procedure for reducing parking requirements</b>	No	Yes	Variance by Zoning Administrator	No	Variance	Yes	No
<b>Separate parking standards for downtown area</b>	No	Yes	No	Yes	No	Yes	No
<b>Separate parking standards for shopping centers</b>	Yes	Yes	No	Yes	No	Yes	No

\* Example 1:100 sq. ft. = 1 parking space per 100 sq. ft. of gross floor area within a building

\*\* Gross floor area

\*\*\* According to location of office building, not the parking facility

**TABLE A-2**  
**RETAIL PARKING STANDARDS FROM SELECTED CITIES**

Square Feet / Retail Parking Space					
200	250	300	333/350	400	500
Alameda (1 <sup>st</sup> Floor)	CLAYTON (Current)	Benicia	Beverly Hills	CLAYTON (Proposed)	Berkeley
Fairfax	Agoura Hills	Brisbane	Richmond	Alameda (2 <sup>nd</sup> Floor)	Buellton
Folsom	Belmont	Dublin		Burlingame	Coronado
Laguna Beach	Capitola	Fremont		Pasadena	
Mtn View	Claremont	Livermore			
Redwood City	Concord	Los Gatos			
Rocklin	Corte Madera	Pacific Grove			
Walnut Creek	Corona	Pleasant Hill			
	Cotati	Pleasanton			
	Danville	San Luis Obispo			
	Glendora	San Mateo			
	Hercules				
	Mill Valley				
	Napa				
	Orinda				
	Santa Barbara				
	Santa Rosa				

**TABLE A-3  
OFFICE PARKING STANDARDS FROM SELECTED CITIES**

		Square Feet / Office Parking Space				
200	250	300	333/350	400	500	
Alameda (1 <sup>st</sup> Floor)	CLAYTON (Current)	Brisbane	CLAYTON (Proposed)	Livermore (1 <sup>st</sup> Floor)	Livermore (2 <sup>nd</sup> Floor)	
Chico	Agoura Hills	Burlingame	Beverly Hills	Alameda (2 <sup>nd</sup> Floor)	Berkeley	
Fairfax	Benicia	Concord	Pasadena	Corte Madera		
Folsom	Claremont	Fremont		Cotati		
Hercules	Corona	Mtn View				
Menlo Park	Danville	Pleasant Hill				
Rocklin	Glendora	Pleasanton				
	Laguna Beach	Redwood City				
	Los Gatos	San Luis Obispo				
	Mill Valley	San Mateo				
	Napa	Santa Rosa				
	Walnut Creek (1 <sup>st</sup> Floor)	Walnut Creek (2 <sup>nd</sup> Floor)				
	Orinda					
	Santa Barbara					

Source: California Cities Parking Standards, Walker Parking Consultants, 2000

**APPENDIX B**  
**CALCULATION OF REQUIRED PARKING**  
**(New Building or Addition)**

	<b>I. RETAIL</b> 1 space / 400 sq. ft.	<b>II. OFFICE</b> 1 space /350 sq. ft.	<b>III. NON-COMMERCIAL</b> 1 space / [TDB] sq. ft.	<b>IV. COMBINATION</b> Combination of Columns I, II &/or III
<b>Parking Standards</b>	1 space / 400 sq. ft.	1 space /350 sq. ft.	1 space / [TDB] sq. ft.	Combination of Columns I, II &/or III
<b>Type of Use</b>	What type of retail?	What type of office?	What type of non-commercial, institutional?	
<b>Area for Each Use</b>	sq. ft.	sq. ft.	sq. ft.	sq. ft.
<b>Parking Waiver Period (3-Years)*</b>	100% waiver of new parking spaces required for 1 <sup>st</sup> & 2 <sup>nd</sup> floor retail	100% waiver of new parking spaces required for 2 <sup>nd</sup> floor office	Not applicable	Not applicable
	75% waiver of new parking spaces required for 1 <sup>st</sup> floor retail	Not applicable	Not applicable	Not applicable
<b>Alternate Methods of Meeting Parking Requirements</b>	Use of one or more of following options: waiver of parking requirements on project-by-project basis; reciprocal parking agreement; private off-site parking; parking agreements with City. Any option would need City approval and would be documented in a recorded parking agreement.			
<b>In-Lieu Fees</b>	\$(TDB) / space short of meeting requirements	\$(TDB) / space short of meeting requirements	\$(TDB) / space short of meeting requirements	Combination of columns I, II &/or III

\* Parking waiver period benefits are based on parcel configurations as of January 1, 2006.

**APPENDIX C**  
**PARKING CALCULATION FOR EXAMPLE COMMERCIAL PROJECT**

The example project is located on a 9,750 sq. ft. parcel and has 8,250 sq. ft. of retail on the first floor and 6,750 sq. ft. of office on the second floor.

The recommended parking standards shown in the table would require 20.6 spaces (1 space /400 sf) for the retail area and 19.3 spaces (1 space /350 sf) for the office area, for a total of 39.9 parking spaces, rounded to 40 spaces.

If the proposed 3-year parking waiver period is in effect, the entire 40-space off-street parking requirement for the retail and office areas would be waived.

Without the parking waiver period, the project would need to provide the entire 40 spaces. Since the parcel in this example would not have any available area for on-site parking, the property owner would need to provide private off-site parking (including a parking agreement with the City) or make payment of in-lieu fees.

Since the lot coverage in this example exceeds the current 35 percent limitation in the *General Plan*, the project would require a *General Plan* amendment to allow the building to have a lot coverage of approximately 85 percent.

	<b>I. RETAIL</b>	<b>II. OFFICE</b>	<b>III. NON-COMMERCIAL</b>	<b>IV. COMBINATION</b>
<b>Parking Standards</b>	1 space /400 sq. ft.	1 space /350 sq. ft.	1 space / [TBD] sq. ft.	Combination of Columns I, II &/or III
<b>Type of Use</b>	<i>Computers/electronics on 1<sup>st</sup> floor</i>	<i>Educational consulting on 2<sup>nd</sup> floor</i>	<i>Not Applicable</i>	<i>Not Applicable</i>
<b>Area for Each Use</b>	8,250 sq. ft.	6,750 sq. ft.	sq. ft.	sq. ft.
<b>Parking Waiver Period</b>	100% waiver of new parking spaces required for 1 <sup>st</sup> & 2 <sup>nd</sup> floor retail <i>This is applicable</i>	100% waiver of new parking spaces required for 2 <sup>nd</sup> floor office <i>This is applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>
<b>&gt;10,000 sf parcels</b>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>
<b>Alternate Methods of Meeting Parking Rqmts</b>	<i>Private off-site parking, including parking agreement with City.</i>			
<b>In-Lieu Fees</b>	\$[TDB] / space short of meeting requirements	\$[TDB] / space short of meeting requirements	<i>Not Applicable</i>	<i>Not Applicable</i>

**APPENDIX D  
ANALYSIS OF PARKING WAIVER PERIOD PLUS REDUCED PARKING STANDARDS**

The table below analyzes the number of parking spaces required in the Study Area using the projection of retail and office development in **Table 3-1**, the proposed revised parking standards, and development eligible for the proposed parking waiver period. This analysis assumes the Oak Center Commercial Building proposed by Komgold, Inc. as well as a hypothetical commercial project of comparable size are developed in the near future using the Parking Waiver Period program (see Section 4.2) which waives the projects' respective parking requirements. The analysis shows that the remaining projected retail and office development, using the above revised retail and office parking standards, would require 60 spaces and 169 spaces, respectively. Using an industry standard of ± 350 sq. ft. / space, the 229 total spaces would require approximately 80,150 square feet.

**ADDITIONAL PARKING REQUIRED AT BUILD-OUT UNDER REVISED STANDARDS,  
PLUS PROJECTS SUBJECT TO PARKING WAIVER PERIOD**

	<b>Retail</b>	<b>Office</b>	<b>Total</b>
2005 Projected Commercial Development	37,900 sq. ft.	75,100 sq. ft.	113,000 sq. ft.
Projects subject to Parking Waiver Period			
Oak Center (Komgold) Commercial Project	-7,000 sq. ft.	-8,000 sq. ft.	
Hypothetical Commercial Project	-7,000 sq. ft.	-8,000 sq. ft.	-30,000 sq. ft.
Balance of Projected Commercial Development Subject to Parking Requirements	23,900 sq. ft.	59,100 sq. ft.	83,000 sq. ft.
Revised Parking Standards	1 space /400 sq. ft.	1 space /350 sq. ft.	--
<b>Required Parking Spaces</b>	60 Spaces	169 Spaces	<b>229 Spaces</b>

**Table 3-2** lists the vacant and under-utilized land area in the Study Area. The sum of the parcel sizes of Site 1, plus Sites 5 through 11 equals 186,260 square feet. The following computation derives the remaining supply of land for available development purposes after the area for the 229 parking spaces is subtracted.

186,260 sq. ft. Vacant and under-utilized land area on Site 1 plus Sites 5 through 11  
- 80,150 sq. ft. Land for 229 parking spaces  
106,110 sq. ft. Supply of land available for retail and office

The land supply of approximately 106,000 square feet could accommodate the balance of the projected demand 83,000 square feet of commercial development. The difference of approximately 23,000 square feet would account for land area needed for on-site landscaping and pedestrian courtyards, areas with development constraints (e.g., steep slopes), non-commercial uses, or unanticipated commercial growth.

**APPENDIX E**  
**CONSTRUCTION AND MAINTENANCE COSTS FOR PARKING LOTS**

The following table lists the estimated costs to purchase the land, construct, and maintain the Endeavor Hall parking lot, plus a scenario assuming installation of two on-site lights. The parking lot is approximately 6,250 square feet in area and has 17 parking spaces, including one accessible parking space plus an access aisle. Based upon these estimates, benchmarks can be established for consideration of in-lieu fees on a per parking space basis.

<b>Item</b>	<b>Cost Factor</b>	<b>Estimated One-Time Costs</b>	<b>Estimated Annual Costs</b>
Land Acquisition	\$8.00 to \$9.00/sq. ft.	\$53,125*	--
Construction/Striping	\$2.00/sq. ft.	\$12,500	--
Maintenance: irrigation/landscaping/sweeping	\$0.40/sq. ft.	--	\$2500
Vandalism Repairs	\$0.24/sq. ft.	--	\$1500
Restripe	\$1/lineal ft. for ± 400 lineal ft. @ 4 yr. intervals	--	\$100
Slurry Seal	\$0.15/sq. ft @ 10 yr. Intervals	--	\$100
	Sub-Total	\$65,625	\$4,200
<b>Cost per Parking Space without Lighting</b>		<b>\$3,860</b>	<b>\$250</b>
Lighting – Installation	\$3,500/ light standard x 2 light standards	\$7,000	--
Lighting –Electricity and Maintenance	\$150/year/light standard	--	\$300
	Sub-Total	\$72,625	\$4,500
<b>Cost per Parking Space with Lighting</b>		<b>\$4,275</b>	<b>\$265/Year</b>

\* \$8.50 per square foot is assumed for land acquisition costs.



**APPENDIX F**  
**Alternate Buildout Scenarios - Summary**

Site No.	Location APN	Owner	COMPARISON OF PARKING STANDARDS					
			35% Scenario (2-story)		50% Scenario		50% & 90% Scenario	
			Current	Proposed	Current	Proposed	Current	Proposed
1	Main/Clayton 118-560-010	Buscaglia	195	122	139	87	139	87
2	Main TLC Pet Grooming 119-013-001	Ipsen	13	8	18	11	33	21
3	Main, east of Oak 119-013-002	Ipsen	14	9	20	13	36	23
4	Center/Oak 119-013-005	Redev. Agency	23	14	32	20	58	36
5	Center /Diablo 119-013-006	Ipsen	24	15	34	21	62	38
6	6064 Main Frontier Beauty Salon 119-014-002	Giovanni	52	32	37	23	74	46

\*Assumptions for Number of Stories:  
<10,000 square foot lots: Two-story construction  
10,000-15,000 square foot lots: One and one half story construction  
>15,000 square foot lots: One-story construction

Site No.	Location APN	Owner	COMPARISON OF PARKING STANDARDS							
			35% Scenario (2-story)		50% Scenario		50% & 90% Scenario			
			Current	Proposed	Current	Proposed	Current	Proposed		
7	6096 Main Clayton Club 119-014-003	Austin	52	32	37	23	74	46		
8	High/Oak 119-016-004	Domina	28	17	40	25	72	45		
9	High/Diablo 119-016-005	Stafford	41	26	44	28	59	37		
10	Center/Diablo 119-017-001	Bogdan	78	49	56	35	56	35		
11	Center/Morris 119-017-002	Alderette	52	32	37	23	74	46		
12	SBC Substation, High & Marsh Creek 119-021-065	SBC	N/A	N/A	N/A	N/A	N/A	N/A		

**35% Lot Coverage Buildout Scenario – Current General Plan**

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions			35% Coverage Scenario			
				Bldg. Footprint (sq. ft.)	Stories	Lot Coverage (sq. ft.)	Stories*	Potential Development (sq. ft.)	Parking Standard	
									Current 1 space/250 sf	Proposed 1 space/400 sf
1	Main/Clayton 118-560-010	Buscaglia	72,310 gross 69,600 net	Vacant	0	24,360	2	48,720	195	122
2	Main TLC Pet Grooming 119-013-001	Ipsen	4,577	1,225	1	1,600	2	3,200	13	8
3	Main, east of Oak 119-013-002	Ipsen	5,000	Vacant	0	1,750	2	3,500	14	9
4	Center/Oak 119-013-005	Redev. Agency	8,050	Vacant	0	2,820	2	5,640	23	14
5	Center /Diablo 119-013-006	Ipsen	8,550	Vacant	0	2,995	2	5,990	24	15
6	6064 Main Frontier Beauty Salon 119-014-002	Giovanni	18,550	1,700	1	6,495	2	12,990	52	32

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions		35% Coverage Scenario					
				Bldg. Footprint (sq. ft.)	Stories	Lot Coverage (sq. ft.)	Stories	Potential Development (sq. ft.)	Parking Standard		
									Current 1 space/250 sf	Proposed 1 space/400 sf	
7	6096 Main Clayton Club 119-014-003	Austin	18,550	2,125 (2,500 outdoor seating)	1	6,495	2	12,990	52	32	
8	High/Oak 119-016-004	Domina	9,950	Residence	1	3,485	2	6,970	28	17	
9	High/Diablo 119-016-005	Stafford	14,685	Vacant; northern 2,500 sf leased to City for parking lot	0	5,140	2	10,280	41	26	
10	Center/Diablo 119-017-001	Bogdan	27,825	Underutilized; Two residences	1	9,740	2	19,480	78	49	
11	Center/Morris 119-017-002	Alderette	18,550	Vacant	0	6,495	2	12,990	52	32	
12	SBC Substation, High & Marsh Creek 119-021-065	SBC	30,405	4,755 Substation; no commercial use planned	1	N/A	N/A	N/A	N/A	N/A	
<b>Total</b>						<b>71,375</b>		<b>142,750</b>	<b>572</b>	<b>356</b>	

**50% Lot Coverage Buildout Scenario**

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions			50% Coverage Scenario			
				Bldg. Footprint (sq. ft.)	Stories	Lot Coverage (sq. ft.)	Stories *	Potential Development (sq. ft.)	Parking Standard	
									Current 1 space/250 sf	Proposed 1 space/400 sf
1	Main/Clayton 118-560-010	Buscaglia	72,310 gross 69,600 net	Vacant	0	34,800	1	34,800	139	87
2	Main TLC Pet Grooming 119-013-001	Ipsen	4,577	1,225	1	2,289	2	4,577	18	11
3	Main, east of Oak 119-013-002	Ipsen	5,000	Vacant	0	2,500	2	5,000	20	13
4	Center/Oak 119-013-005	Redev. Agency	8,050	Vacant	0	4,025	2	8,050	32	20
5	Center /Diablo 119-013-006	Ipsen	8,550	Vacant	0	4,275	2	8,550	34	21
6	6064 Main Frontier Beauty Salon 119-014-002	Giovanni	18,550	1,700	1	9,275	1	9,275	37	23

\*Assumptions for Number of Stories:

<10,000 square foot lots: Two-story construction

10,000-15,000 square foot lots: One and one half story construction

>15,000 square foot lots: One-story construction

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions		50% Coverage Scenario				
				Bldg. Footprint (sq. ft.)	Stories	Lot Coverage (sq. ft.)	Stories*	Potential Development (sq. ft.)	Parking Standard	
									Current 1 space/250 sf	Proposed 1 space/400 sf
7	6096 Main Clayton Club 119-014-003	Austin	18,550	2,125 (2,500 outdoor seating)	1	9,275	1	9,275	37	23
8	High/Oak 119-016-004	Domina	9,950	Residence	1	4,975	2	9,950	40	25
9	High/Diablo 119-016-005	Stafford	14,685	Vacant; northern 2,500 sf leased to City for parking lot	0	7,434	1.5	11,014	44	28
10	Center/Diablo 119-017-001	Bogdan	27,825	Underutilized; Two residences	1	13,913	1	13,913	56	35
11	Center/Morris 119-017-002	Alderette	18,550	Vacant	0	9,275	1	9,275	37	23
12	SBC Substation, High & Marsh Creek 119-021-065	SBC	30,405	4,755 Substation; no commercial use planned	1	N/A	N/A	N/A	N/A	N/A
<b>Total</b>						<b>101,945</b>		<b>123,679</b>	<b>494</b>	<b>309</b>

**50% & 90% Lot Coverage Buildout Scenario**

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions			50% & 90% Coverage Scenario			
				Bldg. Footprint (sq. ft.)	Stories	Lot Coverage (sq. ft.)	Stories*	Potential Development (sq. ft.)	Parking Standard	
									Current 1 space/250 sf	Proposed 1 space/400 sf
1	Main/Clayton 118-560-010	Buscagli a	72,310 gross 69,600 net	Vacant	0	34,800	1	34,800 @ 50%	139	87
2	Main TLC Pet Grooming 119-013-001	Ipsen	4,577	1,225	1	4,119	2	8,239 @ 90%	33	21
3	Main, east of Oak 119-013-002	Ipsen	5,000	Vacant	0	4,500	2	9,000 @ 90%	36	23
4	Center/Oak 119-013-005	Redev. Agency	8,050	Vacant	0	7,245	2	14,490 @ 90%	58	36
5	Center /Diablo 119-013-006	Ipsen	8,550	Vacant	0	7,695	2	15,390 @ 90%	62	38
6	6064 Main Frontier Beauty Salon 119-014-002	Giovanni	18,550	1,700	1	9,275	1	9,275 @ 50%	74	46

\*Assumptions for Number of Stories:  
 <10,000 square foot lots: Two-story construction  
 10,000-15,000 square foot lots: One and one half story construction  
 >15,000 square foot lots: One-story construction

Site No.	Location APN	Owner	Parcel Size (sq. ft.)	Existing Conditions		50% & 90% Coverage Scenario				
				Bldg. Footprint (sq. ft.)	Stories	Lot Coverage (sq. ft.)	Stories*	Potential Development (sq. ft.)	Parking Standard	
									Current 1 space/250 sf	Proposed 1 space/400 sf
7	6096 Main Clayton Club 119-014-003	Austin	18,550	2,125 (2,500 outdoor seating)	1	9,275	1	9,275 @ 50%	74	46
8	High/Oak 119-016-004	Domina	9,950	Residence	1	8,955	2	17,910 @ 90%	72	45
9	High/Diablo 119-016-005	Stafford	14,685	Vacant; northern 2,500 sf leased to City for parking lot	0	7,343	1.5	11,015 @ 50%	59	37
10	Center/Diablo 119-017-001	Bogdan	27,825	Underutilized; Two residences	1	13,913	1	13,915 @ 90%	56	35
11	Center/Morris 119-017-002	Alderette	18,550	Vacant	0	9,275	1	9,275 @ 50%	74	46
12	SBC Substation, High & Marsh Creek 119-021-065	SBC	30,405	4,755 Substation; no commercial use planned	1	N/A	N/A	N/A	N/A	N/A
<b>Total</b>						<b>116,395</b>		<b>152,582</b>	<b>737</b>	<b>460</b>



**CITY OF CLAYTON PLANNING COMMISSION  
RESOLUTION NO. 02-06**

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**TOWN CENTER PARKING STUDY  
(CDD 02-05)**

**Whereas**, the Community Development Department has prepared the Town Center Parking Study (hereinafter referred to as “Parking Study”);

**Whereas**, the current parking standards established by the Planning Commission in 1992 require one parking space for every 250 sq. ft. of commercial floor area, and one parking space for every three seats, or 75 sq. ft. of restaurant floor area;

**Whereas**, although the Parking Study concludes that currently there are sufficient public and private parking spaces available to accommodate the current mix of Town Center businesses, maintenance of the current parking standards may inhibit future development of the Town Center;

**Whereas**, the purpose of the Parking Study is to assess current parking conditions in the Town Center commercial area and, in context with the potential developable area in the Town Center, to present options for the potential stimulation of development in the Town Center through modification of existing parking standards and other parking-related strategies and incentives;

**Whereas**, public notices inviting community input into the Parking Study were mailed to Town Center business and property owners in May 2005, July 2005, and February 2006;

**Whereas**, the Planning Commission considered the Parking Study at duly-noticed public meetings in July through September 2005 and February through April 2006; and

**Whereas**, after consideration of the Parking Study and public testimony, the Planning Commission is prepared to transmit the Parking Study to the Clayton City Council with a recommendation that the existing parking standards be modified, as set forth below, that a parking ordinance be prepared and adopted, and that the General Plan lot coverage standard be relaxed.

**Now, Therefore, Be it Resolved** that the Planning Commission hereby transmits for consideration by the Clayton City Council the Parking Study along with the following recommendations:

**Section 1.** A general plan amendment should be initiated to relax the current General Plan maximum lot coverage standard of 35 percent for the Town Center Commercial land use designation. This recommendation is based upon the analysis in the Parking Study which assumed a maximum 50 percent lot coverage for the vacant and under-utilized parcels in the Town Center.

**Section 2.** An ordinance establishing parking regulations should be initiated to accommodate the following provisions.

- a. An off-street parking requirement of one space for every 400 sq. ft. of retail floor area, on the condition that this standard is available only to property owners who enter into a parking agreement with the City allowing public use of the off-street

**ATTACHMENT 2**  
( 2 PAGES )


- parking lot during non-operating or non-peak hours of the on-site business. If the property owners do not enter into such a parking agreement, an off-street parking requirement of one space for every 250 sq. ft. of retail floor area shall be applicable;
- b. An off-street parking requirement of one space for every 350 sq. ft. of office floor area, on the condition that this standard is available only to property owners who enter into a parking agreement with the City allowing public use of the off-street parking lot during non-operating or non-peak hours of the on-site business. If the property owners do not enter into such a parking agreement, an off-street parking requirement of one space for every 250 sq. ft. of office floor area shall be applicable;
  - c. An off-street parking requirement of one space for every four seats, or 100 sq. ft. of restaurant floor area, on the condition that this standard is available only to property owners who enter into a parking agreement with the City allowing public use of the off-street parking lot during non-operating or non-peak hours of the on-site business. If the property owners do not enter into such a parking agreement, an off-street parking requirement of one space for every three seats, or 75 sq. ft. of restaurant floor area shall be applicable;
  - d. The establishment of a three-year “parking waiver period” (effective at a date to be determined in the ordinance) applicable to new commercial construction, additions to, or substantial alterations of, existing commercial structures as follows:
    - i. A 100% waiver of City parking standards for retail and restaurant uses, and second-floor office uses, for parcels with an area of 10,000 sq. ft. or less; and
    - ii. A 75% waiver of City parking standards for retail and restaurant uses, and 25% waiver of City parking standards for second-floor office uses, for parcels with an area greater than 10,000 sq. ft.

**Section 3.** The Planning Commission specifically does not recommend parking waivers on a project-by-project basis, in-lieu parking fees, or parking meters since these strategies do not provide adequate incentives for commercial development in the Town Center.

**Section 4.** Direct the Planning Commission to repeal the “Planning Commission Standards and Policies Statement No. 2 Regarding Off-Street Parking, adopted May 26, 1992,” upon City Council adoption of an ordinance establishing parking regulations.

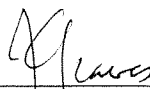
Adopted by the Planning Commission on April 25, 2006.

APPROVED



Edward E. Hartley  
Chair

ATTEST



Jeremy Graves, AICP  
Community Development Director