Gibson transportation consulting, inc.

MEMORANDUM

TO: Jennifer Lilley and Star Haro, City of Brea Planning Division

FROM: Sean Mohn and Eugene Tang, AICP

DATE: June 19, 2017

RE: Review of the
Brea Place Parking Demand Analysis
Brea, California **Ref:** J1523

Gibson Transportation Consulting, Inc. was asked to conduct a review of the updated *Birch & State College MU Development – Parking Demand Analysis* (HWA Parking, May 30, 2017) (the Parking Analysis), which was prepared for the proposed infill development at Brea Place. This memorandum summarizes our review.

BACKGROUND

Brea Place is located on the northeast and northwest corners of the intersection of Birch Street & State College Boulevard, effectively spanning State College Boulevard. The project site is comprised of two land parcels, respectively referred to as the West and East Parcels. Both parcels are bound by the Tracks at Brea Trail to the north, SR 57 to the east, Birch Street to the south, and Brea Marketplace to the west. There are existing sub-parcels within the West and East parcels, due to various ownership arrangements and easement agreements.

Existing office buildings with surrounding parking are located on each Project parcel, with approximately 294,880 square feet (sf) of office space with approximately 1,271 parking spaces on the West Parcel and approximately 202,740 sf of office space with 1,028 parking spaces on the East Parcel.

The Applicant proposes infill development (the Project) on both of the existing parcels, which would consist of the addition of the following land uses:

<u>West Parcel</u>

- Multi-family residential totaling 653 units
  - Building A – 425 units
  - Building B – 228 units

- A total of 5,000 sf of retail space
- Expand existing parking structure
- A net increase of 1,124 spaces for a total of 2,395 parking spaces

East Parcel

- A 146-room hotel
- A net decrease of 76 spaces for a total of 952 spaces

The total on-site parking supply for the existing and proposed uses is 3,347 spaces.

Based on City Code Section 20.08.040, the total off-street parking requirement for the proposed land uses is 3,273 spaces for both the existing and proposed uses, which is 74 spaces fewer than the proposed parking supply of 3,347 spaces. It should be noted, however, that the off-street parking requirement on an individual land use basis is greater than the parking provided for the respective land use; as such, a shared parking analysis is required.

REVIEW

The following are our comments on the revised Parking Analysis submitted to the City.

1. The overall analysis methodology used in the Parking Analysis is based on *Shared Parking, 2nd Edition* (Urban Land Institute [ULI] and International Council of Shopping Centers [ICSC], 2005). This methodology includes a parking model framework utilizing base assumptions from the ULI/ICSC developed database. Use of the ULI/ICSC shared parking methodology is accepted as an industry standard practice.

2. While the ULI/ICSC shared parking model was ultimately used for the Parking Analysis, the adjustments and deviations applied to the base assumptions of the parking model are discussed below:

    a. Base Parking Demand Rate – The parking demand rates utilized for the Parking Analysis were derived from the off-street parking requirements for the respective land uses in the Section 20.08.040 of the City Code, which makes no distinction between weekday and weekend parking demand characteristics. The base parking demand rates of the ULI/ICSC database account for differences in weekday/weekend parking demand and are typically used in parking demand analyses; however, it is not uncommon to utilize the parking requirements of the local jurisdiction. In comparison, the ULI/ICSC parking demand rates are lower than the corresponding City off-street parking rates used in the Parking Analysis. The results of the Parking Analysis are potentially more conservative relative to the base weekday and weekend ULI/ICSC parking demand rates and reflect the local conditions.

    b. Drive Ratio – The Parking Analysis assumes a 95% drive ratio for the existing office use and an 80% drive ratio for hotel guests; these assumptions are based

on proximity to the proposed bus rapid transit (BRT) stops at Birch Street/State College Boulevard, as well as the Brea Mall Transit station. As applied, these assumptions appear reasonable. Additional materials about the transit services in the area were also provided for reference in the Parking Analysis.

c. Captive Market –The report assumes a 90% captive market ratio for the retail uses; this is primarily based on the amount of residential units proposed at the Project. As applied, this assumption appears reasonable.

d. Hourly and Seasonal Patterns – Based on the materials provided in the Parking Analysis, the hourly and seasonal patterns were not modified and consistent with the base ULI/ICSC assumptions.

3. Information was included about the relationship of the Project relative to the Brea Marketplace, adjacent to the West Parcel and the existing Claim Jumper restaurant, located on the East Parcel. As indicated, both adjacent uses are not considered as part of the Project and have not been incorporated into the Parking Analysis.

4. Although the projected parking demands were presented as the combined result of the East and West Parcels, the Applicant has indicated that parking will not be shared between the East and West Parcels; therefore, the parking demand should be projected separately. Review of the Parking Analysis attachments and preparation of a verification model confirmed that the parking demand was projected separately for each parcel:

   a. The peak East Parcel parking demand of 779 spaces is projected to occur at 2:00 PM on a typical day in June. This compares to the proposed parking supply of 952 spaces; a parking surplus of approximately 173 spaces is estimated during this peak.

   b. The peak West Parcel parking demand of 2,227 spaces is projected to occur at 2:00 PM on a typical day in June. Compared to the proposed parking supply of 2,395 spaces, a parking surplus of approximately 168 spaces is estimated.

   c. As presented in Parking Analysis, the total peak parking demand of 3,006 spaces is projected in June and represents the peak combination of parking demand from the East and West Parcels. While this suggests the sharing of parking between those parcels, the Applicant has indicated that parking is not envisioned to be shared between the parcels.

   d. Analyzing the parcels independently, the overall peak demand on the West Parcel is projected to occur at 2:00PM in December with approximately 2,230 spaces. This demand could be satisfied by the proposed parking supply with a surplus of approximately 165 spaces. The peak month of demand for the East Parcel would not change from above.

5. The total peak residential parking demand is projected at 1,207 spaces; as indicated in the Parking Analysis, this demand could be satisfied by the 1,214 spaces provided in the residential parking structures.

6. A parking management framework was provided to identify the appropriate operations during periods of overflow parking, which includes the management of residential overflow parking should it ever be necessary. Project parking will be monitored and managed on a regular basis; overflow parking will be directed to the appropriate structure/parcel with a parking surplus; a residential parking hang tag system will be implemented when determined to be necessary. This is a commonly utilized technique to minimize the effects of overflow parking.

7. The Project proposes to provide residential parking at a rate lower than required by the Municipal Code (1.86 spaces per dwelling unit versus an aggregate rate of 2.01 spaces per dwelling unit); the Parking Analysis provides evidence of two other residential projects in Brea that provide parking at comparable rates. The results of this Parking Analysis demonstrate the ability of the Project to fully satisfy the parking demands of the individual land uses on-site.

From a technical perspective, the assumptions and methodologies of *Birch & State College MU Development – Parking Demand Analysis* are consistent with standard industry practice; therefore, the findings of the analysis are reasonable.