APPNDIX B- COMMERCIAL DISTRICT PARKING STUDY

Introduction

This report documents the data collection and analysis tasks included in the parking study for the Commercial District, located in the City of Rolling Hills Estates. The study area is generally bounded by Hawthorne Boulevard to the north, Crenshaw Boulevard to the south, Indian Peak Road to the west, and Silver Spur Road to the east, including parcels off of Bart Earle Way (refer to **Figure 1**).

This parking study examines the existing parking supply of the Commercial District, the code-based parking requirements, and a comparison of standardized industry rates. In addition, future parking demands for planned or anticipated developments have been examined and summarized in the findings of this study.

The Commercial District predominantly consists of the following land uses:

- Retail (shopping, supermarkets, neighborhood/community centers, and regional centers)
- Office
- Bank (savings and loans)
- Residential (multifamily, senior living, assisted living)

Figure 1 – Commercial District Boundary

Parking Inventory Survey

A detailed parking inventory was conducted in and around the Commercial District on Thursday, July 16, 2020, for on-street and off-street parking facilities. The parking inventory identified the following characteristics:

- Regular parking spaces
- ADA spaces
- Time-restricted spaces (temporary parking)
- Permit only (gated, residential, employee, etc.)
- Reserved (electric vehicle, customer only, security, etc.)
- Displaced (construction, cart corrals, etc.)

Figure 2 and **Figure 3** show the parking zones included in the survey. As shown, the study area was separated into two areas: north-west and south-east of Drybank Drive. For the purposes of this study, each area was further divided into a total of 65 parking survey zones. The general extent of the survey included 38 off-street parking lots, 12 parking structures, and 15 road segments with on-street parking block faces.

On-street parking along both sides of the following streets was included:

- Silver Spur Road (Hawthorne Blvd. to Crenshaw Blvd.)
- Indian Peak Road (Hawthorne Blvd. to Norris Center Dr.)
- Deep Valley Drive (Drybank Dr. to Sliver Spur Rd.)
- Bart Earle Way (Silver Spur Road to Beechgate Dr.)
- Roxcove Drive (Silver Spur Rd. to Deep Valley Dr.)

Table 1 summarizes the total parking inventory within the study area broken down by type. As shown, the parking survey determined there is a total parking supply of 474 on-street public parking spaces and 5,868 off-street parking spaces within the study area for a grand total of 6,342 spaces within the Commercial District.

It should be noted that while several sites were under construction at the time of the parking inventory, the number of parking spaces was taken from available site plans or estimated based on historical aerial imagery.

Attachment A contains a detailed parking inventory.

Under normal conditions, a parking utilization survey would have been performed; however, this study was undertaken during the COVID-19 pandemic. Therefore, the results of a parking utilization survey would not have reflected actual parking conditions due to businesses being closed and statewide stay-at-home orders.

Table 1 – Parking Inventory Survey Summary

Parking Survey Zone	Standard	ADA	Time-Restricted	Permit Only	Reserved	Displaced (Const./Carts /etc.)	Total Parking Provided
Area 1							
Subtotal Off-Street Parking	3,137	105	47	8	20	56	3,373
Subtotal On-Street Parking [(1)]	100	1	3	0	0	0	104
Total Parking Area - 1	3,237	106	50	8	20	56	3,477
Area 2							
Subtotal Off-Street Parking	1,717	91	10	437	230	10	2,495
Subtotal On-Street Parking [(1)]	231	0	139	0	0	0	370
Total Parking Area - 2	1,948	91	149	437	230	10	2,865
Total Commercial District							
Subtotal Off-Street Parking	4,854	196	57	445	250	66	5,868
Subtotal On-Street Parking [(1)]	331	1	142	0	0	0	474
Total Commercial District Parking	**5,185**	**197**	**199**	**445**	**250**	**66**	**6,342**

[(1)] Conservatively assumes 25 feet per car for on-street parking

City Parking Requirements

The Commercial District is primarily a commercial area with a mix of retail, fast food restaurants, and offices with some higher density multifamily residential units.

Table 2 shows the City of Rolling Hills Estates' required parking rates per Zoning Ordinance 17.30.050-G. As shown, the parking rates range from 1.0 spaces per 1,000 square feet (KSF) for light manufacturing (i.e., warehousing/storage) to 47.62 spaces per KSF of seating area for assembly rooms/theaters and averages at 5.2 spaces per KSF.

Land Use	Parking Rate	Notes
Assembly Rooms/Theaters	0.33 / seat	
or	47.62 / KSF	(square feet of seating area)
Hotel	1 / room	(plus 0.5/employee)
Shopping Center (GLA > 100 KSF)	4.55 / KSF	(gross floor area)
Service Station	5 / bay	(2 per bay plus 1/vehicle plus 1 covered/ vehicle plus 1/employee)
Warehousing/Storage	1 / KSF	(gross floor area)
No less than	1 / employee	
Restaurants/Bars	0.33 / seat	(plus .5/employee, no less than 10)
or	28.57 / KSF	(seating area)
Auto Sales	5.00 / KSF	(plus 1/KSF for sales area)
Bank, Savings and Loan	6.67 / KSF	(gross floor area)
General Commercial	5.00 / KSF	(gross floor area - minimum 2 per business)
Residential	1.33 / unit	One bedroom includes guest parking
	2.33 / unit	2 & 3 bedroom includes guest parking
Assisted Living	0.5 / bed	Licensed Beds
plus	0.5 / employee	Largest Shift

Source: City of Rolling Hills Estates Zoning Ordinance 17.30.050-G. KSF = 1,000 square feet

Based on available land parcel information within the study area, existing parking requirements were calculated for properties included in the parking inventory. It should be noted that the City parking rates are in terms of gross leasable area (GLA) or other variables (i.e., employee, unit); however, the land parcel information only includes generalized land use type categories in terms of gross floor area (GFA). Where available, either from site plans or additional data provided from the City, actual intensities were used. Where this information was not available, the following conversion factors were used to convert the land use data from GFA to GLA based on industry standards:

- Commercial/Shopping/Retail = 0.90
- Bank/Office = 0.85
- Restaurant = 0.60

Figure 2 – Parking Survey Zones – Area 1

Figure 3 – Parking Survey Zones – Area 2

Table 2 – Existing City Parking Requirements

Land Use	Parking Rate	Notes
Assembly Rooms/Theaters	0.33 / seat	
or	47.62 / KSF	(square feet of seating area)
Hotel	1 / room	(plus 0.5/employee)
Shopping Center (GLA > 100 KSF)	4.55 / KSF	(gross floor area)
Service Station	5 / bay	(2 per bay plus 1/vehicle plus 1 covered/ vehicle plus 1/employee)
Warehousing/Storage	1 / KSF	(gross floor area)
No less than	1 / employee	
Restaurants/Bars	0.33 / seat	(plus .5/employee, no less than 10)
or	28.57 / KSF	(seating area)
Auto Sales	5.00 / KSF	(plus 1/KSF for sales area)
Bank, Savings and Loan	6.67 / KSF	(gross floor area)
General Commercial	5.00 / KSF	(gross floor area - minimum 2 per business)
Residential	1.33 / unit	One bedroom includes guest parking
	2.33 / unit	2 & 3 bedroom includes guest parking
Assisted Living	0.5 / bed	Licensed Beds
plus	0.5 / employee	Largest Shift

Source: City of Rolling Hills Estates Zoning Ordinance 17.30.050-G. KSF = 1,000 square feet

Table 3 summarizes the existing parking requirements for the Commercial District. As shown, the total estimated parking requirements for the Commercial District per the City code is 5,925 parking spaces. Compared to the existing off-street parking supply of 5,868, this results in a net deficiency of 57 parking spaces throughout the entire district, or approximately 1.0 percent below the code required parking. However, it should be noted that there are an additional 474 on-street public parking spaces in the Commercial District. Detailed land use information and parking calculations are contained in **Attachment B**.

Table 3 – Commercial District Parking Requirements

Code Required Parking	5,925 spaces
Parking Provided	5,868 spaces
Surplus / Deficiency*	-57 spaces
Percent Deficient*	-1.0%
**There are 474 additional on-street public parking spaces*	

Parking Rate Review and Recommendations

The parking rates established by the City of Rolling Hills Estates have been compared to other standard industry parking rates, and recommendations have been made to modify these rates as described below.

Standard Industry Rates

Traffic engineers, transportation planners, developers, and public jurisdictions often rely on standard industry parking rates researched and published by two nationally recognized sources:

- *Parking Generation Manual, 5th Edition*, Institute of Transportation Engineers (ITE)
- *Shared Parking, 2nd Edition*, Urban Land Institute (ULI)

The parking rates published by ITE and ULI are based on actual parking survey data collected over the last 30 years. These publications provide guidance in determining a realistic parking demand for various land uses. The standard industry parking rates published by ITE and ULI have been compared to the City code-based parking rates and summarized in **Table 4**.

As shown, except for theaters, hotels, and service stations, the City parking requirements are generally higher than ITE and ULI parking rates and result in an overly conservative excess of parking within the Commercial District.

Parking Rate Recommendations

Based on the comparison of the City parking rates with standard industry rates, it is recommended that the City of Rolling Hills Estates consider modifying the parking requirements for select land uses to have a more realistic parking demand that is more consistent with data from ITE and ULI publications; see **Table 5**.

The parking recommendations include modifications to several existing land uses, such as differentiating shopping centers based on their size. Other modifications include reducing the rates for the following uses:

- Shopping centers
- Restaurants
- Banks
- General commercial
- Assisted living

The parking recommendations also include several new land uses such as:

- Gas stations
- Warehousing
- Offices
- Fast food
- Senior housing

Table 4 – ITE & ULI Parking Rate Comparison

Land Use	Rolling Hills Estates [1]	ULI [2]	ITE [3]
Assembly Rooms/Theaters	0.33 / seat or 47.62 / KSF GLA	0.37 / seat	0.38 / attendee
Hotel	1 / room plus 0.50 / employee	1.25 / room	0.74 / room
Warehousing/Storage	1 / KSF GLA No less than 1 / employee	NA	- - -
Warehousing	NA	NA	0.39 / KSF GFA
Self-Storage	NA	NA	0.1 / KSF GFA
Service Station	5 / bay	NA	5.07 / KSF GFA
Gas Station With Convenience Market	NA	NA	5.5 / KSF GFA
Shopping Center (GLA > 100 KSF)	4.55 / KSF GLA	- - -	1.95 / KSF GLA
Shopping Center (GLA < 300 KSF)	NA	3.6 / KSF GLA [4]	

Shopping Center (GLA ≥ 300 KSF)	NA	4 / KSF GLA [4]	
General Commercial	5.00 / KSF GLA	NA	NA
Office	NA	3.8 / KSF GLA	2.39 / KSF GFA
Bank, Savings and Loan	6.67 / KSF GLA	4.6 / KSF GLA	3.72 / KSF GFA
Restaurants/Bars or plus	0.33 / seat 28.57 / KSF seating area 0.50 / employee	18 / KSF GLA	10.52 / KSF GLA
Fast Food or	NA	NA	8.66 / KSF GFA
Residential	1.33 / unit (1 bedroom) 2.33 / unit (2+ bedroom)	1.85 / unit	1.31 / unit
Assisted Living plus	0.5 / bed 0.5 / employee	NA	0.39 / bed
Senior Housing plus	NA	NA	0.61 / unit

KSF = 1,000 square feet; GLA = gross leasable area; GFA = gross floor area

[1] Source: City of Rolling Hills Estates Zoning Ordinance 17.30.050-G

[2] Source: Urban Land Institute (ULI), *Shared Parking*, 2nd Edition (2005)

[3] Institute of Transportation Engineers (ITE), *Parking Generation Manual*, 5th Edition (2019). Rates shown are weighted averages.

[4] ULI segregates shopping centers that are less than 400 KSF at a rate of 3.6/KSF GLA and greater than 600 KSF at a rate of 4/KSF GLA. Centers between 400 and 600 KSF use interpolated rates.

Table 5 – Recommended Parking Rates

Land Use	Rolling Hills Estates [1]	ULI [2]	ITE [3]	Recommended Rates	Comments
Shopping Center (GLA > 100 KSF)	4.55 / KSF GLA	- - -	1.95 / KSF GLA	- - -	Modify land use category to differentiate the size of shopping centers. Reduce rate for smaller center.
Restaurants/Bars or plus	0.33 / seat 28.57 / KSF seating area 0.50 / employee	18 / KSF GLA	10.52 / KSF GLA	0.33 / seat 20.00 / KSF seating area	No change. Reduce rate to 1 space per 50 SF seating area. Remove employee requirement.
Bank, Savings and Loan	6.67 / KSF GLA	4.6 / KSF GLA	3.72 / KSF GFA	4.6 / KSF GLA	Reduce rate.
General Commercial	5.00 / KSF GLA	NA	NA	4.0 / KSF GLA	Reduce rate.
Assisted Living plus	0.5 / bed 0.5 / employee	NA	0.39 / bed	0.4 / bed 0.5 / employee	Reduce rate and modify land use category to include congregate care facility.
Shopping Center (GLA < 300 KSF)	NA	3.6 / KSF GLA [4]	1.95 / KSF GLA	3.60 / KSF GLA	Modify land use category to differentiate based on the size of shopping centers.
Shopping Center (GLA ≥ 300 KSF)	NA	4 / KSF GLA [4]	1.95 / KSF GLA	4.55 / KSF GLA	
Gas Station With Convenience Market	NA	NA	5.5 / KSF GFA	5.5 / KSF GFA	New land use category.
Warehousing	NA	NA	0.39 / KSF GFA	0.5 / KSF GFA	New land use category.
Self-Storage	NA	NA	0.1 / KSF GFA	1.36 / storage unit	New land use category.
Fast Food or	NA	NA	8.66 / KSF GFA	0.33 / seat 16.67 / KSF seating area	New land use category. Use 1 space per 60 SF seating area (includes employees).
Office	NA	3.8 / KSF GLA	2.39 / KSF GFA	3.5 / KSF GLA	New land use based on historical City rates.
Senior Housing plus	NA	NA	0.61 / unit	1 / unit 0.2 / guest	New land use category.

[1] Source: City of Rolling Hills Estates Zoning Ordinance 17.30.050-G

KSF = 1,000 square feet; GLA = gross leasable area; GFA = gross floor area

[2] Source: Urban Land Institute (ULI), *Shared Parking*, 2nd Edition (2005)

[3] Institute of Transportation Engineers (ITE), *Parking Generation Manual*, 5th Edition (2019). Rates shown are weighted averages.

[4] ULI segregates shopping centers that are less than 400 KSF at a rate of 3.6/KSF GLA and greater than 600 KSF at a rate of 4/KSF GLA. Centers between 400 and 600 KSF use interpolated rates.

Estimated Parking Demand Based on Recommended Rates

The recommended code parking rates shown in **Table 5** were applied to the land parcel information within the Commercial District as described previously and are summarized in **Table 6**, below. Since existing parking utilization and parking demand could not be surveyed, the recommended code rates are being used as a proxy for estimating future parking demand.

As shown, the total estimated parking demand for the Commercial District per the recommended rates is 5,292 spaces. Compared to the City code requirement of 5,925 spaces, this represents a difference of 633 spaces. With a total parking supply of 5,868 spaces, the Commercial District is experiencing a surplus of 576 spaces or 10.9 percent above the recommended parking supply. In addition, there are 474 on-street public parking spaces, creating a total surplus of 1,050 spaces.

Table 6 – Commercial District Parking Summary

Existing Parking Supply	5,868 spaces
Estimated Parking Demand	5,292 spaces
Surplus / Deficiency*	576 spaces
Percent Surplus*	10.9%
**There are 474 additional on-street public parking spaces, creating a total surplus of 1,050 spaces.*	

Future Parking Demand

In conjunction with the parking study, a market analysis was conducted for the Commercial District to determine market trends and future land use alternatives for potential redevelopment. The market analysis identified the five opportunity sites shown in **Figure 4** as the most viable locations for infill development. The redevelopment would remove existing commercial uses and add or replace them with a combination of new commercial uses (e.g., retail stores, health yoga, fitness, medical/offices, dining, recreation, specialty markets, and education uses) and multifamily residential (e.g., apartments, condominiums/townhouses). It should be noted that there are no existing residential uses within the redevelopment areas. While the market analysis considered a range of redevelopment options, the parking assessment looks at the following two alternatives that bookend the range of development options:

- Alternative 1 – Low Residential, High Commercial
- Alternative 2 – High Residential, Low Commercial

Table 7 summarizes the land use alternatives and compares them to the existing estimated residential and commercial components within each area. As shown, Alternative 1 would add a total of 857 multifamily dwelling units while reducing the commercial uses by 109,000 square feet. Alternative 2 would add a total of 1,944 multifamily dwelling units while reducing the commercial uses by 211,000 square feet.

Figure 4 – Opportunity Sites in Commercial District

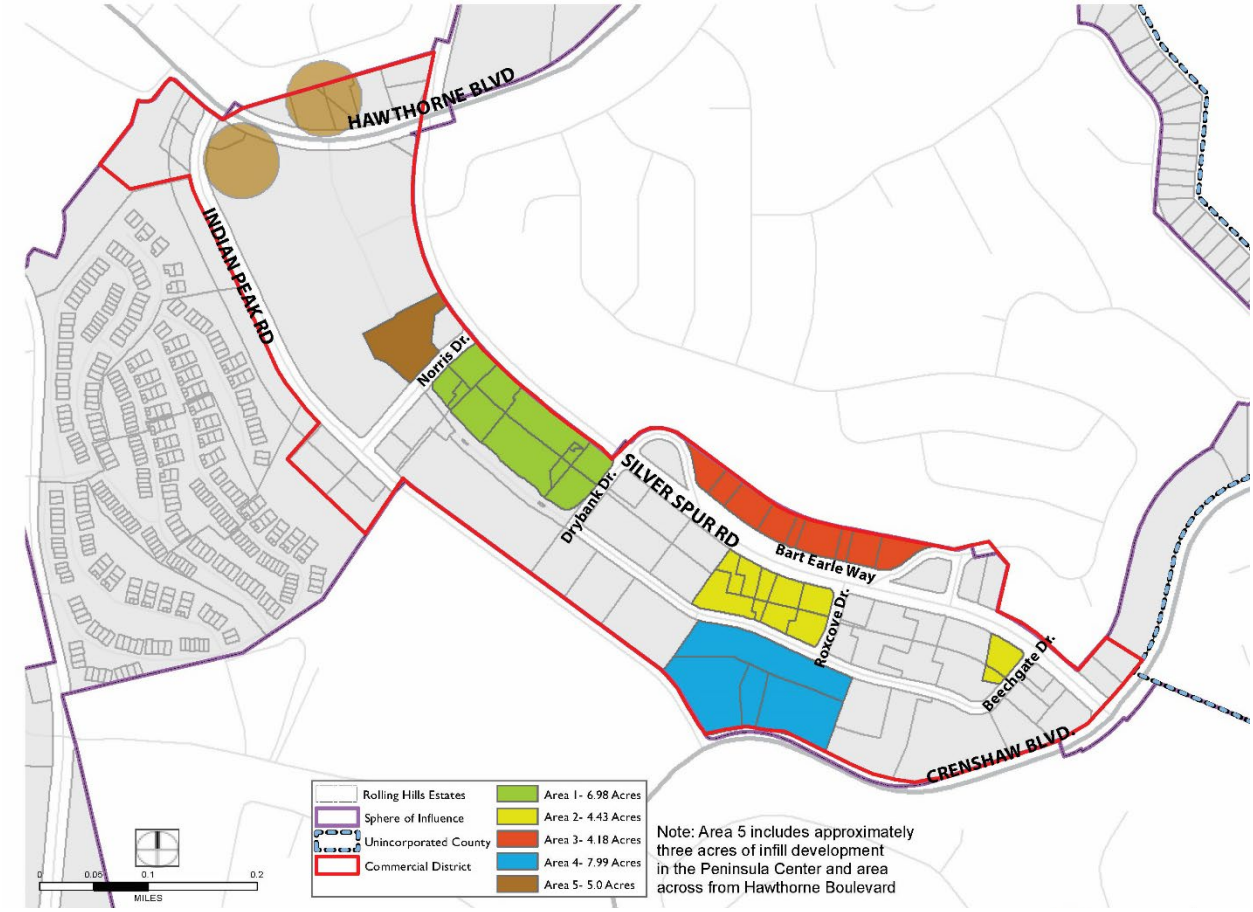

Table 7 – Build-Out Land Use Summary

Area	Land Use	Existing Estimated Intensity	Alternative 1		Alternative 2	
			Intensity	Difference	Intensity	Difference
Area 1 - Promenade	Residential	0 DU	209 DU	+209 DU	475 DU	+475 DU
	Commercial	193 KSF	133 KSF	-60 KSF	77 KSF	-116 KSF
Area 2 - Town & Country + Village	Residential	0 DU	133 DU	+133 DU	301 DU	+301 DU
	Commercial	93 KSF	72 KSF	-21 KSF	54 KSF	-39 KSF
Area 3 - North of Bart Earle Way	Residential	0 DU	125 DU	+125 DU	284 DU	+284 DU
	Commercial	65 KSF	53 KSF	-12 KSF	39 KSF	-26 KSF
Area 4 - Brick Walk	Residential	0 DU	240 DU	+240 DU	543 DU	+543 DU
	Commercial	33 KSF	26 KSF	-7 KSF	20 KSF	-13 KSF
Area 5 - Peninsula Center	Residential	0 DU	150 DU	+150 DU	340 DU	+340 DU
	Commercial	42 KSF	33 KSF	-9 KSF	25 KSF	-17 KSF
Total Commercial District Redevelopment	Residential	0 DU	857 DU	+857 DU	1,943 DU	+1,944 DU
	Commercial	426 KSF	317 KSF	-109 KSF	215 KSF	-211 KSF

Notes:
Alternative 1 - Low Residential, High Commercial
Alternative 2 - High Residential, Low Commercial

KSF = 1,000 square feet
DU = Dwelling Unit

The recommended parking rates shown in **Table 5** were applied to the future build-out land use intensities for the opportunity areas identified in the market analysis, as summarized in **Table 8**. A detailed breakdown of land use assumptions and parking calculations is contained in **Attachment C**.

As shown, in Table 8, the estimated parking demand for existing land uses in the redevelopment areas is 1,569 spaces and would increase to 2,733 spaces for Alternative 1 and 4,360 spaces for Alternative 2. This equates to a net increase in new parking demand of 1,164 parking spaces for Alternative 1 redevelopment and 2,791 parking spaces for Alternative 2 redevelopment.

When considering the existing land uses outside the opportunity areas identified for redevelopment, there is an estimated parking demand of 3,723 spaces with a corresponding total parking supply of 4,071 spaces. Therefore, there is a remaining surplus of 348 parking spaces within the Commercial District outside the redevelopment areas that will remain unchanged. As mentioned previously, the opportunity areas in the Commercial District could be redeveloped with a range of land use intensities within the "bookend limits" of the alternatives, and the parking needs are not restricted to the two alternatives used in this analysis.

As a baseline condition, it is assumed that each new development will provide the minimum recommended code parking spaces based on the proposed land use and intensity. However, a detailed shared parking assessment may be performed during the redevelopment application process to potentially reduce the on-site parking needed due to the mixed-use characteristics of the proposed project and surrounding area. Since there is a projected surplus of off-street parking, the City could offer parking reduction incentives to developers if they designate a portion of the on-site parking for public use. Similarly, the City could offer reductions to the required project parking if the developer improves on-street public parking adjacent to the project.

Table 8 – Build-Out Parking Summary

Area	Existing			Alternative 1			Alternative 2		
	Existing Off-Street Parking Supply	Estimated Parking Demand Using Recommended Rates [1]	Surplus/ Deficiency	Estimated Parking Demand Using Recommended Rates [1]	Recommended Baseline Redevelopment Parking	Surplus/ Deficiency	Estimated Parking Demand Using Recommended Rates [1]	Recommended Baseline Redevelopment Parking	Surplus/ Deficiency
Area 1 - Promenade Mall Area	[2]	701	[2]	866	866	0	1,154	1,154	0
Area 2 - Town & Country + Area between Library and Roxcove	380	350	+30	508	508	0	750	750	0
Area 3 - North of Bart Earle Way	262	245	+17	428	428	0	669	669	0
Area 4 - Brick Walk Property	189	120	+69	536	536	0	1,072	1,072	0
Area 5 - Peninsula Center	[3]	153	[3]	395	395	0	715	715	0
Subtotal	**831**	**1,569**	**+116**	**2,733**	**2,733**	**0**	**4,360**	**4,360**	**0**

Notes:

Alternative 1 - Low Residential, High Commercial

Alternative 2 - High Residential, Low Commercial

[1] Estimated parking based on recommended rates.

[2] Total supply for the Promenade mall provided in the adjacent parking structure is 1,778 spaces. Area 1 encompasses a portion of the total shopping center, and there are existing land uses assumed to remain. The portion of the parking available to the redevelopment area cannot be estimated at this time.

[3] Total supply for the Peninsula Center is 1,276 spaces. Area 5 encompasses a small portion of the total shopping center, as well as outlying parcels, and the major portion on existing land uses, are assumed to remain. While the Peninsula Center currently has a small surplus of parking, Area 5 development may displace some existing parking. The portion of the existing parking that may be available to the redevelopment cannot be estimated at this time.

Table 9 – Build-Out Parking Comparison

		Parking Supply	Parking Demand	Surplus/ Deficiency
Existing Commercial District Total		5,868	5,292	+576
Existing Uses to Remain		4,071	3,723	+348
Opportunity Areas Only	Alternative 1	2,733	2,733	0
	Alternative 2	4,360	4,360	0
Existing to Remain + Alt. 1		6,804	6,456	+348
Existing to Remain + Alt. 2		8,431	8,083	+348

Future On-Street Parking Supply and Modifications

Based on the existing parking inventory conducted for the Commercial District, there is a total of 474 existing on-street public parking spaces as listed below.

- Silver Spur Road – 217 spaces
- Hawthorne Boulevard to Norris Center Drive – 44 spaces
- Norris Center Drive to Drybank Drive – 42 spaces
- Drybank Drive to Roxcove Drive – 70 spaces
- Roxcove Drive to Beechgate Drive – 22 spaces
- Beechgate Drive to Crenshaw Blvd – 39 spaces
- Other streets- 40 spaces

In addition to the redevelopment of the opportunity areas identified previously, it is also possible that other on-street public parking increases may occur within the Commercial District. It should be noted that the Promenade parking structure will remain under all future build-out conditions. However, the conceptual redevelopment of the Promenade Mall includes the extension of Deep Valley Drive between Norris Center Drive and Drybank Drive. With this roadway extension, additional on-street public parking may be accommodated.

Another opportunity to add public on-street parking is along Silver Spur Road between Norris Center Drive and Beechgate Drive. A conversion of the existing parallel parking to angle parking would increase the width needed for parking from approximately 8 feet to approximately 20 feet, but the total curb length would be reduced from 25 feet to 10.5 feet. Assuming 60-degree angle parking, this would increase the on-street parking supply by approximately 100 percent, or roughly double. This curb parking conversion would require a reduction of one travel lane in each direction along Silver Spur Road. Existing and projected traffic volumes on Silver Spur Road can be accommodated by a two-lane cross-section with left-turn lanes at intersections. It is estimated that on-street parking on Silver Spur Road could be increased by 134 to 290 spaces.

Shared Parking Demand Assessment

The City of Rolling Hills Estates parking ordinance calculates parking demand rates for various uses based on the individual land use. These code requirements reflect the peak parking demand of each individual land use and do not consider that the peak parking time varies throughout the day for different uses. The distribution of peak parking requirements throughout the day allows some parking to be shared by more than one land use. Additionally, the proximity of residential uses to retail and service commercial uses allows some customers to walk rather than use a car that requires parking.

Shared Parking Usage by Time-of-Day

The shared parking analysis recognizes that different uses often experience individual peak parking demands at specific times of day, days of the week, or even months of the year for both visitors/customers and employees. When one land use is experiencing heavy usage, oftentimes,

adjacent land use may be light or even not in use. In the Commercial District, this trend is evident when one or more of the following uses share a parking facility:

- Local theaters (peaks during evenings and weekends)
- Churches (peaks on Sunday mornings)
- Office (peaks during midday on a weekday)

Simultaneous Shared Parking Usage (Captive Ratio)

To account for the overlap of visitors and guests that have already parked at one land use and will not generate the need for an additional parking space when they visit/patronize another nearby land use, a captive adjustment is applied to the parking demand. For example, a resident of the Commercial District who visits a coffee shop, shops, or dines within the Commercial District would not generate an additional parking space and would be considered "captive." The portion of parking that needs to be satisfied is considered "non-captive."

Modal Split

Modal splits reflect the alternative transportation methods that visitors, guests, and employees could potentially use instead of autos, such as public transit, transportation networking companies (i.e., Uber, Lyft), bicycles, or walking. Individuals that do not drive to their destinations inherently do not require parking facilities. Certain land uses such as restaurants and bars are experiencing a surge in ridesharing use by their guests, and many bars are subsidizing ridesharing fees. Recent research shows that guest arrivals by car-sharing services can be as high as 25 percent to 50 percent, with the high end applying to bars.

With the ability to share parking between a mix of adjacent land uses, research and data show that peak parking demand can be reduced by anywhere from 8 percent up to 30 percent. Within the Commercial District, this reduction is estimated at 15%–20%. Shared parking between various common types of commercial uses (e.g., retail, restaurant, service commercial, financial institutions, and office) conservatively can reduce the parking demand by 15 percent. Once residential use increases in the Commercial District, the ability for residents to walk to nearby retail and dining can reduce peak parking demand by another five percent.

Recommended Parking Management Strategies

Parking management strategies have been identified that would reduce the overall parking demand within the Commercial District. The most influential parking management strategy is to implement a pedestrian-oriented design throughout the district, which would encourage patrons to only park once and walk from one destination to another rather than driving. In addition, the following strategies have been identified to help reduce the parking impacts within the Commercial District.

Mixed-Use Developments

As discussed previously, the ability to share parking with a single development can be effective in reducing the demand for parking. By offering multiple types of land uses in close proximity to one another, the need to drive from one location to another is eliminated. This is considered the "park-once" idea, where a car only occupies one parking space while the patron visits multiple

destinations. The park-once strategy is effective in reducing undesirable short auto trips and traffic circulation.

Designated Rideshare Pick-Up/Drop-Off Zones

Designated zones for rideshare uses (e.g., Lyft, Uber, taxi) should be provided at key locations such as the entrance to the Promenade. Appropriate signage will direct visitors and guests to the loading zones.

Time-Restricted Parking

While metered/paid parking is not considered an appropriate measure for the Commercial District, time-restricted parking is a valid strategy. Time-restricted parking (less than four-hour limits) encourages a high turnover of available parking spaces to serve short-term visitors.

Employee Incentives

To reduce on-site parking needs, employees should be encouraged to use alternative modes of transportation, such as through incentives for walking, riding a bicycle, carpooling, or ridesharing. Incentives could include entering monthly raffles for cash or prizes or providing a monthly stipend for employees who choose not to drive their personal autos to work. Such incentives are likely to decrease parking demand due to the reduction in the need for personal autos.

Bicycle Facilities

Bicycle parking should be provided at key locations throughout the Commercial District. These should include short-term facilities for visitors and guests as well as long-term facilities for employees.

Shuttle Services

One aggressive strategy to reduce parking would be to provide shuttle service throughout the Commercial District. This shuttle could transport people from main parking areas, such as the Promenade parking structure, to other destinations such as the Brick-Walk or other office buildings on Bart Earle Way. To be most effective, the headways for the shuttle should be set at approximately 15 minutes. In addition, stops should be clearly marked, well lit, and have amenities such as shelters, benches, and trash cans.

Wayfinding Stations

The installation of pedestrian and bicycle wayfinding signage should be considered at key locations along main pedestrian routes to provide clear direction to key destinations within the Commercial District as well as shuttle service information (if implemented).

Valet Service

Valet services are a convenient way to allow guests, patrons, and visitors to drop off their vehicles and go directly to their destination while a valet parks the car. Specific parking spaces or portions

of a parking area should be set aside specifically for valet use. Because the valets, instead of visitors/guests, are parking the vehicles, the vehicles can be parked in a manner that is less convenient from a circulation perspective but can increase the parking supply in the valet area. This is done by stacking the vehicles in tandem spaces or even "double-parking" vehicles perpendicular to an occupied stall.

Conclusion

Within the Commercial District, the survey of existing parking facilities determined there is a total parking supply of 474 on-street public parking spaces and 5,868 off-street parking spaces within the study area for a total of 6,342 spaces.

The minimum parking needs based on current City code requirements is 5,925 parking spaces. Therefore, there is a calculated deficiency of 57 spaces, or -1.0%, based on "stand-alone" land use code requirements. However, the comparison of City parking requirements to industry-standard parking rates shows that the City's rates are overly conservative and result in excessive parking supply. Parking rates that are unnecessarily higher tend to disincentivize developers to the area. With the goal of rejuvenating and revitalizing the Commercial District, parking rates should be reasonable for these future developments. Based on ITE and ULI research, modified parking rates have been recommended. With these modified parking rates, it is estimated that the existing Commercial District land uses would need a total of 5,292 spaces, which means the City is currently experiencing a surplus of 576 spaces, or 10.9%.

The future parking demand assessment considered two land uses alternatives for five opportunity sites identified in the market analysis. While the market analysis considered a range of redevelopment options, the parking assessment considered a low residential, high commercial option (Alternative 1), and a high residential, low commercial option (Alternative 2). Based on these alternatives, future parking demand is forecast to increase by 1,164 to 2,791 net new parking spaces. Outside of the opportunity areas, the existing land uses and the existing parking supply will remain the same. Therefore, under future build-out conditions, there is a remaining surplus of 348 parking spaces within the Commercial District if the opportunity areas only provide the minimum recommended parking supply.

Due to the nature of the Commercial District, with offices, restaurants, retail, and entertainment venues in close proximity to one another, people traveling to destinations within the study area are most likely visiting two or more land uses. Because of this mix of land uses, the overall parking need would be less than the sum of the individual parking requirements for each land use since the peak parking demand times for unique land uses are different, and many visitors to the uses can be considered "captive." With the ability to share parking between a mix of adjacent land uses, research and data show that peak parking demand can be reduced by anywhere from 8 percent up to 30 percent. Within the Commercial District, this reduction is estimated at up to 20 percent, which results in an additional surplus of parking.

In addition, future on-street parking modifications may be made within the Commercial District that will increase the overall parking supply. This includes the extension of Deep Valley Drive as well as the conversion of parallel parking to angle parking on Silver Spur Road.

With the projection of a parking surplus, the City has the flexibility to reduce new parking standards for developers in redevelopment areas as an incentive to provide on-site public parking and improvements to on-street public parking.

Attachment A

Detailed Parking Inventory

Rolling Hills Estates Commercial District Parking Inventory - Area 1

Parking Survey Zone			Standard	ADA	Time Restricted	Permit Only	Reserved	Displaced (Const./Carts/etc)	Total Parking Provided
Off-Street	PZ-1		1	1					2
	PZ-2		67	3					70
	PZ-3		47	2					49
	PZ-4		24	2					26
	PZ-5		17	2					19
	PZ-6		20	1					21
	PZ-7		24	2					26
	PZ-8	(1)	8	2					10
	PZ-9		17	1					18
	PZ-10		35	1	1				37
	PZ-11		346	9	4				359
	PZ-12		171	7	2		3		183
	PZ-13		117	4					121
	PZ-14		87	6	2				95
	PZ-15				7				7
	PZ-16		9	4	17			8	38
	PZ-17		95	7		8		48	158
	PZ-18		142	2					144
	PZ-19		21	1			2		24
	PZ-20		32	5	8		8		53
	PZ-21		10	4					14
Parking Structure	PS-1	(1)	36	2					38
	PS-2		82	1					83
	PS-3		1729	36	6		7		1,778
Subtotal Off-Street Parking			3,137	105	47	8	20	56	3,373
On-Street (2)	ST-1	East-Side	7						7
		West-Side	10						10
	ST-2	East-Side	15						15
		West-Side	12						12
	ST-3	North-Side	25						25
		South-Side	16	1					17
	ST-4	North-Side	15		3				18
		South-Side	No Parking						0
Subtotal On-Street Parking			100	1	3				104
Total Parking Area - 1			3,237	106	50	8	20	56	3,477

Date of Survey: Thursday, July 23th, 2020

(1) Site under construction at the time of the parking survey. Number of parking spaces taken from available site plans.

(2) Conservatively assumes 25 feet per car for on-street parking

Rolling Hills Estates Commercial District Parking Inventory - Area 2

Parking Survey Zone			Standard	ADA	Time Restricted	Permit Only	Reserved	Displaced (Const./Carts/etc)	Total Parking Provided
Off-Street	PZ-22		47	2			23		72
	PZ-23		95	2					97
	PZ-24		31	7			17		55
	PZ-25		49	4					53
	PZ-26		6	2					8
	PZ-27		30	2			17		49
	PZ-28		25	2	3				30
	PZ-29		54	1			6		61
	PZ-30 [1]		60	3					63
	PZ-31		13	5			7		25
	PZ-32		53	4			61		118
	PZ-33		51	3				2	56
	PZ-34		192	10	7				209
	PZ-35		355	8			5		368
	PZ-36		Loading Zone						0
	PZ-37 [1]		23	6		146			175
	PZ-38		95	5					100
Parking Structure	PS-4		22	1					23
	PS-5		126	4			24		154
	PS-6		147	4		20		4	175
	PS-7		16	3		103			122
	PS-8		82	4				3	89
	PS-9		75	2			20	1	98
	PS-10		1	2		55			58
	PS-11		53	4		74	50		181
	PS-12		16	1		39			56
Subtotal Off-Street Parking			1,717	91	10	437	230	10	2,495
On-Street [2]	ST-5	East-Side	8		6				14
		West-Side	10						10
	ST-6	East-Side	31						31
		West-Side	43						43
	ST-7	North-Side	9						9
		South-Side	11						11
	ST-8	East-Side	2						2
		West-Side	3						3
	ST-9	East-Side	34						34
		West-Side	25		11				36
	ST-10	North-Side	15						15
		South-Side	6		1				7
	ST-11	North-Side	0		28				28
		South-Side	11						11
	ST-12	North-Side	6		15				21
		South-Side			20				20
	ST-13	North-Side			10				10
		South-Side			4				4
	ST-14	North-Side			22				22
		South-Side			22				22
	ST-15	East-Side	7						7
		West-Side	10						10
Subtotal On-Street Parking			231		139				370
Total Parking - Area 2			1,948	91	149	437	230	10	2,865

Date of Survey: Thursday, July 23th, 2020

[1] Site under construction at the time of the parking survey. Number of parking spaces taken from available site plans.

[2] Conservatively assumes 25 feet per car for on-street parking

Rolling Hills Estates Parking Inventory Survey Summary

Parking Survey Zone	Standard	ADA	Time Restricted	Permit Only	Reserved	Displaced (Const./Carts /etc.)	Total Parking Provided
Area 1							
Subtotal Off-Street Parking	3,137	105	47	8	20	56	3,373
Subtotal On-Street Parking [(1)]	100	1	3	0	0	0	104
Total Parking Area - 1	3,237	106	50	8	20	56	3,477
Area 2							
Subtotal Off-Street Parking	1,717	91	10	437	230	10	2,495
Subtotal On-Street Parking [(1)]	231	0	139	0	0	0	370
Total Parking Area - 2	1,948	91	149	437	230	10	2,865
Total Commercial District							
Subtotal Off-Street Parking	4,854	196	57	445	250	66	5,868
Subtotal On-Street Parking [(1)]	331	1	142	0	0	0	474
Total Commercial District Parking	**5,185**	**197**	**199**	**445**	**250**	**66**	**6,342**

[(1)] Conservatively assumes 25 feet per car for on-street parking

Attachment B

Commercial District Existing Parking Demand Calculations

Rolling Hills Estates Commercial District Parking Requirements

Parking Survey Zone	Land Use	Land Use	Intensity [1]	Code Parking Rate	Code Required Parking	Parking Provided	Surplus / Deficiency
PZ-1	General Commercial	Service Station	3 bays	5 / bay	15	2	-13
	General Commercial	Commercial	0 KSF	5.00 / KSF GLA	0		
	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA		
PZ-2	General Commercial	Bank, Savings and Loan	6.915 KSF	6.67 / KSF GLA	47	70	23
PZ-3	General Commercial	Store	8.035 KSF	5.00 / KSF GLA	41	49	8
PZ-4	General Commercial	Bank, Savings and Loan	4.642 KSF	6.67 / KSF GLA	31	26	-5
PZ-5	General Commercial	Bank, Savings and Loan	3.001 KSF	6.67 / KSF GLA	21	19	-2
PZ-6	General Commercial	Service Station	3 bays	5 / bay	15	21	6
	General Commercial	Commercial	0 KSF	5.00 / KSF GLA	0		
PZ-7	General Commercial	Bank, Savings and Loan	4.237 KSF	6.67 / KSF GLA	29	26	-3
	General Commercial	Commercial	0 KSF	5.00 / KSF GLA	0		
	Vacant	Residential	0 KSF	2.33 / unit	0		
PZ-8	Offices	Assisted Living	76 Beds	0.50 / bed	38	10	0
PS-1		Assisted Living	20 Employees	0.50 / employee	10	38	
PZ-9	General Commercial	Bank, Savings and Loan	3.299 KSF	4.55 / KSF GLA	15	18	
PZ-10	General Commercial	Shopping Center (Neighborhood, Community)	28.294 KSF	4.55 / KSF GLA	129	37	
PZ-11	General Commercial	Shopping Center (Neighborhood, Community)	4.860 KSF	4.55 / KSF GLA	23	359	
PZ-12	General Commercial	Shopping Center (Neighborhood, Community)	90.867 KSF	4.55 / KSF GLA	414	183	
PZ-13	General Commercial	Shopping Center (Neighborhood, Community)	25.474 KSF	4.55 / KSF GLA	116	121	
PZ-14	General Commercial	Shopping Center (Neighborhood, Community)	37.688 KSF	4.55 / KSF GLA	172	95	
PZ-15	General Commercial	Shopping Center (Neighborhood, Community)	6.287 KSF	4.55 / KSF GLA	29	7	
PZ-16	General Commercial	Shopping Center (Neighborhood, Community)	43.161 KSF	4.55 / KSF GLA	197	38	
PZ-17	General Commercial	Shopping Center (Neighborhood, Community)	3.258 KSF	4.55 / KSF GLA	15	158	
PZ-18	General Commercial	Bank, Savings and Loan	4.278 KSF	4.55 / KSF GLA	20	144	
PZ-19						24	
PS-2						83	
	General Commercial	Shopping Center (Neighborhood, Community)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Neighborhood, Community)	0 KSF	4.55 / KSF GLA	0		
		Subtotal Peninsula Shopping Center	247.464 KSF		1,130	1,267	137
PZ-20	General Commercial	Shopping Center (Regional)	2.757 KSF	4.55 / KSF GLA	13	53	
	General Commercial	Commercial	0 KSF	4.55 / KSF GLA	0		
PS-3	General Commercial	Shopping Center (Regional)	15.030 KSF	4.55 / KSF GLA	69	1,778	
	General Commercial	Shopping Center (Regional)	31.292 KSF	4.55 / KSF GLA	143		
	General Commercial	Shopping Center (Regional)	31.292 KSF	4.55 / KSF GLA	143		
	General Commercial	Shopping Center (Regional)	55.814 KSF	4.55 / KSF GLA	254		
	General Commercial	Shopping Center (Regional)	89.213 KSF	4.55 / KSF GLA	406		
	General Commercial	Shopping Center (Regional)	1.542 KSF	4.55 / KSF GLA	8		
	General Commercial	Shopping Center (Regional)	5.397 KSF	4.55 / KSF GLA	25		
	General Commercial	Shopping Center (Regional)	6.939 KSF	4.55 / KSF GLA	32		
	General Commercial	Shopping Center (Regional)	34.188 KSF	4.55 / KSF GLA	156		
	General Commercial	Shopping Center (Regional)	47.071 KSF	4.55 / KSF GLA	214		
	General Commercial	Theater	12.715 KSF	4.55 / KSF GLA	58		
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	21.704 KSF	4.55 / KSF GLA	99		
	General Commercial	Commercial	0 KSF	4.55 / KSF GLA	0		
	Offices	Office Building	21.492 KSF	4.55 / KSF GLA	98		
	General Commercial	Commercial	0 KSF	4.55 / KSF GLA	0		
		Subtotal Promenade on the Peninsula	376.446 KSF		1,718	1,681	-37
PZ-21	General Commercial	Harlyne J. Norris Pavilion (Theater)	450 Seats	0.33 / seat	150	164	-25
		Harlyne J. Norris Pavilion (Office)	11.406 KSF		39		
PZ-22	Offices	Office Building	25.362 KSF	3.00 / KSF GLA	77	72	-5
PZ-23	Offices	Office Building	15.913 KSF	3.00 / KSF GLA	48	97	-43
	Mixed Use Commercial	Store Combination	4.694 KSF	5.00 / KSF GLA	24		
	Offices	Office Building	4.694 KSF	3.00 / KSF GLA	15		
	Mixed Use Commercial	Store Combination	10.584 KSF	5.00 / KSF GLA	53		
PZ-24	Offices	Parking Lot (Commercial Use Property)	NA	NA	NA	55	13
	Offices	Office Building	13.872 KSF	3.00 / KSF GLA	42		
PZ-25	General Commercial	Restaurant, Cocktail Lounge	3.397 KSF	28.57 / KSF	98	53	-45
PZ-26	General Commercial	Store	1.242 KSF	5.00 / KSF GLA	7	8	1

Rolling Hills Estates Commercial District Parking Requirements

Parking Survey Zone	Land Use	Land Use	Intensity [1]	Code Parking Rate	Code Required Parking	Parking Provided	Surplus / Deficiency
PZ-27	Offices	Office Building	7.987 KSF	5.00 / KSF GLA	40	49	-2
	General Commercial	Nursery or Greenhouse	2.025 KSF	5.00 / KSF GLA	11		
PZ-28	General Commercial	Bank, Savings and Loan	3.707 KSF	6.67 / KSF GLA	25	30	5
PZ-29	General Commercial	Shopping Center (Neighborhood, Community)	6.889 KSF	3.00 / KSF GLA	21	61	0
	Mixed Use Commercial	Store Combination	13.257 KSF	3.00 / KSF GLA	40		
PZ-30	General Commercial	Shopping Center (Neighborhood, Community)	36.687 KSF	5.00 / KSF GLA	184	63	
PZ-31	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA	25	
PS-4	Offices	Professional Building	3.447 KSF	5.00 / KSF GLA	18	23	
PS-5						154	
		Subtotal Village	40.133 KSF		202	265	63
PZ-32	Offices	Office Building	30.845 KSF	5.00 / KSF GLA	155	118	-37
PS-7	General Commercial	Residential	12 Units	1.33 / unit	16	122	15
		Residential	39 Units	2.33 / unit	91		
PZ-33	Offices	Office Building	36.156 KSF	3.00 / KSF GLA	109	56	-53
PZ-34	Offices	Office Building	18.218 KSF	5.00 / KSF GLA	92		
	Religious_Institutional	Church	270 Seats	0.33 / seat			
	Religious_Institutional	Parking Lot (Commercial Use Property)	NA	NA	NA		
	Offices	Office Building	6.503 KSF	5.00 / KSF GLA	33	209	-83
	General Commercial	Shopping Center (Neighborhood, Community)	0 KSF	5.00 / KSF GLA	0		
	Mixed Use Commercial	Store Combination	6.843 KSF	5.00 / KSF GLA	35		
	General Commercial	Store	20.119 KSF	5.00 / KSF GLA	101		
	General Commercial	Shopping Center (Neighborhood, Community)	6.104 KSF	5.00 / KSF GLA	31		
		Subtotal Mixed-Use Center	57.786 KSF		292	209	-83
PZ-35	General Commercial	Bank, Savings and Loan	4.808 KSF	4.55 / KSF GLA	22	368	
PZ-36	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA	0	
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	20.708 KSF	4.55 / KSF GLA	95		
	Offices	Professional Building	2.108 KSF	4.55 / KSF GLA	10		
	General Commercial	Shopping Center (Neighborhood, Community)	21.798 KSF	4.55 / KSF GLA	100		
	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA		
	General Commercial	Supermarket	14.715 KSF	4.55 / KSF GLA	67		
	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA		
	General Commercial	Shopping Center (Neighborhood, Community)	4.950 KSF	4.55 / KSF GLA	23		
	General Commercial	Shopping Center (Regional)	5.792 KSF	4.55 / KSF GLA	27		
		Subtotal Silver Spur Town and Country	74.878 KSF		344	368	24
PZ-37	General Commercial	Residential	17 Units	1.33 / unit	23	175	2
		Residential	58 Units	2.33 / unit	135		
		Store	3.000 KSF	5.00 / KSF GLA	15		
PZ-38	Offices	Office Building	5.723 KSF	3.00 / KSF GLA	18	100	65
	Vacant	Office Building					
	Offices	Office Building	5.414 KSF	3.00 / KSF GLA	17		
PS-6	Public Facilities	Library	80.905 KSF	*Per 1992 approved expansion*	274	175	-99
	Public Facilities						
PS-8	Mixed Use Commercial	Store Combination	22.011 KSF	5.00 / KSF GLA	111	89	-22
PS-9	Hospital_Medical	Professional Building	20.342 KSF	5.00 / KSF GLA	102	98	-4
PS-10	Multi Family Residenctial	Residential	27 Units	1.33 / unit	36	58	-15
		Residential	14 Units	2.33 / unit	33		
	Mixed Use Commercial	Shopping Center (Neighborhood, Community)	0.738 KSF	5.00 / KSF GLA	4		
PS-11	Public Facilities	Shopping Center (Neighborhood, Community)	0 KSF	5.00 / KSF GLA	0	181	63
	Public Facilities	Shopping Center (Neighborhood, Community)	11.132 KSF	5.00 / KSF GLA	56		
	Public Facilities	Shopping Center (Neighborhood, Community)	12.299 KSF	5.00 / KSF GLA	62		
	Public Facilities	Parking Lot (Commercial Use Property)	NA	NA	NA		
PS-12	Multi Family Residenctial	Residential	19 Units	2.33 / unit	45	56	11
				Grand Total Commercial District	5,925	5,868	-57

[1] All square footages are shown in terms of Gross Leasable Area (GLA)

Rolling Hills Estates Commercial District Parking Recommendations

Parking Survey Zone	Land Use	Land Use	Intensity [1]	Recommended Parking Rate	Recomm. Parking	Parking Provided	Surplus / Deficiency
PZ-1	General Commercial	Service Station	3 bays	5 / bay	15	2	-13
	General Commercial	Commercial	0 KSF	4.00 / KSF GLA	0		
	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA		
PZ-2	General Commercial	Bank, Savings and Loan	6.915 KSF	4.60 / KSF GLA	32	70	38
PZ-3	General Commercial	Store	8.035 KSF	4.00 / KSF GLA	33	49	16
PZ-4	General Commercial	Bank, Savings and Loan	4.642 KSF	4.60 / KSF GLA	22	26	4
PZ-5	General Commercial	Bank, Savings and Loan	3.001 KSF	4.60 / KSF GLA	14	19	5
PZ-6	General Commercial	Service Station	3 bays	5 / bay	15	21	6
	General Commercial	Commercial	0 KSF	4.00 / KSF GLA	0		
PZ-7	General Commercial	Bank, Savings and Loan	4.237 KSF	4.60 / KSF GLA	20	26	6
	General Commercial	Commercial	0 KSF	4.00 / KSF GLA	0		
	Vacant	Residential	0 KSF	2.33 / unit	0		
PZ-8	Offices	Assisted Living	76 Beds	0.40 / bed	31	10	7
PS-1		Assisted Living	20 Employees	0.50 / employee	10	38	
PZ-9	General Commercial	Bank, Savings and Loan	3.299 KSF	3.60 / KSF GLA	12	18	
PZ-10	General Commercial	Shopping Center (Neighborhood, Community)	28.294 KSF	3.60 / KSF GLA	102	37	
PZ-11	General Commercial	Shopping Center (Neighborhood, Community)	4.860 KSF	3.60 / KSF GLA	18	359	
PZ-12	General Commercial	Shopping Center (Neighborhood, Community)	90.867 KSF	3.60 / KSF GLA	328	183	
PZ-13	General Commercial	Shopping Center (Neighborhood, Community)	25.474 KSF	3.60 / KSF GLA	92	121	
PZ-14	General Commercial	Shopping Center (Neighborhood, Community)	37.688 KSF	3.60 / KSF GLA	136	95	
PZ-15	General Commercial	Shopping Center (Neighborhood, Community)	6.287 KSF	3.60 / KSF GLA	23	7	
PZ-16	General Commercial	Shopping Center (Neighborhood, Community)	43.161 KSF	3.60 / KSF GLA	156	38	
PZ-17	General Commercial	Shopping Center (Neighborhood, Community)	3.258 KSF	3.60 / KSF GLA	12	158	
PZ-18	General Commercial	Bank, Savings and Loan	4.278 KSF	3.60 / KSF GLA	16	144	
PZ-19						24	
PS-2						83	
	General Commercial	Shopping Center (Neighborhood, Community)	0 KSF	3.60 / KSF GLA	0		
	General Commercial	Shopping Center (Neighborhood, Community)	0 KSF	3.60 / KSF GLA	0		
		Subtotal Peninsula Shopping Center	247.464 KSF		895	1,267	372
PZ-20	General Commercial	Shopping Center (Regional)	2.757 KSF	4.55 / KSF GLA	13	53	
	General Commercial	Commercial	0 KSF	4.55 / KSF GLA	0		
PS-3	General Commercial	Shopping Center (Regional)	15.030 KSF	4.55 / KSF GLA	69	1,778	
	General Commercial	Shopping Center (Regional)	31.292 KSF	4.55 / KSF GLA	143		
	General Commercial	Shopping Center (Regional)	31.292 KSF	4.55 / KSF GLA	143		
	General Commercial	Shopping Center (Regional)	55.814 KSF	4.55 / KSF GLA	254		
	General Commercial	Shopping Center (Regional)	89.213 KSF	4.55 / KSF GLA	406		
	General Commercial	Shopping Center (Regional)	1.542 KSF	4.55 / KSF GLA	8		
	General Commercial	Shopping Center (Regional)	5.397 KSF	4.55 / KSF GLA	25		
	General Commercial	Shopping Center (Regional)	6.939 KSF	4.55 / KSF GLA	32		
	General Commercial	Shopping Center (Regional)	34.188 KSF	4.55 / KSF GLA	156		
	General Commercial	Shopping Center (Regional)	47.071 KSF	4.55 / KSF GLA	214		
	General Commercial	Theater	12.715 KSF	4.55 / KSF GLA	58		
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	0 KSF	4.55 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	21.704 KSF	4.55 / KSF GLA	99		
	General Commercial	Commercial	0 KSF	4.55 / KSF GLA	0		
	Offices	Office Building	21.492 KSF	4.55 / KSF GLA	98		
	General Commercial	Commercial	0 KSF	4.55 / KSF GLA	0		
		Subtotal Promenade on the Peninsula	376.446 KSF		1,718	1,681	-37
PZ-21	General Commercial	Harlyne J. Norris Pavilion (Theater)	450 Seats	0.33 / seat	150	164	-25
		Harlyne J. Norris Pavilion (Office)	11.406 KSF		39		
PZ-22	Offices	Office Building	25.362 KSF	3.00 / KSF GLA	77	72	-5
PZ-23	Offices	Office Building	15.913 KSF	3.00 / KSF GLA	48	97	-28
	Mixed Use Commercial	Store Combination	4.694 KSF	4.00 / KSF GLA	19		
	Offices	Office Building	4.694 KSF	3.00 / KSF GLA	15		
	Mixed Use Commercial	Store Combination	10.584 KSF	4.00 / KSF GLA	43		
PZ-24	Offices	Parking Lot (Commercial Use Property)	NA	NA	NA	55	6
	Offices	Office Building	13.872 KSF	3.50 / KSF GLA	49		
PZ-25	General Commercial	Restaurant, Cocktail Lounge	3.397 KSF	20.00 / KSF	68	53	-15
PZ-26	General Commercial	Store	1.242 KSF	4.00 / KSF GLA	5	8	3

Rolling Hills Estates Commercial District Parking Recommendations

Parking Survey Zone	Land Use	Land Use	Intensity [1]	Recommended Parking Rate	Recomm. Parking	Parking Provided	Surplus / Deficiency
PZ-27	Offices	Office Building	7.987 KSF	3.50 / KSF GLA	28	49	12
	General Commercial	Nursery or Greenhouse	2.025 KSF	4.00 / KSF GLA	9		
PZ-28	General Commercial	Bank, Savings and Loan	3.707 KSF	4.60 / KSF GLA	18	30	12
PZ-29	General Commercial	Shopping Center (Neighborhood, Community)	6.889 KSF	3.00 / KSF GLA	21	61	0
	Mixed Use Commercial	Store Combination	13.257 KSF	3.00 / KSF GLA	40		
PZ-30	General Commercial	Shopping Center (Neighborhood, Community)	36.687 KSF	4.00 / KSF GLA	147	63	
PZ-31	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA	25	
PS-4	Offices	Professional Building	3.447 KSF	3.50 / KSF GLA	13	23	
PS-5						154	
		Subtotal Village	40.133 KSF		160	265	105
PZ-32	Offices	Office Building	30.845 KSF	3.50 / KSF GLA	108	118	10
PS-7	General Commercial	Residential	12 Units	1.33 / unit	16	122	15
		Residential	39 Units	2.33 / unit	91		
PZ-33	Offices	Office Building	36.156 KSF	3.00 / KSF GLA	109	56	-53
PZ-34	Offices	Office Building	18.218 KSF	3.50 / KSF GLA	64	209	1
	Religious_Institutional	Church	270 Seats	0.33 / seat			
	Religious_Institutional	Parking Lot (Commercial Use Property)	NA	NA	NA		
	Offices	Office Building	6.503 KSF	3.60 / KSF GLA	24		
	General Commercial	Shopping Center (Neighborhood, Community)	0 KSF	3.60 / KSF GLA	0		
	Mixed Use Commercial	Store Combination	6.843 KSF	3.60 / KSF GLA	25		
	General Commercial	Store	20.119 KSF	3.60 / KSF GLA	73		
	General Commercial	Shopping Center (Neighborhood, Community)	6.104 KSF	3.60 / KSF GLA	22		
		Subtotal Mixed-Use Center	57.786 KSF		208	209	1
PZ-35	General Commercial	Bank, Savings and Loan	4.808 KSF	3.60 / KSF GLA	18	368	
PZ-36	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA	0	
	General Commercial	Shopping Center (Regional)	0 KSF	3.60 / KSF GLA	0		
	General Commercial	Shopping Center (Regional)	20.708 KSF	3.60 / KSF GLA	75		
	Offices	Professional Building	2.108 KSF	3.60 / KSF GLA	8		
	General Commercial	Shopping Center (Neighborhood, Community)	21.798 KSF	3.60 / KSF GLA	79		
	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA		
	General Commercial	Supermarket	14.715 KSF	3.60 / KSF GLA	53		
	General Commercial	Parking Lot (Commercial Use Property)	NA	NA	NA		
	General Commercial	Shopping Center (Neighborhood, Community)	4.950 KSF	3.60 / KSF GLA	18		
	General Commercial	Shopping Center (Regional)	5.792 KSF	3.60 / KSF GLA	21		
		Subtotal Silver Spur Town and Country	74.878 KSF		272	368	96
PZ-37	General Commercial	Residential	17 Units	1.33 / unit	23	175	2
		Residential	58 Units	2.33 / unit	135		
		Store	3.000 KSF	5.00 / KSF GLA	15		
PZ-38	Offices	Office Building	5.723 KSF	3.50 / KSF GLA	21	100	60
	Vacant	Office Building					
	Offices	Office Building	5.414 KSF	3.50 / KSF GLA	19		
PS-6	Public Facilities	Library	80.905 KSF	*Per 1992 approved expansion*	274	175	-99
	Public Facilities						
PS-8	Mixed Use Commercial	Store Combination	22.011 KSF	4.00 / KSF GLA	89	89	0
PS-9	Hospital_Medical	Professional Building	20.342 KSF	4.00 / KSF GLA	82	98	16
PS-10	Multi Family Residenctial	Residential	27 Units	1.33 / unit	36	58	-15
		Residential	14 Units	2.33 / unit	33		
	Mixed Use Commercial	Shopping Center (Neighborhood, Community)	0.738 KSF	5.00 / KSF GLA	4		
PS-11	Public Facilities	Shopping Center (Neighborhood, Community)	0 KSF	5.00 / KSF GLA	0	181	63
	Public Facilities	Shopping Center (Neighborhood, Community)	11.132 KSF	5.00 / KSF GLA	56		
	Public Facilities	Shopping Center (Neighborhood, Community)	12.299 KSF	5.00 / KSF GLA	62		
	Public Facilities	Parking Lot (Commercial Use Property)	NA	NA	NA		
PS-12	Multi Family Residenctial	Residential	19 Units	2.33 / unit	45	56	11
				Grand Total Commercial District	5,292	5,868	576

[1] All square footages are shown in terms of Gross Leasable Area (GLA)

Attachment C

Commercial District Build-Out Parking Demand Calculations

Rolling Hills Estates Build-Out Parking Calculations

Area - 1 Promenade		Existing Estimate		Alternative 1[1]			Alternative 2[2]		
Land Use	Code Parking Rate[3]	Intensity	Recommended Parking (spaces)	Intensity	Recommended Parking (spaces)	Difference	Intensity	Recommended Parking (spaces)	Difference in Parking
Residential[4]	1.83 / DU	0 DU	0	209 DU	384	+384	475 DU	871	+871
Retail stores	3.60 / KSF GLA	20 KSF	72	24 KSF	86	+14	13 KSF	48	-24
Health yoga	3.60 / KSF GLA	0 KSF	0	1 KSF	4	+4	1 KSF	4	+4
Fitness	3.60 / KSF GLA	10 KSF	36	7 KSF	24	-12	7 KSF	24	-12
Medical/offices	3.60 / KSF GLA	59 KSF	214	32 KSF	114	-100	20 KSF	72	-142
Dining	3.60 / KSF GLA	18 KSF	67	20 KSF	72	+5	13 KSF	48	-19
Theatre	3.60 / KSF GLA	39 KSF	143	20 KSF	72	-71	20 KSF	72	-71
Gaming/Ice chalet	3.60 / KSF GLA	10 KSF	36	5 KSF	19	-17	0 KSF	0	-36
Speciality market	3.60 / KSF GLA	0 KSF	0	5 KSF	19	+19	0 KSF	0	0
Education/Academy	3.60 / KSF GLA	37 KSF	133	20 KSF	72	-61	4 KSF	15	-118
Subtotal Commerical		193 KSF	701	133 KSF	482	+349	77 KSF	283	+150
Subtotal Code Parking Required			701		866	+165		1,154	+453

Area - 2 Town & Country + Village		Existing Estimate		Alternative 1			Alternative 2		
Land Use	Code Parking Rate	Intensity	Recommended Parking (spaces)	Intensity	Recommended Parking (spaces)	Difference in Parking	Intensity	Recommended Parking (spaces)	Difference in Parking
Residential[4]	1.83 / DU	0 DU	0	133 DU	244	+244	301 DU	553	+553
Retail stores	4.00 / KSF GLA	38 KSF	153	19 KSF	76	-77	14 KSF	54	-99
Medical/offices	3.50 / KSF GLA	43 KSF	152	54 KSF	188	+36	41 KSF	143	-9
Other	4.00 / KSF GLA	11 KSF	45	0 KSF	0	-45	0 KSF	0	-45
Subtotal Commerical		92.85 KSF	350	72 KSF	264	-86	54 KSF	197	-153
Subtotal Code Parking Required			350		508	+158		750	+400

Area - 3 North of Bart Earle Way		Existing Estimate		Alternative 1			Alternative 2		
Land Use	Code Parking Rate	Intensity	Recommended Parking (spaces)	Intensity	Recommended Parking (spaces)	Difference in Parking	Intensity	Recommended Parking (spaces)	Difference in Parking
Residential[4]	1.83 / DU	0 DU	0	125 DU	230	+230	284 DU	522	+522
Retail stores	4.00 / KSF GLA	34 KSF	137	27 KSF	108	-29	18 KSF	72	-65
Medical/offices	3.50 / KSF GLA	31 KSF	108	26 KSF	90	-18	21 KSF	75	-33
Subtotal Commerical		64.8 KSF	245	53 KSF	198	-47	39 KSF	147	-98
Subtotal Code Parking Required			245		428	+183		669	+424

Rolling Hills Estates Build-Out Parking Calculations

Area - 4 Brick Walk		Existing Estimate		Alternative 1			Alternative 2		
Land Use	Code Parking Rate	Intensity	Recommended Parking (spaces)	Intensity	Recommended Parking (spaces)	Difference in Parking	Intensity	Recommended Parking (spaces)	Difference in Parking
Residential[4]	1.83 / DU	0 DU	0	240 DU	440	+440	543 DU	997	+997
Retail stores	4.00 / KSF GLA	12 KSF	47	9 KSF	36	-11	9 KSF	36	-11
Medical/offices	3.50 / KSF GLA	21 KSF	73	17 KSF	60	-13	11 KSF	39	-34
Subtotal Commerical		32.525 KSF	120	26 KSF	96	-24	20 KSF	75	-45
Subtotal Code Parking Required			120		536	+416		1,072	+952

Area - 5 Peninsula Center		Existing Estimate		Alternative 1			Alternative 2		
Land Use	Code Parking Rate	Intensity	Recommended Parking (spaces)	Intensity	Recommended Parking (spaces)	Difference in Parking	Intensity	Recommended Parking (spaces)	Difference in Parking
Residential[4]	1.83 / DU	0 DU	0	150 DU	275	+275	340 DU	624	+624
Retail stores	3.60 / KSF GLA	42.3 KSF	153	33 KSF	120	-33	25 KSF	91	-62
Subtotal Code Parking Required			153		395	+242		715	+562

Notes:

[1] Alternative 1 - Low Residential, High Commercial

[2] Alternative 2 - High Residential, Low Commercial

[3] Source: City of Rolling Hills Estates Zoning Ordinance - 17.30.050-G

[4] Residential Land Uses assumes half the units to be 1-bedroom and half to be 2+ bedrooms.

KSF = 1,000 square feet

DU = Dwelling Unit