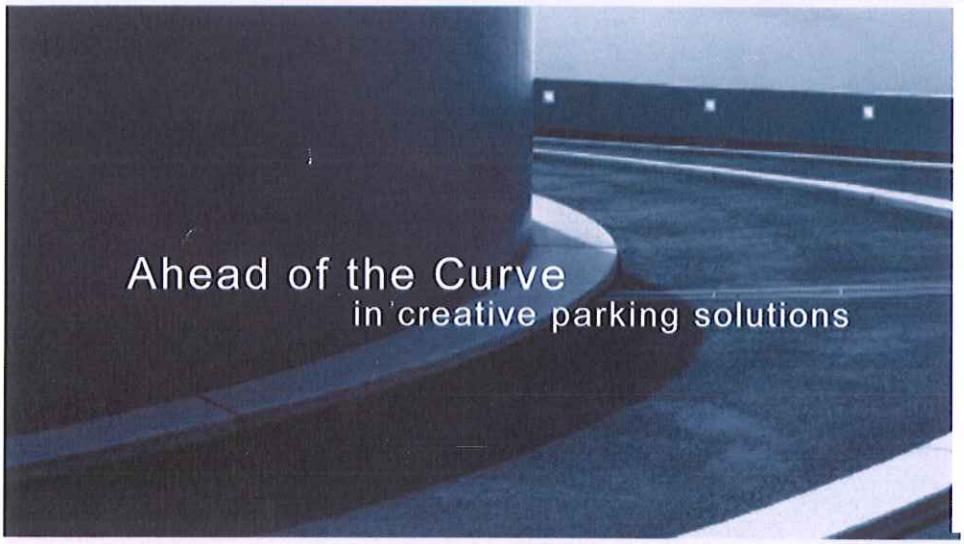
ATTACHMENT E



PARKING ANALYSIS

311 WEST CALAVERAS BOULEVARD

MILPITAS, CALIFORNIA

Prepared for:
WALKER CONSTRUCTION

JUNE 25, 2014

RECEIVED
JUN 27 2014
CITY OF MILPITAS
PLANNING DIVISION

WALKER
PARKING CONSULTANTS

June 25, 2014

Mr. Scott Walker
Walker Construction
720 Georgetown Place
Gilroy, CA 95020

Re: Parking Consulting Services – 311 West Calaveras Boulevard

Dear Mr. Walker:

In June 2014, Walker Parking Consultants (Walker) was retained by Walker Construction ("Client") to observe the parking conditions at 311 West Calaveras Boulevard (future Goodwill retail location) in Milpitas, California and provide recommendations to control and/or mitigate any observed parking issues. The designated scope of services for this project was set as follows:

1. Walker will meet on-site with the client. This meeting will be held on Monday, June 23, 2014.

2. Walker will collect parking occupancy data on Monday, June 23, 2014 between 11:00am and 2pm.

3. Walker will observe and document where visitors go after they park their vehicles.

4. Walker will provide a final letter report to the client addressing the observed site conditions and issues. The final letter report will provide recommendations to control and/or mitigate the observed issues.

This letter report represents the final deliverable for this project.

CURRENT CONDITIONS

On Monday, June 23, 2014 Walker observed the parking conditions at 311 West Calaveras Boulevard from 11:00am until 2:00pm. The observed Milpitas Center parking area ("MC Parking Area") included 130 parking spaces along West Calaveras Boulevard (see Figure 1 on next page). These parking spaces would typically be expected to serve the future Goodwill retail store, Mil's Diner, O'Reilly's Auto Parts and Kelly-Moore Paints.

Figure 1: Observed Milpitas Center Parking Area ("MC Parking Area")

Based on Walker's observations it is evident that the current parking situation is significantly impacted by patrons to the restaurants located in the commercial center immediately to the east of the MC Parking Area. Prior to the lunch rush period there is sufficient parking available in the MC Parking Area. Occupancy counts of the MC Parking Area at 11:00am showed an average of 117 unoccupied spaces, or 90% (Figure 2). During the lunch rush period (11:30am until 1:30pm), parking is significantly impacted by restaurant patrons from the adjacent commercial center. During the lunch rush period an average of 118 spaces, or approximately 91%, were occupied (Figure 3).

Figure 2: Occupancy BEFORE Lunch Rush

Figure 3: Occupancy DURING Lunch Rush

Walker's observations indicate that over 96% of the vehicle occupants parking in the MC Parking Area walked to the adjacent commercial center (Figure 4) and then returned to their vehicles and drove away. During the lunch rush, Walker observed only six vehicles with occupants that patronized Milpitas Center tenants.

Figure 4: Parked in MC Parking Area and Walking to Restaurants in Adjacent Commercial Center

This parking behavior was observed in spite of the fact that the MC Parking Area has numerous signs at each entrance indicating that the parking is not for patrons to the adjacent commercial center (Figure 5).

Figure 5: No Parking Signs at Entrances

Another key finding during this study was that the current enforcement of the MC Parking Area is inadequate and the terms of Jang Su Jang's Use Permit Amendment (number UA2006-6 PJ#2322) are not being adhered to by the tenant. According to Jang Su Jang restaurant's Use Permit Amendment, provision number 8 prohibits offsite patron parking on adjacent properties. Additionally, provisions number 9 and 10 require

the restaurant to "provide a parking attendant during the weekday peak lunch hours of 11:30am to 1:30pm" that is "clothed in a manner so that they are readily identifiable". However, during Walker's observation period, no parking attendant was observed to be working on the lot. Additionally, it did not appear that restaurant employees had been instructed to not park in the MC Parking Area. On numerous occasions' restaurant employees (in uniform) were observed parking in the MC Parking Area. Only one employee was observed returning to her vehicle and moving it to the parking area in the rear of the adjacent commercial center.

RECOMMENDATIONS

There are a couple of opportunities for improving the parking conditions created by the encroachment on parking by the adjacent commercial center's patrons. Walker has provided two options below:

Option 1: Fence Installation (Preferred Method)

Based on Walker's observations, it would appear that the most effective method to control encroachment on the MC Parking Area would be the installation of a fence along the eastern property line between the MC Parking Area and the adjacent commercial center (Figure 6). The fence should create a solid barrier to vehicular and pedestrian foot traffic. If pedestrian foot traffic is allowed, individuals will simply enter the lot from South Abbott Avenue to park their vehicles and walk over to the restaurants.

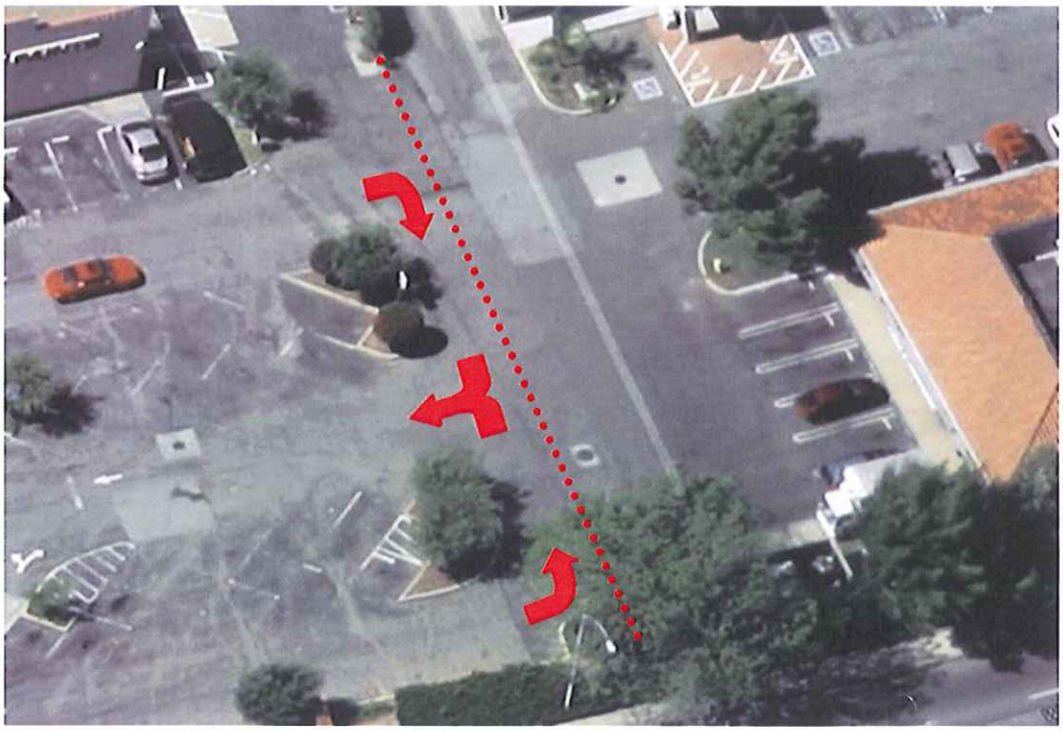


Figure 6: Proposed Area for Installation of Vehicular and Pedestrian Fence

The only foreseeable obstacle to the installation of the fence would be restrictions established by right-of-ways and easements. However, the Client has spoken with the City and researched the issue and believes that a fence is permitted. Additionally, the fence will need to meet the fire department's requirement for fire lane access. Fulfillment of this requirement should be easily achieved through the installation of a gate in the main drive aisle secured by a breakaway locking system. There appears to be sufficient space for the installation along the property line so as not to impede the use of parking spaces in front of Lee's Sandwich and allow for proper circulation in the MC Parking Area.

Option 2: Enforcement

A second option to reduce encroachment on the MC Parking Area is the utilization of enforcement. Enforcement can be approached as a two-step process: (1) Utilization of a parking attendant; and, (2) towing.

Towing is not the preferred method of altering parking behaviors; so, the initial step should be to utilize parking attendants to advise encroaching parkers of the parking restrictions and instructing them to park elsewhere. The parking attendant should be provided by Jang Su Jang as specifically mandated in its Use Permit Amendment. The parking attendant should be uniformed and visible on the MC Parking Area from 11:30am until 1:30pm and whenever the banquet facility is in use. The parking attendant should inform parkers that vehicles parked illegally on the MC Parking Area may be towed at the vehicle owner's expense. The parking attendant should track the number of verbal and written warnings issued and the number of parkers that ignored the warnings.

If the warnings do not significantly impact the encroachment on the MC Parking Area then the Client should consider towing violating vehicles. The use of towing should not replace the use of a parking attendant. Towing should be used to supplement the parking attendant's efforts and enforce the verbal and written warnings. Due to the potential for generating negative public opinion and bad will, this option should be carefully considered prior to implementing. If the Client decides to move forward with towing, the Client should hire a towing firm to position a tow truck or two on the lot during the lunch rush period. It is anticipated that the parking attendant pointing out the presence of a tow truck should be sufficient to discourage most violators. Unfortunately, this method would require the continual presence of a tow truck during the lunch rush period. If a tow truck is not present on a daily basis it is anticipated that parkers will quickly resume the utilization of the MC Parking Area.

CONCLUSION

Based on the Walker observations provided in this report it is evident that the current parking situation within the MC Parking Area is directly attributable to the encroachment by patrons of the adjacent commercial center. The fact that the MC Parking Area significantly increases from a pre-lunch rush period occupancy of approximately 10% to a lunch rush period occupancy of approximately 91% needs to be addressed. The City should either allow the Client to install a fence to fully restrict vehicular and pedestrian traffic or Jang Su Jang restaurant should be required to provide a parking attendant as specifically mandated under its approved Use Permit Amendment (number UA2006-6 PJ#2322). Without the implementation of one of the two recommended options, the MC Parking Area will continue to experience significant parking challenges.

Thank you very much for providing Walker Parking Consultants with this opportunity to be of service. Please let me know if you have any questions or concerns.

Best regards,

Michael Robertson
Managing Principal
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San Francisco, CA 94105
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