



# **PLANNING COMMISSION AGENDA REPORT**

MEETING DATE: MAY 26, 2015

ITEM NUMBER:

PH-2

**SUBJECT:** PLANNING APPLICATION PA-15-14 FOR PLUMS CAFE LOCATED AT 369 E. 17<sup>TH</sup> STREET, SUITE #8

**DATE:** MAY 18, 2015

**FROM:** PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

**PRESENTATION BY:** ANTONIO GARDEA, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT:** ANTONIO GARDEA, SENIOR PLANNER (714) 754-5692  
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## **PROJECT DESCRIPTION**

The applicant is requesting approval of a conditional use permit for Plums Café for the following:

1. Valet parking service during peak hours on Saturday and Sunday from 8:00 a.m. to 2:00 p.m. and 6:00 p.m. to 11:00 p.m.; and
2. Amendment to Zoning Application ZA-12-01 to: (a) allow the use of the 870 sq.ft. adjacent tenant space without restrictions to hours of operation or use of the space (Deviation from the Shared Parking Requirements); and (b) Extend the proposed hours of operation from 8:00 a.m. to 3:00 p.m. to 8:00 a.m. to 11:00 p.m.

**Important Note:** The LL&G parking study does not rely upon or include any of the 28 parking spaces in the vacated area along Pinkley Park.

## **APPLICANT**

The applicant is Bill Dunlap, authorized agent of Wohl/Westport Plaza LLC, the property owner, and Kim Jorgenson, business owner of Plums Café & Catering.

## **RECOMMENDATION**

Approve by adoption of Planning Commission resolution, subject to conditions of approval.

## **BACKGROUND**

### ***Project Site/Environs***

The property (Westport Plaza Shopping Center) is located on the south side of East 17<sup>th</sup> Street near the intersection with Tustin Avenue. The site consists of two parcels with frontage both on East 17<sup>th</sup> Street and Tustin Avenue. The adjacent commercial properties are developed with a restaurant to the west (Pitfire Artisan Pizza) and a fast food restaurant (Jack in the Box) and gas station (76) to the east. The site abuts Pinkley Park and a residential condominium complex to the south. A supermarket (Ralph's) is located across East 17<sup>th</sup> Street to the north. The property is zoned C1 (Local Business District) and has a General Plan designation of General Commercial.

The property is developed as a multiple-tenant shopping center with an L-shaped building and a rectangular building totaling approximately 39,300 square feet. A total of 165 standard parking spaces are provided on site. The existing restaurant occupies three tenant spaces (Suites #7 through 9) with an area of approximately 4,000 square feet and an outside patio area of approximately 700 square feet.

### ***Previous Entitlements***

Several entitlements have been granted to allow the establishment of small restaurants in the shopping center (ZE-75-05/ZE-75-44, ZA-78-195, ZE-80-98, and ZE-82-174). The parking ratio for retail uses was applied to the restaurants because of the limited seating and public area inside the restaurants.

#### *Conditional Use Permit PA-96-71 & PA-00-57*

On December 9, 1996, a Conditional Use Permit PA-96-71 was granted to allow the expansion of the existing restaurant (Plums Café) into the Suite #9. The entitlement legalized the additional 58 interior and exterior seats. On March 26, 2001, Conditional Use Permit PA-00-57 was approved allowing the expansion of the restaurant into two adjacent tenant spaces (Suites #6 and 10) and to allow alcoholic beverage service after 11:00 p.m. The restaurant has an existing Alcoholic Beverage Control license as a bona-fide restaurant. The expansion was not undertaken but the restaurant was open for dinner service, closing no later than 11 p.m.

#### *Minor Conditional Use Permit ZA-12-01*

On August 21, 2014, Minor Conditional Use Permit (MCUP) ZA-12-01 was granted to allow the expansion of the existing restaurant into Suite #11 as well as a reconfiguration of the outdoor dining patio. With the expansion, the total area of the restaurant would be approximately 5,800 square feet, including the 900-square foot outdoor patio area. As a condition of approval, the hours of operation were restricted to 8:00 a.m. to 3:00 p.m. and the use of the new tenant space (870 SF in area) was limited to private parties. Dinner service was not approved for the expansion because the shared parking analysis indicated

that insufficient parking would be available during the evening peak period. Condition of Approval number 3 required that the dining area in Suite #11 be available only for private functions during regular business hours, with the separating bi-fold doors to otherwise remain closed.

The business owner is requesting that the expansion be considered an integral part of the restaurant and not have any restrictions regarding hours of operation or use of the space. Periodically, the business owner has provided valet parking service for patrons as a complimentary service on weekends to help manage traffic flow and peak periods of parking demand. The newly created parking spaces abutting Pinkley Park are not counted toward satisfying required parking for Westport Plaza Shopping Center.

**ANALYSIS**

***Conditional Use Permit PA-15-14 for Valet Parking***

*Current and Proposed Operations*

The applicant proposes to provide valet parking on Saturdays and Sundays from 8:00 a.m. to 2:00 p.m. Expanded hours and days of valet service may also be provided for the evening hours from 6:00 p.m. to 11:00 p.m. if parking demand is not met with on-site parking. The applicant requests full use of the additional 870-square foot tenant space to accommodate existing restaurant demand and revision of the hours of operation to allow continuous service through the dinner hours (3:00 p.m. to 11:00 p.m.); both discussed under Minor Conditional Use Permit ZA-12-01A1 below.

**Plums Café & Catering**

	Existing	Proposed
Restaurant	4,860 sq.ft.	Expansion of Dining Area *
Outdoor Patio	863 sq.ft.	No Change
Hours of Operation	8AM to 3PM 7 days a week	8AM to 11PM 7 days a week
Free Valet Parking	8AM to 2PM Sat Only  (convenient service only; zero net new spaces)	8AM to 2PM Sat & Sun Only  (12 net new spaces created by valet)

\*Tenant space #11 (870 sq. ft.) is presently being used for storage and allowed to be used for private functions.

*Valet Parking*

According to the applicant and affirmed in the Parking Demand Analysis prepared by Linscott Law and Greenspan, the tenant mix in the shopping center creates peak parking demand on Saturday afternoons. Because of this peak demand, the restaurant has used

valet parking both on and off-site periodically over the past six months on a trial basis. The CUP application was filed to legalize the use of valet parking within the parking lot in front of the building on a regular basis.

The valet service is currently provided on Saturdays at no cost to restaurant patrons from 8:00 a.m. until 2:00 p.m. The valet station is placed at the end of the westerly drive aisle toward the parking area in front of subject restaurant. The valet station is approximately 150 feet away from 17<sup>th</sup> Street. This service is currently provided for convenience only and does not create additional parking spaces for the retail center.

The proposed valet parking plan will utilize an area with 12 existing parking spaces. As proposed, the valet parking area could accommodate a maximum of 24 cars (12 net new spaces). The applicant has indicated that the valet parking is exclusive only to this center and no off-site parking spaces are proposed. The applicant also states that the valet parking service is also helpful for elderly patrons and customers with disabilities. Based on current operations, approximately 25 cars are valet parked by the attendants during the four-hour time span.

**Amendment No. 1 to Minor Conditional Use Permit ZA-12-01**

The business owner is requesting a revision to the conditions of approval to allow the full use of the 870-square foot tenant space and a change of the hours of operation to allow for service through the dinner hours (3 p.m. to 11 p.m.). For multiple tenant properties, a shared parking ratio is applied, reflecting that different uses will have different peak parking demand times. The traffic engineering firm hired by the applicant provided figures for code required parking and an updated shared parking demand analysis. In addition, a real time demand analysis was provided as described in more detail below. The evening peak parking demand is as follows:

Table 1: Peak Parking Demand			
Total Parking at Westport Plaza: 165 parking spaces			
Day	Time	Demand	Surplus
Thursday	7:00 p.m.	150	+ 15
Friday	6:00 p.m.	144	+ 21
Saturday	7:00 p.m.	117	+ 48
Sunday	7:00 p.m.	100	+ 65

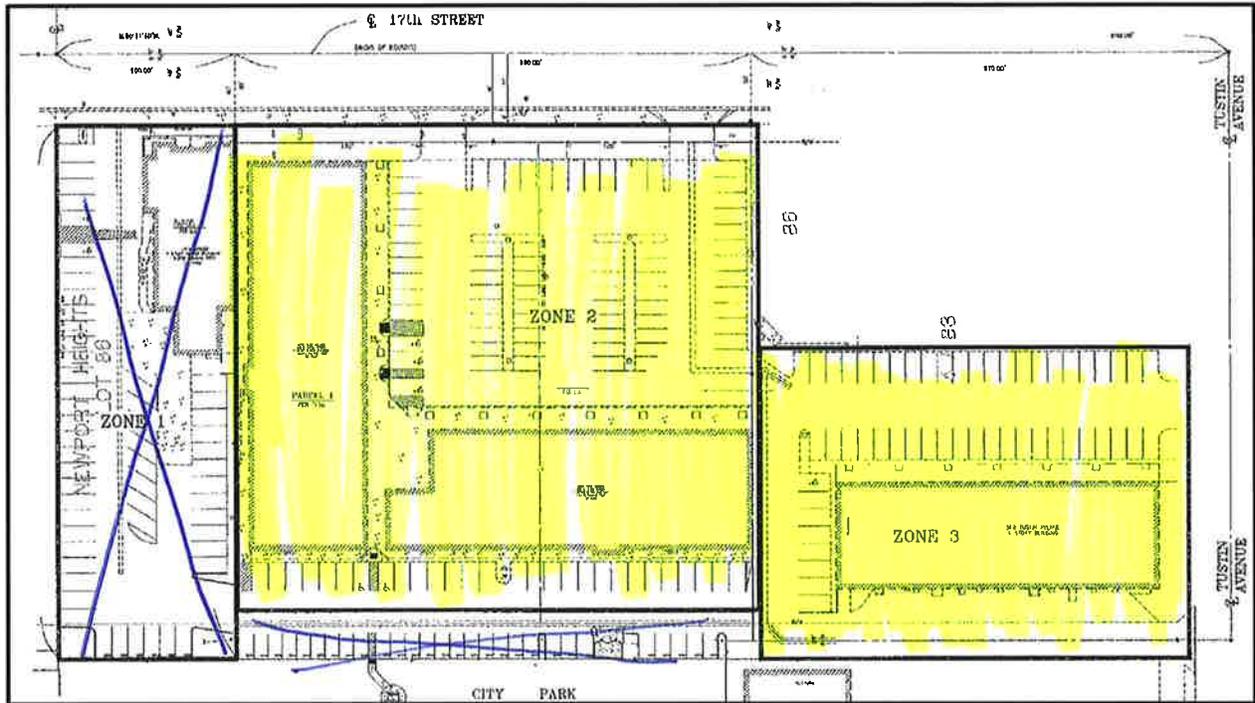
Staff visited the site on several occasions and confirmed that the shopping center parking demand is at its optimum during weekday afternoons with more parking available in the evenings. However, in contrast to the shared parking requirement, the evening parking demand drops at this center. The attached tenant list (Attachment 5) provided by the applicant indicates that many of the retailers close at 6:00 p.m., and the following businesses are open in the evening hours.

Table 2: Tenant Hours of Operation				
Westport Square 369 E. 17th Street				
Unit	Tenant	Monday-Friday	Saturday	Sunday
3	The Bod	9 a.m. - 7 p.m.	9 a.m. - 6 p.m.	11 a.m. - 4 p.m.
4	Laseraway	10 a.m. - 8 p.m.	10 a.m. - 8 p.m.	Closed
5	Holiday	9 a.m. - 7 p.m.	9 a.m. - 5 p.m.	Closed
6	Newport Needlepoint	10 a.m. - 8 p.m.	10 a.m. - 4 p.m.	Closed
10	Astoria	9 a.m. - 9 p.m.	Closed	9 a.m. - 4 p.m.
12	Pan Asian Mongolian	11 a.m.- 9:30 p.m.	11 a.m.- 9:30 p.m.	11 a.m.- 9:30 p.m.
15	Massimos Pizza	11 a.m. - 10 p.m.	11 a.m. - 10 p.m.	Closed
17	Sushi Shunka	11:30 a.m - 10 p.m.	11:30 a.m - 10 p.m.	11:30 a.m - 10 p.m.
18	17th Street Deli	10 a.m. - 7 p.m.	10 a.m. - 4 p.m.	10 a.m. - 4 p.m.
19	Cool Cuts 4 Kids	10 a.m. - 7 p.m.	9 a.m. - 6 p.m.	10 a.m. - 5 p.m.
22	Salon Rouge	8 a.m. - 9 p.m.	8 a.m. - 9 p.m.	Closed
27	House of Yogurt	11 a.m.- 10 p.m.	11 a.m.- 10 p.m.	11 a.m.- 10 p.m.
28	Cardio Barre	6 a.m. - 9 p.m.	8 a.m. - 11 a.m.	8 a.m. - 11:30 a.m.
29	Cardio Barre	6 a.m. - 9 p.m.	8 a.m. - 11 a.m.	8 a.m. - 11:30 a.m.
30	Olivia's Cleaners	7 a.m. - 7 p.m.	9 a.m. - 8 p.m.	Closed

*LLC Parking Study is Based on "Real-Time Demand"*

In March 2015, Linscott, Law and Greenspan (LL&G) prepared a Parking Demand Analysis for the site and the adjacent site (Pitfire Pizza) (Attachment 6). There are important facts to note regarding the parking study:

1. *Pinkley Park vacated area is excluded.* The parking study does not include any of the 28 parking spaces in the area along Pinkley Park.
2. *Pitfire Pizza parking lot is also excluded.* The parking study originally accounted for shared parking at the adjacent Pitfire Pizza property (Zone 1). At that time, Plums had anticipated using the neighboring Pitfire Pizza site for the valet service. Since a formal agreement for long term use of the adjacent site could not be obtained, the Pitfire parking area is no longer considered available for overflow parking. LL&G provided an addendum that specifically excludes the data for the Pitfire Pizza site, the data for only the Westport Plaza Shopping Center (the two parcels are referred to as Zones 2 and 3 in the report) is used to arrive at the parking demand figures.
3. *LL&G study concludes that parking will be adequate.* The conclusions of the parking study are based on real-time parking surveys and a shared parking methodology. Despite the exclusion of the Pitfire Pizza parking lot area and the 28-space area along Pinkley Park, LL&G indicated in an addendum to the original report that there will be sufficient parking for the proposed Plums Café expansion and extended hours.



*Real-Time Field Surveys Used to Identify Adequate Parking*

The parking analysis focused on real time parking counts taken over four days in January 2015 (Thursday, January 22<sup>nd</sup> through Sunday, January 25<sup>th</sup>). The table below summarizes the parking demand peaks of those days and adds the anticipated restaurant parking demand, as updated in the LL&G addendum. The anticipated maximum demand created by the restaurant expansion is 159 parking spaces. This also takes into account that many of the retailers in the shopping center close by 6:00 p.m. The report concludes that a surplus of six parking spaces would be available on Saturdays at the peak demand hour.

Table 3: Real Time Parking Survey Results

Day	Time	Existing Demand With Plums Cafe	Additional Projected Demand with Proposed Plums Expansion	Total	Surplus
Thursday	1:00 p.m.	141	+8	149	16
	7:00 p.m.	144	+6	150	15
Friday	1:00 p.m.	145	+7	152	13
	6:00 p.m.	138	+6	144	21
Saturday	1:00 p.m.	150	+9	159	6
	7:00 p.m.	109	+8	117	48
Sunday	12:00 p.m.	135	+11	146	19
	7:00 p.m.	92	+8	100	65

## *Public Comments*

To date, staff has received 22 letters of support and three against the proposed restaurant expansion (Attachment 7). The concerns are related to: a) use of the parking spaces adjacent to Pinkley Park by the shopping center, b) late evening noise with parking cars and trash, c) circulation impacts and obstruction of the alley access, d) employees parking on Ogle Street.

The parking spaces are open and not restricted to be used by the public or patrons of the center. Employee parking is at the rear and is intended to minimize use of the parking space and alley access by the patrons. The trash enclosures have been historically located at the rear; and the applicant has indicated that they use carts with rubber tires for trash disposal to minimize noise impacts.

Conditions are included requiring use of the rear parking lot by employees and using best practices to minimize noise impacts to adjacent residences. With the addition of the valet parking, circulation impacts should be minimized as customers will be less likely to circle the parking for empty spaces. Since the valet parking is proposed on the north end of the site, circulation around the parking lot is not obstructed.

## ***Staff Justifications for Approval***

Pursuant to Title 13, Section 13-29(g), Findings, of the Costa Mesa Municipal Code, the Planning Commission shall find that the evidence presented in the administrative record substantially meets specified findings. Staff recommends approval of the proposed project, based on an assessment of facts and findings which are also reflected in the draft resolution as noted below:

- *The LL&G real time parking study validates that there will be sufficient parking to accommodate the Plums Café expansion and extended hours without the need for valet parking.* The LL&G study relies on real-time field surveys to identify the parking impacts of the Plums Café expansion and extended hours. If the real-time data were not considered, the strict application of the shared parking methodology would translate to a parking shortfall of 55 spaces (weekday scenario) and 71 spaces (weekend scenario). Based on these real-time parking counts, the LL&G parking study projects that there will be adequate parking during peak afternoon and dinner service hours on Friday, Saturday, and Sunday. With regard to dinner service hours, the study findings indicate that many of retail businesses are closed at Westport Plaza. The information and conclusions provided indicate that an adequate amount of parking supply exists without the need for additional valet parking.
- *The valet parking program will provide safeguards to ensure that peak parking demand can be accommodated (165 spaces existing; 177 spaces proposed with valet parking).* During peak parking demand hours, the existing valet parking service provides a convenience for restaurant patrons. The valet parking service is considered a necessary operational measure to help manage on-site parking and would be offered

during the restaurant's peak demand periods. The valet parking area would restrict twelve on-site parking spaces along the north side of the parking adding a maximum net of twelve parking spaces. The valet area would not otherwise interfere with circulation within the shopping center. In addition to the requested valet service on Saturdays, a condition of approval requires valet parking on Fridays and Sundays from 11:00 a.m. to 2:00 p.m. and during dinner hours as deemed necessary. A condition also requires that valet parking be at no cost (free) at all times.

- *With the implementation of the recommended conditions of approval, the proposed project will be compatible and harmonious with uses that exist within the general neighborhood.* The conditions of approval require modification of the valet parking plan should the need for additional parking spaces arise, specifically during evening dining hours. A condition also requires a 60-day review of the restaurant and valet parking operations to ensure that there are no negative impacts to the existing tenants and adjacent residential communities. A condition of approval requires that additional measures be implemented to address any potential parking shortages in the future. These measures may include: (a) modification to the operational hours of the restaurant and the allowable use of the 870-square foot space as a general dining area, (b) expanded valet parking subject to the approval of the Transportation Services Manager, and (c) acquisition of off-site parking area (i.e. Pitfire Pizza lot). The cumulative effects of the previous conditional use permits and minor conditional use permit for this site (PA-96-71, PA-00-57, & ZA-12-01) have all been considered for this project and incorporated as conditions of approval for PA-15-14 where appropriate. Valet parking has been allowed for other restaurant uses that experience high peak demand periods, including the adjacent Pitfire Pizza site (discontinued) and the Wild Goose Tavern at 430 - 436 East 17<sup>th</sup> Street.
- *As proposed, the valet parking service will help with onsite parking management during peak restaurant hours and will not negatively impact on- and off-site uses.* Sufficient parking is anticipated to be available for full use of the additional tenant space. With the option of the valet parking service during evenings and provision of the service during Friday afternoons, adequate parking would be available for the shopping center. The area reserved for the valet use is at the north side of the parking lot immediately visible to motorists and within visible range of the parking attendants. A valet parking sign is placed near the parking lot entrance and the valet stand is located at the end of the primary drive aisle, clearly visible to motorists entering the shopping center. Employees are required to park in the spaces at the rear of the building in order to ensure availability of parking at the front parking lot. The applicant would be required to comply with all the conditions of approval and applicable Code requirements to ensure minimal noise and circulation impacts to surrounding uses. The proposed use, as conditioned, will not generate adverse noise, traffic, or parking impacts that are unusual for commercial zoned properties.

- Approval of the CUP is not anticipated to impact on- and off-site parking or vehicle circulation. As proposed, the valet parking operations will not impede on-site circulation and takes place entirely in the parking lot in front of the multiple tenant building. The valet parking stand is located approximately 150 feet from the primary point of ingress to the site and provides sufficient space for vehicle queuing. Motorists would have the option to turn left if vehicles were stacked waiting for the valet. The parking lot to the rear of the building is conditioned to not be used for valet parking. The Transportation Services staff has reviewed the proposed valet plan and has no objections to the proposed location.
- The proposed valet occupies a small portion of the parking lot and could be expanded if needed. If the parking demand necessitates, the valet parking program can increase parking supply by double stacking vehicles along the north side drive aisle. A total twelve additional parking spaces could be provided and up to 24 cars could be valet parked along the north side of the parking lot. Any changes to the valet parking plan shall be subject to review and approval by the Development Services Director.
- With regard to the dinner hours, the current mix of retail and restaurant uses would not be impacted by the proposed Plums Café expansion. Based on the tenant listing provided by the applicant and verified by staff, the hours of operation for the existing retail tenants at the shopping center indicate that many are not open past 6:00 p.m. As indicated by the real time parking survey, the parking demand for retail uses decrease in the evening and sufficient parking will be available for the proposed restaurant expansion with dinner service. As conditioned, customer and employee parking is required to occur on-site or accommodated with the complimentary valet parking service. Any change to the food uses for the center would require another study of the parking demand at the time under a separate application.

## **ENVIRONMENTAL DETERMINATION**

If approved, the project would be exempt from the provisions of the California Environmental Quality Act under Section 15301 for Existing Facilities. If the use is denied, they would be exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15270(a) for projects which are disapproved.

## **GENERAL PLAN CONFORMITY**

The proposed use is an established restaurant within walking distance of residential communities on the east side and provide a neighborhood amenity and, therefore, satisfies the following General Plan objectives and goals:

**Objective LU-1A:** *Establish and maintain a balance of land uses throughout the community to preserve the residential character of the City at a level no greater than can be supported by the infrastructure.*

**LU-1A.1** Provide for the development of a mix and balance of housing opportunities, commercial goods and services, and employment opportunities in consideration of the needs of the business and residential segments of the community.

## **ALTERNATIVES**

The Commission has the following alternatives:

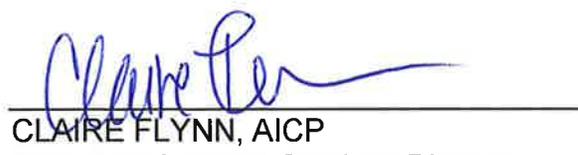
1. Approve the project with modifications. The Planning Commission may suggest specific changes that are necessary to alleviate concerns. If any of the additional requested changes are substantial, the item should be continued to a future meeting to allow additional analysis. In the event of significant modifications to the proposal, should the Planning Commission choose to do so, staff will return with a revised resolution incorporating new findings and/or conditions.
2. Deny the project. If the Planning Commission believes that there are insufficient facts to support the findings for approval, Planning Commission must deny the application and provide facts in support of denial to be included in the attached draft resolution for denial. If the project were denied, the applicant could not submit substantially the same type of application for six months.

## **CONCLUSION**

The proposed valet parking has been in place for the past six months and functioning without disruption to the parking or adjacent businesses but has not been tested during dinner hours. The expansion of the restaurant's operating hours to include dinner – with its increased parking demand -- is off set by the closure of the majority of the center's retail tenants by 6 p.m. As conditioned, the proposed valet plan and the expansion of the restaurant project will be compatible with surrounding properties. Therefore, staff recommends approval of the project.



ANTONIO GARDEA  
Senior Planner



CLAIRE FLYNN, AICP  
Asst. Development Services Director

- Attachments:
1. Draft Planning Commission Resolutions
  2. Applicant's Description of the Use
  3. Location Map and Site Photos
  4. Plans
  5. Tenant Hours
  6. Parking Demand Analysis with Addendum
  7. Public Correspondence
  8. Zoning Administrator Decision ZA-12-01 (August 21, 2014)

cc: Director of Economic & Development / Deputy CEO  
Sr. Deputy City Attorney  
Public Services Director  
City Engineer  
Transportation Services Manager  
Fire Protection Analyst  
File (2)

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**ATTACHMENT 1**  
**DRAFT RESOLUTIONS**

RESOLUTION NO. PC-15-\_\_\_

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COSTA MESA APPROVING CONDITIONAL USE PERMIT PA-15-14 TO PROVIDE VALET PARKING AND TO AMEND MINOR CONDITIONAL USE PERMIT ZA-12-01 FOR THE EXPANSION OF AN EXISTING RESTAURANT (PLUMS CAFÉ AND CATERING) AND EXTENDED HOURS.**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Bill Dunlap, W.E. Dunlap Consulting Inc., representing Wohl/Westport Plaza LLC, owner of property located at 369 E. 17<sup>th</sup> Street, for a conditional use permit to allow the following;

1. Valet parking service during peak hours on Saturday and Sunday from 8:00 a.m. to 2:00 p.m. and 6:00 p.m. to 11:00 p.m.; and
2. Amendment to Zoning Application ZA-12-01 to: (a) allow the use of the 870-square foot adjacent tenant space without restrictions to hours of operation or use of the space (Deviation from the Shared Parking Requirements); and (b) Extend the proposed hours of operation from 8:00 a.m. to 3:00 p.m. to 8:00 a.m. to 11:00 p.m.

WHEREAS, a duly noticed public hearing was held by the Planning Commission on May 26, 2015, with all persons having the opportunity to speak for and against the proposed project.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A", the Planning Commission hereby **APPROVES** PA-15-14 and amendment to ZA-12-01 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for PA-15-14 and upon applicant's compliance with each and all of the conditions contained in Exhibit "B" as well as with compliance of all applicable federal, state, and local laws. Any approval granted by this resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

BE IT FURTHER RESOLVED that if any section, division, sentence, clause, phrase or portion of this resolution, or the documents in the record in support of this resolution, are for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions.

**PASSED AND ADOPTED this 26<sup>th</sup> day of May, 2015.**

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Robert L. Dickson, Jr., Chair  
Costa Mesa Planning Commission



## EXHIBIT A

### FINDINGS

- A. The proposed project complies with Costa Mesa Municipal Code Section 13-29(e).

**Facts in Support of Finding:** Based on real parking counts, there would be a surplus of six spaces on Saturday afternoons and 15 spaces on Saturday evenings when most retail businesses will be closed. The valet parking service is considered a necessary operational measure to help manage on-site parking and would be offered during the peak demand periods for the restaurant on Saturdays and Sundays. The valet parking would restrict twelve on-site parking spaces along the north side of the parking but would not otherwise interfere with ingress/egress and circulation within the shopping center. Valet parking has been allowed for other restaurant uses that experience high peak demand periods, including the adjacent Pitfire Pizza site and the Wild Goose Tavern at 430 - 436 E. 17<sup>th</sup> Street. With the implementation of the conditions of approval, the proposed project will be compatible and harmonious with uses that exist within the general neighborhood. The cumulative effects of the previous conditional use permits for this site (PA-96-71, PA-00-57, and ZA-12-01) have all been considered for this project and incorporated as conditions of approval for PA-15-14 where appropriate.

- B. The information presented substantially complies with Costa Mesa Municipal Code Section 13-29(g)(2) with regard to the conditional use permit because:

**Required Finding:** The proposed development or use is substantially compatible with developments in the same general area and would not be materially detrimental to other properties within the area.

**Facts in Support of Finding:** The valet parking stand is located at the end of the primary drive aisle, clearly visible to motorists entering the shopping center. The area reserved for the valet use is along the north side of the parking lot and would not interfere with onsite circulation. Employees are required to park in the spaces at the rear of the building in order to ensure availability of parking at the front parking lot. The applicant would be required to comply with all the conditions of approval and applicable Code requirements to ensure minimal noise and traffic impacts to surrounding uses. Compliance with the conditions of approval will allow this use to operate without impacting surrounding properties and uses. The proposed use, as conditioned, will not generate adverse noise, traffic, or parking impacts that are unusual for commercial zoned properties.

**Required Finding:** Granting the conditional use permit will not be materially detrimental to the health, safety and general welfare of the public or otherwise injurious to property or improvements within the immediate neighborhood.

**Facts in Support of Finding:** As proposed, the valet parking operations will not impede on-site circulation and takes place entirely in the parking lot in front of the multiple tenant building. The valet parking stand is located approximately 150 feet

from the primary point of ingress to the site and provides sufficient space for vehicle queuing. Motorists would have the option to turn left if vehicles were stacked waiting for the valet. The parking lot to the rear of the building is conditioned to not be used for valet parking. The Transportation Services staff has reviewed the proposed valet plan and has no objections to the use.

**Required Finding:** Granting the conditional use permit will not allow a use, density or intensity which is not in accordance with the general plan designation and any applicable specific plan for the property.

**Facts in Support of Finding:** The proposed valet parking and restaurant expansion conforms to the general commercial general plan designation of site which promotes the provision of a variety of services for the community. Restaurants are allowed by right in the Local Business District (C2 zone). The space the restaurant intends to use is a vacant tenant space at the corner of the site with limited visibility and market viability as a retail space. Based on the City's shared parking requirements and the submitted parking demand analysis, the on-site parking could be accommodated with the current parking and the proposed valet service. In addition, if the parking demand necessitates, the valet parking program can be expanded to meet the increased demand.

- C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines; and the City's environmental procedures, and has been found to be exempt from CEQA under Section 15301 for Existing Facilities.
- D. The project is exempt from Chapter XII, Article 3 Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

## EXHIBIT B

### CONDITIONS OF APPROVAL

- Plng.
1. The use shall be limited to the type of operation as described in the applicant's letter of description and staff report. Any change in the operational characteristics including, but not limited to, the hours of operation and additional services provided, shall require review by the Planning Division and may require an amendment to the conditional use permit, subject to either Zoning Administrator or Planning Commission approval, depending on the nature of the proposed change. The applicant is reminded that Code allows the Planning Commission to modify or revoke any planning application based on findings related to public nuisance and/or noncompliance with conditions of approval [Title 13, Section 13-29(o)].
  2. A copy of the conditions of approval for the conditional use permit must be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.
  3. The business shall be conducted, at all times, in a manner that will allow the quiet enjoyment of the surrounding neighborhood. The applicant and/or business owner shall institute whatever security and operational measures are necessary to comply with this requirement.
  4. Within 60 days of the full occupancy of the additional tenant space (#11), the applicant shall submit a report on the findings and conclusions of the parking demand analysis and include real time parking counts verifying the accuracy and adequacy of the projections to the Development Services Director for review and approval. The report will help verify and determine that there are no negative impacts to the existing tenants and adjacent residential community.
  5. The valet parking service shall be provided on Saturdays from 8:00 a.m. to 2:00 p.m. and shall be provided on Friday and Sunday from 11:00 a.m. to 1:00 p.m. and during dinner hours (6:00- 8:00 p.m.) if deemed necessary.
  6. The valet parking service shall be free to the patrons of restaurant to ensure that patrons park on the property.
  7. The valet operation shall be carried out such that the vehicles waiting to be parked, queue within the parking lot and do not extend onto 17<sup>th</sup> Street.
  8. The operator shall provide adequate number of valet personnel to ensure efficient functioning of the valet operation.
  9. A minimum of twelve spaces along the north side of the parking lot shall be reserved for the valet parking service. Any changes to the valet parking plan shall be subject to review and approval by the Development Services Director including modifying the valet operations, providing valet service on other days as well as time periods.
  10. If parking problems arise, the operator shall institute whatever operational measures are necessary to minimize or eliminate the problem, including, but not limited to, reducing the dining area and/or using tenant space #11 for private parties; modification to the operational hours of the restaurant; expansion of valet parking subject to the approval of the Transportation Services Manager, and/or acquisition of off-site parking area.
  11. The applicant shall use carts with rubberized tires to transport trash bins to the container(s).

12. Employee parking shall occur on-site and not within surrounding streets. Employees shall park in the spaces at the rear of the building in order to ensure availability of parking at the front parking lot.
13. The applicant shall maintain free of litter all areas of the premises under which applicant has control.
14. The applicant shall defend, indemnify, and hold harmless the City, its elected and appointed officials, agents, officers and employees from any claim, action, or proceeding (collectively referred to as "proceeding") brought against the City, its elected and appointed officials, agents, officers or employees arising out of, or which are in any way related to, the applicant's project, or any approvals granted by City related to the applicant's project. The indemnification shall include, but not be limited to, damages, fees and/or costs awarded against the City, if any, and cost of suit, attorney's fees, and other costs, liabilities and expenses incurred in connection with such proceeding whether incurred by the applicant, the City and/or the parties initiating or bringing such proceeding. This indemnity provision shall include the applicant's obligation to indemnify the City for all the City's costs, fees, and damages that the City incurs in enforcing the indemnification provisions set forth in this section. City shall have the right to choose its own legal counsel to represent the City's interests, and applicant shall indemnify City for all such costs incurred by City.

**CODE REQUIREMENTS:**

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- |              |   |
|--------------|---|
| Plng.        | <ol style="list-style-type: none"> <li>1. Approval of the planning application is valid for one year from the effective date of this approval and will expire at the end of that period unless applicant establishes the use by obtaining a business license and legally establishes the business. If the applicant is unable to establish the use within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the planning application.</li> <li>2. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.</li> <li>3. Use shall comply with all requirements of Articles 5 and 9, Chapter V, Title 13 of the Costa Mesa Municipal Code relating to industrial development standards.</li> <li>4. Parking stalls shall be double-striped in accordance with City standards.</li> <li>5. Trash enclosure(s) or other acceptable means of trash disposal shall be provided. Design of trash enclosure(s) shall conform with City standards. Standard drawings are available from the Planning Division.</li> <li>6. All exits shall be clearly marked with "EXIT" signs.</li> <li>7. All conditions of the California Alcoholic Beverage Control Board shall be complied with.</li> </ol> |
| Bus.<br>Lic. | <ol style="list-style-type: none"> <li>8. All contractors and subcontractors must have valid business licenses to do business in the City of Costa Mesa. Final inspections, final occupancy and utility releases will not be granted until all such licenses have been obtained.</li> </ol>   |

- Bldg. 9. Comply with the requirements of the 2010 California Building Code, 2010 California Electrical Code, 2010 California Mechanical Code, 2010 California Plumbing Code, 2010 California Green Building Standards Code, and 2010 California Energy Code (or the applicable adopted California Building Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Green Building Standards and California Energy Code at the time of plan submittal) and California Code of Regulations also known as the California Building Standards Code, as amended by the City of Costa Mesa.

**RESOLUTION NO. PC-15\_\_**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COSTA MESA DENYING CONDITIONAL USE PERMIT PA-15-14 TO PROVIDE VALET PARKING AND TO AMEND MINOR CONDITIONAL USE PERMIT ZA-12-01 FOR THE EXPANSION OF AN EXISTING RESTAURANT (PLUMS CAFÉ AND CATERING) AND EXTENDED HOURS.**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Bill Dunlap, W.E. Dunlap Consulting Inc., representing Wohl/Westport Plaza LLC, owner of property located at 369 E. 17<sup>th</sup> Street, for a conditional use permit to allow the following;

1. Valet parking service during peak hours on Saturday and Sunday from 8:00 a.m. to 2:00 p.m. and 6:00 p.m. to 11:00 p.m.; and
2. Amendment to Zoning Application ZA-12-01 to: (a) allow the use of the 870-square foot adjacent tenant space without restrictions to hours of operation or use of the space (Deviation from the Shared Parking Requirements); and (b) Extend the proposed hours of operation from 8:00 a.m. to 3:00 p.m. to 8:00 a.m. to 11:00 p.m.

WHEREAS, a duly noticed public hearing was held by the Planning Commission on May 26, 2015, with all persons having the opportunity to speak for and against the proposed project.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit A, the Planning Commission hereby **DENIES** PA-15-14 with respect to the property described above.

**PASSED AND ADOPTED this 26<sup>th</sup> day of May, 2015.**

---

Robert L. Dickson Jr. Chair,  
Costa Mesa Planning Commission

## EXHIBIT A

### FINDINGS (DENIAL)

- A. The proposed project does not comply with Costa Mesa Municipal Code Section 13-29(e) because a compatible and harmonious relationship does not exist between the proposed use and the existing buildings, site development, and uses that exist or have been approved for the general neighborhoods. Safety and compatibility of the design of the parking areas, landscaping, luminaries, and other site features including functional aspects of the site development such as automobile and pedestrian circulation have not been considered. The use does not comply with performance standards as prescribed elsewhere in the Zoning Code.
- B. The information presented does not comply with Costa Mesa Municipal Code Section 13-29(g)(2) with regard to the conditional use permit in that the proposed use is not compatible with developments in the same general area. Granting the request will be materially detrimental to the health, safety, and general welfare of the public or otherwise injurious to properties or improvements within the immediate neighborhood.
- C. The Costa Mesa Planning Commission has denied Planning Application PA-15-14. Pursuant to Public Resources Code Section 21080(b)(5) and CEQA Guidelines Section 15270(a) CEQA does not apply to this project because it has been rejected and will not be carried out.

**ATTACHMENT 2**  
**APPLICANT'S DESCRIPTION**

City of Costa Mesa PA #-

4-17-2015

Plums Café & Catering: Valet, Reinstatement of Dinner Hours & Expansion

Please find enclosed the Valet Parking and Circulation Plan for the Westport Square Shopping Center dated 4-17-2015. The valet parking stalls have been located in the north east corner of the parking field. This location was thoughtfully selected as it provides minimum conflict for the tenants as well as vehicles entering and exiting the center. Attention was given to the normal traffic flow through the center. The valet drop off/podium has been carefully located to allow for drop off in either direction and it does not block parking spaces. We are confident that the proposed plan will work well as we have been valet parking on a trial basis for the last six months.

The need for valet parking is focused on one day, Saturday. The need is the greatest on Saturday due to other stores being open and the nature of the tenant mix during the breakfast and lunch time frame. On Sundays the demand is diminished as many of the tenants are closed and or the hours of operation are not in conflict. Should demand increase on Sundays, other peak days and or when dinner hours resume, Plums will provide valet parking. We believe that valet parking on Saturdays is the right approach to manage the parking situation at the center and there is strong support from the tenants, visitors and guests. Valet has proven particularly helpful to the elderly and handicap.

On behalf of Plums Restaurant,

Bill Dunlap



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Planning Application ZA-12-01 Plums Restaurant 369 E. 17<sup>th</sup> Street, Costa Mesa

In response to Item (2) Conditional use permit and minor conditional use permit findings:

- a. The expansion of Plums restaurant my appox. 867 sq. ft. is compatiabile with the existing uses in the Westport Center and also all along the 17<sup>th</sup>. St. business area. Plums is the anchor tenant in the center and draws customers that will shop at the other businesses as well. This expansion will be a benefit not a detriment to all the other adjacent properties in the area.
- b. The Plum's expansion will not materially impact the health, safety or general welfare of the public. The construction of the project will have little impact on the other businesses or neighbors as most of the work will be done when the restaurant is closed. Also the work will take place in a secured and seal environment. Attention will be given to job safety and the protection of the public. The closest residential dwelling is appox. 350 feet away and there is no work that is directly in view of the residents.
- c. The approval of this conditional use permit is in accordance of the city's General Plan and the specific plan for the property. Extreme effort on the part of the applicant has been demonstrated in attending to the concern of parking availability and management. This includes the agreed condition to provide valet parking on Saturday mornings and Sunday mornings. Should it be deemed by both the applicant and the city that additional measures to mitigate parking issues are needed the applicant will provide such measures with the city's approval.

This letter is a supplement submittal to the pending application on file with the Planning Dept. regarding the Plum's Café expansion. The goal of this correspondence is to correct and update certain items pertinent to the original application.

The Plums Café renovation includes the addition of 802sf. of dining space next to the existing cafe in suite 11 and a slight expansion of the existing patio area of 181sf. The new revised total will be approximately 5,669 sf.

Currently there are 154 parking stalls in the Centers parking lot located on 17<sup>th</sup> St. A new reconfigured parking area at the rear of the property is currently under construction which will add 28 stalls. As a result of this new reconfigured parking lot which includes a vehicular opening between 353.E 17<sup>th</sup> St. and the existing lot, the traffic flow and parking will be greatly enhanced. This reconfiguration will result in a total stall count for the entire center of 182.

Plum's hours of operation are as follows: Monday – Sunday 6am to 11pm.

Plums has been in business since 1992, serving breakfast, lunch and dinner. The facility also operates a catering business which begins at 6am, the restaurant does not open until 8am. Plums Cafe is licensed by the ABC, form #47 as full liquor service establishment.

Because the current use of the space is a restaurant use, the additional square footage of 802sf is compatible with the existing uses in the center as well as on 17<sup>th</sup> street. This expansion request and application has been discussed with the city for the past 3 years with various members of the planning department staff.

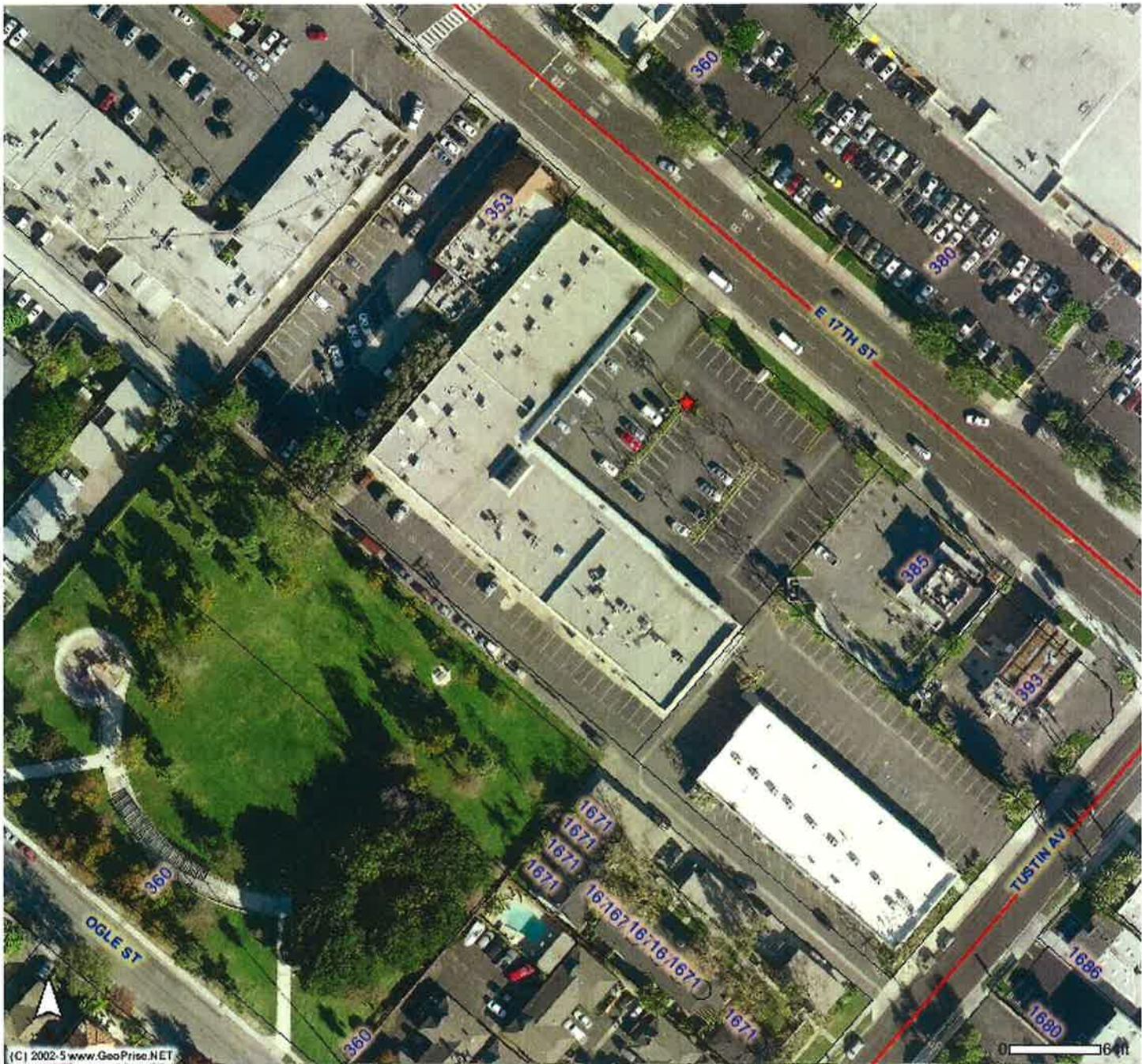
We believe the additional dining area requested will be a positive attribute to the other uses in the center and to the city. Plums Café is the anchor tenant in the center and has been at this location since 1992. The Cafe draws a customer base from all of Southern California. The attraction of this well-established restaurant creates a "spill over" effect for the other stores in the center. The growth of our restaurant and the other tenants in the center demonstrates the strength and importance of the 17<sup>th</sup>. Street corridor to the City of Costa Mesa.

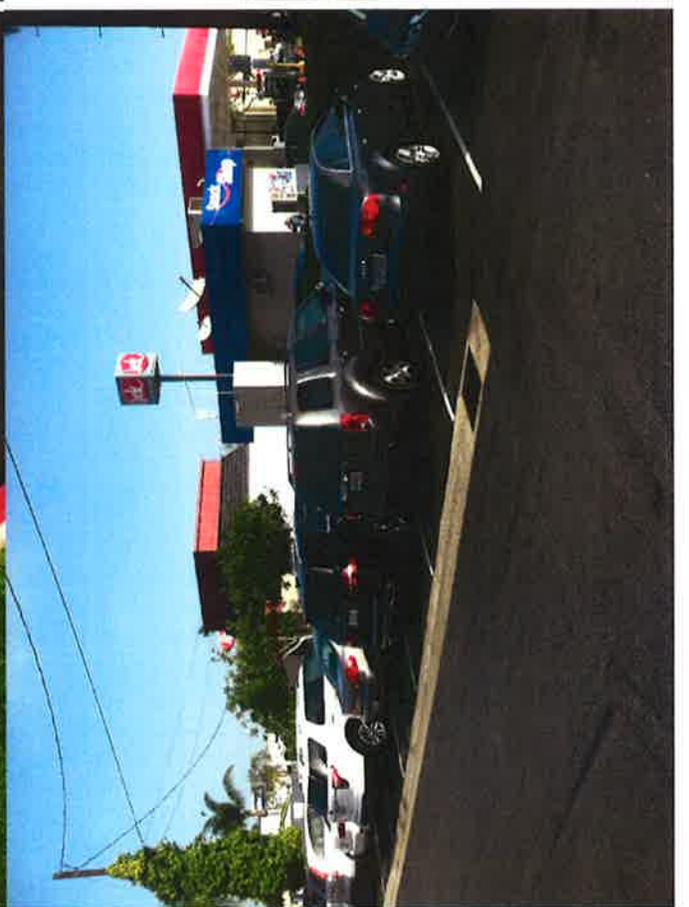
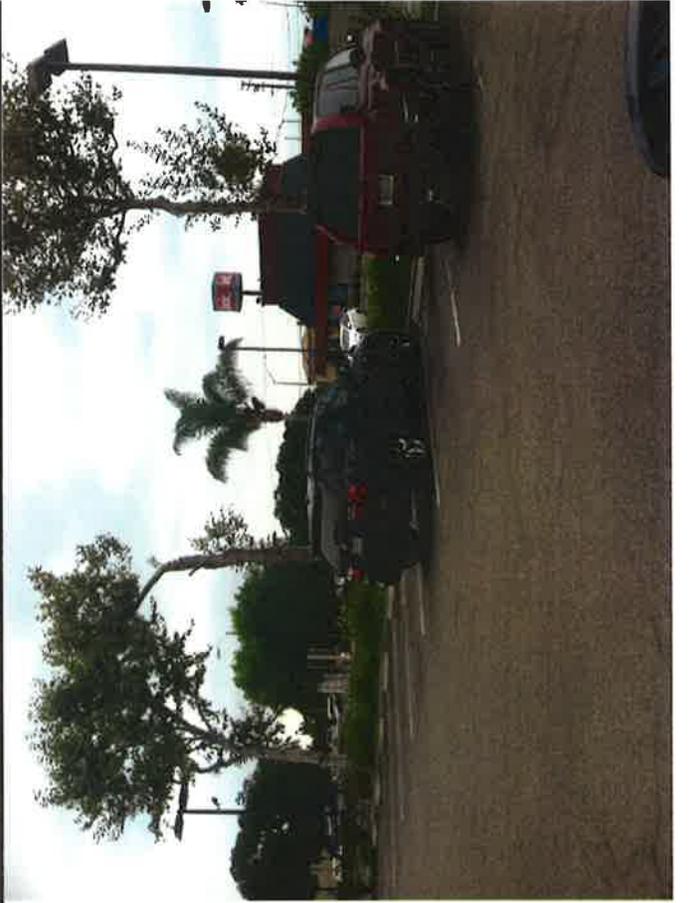
We look forward to your assistance in the completion of this application and truly appreciate your on-going support in this process.

Sincerely,

Kim Jorgenson  
Plums Cafe

**ATTACHMENT 3**  
**LOCATION MAP**  
**&**  
**SITE PHOTOS**





**ATTACHMENT 4**  
**SITE PLAN**



5/21/15

To whom it may concern:

**Westport Square Complimentary Valet Parking Circulation Plan Dated 4/17/15**

The proposed valet configuration can be professionally & safely operated in our opinion.

- Stacked parking stalls to be utilized on demand only.
- Location of valet parking area is convenient for customers
- The circulation plan is set up for smooth traffic flow

Please feel free to contact me if you have any questions.

Sincerely,

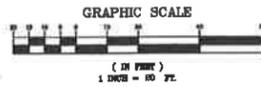
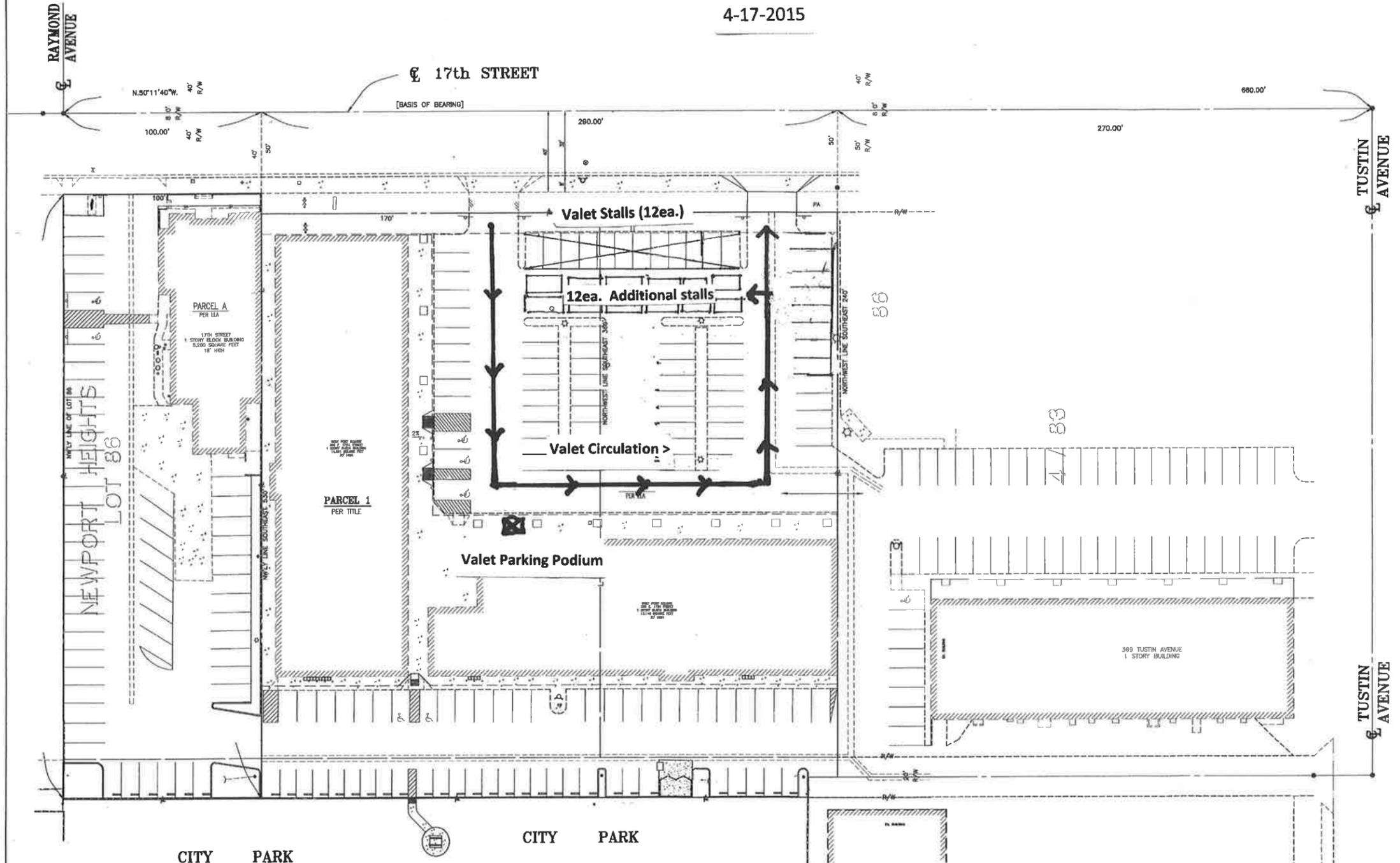
*Paul Paliska*

Paul Paliska  
Senior Vice President  
PPS Parking Inc.  
(949) 223-8710 Direct  
(714) 328-7935 Cell

P.O. Box 16635  
Irvine, CA. 92623  
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# WESTPORT SQUARE SHOPPING CENTER VALET PARKING and CIRCULATION PLAN

4-17-2015



**WESTPORT SQUARE SHOPPING CENTER  
Plums Valet Parking – Hours of Operation:**

**Saturdays: 9am to 2pm**

**Sundays, Peak Days or when dinner hours resume: Determined by demand.**

31



**ANACAL ENGINEERING COMPANY**  
 CIVIL ENGINEERING & LAND SURVEYING  
 1900 EAST LA PALMA AVENUE - SUITE 202 - ANAHEIM, CALIFORNIA  
 92805 PHONE: (714) 774-1763 FAX: (714) 774-4690  
 E-MAIL ADDRESS: anacal@anacalengineering.com  
 WEB SITE: anacalengineering.com

DATE: 12/10/14  
 SCALE: 1" = 20'  
 SHEET: 20  
 C. A. G.  
 CHECKED:  
 C. J. O.

COSTA MESA, CALIFORNIA

**PARKING EXHIBIT**  
**WESTPORT SQUARE SHOPPING CENTER**  
**369 E. 17TH STREET**

SHEET TITLE:  
 PROJECT:  
 JOB NO. 12-005-PARKING EXHIBIT

SHEET NO. **1** OF **1**

**ATTACHMENT 5**  
**TENANT HOURS OF OPERATION**

Tenant Hours of Operation

Westport Square  
369 E. 17th Street

Unit	Tenant	Monday-Friday	Saturday	Sunday
1	Twice the Style	10 a.m. - 6 p.m.	10 a.m. - 5 p.m.	12 p.m. - 4 p.m.
2	Genevieve's Wigs	9 a.m. - 6 p.m.	9 a.m. - 5 p.m.	Closed
3	The Bod	9 a.m. - 7 p.m.	9 a.m. - 6 p.m.	11 a.m. - 4 p.m.
4	Laseraway	10 a.m. - 8 p.m.	10 a.m. - 8 p.m.	Closed
5	Holiday	9 a.m. - 7 p.m.	9 a.m. - 5 p.m.	Closed
6	Newport Needlepoint	10 a.m. - 8 p.m.	10 a.m. - 4 p.m.	Closed
7	Plums	8 a.m. - 3 p.m. <sup>1</sup>	8 a.m. - 3 p.m.	8 a.m. - 3 p.m.
8	Plums	8 a.m. - 3 p.m.	8 a.m. - 3 p.m.	8 a.m. - 3 p.m.
9	Plums	8 a.m. - 3 p.m.	8 a.m. - 3 p.m.	8 a.m. - 3 p.m.
10	Astoria	9 a.m. - 9 p.m.	Closed	9 a.m. - 4 p.m.
11	Plums Expansion			
12	Pan Asian Mongolian	11 a.m. - 9:30 p.m.	11 a.m. - 9:30 p.m.	11 a.m. - 9:30 p.m.
13	Fleur de Lys	10 a.m. - 6 p.m.	10 a.m. - 6 p.m.	10 a.m. - 3 p.m.
14	Fleur de Lys	10 a.m. - 6 p.m.	10 a.m. - 6 p.m.	10 a.m. - 3 p.m.
15	Massimos Pizza	11 a.m. - 10 p.m.	11 a.m. - 10 p.m.	Closed
16	Vacant			
17	Sushi Shunka	11:30 a.m. - 10 p.m.	11:30 a.m. - 10 p.m.	11:30 a.m. - 10 p.m.
18	17th Street Deli	10 a.m. - 7 p.m.	10 a.m. - 4 p.m.	10 a.m. - 4 p.m.
19	Cool Cuts 4 Kids	10 a.m. - 7 p.m.	9 a.m. - 6 p.m.	10 a.m. - 5 p.m.
20	Xpecting, Inc.	10 a.m. - 6 p.m.	10 a.m. - 6 p.m.	11 a.m. - 4 p.m.
21	Bow Dangers	10 a.m. - 5 p.m.	10 a.m. - 5 p.m.	Closed
22	Salon Rouge	8 a.m. - 9 p.m.	8 a.m. - 9 p.m.	Closed
23	Blue Springs Home	10 a.m. - 5 p.m.	10 a.m. - 5 p.m.	By Appt.
24	Shoe Repair	9 a.m. - 6 p.m.	9 a.m. - 6 p.m.	Closed
25	Vacant			
26	Nail Lounge	10 a.m. - 6 p.m.	10 a.m. - 6 p.m.	11 a.m. - 4 p.m.
27	House of Yogurt	11 a.m. - 10 p.m.	11 a.m. - 10 p.m.	11 a.m. - 10 p.m.
28	Cardio Barre	6 a.m. - 9 p.m.	8 a.m. - 11 a.m.	8 a.m. - 11:30 a.m.
29	Cardio Barre	6 a.m. - 9 p.m.	8 a.m. - 11 a.m.	8 a.m. - 11:30 a.m.
30	Olivia's Cleaners	7 a.m. - 7 p.m.	9 a.m. - 8 p.m.	Closed

<sup>1</sup> The applicant is requesting expansion of the existing hours of operation from 3:00 to 11:00 p.m.

**ATTACHMENT 6**

**PARKING DEMAND ANALYSIS  
PREPARED BY LINSOTT LAW & GREENSPAN ENGINEERS**

May 20, 2015

Ms. Kim Jorgenson  
Plums Café & Catering  
369 East 17<sup>th</sup> Street  
Costa Mesa, CA 92627

LLG Reference No. 2.15.3554.1

Subject: **Addendum to Plums Cafe Expansion Parking Demand Analysis**  
Costa Mesa, California

Dear Ms. Jorgenson:

As requested, Linscott, Law, & Greenspan, Engineers (LLG) is pleased to submit this Updated Supplemental Parking Demand Analysis for Plums Cafe Expansion located within Westport Square at 369 East 17<sup>th</sup> Street in the City of Costa Mesa. This letter has been prepared to address the removal of the Pitfire Artisan Pizza parking demand and parking supply (Zone 1 in the parking counts) from the prior parking analysis, and is intended as an addendum to our prior submittal, dated March 4, 2015. That prior submittal was extensively evaluated by city staff as part of the Project review. The methodology and procedures within this letter report are consistent with those presented in the March 2015 study.

The Pitfire Artisan Pizza consists of a 5,200 square-foot (SF) eating establishment located at the north end of the site. In addition, the Pitfire Artisan Pizza parking lot consists of 54 parking spaces. As a result, the new parking supply for this supplemental analysis consists of 165 marked spaces plus 12 additional spaces to be allocated within the existing Westport Square parking lot during the proposed valet operation.

#### PROJECT LOCATION AND DESCRIPTION

Westport Square is located at 369 East 17<sup>th</sup> Street in the City of Costa Mesa. It should be noted that this parking analysis excludes the adjacent Pitfire Artisan Pizza restaurant and associated parking area. Westport Square (minus Pitfire Artisan Pizza) is a mixed-use commercial center with a total floor area of 39,908 SF. **Table 1A**, located at the end of this letter report, following the figures, summarizes the existing

Engineers & Planners  
Traffic  
Transportation  
Parking

Linscott, Law &  
Greenspan, Engineers

2 Executive Circle  
Suite 250  
Irvine, CA 92614  
949.825.6175 T  
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www.llgengineers.com

Pasadena  
Irvine  
San Diego  
Woodland Hills

Philip M. Linscott, PE (1924-2000)  
Jack M. Greenspan, PE (Ret.)  
William A. Law, PE (Ret.)  
Paul W. Wilkinson, PE  
John P. Keating, PE  
David S. Shender, PE  
John A. Boorman, PE  
Clare M. Look-Jaeger, PE  
Richard E. Barretto, PE  
Keil D. Maberry, PE

and proposed land uses/tenants and associated floor areas for Westport Square without Pitfire Artisan Pizza.

## **SUPPLEMENTAL PARKING ANALYSIS**

*Tables 2A* through *2D* provide a breakdown of the parking supply and utilization within two zones (Zone 2 & Zone 3) for a “typical” Thursday, Friday, Saturday and Sunday condition, respectively. Parking demand observations were conducted at the site between the hours of 8:00 AM and 8:00 PM on Thursday through Sunday (January 22, 2015 through January 25, 2015).

### **City Code Parking Requirement**

*Table 3A* presents the existing code parking requirements for only occupied floor areas at the center, then for the proposed Project, and then combined for the entire center. As shown, direct application of City parking codes to the existing and proposed mix of uses of Westport Square without Pitfire Artisan Pizza results in a total parking requirement of 289 parking spaces. With a parking supply of 165 spaces, a theoretical code shortfall of 137 spaces is indicated.

However, the specific tenancy mix of Westport Square provides an opportunity to share parking spaces based on the utilization profile of each included land use component. The following section calculates the parking requirements for Westport Square based on the shared parking methodology approach.

### **Theoretical Shared Parking Analysis**

*Tables 4A* and *5A* present the weekday and weekend parking demand profiles for Westport Square based on the shared parking methodology, assuming full occupancy of the center including the proposed Plum’s Café expansion and adjusted hours of operations to include dinner service, but without Pitfire Artisan Pizza .

Review of *Tables 4A* and *5A* indicates that the future full occupancy weekday and weekend peak parking demands will occur at 6:00 PM and 12:00 PM (Noon) with peak “design level” demands of 220 and 236 spaces, respectively. Based on the existing parking supply of 165 spaces, the peak parking demand hours on a weekday is projected to have a theoretical maximum parking shortfall of 55 spaces. In addition, on a weekend day the theoretical maximum parking shortfall is projected to total 71 spaces.

*Figures 4A* and *5A* graphically illustrate the weekday and weekend hourly parking demand forecast for the Project, respectively. Each land use component and its

corresponding hourly Shared Parking demand for various mixes of uses, which were presented in *Tables 4A* and *5A*, are depicted in these two figures relative to a shared parking supply of 165 spaces. Please note that although the parking requirements are not met based on the shared parking approach the more applicable method is to use actual peak parking counts for the existing center to get a true representation of the existing centers characteristics.

**Existing Demand with Shared Parking Application to Vacant Floor Area**

In order to provide a more realistic “forecast” of future peak parking demand at Westport Square, utilization of the actual field study data for the existing tenancies has been combined with a forecast for future tenancies consistent with the anticipated full occupancy condition. *Tables 6A, 7A, 8A* and *9A* present the Thursday, Friday, Saturday and Sunday conditions, respectively. Please note that as requested by City Staff, the Pitfire Artisan Pizza parking demand and parking supply are excluded from these tables.

As presented in *Tables 6A and, 7A*, the weekday (Thursday and Friday) scenarios result in a minimum parking surplus of 15 and 13 spaces, respectively. In addition, as presented in *Tables 8A and, 9A*, the weekend (Saturday and Sunday) scenarios result in a minimum parking surplus of 6 and 19 spaces, respectively.

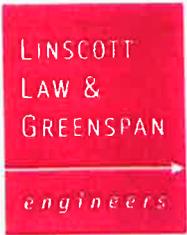
*Figure 6A* graphically illustrates the existing plus shared approach for Thursday through Sunday hourly parking demand forecast for the Project without Pitfire Artisan Pizza. Each land use component and its corresponding hourly shared parking demand for various mixes of uses, which were presented in *Tables 6A, 7A, 8A* and *9A*, are depicted in this figure relative to a shared parking supply of 165 spaces. A review of *Figure 6A* shows that Westport Square based on the existing plus shared parking approach would result in adequate parking to accommodate the proposed tenant mix for all morning, midday, afternoon and evening hours.

*Appendix A* contains the weekday and weekend day shared parking profiles.

Given these results, we conclude that there is adequate parking on-site to accommodate the proposed Plum’s Café expansion and an adjustment to its hours of operation without Pitfire Artisan Pizza. It should be noted that 12 additional unmarked parking spaces will be provided within the existing Westport Square parking lot during the proposed valet operation for a total effective parking supply of 177 parking spaces.

\* \* \* \* \*

Ms. Kim Jorgenson  
May 20, 2015  
Page 4



We appreciate the opportunity to prepare this supplemental analysis for Plums Cafe Expansion. Should you have any questions or need additional assistance, please do not hesitate to call us at (949) 825-6175.

Very truly yours,

**Linscott, Law & Greenspan, Engineers**

A handwritten signature in blue ink, appearing to read "Keil D. Maberry", is written over the typed name.

Keil D. Maberry, P.E.  
Principal



250

200

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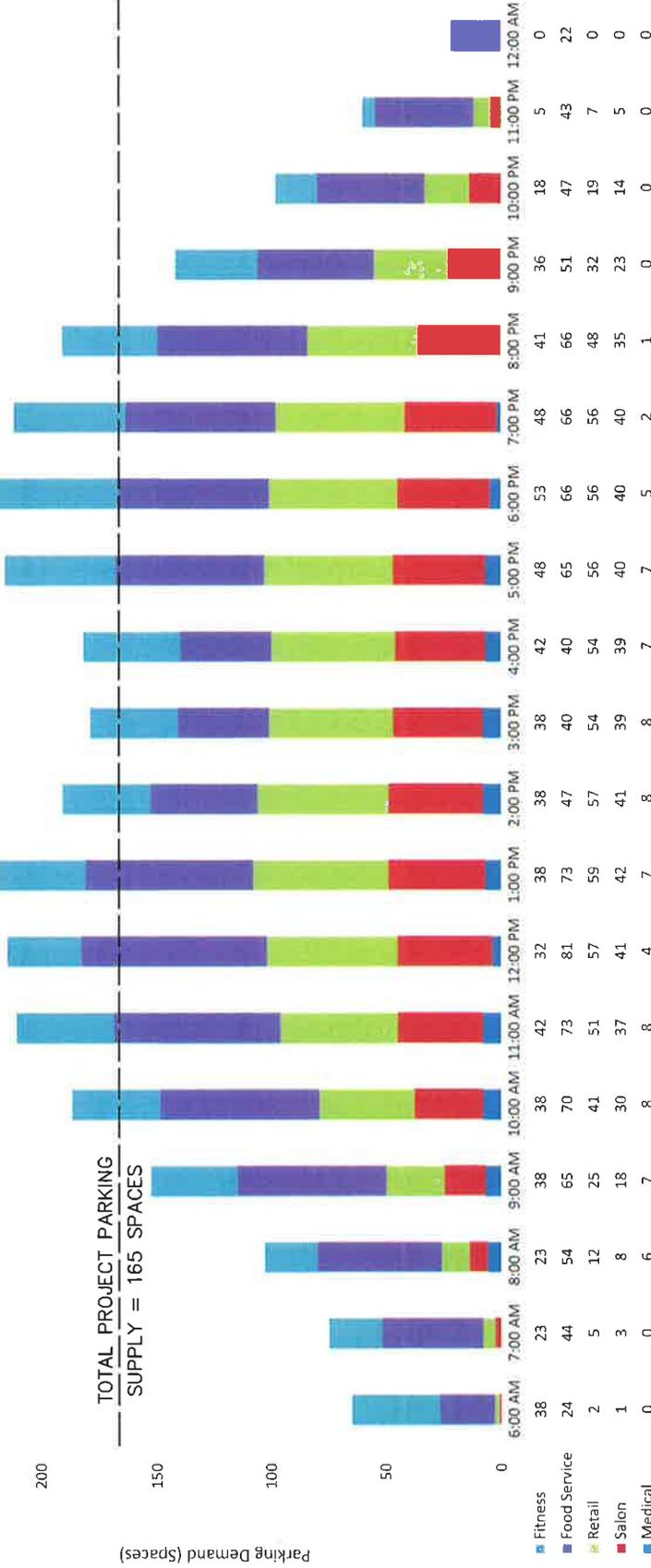
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Parking Demand (Spaces)

TOTAL PROJECT PARKING  
SUPPLY = 165 SPACES

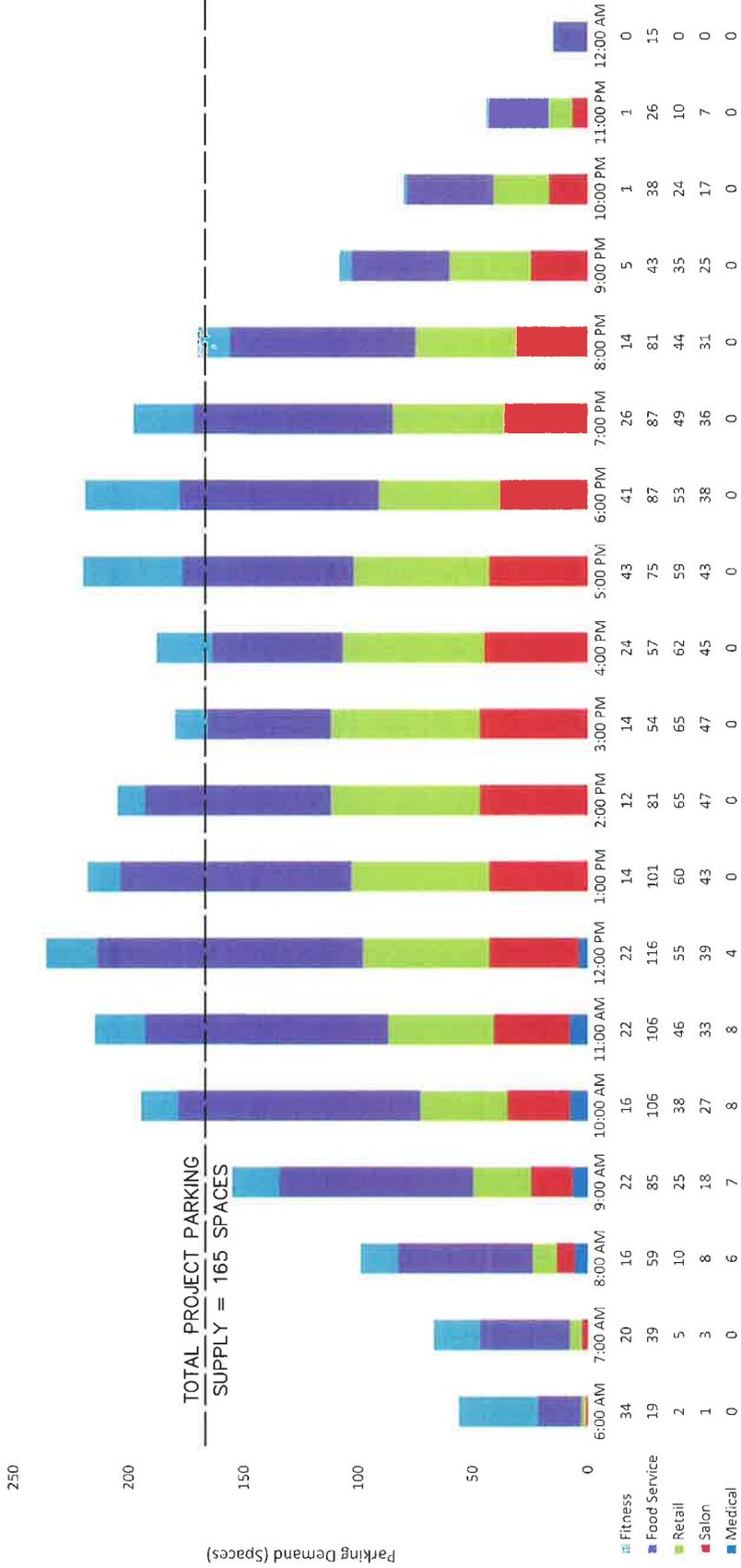


n:\5600\2153564 - plums cafe expansion, costa mesa\dwg\3554f-4a.dwg LDP 14:17:08 05-20-2015 ldm



FIGURE 4A

WEEKDAY SHARED PARKING DEMAND PROFILE  
PLUMS CAFE EXPANSION, COSTA MESA

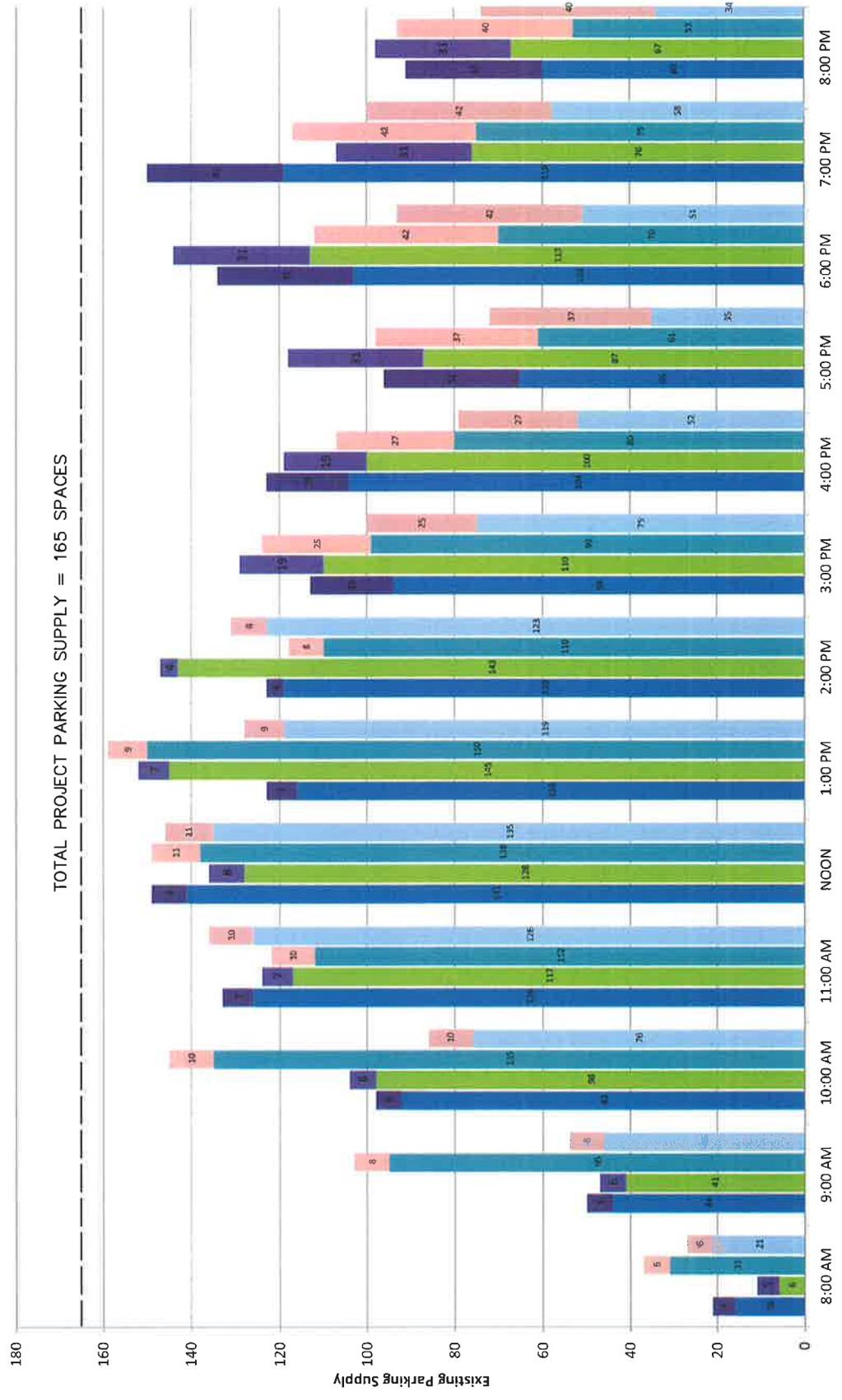


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**FIGURE 5A**  
**WEEKEND SHARED PARKING DEMAND PROFILE**  
 PLUMS CAFE EXPANSION, COSTA MESA



TOTAL PROJECT PARKING SUPPLY = 165 SPACES



**FIGURE 6A**  
 EXISTING PLUS SHARED  
 PARKING DEMAND PROFILE  
 PLUMS CAFE EXPANSION, COSTA MESA

- KEY**
- WEEKEND PROPOSED
  - SUNDAY EXISTING
  - SATURDAY EXISTING
  - WEEKDAY PROPOSED
  - FRIDAY EXISTING
  - THURSDAY EXISTING



**TABLE 1A  
EXISTING AND PROPOSED TENANT/LAND USE SUMMARY  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Suite	Tenant	Land Use	Building Size (SF)
1	Twice the Style	Retail	1,800 SF
2	Genevieve's Wigs	Retail	500 SF
1A & 3	The Bod Beauty Supply	Retail	1,868 SF
4	LaserAway	Medical Office	1,333 SF
5	Holiday	Salon	1,333 SF
6	Newport Needlepoint	Retail	1,333 SF
7-9	<b>Plum's Café</b>	<b>Eating Establishment</b>	<b>4,686 SF<sup>1</sup></b>
10	Astoria Ballroom	Personal Enrichment/ Health Club	2,881 SF
11	<i>Vacant/Proposed Plum's Café Expansion</i>	<i>Eating Establishment</i>	<i>1,037 SF<sup>2</sup></i>
12	Pan Asia Mongolian	Eating Establishment	1,360 SF
13-14	Fleur Dr Lys	Retail	2,720 SF
15	Massimo's Pizza	Eating Establishment	1,358 SF
16	A Jewelry Wonderland	Retail	1,360 SF
17	Sushi Shunka	Eating Establishment	1,360 SF
18	17 <sup>th</sup> Street Deli	Eating Establishment	1,360 SF
19	Cool Cuts 4 Kids	Salon	1,357 SF
20	Xpecting, Inc.	Retail	1,425 SF
21	Bow Dangers Boutique	Retail	900 SF
22	Salon Rouge	Salon	900 SF
23	Blue Springs Home	Retail	1,080 SF
24	James Shoe Repair	Retail	900 SF
25	Bold Girlz	Retail	1,200 SF
26	The Nail Lounge	Salon	1,100 SF
27	House of Yogurt	Eating Establishment	1,157 SF
28	Cardio Barre	Personal Enrichment/ Health Club	2,400 SF
30	Olivia's Cleaners	Retail	1,200 SF
<b>Summary:</b>			
<b>Total Occupied Eating Establishment Square Footage</b>			<b>6,595 SF</b>
<b>Total Occupied Medical Office Square Footage</b>			<b>1,333 SF</b>
<b>Total Occupied Personal Enrichment/Health Club Square Footage</b>			<b>5,281 SF</b>
<b>Total Occupied Retail Square Footage</b>			<b>16,286 SF</b>
<b>Total Occupied Salon Square Footage</b>			<b>4,690 SF</b>
<b>Total Proposed Plum's Café Square Footage</b>			<b>5,723 SF</b>
<b>TOTAL SITE SQUARE FOOTAGE</b>			<b>39,908 SF</b>

<sup>1</sup> Includes existing patio area of 695 SF.

<sup>2</sup> Includes the expansion of the outdoor seating area by 167 SF.

**TABLE 2A**  
**PARKING UTILIZATION COUNTS – THURSDAY (1/22/15)**  
**PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent
	101		64		165	
8:00 AM	10	9.9%	6	9.4%	16	9.7%
9:00 AM	32	31.7%	12	18.8%	44	26.7%
10:00 AM	64	63.4%	28	43.8%	92	55.8%
11:00 AM	81	80.2%	45	70.3%	126	76.4%
12:00 PM	91	90.1%	50	78.1%	141	85.5%
1:00 PM	76	75.2%	40	62.5%	116	70.3%
2:00 PM	85	84.2%	34	53.1%	119	72.1%
3:00 PM	64	63.4%	30	46.9%	94	57.0%
4:00 PM	59	58.4%	45	70.3%	104	63.0%
5:00 PM	32	31.7%	33	51.6%	65	39.4%
6:00 PM	51	50.5%	52	81.3%	103	62.4%
7:00 PM	85	84.2%	34	53.1%	119	72.1%
8:00 PM	52	51.5%	8	12.5%	60	36.4%

**TABLE 2B  
PARKING UTILIZATION COUNTS – FRIDAY (1/23/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent
	101		64		165	
8:00 AM	6	5.9%	0	0.0%	6	3.6%
9:00 AM	31	30.7%	10	15.6%	41	24.8%
10:00 AM	74	73.3%	24	37.5%	98	59.4%
11:00 AM	86	85.1%	31	48.4%	117	70.9%
12:00 PM	90	89.1%	38	59.4%	128	77.6%
1:00 PM	93	92.1%	52	81.3%	145	87.9%
2:00 PM	89	88.1%	54	84.4%	143	86.7%
3:00 PM	65	64.4%	45	70.3%	110	66.7%
4:00 PM	55	54.5%	45	70.3%	100	60.6%
5:00 PM	54	53.5%	33	51.6%	87	52.7%
6:00 PM	74	73.3%	39	60.9%	113	68.5%
7:00 PM	62	61.4%	14	21.9%	76	46.1%
8:00 PM	56	55.4%	11	17.2%	67	40.6%

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**TABLE 2C  
PARKING UTILIZATION COUNTS – SATURDAY (1/24/15)  
PLUM’S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent
	101		64		165	
8:00 AM	14	13.9%	17	26.6%	31	18.8%
9:00 AM	68	67.3%	27	42.2%	95	57.6%
10:00 AM	87	86.1%	48	75.0%	135	81.8%
11:00 AM	73	72.3%	39	60.9%	112	67.9%
12:00 PM	91	90.1%	47	73.4%	138	83.6%
1:00 PM	95	94.1%	55	85.9%	150	90.9%
2:00 PM	77	76.2%	33	51.6%	110	66.7%
3:00 PM	78	77.2%	21	32.8%	99	60.0%
4:00 PM	55	54.5%	25	39.1%	80	48.5%
5:00 PM	34	33.7%	27	42.2%	61	37.0%
6:00 PM	44	43.6%	26	40.6%	70	42.4%
7:00 PM	58	57.4%	17	26.6%	75	45.5%
8:00 PM	44	43.6%	9	14.1%	53	32.1%

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TABLE 2D  
PARKING UTILIZATION COUNTS – SUNDAY (1/25/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

Supply	Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent
	101		64		165	
8:00 AM	10	9.9%	11	17.2%	21	12.7%
9:00 AM	35	34.7%	11	17.2%	46	27.9%
10:00 AM	63	62.4%	13	20.3%	76	46.1%
11:00 AM	86	85.1%	40	62.5%	126	76.4%
12:00 PM	88	87.1%	47	73.4%	135	81.8%
1:00 PM	78	77.2%	41	64.1%	119	72.1%
2:00 PM	87	86.1%	36	56.3%	123	74.5%
3:00 PM	55	54.5%	20	31.3%	75	45.5%
4:00 PM	34	33.7%	18	28.1%	52	31.5%
5:00 PM	21	20.8%	14	21.9%	35	21.2%
6:00 PM	43	42.6%	8	12.5%	51	30.9%
7:00 PM	49	48.5%	9	14.1%	58	35.2%
8:00 PM	26	25.7%	8	12.5%	34	20.6%

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**TABLE 3A  
CITY CODE PARKING REQUIREMENT  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Land Use	Size	City of Costa Mesa Code Parking Ratio <sup>3</sup>	Spaces Required
<i>Existing Tenant Mix</i>			
<input type="checkbox"/> Eating Establishments	6,595 SF <sup>4</sup>	10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.	66 <sup>5</sup>
<input type="checkbox"/> Medical Office	1,333 SF	6 spaces per 1,000 SF of GFA.	8
<input type="checkbox"/> Personal Enrichment/Health Club	5,281 SF	10 spaces per 1,000 SF of GFA.	53
<input type="checkbox"/> Retail	16,286 SF	4 spaces per 1,000 SF of GFA.	65
<input type="checkbox"/> Salon	4,690 SF	10 spaces per 1,000 SF of GFA.	47
<input type="checkbox"/> Existing Plums Café	4,686 SF	10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.	50
<i>Vacant Suites/Proposed Project</i>			
<input type="checkbox"/> Proposed Plum Café Expansion	1,037 SF	10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.	13
<b>TOTAL:</b>			<b>302</b>
<b>A. TOTAL OCCUPIED PARKING CODE REQUIREMENT</b>			<b>289</b>
<b>B. TOTAL VACANT/PROPOSED PARKING CODE REQUIREMENT</b>			<b>13</b>
<b>C. TOTAL PARKING CODE REQUIREMENT BASED ON FULL OCCUPANCY</b>			<b>302</b>
<b>D. TOTAL EXISTING PARKING SUPPLY</b>			<b>165</b>
<b>E. PARKING SURPLUS/DEFICIENCY (+/-) BASED ON FULL OCCUPANCY (D – C)</b>			<b>-137</b>

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<sup>3</sup> Source: *City of Costa Mesa Municipal Code, Chapter VI - Off-Street Parking.*

<sup>4</sup> Each of the eating establishments assumes that 50% of the total square-footage is allocated as public area.

<sup>5</sup> The eating establishment consists of four separate suites each of which are below 3,000 SF. Therefore, the parking ratio of 10 spaces per 1,000 SF was applied.

TABLE 4A  
WEEKDAY SHARED PARKING DEMAND ANALYSIS  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant											Fitness Studios/Gyms/Health Clubs				Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Medical Office (Sq. Ft.)	Salon (Sq. Ft.)	Retail (Sq. Ft.)	Fine/Casual Dining >300		Family Restaurant >300		Fast Food >300		Up to 10,000 (Sq. Ft.)	to 30,000 (Sq. Ft.)	>30,000 (Sq. Ft.)					
				1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)								
SIZE	1,333	4,690	16,286	0	0	9,595	2,723	0	0	5,281	0	0	0	39,908			
RATIO	6	10	4	10	12	10	12	10	12	10	6.7	5.5					
PEAK DEMAND	8	47	65	0	0	96	33	0	0	53	0	0	0				
MODE/ADJ.						10%	10%										
SUPPLY	--	--	--	--	--	--	--	--	--	--	--	--	--		165		
WEEKDAY																	
6:00 AM	0	1	2	0	0	18	6	0	0	38	0	0	0	65	100		
7:00 AM	0	3	5	0	0	33	11	0	0	23	0	0	0	75	90		
8:00 AM	6	8	12	0	0	40	14	0	0	23	0	0	0	103	62		
9:00 AM	7	18	25	0	0	48	17	0	0	38	0	0	0	153	12		
10:00 AM	8	30	41	0	0	52	18	0	0	38	0	0	0	187	-22		
11:00 AM	8	37	51	0	0	54	19	0	0	42	0	0	0	211	-46		
NOON	4	41	57	0	0	60	21	0	0	32	0	0	0	215	-50		
1:00 PM	7	42	59	0	0	54	19	0	0	38	0	0	0	219	-54		
2:00 PM	8	41	57	0	0	35	12	0	0	38	0	0	0	191	-26		
3:00 PM	8	39	54	0	0	30	10	0	0	38	0	0	0	179	-14		
4:00 PM	7	39	54	0	0	30	10	0	0	42	0	0	0	182	-17		
5:00 PM	7	40	56	0	0	48	17	0	0	48	0	0	0	216	-51		
6:00 PM	5	40	56	0	0	49	17	0	0	53	0	0	0	220	-55		
7:00 PM	2	40	56	0	0	49	17	0	0	48	0	0	0	212	-47		
8:00 PM	1	35	48	0	0	49	17	0	0	41	0	0	0	191	-26		
9:00 PM	0	23	32	0	0	38	13	0	0	36	0	0	0	142	23		
10:00 PM	0	14	19	0	0	35	12	0	0	18	0	0	0	98	67		
11:00 PM	0	5	7	0	0	32	11	0	0	5	0	0	0	60	105		
MIDNIGHT	0	0	0	0	0	16	6	0	0	0	0	0	0	22	143		

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TABLE 5A  
WEEKEND SHARED PARKING DEMAND ANALYSIS  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Fitness Studios/Gyms/Health Clubs				Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Medical Office (Sq. Ft.)	Salon (Sq. Ft.)	Retail (Sq. Ft.)	Fine/Casual Dining >300 1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	Family Restaurant >300 1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	Fast Food >300 1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	Up to 10,000 (Sq. Ft.)	to 30,000 (Sq. Ft.)	>30,000 (Sq. Ft.)				
SIZE	1,333	4,690	16,286	0	0	9,595	2,723	0	0	5,281	0	0	39,908			
RATIO	6	10	4	10	12	10	12	10	12	10	6.7	5.5				
PEAK DEMAND	8	47	65	0	0	96	33	0	0	53	0	0				
MODE ADJ.						10%	10%									
SUPPLY	--	--	--	--	--	--	--	--	--	--	--	--	165			
WEEKEND																
6:00 AM	0	1	2	0	0	14	5	0	0	34	0	0	56	109		
7:00 AM	0	3	5	0	0	29	10	0	0	20	0	0	67	98		
8:00 AM	6	8	10	0	0	44	15	0	0	16	0	0	99	66		
9:00 AM	7	18	25	0	0	63	22	0	0	22	0	0	157	8		
10:00 AM	8	27	38	0	0	79	27	0	0	16	0	0	195	-30		
11:00 AM	8	33	46	0	0	79	27	0	0	22	0	0	215	-50		
NOON	4	39	55	0	0	86	30	0	0	22	0	0	236	-71		
1:00 PM	0	43	60	0	0	75	26	0	0	14	0	0	218	-53		
2:00 PM	0	47	65	0	0	60	21	0	0	12	0	0	205	-40		
3:00 PM	0	47	65	0	0	40	14	0	0	14	0	0	180	-15		
4:00 PM	0	45	62	0	0	42	15	0	0	24	0	0	188	-23		
5:00 PM	0	43	59	0	0	56	19	0	0	43	0	0	220	-55		
6:00 PM	0	38	53	0	0	65	22	0	0	41	0	0	219	-54		
7:00 PM	0	36	49	0	0	65	22	0	0	26	0	0	198	-33		
8:00 PM	0	31	44	0	0	60	21	0	0	14	0	0	170	-5		
9:00 PM	0	25	35	0	0	32	11	0	0	5	0	0	108	57		
10:00 PM	0	17	24	0	0	28	10	0	0	1	0	0	80	85		
11:00 PM	0	7	10	0	0	19	7	0	0	1	0	0	44	121		
MIDNIGHT	0	0	0	0	0	11	4	0	0	0	0	0	15	150		

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TABLE 6A  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - THURSDAY (1/22/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Existing Parking Demand	Restaurant (include food service for bowling alleys)				Total Parking Demand By Hour	Parking Surplus Deficiency (+/-)
		Family Restaurant >300		Family Restaurant >300			
		1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)		
SIZE	--	3,000	1,686	0	1,037		
RATIO	--	10	12	10	12		
PEAK DEMAND	--	30	20	0	12		
MODE ADJ.	--	10%	10%	10%	10%		
SUPPLY	--	--	--	--	--		165
WEEKDAY							
8:00 AM	16	--	--	0	5	21	144
9:00 AM	44	--	--	0	6	50	115
10:00 AM	92	--	--	0	6	98	67
11:00 AM	126	--	--	0	7	133	32
NOON	141	--	--	0	8	149	16
1:00 PM	116	--	--	0	7	123	42
2:00 PM	119	--	--	0	4	123	42
3:00 PM	94	9	6	0	4	113	52
4:00 PM	104	9	6	0	4	123	42
5:00 PM	65	15	10	0	6	96	69
6:00 PM	103	15	10	0	6	134	31
7:00 PM	119	15	10	0	6	150	15
8:00 PM	60	15	10	0	6	91	74

TABLE 7A  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - FRIDAY (1/23/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Existing Parking Demand	Restaurant (include food service for bowling alleys)				Total Parking Demand By Hour	Parking Surplus Deficiency (+/-)
		Family Restaurant >300 1st 3,000 (Sq. Ft.)	Family Restaurant >300 >3,000 (Sq. Ft.)	Family Restaurant >300 1st 3,000 (Sq. Ft.)	Family Restaurant >300 >3,000 (Sq. Ft.)		
SIZE	--	3,000	1,686	0	1,037		
RATIO	--	10	12	10	12		
PEAK DEMAND	--	30	20	0	12		
MODE.ADJ.		10%	10%	10%	10%		
SUPPLY	--	--	--	--	--	165	
WEEKDAY							
8:00 AM	6	--	--	0	5	154	
9:00 AM	41	--	--	0	6	118	
10:00 AM	98	--	--	0	6	61	
11:00 AM	117	--	--	0	7	41	
NOON	128	--	--	0	8	29	
1:00 PM	145	--	--	0	7	13	
2:00 PM	143	--	--	0	4	18	
3:00 PM	110	9	6	0	4	36	
4:00 PM	100	9	6	0	4	46	
5:00 PM	87	15	10	0	6	47	
6:00 PM	113	15	10	0	6	21	
7:00 PM	76	15	10	0	6	58	
8:00 PM	67	15	10	0	6	67	

TABLE 8A  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - SATURDAY (1/24/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant (include food service for bowling alleys)						Total Parking Demand By Hour	Parking Surplus Deficiency (+/-)
	Existing Parking Demand	Family Restaurant >300		Family Restaurant >300		Family Restaurant >300		
		1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)		
SIZE	--	3,000	1,686	0	1,037			
RATIO	--	10	12	10	12			
PEAK DEMAND	--	30	20	0	12			
MODE ADJ.		10%	10%	10%	10%			
SUPPLY	--	--	--	--	--		165	
WEEKEND								
8:00 AM	31	--	--	0	6	37	128	
9:00 AM	95	--	--	0	8	103	62	
10:00 AM	135	--	--	0	10	145	20	
11:00 AM	112	--	--	0	10	122	43	
NOON	138	--	--	0	11	149	16	
1:00 PM	150	--	--	0	9	159	6	
2:00 PM	110	--	--	0	8	118	47	
3:00 PM	99	12	8	0	5	124	41	
4:00 PM	80	13	9	0	5	107	58	
5:00 PM	61	18	12	0	7	98	67	
6:00 PM	70	20	14	0	8	112	53	
7:00 PM	75	20	14	0	8	117	48	
8:00 PM	53	19	13	0	8	93	72	

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TABLE 9A  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - SUNDAY (1/25/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Existing Parking Demand	Restaurant (include food service for bowling alleys)				Total Parking Demand By Hour	Parking Surplus Deficiency (+/-)
		Family Restaurant >300 1st 3,000 (Sq. Ft.)	Family Restaurant >300 >3,000 (Sq. Ft.)	Family Restaurant >300 1st 3,000 (Sq. Ft.)	Family Restaurant >300 >3,000 (Sq. Ft.)		
SIZE	--	3,000	1,686	0	1,037		
RATIO	--	10	12	10	12		
PEAK DEMAND	--	30	20	0	12		
MODE ADJ.	--	10%	10%	10%	10%		
SUPPLY	--	--	--	--	--	165	
WEEKEND							
8:00 AM	21	--	--	0	6	138	
9:00 AM	46	--	--	0	8	111	
10:00 AM	76	--	--	0	10	79	
11:00 AM	126	--	--	0	10	29	
NOON	135	--	--	0	11	19	
1:00 PM	119	--	--	0	9	37	
2:00 PM	123	--	--	0	8	34	
3:00 PM	75	12	8	0	5	65	
4:00 PM	52	13	9	0	5	86	
5:00 PM	35	18	12	0	7	93	
6:00 PM	51	20	14	0	8	72	
7:00 PM	58	20	14	0	8	65	
8:00 PM	34	19	13	0	8	91	

**APPENDIX A**  
**SHARED PARKING RATIO AND PROFILE SUMMARY**  
**CITY OF COSTA MESA PROCEDURE FOR DETERMINING**  
**SHARED PARKING REQUIREMENTS**



March 4, 2015

Ms. Kim Jorgenson  
Plums Café & Catering  
369 East 17<sup>th</sup> Street  
Costa Mesa, CA 92627

LLG Reference No. 2.15.3554.1

Subject: **Updated Parking Demand Analysis for the Proposed  
Plum's Café Expansion at Westport Square  
Costa Mesa, California**

Dear Ms. Jorgenson:

As requested, Linscott, Law, & Greenspan, Engineers (LLG) is pleased to submit this Parking Demand Analysis for Plum's Cafe expansion located at 369 East 17<sup>th</sup> Street in the City of Costa Mesa. It is our understanding that Plum's Café is proposing to occupy the vacant 1,037 SF within Suite 11 along with expanding their current hours of operations from 8:00 AM - 3:00 PM to include Dinner service.

Westport Square is currently 97.7% occupied and includes a mixture of eating establishments, medical office, personal enrichment/health club, retail, and salon tenancies. The current on-site parking supply of Westport Square totals 219 spaces with another 28 public parking spaces adjacent to Pinkley Park at the rear of the site.

A parking study has been required by the City of Costa Mesa to evaluate the parking requirements and operational needs of Westport Square at full occupancy with the proposed Plum's Cafe expansion. This report evaluates those needs based on application of City Code, the ULI Shared Parking methodology, and the Existing Survey plus Shared Parking methodology.

Our method of analysis, findings, and recommendations are detailed in the following sections of this report. Briefly, we find the following:

- The existing parking supply on the site totals 219 spaces.
- A "code" calculation for full occupancy of the existing center with the proposed tenant mix requires 358 spaces, resulting in a parking shortfall of 139 spaces.

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- A shared parking analysis using city code ratios along with ULI parking profiles yields a peak weekday parking demand of 269 spaces that when compared to the 219 provided spaces results in a shortfall of 50 parking spaces.
- A shared parking analysis using city code ratios along with ULI parking profiles yields a peak weekend parking demand of 270 spaces that when compared to the 219 provided spaces results in a shortfall of 51 parking spaces.
- An existing plus shared parking analysis results in a peak parking demand of 192 spaces that when compared to the 219 provided spaces results in a minimum surplus of 27 spaces on a weekday (Thursday).

## PROJECT LOCATION AND DESCRIPTION

Westport Square is located at 369 East 17<sup>th</sup> Street in the City of Costa Mesa. *Figure 1*, located at the rear of this letter report, presents a Vicinity Map, which illustrates the general location of the Project site in the context of the surrounding street system. *Figure 2* presents the existing aerial photograph for Westport Square. It should be noted that this parking analysis also includes the adjacent Pitfire Pizza restaurant and associated parking area.

Westport Square (plus Pitfire Artisan Pizza) is a mixed-use commercial center with a total floor area of 44,941 square-feet (SF). *Table 1*, located at the end of this letter report, following the figures, summarizes the existing and proposed land uses/tenants and associated floor areas for Westport Square. Review of *Table 1* shows that Plum's Café is proposing to expand its services by taking occupancy of Suite 11 and expanding the existing 695 SF patio area by 167 SF. In addition, Plum's Café is proposing to expand its hours of operations from their current hours of 8:00 AM – 3:00 PM to include Dinner service.

## EXISTING PARKING DEMAND AND SUPPLY PER FIELD STUDY

Based on a field assessment, the existing on-site parking supply for the Westport Square totals 219 spaces. For detailed study purposes, the parking areas were divided into three (3) zones as illustrated on *Figure 3*. *Tables 2A* through *2D* provide a breakdown of the parking supply and utilization within each zone for a "typical" Thursday, Friday, Saturday and Sunday conditions, respectively. Parking demand observations were conducted at the site between the hours of 8:00 AM and 8:00 PM on Thursday through Sunday (January 22, 2015 through January 25, 2015). The parking surveys consisted of counting the number of parked vehicles on an hourly

basis within three (3) zones for the entire mixed-use center site (including the Pitfire Pizza site).

The results of the weekday (Thursday and Friday) and weekend day (Saturday and Sunday) parking surveys are summarized in *Tables 2A through 2D*, respectively. As shown in *Table 2B*, the study site experienced a weekday (Friday) peak parking demand of *167 vehicles (76.3% utilization)* within the entire site at 1:00 PM. In addition, as shown in *Table 2C*, the study site experienced a weekend day (Saturday) peak parking demand of *176 vehicles (80.4% utilization)* that occurred within the entire site at 1:00 PM.

### **PARKING SUPPLY-DEMAND ANALYSIS**

This parking demand analysis for the proposed Plum's Cafe Expansion involves determining the expected parking needs, based on the size and type of proposed development components, versus the parking supply. Typically, there are three methods that can be used to estimate a site's peak parking needs. These methods have been used in this analysis and include:

- Application of City Code requirements (which typically treat each tenancy type as a "stand alone" use at maximum demand).
- Application of shared parking usage patterns by time-of-day (which recognizes that the parking demand for each tenancy type varies by time of day and day of week). The shared parking analysis starts with a code calculation for each tenancy type.
- Existing parking demand surveys to determine the aggregate parking demand of current tenants, combined with application of shared parking evaluation methodologies for all proposed or existing vacant floor areas in the center.

The shared parking methodology is concluded to be applicable to a development such as the Plum's Cafe expansion because the individual tenancy/land use types (i.e., eating establishments, medical office, personal enrichment/health club, retail, salon, etc.) experience peak demands at different times of the day.

### **CODE PARKING REQUIREMENTS**

The code parking calculation for Westport Square plus Pitfire Artisan Pizza with the proposed Project is based on the City's requirements as outlined in *Chapter VI - Off-Street Parking* of the City of Costa Mesa Municipal Code. The City's Municipal Code specifies the following parking requirements:

- Eating Establishments: 10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.
- Medical Office: six (6) spaces per 1,000 SF of GFA.
- Personal Enrichment/Health Club: ten (10) spaces per 1,000 SF of GFA.
- Retail: four (4) spaces per 1,000 SF of GFA.
- Salon: ten (10) spaces per 1,000 SF of GFA.

*Table 3* presents the existing code parking requirements for only occupied floor areas at the center, then for the proposed Project, and then combined for the entire center. As shown, direct application of City parking codes to the existing and proposed mix of uses of Westport Square plus Pitfire Pizza results in a total parking requirement of 358 parking spaces. With a parking supply of 219 spaces, a theoretical code shortfall of 139 spaces is indicated.

However, the specific tenancy mix of Westport Square provides an opportunity to share parking spaces based on the utilization profile of each included land use component. The following section calculates the parking requirements for Westport Square based on the shared parking methodology approach.

## SHARED PARKING ANALYSIS

### Shared Parking Methodology

The Shared Parking methodology was primarily applied to estimate the parking needs of Westport Square plus Pitfire Artisan Pizza. This goes beyond simply calculating the City Code requirement, and looks at the operational demand picture within the actual physical setting. The objective of this Shared Parking analysis is to estimate the peak parking requirements for the various project components of Westport Square based upon their combined parking demand patterns.

Parking experience indicates that combining different land uses, whose parking demands peak at different times (of the day, week, and year), generally result in a parking demand that is significantly lower than “stand-alone” or “free-standing” facilities. In other words, a mixed-use development results in an overall parking need that is less than the sum of the individual peak parking requirements for each land use (parking ratios/factors specific to each land use, or city parking code rates are typically applied to these “stand-alone” developments).

The analytical procedures in a Shared Parking analysis are well documented in the Urban Land Institute's (ULI's) *Shared Parking* (First and Second Editions) publication. The publication defines Shared Parking as "parking space that can be used to serve two or more individual land uses without conflict or encroachment." Therefore, Shared Parking calculations recognize that when different uses share a common parking footprint, the total number of spaces needed to support the collective whole is determined by adding the different parking profiles (by time of day or day of week) of each use comprising the mixed-use development. This is done rather than applying individual peak ratios to each land use component.

It should be noted that the "demand" results of the shared parking calculation are intended to be used directly for comparison to site supply. No further adjustments or contingency additions are needed because such contingencies are already built into the peak parking ratios and time of day profiles used in the calculation.

There is an important common element between the traditional "code" and the shared parking calculation methodologies; the peak parking ratios or "highpoint" for each land use's parking profile typically equals the "code" parking ratio for that use. The analytical procedures for shared parking analyses are well documented in the *Shared Parking, 2<sup>nd</sup> Edition* publication by the Urban Land Institute (ULI).

Shared parking calculations for the analysis utilize hourly parking accumulations developed from field studies of single developments in free-standing settings, where travel by private auto is maximized. These characteristics permit the means for calculating peak parking needs when land use types are combined. Further, the shared parking approach will result, at other than peak parking demand times, in an excess amount of spaces that will service the overall needs of the project.

### **Shared Parking Ratios and Profiles**

The hourly parking demand profiles (expressed in percent of peak demand) utilized in this analysis and applied to the Westport Square are based on profiles developed by the Urban Land Institute (ULI) and published in *Shared Parking, 2<sup>nd</sup> Edition*. The ULI publication presents hourly parking demand profiles for five (5) general land use categories: eating establishments, medical office, personal enrichment/health club, retail and salon. These profiles of parking demand have been used directly, by land use type, in the analysis of this site.

For this analysis, a conservative 10% parking adjustment was utilized for the food service component to account for (1) "walk-in" trips attributable to synergy between uses within Westport Square and adjoining commercial and residential uses, and (2)

alternative modes of travel (i.e. transit, bicycle) due to the availability of public transit on East 17<sup>th</sup> Street.

### **Application of Shared Parking Methodology**

**Tables 4** and **5** present the weekday and weekend parking demand profiles for Westport Square based on the shared parking methodology, assuming full occupancy of the center including the proposed Plum's Café expansion and adjusted hours of operations to include dinner service.

Review of **Tables 4** and **5** indicates that the future full occupancy weekday and weekend peak parking demands will occur at 6:00 PM with peak "design level" demands of 269 and 270 spaces, respectively. Based on the existing parking supply of 219 spaces, the peak parking demand hours on a weekday is projected to have a parking shortfall of 50 spaces. In addition, on a weekend day the parking shortfall is projected to total 51 spaces.

**Figures 4** and **5** graphically illustrate the weekday and weekend hourly parking demand forecast for the Project, respectively. Each land use component and its corresponding hourly Shared Parking demand for various mixes of uses, which were presented in **Tables 4** and **5**, are depicted in these two figures relative to a shared parking supply of 219 spaces. Please note that although the parking requirements are not met based on the shared parking approach the more applicable method is to use actual peak parking counts for the existing center to get a true representation of the existing centers characteristics.

## **SURVEY SHARED PARKING METHODOLOGY**

### **Existing Demand with Shared Parking Application to Vacant Floor Area**

In order to provide a more realistic "forecast" of future peak parking demand at Westport Square, utilization of the actual field study data for the existing tenancies has been combined with a forecast for future tenancies consistent with the anticipated full occupancy condition. **Tables 6, 7, 8** and **9** present the Thursday, Friday, Saturday and Sunday conditions, respectively. Please note that as requested by City Staff the lunchtime period of 11:00 AM to 2:00 PM has been increased to account for the full forecasted parking demand related to the peak utilization of Pitfire Pizza during this time period.

As presented in **Tables 6 and 7**, the weekday (Thursday and Friday) scenarios result in a minimum parking surplus of 27 and 29 spaces, respectively. In addition, as presented

in *Tables 7 and 8*, the weekend (Saturday and Sunday) scenarios result in a minimum parking surplus of 30 and 45 spaces, respectively.

*Figure 5* graphically illustrates the existing plus shared approach for Thursday through Sunday hourly parking demand forecast for the Project. Each land use component and its corresponding hourly shared parking demand for various mixes of uses, which were presented in *Tables 6, 7, 8 and 9*, are depicted in this figure relative to a shared parking supply of 219 spaces. A review of *Figure 5* shows that Westport Square based on the existing plus shared parking approach would result in adequate parking to accommodate the proposed tenant mix for all morning, midday, afternoon and evening hours.

*Appendix A* contains the weekday and weekend day shared parking profiles.

Given these results, we conclude that there is adequate parking on-site to accommodate the proposed Plum's Café expansion and an adjustment to its hours of operation.

## SUMMARY OF FINDINGS AND CONCLUSIONS

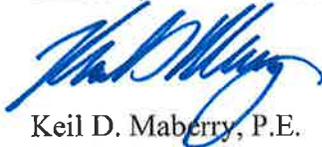
1. Westport Square (plus Pitfire Artisan Pizza) is an existing 44,941 square-foot (SF) center located in Costa Mesa, California and is supported by a total parking supply of 219 spaces. Plum's Café is proposing to expand its services by taking occupancy of Suite 11 and expanding the existing 695 SF patio area by 167 SF. In addition, Plum's Café is proposing to expand its hours of operations from their current hours of 8:00 AM – 3:00 PM to include Dinner service.
2. This parking demand analysis evaluates the existing tenancy condition as well as with full occupancy of the center with the proposed Plum's Café expansion.
3. Direct application of City parking codes to the existing tenant mix of Westport Square and proposed Project, results in a total parking requirement of 302 parking spaces within three (3) parking zones. The entire site has a supply of 219 spaces, which translates to a theoretical shortfall of 139 spaces when compared to city code requirements.
4. Given the mix of tenancies within the center, a shared parking analysis, consistent with the City of Costa Mesa requirements, has been prepared and indicates that the available shared parking supply of 219 spaces will not be sufficient to meet the projected peak parking demands of existing and proposed Project. The weekday scenario results in a parking shortfall of 50 spaces, while the weekend scenario results in a parking shortfall of 51 spaces.

5. The results of the existing survey plus shared parking analysis indicates that adequate parking will be provided on site to accommodate the existing mix and proposed Project. The weekday (Thursday and Friday) scenarios result in a minimum parking surplus of 27 and 29 spaces, respectively, while the weekend (Saturday and Sunday) scenarios result in a minimum parking surplus of 30 and 45 spaces, respectively.
6. Given the above, we conclude that there is adequate on-site parking supply to accommodate the proposed Plum's Café expansion and an adjustment to its hours of operation to include Dinner service.

\* \* \* \* \*

We appreciate the opportunity to prepare this parking demand analysis. Should you have any questions or need additional assistance, please do not hesitate to call me at (949) 825-6175.

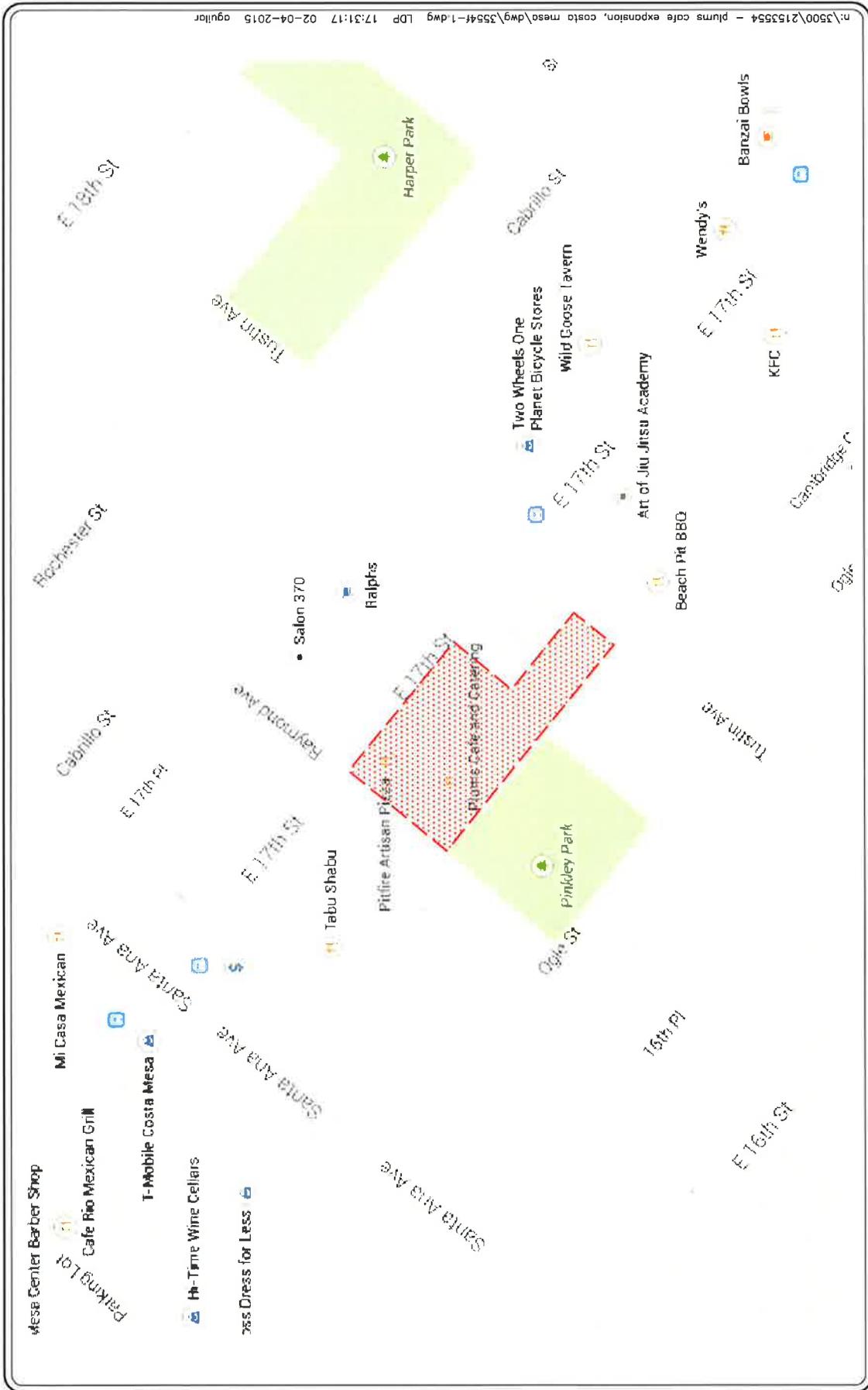
Very truly yours,  
**Linscott, Law & Greenspan, Engineers**



Keil D. Maberry, P.E.  
Principal

Attachments





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NO SCALE

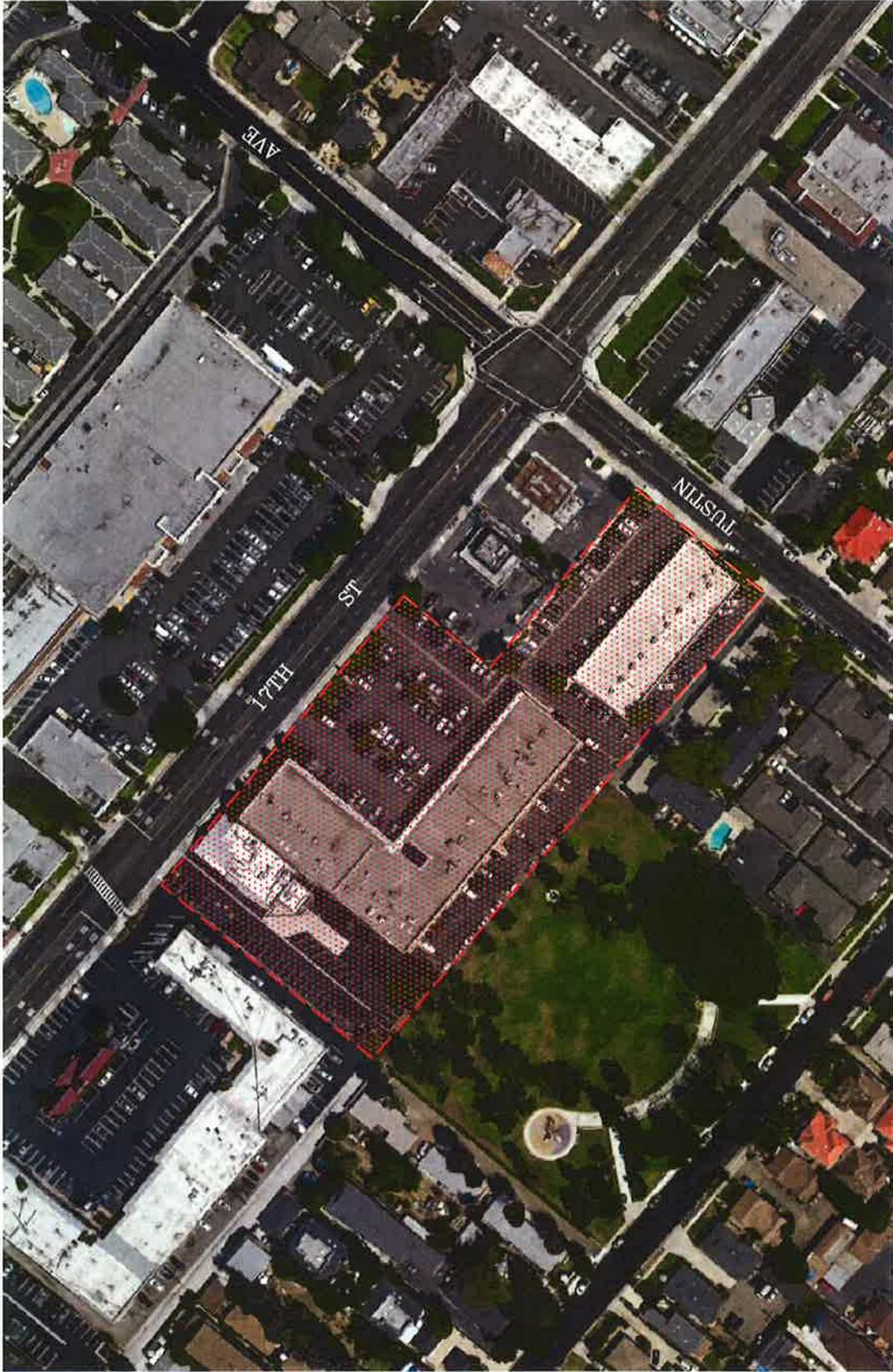
SOURCE: GOOGLE

KEY

 = PROJECT SITE

# FIGURE 1

## VICINITY MAP PLUMS CAFE EXPANSION, COSTA MESA



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SOURCE: GOOGLE

KEY

 = PROJECT SITE



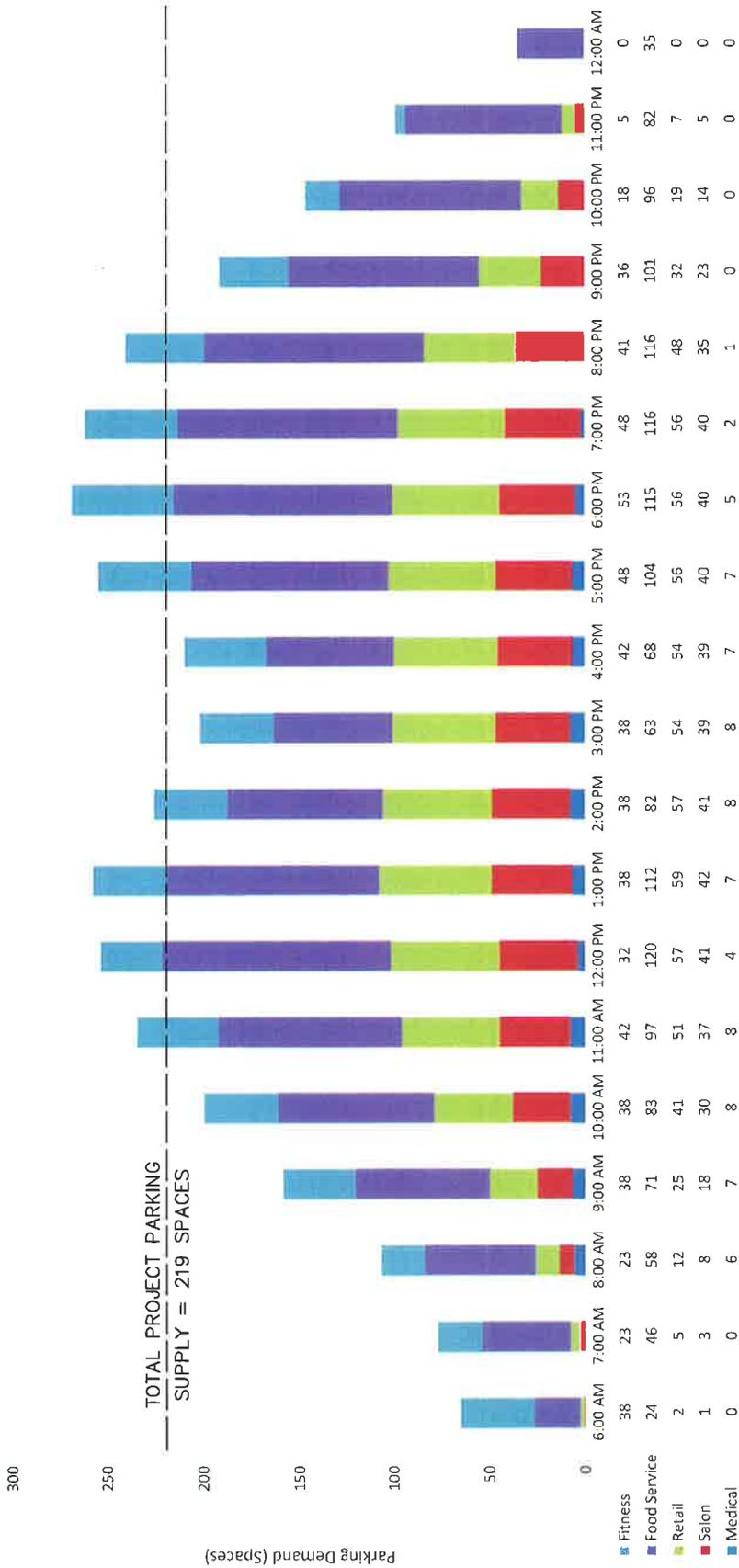
NO SCALE



## FIGURE 2

EXISTING SITE PLAN  
PLUMS CAFE EXPANSION, COSTA MESA

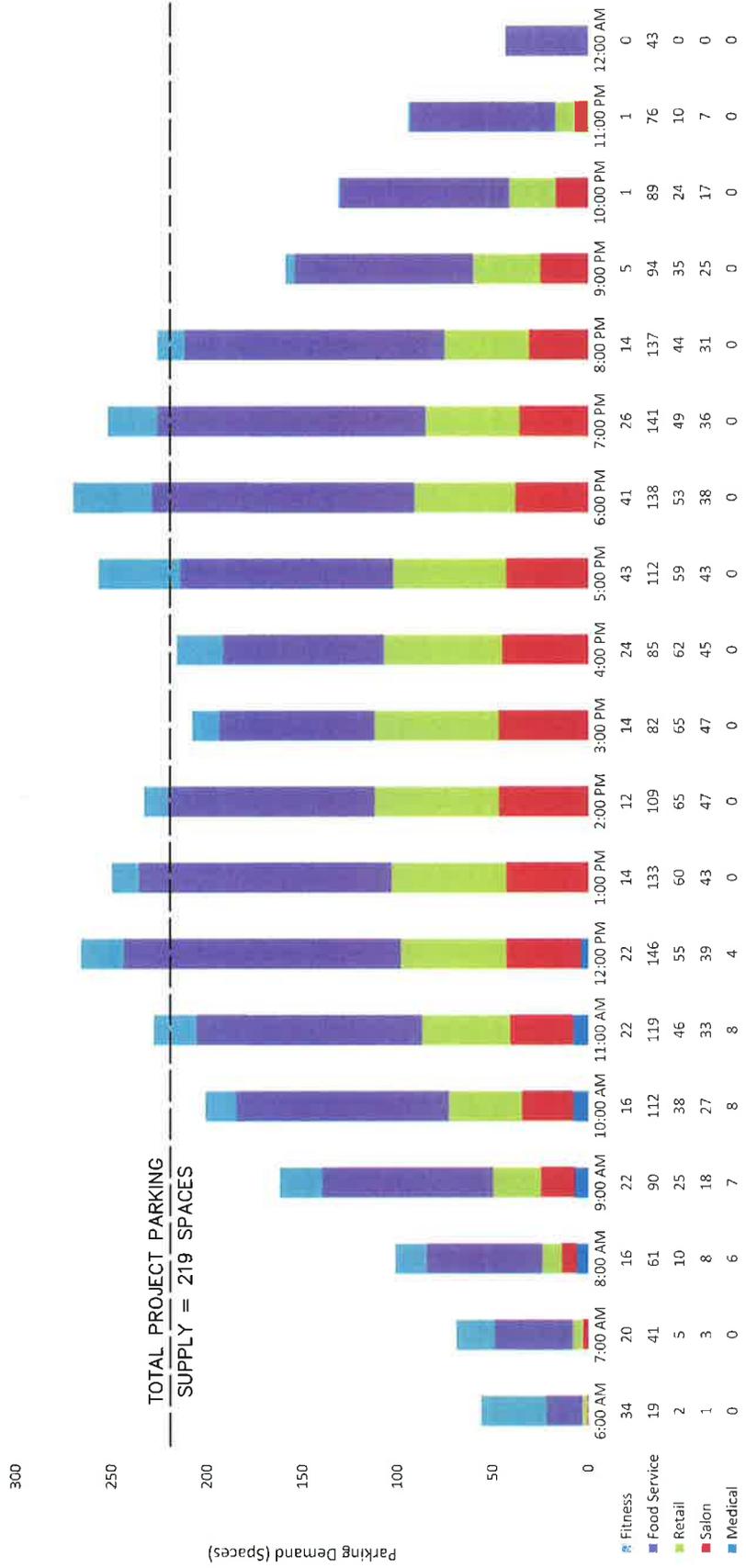




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**FIGURE 4**  
**WEEKDAY SHARED PARKING DEMAND PROFILE**  
 PLUMS CAFE EXPANSION, COSTA MESA



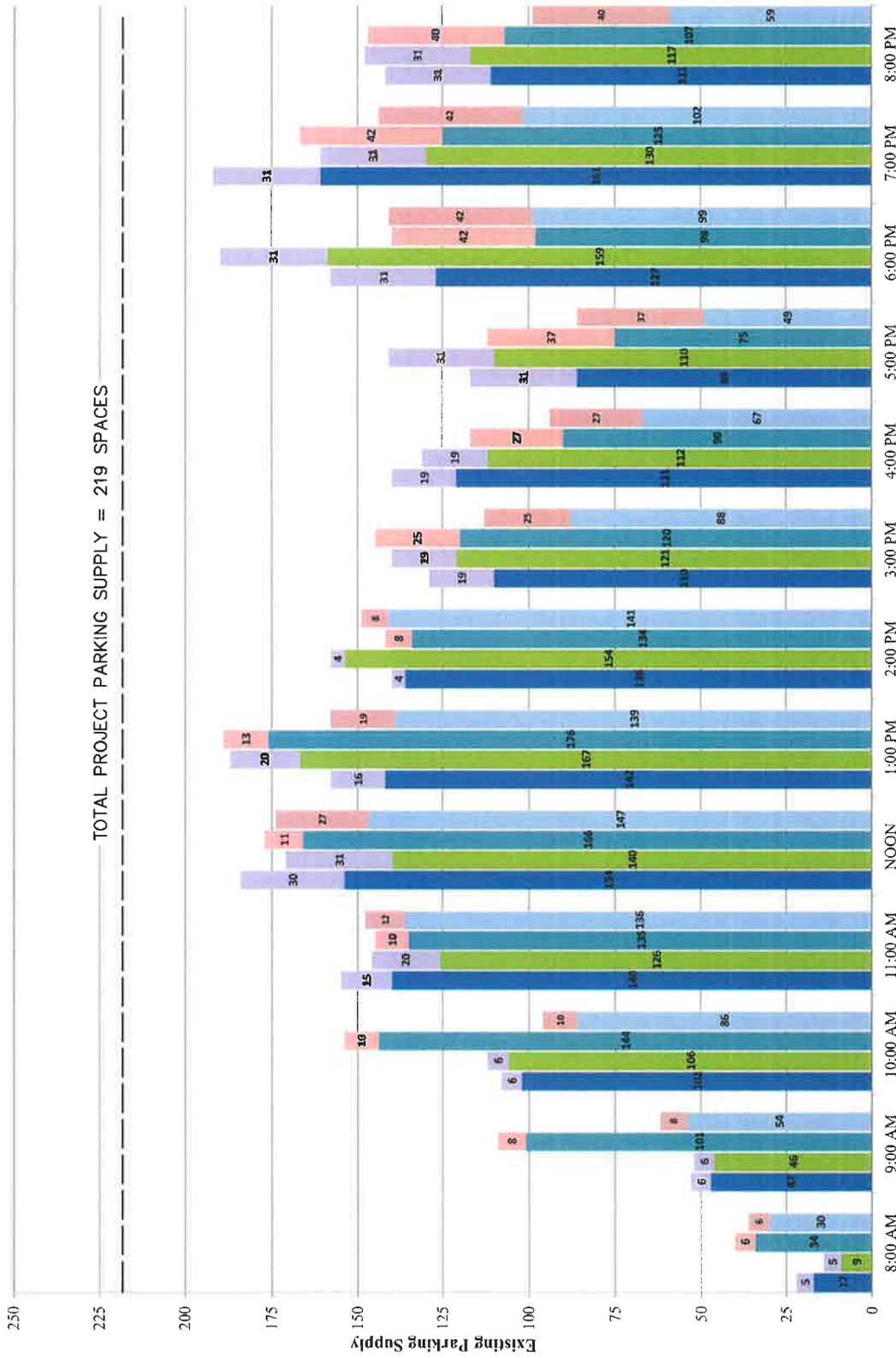


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**FIGURE 5**  
**WEEKEND SHARED PARKING DEMAND PROFILE**  
 PLUMS CAFE EXPANSION, COSTA MESA

TOTAL PROJECT PARKING SUPPLY = 219 SPACES



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**KEY**  
 WEEKEND PROPOSED  
 SUNDAY EXISTING  
 SATURDAY EXISTING  
 WEEKDAY PROPOSED  
 FRIDAY EXISTING  
 THURSDAY EXISTING

**FIGURE 6**  
 EXISTING PLUS SHARED  
 PARKING DEMAND PROFILE  
 PLUMS CAFE EXPANSION, COSTA MESA

**TABLE 1  
EXISTING AND PROPOSED TENANT/LAND USE SUMMARY  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Suite	Tenant	Land Use	Building Size (SF)
1	Twice the Style	Retail	1,800 SF
2	Genevieve's Wigs	Retail	500 SF
1A & 3	The Bod Beauty Supply	Retail	1,868 SF
4	LaserAway	Medical Office	1,333 SF
5	Holiday	Salon	1,333 SF
6	Newport Needlepoint	Retail	1,333 SF
7-9	<b>Plum's Café</b>	<b>Eating Establishment</b>	<b>4,686 SF<sup>1</sup></b>
10	Astoria Ballroom	Personal Enrichment/ Health Club	2,881 SF
11	<i>Vacant/Proposed Plum's Café Expansion</i>	<i>Eating Establishment</i>	<i>1,037 SF<sup>2</sup></i>
12	Pan Asia Mongolian	Eating Establishment	1,360 SF
13-14	Fleur Dr Lys	Retail	2,720 SF
15	Massimo's Pizza	Eating Establishment	1,358 SF
16	A Jewelry Wonderland	Retail	1,360 SF
17	Sushi Shunka	Eating Establishment	1,360 SF
18	17 <sup>th</sup> Street Deli	Eating Establishment	1,360 SF
19	Cool Cuts 4 Kids	Salon	1,357 SF
20	Xpecting, Inc.	Retail	1,425 SF
21	Bow Dangles Boutique	Retail	900 SF
22	Salon Rouge	Salon	900 SF
23	Blue Springs Home	Retail	1,080 SF
24	James Shoe Repair	Retail	900 SF
25	Bold Girlz	Retail	1,200 SF
26	The Nail Lounge	Salon	1,100 SF
27	Hosue of Yogurt	Eating Establishment	1,157 SF
28	Cardio Barre	Personal Enrichment/ Health Club	2,400 SF
30	Olivia's Cleaners	Retail	1,200 SF
--	Pitfire Artisan Pizza	Eating Establishment	5,200 SF
<b>Summary:</b>			
<b>Total Occupied Eating Establishment Square Footage</b>			<b>11,795 SF</b>
<b>Total Occupied Medical Office Square Footage</b>			<b>1,333 SF</b>
<b>Total Occupied Personal Enrichment/Health Club Square Footage</b>			<b>5,281 SF</b>
<b>Total Occupied Retail Square Footage</b>			<b>16,286 SF</b>
<b>Total Occupied Salon Square Footage</b>			<b>4,690 SF</b>
<b>Total Proposed Plum's Café Square Footage</b>			<b>5,723 SF</b>
<b>TOTAL SITE SQUARE FOOTAGE</b>			<b>45,108 SF</b>

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<sup>1</sup> Includes existing patio area of 695 SF.

<sup>2</sup> Includes the expansion of the outdoor seating area by 167 SF.

**TABLE 2A**  
**PARKING UTILIZATION COUNTS – THURSDAY (1/22/15)**  
**PLUM’S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 1		Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent	Demand	Percent
	54		101		64		219	
8:00 AM	1	1.9%	10	9.9%	6	9.4%	17	7.8%
9:00 AM	3	5.6%	32	31.7%	12	18.8%	47	21.5%
10:00 AM	10	18.5%	64	63.4%	28	43.8%	102	46.6%
11:00 AM	14	25.9%	81	80.2%	45	70.3%	140	63.9%
12:00 PM	13	24.1%	91	90.1%	50	78.1%	154	70.3%
1:00 PM	26	48.1%	76	75.2%	40	62.5%	142	64.8%
2:00 PM	17	31.5%	85	84.2%	34	53.1%	136	62.1%
3:00 PM	16	29.6%	64	63.4%	30	46.9%	110	50.2%
4:00 PM	17	31.5%	59	58.4%	45	70.3%	121	55.3%
5:00 PM	21	38.9%	32	31.7%	33	51.6%	86	39.3%
6:00 PM	24	44.4%	51	50.5%	52	81.3%	127	58.0%
7:00 PM	42	77.8%	85	84.2%	34	53.1%	161	73.5%
8:00 PM	51	94.4%	52	51.5%	8	12.5%	111	50.7%

**TABLE 2B  
PARKING UTILIZATION COUNTS – FRIDAY (1/23/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 1		Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent	Demand	Percent
	<b>54</b>		<b>101</b>		<b>64</b>		<b>219</b>	
8:00 AM	3	5.6%	6	5.9%	0	0.0%	9	4.1%
9:00 AM	5	9.3%	31	30.7%	10	15.6%	46	21.0%
10:00 AM	8	14.8%	74	73.3%	24	37.5%	106	48.4%
11:00 AM	9	16.7%	86	85.1%	31	48.4%	126	57.5%
12:00 PM	12	22.2%	90	89.1%	38	59.4%	140	63.9%
1:00 PM	22	40.7%	93	92.1%	52	81.3%	<b>167</b>	<b>76.3%</b>
2:00 PM	11	20.4%	89	88.1%	54	84.4%	154	70.3%
3:00 PM	11	20.4%	65	64.4%	45	70.3%	121	55.3%
4:00 PM	12	22.2%	55	54.5%	45	70.3%	112	51.1%
5:00 PM	23	42.6%	54	53.5%	33	51.6%	110	50.2%
6:00 PM	46	85.2%	74	73.3%	39	60.9%	159	72.6%
7:00 PM	54	100.0%	62	61.4%	14	21.9%	130	59.4%
8:00 PM	50	92.6%	56	55.4%	11	17.2%	117	53.4%

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**TABLE 2C**  
**PARKING UTILIZATION COUNTS – SATURDAY (1/24/15)**  
**PLUM’S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 1		Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent	Demand	Percent
	54		101		64		219	
8:00 AM	3	5.6%	14	13.9%	17	26.6%	34	15.5%
9:00 AM	6	11.1%	68	67.3%	27	42.2%	101	46.1%
10:00 AM	9	16.7%	87	86.1%	48	75.0%	144	65.8%
11:00 AM	23	42.6%	73	72.3%	39	60.9%	135	61.6%
12:00 PM	28	51.9%	91	90.1%	47	73.4%	166	75.8%
1:00 PM	26	48.1%	95	94.1%	55	85.9%	176	80.4%
2:00 PM	24	44.4%	77	76.2%	33	51.6%	134	61.2%
3:00 PM	21	38.9%	78	77.2%	21	32.8%	120	54.8%
4:00 PM	10	18.5%	55	54.5%	25	39.1%	90	41.1%
5:00 PM	14	25.9%	34	33.7%	27	42.2%	75	34.2%
6:00 PM	28	51.9%	44	43.6%	26	40.6%	98	44.7%
7:00 PM	50	92.6%	58	57.4%	17	26.6%	125	57.1%
8:00 PM	54	100.0%	44	43.6%	9	14.1%	107	48.9%

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**TABLE 2D  
PARKING UTILIZATION COUNTS – SUNDAY (1/25/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Supply	Zone 1		Zone 2		Zone 3		Total	
	Demand	Percent	Demand	Percent	Demand	Percent	Demand	Percent
	54		101		64		219	
8:00 AM	9	16.7%	10	9.9%	11	17.2%	30	13.7%
9:00 AM	8	14.8%	35	34.7%	11	17.2%	54	24.7%
10:00 AM	10	18.5%	63	62.4%	13	20.3%	86	39.3%
11:00 AM	10	18.5%	86	85.1%	40	62.5%	136	62.1%
12:00 PM	12	22.2%	88	87.1%	47	73.4%	147	67.1%
1:00 PM	20	37.0%	78	77.2%	41	64.1%	139	63.5%
2:00 PM	18	33.3%	87	86.1%	36	56.3%	141	64.4%
3:00 PM	13	24.1%	55	54.5%	20	31.3%	88	40.2%
4:00 PM	15	27.8%	34	33.7%	18	28.1%	67	30.6%
5:00 PM	14	25.9%	21	20.8%	14	21.9%	49	22.4%
6:00 PM	48	88.9%	43	42.6%	8	12.5%	99	45.2%
7:00 PM	44	81.5%	49	48.5%	9	14.1%	102	46.6%
8:00 PM	25	46.3%	26	25.7%	8	12.5%	59	26.9%

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**TABLE 3  
CITY CODE PARKING REQUIREMENT  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA**

Land Use	Size	City of Costa Mesa Code Parking Ratio <sup>3</sup>	Spaces Required
<i>Existing Tenant Mix</i>			
<input type="checkbox"/> Eating Establishments	11,795 SF <sup>4</sup>	10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.	122 <sup>5</sup>
<input type="checkbox"/> Medical Office	1,333 SF	6 spaces per 1,000 SF of GFA.	8
<input type="checkbox"/> Personal Enrichment/Health Club	5,281 SF	10 spaces per 1,000 SF of GFA.	53
<input type="checkbox"/> Retail	16,286 SF	4 spaces per 1,000 SF of GFA.	65
<input type="checkbox"/> Salon	4,690 SF	10 spaces per 1,000 SF of GFA.	47
<input type="checkbox"/> Existing Plums Café	4,686 SF	10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.	50
<i>Vacant Suites/Proposed Project</i>			
<input type="checkbox"/> Proposed Plum Café Expansion	1,037 SF	10 spaces per 1,000 SF for the first 3,000 SF; 12 spaces per 1,000 SF for each additional 1,000 SF above the first 3,000 SF of GFA.	13
<b>TOTAL:</b>			<b>358</b>
<b>A. TOTAL OCCUPIED PARKING CODE REQUIREMENT</b>			<b>345</b>
<b>B. TOTAL VACANT/PROPOSED PARKING CODE REQUIREMENT</b>			<b>13</b>
<b>C. TOTAL PARKING CODE REQUIREMENT BASED ON FULL OCCUPANCY</b>			<b>358</b>
<b>D. TOTAL EXISTING PARKING SUPPLY</b>			<b>219</b>
<b>E. PARKING SURPLUS/DEFICIENCY (+/-) BASED ON FULL OCCUPANCY (D – C)</b>			<b>-139</b>

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<sup>3</sup> Source: *City of Costa Mesa Municipal Code, Chapter VI - Off-Street Parking.*  
<sup>4</sup> Each of the eating establishments assumes that 50% of the total square-footage is allocated as public area.  
<sup>5</sup> 2,200 SF of eating establishment related to Pitfire Artisan Pizza has a parking requirement of 12 spaces per 1,000 SF while the remaining 3,000 SF has a requirement of 10 spaces per 1,000 SF. The remaining 6,595 SF of eating establishment consists of four separate suites each of which are below 3,000 SF. Therefore, the parking ratio of 10 spaces per 1,000 SF was applied.

NA3500\2153554 - Plums Cafe Expansion, Costa Mesa\Report\3554 Plums Cafe Expansion Updated Parking Demand Analysis Report - Costa Mesa, 03-04-15.doc

TABLE 4  
WEEKDAY SHARED PARKING DEMAND ANALYSIS  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Fitness Studios/Gyms/Health Clubs				Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Medical Office (Sq. Ft.)	Salon (Sq. Ft.)	Retail (Sq. Ft.)	Fine/Casual Dining >300 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	2,200 (Sq. Ft.)	9,595 (Sq. Ft.)	Family Restaurant >300 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	Fast Food >300 (Sq. Ft.)	Up to 10,000 (Sq. Ft.)	30,000 (Sq. Ft.)	>10,000 to 30,000 (Sq. Ft.)	>30,000 (Sq. Ft.)		
SIZE	1,333	4,690	16,286	3,000	2,200	9,595	2,723	0	0	5,281	0	0	0	45,108		
RATIO	6	10	4	10	12	10	12	10	12	10	6.7	5.5				
PEAK DEMAND	8	47	65	30	26	96	33	0	0	53	0	0	0			
MODE ADJ.						10%	10%									
SUPPLY	--	--	--	--	--	--	--	--	--	--	--	--	--	219		
WEEKDAY																
6:00 AM	0	1	2	0	0	18	6	0	0	38	0	0	0	65	154	
7:00 AM	0	3	5	1	1	33	11	0	0	23	0	0	0	77	142	
8:00 AM	6	8	12	2	2	40	14	0	0	23	0	0	0	107	112	
9:00 AM	7	18	25	3	3	48	17	0	0	38	0	0	0	159	60	
10:00 AM	8	30	41	7	6	52	18	0	0	38	0	0	0	200	19	
11:00 AM	8	37	51	13	11	54	19	0	0	42	0	0	0	235	-16	
NOON	4	41	57	21	18	60	21	0	0	32	0	0	0	254	-35	
1:00 PM	7	42	59	21	18	54	19	0	0	38	0	0	0	258	-39	
2:00 PM	8	41	57	19	16	35	12	0	0	38	0	0	0	226	-7	
3:00 PM	8	39	54	12	11	30	10	0	0	38	0	0	0	202	17	
4:00 PM	7	39	54	15	13	30	10	0	0	42	0	0	0	210	9	
5:00 PM	7	40	56	21	18	48	17	0	0	48	0	0	0	255	-36	
6:00 PM	5	40	56	26	23	49	17	0	0	53	0	0	0	269	-50	
7:00 PM	2	40	56	27	23	49	17	0	0	48	0	0	0	262	-43	
8:00 PM	1	35	48	27	23	49	17	0	0	41	0	0	0	241	-22	
9:00 PM	0	23	32	27	23	38	13	0	0	36	0	0	0	192	27	
10:00 PM	0	14	19	26	23	35	12	0	0	18	0	0	0	147	72	
11:00 PM	0	5	7	21	18	32	11	0	0	5	0	0	0	99	120	
MIDNIGHT	0	0	0	7	6	16	6	0	0	0	0	0	0	35	184	

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TABLE 5  
WEEKEND SHARED PARKING DEMAND ANALYSIS  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Fitness Studios/Gyms/Health Clubs				Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Medical Office (Sq. Ft.)	Salon (Sq. Ft.)	Retail (Sq. Ft.)	Fine/Casual Dining >300 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	Family Restaurant >300 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	Fast Food >300 (Sq. Ft.)	Up to 10,000 (Sq. Ft.)	10,000 to 30,000 (Sq. Ft.)	>30,000 (Sq. Ft.)			
SIZE	1,333	4,690	16,286	3,000	2,200	9,595	2,723	0	0	5,281	0	0	0	45,108		
RATIO	6	10	4	10	12	10	12	10	12	10	6.7	5.5				
PEAK DEMAND	8	47	65	30	26	96	33	0	0	53	0	0				
MODE ADJ.						10%	10%									
SUPPLY	--	--	--	--	--	--	--	--	--	--	--	--	--	219		
WEEKEND																
6:00 AM	0	1	2	0	0	14	5	0	0	34	0	0		56	163	
7:00 AM	0	3	5	1	1	29	10	0	0	20	0	0		69	150	
8:00 AM	6	8	10	1	1	44	15	0	0	16	0	0		101	118	
9:00 AM	7	18	25	3	2	63	22	0	0	22	0	0		162	57	
10:00 AM	8	27	38	3	3	79	27	0	0	16	0	0		201	18	
11:00 AM	8	33	46	7	6	79	27	0	0	22	0	0		228	-9	
NOON	4	39	55	16	14	86	30	0	0	22	0	0		266	-47	
1:00 PM	0	43	60	17	15	75	26	0	0	14	0	0		250	-31	
2:00 PM	0	47	65	15	13	60	21	0	0	12	0	0		233	-14	
3:00 PM	0	47	65	15	13	40	14	0	0	14	0	0		208	11	
4:00 PM	0	45	62	15	13	42	15	0	0	24	0	0		216	3	
5:00 PM	0	43	59	20	17	56	19	0	0	43	0	0		257	-38	
6:00 PM	0	38	53	27	24	65	22	0	0	41	0	0		270	-51	
7:00 PM	0	36	49	29	25	65	22	0	0	26	0	0		252	-33	
8:00 PM	0	31	44	30	26	60	21	0	0	14	0	0		226	-7	
9:00 PM	0	25	35	27	24	32	11	0	0	5	0	0		159	60	
10:00 PM	0	17	24	27	24	28	10	0	0	1	0	0		131	88	
11:00 PM	0	7	10	27	23	19	7	0	0	1	0	0		94	125	
MIDNIGHT	0	0	0	15	13	11	4	0	0	0	0	0		43	176	

TABLE 6  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - THURSDAY (1/22/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Existing Parking Demand		Fine/Casual Dining >300		Family Restaurant >300		Family Restaurant >300		Family Restaurant >300			
	1st 3,000 (Sq Ft.)	>3,000 (Sq Ft.)	1st 3,000 (Sq Ft.)	>3,000 (Sq Ft.)	1st 3,000 (Sq Ft.)	>3,000 (Sq Ft.)	1st 3,000 (Sq Ft.)	>3,000 (Sq Ft.)	1st 3,000 (Sq Ft.)	>3,000 (Sq Ft.)		
SIZE	--	3,000	2,200	3,000	1,686	0	1,037					
RATIO	--	10	12	10	12	10	12					
PEAK DEMAND	--	30	26	30	20	0	12					
MODE.ADJ.	--	10%	10%	10%	10%	10%	10%					
SUPPLY	--	--	--	--	--	--	--					219
WEEKDAY												
8:00 AM	17	--	--	--	--	0	5				22	197
9:00 AM	47	--	--	--	--	0	6				53	166
10:00 AM	102	--	--	--	--	0	6				108	111
11:00 AM	140	4	4	--	--	0	7				155	64
NOON	154	12	10	--	--	0	8				184	35
1:00 PM	142	5	4	--	--	0	7				158	61
2:00 PM	136	--	--	--	--	0	4				140	79
3:00 PM	110	--	--	9	6	0	4				129	90
4:00 PM	121	--	--	9	6	0	4				140	79
5:00 PM	86	--	--	15	10	0	6				117	102
6:00 PM	127	--	--	15	10	0	6				158	61
7:00 PM	161	--	--	15	10	0	6				192	27
8:00 PM	111	--	--	15	10	0	6				142	77

TABLE 7  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - FRIDAY (1/23/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Existing Parking Demand		Fine/Casual Dining >300		Family Restaurant >300		Family Restaurant >3,000		Family Restaurant >3,000			
	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)		
SIZE	--	3,000	2,200	3,000	1,686	0	1,037					
RATIO	--	10	12	10	12	10	12					
PEAK DEMAND	--	30	26	30	20	0	12					
MODE ADJ.		10%	10%	10%	10%	10%	10%					
SUPPLY	--	--	--	--	--	--	--					219
WEEKDAY												
8:00 AM	9	--	--	--	--	0	5				14	205
9:00 AM	46	--	--	--	--	0	6				52	167
10:00 AM	106	--	--	--	--	0	6				112	107
11:00 AM	126	7	6	--	--	0	7				146	73
NOON	140	12	11	--	--	0	8				171	48
1:00 PM	167	7	6	--	--	0	7				187	32
2:00 PM	154	--	--	--	--	0	4				158	61
3:00 PM	121	--	--	9	6	0	4				140	79
4:00 PM	112	--	--	9	6	0	4				131	88
5:00 PM	110	--	--	15	10	0	6				141	78
6:00 PM	159	--	--	15	10	0	6				190	29
7:00 PM	130	--	--	15	10	0	6				161	58
8:00 PM	117	--	--	15	10	0	6				148	71

TABLE 8  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - SATURDAY (1/24/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Existing Parking Demand	Fine/Casual Dining >300		Family Restaurant >300		Family Restaurant >300		Family Restaurant >300		Family Restaurant >300 (Sq. Ft.)		
		1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)	1st 3,000 (Sq. Ft.)	>3,000 (Sq. Ft.)			
SIZE	--	3,000	2,200	3,000	1,686	0	1,037					
RATIO	--	10	12	10	12	10	12					
PEAK DEMAND	--	30	26	30	20	0	12					
MODE.ADJ.		10%	10%	10%	10%	10%	10%					
SUPPLY	--	--	--	--	--	--	--					219
WEEKEND												
8:00 AM	34	--	--	--	--	0	6				40	179
9:00 AM	101	--	--	--	--	0	8				109	110
10:00 AM	144	--	--	--	--	0	10				154	65
11:00 AM	135	0	0	--	--	0	10				145	74
NOON	166	0	0	--	--	0	11				177	42
1:00 PM	176	2	2	--	--	0	9				189	30
2:00 PM	134	--	--	--	--	0	8				142	77
3:00 PM	120	--	--	12	8	0	5				145	74
4:00 PM	90	--	--	13	9	0	5				117	102
5:00 PM	75	--	--	18	12	0	7				112	107
6:00 PM	98	--	--	20	14	0	8				140	79
7:00 PM	125	--	--	20	14	0	8				167	52
8:00 PM	107	--	--	19	13	0	8				147	72

TABLE 9  
EXISTING PLUS SHARED PARKING DEMAND ANALYSIS - SUNDAY (1/25/15)  
PLUM'S CAFÉ EXPANSION AT WESTPORT SQUARE, COSTA MESA

USE	Restaurant										Total Parking Demand By Hour	Parking Surplus/ Deficiency (+/-)
	Fine/Casual		Family		Family		Family		Family			
	Dining >300	1st 3,000 (Sq. Ft.)	Dining >300	1st 3,000 (Sq. Ft.)	Restaurant >300	1st 3,000 (Sq. Ft.)	Restaurant >300	1st 3,000 (Sq. Ft.)	Restaurant >300	1st 3,000 (Sq. Ft.)		
SIZE	--	3,000	2,200	3,000	1,686	0	1,037					
RATIO	--	10	12	10	12	10	12					
PEAK DEMAND	--	30	26	30	20	0	12					
MODE ADJ.	--	10%	10%	10%	10%	10%	10%					
SUPPLY	--	--	--	--	--	--	--					219
WEEKEND												
8:00 AM	30	--	--	--	--	0	6				36	183
9:00 AM	54	--	--	--	--	0	8				62	157
10:00 AM	86	--	--	--	--	0	10				96	123
11:00 AM	136	1	1	--	--	0	10				148	71
NOON	147	9	7	--	--	0	11				174	45
1:00 PM	139	5	5	--	--	0	9				158	61
2:00 PM	141	--	--	--	--	0	8				149	70
3:00 PM	88	--	--	12	8	0	5				113	106
4:00 PM	67	--	--	13	9	0	5				94	125
5:00 PM	49	--	--	18	12	0	7				86	133
6:00 PM	99	--	--	20	14	0	8				141	78
7:00 PM	102	--	--	20	14	0	8				144	75
8:00 PM	59	--	--	19	13	0	8				99	120

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**APPENDIX A**  
**SHARED PARKING RATIO AND PROFILE SUMMARY**  
**CITY OF COSTA MESA PROCEDURE FOR DETERMINING**  
**SHARED PARKING REQUIREMENTS**

TABLE A  
 SHARED PARKING RATIO AND PROFILE SUMMARY  
 City of Costa Mesa

Land Use Type	General Office			Banks			Medical Office			Retail			Restaurants												Bowling Alley		
	Up to 100,000 SF	100,000 SF - 200,000 SF	>200,000 SF	5 spaces per 1,000 SF (min of 6 spaces)	6 spaces per 1,000 SF (min of 6 spaces)	4 spaces per 1,000 SF (min of 6 spaces)	12 spaces per 1,000 SF beyond the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	12 spaces per 1,000 SF beyond the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	12 spaces per 1,000 SF beyond the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	12 spaces per 1,000 SF beyond the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	12 spaces per 1,000 SF beyond the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	12 spaces per 1,000 SF beyond the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	10 spaces per 1,000 SF for the first 3,000 SF	12 spaces per 1,000 SF beyond the first 3,000 SF		
Day of Week	Weekday	Weekend	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	Hourly % of Peak	
Peak	3%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
8:00 AM	28%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
9:00 AM	71%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
10:00 AM	92%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
11:00 AM	100%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
12:00 PM	96%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1:00 PM	84%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2:00 PM	87%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
3:00 PM	100%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
4:00 PM	96%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5:00 PM	84%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
6:00 PM	47%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
7:00 PM	23%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
8:00 PM	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
9:00 PM	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
10:00 PM	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
11:00 PM	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Midnight	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Peak	71%	65%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
8:00 AM	43%	36%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
9:00 AM	43%	36%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
10:00 AM	71%	41%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
11:00 AM	71%	41%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
12:00 PM	80%	36%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1:00 PM	61%	41%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
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3:00 PM	71%	22%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
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6:00 PM	91%	82%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
7:00 PM	100%	78%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
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11:00 PM	34%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Midnight	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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**ATTACHMENT 7**  
**PUBLIC CORRESPONDENCE**

## GARDEA, ANTONIO

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**From:** Sunny Beeker <sunnyb@949mail.com>  
**Sent:** Wednesday, March 25, 2015 5:52 PM  
**To:** GARDEA, ANTONIO  
**Cc:** kim@plumscafe.com  
**Subject:** A friend and supporter of Plums - Expansion & Extended Hours

Plums Expansion and Extended Hours  
Minor Conditional Use Permit  
Re: ZA-12-001

Dear Mr. Gardea,

It has come to my attention that Plums Cafe is requesting permission to expand and extend their hours.

As a long time resident of Costa Mesa (pretty much my entire life - I attended Estancia High School and my children are at Ensign and Newport Harbor) - I am so appreciative of high quality restaurants and business owners that are a part of our community. WE NEED MORE!!! Plums is such a place.

I know that they are a long time established business and a big supporter of our community. They raise the elegance level of 17th Street, with their delicious food and popular restaurant. My only complaint about them has been exactly what they are addressing! The restaurant is too small to accommodate everyone that wants to dine there on most days - and they are not open for dinner! So I am so glad to hear about the plans to expand and extend their hours.

Plums is where my husband and I take out of town guests (to impress them) when they visit, it is where we mom's go after drop off on the first day of school (tradition for many) and where go on lunch dates with friends. I've tried the newer restaurants that have popped up, and none quite compare to Plums.

I would HATE if they had to move locations to get what they need. They are truly a gem on 17th Street and it would be a huge loss if they were forced to look elsewhere to be accommodated. I am shocked that they even need this petition! More Plums? Yes, please.

Thank you for your consideration.

Sincerely,  
Sunny Beeker  
234 Sherwood Place, Costa Mesa, CA 92627

## GARDEA, ANTONIO

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**From:** Judy Elmore <elmorej@elmoretoyota.com>  
**Sent:** Thursday, March 26, 2015 9:56 AM  
**To:** GARDEA, ANTONIO  
**Subject:** Plums Cafe.

Dear Mr. Gardea,

Yeah....Plums is going to be open again for dinner. I have missed my wonderful evening dinners since they have been closing after lunch. The city of Costa Mesa should be delighted with their improvements, again serving delicious food, and generally creating an environment that just welcomes everyone. So many restaurants don't seem to be able to make it for the long term but Plums is still open and going strong. There is absolutely nothing I can say that would be a negative for their expansion of hours and space. It is truly a welcome addition to 17<sup>th</sup> Street and the city as well.

Judy Elmore  
2914 Cliff Drive  
Newport Beach, Ca. 92663

**GARDEA, ANTONIO**

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**From:** Kim Newett <newetts@gmail.com>  
**Sent:** Saturday, March 28, 2015 8:53 AM  
**To:** GARDEA, ANTONIO  
**Subject:** Minor Conditional Use Permit ZA-12-001 for Plum's expansion and extended hours

Dear Mr. Gardea,

I am writing to support the Minor Conditional Use Permit for Plum's Cafe on 17th Street. This establishment is my favorite destination to take hungry out of town guests. I feel Plum's Cafe is a positive reflection on the City of Costa Mesa as we have always had impeccable service and delicious, creative food in a delightful atmosphere. Permitting the expansion and longer hours would create another dinner destination within my community so I could spend my tax dollars locally. I have watched this business expand and look forward to it's growth which should be mutually beneficial for all involved.

Sincerely,

Kim Newett  
2592 Willo Lane  
Costa Mesa, CA 92627  
949.646.8835  
NMSC Registrar  
Mobile Notary Public  
[newetts@gmail.com](mailto:newetts@gmail.com)

## GARDEA, ANTONIO

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**From:** Fran Williams <franwilliams2000@yahoo.com>  
**Sent:** Saturday, March 28, 2015 2:20 PM  
**To:** GARDEA, ANTONIO  
**Cc:** gail hedrick; kim@plumscafe.com  
**Subject:** Minor conditional use permit for Plums Restaurant ZA-12-001

My husband and I are excited about the proposed expansion of Plums and their ability to once again serve dinner. Plums is a gem for our community...great food and the chance of seeing our friends and neighbors. They are a true asset to our community. We hope the Conditional Use Permit is granted so they can expand and add dinner once again.

Sincerely,  
Fran Williams  
457 Santa Ana Avenue  
Newport Beach, CA 92663

**GARDEA, ANTONIO**

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**From:** Edward Nesselroad <enesselroad@sbcglobal.net>  
**Sent:** Sunday, March 29, 2015 1:40 PM  
**To:** GARDEA, ANTONIO; Kim Jorgenson; Gail Hedrick  
**Subject:** Permit for.....Plums Cafe.....Our Family Restaurant.....

Our family has been dinning at Plums for many of years.  
It is one of the "quality" restaurants in Cost Mesa. It would be a pleasure  
to be able to have dinner in the evening on the new and enlarged patio.  
And this would certainly add to the decor of the area. Please  
consider.....

Edward W. Nesselroad DDS,  
Billie and the kids.

## GARDEA, ANTONIO

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**From:** Terry <t-han1@cox.net>  
**Sent:** Sunday, March 29, 2015 4:15 PM  
**To:** GARDEA, ANTONIO  
**Cc:** Kim Jorgenson  
**Subject:** Plums Expansion

To: Antonio Gardea

Re: ***Support for Plums Expansion and Extended Hours***

I have known Kim Jorgenson for most of my 30 years as owner of Hanagan's Union 76. As a neighboring business, I fully support her plans for expansion of Plums Café. The growth of Plums will benefit and help with the growth of all surrounding businesses. Kim is very active in community support and is always there when needed. Plums is a great asset to our area.

Terry E. Hanagan

t-han1@cox.net  
Costa Mesa Fuel, Inc. 76  
393 E. 17<sup>th</sup> Street, Costa Mesa, CA 92627

## GARDEA, ANTONIO

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**From:** Dorothy Ables <dorothy@dorothyables.com>  
**Sent:** Monday, March 30, 2015 10:16 AM  
**To:** GARDEA, ANTONIO  
**Subject:** Plums Cafe

I am writing to request that you give a conditional use permit to Plum's Cafe. I am a 27 year resident of Costa Mesa and enjoy eating at Plum's. I believe it would enhance the value of 17th Street and eastside Costa Mesa.

Dorothy Ables, Broker, MSW, SRES  
CalBRE #00864466  
Serving the Unique Needs of Seniors

## GARDEA, ANTONIO

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**From:** Barbara Morihiro <barb\_mor@yahoo.com>  
**Sent:** Monday, March 30, 2015 4:24 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Plum's restaurant proposed expansion

Costa Mesa Planning Dept.  
attn: Antonio Gardea

With great pleasure we are writing to you in regards to a local neighborhood gem: Plums Café. We have lived in Costa Mesa for almost 30 years and Plum's is one of our favorite neighborhood restaurants. They feature amazing cuisine that is expertly prepared and absolutely delicious. A meal there is a real treat and the café is extremely popular and welcoming to families, friends and acquaintances of all ages. The owners and managers of Plum's are extremely generous to local groups and organizations by providing catering services for a variety of local events and functions. Essentially, Plum's is exactly the kind of high quality business our city desires and needs to encourage and attract to fulfill the description of Costa Mesa (from our city website) as "one of California's most eclectic and vibrant cities."

We understand that as evidence of their success and popularity Plum's has requested a Minor Conditional Use Permit to allow for more space and extended hours. As longtime customers we fully support the request for additional space and hours at this fabulous restaurant. The dedication to high standards in all aspects of a customer's experience at Plum's has resulted in increasing success and more demand for their services. One sure sign of a successful business is growth and helping a beneficial and successful business expand and grow should be a high priority for our city. Granting this CUP (ZA-12-001) to Plum's will mean more people will enjoy more special times at a great restaurant bringing increased wealth and success to a local business and, ultimately, to our entire city.

Thank you for your attention to this matter and for all you do to help improve the quality of life in Costa Mesa.

Barbara and Steve Morihiro

**GARDEA, ANTONIO**

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**Subject:** FW: Plums Cafe Expansion ZA-12-001

**From:** Shannon Ritter [mailto:shannon@shopfleurdelys.com]  
**Sent:** Monday, March 30, 2015 12:43 PM  
**To:** GARDEA, ANTONIO  
**Cc:** Kim Jorgenson; Josephine Pfeiffer  
**Subject:** Plums Cafe Expansion ZA-12-001

Mr. Gardea,

We own a retail store one door down from Plums Cafe. During the ten years that we have been neighbors, we have enjoyed a wonderful partnership with Plums. The owner, Kim Jorgenson, and the entire leadership team are collaborative and are always concerned with the best interest of the shopping center. Plums is always willing to help us with community events and fundraisers.

Plums is an institution in the community, in fact, when we were selecting a location for our store 10 years ago, we chose this center BECAUSE of Plums! Plums attracted so many people to the center it helped us build our clientele. Yes parking can get hectic here, but Kim is always taking the lead in finding solutions that will benefit everyone.

We are thrilled that Plums is considering opening for dinner again. This center is dead after 6pm and if Plums can generate some traffic in the evening, we could benefit from additional business!

Plums is an integral part of our community and we support their growth 100 percent! We are confident that whatever they do will improve the look and feel of the center and ultimately enhance the retail environment for all of us.

Sincerely,

Shannon Ritter & Josephine Pfeiffer  
Owners

Fleur De Lys  
369 E. 17th Street #14  
Costa Mesa, CA 92627  
[949.548.0810](tel:949.548.0810)  
[www.ShopFleurDeLys.com](http://www.ShopFleurDeLys.com)

March 31, 2015

Antonio Gardea  
City of Costa Mesa  
77 Fair Drive  
Costa Mesa CA 92628

Dear Mr. Gardea,

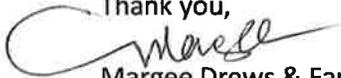
It is with pleasure that I write in favorable request of the proposed Plums Café expansion and extended business hours.

My family and I have enjoyed dining at Plums for years and value the contributions Plums has made to the community by supporting multiple philanthropic events with generous donations.

We so look forward to the return of dinner hours! It's great to have such a high quality restaurant in our community.

I think what I may like the most about Plums is that it is a gathering place for the neighborhood. I always seem to know someone when I go there!

Thank you,



Margee Drews & Family  
325 Aliso Ave  
Newport Beach CA 92663



March 31, 2015

Antonio Gardea  
City of Costa Mesa Planning Department  
77 Fair Drive  
Costa Mesa, Ca 92628

**RE: Plums Expansion and Extended Hours  
Minor Conditional Use Permit  
Re: ZA-12-001**

Dear Mr. Gardea:

As a consultant for the Costa Mesa Chamber of Commerce and recently retired from my position as President/CEO, I and the Chamber have had a long relationship with Plums Cafe and Catering and its owner Kim Jorgenson. Therefore, I feel quite comfortable expressing my and the Chamber's unqualified support for the requested expansion and extended hours and for the necessary Minor CUP.

Plums Cafe is a valuable presence to the center in which it is situated and Kim Jorgensen has been diligent working with City staff to mitigate any and all impacts as Plums has grown to its present and proposed footprints. The additional dining space is much needed to handle larger parties as well as to allow Plums to handle the dining demand when weather is not conducive to dining in the outdoor patio. The extended evening hours of operation, during times when many of the other businesses in the center are closed, will not have a negative impact.

Kim Jorgenson and Plums Cafe have been generous supporters of and contributors to the community. As the good neighbors they are, they have earned the support of the Costa Mesa Chamber, fellow business owners, the City, and members of the community.

Therefore, I strongly encourage the Costa Mesa Planning Administrator to approve the Minor CUP for Plums Cafe's expansion and extended hours.

Sincerely,

Ed Fawcett  
President/CEO (Retired)

**GARDEA, ANTONIO**

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**From:** Couch Anna Partch <onacwch@gmail.com>  
**Sent:** Sunday, April 05, 2015 12:14 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Plum's Cafe

Antonio

I would like to tell you of my support of Plum's Cafe and hope you will grant the 'minor conditional use permit' and the reopening of their dinner service My husband and I have been regulars at Plum's for many years and appreciate their contribution as a quality restaurant and their support to community in 'giving back' in support activities.

thank you

anna couch

newport beach ca

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## GARDEA, ANTONIO

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**From:** Nancy R.Kriz <nancykriz@gmail.com>  
**Sent:** Saturday, April 11, 2015 10:45 AM  
**To:** GARDEA, ANTONIO  
**Cc:** Kim@plumscafe.com  
**Subject:** Re: Plum's: Support for Expansion and Extended Hours

> Dear Mr. Gardea,

>

> This letter/email is in support of Plum's Cafe request for its physical expansion and extended hours. My family has been enjoying Plums for over twenty years. Plum's is a very valuable asset for the city of Costa Mesa. It is a favorite for our family.

>

> Personally, I believe, Plum's has been the linchpin in the popularity and success of Westport Square Shopping Center. Yes, now there are many lovely shops in their neighborhood. It wasn't always the case. Their reputation grew for quality food in a clean, fresh Pacific Northwest-feel space. I can still remember, when it first opened, stopping to purchase the best scone anywhere in my neighborhood! To extend their hours and capacity is only a "win-win" for Westport Square and Costa Mesa.

>

> The help at Plum's are courteous, pleasant, and efficient. A tone for the way the help handle themselves comes directly from the ownership and management of Plums. Kim Jorgensen is honest, hard-working and talented. With Cyndy Ganahl at her side, they have created quite a catering business and the restaurant has grown substantially. It has become a favorite "meeting place". It was even on "Housewives of Orange County"! (I was at Plum's when they were filming the episode.) When one wants to meet anywhere near 17th Street, Plum's is always the first and best choice.

>

> My husband is in total agreement with me. His 60th birthday party was catered by Plums. This party is still - 9 years later - remembered as "the BEST". We hope that you and the City of Costa Mesa Planning Department will approve Plums requests for additional space and hours. They will serve you well, I am sure. Plums has never disappointed.

>

> Sincerely,

>

> Nancy R. Kriz  
> Edward S. Kriz  
> 128 Via Ithaca  
> Newport Beach, CA 92663

**Lisa George**  
120 Tustin Ave, C113  
Newport Beach, CA 92663

Mobile: (949) 697-1524  
[LisaGeorgeNB@aol.com](mailto:LisaGeorgeNB@aol.com)

April 12, 2015

**SENT VIA ELECTRONIC COMMUNICATION**

Costa Mesa Planning Department  
Attn: Mr. Antonio Gardea  
77 Fair Drive  
Costa Mesa, CA 92628

Ref: Plum's Café (369 E. 17<sup>th</sup> St, Costa Mesa, CA 92627)  
Conditional Use Permit, dinner service hours, limited facility expansion

Dear Mr. Gardea,

First, thank you for considering this expression of respect and appreciation for Plum's Café as an integral part of the Newport-Mesa 17<sup>th</sup> Street neighborhood and business district.

Simply put, I am a 22-year Newport Heights resident who cannot remember life without Plum's Café. It's a local institution, a quiet meeting place for family or a group of friends, a point of reference when people ask for guidance navigating 17th, a go-to restaurant with an owner/staff and menu that strike a unique balance of dining trends with Northwest culinary flavors and presentations.

Plum's Café owner, Kim Jorgensen, and her staff consistently offer classy, cutting-edge breakfast and lunch delights. Meals at Plum's Café is a way of life for my family, my "let's do lunch" meetings with fellow community volunteers, and to guests overall. Plum's catering services make a remarkable difference at local grassroots community fundraisers and start-ups.

It's exciting to know Plum's patrons will soon enjoy a greater experience with Plum's once their facility renovation and expansion, and dinner plans are in place. Valet parking services (similar to those recently granted at other 17<sup>th</sup> Street dining establishments) will pave the way for all to savor more of Plum's creations and the melding of the local business and neighborhood communities.

I can't wait to add Plum's Café to my list of high-quality local dinner venues. I absolutely support granting the Conditional Use permit provisions necessary to enable Plum's Café to expand their facilities and meal service hours.

Let's meet at Plum's if you'd like to discuss this further!

Thank you,

A handwritten signature in blue ink that reads "Lisa George". The signature is written in a cursive style with a long horizontal flourish at the end.

Lisa George

## GARDEA, ANTONIO

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**From:** Maria Bolanos <mbolanos@biasc.org>  
**Sent:** Monday, April 13, 2015 3:23 PM  
**To:** GARDEA, ANTONIO  
**Cc:** Kim@plumscafe.com; cyndi@plumscafe.com  
**Subject:** Plums Expansion and Extended Hours

Dear Mr. Gardea,

Please find this email in support of expansion and extended hours. Plums not only supports the community, but is one of a kind. As our industry in homebuilding is getting stronger we always seek a restaurant like Plums to provide to our members, in which they truly enjoy and appreciate. It is unique places like Plums that make Orange County and especially Costa Mesa a place to visit and have fun with your friends and clients.

We hope that you will also be in support of this expansion; you are welcome to contact me if you have any questions and/or need additional feedback from a satisfied customer.

**Sincerely,**  
**Maria Bolanos**  
**Building Industry Association of Southern California, Inc.**  
*Executive Office Manager*  
*24 Executive Park, Suite 100, Irvine, CA 92614*  
*D: 949-777-3850 M: 949-379-9264*  
*E: [mbolanos@biasc.org](mailto:mbolanos@biasc.org)*  
*[www.biasc.org](http://www.biasc.org)*

*Building Industry Association of Southern California PAC Presents*

### **Building Our Team for 2016**

*Special Program with Karl Rove & Robert Gibbs*

**Wednesday, June 17, 2015**

**Nixon Presidential Library**

18001 Yorba Linda Blvd., Yorba Linda, CA 92886

5pm to 6:30pm, General Reception (30 Minute Program)

6:45pm to 7:30pm, VIP Coektail Reception & Photos

7:30pm to 9:00pm, VIP Dinner (1 Hour Program with Q&A)

Your Participation in the 2015/2016 Presidential Year Election Cycle  
is Vital to Our Continued Success. We look forward to seeing you!

Dear Ms. Gardea,

Please consider approval of  
Plums Cafe expansion. We have  
been long time patrons of this  
wonderful establishment. Not  
only is this a lovely place to dine  
and bring guests, they are continually  
supporting the community....  
must wait for seating. After so  
enlarging their footprint would be  
a great improvement.

Thanks for your time,  
Liz + Mike DeSantis

Rec'd  
4/17/15

## GARDEA, ANTONIO

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**From:** Monica McDade <mmcdade@sosc.org>  
**Sent:** Friday, April 17, 2015 3:15 PM  
**To:** GARDEA, ANTONIO  
**Subject:** In support of Plums

Antonio Gardea  
City of Costa Mesa Planning Department  
77 Fair Drive  
Costa Mesa, Ca 92628

Dear Mr. Gardea,

I am writing in support of one of my favorite restaurants in Costa Mesa – Plums! I have been a patron of this fine establishment for 16 years and really love their food. I support the expansion plans being proposed.

In addition, the owner Kim Jorgenson, is extremely community minded and has supported many other local businesses, is an active member of the Chamber of Commerce and serves in volunteer leadership roles with numerous charitable organizations throughout the county. I often use the restaurant and as a central business meeting spot and celebrate with my family and friends there.

Please approve the expansion plans being proposed for this jewel of our community.

Thank you!

**Monica McDade (Costa Mesa resident)**

Assistant Vice President, Major Gifts  
Special Olympics Southern California  
1600 Forbes Way, Suite 200  
Long Beach, CA 90810  
Office: 562-502-1143  
Cell: 949-574-9234

[www.sosc.org](http://www.sosc.org)

*Please consider leaving a legacy of support by remembering our athletes in your will or estate plans.*



## GARDEA, ANTONIO

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**From:** Misha Nesselrod <mishanesselrod@me.com>  
**Sent:** Monday, April 20, 2015 1:55 PM  
**To:** GARDEA, ANTONIO  
**Cc:** Holly Hott; laurie bernard  
**Subject:** Letter of Support for Plum's Cafe

April 20, 2015

Dear Mr. Gardea,

My name is Michelle Nesselrod and along with my partners Holly Hott and Laurie Bernard, own Holiday Salon at 369 E 17th St. in Costa Mesa. We have been in business for almost 12 years. One of the reasons that we chose to open our business in Westport Plaza was because Plum's Cafe is such a busy restaurant and a focal point of 17th St. They have always been an anchor to our business center and we have gotten quite a bit of foot traffic to our salon based upon people going to eat there. If I had any complaints about my location, it would be the parking situation. The brunch crowd on the weekends takes up the majority of the parking spaces. However, since Plum's has hosted the valet parking to ALL guests, not just their patrons, my clients are so much happier and has relieved the issue. I think it is extremely generous of them to host this parking option and we appreciate it very much. Our businesses have always worked symbiotically with our clients picking up meals to go or meeting up with their friends and family, and them sending us business in return. The expansion of business hours and seating for them would be handy for us too as we stay open into the dinner hours as well. I thank you for your time. Please feel free to reach out to me if you have any questions.

Kind Regards,  
Michelle Nesselrod  
Partner of Holiday Salon, Inc.  
(949)642-4040

## GARDEA, ANTONIO

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**From:** Deborah L. Brostek <dbrostek@nmusd.us>  
**Sent:** Tuesday, April 21, 2015 5:35 PM  
**To:** GARDEA, ANTONIO  
**Cc:** Kim@plumscafe.com  
**Subject:** Minor Conditional Use Permit Re: ZA-12-001

Dear Mr. Gardea:

I am writing to express my support for the expansion of Plums Cafe and all that it entails.

I am the Director of the Career Mentor Program at Newport Harbor High School (NHHS). For most of the 19 years, that the program has been in existence, Kim Jorgenson, the owner of Plums has served as a mentor for several of our young female students.

Our program is designed so that students can determine through conversation, relationship and personal investigation if a career field chosen by them is the right path. With intention, Kim has spoken into these young ladies lives, giving them encouragement and support. Our students who otherwise might not have had the advantage of adult attention to their future plans have left the program feeling genuinely cared about and guided by Ms. Jorgenson. Our mentor program is considered to be one of the most unique and effective in the state, serving as a model nationwide. It is due to the commitment and inspiration from exceptional people like Kim that we can provide our students this experience.

As well, each year at the end of our program we host a luncheon to thank our mentors and Plums is our preferred caterer. The room is filled with 300 students, mentors and Newport-Mesa School District Administrators and Board members and all look forward to the delicious food that is prepared by Plums Cafe. Kim Jorgenson has also been very gracious each year to provide a substantial discount to our program that only exists due to the generosity of our community support and contributions to the NHHS Educational Foundation.

Lastly, many of our mentor pairs enjoy treating their mentee's to a meal and they often choose Plums to frequent because it is well known, wonderful, neighborhood meeting place. I know our community would delight in being able to dine at Plums during evening hours with room to accommodate more.

The expansion and extended hours at Plums Cafe would be a excellent benefit to our community.

Regards,  
Debbie Brostek

Regards,  
Debbie Brostek

Debbie Brostek  
Program Director  
Newport Harbor High School  
Junior Mentor Program  
949-515-6373 NHHS  
dbrostek@nmusd.us

**DOUGLAS O. COE**

**3100 Corte Hermosa Newport Beach CA 92660  
949.706.7794**

April 23, 2015

Mr. Antonio Gardea  
City of Costa Mesa Planning Department  
77 Fair Drive  
Costa Mesa, CA 92628

**Re: ZA-12-001 – Plums Café Expansion and Extended Hours**

Dear Mr. Gardea:

We are long time patrons of Plums Café and Catering and very much enjoy dining at this establishment. Prior to the start of renovations on the café, we often dined there during evening hours. We hope Plums will begin serving dinner again in the near future.

Over the years we have developed a personal relationship with Kim Jorgensen, Plums proprietor. She is an outstanding business person who serves delicious quality meals, maintains good employee relations and provides her services to many organizations (for-profit and non-profit) in Orange County. Any community would be very lucky to have a person like Kim as a local business owner and operator.

Because we have much admiration for Plums and Kim, we strongly encourage the City of Costa Mesa to approve the conditional use permit that will allow the café to expand seating and extend hours.

Regards,



Douglas O. Coe

## GARDEA, ANTONIO

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**From:** Harper, David <dharper@beechercarlson.com>  
**Sent:** Friday, April 24, 2015 8:01 AM  
**To:** GARDEA, ANTONIO  
**Cc:** Kim@plumscafe.com  
**Subject:** Plums Expansion for Extended Hours

As 60 years residents of Newport Beach I have always been frustrated by the fact that we have so few dinner choices on 17<sup>th</sup> street. When Plums opened for dinner we could not have been more thrilled and begin to make it our go to place during the week.

With the recent remodel we are looking forward to once again being able to dine with our friends at this neighborhood establishment.

We have known Kim and have appreciated her commitment to the community stepping up when we would ask for a donation for a fund raising event. She continues to bring a feel of local spirit and warmth to our side of the bay.

I hope that you will support this local treasure by allowing the return of dinner hours, and expansion of the additional seating so that we can enjoy time with friends and family.

I would also like to see valet parking as space is limited.

Thanks for your consideration;

David and Maryjean Harper

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Please remember that insurance coverage cannot be bound or changed by leaving an electronic message or voice mail message. Thank you.

### CONFIDENTIALITY NOTICE

The information contained in this communication, including attachments is privileged and confidential. It is intended only for the exclusive use of the addressee. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us by telephone immediately. Thank you.

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**GARDEA, ANTONIO**

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**From:** sara parker <sparkeresq@gmail.com>  
**Sent:** Monday, April 27, 2015 9:51 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Plums Expansion and Extended Hours (Minor Conditional Use Permit/ZA-12-001) - May 2015 Agenda

Dear Mr. Gardea:

I have been frequenting the businesses on East 17th Street in Costa Mesa almost daily for the past twenty years. The two biggest draws for me are: (1) Peet's Coffee and (2) Plum's Cafe, which was in existence before Peet's. Our home is walking distance to Plum's Cafe.

Over the past fifteen years, I have visited Plum's Cafe several times a week. I have clients, friends, relatives and out-of-town visitors meet me at Plum's. I have had birthday parties and showers and staff parties and mother's day celebrations at Plum's over the years. Plum's is the draw for many people, who do not live in Costa Mesa or Newport Heights or Dover Shores.

The owner is very well liked in the area. She is a community leader and is well respected. Her customers are very loyal. Plum's is one of the major attractions for the area. It is the Cheers of the neighborhood; everyone knows your name. And, the food and service are exceptional.

Many residents in the area are looking forward to the expansion and the extended hours and services. More seating is needed. You should visit on a Sunday morning about 10 a.m. We are also looking forward to the dinners in the future.

I think the expansion will generate more business for all of the stores in the area. There have been many times when there was a 30 wait for a table, and I walked around the shops in the area and ended up buying from other businesses in the center.

I hope that the expansion is approved.

Sara L. Parker

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**Sara L. Parker | Attorney at Law**  
18500 Von Karman Avenue/Suite 590 | Irvine, CA 92612  
Tel: 949.400.6900/631.1026 | Fax: 949.631.3329 | [sparkeresq@gmail.com](mailto:sparkeresq@gmail.com)

**GARDEA, ANTONIO**

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**Subject:** FW: PA-15-14 (ZA-12-01 A)

-----Original Message-----

From: Celeste L.Ames [mailto:celesteames7@gmail.com]

Sent: Monday, May 18, 2015 2:37 PM

To: PLANNING COMMISSION

Subject: PA-15-14 (ZA-12-01 A)

Dear City council,

I am sending this email in my stead as I am unable to attend the city council meeting on May 26, 2015.

Regarding this petition for valet parking spaces for Plums Restaurant (as per previous agreement) were to be designated for public parking. That would not mean "private VALET parking" for Plums Restaurant which would also be considered profit for the restaurant i.e. valet cost, tipping and convenience for their customers. Hopefully the council will review the previous hearings regarding the 10 feet of park that was donated to WOHL Properties for development for PUBLIC parking ONLY. As a neighbor the impact of these additional parking spaces has greatly impacted our home environment. We put up a mighty fight and were defeated. Please do not let WOHL Properties and Plums restaurant further infringe on our rights as Costa Mesa citizens and homeowners in this area.

Thank you for your consideration.

From a

concerned and disappointed Costa Mesa taxpayer Celeste Ames

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## GARDEA, ANTONIO

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**From:** Diane Scioli <dscioli@sbcglobal.net>  
**Sent:** Monday, May 18, 2015 8:52 PM  
**To:** BOUWENS-KILLEEN, WILLA; GARDEA, ANTONIO  
**Subject:** FW: PA-15-14 (ZA-12-01 A)

To the Planning Commission RE: PA-15-14 (ZA-12-01 A)

I am a residential neighbor of the shopping center at 369 E. 17<sup>th</sup> Street and have been for 18 years. I am a stakeholder in the City of Costa Mesa and, more specifically, Eastside Costa Mesa. The condominium complex I reside in is adjacent to the commercial property and the recently vacated City property (alley). The commercial property contains several restaurants, the most popular and visited of all is the Plums business in unit 11. This commercial property has received 6 City accommodations regarding parking variances over the last 19 years. To say that this is a busy shopping center with incredible parking impacts to surrounding residential neighbors is an understatement. If the Planning Commissioners chose to visit this area while schools are in session or on any weekend day, they would see the congestion. Commercial center visitors park anywhere they can including in areas not designated for parking. This makes ingress and egress very difficult for the residential neighbors.

In addition, shopping center management allows for "car detailing" operations in our shared alley, which further blocks traffic.

I am writing to protest any further parking variances and the requested extended hours of operation of the Plums restaurant as described in PA-15-14. The noise impacts of the recent alley vacation have been significant to us local stakeholders. Daily trash pickups and business owners dragging their trash to the new and nearby trashbin location until late hours are disturbing.

Furthermore, the representative of the management firm for this location, Peter Desforges, has threatened to tow vehicles not associated with the commercial center, in direct contradiction to the language in the Conditional Use Permit stating that the newly approved parking in the vacated alley was also for use by the General Public and residents of the surrounding area, without restriction.

The last application by this business was for extension of operating square footage between 8 am and 3 pm. Now the request is for between 8am and 11pm. I am adamantly opposed to this extension of business operating hours and the requested valet parking, which would restrict the use of the parking area by the General Public and residents of the surrounding area.

Local home owners have had enough of the City's variances for this shopping center which have a significant impact on our quality of life. The Planning Commission needs to consider the neighboring property owner's rights to quality of life instead of granting everything the businesses in this commercial center request. Please do not approve this Application.

Respectfully  
Diane Scioli  
1671 Tustin Ave., C-4 Costa Mesa, CA 92627  
949-230-1286

## **GARDEA, ANTONIO**

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**Subject:** FW: PA-15-14 (ZA-12-01 A)

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**From:** Kaspar, Elaine [<mailto:elaine.kaspar@bhhsca.com>]

**Sent:** Wednesday, May 20, 2015 10:53 AM

**To:** BOUWENS-KILLEEN, WILLA; [antonio.gardea@costamesa.gov](mailto:antonio.gardea@costamesa.gov)

**Cc:** Laura Ricker; [lvn4c@aol.com](mailto:lvn4c@aol.com); Celeste Ames; 'Rathsackm'; 'Barbara Hoffmann'; todd oliver; 'Cheryl Haworth'; [jacquelyn2009@gmail.com](mailto:jacquelyn2009@gmail.com); Diane Scioli

**Subject:** FW: PA-15-14 (ZA-12-01 A)

To the Planning Commission RE: PA-15-14 (ZA-12-01 A)

I am a residential neighbor of the shopping center at 369 E. 17th Street and have been an owner of my condominium for 25 years which is adjacent to these commercial properties. One of the very reasons I purchased this unit was due to the beautiful public Pinkly Park directly behind our complex and wonderful natural setting it supplies us as a backdrop to the busy city we live in.

As the city has given more and more leeway to Plum's owner to overtake this public area by trading the park land/grass for commercial parking, it has only caused more congestion in the area behind these shops. The decisions by the City Council and Planners that have been made have been poor and not for the betterment of the community and beyond, and seem only to please a large commercial business owner in the area. To imply in any way that the decisions to remove public green space and replace with parking, to move restaurant dumpsters closer to the residential complex instead of closer to the Plum's doors, and to publicly intimidate and threaten us and our guests when we park in the public spaces by the park by the security guard that Plums has hired, it outrageous and sorely disappointing. The City Council is supposed to support the community and our better interests, not support the business owners who threaten us and lower our standards of living because of their need to expand.

As you know, there are plenty of areas in Costa Mesa, along 17th Street as well, that could amply host Plums and the added parking that they are bullying everyone to commandeer. It is beyond comprehensive why the City Council continues to entertain these expansions that overcrowd public areas of green space and residential living, when making a stand and saying 'you have everything you need for a successful business' would be more poignant to the supporters who bring you to office.

The idea that valet parking is needed for this one restaurant, or that extended hours of operations as described in PA-15-14, is unnecessary and only continues to be more difficult for neighbors and those trying to enjoy the park. I has asked numerous Plums employees why they park on Ogle Street and walk across Pinkly Park to work. They told me they were told to park there to not take up spaces in the parking lot for Plum's customers. As they line Ogle Street with their employee cars, they take up all the parking along the park for the public starting from 6 am on through their close of business hours. FYI - the same property owner owns the VERY large parking lot that is right next door to Plums at the Fire Pit. Why not ask his employees to park in this lot, closer to Plums, and leave the now limited park spaces along Ogle for the public who come to enjoy the park.

I will protest any continued support of Plum's expansion, by hours or space, as there doesn't seem to be any viable, legitimate, or necessary need to allow their continued expansion into the neighborhood and every inch that the Council grants a mile is then requested on top of that.

Local home owners have had enough of the City's variances for this shopping center which have a significant impact on our quality of life. The Planning Commission needs to consider the neighboring property owner's rights to quality of life instead of granting everything the businesses in this commercial center request. Please do not approve this Application.

Respectfully,

Elaine Kaspar

1671 Tustin Ave., C1 Costa Mesa, CA 92627

949-422-3813

[elaine.kaspar@bhhsca.com](mailto:elaine.kaspar@bhhsca.com)

Thank you,

Elaine

**Elaine Kaspar**

**Berkshire Hathaway Home Services**

Realtor CalBRE#01947644

Direct: 949-422-3813

Email: [elaine.kaspar@bhhsca.com](mailto:elaine.kaspar@bhhsca.com)

**ATTACHMENT 8**

**ZONING ADMINISTRATOR DECISION LETTER  
ZA-12-01 (AUGUST 21, 2014)**



# CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

August 21, 2014

Kim Jorgenson  
Plums Café and Catering  
369 E. 17<sup>th</sup> Street, Ste. #7  
Costa Mesa, CA 92627

**RE: ZONING APPLICATION ZA-12-001  
MINOR CONDITIONAL USE PERMIT TO ALLOW SMALL CAR PARKING  
FOR REQUIRED PARKING AND TO DEVIATE FROM SHARED PARKING  
REQUIREMENTS FOR EXPANSION OF AN EXISTING RESTAURANT  
369 E. 17<sup>th</sup> STREET, COSTA MESA**

Dear Ms. Jorgenson:

City staff's review of your zoning application for the above-referenced project has been completed. The application, as described in the attached project description, has been approved, based on the findings and subject to the conditions of approval and code requirements (attached). The decision will become final at 5:00 p.m. on August 28, 2014, unless appealed by an affected party, including filing of the necessary application and payment of the appropriate fee, or called up for review by a member of the Planning Commission or City Council.

If you have any questions regarding this letter, please feel free to contact the project planner, Antonio Gardea at 714.754.5692 or [antonio.gardea@costamesaca.gov](mailto:antonio.gardea@costamesaca.gov).

Sincerely,

WILLA BOUWENS-KILLEEN, AICP  
Zoning Administrator

Attachments:      Project Description  
                         Findings  
                         Conditions of Approval, Code Requirements, and Special District  
                         Requirements  
                         Applicant's Letter  
                         Site Plan  
                         Floor Plan  
                         Public Correspondence

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cc:

Engineering  
Fire Protection Analyst  
Building Safety Division

Wohl/Westport Plaza LLC  
14 Corporate Plaza, Ste. 100  
Newport Beach, CA 92660

## **PROJECT DESCRIPTION**

The property (Westport Square Commercial Center) is located on the south side of East 17<sup>th</sup> Street near the intersection with Tustin Avenue in the C1 (Local Business) zoning district. The surrounding commercial properties to the north and west are developed with restaurants and a gas station. A public park (Pinkley Park) is adjacent to the south as well as multiple-family residential uses that face Tustin Avenue. The site consists of two parcels that form an L-shape with frontage both on E. 17<sup>th</sup> Street and Tustin Avenue. The property is developed with as a multiple-tenant shopping center with an L-Shaped building and a rectangular building totaling approximately 39,300 square feet. The existing restaurant occupies three tenant spaces with an area of approximately 4,000 square feet and an outside patio area of approximately 700 square feet. A total of 154 standard parking spaces were provided on site.

The applicant requests approval of Minor Conditional Use Permits for provision of small car parking spaces and a deviation from the shared parking requirements to allow an expansion of the existing restaurant use.

A minor conditional use permit is required for provision of small car spaces for required parking. The property owner's representative requested vacation of the alley between the subject property and Pinkley Park to create additional on-site parking spaces. The plans include relocating the trash enclosure, erecting a wrought iron fence as well as installing landscaping and additional trees in the park. After the City authorized the alley vacation, plans were submitted to reconfigure the parking area at the rear of the property and increase onsite parking. The new 28 spaces are compact because of drive aisle width limitations. The total number of onsite parking would be increased to 182 spaces.

The applicant proposes to expand the restaurant by using an adjacent 870-square foot tenant space and enlarging the outdoor patio area by approximately 240 square feet. The total area of the restaurant would be approximately 5,800 square feet. The adjacent tenant space would be used entirely as new dining area but would be reserved for private functions. The new patio area would have a capacity of 56 seats.

## **BACKGROUND**

Various entitlements (ZE-75-05, ZE-75-44, ZA-78-195, ZE-80-98, & ZE-82-174) related to parking exceptions have been granted in the past to allow the other small restaurants in the shopping center. In summary, the parking ratio for retail uses was applied to the other eating establishments because of the limited seating and public area which is incorporated into the shared parking analysis. Two additional permits were granted which are relevant to the subject restaurant:

On December 9, 1996, a Conditional Use Permit (PA-96-71) was granted to allow a deviation from the shared parking requirements to enable expansion of the restaurant, which included the outdoor patio area.

On March 26, 2001, the applicant was granted entitlements (PA-00-57) to allow the expansion of the restaurant into two adjacent tenant spaces and to allow alcoholic beverage service after 11:00 p.m. Although, the restaurant did not follow through with the expansion at the time, the conditions of approval limited the outdoor patio area to a maximum of 34 seats. At the time, staff was concerned that the additional interior dining area would have a negative parking impact to the other tenants in the shopping center and only allowed its use during the weekend and evenings.

## **ANALYSIS**

Two entitlements are necessary as part of this application, approval of a minor conditional use permit for small car parking spaces to count toward required parking (CMMC Section 13-94. Small Car Parking) and a minor conditional use permit for deviation from the shared parking requirements (CMMC Section 13-89.5).

A number of entitlements have been granted for various uses at the shopping center over the years allowing reductions in the required number of parking spaces. A total of 182 parking spaces will be provided on the entire L-shaped site that fronts on E. 17<sup>th</sup> Street and is connected to Tustin Avenue. The number of parking spaces required is 194 parking spaces; however, with a shared parking analysis, required parking is 171 spaces at the highest peak when the subject restaurant is open.

### **Minor Conditional Use Permit for Small Car Parking**

#### *Shopping Center Parking*

Over the course of the past two years, the applicant has been working with the property management company to vacate a portion of an existing alley to add more parking spaces. Because of the minimum drive aisle width constraints, only compact parking spaces can be created along the rear of the property. The new parking spaces required adjustment that shortened the overall depth of each stall so the minimum 24-foot back up space could be provided and to retain the existing parking spaces across the drive aisle as standard sized. Although the new parking spaces are as wide as, or wider than, standards spaces, they are considered compact because the depth is only 16 feet; 18-foot depth is require for standard spaces. Allowing the shorter parking spaces enables the new stalls to align with the existing stalls and maximizes the number of stalls that can be created at the rear of the property.

The development of the vacated alley with small car parking spaces will add 28 parking spaces at the rear of the L-shaped building. Adding more spaces brings the shopping center into conformity with the current code required parking with a total of 182 spaces and would exceed the minimum number of spaces required per the shared parking analysis. Because the additional small car parking spaces will help address existing demand, staff supports the request for a minor conditional use permit to allow the compact parking spaces.

### *Additional Discussion*

The general public and residents of the surrounding area will be able to use the parking spaces abutting Pinkley Park. It is presumed that these parking spaces will be available in the late afternoon and evening hours when a majority of the businesses close, which will be mutually beneficial. Staff received two emails (attached) and five phone calls from neighbors opposing any allocation of the parking spaces to the shopping center uses.

### **Minor Conditional Use Permit for Deviation from Shared Parking**

Should the compact parking spaces not be allowed, approval of a deviation is necessary for the restaurant expansion because insufficient parking spaces are provided onsite to satisfy the shared parking requirement. The existing restaurant and patio area measures approximately 4,700 square feet in area. The proposed expansion involves using an adjacent 870-square foot tenant space and expanding the patio area by approximately 240 square feet. With the expansion, a minimum of 181 parking spaces are required for the entire shopping center.

### *Shared Parking*

Based on a shared parking analysis, a minimum of 181 parking spaces are required. With a total of 182 on-site parking spaces, there would be one parking space in excess of that which is required. This is predicated on the approval of the minor conditional use permit to allow the compact parking spaces.

The shared parking analysis indicates there are two peak hours during weekdays; the first at 1:00 p.m. and the other at 7:00 p.m. The applicant is requesting the deviation from this peak demand because of the unique operating hours of the restaurant. The restaurant closes at 3:00 p.m. and the peak demand at 1:00 p.m. is 171 parking spaces; consequently with the parking lot expansion, there would be an eleven parking space overage. In addition, the applicant has indicated that the new dining area would only be available for private functions; a condition of approval is included restricting the use of the additional restaurant area.

If parking shortages or other parking-related problems arise, the business operator will be required to institute appropriate operational measures necessary to minimize or eliminate the problem, including, but not limited to reducing the days and/or hours that the additional seating area can be open to the public.

The proposed use, as conditioned, is consistent with the Zoning Code and the City's General Plan because, with the recommended conditions of approval, the proposed use should not adversely impact the surrounding uses. Specifically, with the recommended conditions of approval, the use will be consistent with surrounding uses, as specified in Objective LU-1F.2 of the General Plan Land Use Element.

## FINDINGS

- A. The information presented complies with Costa Mesa Municipal Code Section 13-29(g)(2) in that:

1. The proposed use is compatible and harmonious with developments in the same general area and would not be materially detrimental to other properties within the area. The development of the vacated portion of the alley with small car parking spaces will add parking at the rear of the building to help address existing demand. Because parking standards have changed over time, the shopping center is legal non-conforming in terms of current parking requirements. Adding more spaces brings the shopping center closer to conformity with the current parking requirements.

2. Granting the minor conditional use permit will not be detrimental to the health, safety and general welfare of the public or otherwise injurious to property or improvements within the immediate neighborhood. The proposed improvement of the parking lot with compact parking spaces involves significant investment in the shopping center. During the past two years, the applicant has been working with the property management company to secure additional land to increase the number of parking spaces for the shopping center. Because of site constraints, only small car parking spaces can be provided. The improvements also include planting additional trees at Pinkley Park, the installation of a wrought iron gate to separate the park from the shopping center, and relocation of the existing trash enclosure. Overall, the rear portion of the property will be aesthetically improved and physical parking design requirements will be satisfied.

3. Granting the minor conditional use permit will not allow a use, density or intensity that is not in accordance with the General Plan designation and any applicable specific plan for the property. The proposed small car parking spaces do not enable an increased intensity of use beyond what is allowed by the General Plan FAR requirements and helps accommodate the existing uses. The shopping center is legal non-conforming in terms of parking but adding 28 spaces for a total of 182 brings it into conformity with the current code requirement of 181 spaces and would exceed the 171 spaces required under the shared parking analysis for the current uses.

- B. The information presented complies with Costa Mesa Municipal Code Section 13-29(g)(2) in that:

1. The proposed use is compatible and harmonious with developments in the same general area and would not be materially detrimental to other properties within the area. The proposed use has limited hours of operation and primary used for private functions. The additional seating area for the existing restaurant would not result in negative parking impacts. A greater amount of spaces are being provided that will help alleviate the parking demand of the existing uses. The proposed floor plan would ensure adequate pedestrian access around the tenant spaces and the site improvements would provide adequate and safe vehicular access along the rear of the property.

2. Granting the minor conditional use permit will not be detrimental to the health, safety and general welfare of the public or otherwise injurious to property or improvements within the immediate neighborhood. The proposed expansion will involve significant investment in tenant improvements that will enhance the shopping center. During the past two years, the applicant has been working with the property management company to secure additional land to increase the number of parking spaces for the shopping center. A sufficient number of parking spaces will be available for all of the tenants with the limitations imposed on the restaurant expansion. Furthermore, the subject restaurant has limited hours of operation which complements the other uses in the shopping center. If parking shortages or other parking-related problems arise, the business operator will be required to institute appropriate operational measures necessary to minimize or eliminate the problem, including, but not limited to days and/or hours of the business.

3. Granting the minor conditional use permit will not allow a use, density or intensity that is not in accordance with the General Plan designation and any applicable specific plan for the property. The proposed use does not increase the intensity of the use beyond what is allowed by the General Plan FAR requirements. On May 15, 2012, the City Council adopted Ordinance 12-4 modifying the parking standards for establishments where food and beverages are served, reducing the ratio of spaces for restaurants with more than 3,000 square feet. This Zoning Code amendment reduces the overall parking required for the existing restaurant use, which is approximately 4,000 square feet in size, excluding the outside patio area. A net difference of 14 parking spaces are required as a result of the proposed expansion; 28 parking spaces have been approved to be added to the site. Therefore, a

- C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt under Section 15301, Class 1, Existing Facilities, of the CEQA Guidelines.
- D. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

## CONDITIONS OF APPROVAL

- PIng.
1. The use shall be limited to the type of operation as described in the staff report and the attached applicant's description letter. Any change in the operational characteristics including, but not limited to, the hours of operation and additional services provided, shall require review by the Planning Division and may require an amendment to the conditional use permit, subject to either Zoning Administrator or Planning Commission approval, depending on the nature of the proposed change. The applicant is reminded that Code allows the Planning Commission to modify or revoke any planning application based on findings related to public nuisance and/or noncompliance with conditions of approval [Title 13, Section 13-29(o)].
  2. The outdoor patio area shall be a maximum of 940 square feet in area with a maximum capacity of 56 seats.
  3. The dining area in tenant space number 11, shall only be available for private functions during regular business hours. The bi-fold doors shall otherwise remain closed.
  4. The hours of operation shall be limited to 8:00 a.m. to 3:00 p.m.
  5. If parking shortages or other parking-related problems arise, the business operator shall institute appropriate operational measures necessary to minimize or eliminate the problem, including, but not limited to reducing the days and/or hours of the business.
  6. The use shall be conducted, at all times, in a manner that will allow the quiet enjoyment of the surrounding neighborhood. The applicant and/or business owner shall institute appropriate security and operational measures that are necessary to comply with this requirement.
  7. The applicant shall contact the Planning Division to arrange a Planning inspection of the site prior to commencement of the business. This inspection is to confirm that the conditions of approval and code requirements have been satisfied.
  8. The applicant shall install security lighting along the rear of the building to adequately illuminate the rear of the property and parking lot during hours of darkness. The security lighting fixtures shall be equipped with cut-off shields to control spillover glare onto adjacent public rights-of-way and adjoining properties.
  9. The parking lot shall be improved in accordance with the site plan with a minimum of 182 parking spaces prior to the issuance of a building permit for the restaurant expansion.
  10. The improvements to Pinkley Park shall be completed prior to issuance of final inspection.
  11. Employees shall park their vehicles in the parking area at the rear of the property.
  12. A copy of the conditions of approval for the conditional use permit must be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.
  13. The conditional use permit herein approved shall be valid until revoked, but shall expire upon discontinuance of the activity authorized hereby for a period

of 180 days or more. The conditional use permit may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, if the use is being operated in violation of applicable laws or ordinances, or if, in the opinion of the development services director or his designee, any of the findings upon which the approval was based are no longer applicable.

14. The applicant shall defend, indemnify, and hold harmless the City, its elected and appointed officials, agents, officers and employees from any claim, action, or proceeding (collectively referred to as "proceeding") brought against the City, its elected and appointed officials, agents, officers or employees arising out of, or which are in any way related to, the applicant's project, or any approvals granted by City related to the applicant's project. The indemnification shall include, but not be limited to, damages, fees and/or costs awarded against the City, if any, and cost of suit, attorney's fees, and other costs, liabilities and expenses incurred in connection with such proceeding whether incurred by the applicant, the City and/or the parties initiating or bringing such proceeding. This indemnity provision shall include the applicant's obligation to indemnify the City for all the City's costs, fees, and damages that the City incurs in enforcing the indemnification provisions set forth in this section. City shall have the right to choose its own legal counsel to represent the City's interests, and applicant shall indemnify City for all such costs incurred by City.
15. If any section, division, sentence, clause, phrase or portion of this resolution is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions.
- Bldg. 16. The applicant shall provide a plan to the County of Orange Health Dept. for review and approval.

## CODE REQUIREMENTS

The following list of federal, state, and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- Plng. 1. Approval of the zoning application is valid for one (1) year from the effective date of this approval and will expire at the end of that period unless applicant establishes the use by one of the following actions: 1) obtains building permits for the authorized construction and initiates construction; and/or 2) obtains a business license and/or legally establishes the business. If the applicant is unable to establish the use/obtain building permits within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the zoning application.
2. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.
3. Use shall comply with all requirements of Articles 3, Chapter V, Title 13 of the Costa Mesa Municipal Code relating to commercial development standards.
4. Parking stalls shall be double-striped in accordance with City standards.
5. Employees shall utilize the parking spaces provided along the rear of the building.
- Bldg. 6. Comply with the requirements of the adopted 2013 California Building Code, 2013 California Electrical Code, 2013 California Mechanical Code, 2013 California Plumbing Code, 2013 California Green Building Standards Code and 2013 California Energy Code (or the applicable adopted, California Building Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Green Building Standards and California Energy Code at the time of plan submittal or permit issuance) and California Code of Regulations also known as the California Building Standards Code, as amended by the City of Costa Mesa.
- Bus. 7. All contractors and subcontractors must have valid business licenses to do  
Lic. business in the City of Costa Mesa. Final inspections, final occupancy and utility releases will not be granted until all such licenses have been obtained.

## SPECIAL DISTRICT REQUIREMENTS

The requirements of the following special districts are hereby forwarded to the applicant:

- Sani. 1. Applicant shall comply with the requirements of the California Department of Food and Agriculture (CDFA) to determine if red imported fire ants exist on the property prior to any soil movement or excavation. Call CDFA at (714) 708-1910 for information.
- AQMD 2. Applicant shall contact the Air Quality Management District (800) 288-7664 for potential additional conditions of development or for additional permits required by AQMD.

January 12, 2012

**The City of Costa Mesa**

Planning Department  
77 Fair Avenue  
Costa Mesa, CA 92626

Re:

Plums Café & Catering  
369 East 17<sup>th</sup> Street  
Costa Mesa, CA 92627  
Minor Conditional Use Permit Application

Plums Café and Catering currently occupies approximately 3,991 square feet of restaurant space with an additional existing patio space of approximately 695 square feet.

Plums would like to respectfully request to: reconfigure the patio (see attached layout) and add an additional interior square footage of 740 square feet adjacent to the newly configured patio space.

The primary use of the space would provide an opportunity for guests to book private parties ranging from stand up cocktail receptions to sit down functions for small to medium size groups. The second use would provide overflow seating for the busier days.

Plums conducted a parking lot study from December 13, 2011 to December 19, 2011 one of the busiest weeks of the year. Predictably, the most challenging times were during the week from 11:00am-1:00pm and peak holiday shopping times. However, there was not a day where the lot was a hundred per cent occupied. We did experience unusually high traffic on the weekend as it represented Christmas holiday shopping peaks. Also, stores that are not always open during Sundays were open.

The new space would primarily be used at night and on the weekends with occasional functions at breakfast and lunch during the week. Except for Holidays, we do not receive many requests for private functions during the weekdays and when we do they generally range from 12-25 guests. There are no concerns with parking in the evening as most of the stores are closed. On the weekends we do experience some challenges occasionally on Saturdays. Generally speaking, Sundays do not present parking issues as many of the stores are closed on Sunday.

We do expect a change regarding the current parking conditions. Wohl Investments, the Landlord is working with The City of Costa Mesa to increase the parking capacity. The outcome has not been determined as of yet, however progress is being made to expand parking capabilities.

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**PLUMS CAFE**  
 COMMERCIAL  
 10000 W. CENTURY BLVD. SUITE 100  
 LOS ANGELES, CA 90045  
 PROJECT NO. 10000-001

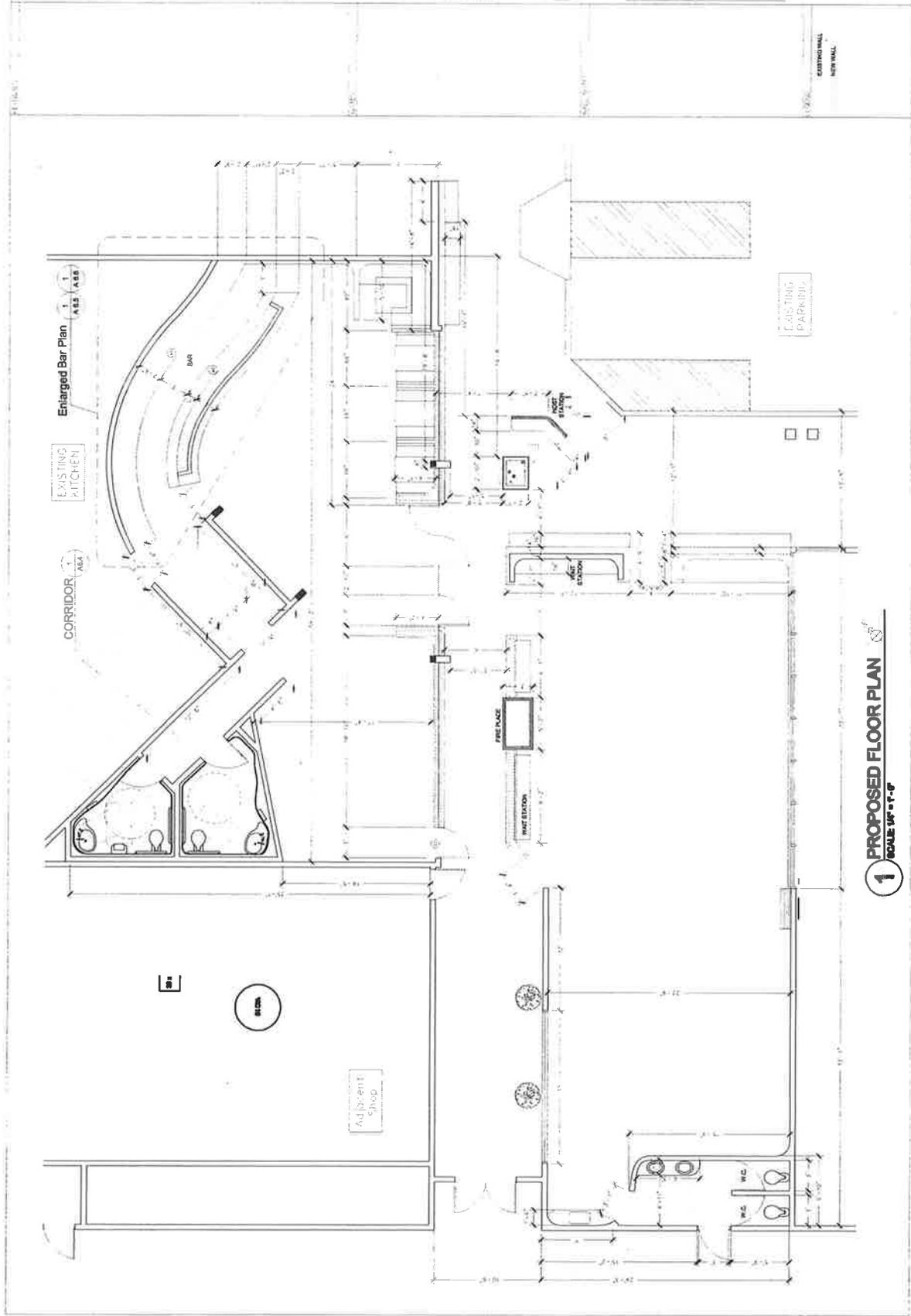
All drawings and specifications remain the property of Franklin Studios, Inc. and shall not be reproduced, copied, or used in any way without the written consent of Franklin Studios, Inc. The drawings and specifications are prepared, and not for the use of, and not for the use of, any other project.

NO SET ISSUE: 10.03.12  
 10/03/12

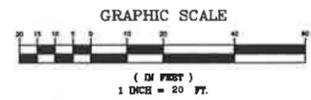
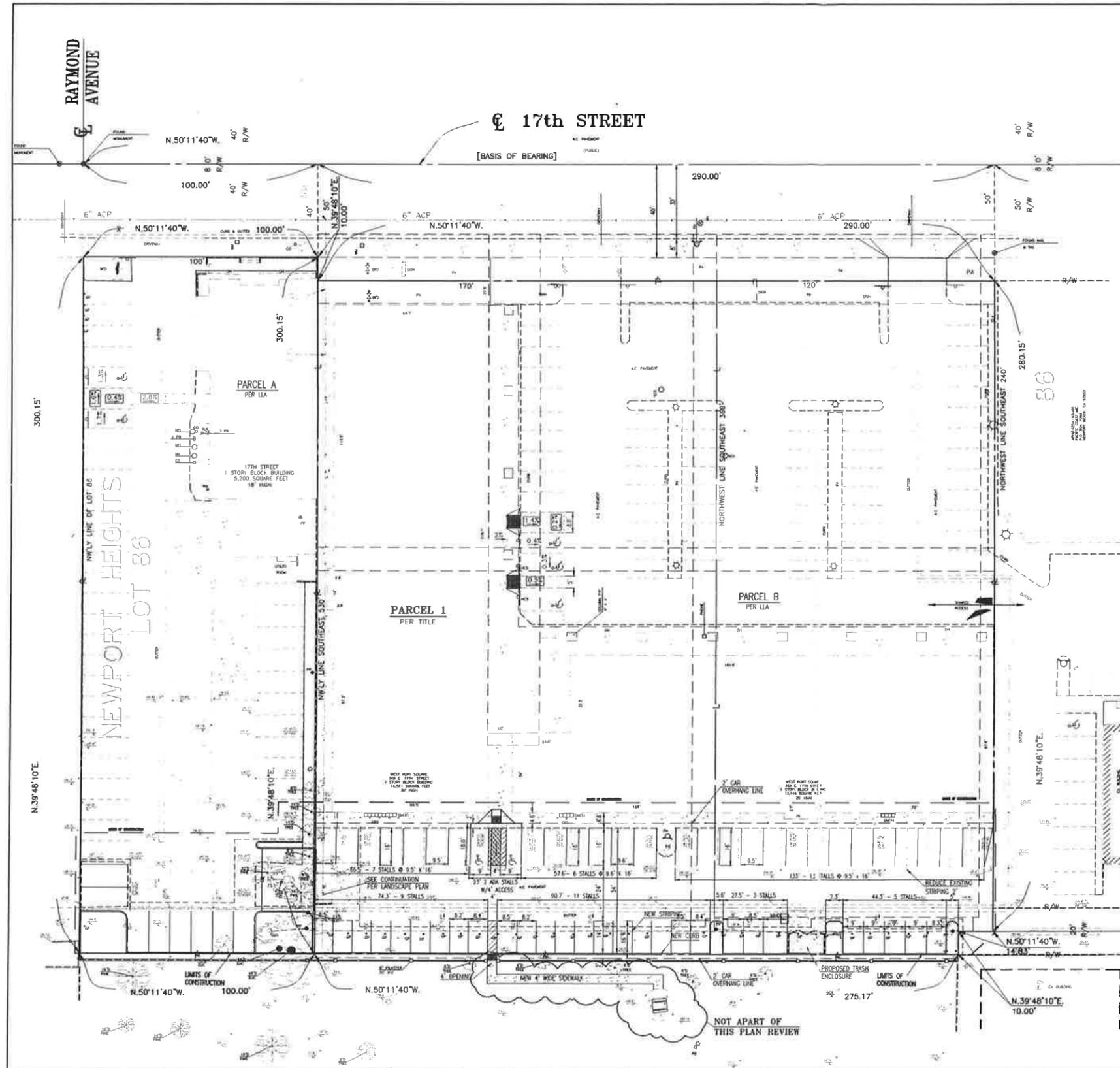
\* All measurements to be field verified.  
 \* All materials, all finishes and all work to be verified with the contractor.  
 \* Contractor to verify all code and regulatory requirements.  
 \* Design team shall be responsible for design intent only.

**PHASE I  
 Proposed  
 Floor Plan**

sheet no.  
**A-2.02**



**1 PROPOSED FLOOR PLAN**  
 ISSUE 10-03-12



**PROPOSED PARKING COUNT**

REGULAR STALLS	- 150
COMPACT STALLS	- 35
ACCESSIBLE STALLS	- 7
<b>TOTAL STALLS</b>	<b>- 192</b>

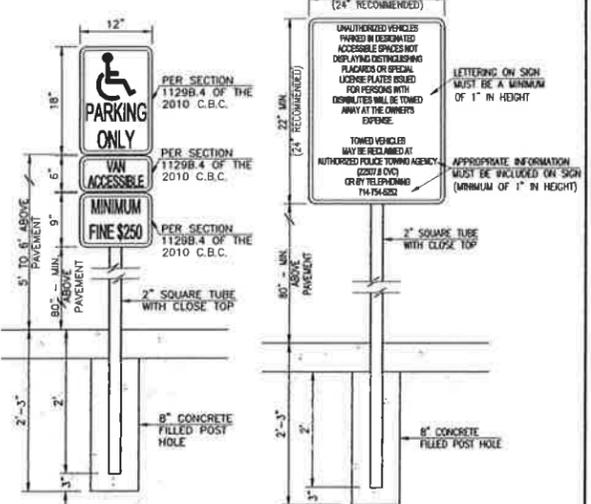
**CONSTRUCTION NOTES**

- ⑦ INSTALL DETECTABLE WARNINGS (3" MIN.) ON ALL EXISTING ADA RAMPS PER CITY STANDARDS
- ⑧ INSTALL UNAUTHORIZED ADA PARKING SIGN PER DETAIL HEREON
- ⑨ CONFIRM THAT ALL EXISTING ADA SIGNS CONFORM WITH SIGN DETAIL HEREON
- ⑩ CONSTRUCT 6" CURB PER DETAIL SHEET 3.

SITE MUST CONTAIN A LEAST ONE VAN ACCESSIBLE SIGN PER DETAIL HEREON

**WATER NOTES**

- ⑪ INSTALL 1-1/4" IRRIGATION LINE
- ⑫ INSTALL 1-1/4" BACKFLOW PREVENTER PER SPPWC 511-3
- ⑬ HOT TAP INTO EXISTING 6" MAIN



⑨ ACCESSIBLE PARKING SIGN DETAIL  
NO SCALE

⑩ ACCESSIBLE UNAUTHORIZED PARKING SIGN DETAIL  
NO SCALE

 Underground Service Alert of Southern California  
Call: TOLL FREE 1-800-422-4133  
TWO WORKING DAYS BEFORE YOU DIG

**NOTICE TO CONTRACTOR**

PURSUANT TO ASSEMBLY BILL 3016 NO EXCAVATION PERMIT IS VALID UNLESS THE CONTRACTOR CONTACTS AND OBTAINS AN INQUIRY ID NUMBER FROM UNDER-GROUND SERVICE ALERT (1-800-422-4133) AT LEAST TWO WORKING DAYS PRIOR TO COMMENCING EXCAVATION.

REVISIONS	DESCRIPTION	DATE	APP'D
NO.			



**ANACAL ENGINEERING CO.**  
 CIVIL ENGINEERING & LAND SURVEYING  
 1900 EAST LA PALMA AVENUE ~ SUITE 202 ~  
 ANAHEIM, CALIFORNIA 92805  
 PHONE: (714) 774-1763 FAX: (714) 774-4690  
 E-MAIL ADDRESS: ANACAL@ANACALENGINEERING.COM

PROJECT ENGINEER  
 DATE 5/30/14  
 SCALE 1" = 10'

**SITE PLAN/ WATER PLAN**  
**WESTPORT SQUARE SHOPPING CENTER**  
**369 E. 17TH STREET**  
 COSTA MESA, CALIFORNIA  
 JOB NO. 12-005GP-R6

SHEET TITLE	SITE PLAN/ WATER PLAN
PROJECT	WESTPORT SQUARE SHOPPING CENTER
SHEET NO.	2 OF 5

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Elaine Kaspar  
1671 Tustin Ave, C1  
Costa Mesa, CA 92627

## NOTICE OF PROTEST

Note: Plans are NOT available at this time on your website as your Notice to the Public says.

Willa Bouwens-Killeen  
Antonio Gardea (City Project Planner)  
714-754-5153 (Willa) – Willa  
[planningcommission@costamesaca.gov](mailto:planningcommission@costamesaca.gov)  
[willa.bouwens-killeen@costamesaca.gov](mailto:willa.bouwens-killeen@costamesaca.gov)  
[antonio.gardea@costamesaca.gov](mailto:antonio.gardea@costamesaca.gov)

August 15, 2014

Dear Willa Bouwens-Killeen and Antonio Gardea,

I am greatly dismayed to see that you have posted a Public Notice that goes directly against what was determined at the May 15, 2013 City Council Meeting. The City Council determined and decided that the parking proposed for Plums Café & Catering was to be designated PUBLIC, not private during working hours as your notice reads.

I fully disagree with the proposed signs posted around this area that the applicant, Plums Café and Catering, use these additional spaces for their personal use for private functions during business hours. The condominiums at 1671 Tustin Ave are Owner Occupied and many work from home with multiple cars to park during day time hours. This topic was discussed in depth at the City Council Meeting on May 15, 2013, and agreed upon by the City Council to allow such area that is being developed to be PUBLIC parking.

As a Home Owner in this residential neighborhood, our property value will diminish due to noise, congestion, and close proximity to a large parking lot, traffic and loss of our park view: which now we will be looking at a larger more congested parking lot. It would be preferred to include a 25' Green Belt between the property line at 1671 Tustin and the new parking spaces to create a buffer zone between the parking and property line.

I purchased these property 20+ years ago with the park in mind and now the park is being diminished to expand a privately owned business. Less 25' of parking spaces should not make a difference in the overall capacity of Plum's, but it does affect my/our quality of life on a day to day basis. I am most specifically affected as my unit is the end unit directly next to the parking expansion you are referring to.

As well, the need to pack as many compact parking spaces in the proposed area seems overzealous and greedy. However, if compact spots are the motivation, then allowing a 25' Green Belt to delineate the packed cars from our private homes, would be preferred. Pinkly Park is public to our citizens as well and leaving a bit of park to differentiate parking from park would be more palatable.

The parking that is being created should stay within the confines of the previously agreed upon definition and remain PUBLIC. With more cars, more traffic, and more business, our home life will greatly be affected by this travesty of expansion.

**To repeat:**

**I protest this application and expect this council to abide by the decision that was made and announced at the May 15, 2013 city council meeting.**

I can be reached at 503-888-7550.

Sincerely,

Elaine Kaspar



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## COLGAN, JULIE

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**From:** Diane Scioli <diane@piedmontla.com>  
**Sent:** Friday, August 15, 2014 2:21 PM  
**To:** willa.bouwens.killeen@costamesaca.gov  
**Cc:** PLANNING COMMISSION; MENSINGER, STEPHEN; RIGHEIMER, JIM; LEECE, WENDY; GENIS, SANDRA; MONAHAN, GARY  
**Subject:** ZA-12-001

Dear Ms. Bouwens-Killeen,

The above application is for a conditional use permit to deviate from shared parking requirement for Plum's restaurant at 369 E. 17<sup>th</sup> St. While I love Plum's as much as anyone, the City cannot continue to overburden this commercial center with deviations from parking requirements, as have been granted previously for other adjacent businesses such as the Beach Pit BBQ and Cardio Barre. I am a resident at 1671 Tustin Ave., a 10-unit condo complex that borders the property to the south. Parking is a NIGHTMARE at this adjacent parking lot. Many visitors don't park in spaces but actually block the alley instead with parked cars. In addition, if this has anything to do with the alley vacation in lieu of the addition of parking spaces, as per the city council meeting on this topic, the additional parking is to be PUBLIC not private and associated only with the commercial center. Please stop allowing the increase of traffic and parking congestion near E. 17<sup>th</sup> St. and Tustin Ave.

I can be reached at 949-230-1286.

Sincerely,

Diane Scioli  
1671 Tustin Ave., C-4  
Costa Mesa, CA 92627  
949-230-1286 mobile

**GARDEA, ANTONIO**

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**From:** ROSALES, MARTHA  
**Sent:** Wednesday, August 13, 2014 4:30 PM  
**To:** GARDEA, ANTONIO  
**Cc:** BOUWENS-KILLEEN, WILLA; COLGAN, JULIE  
**Subject:** ZA-12-001 / Plum's Cafe-369 E. 17th Street

Antonio,

Ms. Celeste Ames, 949-650-7726, called in response to a notice at Plum's Café regarding public parking being converted to private parking. The notice said the public could submit oral or written comments to Planning.

Ms. Ames was calling to voice her opinion in opposition of Plum's Café having private parking.

Thank you,  
Martha

**From:** Erica Linden <erica92658@yahoo.com>  
**Sent:** Friday, May 22, 2015 4:10 PM  
**To:** GARDEA, ANTONIO  
**Cc:** Jim Fitzpatrick; Gary Monahan  
**Subject:** Planning Application PA-15-14 Plums Cafe

Dear Mr. Gardea:

I implore you to not allow Plums to further monopolize the shopping center located at 369 East 17th Street.

If you have visited the center on any Saturday, Sunday or heaven forbid the days prior to or on an actual holiday it is impossible to park!

The few times I have attempted to park & go to the beauty supply, pick up pizza, eat at the deli or shop with Fleur de Lys during Plum's "prime time" it was too hard to navigate the parking so I just went elsewhere.

And are you aware of how the access way adjacent to Plum's is now dining area?

In case of an emergency the fire department would literally have to trample through people, furniture and heating equipment.

I am sure you are more familiar with the laws about handicap access than me, but that can't be right either.

When and if I do finally find parking in the rear of the center I am skooting sideways between tables & chairs.

We all admire Ms. Jorgenson & Plum's for being a successful member of the Costa Mesa business community.

But is it possible that she has out grown the environs of this particular shopping center?

Mr. Gardea, thank you for your time & considering my thoughts as a twenty year resident of Costa Mesa.

Best regards,

Erica Linden

GARDEA, ANTONIO

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**From:** Blue Springs Home <bluespringshome@gmail.com>  
**Sent:** Friday, May 22, 2015 5:51 PM  
**To:** GARDEA, ANTONIO  
**Subject:** planning application for Plums Cafe

I am a store owner here at the Wohl/Westport Plaza shopping center in Costa Mesa. I, like the other store owners here are concerned about the expansion of Plums and the parking problems it will cause. I think the valet plan will only cause congestion in the area they are talking about. Parking has been, and always will be a problem here. Too many food restaurants and not enough parking spaces.

There seems to be very little concern for the rest of us tenants. We need parking too.

Thank you,  
Susan Ellison

Blue Springs Home

**[Join Our Email List](#)**

(949) 642-3632 / FAX (949) 642-4201

369 East 17th St., #23

Costa Mesa, CA 92627

[www.bluespringshome.com](http://www.bluespringshome.com)

[www.bluespringshome.blogspot.com](http://www.bluespringshome.blogspot.com)

**GARDEA, ANTONIO**

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**From:** Anna Marie Vega <annamarievega@gmail.com>  
**Sent:** Saturday, May 23, 2015 11:33 AM  
**To:** GARDEA, ANTONIO  
**Subject:** Item Number PH-2

Dear Mr. Gardea,

This e-mail is in reference to the application for Plums Cafe on 17th Street to expand their facility.

At this particular strip mall there exists already a parking problem.

I go to the Newport Needlepoint business a minimum of 2 times a week. Parking spaces are almost always full around the 10 a.m. hour when most stores open. The shop owner has stitching classes where their can be an additioal 10 to 15 ladies showing up for a stitching class which runs most of the day along with other ladies just in the store to buy threads and canvases or pick up finished items. I have also noticed how busy Plums are, the second hand store also has a last Friday of the month sale, where people are lined up to go into that store when they open at 10 a.m. Many get there at least by 9:30 to try and get a parking place. I personally come at 9:30 in the a.m. and sit in my car to read before any of the stores open up. I have given up on using any of the businesses on a Saturday.

Parking has been an existing problem since I started going to the mall over 5 years ago. The strip mall located closer to Tustin Ave. has signs that if you are not using a specific business in that part of the mall, you are not allowed to park and walk over to the other area.

My suggestion would be to see how bad the parking probably already is be for the expansion is approved.

Thank you for your attention to this parking problem.

Anna M. vega (949) 723-8342

GARDEA, ANTONIO

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**From:** elizabeth calafiore <bowdanglers@dslextreme.com>  
**Sent:** Saturday, May 23, 2015 3:20 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Against valet parking in Westport Plaza Costa Mesa

5/23/15

Dear Antonio Gardea,

Bow Dangers Boutique has been located in Westport Plaza, Costa Mesa for several years. Parking has always been a problem, and still is. It is my understanding that Plum's restaurant is requesting valet parking by the side of our store. This would only make the parking problem worse, and would cause us to loose customers. It would also cause un-necessary congestion, in a parking lot that is already congested. Please do not approve this request for valet parking in Westport Plaza.

Sincerely,

Liz Califore



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Bow Dangers-369 e 17th Street #21-Costa Mesa, Ca 92627  
949 642 5459      [www. bowdangers.com](http://www.bowdangers.com)  
Store Hours: Mon-Fri 10am-5pm, Sat-10am-2pm (winter hrs)  
Closed Sundays or open by appointment- call for Holiday Hours

**GARDEA, ANTONIO**

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**From:** June Bahr <zambiajune@gmail.com>  
**Sent:** Saturday, May 23, 2015 6:39 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Parking situation in the plums shopping center

I understand Plums is looking to take over another space and expand. The parking situation on a Saturday is horrendous as it is. Plums does a brisk business on Saturdays, which is great. However with all their patroness, as well as the classes going on at Cardio Barre, it is next to impossible to find parking on a Saturday.

I support several of the stores in the center, and can only go there on the weekend since I work during the week. It is next to impossible to find parking on a Saturday, so I find myself leaving and going elsewhere to do my business. I know I'm not alone, since I have many friends in the neighborhood that do the same thing. We're not going to park on Ogle and walk through the park with all the homeless taking up residence there.

The long and short of all the above, is that I don't believe Plums should be allowed to expand, since parking is at a premium in the center even with the additional parking in the back. It doesn't really seem to have alleviated the problem.

Thank you very much for your consideration.

June Bahr

Sent from my iPhone

**GARDEA, ANTONIO**

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**From:** Carolyn Rutter <Tropical.Itch@yahoo.com>  
**Sent:** Sunday, May 24, 2015 4:03 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Planning Meeting May 26th

Item number PH 2 for application PA 15-14 Plums Cafe 369 E 17th Street I am opposed to the request for expansion of Plums Cafe and the request for more parking. As a patron of the shopping center the parking is very limited and very crowded everyday and impossible on the weekends. Most times you need to circle and circle the lot waiting for someone to leave. This makes it difficult to shop in the center to support the local businesses.

Thank you for considering my opposition

Sincerely,

Carolyn Rutter

**GARDEA, ANTONIO**

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**From:** Mary Devine <mdevine99@earthlink.net>  
**Sent:** Sunday, May 24, 2015 8:11 PM  
**To:** GARDEA, ANTONIO  
**Cc:** rdickson.cmpc@gmail.com  
**Subject:** Expansion of 369 E. 17th St. Center

> I am a frequent shopper at the above center and have recently learned of the proposed expansion of Plums Restaurant which will include both their patio seating area and the addition of valet parking.

>

> I am sending this email to voice my opposition of both the patio expansion as well as the addition of valet parking. This is not the type of center that warrants or supports a valet parking service. And the addition of the patio seating adds difficulty to reaching the rest of the center. My needs are to frequent the center to purchase small items, or browse several of the stores there. Or additionally, to purchase items from the smaller restaurants such as Massimos or the deli. If I do go to Plums, or any of the other stores, I do not want the additional inconvenience of waiting for the valet to bring my car or have to tip the valets.

>

> I think that Plums is a wonderful restaurant, but I believe they have outgrown this center. Without the proposed expansion they have caused horrendous parking and navigating issues. There are many days when I avoid going to the other shops because of the parking issues created by Plums.

>

> I hope that you will take into consideration the needs of the other retail and restaurants and not approve this proposal.

>

> Regards

> Mary Devine

> Sent from my iPad

**GARDEA, ANTONIO**

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**From:** Lynn McCarthy <lynnmccarthy01@icloud.com>  
**Sent:** Sunday, May 24, 2015 9:38 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Tues. vote on Proposals for Plums Cafe and Valet Parking

Re: Planning Application PA 15-14

I am writing to express my hope that the Commissioners will not allow the requested changes (expansion and valet parking) for Plums. As a frequent shopper in the center I am constrained from doing additional shopping by the current dreadful parking situation; any expansion would mean that I would have to further curtail my visits to the restaurants and shops. In the years that I have frequented the Center I have seen a steady increase in the traffic into Plums and a decrease in the available parking. I think the parking should be accessible for all the stores when in reality it functions as the parking lot for Plums.

I am opposed to this expansion because I believe it will result in an increase in vehicles creating numerous safety problems. Additionally, extra parking which may be available behind the buildings is not a viable option for female customers during evening hours.

In my opinion Plums is a wonderfully successful business which has outgrown its current location; please do not allow them to expand further to the detriment of the neighboring businesses.

Thanking you in advance for your attention to my concerns,

Lynn McCarthy  
Costa Mesa, CA

**From:** Peggy Orlando <[porlando@pacbell.net](mailto:porlando@pacbell.net)>  
**Date:** May 25, 2015 at 6:49:45 AM PDT  
**To:** [antoniogardea@costamesaca.gov](mailto:antoniogardea@costamesaca.gov)  
**Cc:** [rdickson.cmpc@gmail.com](mailto:rdickson.cmpc@gmail.com), [sandranian@yahoo.com](mailto:sandranian@yahoo.com), [colinkmccarthy@yahoo.com](mailto:colinkmccarthy@yahoo.com),  
[aventruer@ca.rr.com](mailto:aventruer@ca.rr.com), [twesler@gmail.com](mailto:twesler@gmail.com), [peter@wohlinvestment.com](mailto:peter@wohlinvestment.com)  
**Subject:** Fwd: PA-15-14 Plums Cafe

Dear Mr. Gardea,

As a tenant in the center at 369 E. 17th Street, I am opposed to the expansion of Plums Cafe and the valet parking plan. Parking on Thursday nights, Friday, Saturday and Sunday is very difficult. Adding additional restaurant seats in the 870 sq. ft will add additional strain to a parking lot that is already difficult to navigate.

The valet parking plan does not take into account the following:

1. The customer coming on a Saturday to pick up a bottle of shampoo, a needlepoint thread or a sandwich at the deli are not going to valet park but simple go somewhere else to make their purchases. A valet implies a tip is expected and a \$10 purchase does not warrant the need to tip the valet. Many of my customers have come and gone because of the parking situation as it exist today without the expansion of the seating at Plums.
2. The study did not take into account the monthly Saturday workshops held at Newport Needlepoint. 10 plus people usually attend. The workshops last between 10 - 3.
3. The two way egress into the center parking stalls will be blocked at the end bordering the valet parking area creating the potential for accidents. A car entering the center stall area looking for a parking place and upon finding none would be required to back out into the main parking lane.
4. Thursday nights can find the parking lot full. My Thursday night customers do not feel comfortable parking behind the center in the spaces bordering the park because of the homeless people in the park.
5. If the 24 valet spaces are filled and with the location of the valet stand in the corner near Plums the navigation into and out of the center will be very tight in the main parking lane. It will be a fire hazard if a fire truck is called to the center.
6. How many handicapped space will need to be added to accommodate the additional seating in the 870 sq.ft.? Where will they be located?
7. The tenants in Units 21 thru 30 have designated parking spaces for their customers which further limits the parking spaces for the other tenants's customer.

I believe that many of the centers tenants are unaware of the expansion plans and would not be in favor of the expansion of Plums. I was not aware of the plan until last week. Perhaps Plums has outgrown the center. One tenant should not make a center undesirable for many tenants by putting a undo impact on the center's parking. I believe that the expansion of Plums will have a negative financial impact on many of the tenants in the center.

Sincerely,

Peggy Orlando  
Newport Needlepoint

**GARDEA, ANTONIO**

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**From:** Alex Milov <slippivot@hotmail.com>  
**Sent:** Monday, May 25, 2015 10:19 PM  
**To:** GARDEA, ANTONIO  
**Subject:** Plums Expansion and Extended Hours Minor Conditional Use Permit Re: ZA-12-001

To Whom it may concern,

I am Plums neighbor at Westport Square Shopping Center. We are in full support of the request for: Valet Parking, Plums Expansion and extended business hours.

We have observed a huge improvement in parking since the inception of the Valet, the access through the wall to Pitfire and the additional parking in the back.

Sincerely,

Alex and Midori

Astoria Ballroom  
369 E.17th st. #10 Costa Mesa ,CA 92627  
Tel: 949-842-2967  
WWW.astoriaballroom.com  
Studio hours: Mon-Fri 9am-8pm/ Sat-Sun 9am-4pm

**GARDEA, ANTONIO**

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**Subject:** FW: Expanded parking plan in Plum,s shopping area

**From:** Maureen Bonaventura [mailto:mebona@sbcglobal.net]

**Sent:** Monday, May 25, 2015 10:33 PM

**To:** GARDEA, ANTONIO

**Subject:** Re: Expanded parking plan in Plum,s shopping area

I OPPOSE the proposed expanded parking for this center. The valet parking has not lessened the parking issues on the weekend. People waiting to be seated stand in front of the other business doors, not moving aside to allow customers to go into those businesses to shop. Cars are always standing in the lanes waiting for a parking space, causing congestion and near miss accidents. The parking in the back can be frightening as there are homeless people camping under the trees or sleeping on the park benches, making for "uncomfortable. I have had to step over one sleeping on the sidewalk in back, unnerving. This center has many stores to shop in but trying to get to them is impossible on the weekends, twice around the parking lot and customers choose not to deal with the "mess"and leave.

-----Original Message-----

**From:** Maureen Bonaventura [mailto:mebona@sbcglobal.net]

**Sent:** Monday, May 25, 2015 9:58 PM

**To:** GARDEA, ANTONIO

**Subject:** I strongly oppose the proposed parking expansion of Plum's parking ! It is not only impossible to park in the lot on Sat/Sun but the people standing to be seated at Plum's stand in front the the other businesses doors making it difficult getting into t...

Sent from my iPhone