



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: APRIL 25, 2016

ITEM NUMBER: CC-2

**SUBJECT: REVIEW OF PLANNING APPLICATION PA-15-46 FOR BOATHOUSE COLLECTIVE
LOCATED AT 1640 POMONA AVENUE**

DATE: APRIL 12, 2016

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: MINOO ASHABI, PRINCIPAL PLANNER

**FOR FURTHER INFORMATION CONTACT: MINOO ASHABI, AIA (714) 754-5610
Minoo.ashabi@costamesaca.gov**

BACKGROUND/HISTORY

Planning Application PA-15-46

On November 9, 2015, the Planning Commission approved a Conditional use permit to allow operation of the Boathouse as a restaurant and music venue with live entertainment and dancing within a 3,000 square foot buildings with valet parking and no outdoor dining with the following hours of operation and valet parking:

- Weekly daytime - Monday – Friday 7:00 a.m. to 3:00 p.m. for takeout orders and delivery only
- Weekday evenings – 5:00 p.m. to 1:00 a.m. with valet service (Monday through Friday)
- Weekend daytime and evenings – 7:00 a.m. to 2:00 a.m. with valet service (Saturday and Sunday)
- on-site valet parking with 29 parking spaces
- off-site valet parking at 1603 Superior Avenue with 21 overflow spaces
- off-site employee parking at 1626 Ohms Way with 15 parking spaces

Use	Maximum Capacity	Required Parking	Provided
Restaurant	3,000 SF 99 seats	30 spaces	53 spaces*
Event Venue	132 persons	30 spaces	53 Spaces*
Pickup and delivery	N/A	N/A	3 spaces

*Includes parking at 1634 Pomona Avenue, 1626 Ohms Way and 1603 Superior Avenue.

The Planning Commission requested a 3-month report on the valet operation, which is included in this report, as well as compliance with other conditions of approval.

Valet Operation

The valet operation has been in place since summer of 2015. Code enforcement staff observed the operation on a Saturday in February 2016 and reported the following issues:

- Use of street parking in the vicinity by Boathouse patrons (see attached map)
- Valet parking operation using public streets for interim parking

On-site valet parking is provided for a five dollar charge. The applicant has a contract with SVS Parking valet service for the evenings. Based on a 6-month report by SVS dated March 15, 2015 (Attachment 3), the highest valet demand is around 8:00 PM on Saturdays with 25 total vehicles within an hour in the parking areas. Given that the parking area at the adjacent site (BB Dakota) can accommodate up to 27 parking spots, it was indicated that there is not much demand for the overflow parking at 1603 Superior site. The report indicates that the number of Uber usage has increased and could be as much as 37 total trips on Saturdays.

The issue with use of street parking by patrons has been discussed by the applicant. Based on the applicant and the valet service, the fee may not be a factor in all cases. There is a small percentage of customers that do not prefer valet parking for reasons of keeping their vehicles and the content safe and not trusting the valet with the key to their vehicles; however, the applicant has indicated that he is amenable to use promotions or reduce valet fee to maximize valet use and to minimize use of street parking.

Police Report

The Police Department has indicated that there were to service calls to the site within August, 2015 to January 2016 as noted below.

- 12/25/2015 13:10 - suspicious circumstances (incidental)
- 01/30/2016 23:32 - medical aid (intoxicated individual)

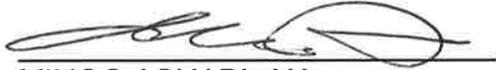
The applicant has included a detailed report of the intoxicated individual reported on January 30, 2016 in his correspondence and measures to address and minimize similar incidents in the future.

Traffic Impact Fees

PA 15-46 was subject to a traffic impact fee in the amount of \$37,300.00. This fee is still pending and the applicant shall make an arrangement with the Transportation Division for making installments toward the fee. Staff is requesting that the applicant enter into a payment agreement with the City within 30 days by May 25, 2016.

RECOMMENDATION

Staff is recommending that the Planning Commission receive and file this report. Staff will continue to work with the applicant to ensure that conditions of approval are met in a timely manner. If complaints are received or fees are pending, this item will be rescheduled for further consideration.



MINOO ASHABI, AIA
Principal Planner



CLAIRE FLYNN, AICP
Asst. Development Services Director

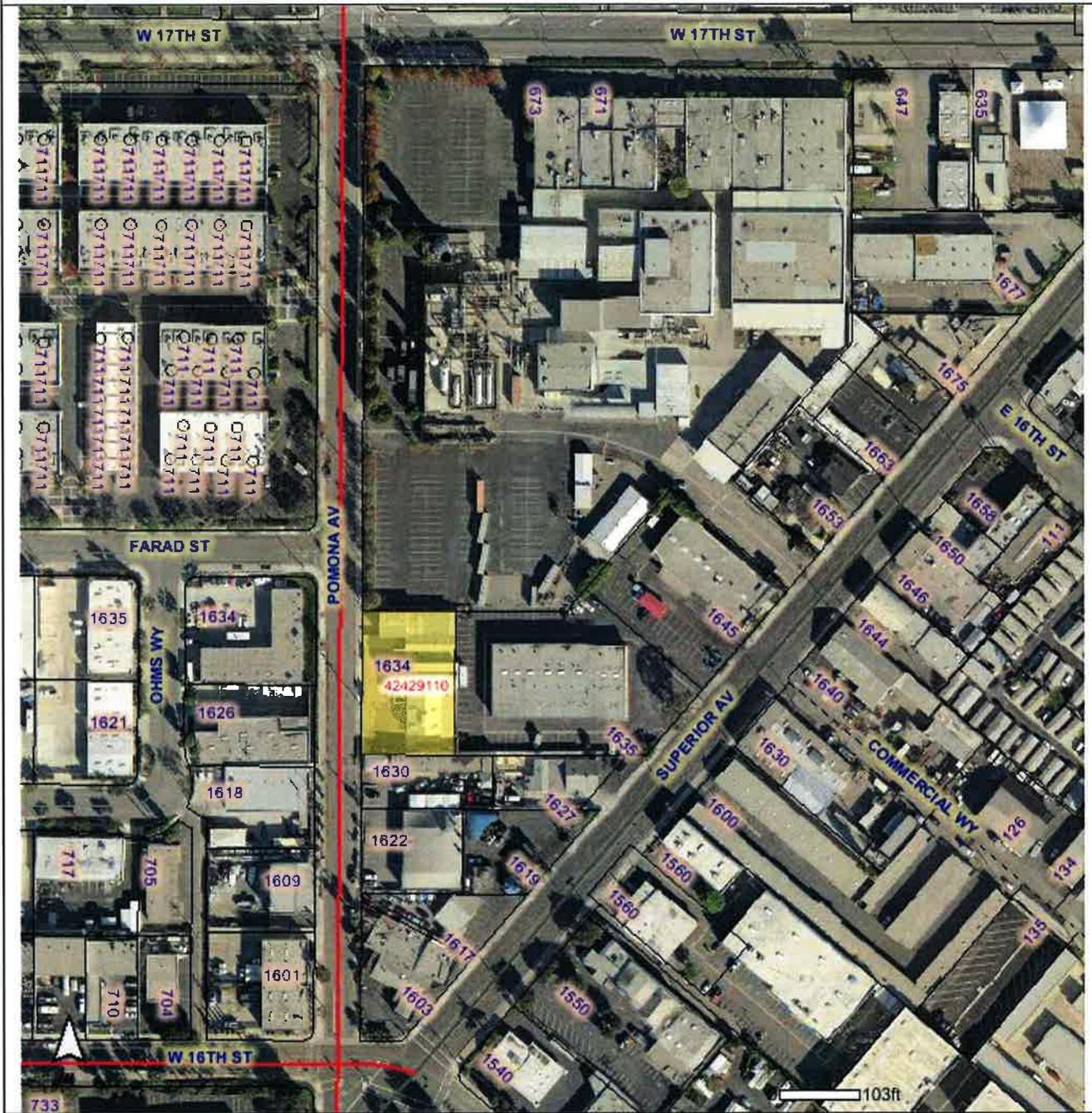
- Attachments:
1. Site Location Map
 2. Submitted Applicant Letter
 3. Submitted Letter from SVS
 4. Code Enforcement Report / Map

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

Clayton Peterson
1640 Pomona Avenue
Costa Mesa, CA 92627

John Morehart
126 Properties LLC
126 E. 16th Street
Costa Mesa, CA 92627

City of Costa Mesa



Address
Medium

Address
Points

Freeway
 Roads
 Collector
(cont)

Freeway
 Major
 Newport BLVD
(cont)

Primary
SECONDARY
 Hydrology
Channels

Street
Names

 Street
Centerlines

Received on April 14, 2016

Hi Minoo,

Sorry for the delay, I have addressed the answers below in blue.

The valet company will also be emailing you their solutions by tomorrow morning. Their many years in the business they do not think that offering free valet service will prompt people to use it if they don't want a stranger in their car in the first place. This would put an extra burden of costs on the Boathouse and would not necessarily solve the problem.

- 1) Observed portable "A" frame sign on Pomona Ave (*see attached picture*). (Not allowed in the public right-of-way)
- 1A - I Spoke with the Valet Company and they will relocate the A frame sign so that it is not in the public right-of-way
- 2) Valet vehicles are being parked on public street; observed 2 vehicles parked on public street while I was in front of business. (Not allowed per CUP)
- 2A - I Spoke with the Valet Company and they will make sure that all new trainees know to only use our approved parking lots.
- 3) A significant amount of spill over parking was observed patrons are parking throughout the area (*see attached pdf*). (Not allowed per CUP)
- 3A) I'm not sure how we can enforce or stop the public from parking on the public streets but here are some ideas.
 - 1) The Boathouse is implementing a one of a kind Uber/lyft/Taxi discount. (if a customer shows that they took a ride to the Boathouse, they receive a discount)
 - 2) The Boathouse could implement a similar discount for using the valet service.
 - 3) For safety concerns I've suggested many times in the 10 years that I have been on Pomona, new 3/way stop sign at the Pomona/ Farad intersection. Cars speed down this section of Pomona. It is very dangerous during day time hours and there are close calls every day. This stop sign would slow cars down and offer the opportunity for a cross walk that would be used for surrounding businesses, new home owners, and the public.
 - 4) Considering the new home construction that will be surrounding the Boathouse location, dark streets will not be safe for that overflow street parking either, and additional street lights should be considered on Pomona and Farad for overall public safety.

Let me know if you have any questions and I will also call you to discuss by phone.

Thank you

Clayton Peterson

BOATHOUSE
COLLECTIVE

949-548-3626 - office

714-231-9149 - mobile

1640 Pomona ave Costa Mesa 92627

Boathouse Three Month Review Staff Report

1. After the loss of the outdoor patio and parking on Argo Tech sight we have experienced a decline in customer attendance and overall revenue. The Boathouse has focused on operating our business offering a finely crafted food and beverage experience, which also includes a highly curated entertainment variety to align our demographic of thirty to sixty year old local professionals looking for a uniquely crafted experience.
2. Due to the loss of our main parking lot on the Argo Tech site we have experienced a shift in our traffic flow, which led to a high rate of Uber and other ride services along with increased foot traffic from the new neighborhoods popping up off of Superior Ave. As you will see in the Valet Service Report our use of the adjacent BBDakota parking lot as well as the Normandy parking lot has proven to be sufficient for our reduced clientele flow. Based on the past three months of income and customer flow we feel that the parking plan provided will be sufficient for our business to move forward and succeed.
3. The Boathouse has reached its 16th month of being open to the public and we have stuck to our mission of being a Costa Mesa family owned business, attracting a professional local clientele by word of mouth. We offer a highly crafted experience that has led to calm, unintimidating atmosphere with respectful patrons that are looking for a positive experience. After 16 months of operating a business with a full liquor license and live entertainment, we have not experienced any police calls to our facility for drunk in public, violence, drugs, or any other elicit behavior. Unfortunately, during a private event where a local Costa Mesa business bought the entire restaurant out for an employee appreciation party, we did have an incident where one of the guests of the private party became overly intoxicated and an ambulance was called to assure her wellbeing. This was a singular incidence in our 16 months of being in business and to date the Boathouse staff and management are highly vigilant to insure that guests are not over served. After review of this incident we discovered that all patrons from the private event were arriving in party busses secured by their company and some of the guests had been drinking prior to their arrival at the Boathouse. The guest that became highly intoxicated had not ordered any alcohol from the Boathouse bar staff, but instead was being served multiple shots of Tequila throughout the night by coworkers who were ordering the shots and sharing them with the guest that became overly intoxicated. By the end of the event the Boathouse manager noticed that a female guest was staggering to the restroom after being seated at a table for most of the evening and he assisted her to the restroom. He asked our female assistant manager to accompany her into the restroom to make sure she was ok. She became ill and over a period of time became unresponsive at which time our manager called an ambulance to assure her well being. The Boathouse ownership, management and staff reviewed the outcome of this private event and put new policies in place to ensure that future incidences like this will not happen again. It is extremely important to the Boathouse ownership, management, and Valet Service that we protect both the patrons that are frequenting the Boathouse as well as the surrounding public to insure that customers of the Boathouse are not over served and/or leaving our establishment to drive while intoxicated.

Traffic & Uber Impact Report



ATTACHMENT 3

Narrative

Traffic Flow:

- Incoming guest valet parking traffic will arrive and flow from both North and South ends of Pomona Ave.
- Incoming guest traffic onto the subject BOATHOUSE parking lot will be from one entrance:
 - 1. The southern most driveway - entrance traveling (primary entrance)
 - 2. The center driveway entrance will remain blocked off
- Arriving valet traffic will be received at the North end of BOATHOUSE parking lot per map indication.
- Exiting valet traffic when parking at 1603 Superior Ave will exit the BOATHOUSE lot, and travel Southbound on Pomona Ave.
- Valet traffic returning from 1603 Superior Ave, to BOATHOUSE will travel along Pomona Ave Northbound, or Superior Blvd South East.
- Outgoing guest traffic will travel/exit the North BOATHOUSE parking lot exit per map indication.

Parking: 48 valet spaces and 1 ADH reserved space

BOATHOUSE - 1640 Pomona Ave, Costa Mesa CA 92627
Will accommodate 27 valet parking spaces, and 1 ADH parking space

Off-Site Parking - 1603 Superior Ave , Costa Mesa CA 92627
Will accommodate 21 valet parking spaces.

- It is of the professional observation and historical traffic patterns logged at BOAT HOUSE Collective that there has been no greater than 25 valet vehicles at one/any given time in possession. This secures a parking margin of 23 parking spaces for overflow.
- Records or Uber, Lift and like chauffeur transportation have proven a 60% impact on restaurant traffic during hours of operation. This impact is directly correlated to the reduced number of vehicles that self park or elect valet parking.
- Page 2 reflects sustained valet traffic counts.
- Page 3 reflects recorded Uber/Lift traffic impact

Authorized Parking Agent: 

Date: 3/15/2016

Jason Liddell
SVS Parking
949.891.7331
714.943.2084

Steve Moon
SVS Parking
714.655.7403

Lee Miller
SVS Parking
714.642.8165

Traffic Analysis
(number of vehicles received with the hour)

Non Peak - Peak	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
5:00:00 pm - 6:00pm	0	0	0	0	0	0	0
6:00:00 pm - 7:00pm	0	0	0	0	2	5	0
7:00:00 pm - 8:00pm	0	0	0	0	8	10	0
8:00:00 pm - 9:00pm	0	0	0	0	10	10	0
9:00:00 pm - 10:00pm	0	0	0	0	7	5	0
10:00:00 pm - 11:00pm	0	0	0	0	2	2	0
11:00:00 pm - 12:00pm	0	0	0	0	0	0	0
12:00:00 am - 1:00am	0	0	0	0	0	0	0

Consumption Analysis
(number of vehicles onsite within the hour)

Non Peak - Peak	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
5:00:00 pm - 6:00pm	0	0	0	0	0	0	0
6:00:00 pm - 7:00pm	0	0	0	0	2	5	0
7:00:00 pm - 8:00pm	0	0	0	0	10	15	0
8:00:00 pm - 9:00pm	0	0	0	0	22	25	0
9:00:00 pm - 10:00pm	0	0	0	0	10	18	0
10:00:00 pm - 11:00pm	0	0	0	0	12	20	0
11:00:00 pm - 12:00pm	0	0	0	0	2	2	0
12:00:00 am - 1:00am	0	0	0	0	0	0	0

Name: Jason Liddell Signature:  Date: 10/31/2015
Reassessed Date: 3/15/2016

Uber Impact Report

Chart 1 below indicates *Uber* impact since October 1st 2015. SVS Parking has found that Uber has makes a 60% impact. The results below support the cause of valet vehicle reductions during hours of operation.

Chart 2 below cross references parking space use to parking space open, and the relative impact of vehicle consumption during every hour.

Uber Impact Report
(number of vehicles received with the hour)

Hours	5:00pm	6:00pm	7:00pm	8:00pm	9:00pm	10:00pm	11:00pm	12:am	1:00am	Total Uber
Tuesday	0	0	0	0	0	0	0	0	0	0
Wednesday	0	0	0	0	0	0	0	0	0	0
Thursday	0	0	0	0	0	0	0	0	0	0
Friday	0	1	10	8	5	2	0	0	0	24
Saturday	2	5	8	8	10	4	0	0	0	37
BRUNCH	11:00am	12:00p m	1:00pm	2:00pm	3:00pm	X	X	X	X	
Sunday	0	0	0	0	0					0

Valet Parking Impact Report
(number of spaces open within the hour)

Hours	Used Parking		Aver Open																
	Open Parking																		
	5 pm	6 pm	7 Pm	8 Pm	9 pm	10 Pm	11 pm	12 am	1 am										Av
Mon	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	48
Tues	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	48
Wed	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	48
Thurs	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	0	48	48
Fri	0	48	2	46	8	38	10	28	7	21	2	29	0	42	0	48	0	48	36
Sat	0	48	5	43	10	33	10	23	5	18	2	21	0	45	0	48	0	48	33
BRUNCH	11 am	12 pm	1m	2 pm	3 pm	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Sun	0	48	0	48	0	48	0	48	0	48									48

Name: Jason Liddell Sign:  Date: 3/15/2016



BOATHOUSE COLLECTIVE – 1640 POMONA AVE



RED ARROWS REPRESENT AREAS WHERE PATRONS ARE PARKING, INCLUDING VALET ON STREET.