

**Playa Mesa
424-428 East 17th Street
Conditional Use Permit for Valet Parking
CUP Resubmittal**

Project Description/Request

The owners of Playa Mesa Mexican Kitchen are requesting approval of a conditional use permit ("CUP") to allow valet parking operations at the existing restaurant pursuant to Costa Mesa Municipal Code ("CMMC") Section 13-96 (parking spaces permanently available for automobile parking). No construction or physical alterations are proposed, and no operational changes are proposed as part of this CUP application. This is a voluntary request, no reduction of required spaces is proposed, and the restaurant is permitted to operate without the use of valet parking. The applicant is the owner of the entire Playa Mesa and Peet's Coffee properties and the parking lot.

The implementation of valet operations will optimize the efficient use of the parking lot. Valet will also reduce the number of cars waiting for spaces and blocking drive aisles, and further reduce the potential for vehicles overflowing onto 17th Street. As part of this request, the owners have prepared a comprehensive valet/parking management plan addressing parking, staging, queuing and traffic flow. The charge is \$5 which covers the cost of the valet service. This is not a revenue generator for the restaurant. The valet plan includes signage and operational guidance to ensure customers of nearby Peet's Coffee have clear access to parking. Peet's customers will not be charged a valet fee if they use the valet.

The subject property is approximately 23,812 square feet and is currently developed with Playa Mesa Mexican Kitchen and Peet's Coffee. The two restaurants share a 69-space surface parking lot that is accessed from 17th Street. As noted on the plans, permanent concrete wheel stops will be installed as physical boundary between the subject property and the adjacent property at 436 East 17th Street. (Wild Goose Tavern). These permanent barriers will not block or impede accessible access routes. Please refer to the site plan and valet plan to view the existing and previously approved accessible access routes.

With the use of valet operations, a total of 86 vehicles can be parked (59 stalls/27 staged). These stalls are exclusive of the 9 spaces directly adjacent to Peet's coffee which closes at 6:00 p.m., daily and is busiest in the mornings before 10:00 a.m. Please refer to the attached valet plan for more details on parking spaces counts and times.

Playa Mesa's approximate 4,759 square foot restaurant also includes a 400 square foot outdoor dining patio at the west side of the building adjacent to the driveway. An additional 415 square foot outdoor patio located at the front of the building adjacent that encroaches into the to 17th Street landscape setback was approved by Minor Conditional Use Permit ZA-

18-39 in August 2018. Playa Mesa is full-service restaurant that holds a Type 47 (On-Sale General) Alcoholic Beverage Control (ABC) license. The restaurant with alcohol service is permitted by right in the CI (Central Business District) zoning district because the closing hour is at or before 11:00 p.m., daily.

Business Hours and Proposed Valet Parking Hours

	Playa Mesa	Peet's Coffee	Valet Hours
Monday – Thursday	11:00 a.m. – 10:00 p.m.	5:30 a.m. - 6:00 p.m.	11:00 a.m. – 10:00 p.m.
Friday	11:00 a.m. – 11:00 p.m.	6:00 a.m. - 6:00 p.m.	11:00 a.m. – 11:00 p.m.
Saturday	9:00 a.m. – 11:00 p.m.	6:00 a.m. - 6:00 p.m.	10:00 a.m. – 11:00 p.m.
Sunday	9:00 a.m. – 10:00 p.m.	6:00 a.m. - 6:00 p.m.	10:00 a.m. – 11:00 p.m.

The use of valet parking will occur after Peet's peak customer hours which declines around 10:00 a.m., daily. Therefore, valet service will begin at 11:00 a.m. Monday-Friday. On Saturday and Sunday, valet service will begin at 10:00 a.m. Peet's customers will continue to have access to the nine spaces directly in front of the coffee shop and they will also have access to complimentary valet parking. On-site signage and valet operators will ensure Peet's customers have convenient access to parking.

Same landlord and operating legal entities own both parcels. Same entity is also the applicant here. Therefore, Peet's is a tenant of the Playa Mesa applicants. The applicant has reached out to adjacent commercial properties and no opposition has been heard. Additionally, many of the nearby residents are patrons and support efficient operations.

Since the restaurants have different peak operating hours, the proposed valet plan will effectively make use of the existing parking lot for customer convenience and efficient use of the parking lot.

Justification and Findings for Approval

Pursuant to CMMC Section 13-29(g)(2) (planning application review process), the following findings are required to be made by the review authority before approving a CUP:

- a. 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.

- The use of valet occurs after Peet's busiest time of the day which is mornings until about 10:00 a.m. Monday-Friday valet service will service will begin at 11:00 a.m. On Saturday and Sunday, valet service will begin at 10:00 a.m. After valet service begins, Peet's customers will continue to have access to the nine spaces directly in front of the store and also have access to complimentary valet parking. On-site signage and valet operators will ensure Peet's customers have convenient access to parking.
 - Peet's customers will have access to the entire parking lot during their busiest time of day which is mornings until about 10:00 a.m.
 - The valet/parking management plan will ensure the joint use of the parking lot by two restaurants with differing peak business hours is managed efficiently for customers of both establishments.
 - The valet plan addresses access to parking spaces for Peet's Coffee customers with signage and operationally to minimize any potential conflicts.
 - Accessible parking space and paths of travel will not be obstructed during valet operations and remain open for those with ADA placards. Please refer to page 3 of the Valet Parking Proposal.
 - The valet parking is typical and can be expected at popular eating and drinking establishments in commercial areas.
 - Restaurants with alcohol service are permitted by right in the CI (Central Business District) with the requirement that they close by 11:00 p.m. if they are located within 200 feet of a residential zoning district.
 - Playa Mesa is located on 17th Street which is developed with a mix of restaurants, retail and service use. Peet's Coffee, Two Wheels One Planet bike shop and other restaurants are located near Playa Mesa. Residential uses are located at the rear of the property.
- b. Granting the conditional use permit or minor 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.
- Granting the CUP will optimize parking lot use during peak demand by effectively utilizing available parking spaces and helping to eliminate vehicles blocking drive aisles.
 - The valet plan reduces or eliminates the potential for vehicle queuing onto 17th Street.
 - In addition, the block wall and landscaping, the valet plan reduces the potential for patrons to loiter and make noise from talking car alarms, stereos and idling vehicles while leaving the establishment and disturbing the occupants of the adjacent residences.
 - The on-site valet provides an additional presence in the parking lots resulting in an additional level of security for patrons and vehicles.

- The valet plan addresses access to parking spaces for Peet's Coffee customers with signage and operationally to eliminate and minimize any potential conflicts.
- c. Granting the conditional use permit or minor 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.
- The granting of the CUP will not allow a use, density or intensity which is not in accordance with the general plan designation for the property. In fact, the property has a General Commercial land use designation. Full-service restaurants with ancillary valet parking are allowed and consistent with this designation in the general plan.