

DATE: October 23, 2015

TO: Alex Dambach, Division Chief
Department of Planning and Zoning

FROM: Sara Brandt-Vorel, Planner
Department of Planning and Zoning

SUBJECT: Special Use Permit # 2015-0104
Administrative Review for Change of Ownership Valet Parking
Site Use: Valet Parking
Applicant: Jeffrey L. Yates
Location: 815 ½ King Street – Old Town Theater
Zone: KR/King Street Urban Retail Zone

Request

Special Use Permit #2015-0104 is a request to change ownership of an existing valet parking use from LWK LLC to Jeffrey Yates. No changes to the operation are requested, and the applicant proposes to continue operating a valet parking service primarily for Old Town Theater patrons with the following parameters:

Hours of Operation: 5 p.m. - 10 p.m. Sunday-Thursday
5 p.m. - 12 midnight Friday and Saturday

Valet Parking Zone: Two on-street parking spaces located mid-block in front of Old Town Theater.

Vehicle Storage: Attendants will retrieve vehicles from customers and drive them to parking at the Alfred Street garage on North Alfred Street. The applicant has an arrangement to park up to 100 vehicles in the garage, although it expects to offer valet parking to fewer than 50 cars each night.

Vehicle Route: Attendants will reach the garage by traveling on King and North Alfred Streets and will return to the valet parking zone using Queen, North Columbus, and King Streets.

Number of Attendants: The applicant will contract with a valet operator and expects the service to begin operating employing approximately four staff people.

Reservation System: The applicant plans to offer both valet and self-parking through an advance reservation system on its website. Valet and self-parking will be available to customers without reservations as available.

Background

Since 1914, the site of the Old Town Theater has been an entertainment venue including vaudeville performances, a movie theater, live theater, comedy stage, and a dance hall. In 2012, Staff administratively approved SUP #2012-0056 for a change in ownership for the continued operation of an amusement enterprise. At that time, a valet service was also proposed, and Staff administratively approved SUP #2012-0055, enabling the applicant to utilize two on-street parking spaces in front of the theater as a drop-off and pick-up location, with off-street parking at the Alfred Street garage on North Alfred Street. The applicant operated the valet parking as an amenity for patrons. A six month zoning inspection of the operation on May 9, 2013 revealed compliance with all SUP conditions. The business closed in 2014 and the valet use ceased operations when the business closed.

Community Outreach

Public notice was provided through eNews, via the City's website, and by posting a placard on the site. In addition, the Old Town Civic Association and King Henry Court Civic Association were sent an e-mail with information about the current application. Staff has not received any comments from residents or adjacent businesses that would require staff to docket the Special Use Permit for public hearing.

Staff Action

Staff supports the applicant's request for a change of ownership to operate a valet parking service at the Old Town Theater. The applicant wishes to offer valet parking as an amenity for theater patrons, consistent with a previously approved valet parking service at the building.

The resumed operations of valet parking at the Old Town Theater would support theater operations and increase economic activity along King Street by enabling visitors to easily attend events at the Old Town Theater and shop at nearby businesses. Approval of this valet parking SUP for the Old Town Theater bolsters the City's Retail Strategy objectives of supporting entertainment venues in the City and simultaneously reducing demand for on-street parking along King Street during busy evening hours by better utilizing existing parking garages in the City.

Staff has carried forward all conditions of previous SUP approvals regarding limitations on the hours of operation, parameters for valet operations, off-street parking, and public transportation for employees.

Staff hereby approves the Special Use Permit request.

ADMINISTRATIVE ACTION - DEPARTMENT OF PLANNING AND ZONING:

Date: October 23, 2015
Action: Approved



Alex Dambach, Division Chief

- Attachments: 1) Special Use Permit Conditions
2) Statement of Consent

CONDITIONS OF SPECIAL USE PERMIT #2015-0104

The applicant is responsible for ensuring that the following conditions are adhered to at all times. Violation of any of the conditions may result in fines and/or referral to public hearing by the Planning Commission and City Council.

1. The Special Use Permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. (P&Z) (SUP #2012-0055)
2. Supply deliveries, loading, and unloading activities (excluding valet operations) shall not occur between the hours of 11:00pm and 7:00am. (T&ES) (SUP #2012-0055)
3. The proposed valet parking zone shall be limited to a maximum of two on-street parking spaces and approximately 44 linear feet at the curb on King Street, mid-block in front of the theater as generally represented in this application. The size and location of the valet zone may be adjusted by the Directors of P&Z and T&ES upon the applicant's request, as part of the review under Condition #16 of this Special Use Permit, or upon the determination, at any time, by the Directors that valet parking operations in this location negatively impact the flow of traffic on King Street or that adjustments will improve the operation. No valet loading or unloading of passengers shall occur outside of the approved valet parking zone. (P&Z) (T&ES) (SUP #2012-0055)
4. The valet parking services may only be provided Sunday through Thursday from 5:00 pm to 10:00 pm and Friday and Saturday evenings from 5:00 p.m. to midnight. At all other times, the valet parking zone shall revert to normally allowed parking uses. (P&Z) (T&ES) (SUP #2012-0055)
5. The valet parking service shall be heavily promoted to patrons, including advertising such parking by posting notice inside its business, including such notice in any advertising and urging patrons who drive to use this service. (P&Z) (T&ES) (SUP #2012-0055)
6. The valet parking zone is solely for the use of loading and unloading vehicular passengers and the temporary staging of passenger vehicles prior to locating them within the parking garage or other approved off-street location for storage. No vehicle is permitted to be within the valet zone for more than 10 minutes. Besides this temporary staging of passenger vehicles there is no other parking and/or loading/unloading permitted within the valet zone during approved valet hours. (P&Z) (T&ES) (SUP #2012-0055)
7. All valet-parked vehicles shall be stored in the parking garage indicated in the application or in another approved off-street location. The applicant shall maintain a written contract

with a parking garage or other approved off-street location allowing the use of the garage. (P&Z) (T&ES) (SUP #2012-0055)

8. Sufficient staff and resources shall be provided to operate the valet service safely and effectively within the boundaries of the designated valet parking area. Double parking, staging outside the valet parking area as defined herein or later amended, vehicles stored in the valet loading zone over 10 minutes and vehicles stored in locations other than designated off-street facilities shall be considered indicators of inadequate staffing to meet vehicle volumes. If the Directors of P&Z and T&ES determine that there is inadequate valet staffing, they will require additional staffing and/or resources necessary to comply with this condition. (P&Z) (T&ES) (SUP #2012-0055)
9. No signs for the valet parking service are permitted other than permanent, City standard signage indicating the location and times when on-street parking spaces are designated as the valet zone. The applicant shall pay all costs associated with fabrication and installation of such signage. This includes any additional costs for replacement or installation of new signage if the valet program is modified in the future. No physical barriers may be used to define the valet loading zone. No structures are permitted in conjunction with the valet parking program. (P&Z) (T&ES) (SUP #2012-0055)
10. No vehicle in the valet parking program shall be parked or temporarily stored by an attendant on streets or sidewalks. In addition, the valet parking zone may not negatively impact the flow of traffic on King Street at any time. (P&Z) (T&ES) (SUP #2012-0055)
11. The applicant shall provide a current, complete and satisfactory Certificate of Insurance, which must name the City of Alexandria as an additional insured, provide commercial general liability not less than \$1,000,000 and provide garage keeper's liability not less than \$50,000. The applicant shall indemnify the City and its agents against suit that may arise from operations and shall provide a copy of the agreement for insurance and indemnification to the City. (P&Z) (T&ES) (SUP #2012-0055)
12. If the city, as part of an overall King Street or Old Town parking program designed to implement the King Street Retail Strategy recommendations, shall adopt area-wide standards for valet parking for King Street, the applicant shall comply with those standards. (P&Z) (T&ES) (SUP #2012-0055)
13. The valet parking zone shall be made available for businesses in the vicinity to participate in the valet parking operation. If and when businesses in the vicinity implement valet parking for their uses, the size of the valet zone may be increased to meet the additional demand, as determined by the Directors of P&Z and T&ES. Additionally, the applicant may be asked to demonstrate that additional garage/off-street spaces are available to

accommodate the increased number of cars to be parked. (P&Z) (T&ES) (SUP #2012-0055)

14. The valet parking operator shall record the number of vehicles using valet service, keep an ongoing written log, and make the log available to the City, in order to track the effectiveness and popularity of the program. (P&Z) (T&ES) (SUP #2012-0055)
15. In addition to any other authority in these conditions, in the event the City shall in the future have need for the area of the proposed valet parking, the applicant shall not be permitted to use it thereafter. In such case, the applicant shall cease valet operations within 60 days of notification by the City. (P&Z) (T&ES) (SUP #2012-0055)
16. **CONDITION AMENDED BY STAFF:** Six months after commencing operation, the valet parking shall be reviewed for compliance with the standards and conditions listed above and for its effectiveness in handling the drop off, ferrying, parking and retrieving of vehicles efficiently and effectively, without undue interference with non-valet parking and traffic. If on review the directors of P&Z and T&ES determine that the valet parking program has operated successfully and in compliance with its permit, then the permit shall be extended indefinitely, with a similar review to occur at the end of each one year period from that point forward. As part of the initial or annual review under this paragraph, the directors of T&ES and P&Z may require the operator to adjust the features of the program or, alternatively, may docket the SUP for Planning Commission and City Council review, if: a) there are concerns about the effectiveness, success or impacts of the valet parking program; b) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; or (c) the Director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions. (P&Z) (T&ES) (SUP #2012-0055)

STATEMENT OF CONSENT

The undersigned hereby agrees and consents to the attached conditions of this Special Use Permit #2015-0104. The undersigned also hereby agrees to obtain all applicable licenses and permits required for the valet parking at 815 ½ King Street.

Connie Sofia
Applicant - Signature

10-28-15
Date

Connie Sofia
Applicant - Printed

10-28-15
Date

