



PLANNING COMMISSION STUDY SESSION MEMORANDUM

September 16, 2020

To: Planning Commissioners
From: Gabriel Perez, City Planner
Subject: Commercial Pick Up Parking Stalls

The study session has been scheduled to discuss the use of parking stalls at commercial developments, exclusively for vehicle parking for customer convenience activities such as pick-up services. Recently, staff observed a trend of existing private parking stalls in local commercial centers repurposed for customer vehicle parking exclusively for pick-up of consumer goods purchased in advance. The restricted parking stalls are typically at locations closest to business entrances and were observed at major retail chain businesses. The repurposing of these parking stalls has typically occurred without any permit approvals or consultation with City staff. The intent of this study session is to discuss this trend, the applicability of the Municipal Code and any potential impacts of restrictions on customer parking stalls.

San Clemente Businesses with Restricted Parking

Target, Lowe's, Albertson's, and Ralphs are major chain businesses that operate in San Clemente and reserve parking stalls in close proximity to business entrances for pick-up of consumer goods. Staff observed 18 parking stalls at the Target (Northwest corner of Avenida La Plata and Avenue Vista Hermosa) that were restriped to accommodate 8 vehicles at a time and restricted to customer drive up and pick up. The parking stalls are marked with red and white paint and include signage that identify the parking stalls are for exclusive use for pick up activities. The use of the pick up stalls is connected to a Target smartphone app, which requires the customer to order goods advance with the app, await a notification by Target that the customer order is ready to pick up and the customer drives up to the pick up stall. The customer notifies Target through the app that they arrived at the pick up stall and the Target associate subsequently loads the order into the car, requiring no personal contact between associate or customer.

During a recent Target site visit by staff, a Target representative mentioned that the free pick up service has increased in popularity due to the covid-19 pandemic and the growing interest in online shopping. The representative did not have data available to share regarding the customer demand or impacts of the pick up service, but did share that the service allows for customer visits that are shorter in length rather than the in-store customer visits that require use of unrestricted parking stalls for a longer period of time to conduct shopping activities.

Lowe's Home Improvement (Plaza Pacifica commercial center) allocates 6 parking stalls in closest proximity to the business entrance for pick up activities. The parking stalls are

marked in blue and signs are posted that identify that the parking stalls are limited to pick up activities. Customers who use the pick up services order goods in advance with the Lowe's smartphone app with the option of either parking at an on-site pick up stall for 15 minutes to pick up the order in-store or parking at a curbside pick up stall for a store associate to load ordered item into the customer vehicle. Lowe's also reserves two parking spaces restricted to parking for Veterans.

Albertsons at Plaza Pacifica reserves two parking spaces for similar customer pick up activities and reserves a parking space for law enforcement. Four parking spaces for the Starbuck at the Courtyards at Talega (Northeast corner of Avenida Pico and Avenida La Plata) are reserved for customer pick-up activities, which requires customers to park at the reserved parking and pick up their orders inside the store. The Ralphs market at Talega Village Center reserves two parking stalls for pick-up service.

Zoning Ordinance Parking Requirements

The San Clemente Municipal Code (Code) parking standards in Chapter 17.64 do not include specific standards or provisions for allowing restricting parking stalls for customer pick up activities. Code Section 17.64.060.D, Accessibility and Usability, states that "All required off-street parking spaces shall be designed, located, constructed and maintained so as to be fully and independently usable and accessible for automobile parking purposes." The Code does not specify whether parking stalls restricted to pick up stalls qualify as required off-street parking spaces. Many of the parking stalls observed restricted to pick up parking has occurred post-construction of commercial centers and typically would not be reviewed concurrently during the discretionary development review process where parking stall specification are included on a development site plan. The Code Section 17.64.020.B does require review of parking areas either with a discretionary permit or when parking areas are restriped as follows:

Review of Parking Areas. The plans of any new parking area or existing parking area which is being resurfaced, restriped or reconfigured shall be submitted to the Community Development Department for review for compliance with this chapter. This review may take place as part of a discretionary application, when one is required. The plans shall show clearly and indicate the proposed development and its dimensions, including the location, size, shape, design, curb cuts, lighting, landscaping, line painting, bumper stops, and other features and appurtenances of the proposed or revised parking area.

The Code does not specify the permitting process for revised parking areas. Staff does recommend that the proposed parking lot reconfiguration for pick up stalls be reviewed on a case-by-case basis and can be approved administratively as insignificant modifications to an approved application. Determinations of insignificant modifications are made by the City Planner when changes are considered to be minor and with no public impact or concern. Although staff considers such modifications as minor, staff seeks Planning Commission feedback on the recent trend of parking lot reconfiguration for pick up services and if there are thresholds that should be considered when such activities may cause public impact or concern. Staff has not received public complaints about pick up parking stalls or any concern that such pick up parking stalls increase traffic congestion or other impacts.

Staff requests that the Planning Commission discuss restricted parking for commercial development as presented and provide feedback to staff. The questions listed below may assist in guiding the discussion for the Planning Commission.

Pick Up Parking Stall Considerations

- Do restricted parking stalls for pick up activities create a parking problem for commercial centers by eliminating choice parking stalls from regular use?
- Do restricted parking stalls improve availability of parking stalls by reducing the length of time customers typically spend inside a commercial store?
- Should restricted parking stalls be permitted only at commercial site where the minimum parking requirements are exceeded?
- Should restricted parking stalls require administrative or discretionary approvals?
- What considerations may be necessary when new commercial projects are reviewed through the discretionary process?
- Is there a maximum share of parking that should be considered for pick up stalls? Is there a threshold where the percentage of pick up parking stalls may negatively impact on-site parking accessibility?

Attachments:

- 1) Target Pick Up Option information
- 2) Lowe's Pick Up Option information
- 3) Photos of Pick Up Parking Stalls at Target, Lowe's, Albertsons, Starbucks, and Ralphs

Target Drive up and Pick up Service “How it Works”

How it works

Choose it now or later
Either shop Drive Up items in the Target app, or choose Order Pickup eligible items on Target.com & switch your order to Drive Up in the app later.

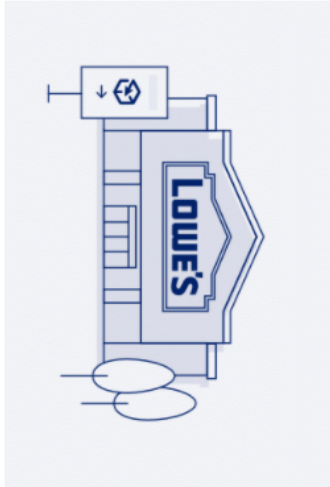
Wait for notification
We'll let you know when your order is ready for curbside pickup. Just tell us when you're on your way, or you can switch to Order Pickup and pick it up inside the store.

Drive up & wait safely in your car
Park in the designated spot & let us know you're here so we can load up your car. No personal contact required.

Start your order

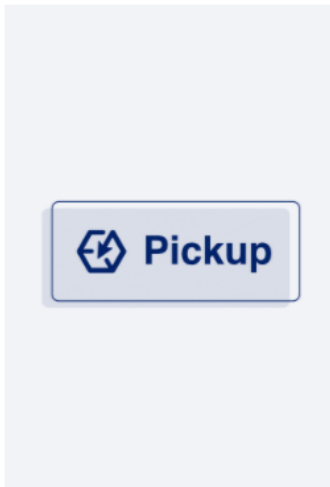
Lowe's Home Improvement Store and Curbside Pick Up Options

Pickup Options



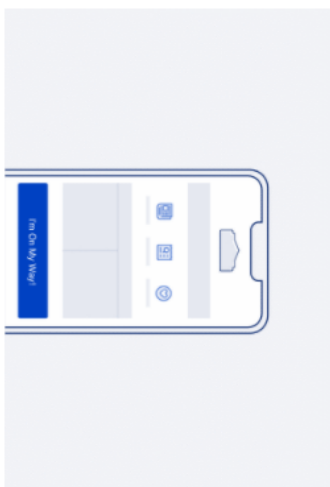
Store Pickup

1. Order online and select FREE Store Pickup at checkout.
2. Wait for an email notifying you that your order is ready for pickup.
3. Head to the store and follow the bright blue pickup signs to the customer service desk. Some stores may have separate designated pickup areas.



Curbside Pickup

1. Order online and select FREE Store Pickup at checkout.
2. Wait for an email notifying you that your order is ready for pickup.
3. Park in one of the designated pickup spaces. Call the store and have your ID ready. An associate will bring your order to the vehicle.



Get Faster Pickup at the Store

Use the Lowe's app to check in when you're on the way so we can get your item(s) ready as soon as possible.

[Download >](#)

Pick Up Parking Stalls and Reserved Parking Stall Examples

Target (Avenida La Plata and Avenue Vista Hermosa) Pick Up Parking Stalls



Lowe's Home Improvement (Plaza Pacifica) – Pick Up Parking Stalls



Albertsons (Plaza Pacifica) Pick Up Parking Stalls and reserved law enforcement parking



Starbucks (Courtyards at Talega) Pick Up Parking Stalls



Ralphs (Talega Village Center) Pick Up Parking Stalls

