

RE: University Commons Parking Management Measures  
DATE: 2/13/20

INTRODUCTION:

The University Mall Redevelopment project will entail demolition of approximately 90,653 SF of the existing mall to create a mixed-use residential retail development with a planned 264 multi-family residential units and 136,800 SF of new retail space. The existing 13,200 SF Trader Joe's would remain in its existing location. The parking management plan is intended to provide an outline for the University Commons residential and retail users.

PARKING REQUIREMENT:

The proposed project will include 693 parking spaces. The parking requirement for the site is one parking space for each three hundred fifty square feet of gross area of nonresidential use, plus one for each dwelling unit pursuant to City of Davis Municipal Code Section 40.25.090 which equates to 429 required parking spaces for retail uses and 264 stalls for residential uses.

PARKING DEMAND:

The design team is confident the planned parking is sufficient to meet the needs of the future retail and residential users.

RETAIL:

Brixmor has owned and operated the property for over 20 years and has extensive experience in managing retail parking in general and the University Mall parking specifically. The parking ratio dedicated to retail uses at the proposed project will be approximately 3 stalls per 1,000 SqFt which is the parking ratio in place today. For the majority of Brixmor's ownership, the property has been leased to capacity with an eclectic mix of retail tenant types. The retail parking ratio has been adequate due to the low vehicle demand of the primary customer (students), and the mix of retail uses with varied parking demand.

RESIDENTIAL:

As detailed in Environmental Impact Report, the residential portion of the project does not generate a significant rise in vehicular trips. Rather, the project provides a residential alternative adjacent to the primary destination of University of California Davis employees and students. The proximity to the University reduces the necessity of car ownership and promotes the convenience of walking, biking, and campus transit. Students and University employees with alternative transport options are more willing to treat transportation as an on-demand service, rather than paying the fixed price of owning a car and therefore the need for more than one parking stall per unit is unnecessary.

PARKING OPERATIONS:

Parking management for the structured parking and surface level parking will be actively supervised by onsite property management and regulated by access control technology. The 429 retail parking spaces will include 249 parking spaces on the first and second floors of the parking structure and 200 surface

level parking spaces. Some specific methods to provide controlled access to parking for residential and retail tenants is further detailed below:

#### ENFORCEMENT

Brixmor has managed the parking for the benefit of the retail tenants for over 20 years and has developed a proficiency to ensure parking is available for retail customers. This experience coupled with the deployment of advanced parking technology will ensure an abundance of parking at project completion. The project may include the following;

- a) OnSite Property Management: The project will have an onsite property management team that will enforce all retail and residential parking rules and regulations. Currently, the property has a non-customer tow policy for vehicles parked over one hour. Signs informing of this policy are posted throughout the lot and a guard is on duty from 8 am – 4 pm seven days per week to tag vehicles and tow when policy is violated. On average, 2 vehicles per week are towed from the property, a frequency that creates a significant deterrence to repeat violations.
- b) Retail Employee Parking: Brixmor has substantial experience enforcing retail employee parking to ensure preferred parking locations are available for retail customers. In most cases, retail tenants self-regulate, but Brixmor also utilizes language within the lease documents that designates the quantity and location of employee parking. Contractual language allows Brixmor to enforce tenant employee parking with all legal options within the lease document.

#### CONTROLLED GARAGE ACCESS

Entrance to the structured parking will be regulated by access controls to restrict retail parking to floors 1 through 2 and residential parking to floor 3. Garage parking for retail customers will be no cost while residential parking stalls will be billed to residential tenants on a monthly basis. A time limited visitors parking area will be provided for guests visiting residents. Limited overnight resident guest parking will be allowed by permit only. Parking management and permits will be issued, monitored and enforced by on-site management.

#### SURFACE LEVEL PARKING

Surface level parking will be free to retail customers only and will not be permitted for residential parking, residential guest parking or student parking during business hours.

#### NEIGHBORHOOD PERMIT PARKING

The residential neighborhoods surrounding the University Commons Project are located in preferential parking permit required areas H, P, Q, S, & U. These required parking permit areas restrict on street parking to residents holding valid city permit. Vehicles parked without a permit will be fined by the City of Davis Parking Patrol. University Commons will support these permit programs through tenant education curricula and on site signage detailing the adjacent neighborhood parking restrictions and cost of violations.

#### RESIDENTIAL STRUCTURED PARKING FEE

Vehicle parking fees for residents choosing to have vehicles will be an additional charge to base rental rates. Resident base rental rates will not include the cost of parking. This additional cost is intended to discourage vehicle possession.

#### BICYCLE PARKING

Bicycle parking areas will be provided on the first level of the residential building and each floor of the parking garage. 893 residential bicycle parking spaces are planned (one per bed), with an addition 124 bicycle parking spaces planned to serve the retail uses. The abundance of planned bicycle parking with the close proximity to the UC Davis Campus in conjunction with the cost of on-site as well campus parking should act to discourage resident vehicle ownership and encourage the use of bicycle transportation.

#### RIDE SHARE/SHARED PARKING

Plans will include designated areas for ride share pick up and drop off for the likes of Uber and GrubHub. The developer will pursue discussions with vendors for inclusion of “shared vehicles” (i.e. ZipCar) as an additional public amenity to further assist in the reduced need for individual vehicle use.

#### LOCATION

The Proximity of the University Commons Mix-Use Project to the University of California Davis with the convenience of on-site retail and services providers is the greatest deterrent to vehicle ownership and use. The pedestrian oriented environment, alternate transportation options, coupled with the cost of vehicle ownership will foster an environment in which vehicle ownership and demand for parking is an exception rather than norm.