



## DRAFT MEMORANDUM

Date: March 8, 2017  
To: Dave Claycomb, HELIX Environmental Planning, Inc.  
From: Francisco Martin and Lee Reis, Fehr & Peers  
Subject: **Parking Demand Evaluation of the Newark Gateway Mixed-Use Development Project**

OK17-0159

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This memorandum presents the findings of the parking demand evaluation prepared for the Newark Gateway Mixed-Use Development Project in Newark, CA. The Project proposes construction of an 8,300 square foot grocery store and a 146-room hotel on a currently vacant parcel at the southwest corner of the Enterprise Drive/Willow Street intersection. The Project site is part of a larger development area addressed in the *Dumbarton Transit Oriented Development Specific Plan Final Environmental Impact Report* (SP EIR) (Final EIR – July 2011). The transportation evaluation is summarized below.

### BACKGROUND

The Project site was originally designated for medium/high density residential uses in the SP EIR. An Initial Study/Mitigated Negative Declaration was subsequently prepared for the SHH/FMC site in 2014, which proposed a 75-unit senior housing facility, 88 condominiums, and a 15,000 foot grocery store. The senior housing facility and condominiums were proposed on the SHH portion of the site, which have since been approved. The 15,000 square foot grocery store was planned for the FMC portion of the site, which is the same as the current Project site; however, the current Project is now proposing a different development as described below.



## PROJECT DESCRIPTION

The 1.38-acre Project site is currently proposing an 8,300 square foot grocery store and a 146-room hotel, with a total of 118 shared parking spaces. The hotel would also provide three meeting rooms, a rooftop restaurant, and lounge. Although the SP EIR does not specifically address hotels within the Dumbarton TOD plan area, hotels are a conditional use within the Form-Based Code (FBC) for the SP area.

## PARKING ANALYSIS

Fehr & Peers conducted an analysis to determine the amount of parking required for the site uses, 146 hotel rooms and 8,300 square-feet of grocery store. City of Newark Municipal Code establishes parking requirements, but these may not accurately reflect demand, especially for mixed-use developments. This section includes the parking required by City code and the estimated parking demand.

### PROJECT PARKING SUPPLY

The Project proposes 118 off-street parking spaces, which would be shared between the grocery store and hotel. A total of 31 parking spaces are proposed on the ground floor parking lot, and 87 spaces are proposed in the second floor parking structure. On-street parking on Enterprise Drive and Willow Street would be prohibited in the vicinity of the Project site, therefore all grocery store patrons/employees and hotel guests/employees are expected to park in the 118 off-street parking spaces proposed by the Project.

### PARKING REQUIRED PER CITY CODE

The City of Newark Municipal Code defines general parking regulations by establishing basic ratios for required vehicle parking spaces for various lands uses. **Table 1** summarizes the minimum off-street parking requirement for the proposed project, using the code requirements for hotel and general retail uses. As shown in Table 1, City code requires 181 off-street parking spaces while the project proposes 118 off-street spaces, therefore the proposed off-street supply would be 63 spaces less than required by the City code. Overall, the project is proposing about 35 percent fewer parking spaces than required by City code.

**TABLE 1  
 CITY OF NEWARK MUNICIPAL CODE PARKING REQUIREMENTS**

Land Use	Size	Parking Code Requirement		Parking Supply	Parking Deficit
		Rate	Total Spaces		
Hotel	146 Rooms	1 per room <sup>1</sup>	146 spaces		
		1 per employee	10 spaces		
Grocery Store	8.3 KSF <sup>2</sup>	3 per KSF	25 spaces	118 spaces	-63 spaces
	<b>Total</b>	--	<b>181 spaces</b>		

Notes:

1. Assumes average of two beds per room; requirement is one parking space for each guest room or for each two beds, whichever is greater.
2. KSF = Thousand Square Feet.

Sources: *City of Newark Municipal Code, Chapter 17.37 – Form Based Codes and Chapter 17.60 – Off-Street Parking and Loading.*



### **Bicycle Parking Requirements**

The SP includes policies that encourage the provision of secure bicycle parking racks, including Street Network Policy C-13 and Bicycle Circulation Policy C-28. Policy C-13 recommends bicycle parking as part of a transportation demand management program while Policy C-28 encourages the adoption of minimum bicycle parking requirements for both residential and commercial projects. The SP EIR also recommends secure bicycle parking of at least one space per 20 vehicle spaces within retail components of the SP area. According to SP policies, the site should provide a minimum of six bicycle parking spaces, which corresponds to one space per 20 vehicle spaces based on the current plans. The Project proposes 10 bicycle parking spaces, which is adequate for the site.

### **PARKING DEMAND EVALUATION**

Weekday and weekend peak parking demand for the proposed Project was estimated using ITE *Parking Generation, 4<sup>th</sup> Edition*, and Urban Land Institute (ULI) *Shared Parking, 2nd Edition*. **Table 2** presents peak parking demand on a typical weekday and Saturday for the proposed Project. The parking demand for the hotel assumes full occupancy of the hotel. Since the ITE *Parking Generation* rates are primarily based on data collected at suburban single-use, freestanding sites, we adjusted the ITE-based parking demand by applying the U.S. Environmental Protection Agency (EPA)'s Mixed-Use Trip Generation (MXD) tool<sup>1</sup>. It is estimated that about four percent of the proposed project trips would be by non-auto travel modes. Thus, the parking demand for the project is estimated to be 155 weekday and 200 weekend spaces, assuming that each use would have its own designated parking supply.

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<sup>1</sup> Trip Generation Tool for Mixed-Use Developments (2012). [www.epa.gov/dced/mxd\\_tripgeneration.html](http://www.epa.gov/dced/mxd_tripgeneration.html). Travel survey data was gathered from 239 mixed-use developments (MXDs) in six major metropolitan regions, and correlated with the characteristics of the sites and their surroundings. The findings indicate that the mix of employment and residents, overall size and density of development, internal connectivity for walking or driving among land uses, availability of transit service, and surrounding trip destinations within the immediate area outside the Project site all affect the external traffic generated and parking demand.

TABLE 2  
 NEWARK GATEWAY PROJECT PARKING DEMAND EVALUATION

Land Use	Size	Parking Supply	Weekday Automobile Parking Demand <sup>1</sup>			Weekend Automobile Parking Demand <sup>2</sup>		
			Demand Rate	Total Demand	Parking Deficit	Demand Rate	Total Demand	Parking Deficit
Hotel	146 Rooms		0.89 per OR <sup>3</sup>	130 spaces		1.2 per OR <sup>3</sup>	175 spaces	
Grocery Store	8.3 KSF <sup>4</sup>	118 spaces	3.78 per KSF	31 spaces	--	3.92 per KSF	33 spaces	--
<b>Subtotal</b>		<b>118 spaces</b>		<b>161 Spaces</b>	<b>-43 spaces</b>		<b>208 Spaces</b>	<b>-90 spaces</b>
<i>Walk/Bike Reduction<sup>5</sup></i>		--		<i>-6 spaces</i>	--		<i>-8 spaces</i>	--
<b>Total Without Shared Parking</b>		<b>118 spaces</b>		<b>155 spaces</b>	<b>-37 spaces</b>		<b>200 spaces</b>	<b>-82 spaces</b>
<i>Shared Parking Reduction<sup>6</sup></i>		--		<i>-28 spaces</i>	--		<i>-28 spaces</i>	--
<b>Total Assuming Shared Parking</b>		<b>118 spaces</b>		<b>127 spaces</b>	<b>-9 spaces</b>		<b>172 spaces</b>	<b>-54 spaces</b>
<i>Transit Reduction<sup>5</sup></i>		--		<i>-6 spaces</i>	--		<i>-9 spaces</i>	--
<b>Total Assuming Shared Parking and Transit</b>		<b>118 spaces</b>		<b>121 spaces</b>	<b>-3 spaces</b>		<b>163 spaces</b>	<b>-45 spaces</b>

Notes:

1. Based on ITE Parking Generation, Fourth Edition: suburban, weekday, average demand (Hotel – ITE 310, 100% occupancy; Grocery Store – ITE 850).
  2. Based on ITE Parking Generation, Fourth Edition: suburban, Saturday, average demand (Hotel – ITE 310, 100% occupancy; Grocery Store – ITE 850).
  3. OR = Occupied Rooms.
  4. KSF = Thousand Square Feet.
  5. Reductions assumed: 4% for walk/bike and 5% for transit.
  6. Shared parking reductions assumed due to time of day adjustments: 18% for weekdays and 14% for weekends.
- Source: ITE Parking Generation, Fourth Edition and ULI Shared Parking, Second Edition.



Shared Parking is defined as the ability to share parking spaces due to variations in the accumulation of vehicles by hour, by day, or by season at individual land uses. According to the ULI shared parking methodology, parking demand for a grocery store generally peaks during the day and parking demand for a hotel peaks at night. Assuming that the project would not provide designated spaces for either use, sharing parking between the grocery store and hotel would reduce the overall parking supply for the project by about 18 percent for weekdays and 14 percent for weekends.

Accounting for shared parking, the Project is expected to generate a parking demand of 127 spaces during a typical weekday and 172 spaces during a typical weekend; which would result in an off-street parking deficit of nine spaces on weekdays and 54 spaces on weekends.

Construction of the Dumbarton Rail Transit Station can potentially reduce peak parking demand by about five percent. As shown in Table 2, the project is expected to generate a peak parking demand of 121 spaces during a typical weekday and 163 spaces during a typical weekend accounting for shared parking and completion of the Dumbarton Rail Transit Station; which would result in an off-street parking deficit of three spaces on weekdays and 45 spaces on weekends.

In conclusion, the total off-street parking supply proposed by the Project is less than both the City code requirement and the estimated peak weekday and weekend parking demand. Parking demand for the Project is expected to be highest on weekends. To minimize potential parking impacts, Fehr & Peers recommends the following:

- Increase proposed off-street parking supply by 54 spaces to meet the estimated peak parking demand, or
- Implement valet parking during peak parking demand periods, and
- Develop and implement a Transportation Demand Management (TDM) Plan for the Project to reduce the parking demand by incentivizing people to access the Project site via walking, bicycling or transit.

Please contact Francisco Martin if you have any questions or comments on the information presented in this memorandum.



# HEXAGON TRANSPORTATION CONSULTANTS, INC.

## Newark Gateway Mixed-Use Development

### Transportation Demand Management (TDM) Plan

Prepared for:

**Cord Associates**

April 7, 2017

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# 1.

## Introduction

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Hexagon Transportation Consultants, Inc. has prepared this transportation demand management (TDM) plan for the proposed mixed-use development at the southwest corner of the Willow Street and Enterprise Drive intersection in Newark, California (see Figure 1). The project proposes to construct an 8,300 square-foot grocery store and a 146-room hotel on a 1.38-acre vacant site. Figure 2 shows the proposed site plan. Access to the project site will be provided via driveways along Willow Street and Enterprise Drive.

The project proposes to provide 118 parking spaces when 181 spaces are required in the Newark Code or Ordinances. For this reason, a TDM plan is required to identify TDM measures that can be implemented by the project to reduce parking demand.

This TDM plan includes free shuttle services, an on-site car-share program, an on-site bicycle share program, a transit subsidy program for employees, financial incentives for employees who bike or walk to work, and an on-site TDM coordinator.

### Scope of TDM Study

Transportation demand management (TDM) is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The purpose of TDM is to (1) reduce the amount of traffic generated by new development; (2) promote more efficient utilization of existing transportation facilities and ensure that new development is designed to maximize the potential for alternative transportation usage; (3) reduce the parking demand generated by new development and allow for a reduction in parking supply; and (4) establish an ongoing monitoring and enforcement program to guarantee the desired trip and parking reductions are achieved.

The main goal of the proposed TDM plan for the mixed-use project is to achieve a reduction in parking demand through a combination of appropriate measures to promote alternative forms of transportation. As outlined in Section 17.76.070 of the Newark Code of Ordinances, the planning commission may grant a variance to the required number of off-street parking spaces for a project if (1) the project generated traffic will not require strict or literal interpretation and enforcement of off-street parking requirements; (2) the parking reduction will not result in parking on public streets that would adversely affect the traffic flow on surrounding streets; and (3) the parking reduction will not create a safety hazard.



**LEGEND**


-  = Site Location
-  = City of Newark

Figure 1  
Project Location

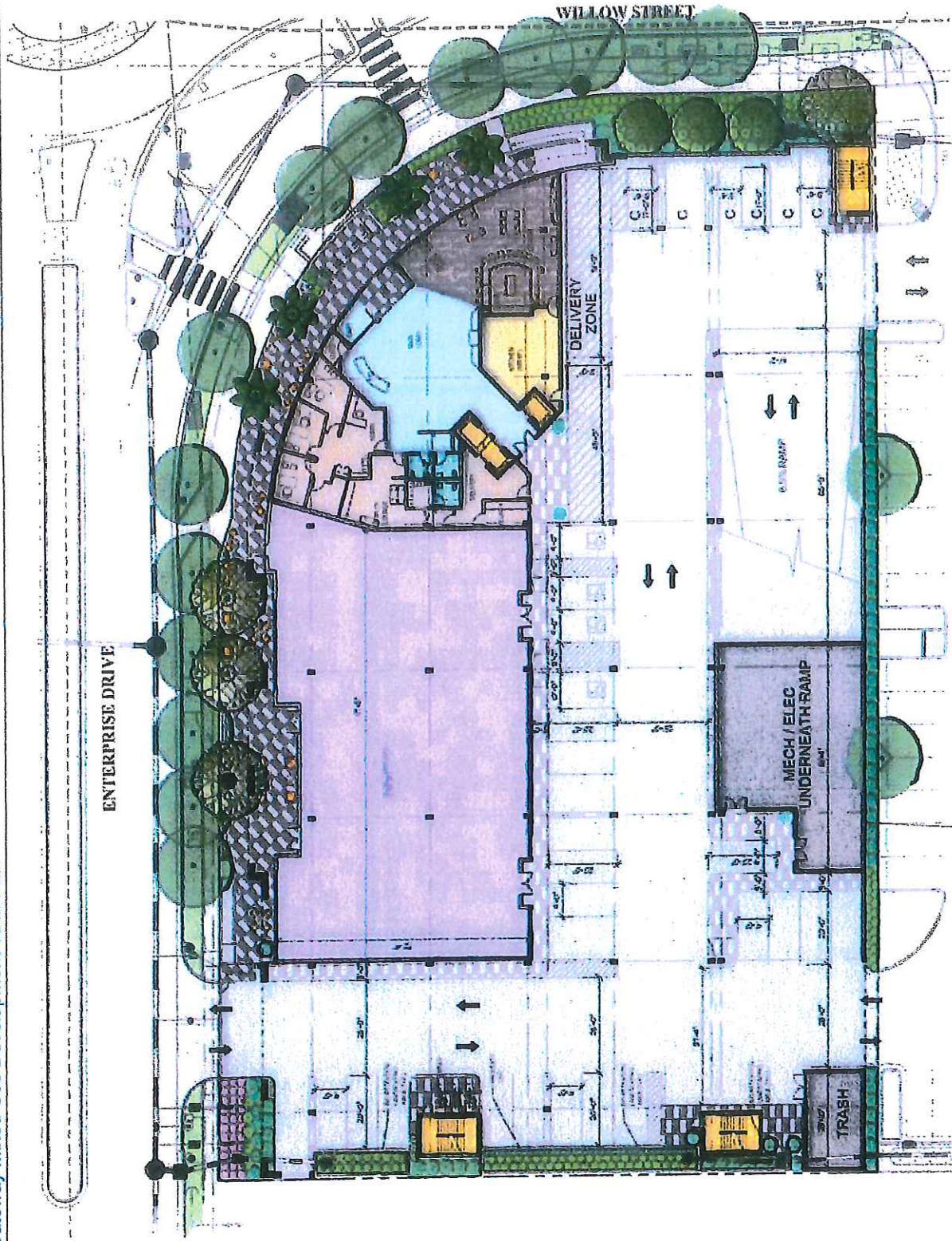


Figure 2  
Proposed Site Plan

## 2. Existing Transportation Facilities and Services

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Transportation facilities and services that support sustainable modes of transportation include commuter rail, buses and shuttle buses, bicycle facilities, and pedestrian facilities. This chapter describes existing facilities and services near the project site that will support the TDM measures contained in this plan.

### Transit Services

#### AC Transit Bus Service

Existing transit service in Newark is provided by Alameda-Contra Costa (AC) Transit. There is currently no scheduled bus route serving the project area. Instead, AC Transit provides a Flex bus service for customers in Newark to get to and from the Union City BART station upon request. Pick up and drop off locations are at selected bus stops within the service zone, including the Union City BART station. Newark Flex departs the Union City BART station every hour at the :10 and the :40 minute mark from 6:00 AM to 8:00 PM between Monday and Friday. The nearest bus stops to the project are located at the Enterprise Drive and Wells Avenue intersection, about 1,300 feet east of the project site.

#### Planned Transit Improvements

The project site is located in the Dumbarton Transit Oriented Development (TOD) Specific Plan area. A future Dumbarton transit station is to be located on Enterprise Drive near the project site. The transit station would provide commuter rail service from the Union City BART station across the Dumbarton rail bridge to Menlo Park, and connect riders in east bay cities to Caltrain on the Peninsula. There is no identified schedule for the completion of the commuter rail service.

### Pedestrian Facilities

Pedestrian facilities consist of sidewalks and crosswalks. Because most of the land in the Specific Plan area has not been developed, there are minimal pedestrian connections and amenities in the Specific Plan area. Sidewalks exist along the north side of Enterprise Drive west of Willow Street. There is no sidewalk on Willow Street or Enterprise Drive along the project frontage. There is no crosswalk at the Willow Street/Enterprise Drive intersection.

The Specific Plan area, when built out, would include a mix of residential, office, retail, public/quasi-public, and park and open space uses developed in close proximity to planned regional public transit facilities. Under the plan, streets in the area would accommodate all users including drivers, bicyclists, pedestrians, persons with disabilities, and transit users. Therefore, it is expected that as the area is

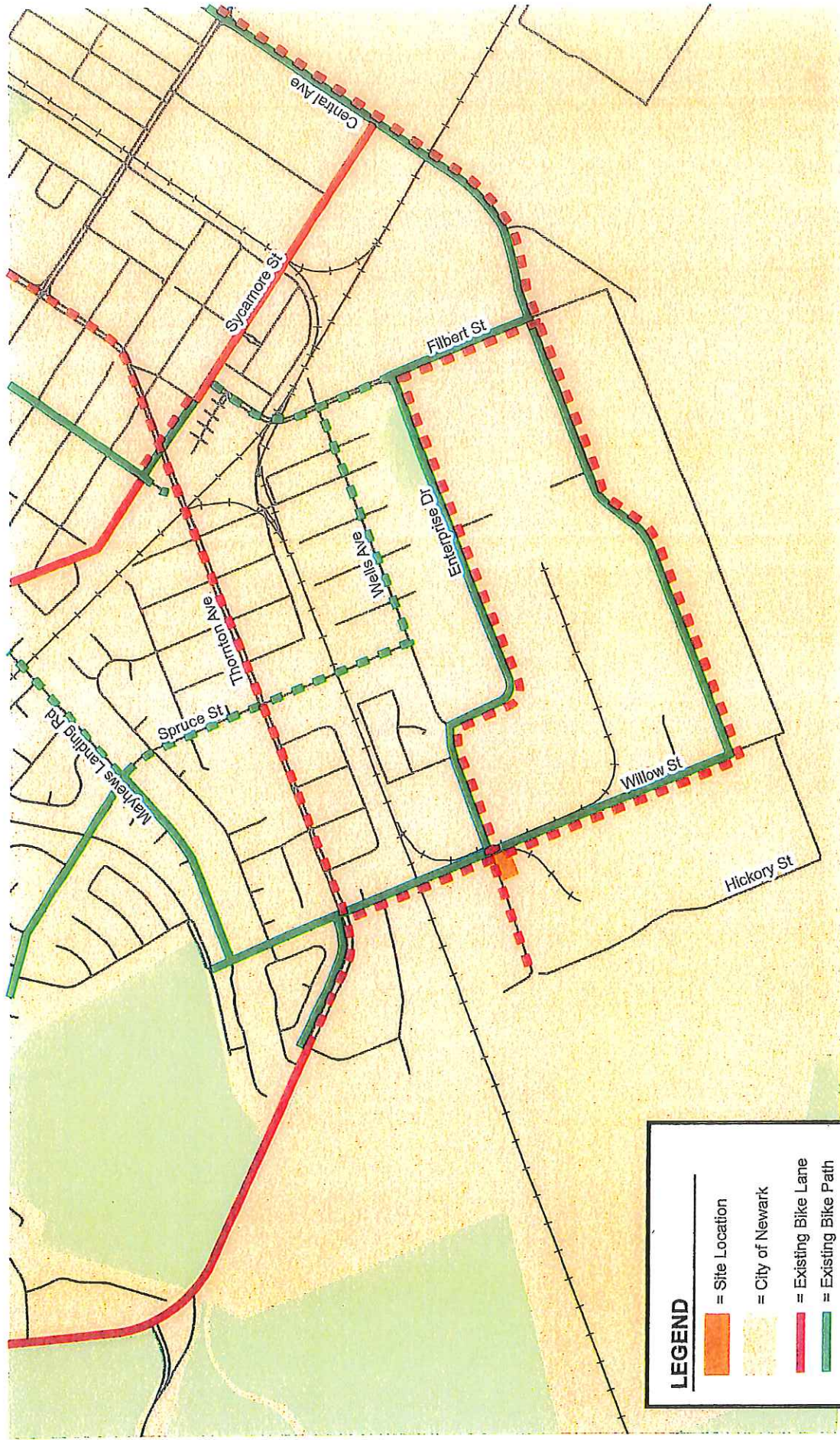
developed, pedestrian facilities, including sidewalks and crosswalks, would be installed along the existing streets (Enterprise Drive, Hickory Street, Central Avenue, Willow Street) and new neighborhood streets within the Specific Plan area.

## Bicycle Facilities

Bicycle facilities include bike paths (Class I), bike lanes (Class II) and bike routes (Class III). Bike paths are paved multi-use trails that are separated from roadways and are shared between pedestrians and bicyclists. Bike lanes are lanes on roadways designated for use by bicycles with special lane markings, pavement legends, and signage. Bike routes are existing streets that accommodate bicycles but are not separate from the existing travel lanes. Routes are typically designated only with signs.

In the project vicinity, bike lanes exist along Thornton Avenue between the northern City limit and Hickory Street. Bike routes exist along Thornton Avenue between Hickory Street and Willow Street, along Willow Street from Cedar Boulevard to Central Avenue, and along Enterprise Drive between Willow Street and Filbert Street (see Figure 3)

According to the 2017 Draft Pedestrian and Bicycle Master Plan, bike lanes are proposed on Thornton Avenue, Enterprise Drive, and Willow Street in the project vicinity.



**LEGEND**

- = Site Location
- = City of Newark
- = Existing Bike Lane
- = Existing Bike Path
- = Proposed Bike Lane
- = Proposed Bike Path

Figure 3  
Existing and Proposed Bicycle Facilities

### 3. Parking

The project would construct an 8,300 square-foot grocery store and a 146-room hotel on a 1.38-acre vacant site. The project proposes to provide 118 parking spaces shared between the retail and hotel uses.

#### City of Newark Required Parking

Vehicular parking requirements for the project are specified in the City Code Section 17.37.100 for the retail use and in the City Code Section 17.60.090 for the hotel use. Table 1 summarizes the required parking spaces for each individual use. The project is required to provide a total of 181 vehicular parking spaces, with each proposed use treated separately.

**Table 1  
Required Parking Spaces**

Land Use	Size	Parking Requirement	Required Spaces
Grocery Store	8,300 Sq. ft.	3 spaces per 1,000 sq. f. <sup>1</sup>	25
Hotel	146 rooms	1 space per room or each two beds, whichever is greater, plus 1 space per employee <sup>2</sup>	146
<b>Total Required Spaces with each use treated separately</b>			<b>181</b>
<u>Notes:</u>			
1. City Code Section 17.37.100.			
2. City Code Section 17.60.090. Assumes average of two beds per room and 10 employees.			

#### Project Proposed Parking

As stated above, the project is required to provide a total of 181 vehicle parking spaces based on the City's parking requirements. The project proposes to provide 118 parking spaces on site, which is less than the City's parking requirement. The project requests a reduction in the parking requirement for the retail and hotel uses based on shared parking and based on the implementation of a TDM plan.

A shared parking analysis was performed to evaluate the overall parking demand with parking spaces shared among retail and hotel uses without any TDM reductions (see Table 2). The parking demands for the retail and hotel uses throughout the day were calculated based on the time-of-day trend data published in the Urban Land Institute (ULI) Shared Parking report. The results show that, without a TDM reduction, the maximum parking demand would be 154 spaces, which would occur at 11 PM.

**Table 2**  
**Shared Parking without a TDM Reduction**

Hour of Day	Retail		Hotel Guest		Hotel Employee		Total								
	Wkdy	Wknd	Wkdy	Wknd	Wkdy	Wknd	Wkdy	Wknd							
6 a.m.	1	1	139	139	1	1	140	140							
7 a.m.	2	2	131	131	3	3	136	136							
8 a.m.	5	4	117	117	9	9	131	130							
9 a.m.	11	10	102	102	9	9	122	121							
10 a.m.	17	14	88	88	10	10	115	112							
11 a.m.	22	18	88	88	10	10	119	115							
Noon	24	21	80	80	10	10	114	111							
1 p.m.	25	23	80	80	10	10	115	113							
2 p.m.	24	25	88	88	10	10	122	123							
3 p.m.	23	25	88	88	10	10	121	123							
4 p.m.	23	24	95	95	9	9	127	128							
5 p.m.	24	23	102	102	7	8	133	132							
6 p.m.	24	20	110	110	4	6	137	136							
7 p.m.	24	19	110	110	2	6	135	134							
8 p.m.	21	17	117	117	2	6	139	139							
9 p.m.	14	13	124	124	2	6	140	143							
10 p.m.	8	9	139	139	2	5	149	152							
11 p.m.	3	4	146	146	1	5	150	154							
Midnight	0	0	146	146	1	3	147	149							
Parking Demand by Each Use							Max. Demand								
25		25		146		146		10		10		150		154	

Time of Day parking rates based on Urban Land Institute (ULI) *Shared Parking, 2nd Edition, 2005*.

The shared parking analysis indicates that the peak parking demand would happen from 9 PM to 6 AM, when the parking demand for the retail use and hotel employees would be extremely low. The parking demand for hotel guests would peak during this midnight period. Therefore, the TDM plan focus on the hotel guests. The TDM plan can also apply to the hotel employees. However, because the parking demand for the hotel employees peaks during the midday, the parking reduction from the hotel employees would not reduce the peak parking demand at night. In order to reduce the parking demand to match the provision of 118 parking spaces on site, it will be necessary for the TDM Plan to reduce the hotel guest parking by about 25 percent (see Table 3).



**Table 3**  
**Shared Parking with a TDM Reduction**

Hour of Day	Retail		Hotel Guest <sup>1</sup>		Hotel Employee		Total	
	Wkdy	Wknd	Wkdy	Wknd	Wkdy	Wknd	Wkdy	Wknd
6 a.m.	1	1	105	105	1	1	106	106
7 a.m.	2	2	99	99	3	3	104	104
8 a.m.	5	4	88	88	9	9	102	101
9 a.m.	11	10	77	77	9	9	97	96
10 a.m.	17	14	66	66	10	10	93	90
11 a.m.	22	18	66	66	10	10	98	94
Noon	24	21	61	61	10	10	95	92
1 p.m.	25	23	61	61	10	10	96	94
2 p.m.	24	25	66	66	10	10	100	101
3 p.m.	23	25	66	66	10	10	99	101
4 p.m.	23	24	72	72	9	9	104	105
5 p.m.	24	23	77	77	7	8	108	107
6 p.m.	24	20	83	83	4	6	110	109
7 p.m.	24	19	83	83	2	6	108	107
8 p.m.	21	17	88	88	2	6	111	110
9 p.m.	14	13	94	94	2	6	109	112
10 p.m.	8	9	105	105	2	5	115	118
11 p.m.	3	4	110	110	1	5	114	118
Midnight	0	0	110	110	1	3	111	113
Parking Demand by Each Use							Max. Demand	
	<b>25</b>	<b>25</b>	<b>110</b>	<b>110</b>	<b>10</b>	<b>10</b>	<b>115</b>	<b>118</b>

Time of Day parking rates based on Urban Land Institute (ULI) *Shared Parking, 2nd Edition, 2005*.

1. A 25% TDM reduction was applied to the required hotel guest parking spaces, which results in a reduction of 36 spaces.

## 4. TDM Plan

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This chapter describes the TDM plan for the project, which includes TDM measures developed to meet the 25 percent parking reduction for hotel guests and an ongoing monitoring and enforcement program to guarantee the desired parking reduction is achieved.

### Proposed TDM Measures

The TDM measures to be implemented for the proposed hotel include design features, programs, and services that promote sustainable modes of transportation and reduce the vehicle traffic and parking demand that would be generated by the project. Such measures encourage use of transit and shuttle services, biking, and walking. For the proposed project, these include the following:

#### Loading Zone

The project will include a 96-foot loading/delivery zone in the parking garage next to the hotel entrance. This design would facilitate the use of taxis and rideshare services (e.g., Uber, Lyft, and Wingz) for hotel guests to access the site without cars. With the option of accessing the hotel through these ridesharing services and without a car, the need for a parking space would be reduced.

#### Bicycle Parking

The Dumbarton TOD Specific Plan includes policies that encourage the provision of bicycle parking spaces. Policy C-13 recommends bicycle parking as part of a transportation demand management program while Policy C-28 encourages the adoption of minimum bicycle parking requirements for both residential and commercial projects. The Specific Plan EIR also recommends secure bicycle parking of at least one space per 20 vehicle spaces within retail components of the Specific Plan area. According to SP policies, the site should provide a minimum of six bicycle parking spaces, based on the 118 provide vehicle parking spaces and one bicycle space per 20 vehicle spaces. The project proposes 10 bicycle parking spaces for retail employees, hotel employees, and hotel guests, which is adequate for the site.

#### Free Shuttle Services for Guests and Employees

The proposed hotel will offer free shuttles to guests and employees. The shuttle destinations would be determined based on guest preferences. It is initially thought that shuttles would serve Newark, Union City, northern Fremont, and the San Jose International Airport. Since the proposed project is a hotel, a portion of the guests would likely be traveling through the airport. With the option of using the free

shuttle, the need for a car and a parking space would be reduced. San Jose International Airport is approximately 20 miles driving distance from the proposed project.

The free shuttles will also be offered to the hotel employees between the hotel and major bus stops/transit stations within the service area.

### **On-Site Car-Share Program for Guests**

The proposed hotel will provide on-site access to a car-sharing service such as Zipcars for hotel guests. Vehicles will be located on-site allowing hotel guests to come and go at their convenience. Vehicles can be reserved prior to visiting the hotel.

### **On-Site Bicycle Share Program for Guests**

The proposed hotel will provide on-site bicycles for hotel guests to use. The bicycles will be stored in a secured common space that can be checked out by guests. Inclusion of a bike share program would likely reduce the need for guests to use a car.

### **Employee Subsidized or Free Transit Passes**

The proposed hotel will offer subsidies or free transit passes (AC Transit, ACE, or BART) for their employees. There are a number of ways to structure a financial incentive for transit. The hotel can cover the total monthly cost of transit for those employees who take transit through a pre-tax benefit, or purchase transit passes themselves and distribute them to employees.

### **Employee Financial Incentives for Biking or Walking to Work**

The project will provide the hotel employees with financial incentives to utilize carpooling, biking, or walking when commuting to and from the project site. Offering financial incentives can have a measurable impact on encouraging employees to try modes other than driving alone to work. Daily, weekly, or monthly financial incentives could be offered to those employees who use a bike, carpooling, or walking as their primary mode of travel to work.

### **On-Site TDM Coordinator and Services**

The proposed hotel will provide an on-site TDM coordinator, who will be responsible for implementing and managing the TDM plan. The TDM coordinator will be a point of contact for guests and employees should TDM-related questions arise, and will be responsible for ensuring that guests are aware of all transportation options and how to fully utilize the TDM plan. The TDM coordinator will provide the following services and functions to ensure the TDM plan runs smoothly:

- Provide guests information at the time of check-in. The process will include information about public transit services, ridesharing services (e.g., Uber, Lyft, and Wingz), bicycle maps, the on-site bicycle-share program, the on-site car-sharing program, and the guest shuttle.
- Manage the on-site bicycle-share program to ensure the bicycles remain in good condition.
- Manage the on-site car-share program to ensure the vehicles are used in the manner intended by the car-sharing service.
- Provide information to employees about subsidized transit passes and the financial incentive programs for employees who bike or walk to work.
- Conduct parking surveys annually to track actual parking demand and determine whether additional TDM measures, or another parking solution, is needed.

## TDM Implementation and Monitoring

As previously stated, the primary purpose of the TDM plan is to reduce the parking demand from the hotel guests by 25 percent. Monitoring will be necessary to ensure that the TDM measures are effective and continue to be successfully implemented.

The future hotel operator will be responsible for ensuring that the TDM measures are implemented.

The TDM plan will need to be re-evaluated annually for the life of the project. An annual parking count and TDM report should be prepared by an independent consultant and reported to the City. The report will include findings of the parking counts and effectiveness of the TDM measures offered to guests and employees. If it is determined that the 25 percent parking reduction is not being achieved (i.e., the on-site parking garage reaches full capacity), additional TDM measures would need to be introduced to ensure that the parking demand is being addressed by the project without the burden being placed on outside entities.

## Conclusions

The TDM measures to be implemented by the project include planning and design measures related to the attributes of the site location, the site design, and on-site amenities. Such measures encourage use of transit and shuttle services, biking, and walking. The TDM plan includes the following measures:

- Passenger loading zone
- Bicycle parking spaces
- Free shuttle services for guests and employees
- On-site car share program for guests
- On-site bicycle share program for guests
- Employee subsidized or free transit passes
- Employee financial incentives for bike or walk to work
- On-site TDM coordinator and services

RESOLUTION NO.

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF NEWARK MAKING CERTAIN FINDINGS AND ADOPTING AN ADDENDUM TO THE DUMBARTON TRANSIT ORIENTED DEVELOPMENT (TOD) SPECIFIC PLAN PROGRAM ENVIRONMENTAL IMPACT REPORT (PEIR) (SCH NO. 2010042012) AND SUBSEQUENT INITIAL STUDY/MITIGATED NEGATIVE DECLARATION (IS/MND) FOR THE SHH/FMC PROJECT (SCH No. 2014012056) TO ALLOW FOR A PROPOSED FIVE-STORY MIXED-USE HOTEL AND RETAIL SPACE AT 37556 WILLOW STREET (APN: 092-0115-011-03)

WHEREAS, the five-story mixed-use hotel and retail space project (“Project”), which is located within the Dumbarton Transit Oriented Development (TOD) Specific Plan area, consists of the construction of one, five-story hotel consisting of a 146 guests rooms, and a 8,300 square foot retail space (APN: 092-0115-011-03); and

WHEREAS, the entitlements requested include a planned unit development (P-17-01) and conditional use permit (U-17-02); and

WHEREAS, pursuant to the requirements of the California Environmental Quality Act (CEQA), an initial study and an Addendum to the Dumbarton Transit Oriented Development (TOD) Specific Plan Program Environmental Impact Report (PEIR) (SCH No. 2010042012) and the subsequent Initial Study/Mitigated Negative Declaration (IS/MND) for the SHH/FMC project (SCH No. 2014012056) has been prepared for the Project, pursuant to Section 15070 *et seq.* of the CEQA Guidelines, to analyze and mitigate the Project’s potentially significant environmental impacts; and

WHEREAS, through this study, it has been determined that the Project does not result in any new significant impacts and the conclusions in the 2011 Environmental Impact Report remain unchanged; and

WHEREAS, the IS/Addendum was made available to the general public beginning on July 25, 2017; and

WHEREAS, on August 22, 2017 the Planning Commission of the City of Newark conducted a duly noticed meeting to consider the Initial Study and Addendum of environmental impacts for the proposed Project, considered all public testimony, written and oral, presented at the meeting; and received and considered the written information and recommendation of the staff report for the August 22, 2017 meeting related to the proposed Project.

NOW, THEREFORE, the Planning Commission finds and resolves the following:

1. The Initial Study and corresponding Addendum of environmental impacts were released for public review and said mitigation measures contained within the same would avoid the effects or mitigate the effects to a point where clearly no significant effect on the environment would occur; and
2. There is no substantial evidence in light of the whole record before the City of Newark that the project may have a significant effect on the environment; and
3. The Planning Commission has read and considered the Initial Study and the Addendum and the comments thereon, and has determined the Initial Study and the Addendum reflect the independent judgment of the City and were prepared in accordance with CEQA; and
4. The Initial Study and the Addendum (including any revisions developed under 14 C.C.R § 15070(b)), all documents referenced in the same, and the record of proceedings on which the Planning Commission decision is based is are located at City Hall for the City of Newark, located at 37101 Newark Blvd, California, and is available for public review.

NOW, THEREFORE, the Planning Commission:

Based on the evidence and oral and written testimony presented at the public meeting, and based on all the information contained in the Community Development Department's files on the project, including, but not limited to, the Initial Study/Addendum, the Planning Commission staff report, certifies in accordance with CEQA guidelines that:

1. The Initial Study/Addendum was prepared in compliance with CEQA and CEQA guidelines;
2. The Planning Commission has reviewed and considered the information contained in the Initial Study/Addendum prior to approving the project;
3. The Initial Study/Addendum adequately describe the project, its environmental impacts, reasonable alternatives and appropriate mitigation measures; and
4. The Initial Study/Addendum reflect the independent judgment and analysis of the City Council.

This Resolution was introduced at the Planning Commission's August 22, 2017 meeting by \_\_\_\_\_, seconded by \_\_\_\_\_, and passed as follows:

AYES:

NOES:

ABSENT:

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TERRENCE GRINDALL, Secretary

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BERNIE NILLO, Chairperson