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29 Park Proposed Nightclub at Main Street SP 09-11

29 Park, Proposed Nightclub at Main Street SP09-11

Consideration of the request of 29 Park, Inc., for a recommendation to City Council for Preliminary Site Plan and Shared Parking Study approval. The subject property is located in Section 23, in the Main Street development, in the TC-1, Town Center District. The applicant is proposing to occupy approximately 10,000 square feet of vacant space at the existing Novi Main Street development located at 43155 Main Street.

Required Action

Recommend approval/denial to City Council of Preliminary Site Plan and Shared Parking Study

REVIEW	RESULT	DATE	COMMENTS
Planning	Comments provided	05/11/09	Items to be addressed at the time of Final Site Plan submittal.
Traffic	Shared Parking Study is recommended for acceptance and for further consideration by the Planning Commission and City Council	05/15/09	<p>- 9-page Shared Parking Study should be accepted, but be considered preliminary in nature, with additional information to be provided with the Final Site Plan, if the Shared Parking Study is approved.</p> <p>- Projected parking deficit of 70 spaces at peak hour of 9:00 p.m. for the entire development, including the proposed nightclub (1078 spaces needed, 1008 spaces provided).</p> <p>- Additional information needed from applicant regarding:</p> <ul style="list-style-type: none"> - Potential increased deficit based on vacant tenant spaces in development. - Potential locations for offsite parking spaces to meet the projected parking deficit, along with shared-parking agreements with landowners. - Potential location, size and operation of area near the club to be used by valet parking operation, if proposed, and review of valet activities by appropriate city departments. <p>AND</p> <p>- General acceptability to City of reserving existing street, driveway and/or parking spaces for valet operations.</p>

Motions

Approval – Preliminary Site Plan and Shared Parking Study

In the matter of 29 Park Proposed Nightclub at Main Street, SP 09-11, motion to **recommend approval** to City Council for the Preliminary Site Plan and Shared Parking Study subject to the following:

- a. The revised 9-page Shared Parking Study should be accepted, but be considered preliminary in nature, with additional information to be provided with the Final Site Plan, if the Shared Parking Study is approved;
- b. The revised Shared Parking Study indicates a projected parking deficit of 70 spaces at the peak-demand hour of 9:00 p.m. for the entire development, including the proposed nightclub (1078 spaces needed, 1008 spaces provided);
- c. Applicant shall provide additional information requested in the Traffic Consultant's review letter regarding the potential for an increased parking space deficit based on future occupancy of vacant Atrium Building tenant spaces, (projected to be a deficit of 187 parking spaces in the overall development, and may be more based on other vacancies in the overall development);
- d. Applicant shall provide information regarding any potential locations for offsite parking spaces added in order to meet the projected parking space deficit. Applicant shall submit shared-parking agreements with landowners of those off-site parking spaces, in a form acceptable to the City Attorney;
- e. Applicant shall indicate the location, size and operation of an area near the proposed club to be used by valet parking operation (if proposed) along with a queuing analysis. Appropriate city staff and consultants shall review suggested valet activities for health and safety issues;
- f. The Planning Commission recommends the general acceptability of reserving an area on an existing street, driveway and/or parking space area for the valet operation;
- g. Additional comments in the staff and consultant review letters being addressed on the Final Site Plan; and
- h. (other conditions listed here...)

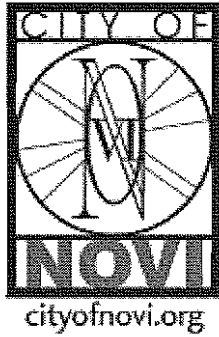
(for the reasons that the proposed site plan is otherwise in compliance with Article 25 and Article 16 of the Zoning Ordinance and all other applicable provisions of the Ordinance and the proposed Shared Parking Study is expected to be able to fully demonstrate that adequate parking will be provided to support the mix of uses; and additional reasons if any...)

Denial – Preliminary Site Plan and Shared Parking Study

In the matter of 29 Park Proposed Nightclub at Main Street, SP 09-11, motion to **recommend denial** to City Council for the Preliminary Site Plan and Shared Parking Study subject to the following:

(for the reasons that the proposed site plan is not in compliance with Article 25 and Article 16 of the Zoning Ordinance; and the proposed Shared Parking Study does not demonstrate that adequate parking will be not be available to support the mix of uses; and that significant additional information has not been provided with the Shared Parking Study to demonstrate that adequate parking will be provided for the proposed mix of uses, including.....; and additional reasons, if any...)

PLANNING REVIEW



PLAN REVIEW CENTER REPORT

May 11, 2009

Planning Review

Nightclub at Novi Main Street

SP #09-11

Petitioner

Mike Sassine

Review Type

Preliminary Site Plan and Shared Parking Study

Property Characteristics

- Site Location: 43155 Main Street (northwest corner of Main Street and Market Street)
- Zoning: TC-1, Town Center
- Adjoining Zoning: North, South, East and West: TC-1
- Site Use(s): Retail/restaurant and office as part of the existing Novi Main Street development
- Adjoining Uses: North: Fire Station 1; East, West and South: Retail, restaurant/bar and office
- Parking Study Date: 05/05/09

Project Summary

The applicant is proposing to occupy approximately 10,000 sq. ft. of vacant space at the existing Novi Main Street development. This is the site of the former Steak on Main and The Coffee Trader. The proposed nightclub use would have a maximum occupancy of approximately 800 people and result in a change of use from restaurant to bar/nightclub. This necessitated an update of the shared parking study. No exterior changes are proposed at this time.

Recommendation

The Planning Division has no addition comments on the submitted Shared Parking Study beyond those noted in the traffic review letter. The applicant may be required to submit additional plans showing enhanced signage and identifying locations for the proposed valet parking. Projects in the TC-1 District larger than 5 acres require the approval of the City Council after a recommendation from the Planning Commission. Presently, shared parking agreements are in place so that the entire Main Street development shares all the parking on site. Therefore, the shared parking incorporated all buildings and uses within the existing Main Street, which is larger than 5 acres, necessitating Council approval.

Ordinance Requirements

This project was reviewed for conformance with the Zoning Ordinance with respect to Article 16 (Town Center Districts), Article 24 (Schedule of Regulations), Article 25 (General Provisions) and any other applicable provisions of the Zoning Ordinance.

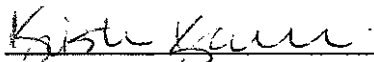
1. Shared Parking Study: Section 2505.8 of the Zoning Ordinance allows for the submission of a Shared Parking Study in the instance of dual function of off-street parking. A Shared Parking Study was submitted and approved when the original Main Street plan was approved. Parking calculations were updated as new uses moved into the space. The applicant has now submitted a revised Shared Parking Study incorporating all existing uses as well as their proposed nightclub use. The Planning Commission and City Council should review the attached Shared Parking Study and traffic review letter.
2. Exterior Signage: Exterior signage is not regulated by the Planning Division or Planning Commission. Please contact Jeannie Niland at 248-347-0438 for information on sign permits.
3. Exterior Changes: The applicant is not currently proposing any exterior changes to the building or site. Please note, that any exterior changes would need to be reviewed by the Planning Division.
4. Interior Changes: All interior changes will require review and approval from the Building Division.

Response Letter

A letter from either the applicant or the applicant's representative addressing comments in this, and in the other review letters, is requested **prior to the matter being reviewed by the Planning Commission.**

Stamping Set Approval

The applicant should address the comments above and the comments in all review letters in a response letter to be submitted with the Stamping Sets/Finalized Shared Parking Study. The Stamping Sets/Finalized Shared Parking Study should address and incorporate all the comments in the staff and consultant review letters. Four copies of the revised Shared Parking Study should be submitted to the Community Development Department for Stamping Set approval after City Council approval.



Planning Review by Kristen Kapelanski
248-347-0586 or kkapelanski@cityofnovi.org

REVISED PRELIMINARY TRAFFIC REVIEW

May 15, 2009

Barbara McBeth, AICP
Deputy Director of Community Development
City of Novi
45175 W. Ten Mile Rd.
Novi, MI 48375



**SUBJECT: Nightclub at Novi Main Street, SP#09-11A,
Traffic Review of Revised Shared Parking Study**

Dear Ms. McBeth:

At your request, we have reviewed the revised shared parking study by Rich & Associates. This study bears the same date as the original study – May 5, 2009 – so we will refer to it as the “9-page shared parking study” to ensure that readers of this review are referencing the current study (the original study, consisting of 7 pages and reviewed in our letter to you dated May 7, 2009, should be retained in project files). Our recommendation and supporting comments appear below.

Recommendations

The 9-page shared parking study should be accepted but considered preliminary in nature. We recommend that if granted by the City, preliminary site plan approval be contingent upon the Applicant’s submission, prior to final site approval, of additional satisfactory information relative to:

1. The number of parking spaces needed to accommodate existing vacant space in the Atrium Building not being proposed for use by the subject nightclub, per the conditions of that building’s original site plan approval (the 9-page study assumes a combination of office and restaurant uses needing 117 shared-use spaces; this number should be confirmed or adjusted as necessary to be consistent with the original site plan approval).
2. The number of parking spaces needed to accommodate any other uses (currently vacant or not yet built) dependent upon parking supply proposed to be shared with the nightclub (if any).
3. The locations of any offsite parking spaces needed to meet the projected parking deficit, along with written shared-parking agreements between the Applicant and the involved landowners, in a form satisfactory to the City Attorney.
4. Building access by the City’s largest fire truck and other possible emergency vehicles, as it might be affected by planned valet parking, to be reviewed and approved by the Fire Marshal.
5. The location, size, and operation of the area near the club to be used by the valet parking operation – if proposed – along with a queuing analysis supporting those particulars.
6. The acceptability to the Planning Commission and City Council of reserving existing street, driveway and/or parking space for the valet operation. This issue should be discussed as part of the preliminary site plan review process to give the Applicant some policy guidance.

Comments

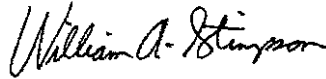
What are the highlights of the revised shared parking study, and what issues need amplification?

1. There are 1,008 parking spaces available within the Novi Main Street area (excluding businesses fronting on Grand River west of Market). Since all of these spaces are within about 850 ft or a three-minute walk of the proposed club, they can be considered as potentially available for nightclub parking by customers and valets.
2. On Friday, May 1, 2009, the above parking supply reached a peak usage of about 66% at 9:00 PM. This usage level was probably conservatively high, given the pleasant spring weather and the Red Wings playoff game drawing large bar and restaurant attendance that evening.
3. Based on published data, parking occupancy arising from existing restaurant uses would peak on an evening in December at a level 5% higher than observed in May. Hence, the recent parking counts were adjusted upward by 5%.
4. Per the City of Novi Zoning Ordinance, the proposed 800-person nightclub as a free-standing use would require 400 parking spaces.
5. Based on the Urban Land Institute's 2005 shared parking model, it was estimated that the parking needed by the proposed nightclub would peak between 10 PM and 12:00 AM, dropping to 85% at 1:00 AM and 65% at 2:00 AM (the closing hour). Given that the proposed nightclub is not proposed to open until 9 PM (rather than the ULI's assumed 6 PM), the parking need at 9 PM was estimated (based on the parking consultant's experience) to be 95% of the peak.
6. Adding the nightclub's parking need (per comment 5) to the adjusted current parking occupancy (per item 3), it was determined that the overall site's peak demand would occur at 9:00 PM, when 1,078 spaces would be needed. Hence, there would be a deficit at that peak parking hour of 70 spaces, assuming full occupancy of the nightclub but no additional occupancy of other site uses.
7. A shared parking study of two other potential new uses within the Atrium Building – 6,283 s.f. of office and a 8,153-s.f. restaurant – shows that they would require an additional 117 parking spaces at 9:00 PM (all of these spaces would be for the restaurant, as the office would be unoccupied at that hour). **The consultant should compare this building-specific parking need to the use assumptions made at the time the building's original site plan was approved. Adding this parking requirement to the additional parking supply needed for the nightclub results in an overall deficit of 187 spaces.**
8. On a related note, the consultant should respond to comment 11b of our May 7 review letter, indicating **“whether or not there are any other vacant (or partially vacant) buildings near those locations [the ones identified as possible valet parking areas] that may in the future have to use some of the parking spaces now observed to be available.”**
9. **As also indicated in our May 7 review letter, “the Applicant should submit a specific plan for improving parking-related signage. Also, a valet plan should be provided, if valet service is proposed, showing the queuing and parking areas, expected peak demand, arrival rates, service rates, number of valets during peak periods, and a queuing analysis.” Additional information is also required regarding the acceptability of all aspects of this plan to other impacted landowners and businesses, the Fire Department and other emergency-response personnel, the Planning Commission, and the City Council.**

Sincerely,
BIRCHLER ARROYO ASSOCIATES, INC.



Rodney L. Arroyo, AICP
Vice President



William A. Stimpson, P.E.
Director of Traffic Engineering



David R. Campbell
Senior Associate

cc: Rich & Associates, Inc., 26877 Northwestern Highway, Suite 208, Southfield, MI 48033

**REVISED PRELIMINARY
SHARED PARKING STUDY**



Rich & Associates
Consulting, Inc.

Parking Consultants

May 5, 2009

Mr. Mike Sassine
2279 Luxury Ave.
Windsor Ontario Canada
N8P 1W9

RE: Parking Assessment for Proposed Nightclub at Novi Main Street

Dear Mike,

This letter will serve as our report of findings and our recommendations for parking requirements for the proposed nightclub to be located at Novi Main Street in the Atrium Building. The proposed nightclub is to be located on the ground floor of the building at the corner of Market and Main Street.

Rich and Associates has provided several parking analysis for the Novi Main Street area over the last 13 years. Our work on this project consisted of an occupancy analysis of all of the parking at Novi Main Street, a review of the City of Novi parking requirements and an analysis of shared use parking for this specific land use and the implications to parking overall using the 2005 edition of the ULI Shared Parking model.

We completed an occupancy analysis of all of the parking areas at Novi Main Street on Friday May 1, 2009. The counts were completed each hour beginning at 7:00 P.M. and ending with the last circuit beginning at 2:00 A.M. The parking areas studied are shown on the accompanying map. This included the parking at the Main Street East Building. We have included the parking supply and the parking occupancy for the parking for this building at the suggestion of the City's consultant. The rationale is that the parking spaces associated with this building are within 850 feet from the proposed nightclub and could be used by customers and valet parking.

The results of the counts are shown on Table 1. The weather on the evening we conducted the counts was clear and the temperature was about 60 degrees at 7:00 P.M. The Detroit Red Wings were playing their first game of the second round of the playoffs that night, which may have impacted the attendance at Gus O'Connor's and The Post Bar.

In the overall area there are 1,008 parking spaces including on-street, ADA spaces and one loading zone space. The peak occupancy was 665 spaces and this occurred at 9:00 P.M. At peak time there were almost 66 percent of the spaces occupied..

Table 1
NOVI MAIN STREET
UPDATED OCCUPANCY COUNTS FOR SHARED USE STUDY
FRIDAY MAY 1, 2009

Location	Capacity			7:00 PM		8:00 PM		9:00 PM		10:00 PM		11:00 PM		12:00 AM		1:00 AM		2:00 AM	
	Regular	ADA	Total	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%
Lot A	122	7	129	117	90.70%	119	92.25%	118	91.47%	94	72.87%	85	65.89%	93	72.09%	76	58.91%	42	32.56%
Lot B	126	0	126	52	41.27%	61	48.41%	61	48.41%	62	49.21%	57	45.24%	37	29.37%	25	19.84%	18	14.29%
Lot C	144	6	150	109	72.67%	94	62.67%	100	66.67%	75	50.00%	78	52.00%	63	42.00%	54	36.00%	33	22.00%
Lot D	115	7	122	120	97.54%	119	97.54%	116	95.08%	125	102.46%	122	100.00%	119	97.54%	116	95.08%	88	55.74%
Lot E(upper)	97	10	107	76	71.03%	79	73.83%	73	68.22%	57	53.27%	37	34.58%	27	25.23%	28	26.17%	16	14.95%
Lot E(lower)	73	0	73	29	39.73%	39	53.42%	33	45.21%	25	36.36%	22	30.14%	29	39.73%	14	19.18%	5	6.85%
Lot F	61	2	63	30	47.82%	38	60.32%	43	68.25%	60	95.24%	63	100.00%	62	98.41%	57	90.48%	49	77.78%
Deck G	163	2	165	66	40.00%	53	32.12%	58	35.15%	57	34.55%	49	29.70%	45	27.27%	38	23.03%	24	14.55%
On-Street H	5	0	5	5	100.00%	5	100.00%	8	120.00%	6	120.00%	3	60.00%	5	100.00%	3	60.00%	3	60.00%
Main Street North	20	0	20	10	50.00%	11	55.00%	15	75.00%	18	90.00%	18	90.00%	20	100.00%	20	100.00%	13	65.00%
Main Street South	20	0	20	9	45.00%	11	55.00%	13	65.00%	18	90.00%	22	110.00%	20	100.00%	16	80.00%	14	70.00%
Market Street East	14	0	14	13	92.86%	13	92.86%	14	100.00%	15	107.14%	14	100.00%	13	92.86%	13	92.86%	10	71.43%
Market Street West	14	0	14	15	107.14%	15	107.14%	15	107.14%	15	107.14%	16	114.29%	14	100.00%	11	78.57%	12	85.71%
Overall Site			1008	651	64.58%	657	65.18%	665	65.97%	628	62.30%	586	58.13%	547	54.27%	473	46.92%	307	30.46%
Parking Supply for New Night Club(shaded)			603	373	37.00%	383	63.52%	386	64.01%	397	65.84%	366	60.70%	354	58.71%	318	52.74%	214	35.49%



We then analyzed the parking requirements for the proposed nightclub. There is no specific land use in the City of Novi's code for nightclub, so we used the dance hall land use which has a requirement for one parking space for every two persons allowed within the maximum occupancy load. Based on a maximum occupancy of 800 people, the parking needs would be 400 spaces.

The parking impacts of the proposed new nightclub are shown on Table 2. We began by using the occupancy counts for the parking areas in Novi Main Street. We then increased this occupancy by 5 percent to conform to the methodology of calculating shared use parking demand based on the 2005 edition of the ULI Shared Parking model. The month of May is projected to be 95 percent of the peak use for restaurants and 90 percent of the peak use for nightclubs. In both cases, the peak occurred in December at 100 percent occupancy.

We want to note that in the 2005 edition of the ULI Shared Parking model, that the restaurant model is based on actual data collected while the model from nightclubs was based on casual dining establishments with adjustments made by the author team. As a result, we have suggested modifications to the nightclub land use based on our fieldwork at Novi Main Street.

Column A in Table 2 shows the occupied spaces from our May, 2009 counts. Column B shows the proposed adjustment based on the difference between May and December. Because there is more restaurant/bar land use open at night in the current condition, we chose to use a 5 percent adjustment factor to increase the observed occupancy (Column C). Column C therefore, represents the number of spaces we would project to be occupied on a typical Friday evening in December.

We then projected the number of spaces needed for the proposed nightclub using the 400 spaces required and adjusting it for the shared use in column E to arrive at the number of spaces needed for the proposed new nightclub in column F. As identified above, while the 2005 edition of the ULI Shared Parking model shows the nightclub land use, the data was developed by the author team and did not come from actual studies. The ULI Shared Parking model suggests that the parking for a nightclub would be at 100 percent beginning at 9:00 P.M. Since the proposed nightclub is not slated to open until 9:00 P.M., we adjusted the model to show 95 percent at 9:00 P.M. and 100 percent at 10:00 P.M.

Table 2
 Shared Use Parking Calculation for
 Novi Main Street
 Proposed Nightclub

	A Spaces Occupied Current May 1, 2009	B Adjustment Factor From May to December	C Adjusted Occupied Spaces	D Gross Number of Spaces Needed for Use(1) December	E Percent Use From Shared Use	F Projected Occupied Spaces from New Use	G Total Spaces Needed	H Spaces Available Current	I Deficit or Surplus Spaces
7:00 PM	651	5.00%	684	N/A	N/A	N/A	684	1,008	324
8:00 PM	657	5.00%	690	N/A	N/A	N/A	690	1,008	318
9:00 PM	665	5.00%	698	400	95%	380	1078	1,008	-70
10:00 PM	628	5.00%	659	400	100%	400	1059	1,008	-51
11:00 PM	586	5.00%	615	400	100%	400	1015	1,008	-7
12:00 AM	547	5.00%	574	400	100%	400	974	1,008	34
1:00 AM	473	5.00%	497	400	85%	340	837	1,008	171
2:00 AM	307	5.00%	322	400	65%	260	582	1,008	426

(1) Assumes a functional capacity of 800 patrons and a parking generation factor of .5 spaces per patron

The shared use occupancy rates we used in column E appeared to correlate with the observations made at the time of the occupancy study. In general, patrons going to the Mixx Lounge (which actually opens later in the afternoon) were arriving later and many patrons were seen walking from Gus O'Connors and Bora Bora. This later point would have normally been used for further adjustments for linked trips or the captive market. Taking into account the fact that there will be patrons that been to another business before going to the proposed nightclub would normally have been used to reduce the parking generation factor. We did not take this into account when completing our analysis to be conservative.

Column G shows the total spaces that are projected at peak month to be occupied once the new nightclub is opened, and column H shows the number of spaces currently available. Column I shows a projected deficit or surplus in parking spaces. There is a projected deficit of -70 spaces at peak time (9:00 P.M.) for the existing land uses and the proposed nightclub.

Rich and Associates then ran a calculation of parking demand for the vacant space in the Atrium Building. This analysis is found on Table 3. We applied a parking generation factor (PGF) to the land uses. The parking generation factor considered the number of parking spaces needed typically per 1,000 square feet of space. This was then adjusted for converting gross floor area to gross leasable area and then adjusting for linked trips or captive market. This is similar methodology that Rich and Associates has used for similar analysis of projects in the Novi Main Street development and other projects across the country.

Table 3

Calculation of Parking Needs for Vacant Space in Atrium Building

	GFA	PGF	Spaces	Space Needs at 9:00 PM	Space Needs at 10:00 PM
Vacant space					
Office	6,283	2.42	15	0	0
Restaurant(1)	8,153	14.30	117	117	111
Total			132	117	111

(1) 100% at 9:00 P.M. and 95% at 10:00 P.M.

The number of spaces needed by each land use was then calculated. For the vacant second floor space we assumed office and for the ground floor space we assumed restaurant. The use of the restaurant land use was a worst case scenario for the re-occupancy with respect to the number of spaces required. If shared use was not considered, the total spaces needed would be 132 spaces. We then looked at the number of spaces needed at peak night-time which is 9:00 P.M. for the restaurant (117 spaces) and then at 10:00 P.M. which is the peak time for the nightclub (111 spaces).

Based on the analysis completed for the existing land use and the proposed nightclub, we have projected a possible parking deficit using a conservative approach for -70 spaces. Should the vacant space on the ground floor of the Atrium Building develop as restaurant, the projected parking demand at peak time from the vacant space in the Atrium Building would be 117 spaces. If no additional parking was identified, this would result in a -187 space deficit. This deficit is projected to occur in December which is the peak month. The average over the 12 months for restaurant and nightclub land use is 94 percent which would produce a deficit of -176 spaces.

There are several recommendations based on our observations to help alleviate the -70 spaces shortage;

- There needs to be better signage that directs parkers to the lots behind the Atrium Building. Signage in these lots needs to identify that they are for patrons of the Atrium Building and/or Novi Main Street in general. A specific plan should be developed for this.
- The parking garage needs to be identified as it is difficult to find once a driver is in the lots behind the Atrium Building. In addition, the parking garage itself needs better signage for patrons so that they know where to go once they have parked.
- Valet services may be appropriate for the nightclubs. The valet operator would then be responsible for parking vehicles in spaces that are not easy to find.

With respect to the recommended valet operation, the staging area for the valet could probably occur on the north side of Main Street due to the congestion that occurs at the intersection of Market and Main Streets. This would probably take up three on-street spaces. This staging area could only be used to queue vehicles and not storage. The space would be signed valet only from 8:00 P.M. to 2:00 A.M. for example.

Possible "Non-Novi Main Street" Valet Locations



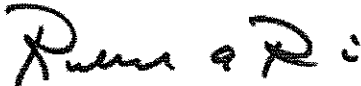
There are several options as to where valet vehicles would be stored. The most logical option is the underground parking garage. The parking garage contains 162 regular spaces. If vehicles were parked in the aisles and tandem parked where possible, it may be possible to park at least 50 additional vehicles. There could be valet parking located in existing Novi Main Street lots such as in Lot EL (add an additional 10 spaces) and in Lot EU (an additional 15 spaces). Any location of valet parked cars needs to be placed so that fire lanes are not blocked. Signage in the lots would have to identify valet parking areas and they would need to be cordoned off by the valet operator.

In addition to these parking locations, we identified approximately 100 additional valet parking locations that could be used on private lots between the Atrium Building and Grand River Avenue. These are shown on the accompanying map. None of these parking areas are used by the land use after 9:00 P.M. Use of these properties would require negotiations with the property owners and formal agreements developed between the valet company and the property owners. A more detailed analysis and plan should be developed for the valet operation.

If there are any questions concerning this analysis please contact us.

Sincerely,

Rich & Associates Consulting, Inc.



Richard A. Rich
Parking Consultant

PRELIMINARY TRAFFIC REVIEW

May 7, 2009

Barbara McBeth, AICP
Deputy Director of Community Development
City of Novi
45175 W. Ten Mile Rd.
Novi, MI 48375



**SUBJECT: Nightclub at Novi Main Street, SP#09-11,
Traffic Review of Shared Parking Study**

Dear Ms. McBeth:

At your request, we have reviewed the May 5, 2009 study by Rich & Associates and offer the following recommendation and supporting comments.

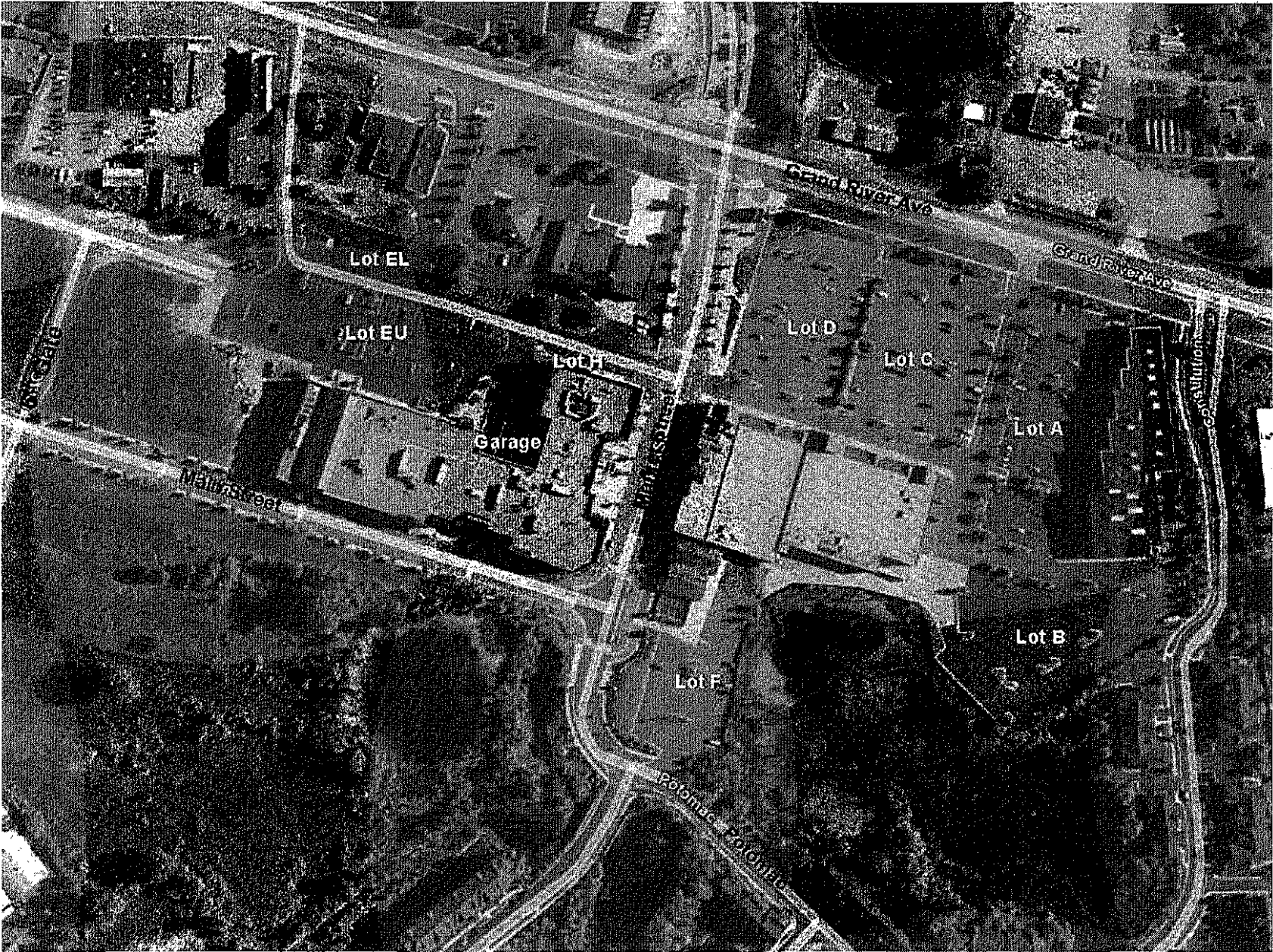
Recommendation

The above study should be revised to address the comments shown below in boldface font.

Summary of Study Findings and Recommendations

What are the highlights of the study?

1. There are 1,008 parking spaces available within the Novi Main Street area (see attached figure). The Applicant's consultant concluded, however, that the 405 spaces "at the Main Street East Building" (lots A-C) were outside probable walking distance for the nightclub.
2. On Friday evening, May 1, 2009, the above parking supply reached a peak usage of 66%, at 9:00 PM for the overall site and at 10:00 PM for all areas with the exception of lots A-C. This usage level was probably conservatively high, given the pleasant spring weather and the Red Wings playoff game drawing large bar and restaurant attendance that evening.
3. Based on past practice (and 1983 findings by the Urban Land Institute for restaurant/lounge parking), typical seasonal variation would result in parking occupancy in the peak month of June to be 5% higher than observed in May. Hence, the recent parking counts were adjusted upward by 5%.
4. Per the City of Novi Zoning Ordinance, the proposed 800-person nightclub as a free-standing use would require 400 parking spaces.
5. Based on data the Applicant's consultant has collected in past studies, it was estimated that the parking needed by the proposed nightclub would peak at 11:00 PM and 12:00 AM. The parking need would be 75% of that level at 9:00 PM, 90% at 10:00 PM, 85% at 1:00 AM, and 65% at 2:00 AM (closing hour).
6. Adding the nightclub's parking need (per comment 5) to the adjusted current parking occupancy (per item 3), it was determined that the peak demand would occur at 11:00 PM, when 784 spaces would be needed. Relative to the 603 spaces available with lots A-C excluded, *there would be a deficit at that peak parking hour of 181 spaces.*



7. Looking at the Atrium Building by itself (which would house the proposed nightclub), a separate analysis shows that a total of 883 parking spaces would be needed to serve existing uses, the proposed club, and potential office and restaurant uses within the building's remaining vacant space. No parking deficit or surplus was identified, since this analysis did not consider the sharing of parking with other uses in other buildings.
8. The study recommends better signage for the parking lots and the Atrium Building parking garage. Also recommended are "valet services... for the nightclubs," although no specific parking lots are mentioned as potential valet lots.

Issues of Concern

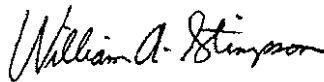
What should be done in a revised study?

9. The study used past shared parking data collected by the Applicant's consultant since, as the report states, "there is not a model specifically for nightclub." However, the 2005 ULI shared parking model does, in fact, have data for a nightclub. The latter model indicates that the peak month is December, not June, and that nightclub parking accumulation reaches 100% at 9 PM. **The applicant's parking consultant should apply the 2005 ULI shared parking model to determine whether the parking deficit would be materially different than already predicted.**
10. Whether or not parking lots A-C are beyond probable walking distance for nightclub patrons warrants further consideration and discussion. **The revised study should reevaluate the peak-hour parking deficit or surplus with these 3 lots included.**
11. **The revised report should include more specific recommendations regarding possible valet parking, identifying, for instance: (a) where valets would park cars they are asked to park, and (b) whether or not there are any other vacant (or partially vacant) buildings near those locations that may in the future have to use some of the parking spaces now observed to be available. We note that lots A-C are within an 850-ft radius of the site, which is reasonable for valets and many patrons in an urban setting (less than a three-minute walk).**
12. **Prior to project approval, the applicant should submit a specific plan for improving parking-related signage. Also, a valet plan should be provided, if valet service is proposed, showing the queuing and parking areas, expected peak demand, arrival rates, service rates, number of valets during peak periods, and a queuing analysis.**

Sincerely,
BIRCHLER ARROYO ASSOCIATES, INC.



Rodney L. Arroyo, AICP
Vice President



William A. Stimpson, P.E.
Director of Traffic Engineering



David R. Campbell
Senior Associate

**APPLICANT RESPONSE LETTER
(TO PRELIMINARY TRAFFIC REVIEW)**



May 14, 2009

Barbara McBeth, AICP
Deputy Director of Community Development
City of Novi
45175 W. Ten Mile Rd.
Novi, MI 48375

RE: Response to Birchler Arroyo Review of Nightclub at Novi Main Street

Dear Ms. McBeth,

We have reviewed the comments to the report that we prepared for the applicant concerning the parking issues for a potential new nightclub in Novi Main Street. Per Kristan Kapelanski's request we have prepared our response to Birchler Arroyo's comments.

- 1. The applicant's parking consultant should apply the 2005 ULI shared parking model to determine whether the parking deficit would be materially different than already predicted.**

Rich and Associates adjusted the peak from June/July to December. There was no difference in the peak as they were both 100 percent. We then looked at the differences in the month of May for accumulation for the restaurant and nightclub land use as that would impact how we adjusted the counts from May to December for the existing land uses.

The 2005 edition of the ULI Shared Use model offers restaurants at 96 percent and nightclubs at 90 percent in the month of May. The 2005 edition of the model notes that nightclub characteristics have been modeled based on casual dining and data collected and adjusted by the author team. This is a limitation in the nightclub model in the ULI Shared Parking model.

We looked at the predominance of land use which is restaurant and settled on using 95 percent as the May accumulation for the land use, which resulted in adjusting the May counts by five percent to arrive at the peak month (December) and the peak accumulation of 100 percent.

Lastly, we did not take into account the fact there are linked trips between restaurants and restaurant/bars and the nightclub use. This captive market component would reduce the parking generation factor which would the number of parking spaces needed.

..



Barbara McBeth, AICP
May 14, 2009
Page 2

2. **The revised study should re-evaluate the peak hour parking deficit or surplus with these three lots (A-C) included.**

Rich and Associates have re-run Table 2 with Lots A, B and C in the parking supply and we also adjusted the spaces occupied number in Table 2 to reflect adding in the parking supply from that area.

3. **The revised report should include more specific recommendations regarding possible valet parking, identifying for instance: (a) where valets would park cars they are asked to park, and (b) whether or not there are any other vacant (or partially vacant) buildings near those locations that may in the future have to use some of the parking spaces now observed to be available. We note that lots A_C are within an 850-ft radius of the site, which is reasonable for valets and many patrons in an urban setting (less than a three minute walk).**

Rich and Associates identified three existing parking areas in the Novi Main Street development that could accommodate valet parking for the proposed nightclub; the underground parking garage and Lots EL and EU. Between these locations we have estimated that there could be 75 additional spaces for valet by parking in aisles etc. These parking areas must be identified with signage and cordoned off appropriately. We also cautioned that the valet areas cannot block fire or emergency access through parking lots.

Rich and Associates looked at private parking areas between Novi Main Street and Grand River Avenue. Valet operators would need to negotiate with property owners to use these parking areas that are not occupied after 8:00 P.M.

With respect to the existing vacant space in the Atrium Building we had previously run an estimate of the potential additional demand if the second floor was occupied as office and the ground floor was occupied with restaurant which would be a worst case scenario with respect to parking needs at night. Using characteristics from previous studies at Novi Main Street, we projected a need for an additional 117 spaces if this vacant space was developed as restaurant.



Barbara McBeth, AICP
May 14, 2009
Page 3

4. **Prior to project approval, the applicant should submit a specific plan for improving parking-related signage. Also, a valet plan should be provided, if a valet service is proposed, showing the queuing and parking areas, expected peak demand, arrival rates, service rates, number of valets during peak periods and a queuing analysis.**

The applicant agrees with this recommendation and will provide a plan for where valet parking will occur, provide agreements with property owners for off-site valet parking areas and an overall plan with the data identified above before submitting for an occupancy permit.

If there are any questions please contact us.

Sincerely,
Rich & Associates Consulting, Inc.

A handwritten signature in black ink that reads "Richard A. Rich".

Richard A. Rich
Parking Consultant

PRELIMINARY SHARED PARKING STUDY



Rich & Associates
Consulting, Inc.

Parking Consultants

**NIGHTCLUB AT NOVI MAIN
STREET
SP09-11, Prelim & Shared Parking
Study Only (Plan & Traffic)
Due 5/12/09**

May 5, 2009

Mr. Mike Sassine
2279 Luxury Ave.
Windsor Ontario Canada
N8P 1W9

RE: Parking Assessment for Proposed Nightclub at Novi Main Street

Dear Mike,

This letter will serve as our report of findings and our recommendations for parking requirements for the proposed nightclub to be located at Novi Main Street in the Atrium Building. The proposed nightclub is to be located on the ground floor of the building at the corner of Market and Main Street.

Rich and Associates has provided several parking analysis for the Novi Main Street area over the last 13 years. Our work on this project consisted of an occupancy analysis of all of the parking at Novi Main Street, a review of the City of Novi parking requirements and an analysis of shared use parking for this specific land use and the implications to parking overall.

We completed an occupancy analysis of all of the parking areas at Novi Main Street on Friday May 1, 2009. The counts were completed each hour beginning at 7:00 P.M. and ending with the last circuit beginning at 2:00 A.M. The parking areas studied are shown on the accompanying map. This included the parking at the Main Street East Building. We should note that we also counted the parking at the Main Street Court Building though we have not included those results as the building is outside of the probably walking distance for someone going to the Atrium Building.

The results of the counts are shown on **Table 1**. The weather for the counts was clear and the temperature was about 60 degrees at the beginning. The Detroit Red Wings were playing their first game of the second round of the playoffs that night, which may have impacted the attendance at Gus O'Connor's and The Post Bar.

Table 1
NOVI MAIN STREET
UPDATED OCCUPANCY COUNTS FOR SHARED USE STUDY
FRIDAY MAY 1, 2009

Location	Capacity			7:00 PM		8:00 PM		9:00 PM		10:00 PM		11:00 PM		12:00 AM		1:00 AM		2:00 AM	
	Regular	ADA	Total	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%	Occpy	%
Lot A	122	7	129	117	90.70%	119	92.25%	118	91.47%	94	72.87%	85	65.89%	93	72.09%	76	58.91%	42	32.56%
Lot B	126	0	126	52	41.27%	61	48.41%	61	48.41%	62	49.21%	57	45.24%	37	29.37%	25	19.84%	18	14.29%
Lot C	144	6	150	109	72.67%	94	62.67%	100	66.67%	75	50.00%	78	52.00%	63	42.00%	54	36.00%	33	22.00%
Lot D	115	7	122	120	97.54%	119	97.54%	116	95.08%	125	102.46%	122	100.00%	119	97.54%	116	95.08%	68	55.74%
Lot E(upper)	97	10	107	76	71.03%	79	73.83%	73	68.22%	57	53.27%	37	34.58%	27	25.23%	28	26.17%	16	14.95%
Lot E(lower)	73	0	73	29	39.73%	39	53.42%	33	45.21%	28	38.36%	22	30.14%	29	39.73%	14	19.18%	5	6.85%
Lot F	61	2	63	30	47.62%	38	60.32%	43	68.25%	60	95.24%	63	100.00%	62	98.41%	57	90.48%	49	77.78%
Deck G	163	2	165	66	40.00%	53	32.12%	58	35.15%	57	34.55%	49	29.70%	45	27.27%	38	23.03%	24	14.55%
On-Street H	5	0	5	5	100.00%	5	100.00%	6	120.00%	6	120.00%	3	60.00%	5	100.00%	3	60.00%	3	60.00%
Main Street North	20	0	20	10	50.00%	11	55.00%	15	75.00%	16	80.00%	18	90.00%	20	100.00%	20	100.00%	13	65.00%
Main Street South	20	0	20	9	45.00%	11	55.00%	13	65.00%	18	90.00%	22	110.00%	20	100.00%	18	90.00%	14	70.00%
Market Street East	14	0	14	13	92.86%	13	92.86%	14	100.00%	15	107.14%	14	100.00%	13	92.86%	13	92.86%	10	71.43%
Market Street West	14	0	14	15	107.14%	15	107.14%	15	107.14%	15	107.14%	16	114.29%	14	100.00%	11	78.57%	12	85.71%
Overall Site			1008	651	64.58%	657	65.18%	665	65.97%	628	62.30%	586	58.13%	547	54.27%	473	46.92%	307	30.46%
Parking Supply for New Night Club(shaded)			603	373	37.00%	383	63.52%	386	64.01%	397	65.84%	366	60.70%	354	58.71%	318	52.74%	214	35.49%

In the overall area there are 1,008 parking spaces including ADA spaces and one loading zone space. The peak occupancy occurred at 9:00 P.M. with almost 66 percent of the spaces occupied. Since this analysis included spaces more proximate to the Main Street East Building, we then ran another analysis that eliminated lots A, B and C. Using the remaining parking areas, the peak parking occupancy occurred at 10:00 P.M. with about 66 percent of the spaces occupied.

We then analyzed the parking requirements for the proposed nightclub. There is no specific land use in the City of Novi's code for nightclub, so we used the dance hall land use which had a requirement for one parking space for every two persons allowed within the maximum occupancy load. Based on a maximum occupancy of 800 people, the parking needs would be 400 spaces.

The parking impacts of the proposed new nightclub were prepared using two methods. **Table 2** shows the first method. We began by using the occupancy counts for the parking areas in proximity to the proposed nightclub. We then increased this occupancy by 5 percent to conform to the methodology of calculating shared use parking demand. The month of May is 95 percent of the peak with June/July being the peak at 100 percent. In past analysis for Novi Main street projects we have run the June/July time period. This resulted in the adjusted occupied spaces in column C.

We then projected the number of spaces needed for the proposed nightclub using the 400 spaces required and adjusting it for the shared use in column E to arrive at the number of spaces needed for the proposed new nightclub in column F. In the shared use program there is not a model specifically for nightclub so we used data that we have collected from past projects. The shared use occupancy rates we used in column E appeared to correlate with the observations made at the time of the occupancy study. In general, patrons going to the Mixx Lounge were arriving later and many patrons were seen walking from Gus O'Connors and Bora Bora. This later point would have been used for further adjusts for linked trips. We did not take into account linked trips for this analysis however.

Column G shows the total spaces that are projected to be occupied and column H shows the number of spaces currently available. Column I shows a projected deficit of surplus in spaces. There is a projected deficit of -181 spaces at peak time (11:00 P.M.).

Table 2
 Shared Use Parking Calculation for
 Novi Main Street
 Proposed Nightclub

	A	B	C	D	E	F	G	H	I
	Spaces Occupied Current May 1, 2009	Adjustment Factor From May to June/July	Adjusted Occupied Spaces	Gross Number of Spaces Needed for Use(1) June/July	Percent Use From Shared Use	Projected Occupied Spaces from New Use	Total Spaces Needed	Spaces Available Current	Deficit or Surplus Spaces
7:00 PM	373	5.00%	392	N/A	N/A	N/A	392	603	211
8:00 PM	383	5.00%	402	N/A	N/A	N/A	402	603	201
9:00 PM	386	5.00%	405	400	75%	300	705	603	-102
10:00 PM	397	5.00%	417	400	90%	360	777	603	-174
11:00 PM	366	5.00%	384	400	100%	400	784	603	-181
12:00 AM	354	5.00%	372	400	100%	400	772	603	-169
1:00 AM	318	5.00%	334	400	85%	340	674	603	-71
2:00 AM	214	5.00%	225	400	65%	260	485	603	118

(1) Assumes a functional capacity of 800 patrons and a parking generation factor of .5 spaces per patron

Rich and Associates then ran a calculation of parking demand only for the Atrium Building. This analysis is found on **Table 3**. For this analysis we used the square footage of land use that is currently occupied. We then applied a parking generation factor (PGF). The parking generation factor considered the number of parking spaces needed typically per 1,000 square feet of space. This was then adjusted for converting gross floor area to gross leasable area and then adjusting for linked trips. This is similar methodology that Rich and Associates has used for similar analysis of project in the Novi Main Street development and other projects across the country.

The number of spaces needed by each land use was then calculated. We ran the same analysis for the existing vacant space in the Atrium Building. For the second floor space we assumed office and for the ground floor space we assumed restaurant. If shared use was not considered, the total spaces needed would be 1,120 which would clearly be over building parking. We then looked at the number of spaces needed at peak night-time which is 10:00 P.M. For the office and retail use there would be no parking needs and for the restaurant we adjusted the need for shared use at 10:00 P.M. which is 95 percent of the maximum need. Using this method there will be a need for 772 (372 space from current and 400 spaces for the new nightclub) spaces with the addition of the new nightclub and 883 spaces with the lease out of all the space for the 10:00 P.M. night peak. This second method only assumed land use in the Atrium Building therefore it is difficult to assign parking supply specifically to this building except for Lots EU, EL and the Parking Garage. Therefore we did not try to address deficit or surplus.

Table 3

	GFA	PGF	Spaces	Space Need at 10:00 PM
Existing Space				
Retail	19774	3.52	70	0
Office	54913	2.42	133	0
Restaurant	18921	14.30	271	257
Lounge(1)	230	0.50	115	115
Total			588	372
Vacant space				
Office	6283	2.42	15	0
Restaurant	8153	14.30	117	111
New Night Club	800	0.50	400	400
Total			532	511
Total Current and Possible Future			1120	883

(1) Maximum Occupancy

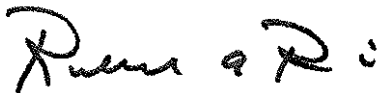
Based on the analysis completed, we have projected a possible parking deficit using a conservative approach. Using the first approach there is a projected -181 space deficit. There are several recommendations based on our observations;

- There needs to be better signage that directs parkers to the lots behind the Atrium Building. Signage in these lots needs to identify that they are for patrons of the Atrium Building and/or Novi Main Street in general.
- The parking garage needs to be identified as it is difficult to find once a driver is in the lots behind the Atrium Building. In addition, the parking garage itself needs better signage for patrons so that they know where to go once they have parked.
- Valet services may be appropriate for the nightclubs. The valet operator would then be responsible for parking vehicles in spaces that are not easy to find.

If there are any questions concerning this analysis please contact us.

Sincerely,

Rich & Associates Consulting, Inc.



Richard A. Rich
Parking Consultant

PREVIOUSLY APPROVED SHARED PARKING

PARKING CALCULATIONS

THE FOLLOWING CALCULATIONS ARE BASED ON THE RICH AND ASSOCIATES SHARED PARKING FORMULA PREVIOUSLY ACCEPTED BY THE PLANNING COMMISSION AND THE RICH AND ASSOCIATES ACTUAL PEAK OCCUPANCY STUDY FOR VIC'S MARKET PREPARED IN 1996.

A. VIC'S MARKET	GROSS S.F.	USABLE S.F.
FIRST FLOOR	59,090	33,594
MEZZANINE	12,287	4,553
DISPLAY/GREENHOUSE	6,930	4,336
	78,307 S.F.	42,513 S.F.

USABLE AREA	X	SPACES/1000 S.F.	X	LINKED TRIPS FACTOR	SPACES REQUIRED
42,513		4.70		90%	180 SPACES *

* THE RICH AND ASSOCIATES (1996) ACTUAL PEAK OCCUPANCY STUDY INDICATED A PEAK USE OF 178 SPACES

B. NOVI TAVERN/RETAIL BUILDING

USE	GROSS FLOOR SPACE	SPACES/1000 S.F.	GROSS LEASEABLE AREA (GLA)	NET USABLE AREA (NUA)	LINK TRIPS FACTOR	REQUIRED SPACES
OFFICE	16,700	2.42	N/A	N/A	N/A	40
RETAIL	5,688	4.70	80%	N/A	90%	19
MICRO BREWERY	7,220	N/A	N/A	N/A	90%	112 a
TAP ROOM/ RESTAURANT						
BREWHOUSE	4,625	N/A	N/A	N/A	N/A	4 b
GROCERY	11,461	4.70	80%	N/A	90%	39
	45,694	N/A=NOT APPLICABLE				214
				H.P. SPACES		7
				TOTAL		221

a. $7,220 \text{ GROSS S.F.} / 70 = 103 \text{ SPACES} \times 0.9 = 93$

220 PERSON CAPACITY + 16 PERSONS WAITING + EMPLOYEES (TAP ROOM/REST) = 124

$\frac{2}{1.5} \times 124 \times 0.9 = 112$

b. 6 EMPLOYEES (BREWHOUSE) = 4

$\frac{6}{1.5}$

C. BUILDING NO. 200 AND 300

USE	GROSS SQUARE FOOTAGE	X SPACES/ 1000 GSF	X GROSS LEASEABLE AREA FACTOR	X NET USEABLE AREA FACTOR	LINKED TRIPS FACTOR	= SPACES REQUIRED
OFFICE	49,083	2.42	N/A	N/A	N/A	119
RETAIL	73,535	4.70	80%	90%	90%	224
RESTAURANT	24,386	17.80	80%	90%	90%	282
	147,004		114,778 S.F. NET			625

BUILDING 400- THROUGH 1000 INCL.

USE	GROSS SQUARE FOOTAGE	X SPACES/ 1000 GSF	X GROSS LEASEABLE AREA FACTOR	X NET USEABLE AREA FACTOR	LINKED TRIPS FACTOR	= SPACES REQUIRED
OFFICE	107,800	2.42	N/A	N/A	N/A	261
RETAIL	166,400	4.70	80%	90%	90%	507
RESTAURANT	51,400	17.80	80%	90%	90%	593
	325,600					1361

MAIN STREET COURT

USE	GROSS SQUARE FOOTAGE	X SPACES/ 1000 GSF	X GROSS LEASEABLE AREA FACTOR	X NET USEABLE AREA FACTOR	LINKED TRIPS FACTOR	= SPACES REQUIRED
OFFICE						0
RETAIL	2,480	4.70	80%	90%	90%	8
RESTAURANT	21,120	17.80	80%	90%	90%	244
	23,600					252

D. TOTAL SPACES BY USE	DAYTIME SPACES REQUIRED/PCT. FACTOR	NIGHTTIME SPACES REQUIRED/PCT. FACTOR
OFFICE 421	379/90%	30/7%
RETAIL 799	799/100%	712/89%
RESTAURANT 1239	868/70%	1239/100%
VIC'S 178	178/100%	159/89%
2637	2224	2140

RECEIVED
AUG 20 1997

MAXIMUM TOTAL REQUIRED 2224 plus 33 Handicapped = 2257
 TOTAL PROVIDED 2260 [includes 51 Handicapped]
 12 @ Vic's
 7 @ Sports Tavern
 8 @ Main Street Court
 24 @ Bldg 200/1000

PLANNING DEPT.
CITY OF NOW

RECEIVED
AUG 20 1997

95-53 F
95-53 WOOD-6

C SERVICES.
COUNCIL
MARKET STREET.

009,

MAPS

**Location/Air Photo
Zoning
Future Land Use**



Nightclub at Novi Main Street SP 09-11 Location



CITY OF NOVI

DEPARTMENT OF COMMUNITY DEVELOPMENT

45175 W. TEN MILE ROAD
NOVI, MI 48375-3024
(248) 347-0415

MAP AUTHOR: Kristen Kapelanski, Planner



1 INCH = 154 FEET

MAP PRINT DATE: 05/11/09

MAP INTERPRETATION NOTICE





Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be construed as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map.

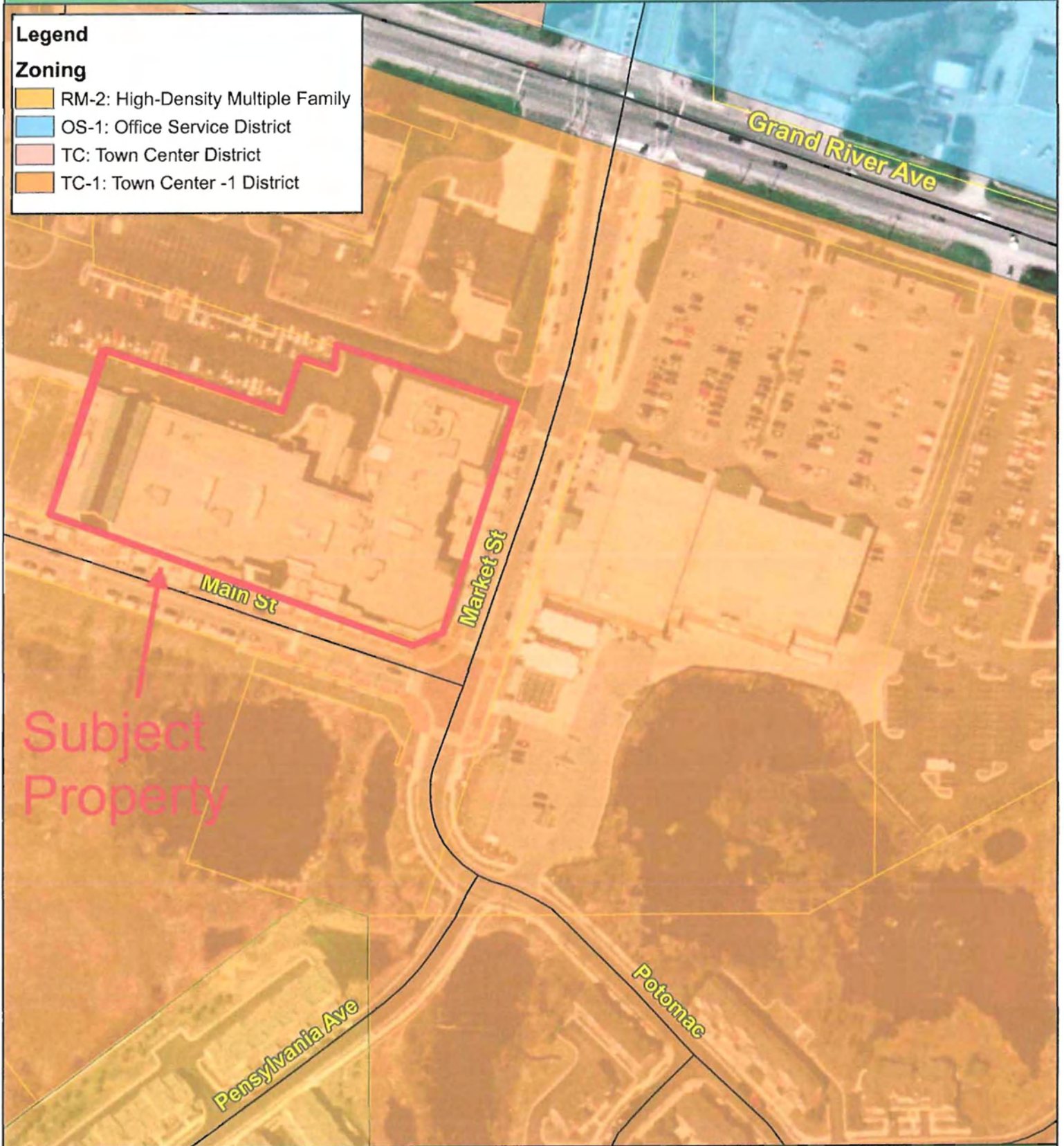


Nightclub at Novi Main Street SP 09-11 Zoning

Legend

Zoning

-  RM-2: High-Density Multiple Family
-  OS-1: Office Service District
-  TC: Town Center District
-  TC-1: Town Center -1 District



CITY OF NOVI

DEPARTMENT OF COMMUNITY DEVELOPMENT

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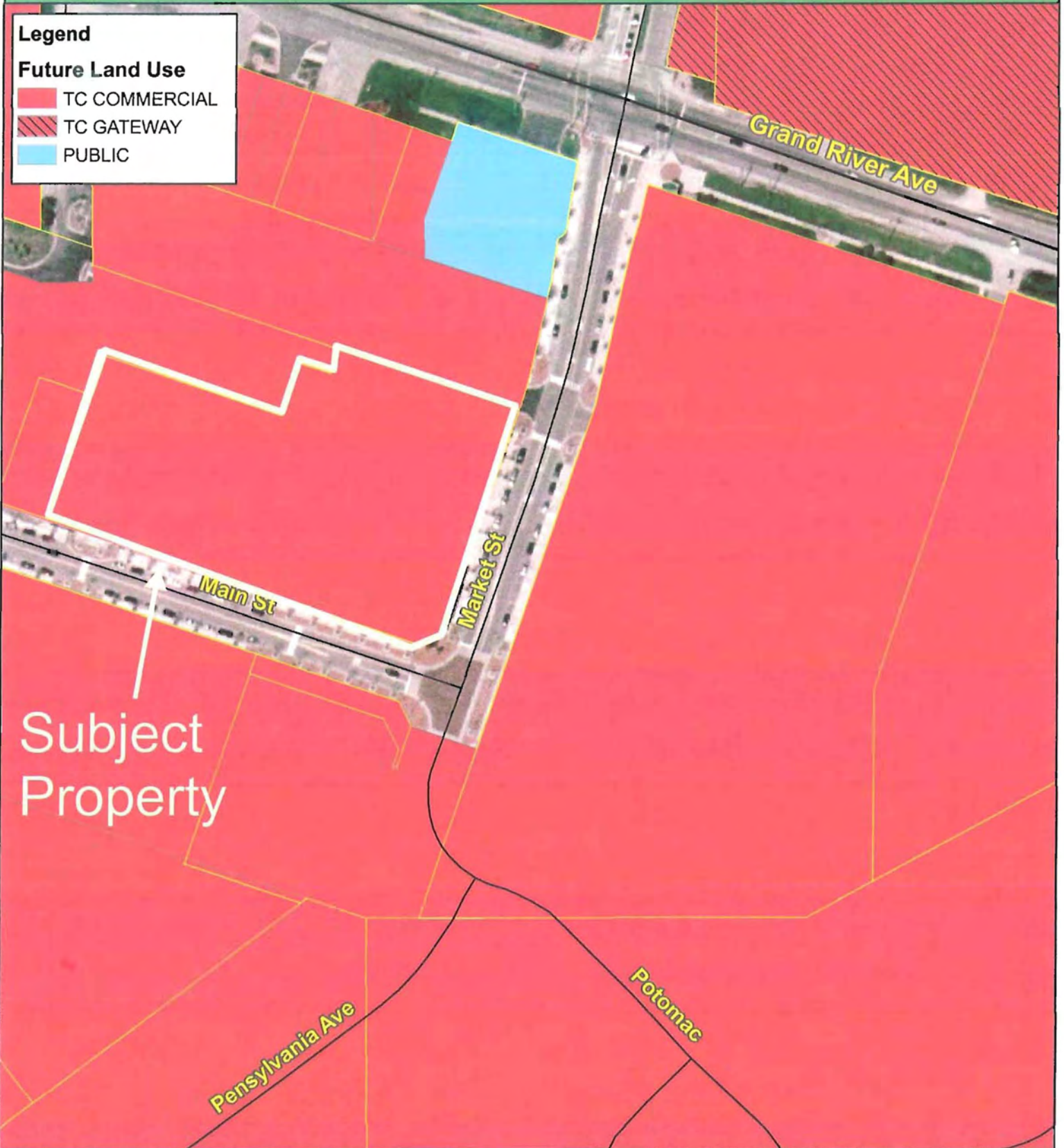
Nightclub at Novi Main Street SP 09-11

Future Land Use

Legend

Future Land Use

- TC COMMERCIAL
- TC GATEWAY
- PUBLIC



Subject Property

CITY OF NOVI

DEPARTMENT OF COMMUNITY DEVELOPMENT

45175 W. TEN MILE ROAD
NOVI, MI 48375-3024
(248) 347-0415

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Plans available for viewing at the
Community Development Department.