



Meeting Date: 4/12/11

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Juan Martinez, Associate Planner *jm* Agenda Item No. **0-2**

Reviewed By: City Manager *[Signature]* City Attorney *[Signature]* Finance *[Signature]* Other (Specify) Police Dept.

DATE: March 22, 2011

TO: City Council

FROM: *[Signature]* Susan L. Martin, AICP Planning Manager *sw*
Development Services Department

SUBJECT: Status Report on Parking at the El Rodeo Community Center, 451 West Hueneme Road.

RECOMMENDATION

That City Council accept the status report for El Rodeo Community Center.

DISCUSSION

On October 1, 2009, the Planning Commission adopted a resolution approving a special use permit to allow alcohol to be catered and served at certain events held within an existing 20,000 (approx) square foot assembly hall located at the subject address. On October 14, 2009, the City received an appeal of the Planning Commission's decisions and on October 17, 2009, City Council upheld the Planning Commission's decision and approved the applicant's request to allow alcohol to be catered within the premise. At the time the special use was approved, the City Council requested periodic status reports to consider any nuisance related issues once alcohol was allowed on the premise. Although, the Police reports showed that "total calls for service" and "disturbance-related" calls were not considered to be problematic, at the October 5, 2010 meeting, City Council directed staff to analyze and report back on parking conditions on-site.

City Staff from the Planning and Traffic Division along with Officer Cliff Waer from the Oxnard Police Department have met multiple times with Elio Espino, owner and operator of El Rodeo Community Center.

Mr. Espino has taken extra measures to address any potential parking conflicts with adjoining properties. According to Mr. Espino, family social gatherings (weddings, quinceañeras, baptisms, birthday parties, etc) are by invitation where multiple family members or friends are more likely to travel in a single vehicle. Rental agreements to use the facility identify parking restrictions and encourage persons to carpool. In addition, during event nights security personnel monitor parking activities and prohibit attendees from parking in non-authorized areas.

At the request of Mr. Espino, Alliance JB, a traffic and engineering consulting firm from Ventura prepared a parking analysis to assess parking demand needs for events up to the maximum capacity (650 persons). The parking study shows that a wedding at full capacity would have a shortage of only two parking stalls. In addition, the study shows that there was no overflow parking into adjacent commercial or residential properties. The study analyzed one event and there is still a potential that persons attending an event may park within non-permitted areas. Although, public events are also likely to be attended by multiple persons in a single vehicle, public events may be performer based and may generate some queuing at the front door for persons wishing to get into the event. In all events, alcohol availability is not a contributing factor for on-site parking demand since the restricting factor limits occupancy to 650 persons.

Cliff Waer with the Police Department prepared a status report (Attachment 1). According to the report, nearby businesses are not negatively impacted and current police calls for service are lower than 2009 and 2010 reported calls for service.

In 1968, the facility was constructed for a skating rink with occupancy of 1330 persons. The premise has been licensed and utilized since 1985 as a public hall for public and private (assembly) events. However, in 1987, occupancy was restricted to 1,150 persons due to safety factors relating to the public hall use of the facility. In early 2000, the property transferred ownership and there was a lapse in permits/licenses and the property lost its non-conforming status requiring the new owner to file for a special use permit. In August of 2003, approval of Special Use Permit No. 02-520-09 re-established the use and the use permit further restricted occupancy to 650 persons.

The City Code requires that commercial and service uses located in independent structures or independent parcels shall provide parking in accordance with off-street parking requirements listed under table 16-622(F). For each use category listed in the table, minimum off-street parking requirements are provided based on square footage, number of chairs, size of pew, or certain other factors for various types of use. However, shopping centers (neighborhood, district, and community) have a strict parking requirement at one parking space for every 250 square feet of gross floor area. El Rodeo Community Center is located within a neighborhood commercial shopping center built in the late 60's. The shopping center is owned by various property owners, and occupies the block fronting Hueneme Road, between Courtland Street and Perkins Road. That block, however, is bisected by two tracts (Tract Nos. 1283 and 1640), with each tract containing approximately 50,000 square feet in building area. Each of the two tracts created a 100-foot setback for the benefit of shared parking and access; however, the shared parking agreement was never binding between the two tracts.

With a requirement of one parking space for each 250 square feet of floor area, each half-block (Tract 1283 and 1640) of the commercial center would be required to provide approximately 200 parking spaces in accordance with the off-street parking requirements of the City Code. In commercial centers, tenant spaces and gross square footage utilized the one per 250 speculative factor, since shopping centers by design have shared parking and common access for ingress/egress. In shopping centers, shared parking design features and the one (parking) per 250 square foot requirement provide parking relief from the stricter requirement if each use was required to provide parking as a stand alone use. In early 2000's bollards were installed to enclose an adjacent paved

lot, between the two tracts to secure and prevent lateral access across the front of businesses. The paved area appears to have been used for parking prior that time. The Planning Division has suggested the negotiation of a shared parking and maintenance agreement between properties; however, Mr. Gurrola (the adjacent property owner) states he is not interested and continues to claim that there are ongoing parking issues that affect surrounding businesses and residential properties. Representatives from the Traffic Division and the Police Department have been monitoring parking activities during event days and have not found the use to be a nuisance or problematic to the area. According to the Police report, only two of the thirty-three businesses along this area of Hueneme Road have said that they are impacted by events held at El Rodeo Community Center. However, parking needs for the three businesses occur in restricted parking areas where patrons for El Rodeo Community Center are not permitted to park; additionally, the subject businesses close for business prior to events at El Rodeo reaching full capacity.

FINANCIAL IMPACT

None.

Attachment:

1. Police report (February 22, 2011)
2. Parking Analysis by Alliance JB (March 22, 2011)
3. Tract Layout and Aerial Photo
4. Vicinity Map



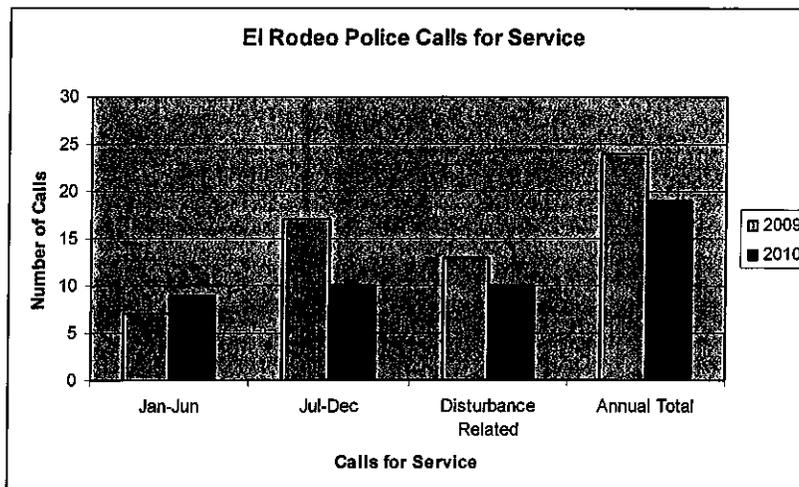
Police Department
Jeri Williams, Chief of Police

February 22, 2011

To: Juan Martinez, Associate Planner
From: Cliff Waer, Senior Officer
Subject: 451 W. Hueneme Road (El Rodeo Community Center)

Per City Council request, I have prepared a status report regarding the activity at the El Rodeo Community Center located at 451 W. Hueneme Road. This request was made by the Oxnard City Council at the time the Special Use Permit (SUP) was amended in November, 2009 and was intended to make sure the location did not become a nuisance once alcohol was allowed at the site. The site had previously been in operation as a banquet hall for public and private events but had a condition in the SUP that prohibited alcohol from being served. The SUP was ultimately amended to allow alcohol to be catered to the site providing they adhere to the additional conditions of the SUP such as the requirement to obtain Police Department approval for each event through the "One Day Event Permit" process.

The Police Department reviewed all police calls for service to the business for the calendar year 2010 and compared them to the 2009 totals (when alcohol was generally not available). The overall number of calls for service to the business in 2010 was down approximately 20% compared to 2009 (24 to 19) and the total number of disturbance related calls in 2010 were down approximately 23% (13 to 10).



The Beat Coordinator who is responsible for the daily coordination and oversight of police activity in the area surrounding the El Rodeo advised that the location has not been a policing problem and that frequent "bar checks" by patrol officers during events have not resulted in any significant violations. The Police Department continues to review each event through the "One day Event Permit" process which allows us to further regulate the operations or deny the event if appropriate.

The Police Department has received occasional complaints from Mr. Ed Gurrola who is the owner of commercial properties adjacent to the El Rodeo. He has reported a few minor conditional or code violations that have since largely been resolved. He continues to have concerns about overflow parking problems when the business hosts a capacity crowd. The parking has been an ongoing concern of Mr. Gurrola who says that his tenants have been severely impacted by events at the El Rodeo. Officers working the area have observed very full parking lots during certain events but could not confirm if the presence of the large crowds negatively impacted the surrounding businesses. They noted that most of the nearby businesses close in the early evening and have not been aware of any significant conflicts.

To best determine the extent of how much the activity at the El Rodeo is impacting the surrounding tenants, the Police Department arranged to visit every business from Courtland, west to the motel near "J" Street. There are 17 tenants west of the El Rodeo including an adult education school, multiple gift shops, clothing stores, markets, restaurants and a bar. Of the 17 businesses west of El Rodeo, only one business told us there are frequent problems with overflow parking due to events at the El Rodeo. He said the parking lots are typically full on a daily basis and events at the banquet hall only aggravate the problem.

Five businesses said they often benefit from the extra sales the crowds bring and did not notice a disruption of business. The other 11 tenants we spoke with said they had no significant concerns about parking. We visited 16 businesses east of the El Rodeo in the Bay Marina Center which included several shops, restaurants, markets and two education centers. Of those we visited, one business noticed problems with parking during certain events and said there is often trash and beer bottles left behind. The other 15 sites either had no complaints about the parking or said they typically close their business prior to any potential conflict.

The Police Department does not consider the site to be a nuisance as calls for service are comparatively low and disturbances are few. The availability of alcohol has not resulted in a significant increase in problems and police calls for service are lower than 2009 totals when alcohol was generally not permitted. The parking issues remain a concern but appear to be manageable. Conflicts have been limited and only two of the thirty-three businesses along Hueneme Road said there was any significant impact. The operator of El Rodeo has been responsive to police requests and has implemented several strategies to minimize conflicts. The Police Department will continue to work together with the owner to resolve any issues that may arise and ensure the business does not become problematic or have a negative impact on the surrounding area.

AllianceJB

Traffic and Transportation
Planning and Engineering

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Ventura, CA 93001
(805) 652-1149
www.AllianceJB.com

March 22, 2011

Mr. Elio Espino
El Rodeo
451 W Hueneme Road
Oxnard Ca 93033

Subject: **El Rodeo Community Center Parking Analysis Report Update**

Dear Mr. Espino:

AllianceJB has conducted a parking study to assess the parking demand at the parking lots used by the February 5, 2011 wedding reception held at the El Rodeo Community Center at 451 W Hueneme Road in the City of Oxnard. This report documents tenant operating hours, on-site parking supply, on-site parking demand, off-site parking supply and off-site parking demand. The parking demand for this wedding reception is also compared to the parking demand for the dances, 15neras or wrestling events as documented in the December 17, 2010 report prepared by AllianceJB.

Summary of Parking Study

Based on the parking observations conducted at the El Rodeo Community Center during the wedding reception on February 5, 2011, as counted by AllianceJB, it is estimated that the parking demand for a maximum capacity event such as this wedding reception can be accommodated within the parking lots used by the El Rodeo Community Center. Parking counts, as shown on the attached parking count summary sheets, also indicate that there was no overflow parking to adjacent off-site parking lots during this maximum capacity El Rodeo Community Center event.

Tenant Operating Hours (451 W Hueneme Road):

The existing tenant operating hours for the businesses using the parking lots at 451 W Hueneme Road are as follows:

- El Rodeo Max BBQ, Monday-Sunday 11:00 AM-9:00 PM
- El Rodeo Dances, Friday or Saturday 8:00 PM-2:00 AM, or Sunday 8:00 PM-12:00 AM
- El Rodeo Weddings or 15neras, Saturday 4:00 PM-12:00 AM
- La Cita Nightclub, Thursday-Sunday 8:00 PM-2:00 AM
- Vincent's Party Suppliers, Monday-Friday 8:00 AM-5:00 PM and Saturday 8:00 AM-12:00 PM
- Oxnard Adult School, Monday-Thursday 9:00 AM-8:00 PM and Friday 9:00 AM-1:00 PM
- Playas Meat Market, Monday-Sunday 8:00 AM-8:00 PM
- Vocational Skills Services, Monday-Friday 8:00 AM-3:00 PM
- La Especial Bakery, Monday-Saturday 5:00 AM-3:00 PM and Sunday 5:00 AM-12:00 PM

On-Site Parking Supply:

An aerial photograph is provided on the attached El Rodeo Parking Analysis Count Locations Summary. The parking lots used by the El Rodeo Community Center at 451 W Hueneme Road contain approximately 174 shared parking spaces in the front lot and approximately 31 exclusive parking spaces in the back lot, for a total of 205 available shared parking spaces. The El Rodeo Community Center also has the attached La Cita Shared Parking Agreement providing an additional 13 shared parking spaces for a grand total of 218 available shared parking spaces.

On-Site Parking Demand:

The use of the front and back parking lots during the wedding reception held at the El Rodeo Community Center at 451 W Hueneme Road was observed by AllianceJB from 3:00 PM to 8:00 PM on February 5, 2011. A maximum occupancy of 645 persons was reached for this event at 8:00 PM, thereby categorizing this particular wedding reception as a maximum capacity event. Parking demand observations are summarized within the attached El Rodeo Parking Supply and Demand Observation Data Summary Sheet. Detailed parking demand observations were recorded within the El Rodeo parking lots and within the adjacent parking lots, and observations include the following:

- The maximum number of parked vehicles in the front and back parking lots used by the El Rodeo Community Center (not including the La Cita parking area) was observed to be 198 vehicles at 7:00 PM, constituting a 97 percent parking occupancy for the 205 parking spaces within the El Rodeo Community Center parking lots (not including the La Cita parking area).
- The maximum number of parked vehicles in the front and back parking lots used by the El Rodeo Community Center (including the La Cita parking area per shared parking agreement) was observed to be 207 vehicles at 7:00 PM, constituting a 95 percent parking occupancy for the 218 parking spaces within the El Rodeo Community Center parking lots (including the La Cita parking area per shared parking agreement).
- Parking demand observations within the parking lots on adjacent properties to the east and west of the El Rodeo Community Center peaked at 6:00 PM and dropped off significantly as the businesses on the adjacent properties closed. No wedding reception guests were observed to park within the adjacent parking lots.

Conclusion

The El Rodeo Community Center wedding reception event occurred both within and outside of Saturday tenant operating hours for other businesses using the parking lots at 451 W Hueneme Road. Based on the parking observations conducted at the El Rodeo Community Center during the wedding reception on February 5, 2011, as counted by AllianceJB, it is estimated that the parking demand for a maximum capacity event such as this wedding reception can be accommodated within the parking lots used by the El Rodeo Community Center. Parking counts, as shown on the attached parking count summary sheets, also indicate that there was no overflow parking to adjacent parking lots during this maximum capacity El Rodeo Community Center event.

AllianceJB appreciates the opportunity to provide traffic engineering services for this parking study. If you have any questions, or need any additional traffic engineering services, please contact me at (805)-652-1149.

Very truly yours,



James A. Biega, P.E., T.E.
President, AllianceJB

Attachments: El Rodeo Parking Analysis Count Locations Summary
El Rodeo Parking Supply and Demand Observation Data Summary Sheet
Off Site Parking Supply and Demand Observation Data Summary Sheet
La Cita Shared Parking Agreement

Copy: File

El Rodeo Community Center Parking Supply and Demand Observation Data Summary Sheet

Date: 2/5/2011 Observations by: Regis Lee for AllianceIB

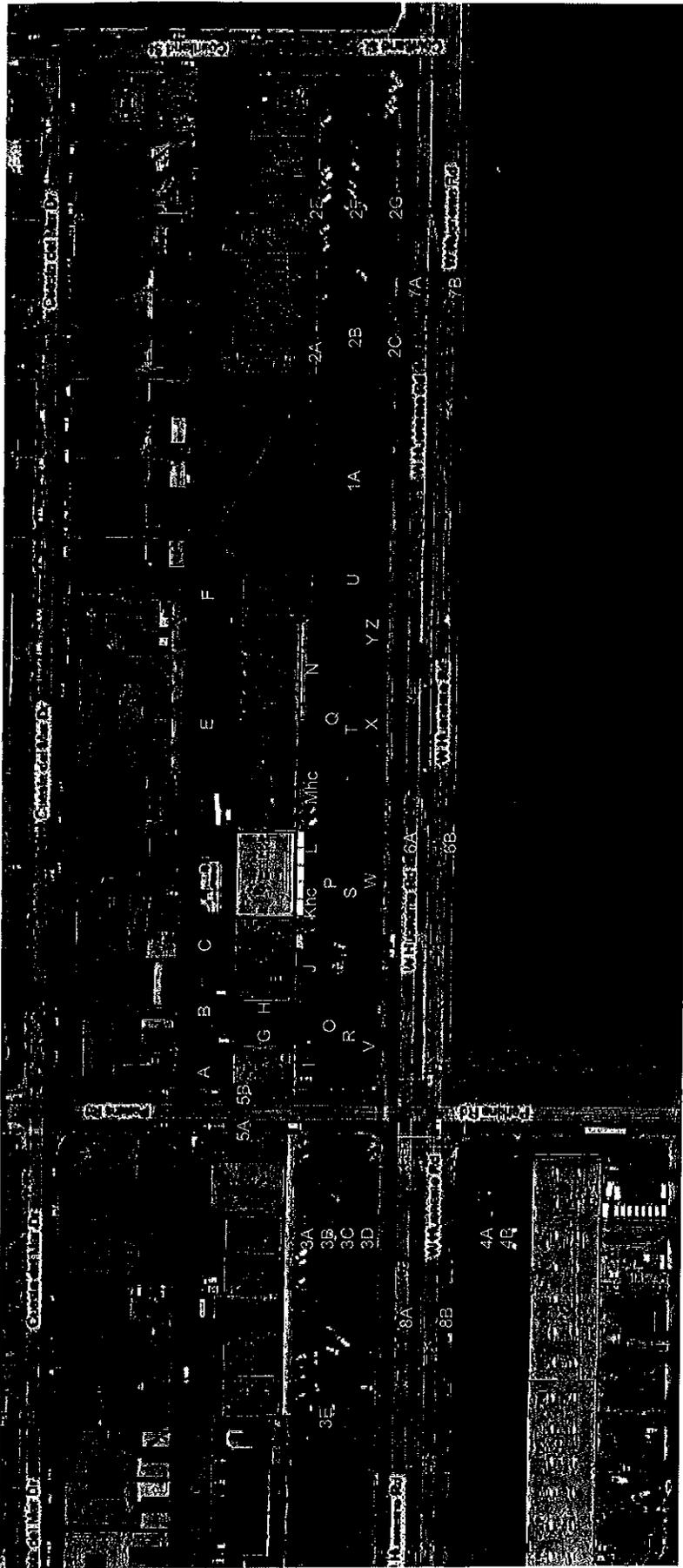
Location	Start Time	3pm	4pm	5pm	6pm	7pm	8pm	Comments
		3:25pm Parking Demand	4:21pm Parking Demand	5:20pm Parking Demand	6:18pm Parking Demand	7:16pm Parking Demand	8:22pm Parking Demand	
Back Parking Lot Totals (excluding El Rodeo Back Parking Lot Area E which is listed below)								
A	6	0	0	0	2	4	2	No Stripes, approximate total # of spaces
B	12	8	8	8	8	8	8	No Stripes, approximate total # of spaces
C	12	2	0	0	0	0	0	No Stripes, approximate total # of spaces
D	12	0	0	0	0	0	0	No Stripes, approximate total # of spaces
F	10	1	1	1	1	1	1	No Stripes, approximate total # of spaces
Total	52	11	9	9	11	13	11	Back Parking Lots Total (including storage areas)
El Rodeo Community Center Parking Areas (Including El Rodeo Back Parking Lot Area E)								
E	31	6	25	32	36	36	36	No Stripes, approximate total # of spaces (El Rodeo Back Lot)
G	9	1	2	1	2	7	6	
H	10	1	2	3	2	7	4	
I	5	0	4	1	2	2	3	No stripes.
J	10	2	4	1	7	9	8	
KHC	2	0	0	0	1	1	0	
L	10	3	6	10	9	9	10	
MHC	2	1	2	2	2	2	1	
N	13	3	13	13	13	13	13	
O	6	5	5	5	3	8	8	very faint stripes....
P	17	10	10	14	18	17	17	Parking outside of designated area due to
Q	11	0	10	10	13	15	15	Painted Stripes unclear due to new asphalt surface
R	6	2	3	2	4	6	7	very faint stripes....
S	18	3	4	8	17	18	17	
T	10	1	10	10	11	15	15	Painted Stripes unclear due to new asphalt surface
V	13	0	0	0	0	0	0	No stripes. Not used as parking spots
W	18	7	3	7	13	18	17	
X	8	2	0	8	8	9	8	
Y	6	0	1	6	6	6	7	
Z	0	0	0	0	0	0	1	very faint stripes....wouldn't really consider these as parking spots.
Total	205	47	104	133	167	198	193	El Rodeo Community Center Parking
El Rodeo Community Center Parking Areas (Including El Rodeo Back Parking Lot Area E and La Cita Parking available per Agreement)								
U	13	1	0	1	6	9	11	La Cita Parking available per Agreement
Total	218	48	104	134	173	207	204	El Rodeo Community Center Parking with La Cita Agreement

Off Site Parking Supply and Demand Observation Data Summary Sheet

Date: 2/5/2011 Observations by: Regis Lee for AllianceJB

Location	Start Time End Time Parking Supply	3pm		4pm		5pm		6pm		7pm		8pm		Comments
		3:25pm Parking Demand	4:21pm Parking Demand	5:20pm Parking Demand	6:18pm Parking Demand	7:16pm Parking Demand	8:22pm Parking Demand							
1A	30	0	0	0	0	0	0	0	0	0	0	6	6	No Stripes. Dirt Lot empty until 9pm when Bar opened and Lot U filled u
Total	30	0	0	0	0	0	0	0	0	0	0	6	6	
2AHC	1	0	0	0	0	0	0	0	0	0	0	0	0	2AHC - There was 1 handicapped parking spot on 2A row
2A	7	6	6	4	6	3	3	3	3	3	3	1	1	Sign at the entrance of parking lot stated "no El Rodeo Parking Allowed"
2B	8	5	3	3	4	2	2	2	2	2	2	1	1	Definite Dropoff in traffic after 7 pm.
2C	4	1	2	2	1	0	0	0	0	0	0	0	0	No Parking sign were placed at driveway entrance
2E	22	15	15	14	22	9	4	4	4	4	4	4	4	
2F	32	14	16	13	25	12	6	6	6	6	6	6	6	
2G	16	7	6	5	7	5	3	3	3	3	3	3	3	
Total	90	48	48	41	65	31	15	15	15	15	15	15	15	
3A	27	27	27	27	26	27	17	17	17	17	17	17	17	Dropoff in traffic after 8 pm. Stores close 9pm; 1 bar stays open until 2p
3B	17	16	15	17	17	17	9	9	9	9	9	9	9	No Parking sign were placed at driveway entrance
3C	17	17	16	17	17	14	7	7	7	7	7	7	7	
3D	21	14	13	18	21	17	15	15	15	15	15	15	15	
3E	8	6	6	7	8	6	4	4	4	4	4	4	4	
Total	90	80	77	86	89	81	52	52	52	52	52	52	52	
4A	20	0	0	0	0	0	0	0	0	0	0	0	0	forgot to count exact number of parking spots. Business Closed
4B	20	2	2	2	1	0	0	0	0	0	0	0	0	Business Closed
Total	40	2	2	2	1	0	0	0	0	0	0	0	0	
5A	7	4	6	7	7	8	7	7	7	7	7	7	7	Approx spaces. Perkins at 7 & 8pm was parked 5 blocks N of Hueneme
5B	7	3	7	7	7	7	7	7	7	7	7	7	7	Approx spaces. Perkins Rd is relatively high density residential parking.
Total	14	7	13	14	14	15	14	14	14	14	14	14	14	
6A	0	0	0	0	0	0	0	0	0	0	0	0	0	Construction on Hueneme Rd Limits to 1 lane in each direction
6B	0	0	0	0	0	0	0	0	0	0	0	0	0	Construction on Hueneme Rd Limits to 1 lane in each direction
7A	0	0	0	0	0	0	0	0	0	0	0	0	0	Construction on Hueneme Rd Limits to 1 lane in each direction
7B	0	0	0	0	0	0	0	0	0	0	0	0	0	Construction on Hueneme Rd Limits to 1 lane in each direction
8A	0	0	0	0	0	0	0	0	0	0	0	0	0	Construction on Hueneme Rd Limits to 1 lane in each direction
8B	0	0	0	0	0	0	0	0	0	0	0	0	0	Construction on Hueneme Rd Limits to 1 lane in each direction
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	

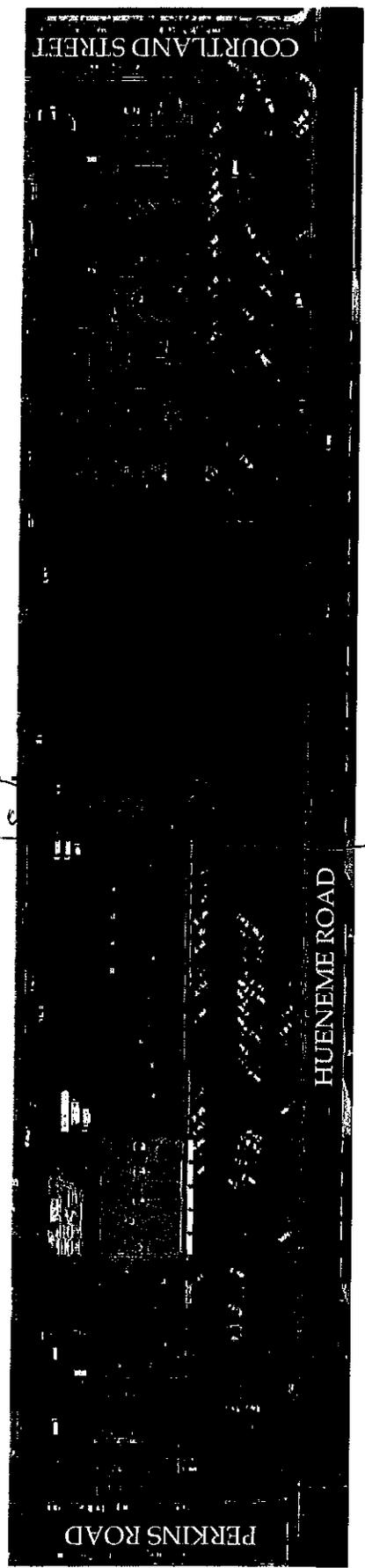
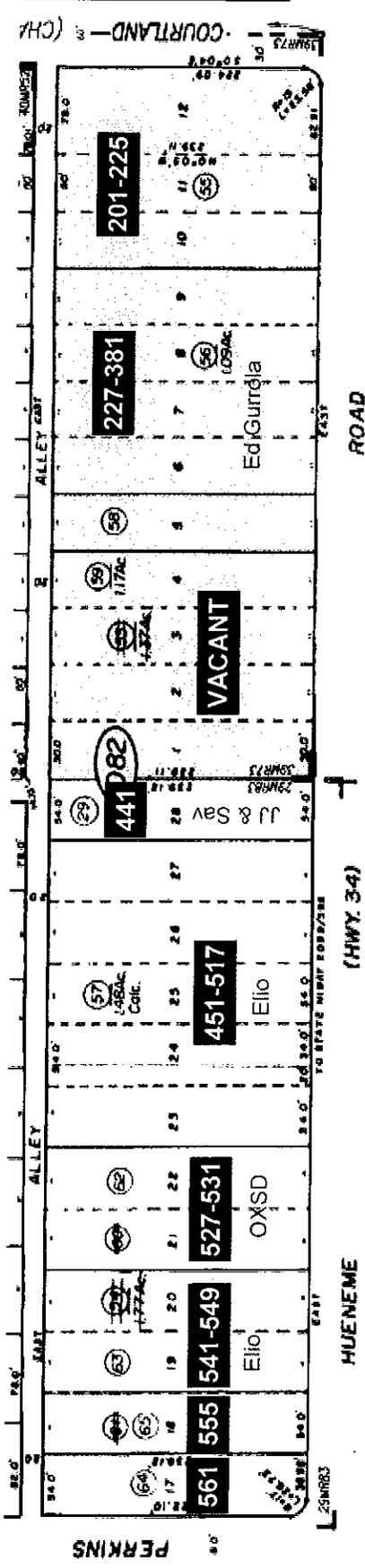
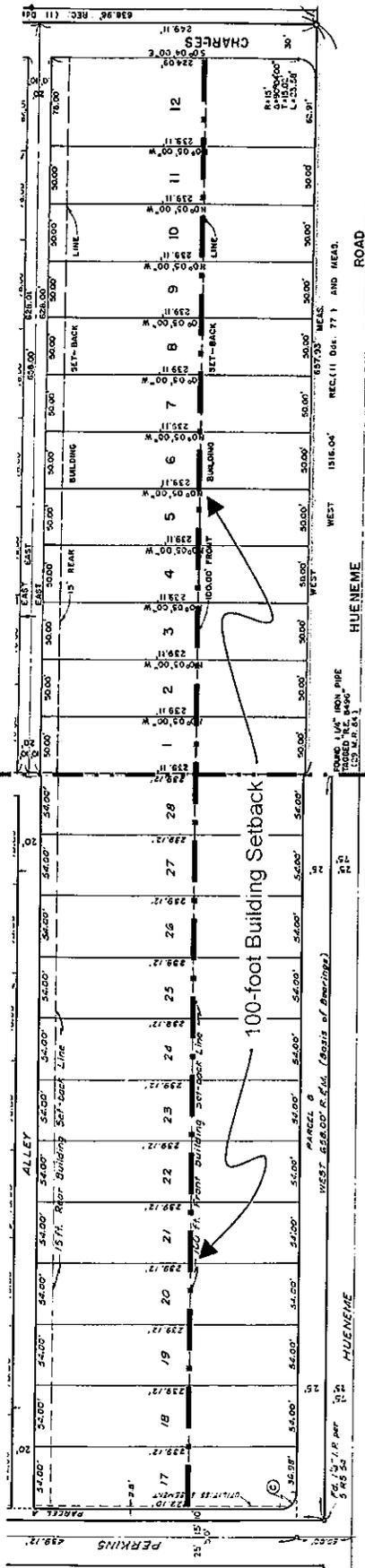
El Rodeo Parking Analysis Count Locations Summary



Count Locations are identified as either Rows of Parking or Areas of Parking on the map above.
hc = Handicap Parking (Khc and Mhc)

Tract 1283

Tract 1640



R2

R1PD

R3

CUESTA DEL MAR DR

R4

C2 C2

CPD

W HUENEME RD

CDI

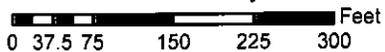
PERKINS RD

M1PD



Oxnard Planning
August 5, 2008

PZ 08-510-05
Location: 451 W Hueneme Rd
APN: 222008257
El Rodeo Community Center



Zone Map

ATTACHMENT 4
PAGE 1 OF 1



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