

Docket Item #15
SPECIAL USE PERMIT #2007-0055

Planning Commission Meeting
September 6, 2007

ISSUE: Consideration of a request for a special use permit for valet parking.

APPLICANT: CLPF King Street Venture, LP dba Hotel Monaco, a Kimpton Hotel
by M. Catharine Puskar, attorney

STAFF: Richard W. Bray
Richard.bray@alexandriava.gov

LOCATION: 480 King Street

ZONE: KR/King Street Urban Retail Overlay

STAFF RECOMMENDATION: Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.



SUP #2007-0055

09/06/07



I. DISCUSSION

REQUEST

The applicant, Kimpton Hotels, requests special use permit approval for the operation of a valet parking program located at 480 King Street.

SITE DESCRIPTION

The subject property is one lot of record with 255 feet of frontage on King Street, 165 feet of depth and a total lot area of 39,702 square feet. The site is developed with a 241 room hotel. Access to the property is from King Street, access to the parking garage is from Pitt Street.



The surrounding area is occupied by a mix of residential, commercial and office uses. Immediately to the north is an office building with ground floor retail. To the south is a residential neighborhood. To the east and west are a CVS drugstore and the Alexandria Courthouse. The hotel is located in the Old & Historic Alexandria district and the Central Business District (CBD).

BACKGROUND

On September 25, 1973, City Council approved Special Use Permit #931 for a 228 room hotel with a 300 seat restaurant at 480 King Street. As built, the hotel contained two restaurants, Annabelle's and 101 Royal. On June 14, 1986, City Council approved SUP #1905 to enclose a portion of the restaurant located in the courtyard of the hotel. On November 22, 1988, City Council approved SUP #2176 for alterations of the bar area located in the courtyard of the hotel. On February 24, 1990, City Council approved SUP #2176-A to amend the hours of operation for the restaurant known as Annabelle's. On February 23, 1991, City Council approved SUP #2176-B to further increase the hours of operation for Annabelle's. On August 21, 2002, staff administratively approved SUP #2002-0075 to re-organize space in the restaurant and allow seating on the sidewalk, there was no increase in seating allowed. On July 11, 2006, staff administratively approved SUP #2006-0048, a change of ownership from Gadsby Lodgings Associates, LLC to CLPF Old Town Operating Company, LLC. On December 29, 2006, staff administratively approved SUP #2006-0114 to enlarge the area of the restaurant and add six seats.

PROPOSAL

The hotel is currently undergoing improvements to guest rooms, meeting and restaurant space. One aspect of the improvement is the proposed use of valet parking.

The Hotel Monaco proposes to offer valet parking for hotel guests, patrons of the on-site restaurant and the general public. The service will be offered 24 hours a day, 7 days per week.

The current parking operation of the hotel consists of a two level below grade parking structure with 170 striped parking spaces. The parking garage currently operates as a self park facility for hotel employees (\$3 per day), hotel guests (\$10 per 24 hours), general public (\$3.25 per hour/max fee per 24 hours \$12) and monthly parkers. Monthly parking rates range from \$140 to \$210 per month, depending on the number of monthly parking spots purchased per company. The parking garage is open from 6:30am to 11pm seven days a week.

The applicant proposes to create a three space valet zone in front of the hotel on King Street. This valet zone would necessitate the removal of one public metered space, one taxi stand space and the existing loading zone. Taxis will be able to use the valet zone for pick-up and drop-off but will not be allowed to wait in the valet zone. The applicant will staff one doorman along with one valet on King Street, from 7am to 11pm in two eight hour shifts. From the hours of 11pm to 7am there will be one overnight valet. Additionally, the applicant will staff two valets in the garage for staging the stacked vehicles from 7am to 11pm. The current plan anticipates a daily minimum valet coverage of five, eight hour shifts. The majority of hotel staff will be trained to work the valet operations so that more staff may be moved to valet operations should the demand require it.

The average weekday use of the parking facility includes approximately 20 hotel employees, 40 hotel guests (when the hotel/restaurant is fully operational), 20 general public or hourly parkers and 100 monthly parkers for a total of approximately 180 cars parked per day. On the weekend, usage increases to approximately 35 employees, 60 hotel guests, and 40 general public parkers. Monthly parking usage decreases to approximately 20 per day for a total of approximately 155 cars parked per day.

The applicant will be increasing all parking fees as the rates have not been adjusted in some time. However, their pricing will remain competitive with current market rates and will price self-park at a higher price point with no in and out privileges to encourage valet parking which is easier to manage. The applicant will utilize a time stamped parking ticket method for the general public and a flat fee for its restaurant and hotel. Overnight hotel guests will have complimentary in and out privileges. Valet customers will be asked to pay at the front desk with the option to charge the valet fee to their restaurant or hotel bill. The applicant has automatic billing to the room bill for hotel guests per their request at check in. The parking booth at the entrance of the garage will be staffed by a

cashier during the hours of 7am to 11pm to handle the modified valet parkers until new automated equipment is installed.

Kimpton Hotels operates a shuttle service that serves The Hotel Monaco and The Morrison House, with service to King Street Metro and Reagan National Airport hourly. The shuttle service is also available to groups of guests for other destinations upon request.

The applicant has indicated that it will provide its valet service to other restaurants, retailers and businesses in the area, through either a validation agreement with the business or straight payment by the customer.

PARKING

When the hotel was built it was not required to provide parking as urban renewal projects in the CBD were exempt from off-street parking requirements. Under current parking standards, a hotel would be required to provide one parking space for every two rooms in addition to one space for every 15 rooms for employee use. A hotel with 241 rooms would be required to provide 137 off-street parking spaces.

The Hotel Monaco has 170 striped spaces in a two level underground parking garage. With the proposed valet parking the applicant can accommodate an additional 70 cars.

ZONING/MASTER PLAN DESIGNATION

The subject property is located in the KR/King Street Urban Retail Zone.

The proposed use is consistent with the Old Town Small Area Plan chapter of the Master Plan which designates the property for commercial use.

II. STAFF ANALYSIS

Staff supports the proposed valet parking at 480 King Street. Valet parking is recommended in the King Street Retail Strategy and is an important amenity in Old Town.

Staff's primary concerns with the proposed valet parking program are that it be well managed, that there be a sufficient number of valet parkers to keep King Street free and safe from congestion due to the use of the valet spaces, that the valet service be offered at times when it will be most used by hotel patrons and the public and that there be a sufficient number of spaces in the garage to accommodate valet, public and monthly parkers. Additionally, it would be advantageous if there were more parking in the garage than is available today.

Based on the information provided by the applicant, the proposed valet program appears to be well managed, with valets at the entrance on King Street as well as at the garage entrance on South Pitt Street. Valet parking will be offered all day for all customers. The garage will be able to accommodate 240 vehicles, 70 more than exist today.

Staff believes that a quality valet parking program that is available to the public will be a valuable addition to lower King Street. The increased amount of off-street parking will help to alleviate existing parking concerns in the neighborhood. This is an amenity that will make Old Town a more attractive shopping and dining destination for locals and tourists alike.

With the following conditions, staff recommends approval of the special use permit.

III. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. The special use permit shall be granted to the applicant only or to any corporation in which the applicant has a controlling interest. (P&Z)
2. The applicant shall encourage its employees to use mass transit or to carpool when traveling to and from work, by posting information regarding DASH and METRO routes, the location where fare passes for transit are sold, and advertising of carpooling opportunities. (P&Z)
3. The applicant shall conduct employee training sessions on an ongoing basis, including as part of any employee orientation, to discuss all SUP provisions and requirements. (P&Z)
4. All parking in the garage will be attendant parking. (P&Z)
5. There shall be available at all times at least 20 garage spaces available for the public. (P&Z)
6. The proposed valet parking zone shall be limited to a maximum of three on-street parking spaces on King Street and shall be limited to a maximum of 60 linear feet at the curbside. The size of the valet zone may be adjusted by the Directors of P&Z and T&ES as part of the review condition below. (T&ES) (P&Z)
7. The valet parking services shall be provided 24 hours a day seven days a week and shall be heavily promoted to patrons. (T&ES) (P&Z)
8. The valet parking zone is solely for the use of loading and unloading vehicular passengers and the temporary staging of passenger vehicles prior

to locating them within the underground parking garage. A vehicle(s) is not permitted to be within the valet zone for more than 10 minutes. Besides this temporary staging of passenger vehicles there is no other parking and/or loading/unloading permitted within the valet zone. The valet operator shall store all valet parked vehicles in underground parking garage or other approved off-street location for uses contained on-site. (T&ES)

9. The valet operator shall provide sufficient staff and resources to operate the valet service safely and effectively within the boundaries of the designated valet parking area. Double parking, staging outside the valet parking area as defined herein, vehicles stored in the valet loading zone over 10 minutes and vehicles stored in locations other than designated off-street facilities shall be considered indicators of inadequate staffing to meet vehicle volumes. If vehicles are found to be within the valet parking zone for more than 10 minutes the Directors of P&Z and T&ES shall require additional staffing and/or resources necessary to comply with this condition. (T&ES) (P&Z)
10. The applicant shall be responsible for all appropriate signage including “Valet Loading Zone” signage and other applicable signage as required by the Director of T&ES. Freestanding and other signage other than traffic signs shall be prohibited. (T&ES)
11. If requested by the Directors of P&Z and T&ES, the valet zone shall be made available for properties in the vicinity on King Street for operation of valet parking for nearby uses. If and when properties in the vicinity implement valet parking for their uses, the valet zone may be increased to meet the additional demand, as determined by the Directors of P&Z and T&ES. This condition shall not require any additional cost to the applicant to provide parking for properties in the vicinity or nearby uses, or to fund improvements to accommodate such uses. (T&ES) (P&Z)
12. The valet parking shall be reviewed within six months by the Directors of T&ES and P&Z to determine its compliance with the conditions herein and all applicable codes and ordinances. The applicant shall seek other buildings in which to provide overflow parking should the need arise. As part of the initial or annual reviews under this paragraph, the directors may require the operator to adjust the features of the program. Alternatively, if the Directors of T&ES and P&Z have concerns regarding the operation, the case will be docketed for review by the Planning Commission and City Council. (T&ES) (P&Z)

STAFF: Richard Josephson, Deputy Director, Department of Planning and Zoning;
Richard Bray, Urban Planner.

Staff Note: In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

IV. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Transportation & Environmental Services:

- R-1 The proposed valet parking zone shall be limited to a maximum of three on-street parking spaces on King Street and shall be limited to a maximum of 60 linear feet at the curbside. The size of the valet zone may be adjusted by the Directors of P&Z and T&ES as part of the review condition below.
- R-2 The valet parking services shall be provided 24 hours a day seven days a week and shall be heavily promoted to patrons.
- R-3 The valet parking zone is solely for the use of loading and unloading vehicular passengers and the temporary staging of passenger vehicles prior to locating them within the underground parking garage. A vehicle(s) is not permitted to be within the valet zone for more than 10 minutes. Besides this temporary staging of passenger vehicles there is no other parking and/or loading/unloading permitted within the valet zone. The valet operator shall store all valet parked vehicles in underground parking garage or other approved off-street location for uses contained on-site.
- R-4 The valet operator shall provide sufficient staff and resources to operate the valet service safely and effectively within the boundaries of the designated valet parking area. Double parking, staging outside the valet parking area as defined herein, vehicles stored in the valet loading zone over 10 minutes and vehicles stored in locations other than designated off-street facilities shall be considered indicators of inadequate staffing to meet vehicle volumes. If vehicles are found to be within the valet parking zone for more than 10 minutes the Directors of P&Z and T&ES shall require additional staffing and/or resources necessary to comply with this condition.
- R-5 The applicant shall be responsible for all appropriate signage including “Valet Loading Zone” signage and other applicable signage as required by the Director of T&ES. Freestanding and other signage other than traffic signs shall be prohibited.
- R-6 If requested by the Directors of P&Z and T&ES, the valet zone shall be made available for properties in the vicinity on King Street for operation of valet parking for nearby uses. If and when properties in the vicinity implement valet parking for their uses, the valet zone may be increased to meet the additional demand, as determined by the Directors of P&Z and T&ES. This condition shall not require any additional cost to the

applicant to provide parking for properties in the vicinity or nearby uses, or to fund improvements to accommodate such uses.

- R-7 The valet parking shall be reviewed within six months by the Directors of T&ES and P&Z to determine its compliance with the conditions herein and all applicable codes and ordinances. The applicant shall seek other buildings in which to provide overflow parking should the need arise. As part of the initial or annual reviews under this paragraph, the directors may require the operator to adjust the features of the program. Alternatively, if the Directors of T&ES and P&Z have concerns regarding the operation, the case will be docketed for review by the Planning Commission and City Council.

Code Enforcement:

- F-1 Required exits, parking, and accessibility within the building for persons with disabilities must comply with USBC Chapter 11. Applicant shall provide the required number of parking spaces for persons with disabilities allowing disabled guest to park themselves in the facility parking garage when valet parking is not feasible.
- F-2 Applicant shall show handicap curb cuts for persons with disabilities at valet stand.

Health Department:

- F-1 No comment.

BAR:

- F-1 The subject property is located in the Old and Historic Alexandria District and is under the jurisdiction of the Old and Historic Alexandria Board of Architectural Review (BAR). The request is for valet parking at 480 King Street, to function as the Hotel Monaco. The request does not appear to indicate any proposed exterior changes to the building at this time that would require a review by the BAR and the issuance of a Certificate of Appropriateness. The applicant is reminded that any future exterior changes, including new or replacement signage, lighting, window replacement, fencing, kitchen exhaust and/or new HVAC vents or fixtures, or other alterations visible from a public right-of-way would need to be submitted for review and approval by the BAR Staff and the Board of Architectural Review. It is the applicant's responsibility to inform BAR Staff when new signage, lighting, or other external alterations are proposed which require BAR review and approval.

Recreation:

F-1 No comment.

Police Department:

F-1 The Police Department has no objections to the proposed valet parking plans.

**REPORT ATTACHMENTS
AVAILABLE IN THE PLANNING AND ZONING OFFICE**