




690 Chesterfield Pkwy W • Chesterfield MO 63017-0760
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Planning Commission Staff Report

Meeting Date: January 10, 2022

From: Chris Dietz, Planner 

Location: 17377 Chesterfield Airport Rd.

Description: **Chesterfield Commons Six, Lot 6 (Amini's) Modification of Parking Standards:** A request to reduce the minimum parking requirement for a retail use on a 4.64-acre tract of land zoned "C-8" Planned Commercial District located northwest of the intersection of Chesterfield Airport Road and RHL Drive. (17U520115).

PROPOSAL SUMMARY

Stock and Associates, on behalf of Amini's, has submitted a Request for Modification of Parking Standards and a Parking Demand Study for a 54,300 square-foot retail building located in the Chesterfield Commons Six development.

This request is intended to accommodate an interior building renovation to convert existing warehouse area into additional retail space. Its approval would allow the conversion of roughly 13,000 square feet of warehouse into retail space within the building. Since the required amount of parking has changed since the building was originally built, the site no longer complies with the UDC's parking standards. However, no changes to the number of parking spaces, physical changes to the building's footprint or exterior elevations are proposed at this time.

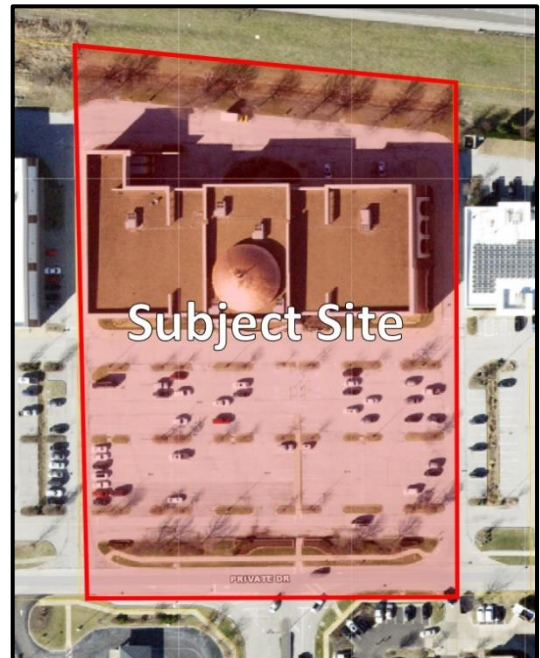


Figure 1: Subject Site Aerial

SITE HISTORY

1988—Site rezoned “NU”-Non-Urban District to “C-8”—Planned Commercial District via St. Louis County Ordinance 13,933.

2004—Site Development Concept Plan (SDCP) and Site Development Section Plan (SDSP) for furniture store on Lot 6 approved; governing ordinance repealed and replaced with City of Chesterfield Ordinance 2096 (current governing ordinance) to allow for drive-thrus for restaurant uses and increased light fixture height.

STAFF ANALYSIS

Zoning and Land Use

The site is zoned “C-8”—Planned Commercial under the provisions of City of Chesterfield Ordinance 2096 and falls within the Regional Commercial character area.

Off-Street Parking and Loading

When the SDSP was approved in 2004, City Code required 3 spaces for every 1,000 sq. ft. of gross floor area (GFA) for *Furniture Retail* use. As such, the minimum amount of parking spaces required of this site was 163 spaces. Currently, the site has 177 parking spaces provided.

Since the approval of the SDSP, the City has adopted the Unified Development Code (UDC), with new parking standards within it. Today, the UDC defines the use as *Retail Sales Establishment—Regional*, with a minimum parking standard of 5.0 spaces per 1,000 GFA. If applied today, the UDC would require this site to have 271 spaces, making the site vastly *under-parked* in its current condition.

However, since the applicant is not proposing to increase the amount of parking onsite, they have submitted a request for modification of parking standards, as permitted by Code. The UDC states that an applicant may request a modification of the UDC parking standards by providing a parking demand study that supports the request and demonstrates by clear and convincing evidence that the requested modifications are appropriate for the site and do not cause detriment to adjacent properties. To this end, the applicant has provided a Parking Demand Study to accommodate this request.

The Parking Demand Study provides data from two sources to support this request: Data derived from the Institute of Transportation Engineers (ITE) Parking Manual, 5th Generation (2019), and from the owner's observations of the site's business operations during peak hours.

Section 890 of the ITE Parking Manual outlines the peak-hour parking requirements for Furniture Stores, as demonstrated in previous case studies. Based on the information provided in the Manual, the required minimum parking required for this building would be 113, making the site vastly over-parked in its current condition. This section of the Manual is provided in the Planning Commission packet.

The owner has provided a letter that details average parking demand for each day of the week, over a twelve (12) month period. The parking demand count states that on the busiest day (Saturday), the average amount of parked vehicles is 73—well below the amount of spaces provided onsite. This letter is also provided in the Planning Commission packet.

Loading spaces will comply with UDC requirements; thus no changes to loading are proposed.

A table comparing the site's parking requirements against this request is shown below:

Existing Parking	Required Parking When Built (2004)	UDC Required Parking	ITE Manual
177	163	271	113

Table 1: Minimum Parking Requirements (Spaces)

STAFF RECOMMENDATION

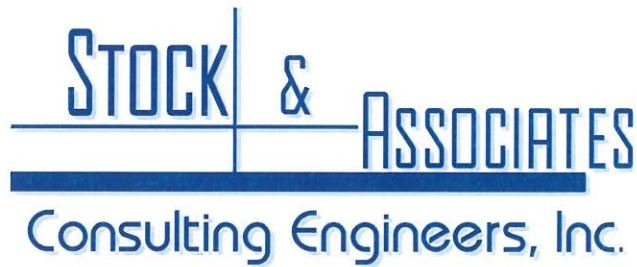
Staff has reviewed this proposed request and found it to be in compliance with the City's Comprehensive Plan, Unified Development Code and Ordinance 2096. Staff recommends approval of this Modification of Parking Standards.

MOTION

The following options are provided to the Planning Commission for consideration relative to this application:

- 1) "I move to approve (or deny) the Modification of Parking Standards for Chesterfield Commons Six, Lot 6 (Amini's), as presented."
- 2) "I move to approve the Modification of Parking Standards for Chesterfield Commons Six, Lot 6 (Amini's) with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Attachments: Modification of Parking Standards Packet



12/03/2021

November 15, 2021

Updated: December 3, 2021

Via Email & Hand Delivery (jwyse@chesterfield.mo.us / cdietz@chesterfield.mo.us)

City of Chesterfield
690 Chesterfield Parkway W
Chesterfield, MO 63017

Attention: Mr. Justin Wyse, AICP, PTP – Director of Planning & Mr. Chris Dietz – Planner

Re: Amini's Galleria "Parking Demand Study" @ 17377 Chesterfield Airport Road, Outparcel 6 of the Chesterfield Six Development, Governing Ordinance #2096, City of Chesterfield MO (Stock Project No. 221-7131) Updated to Reflect City Review Letter Dated 12/2/2021

Dear Mr. Wyse & Mr. Dietz,

On behalf of Amini's we have prepared the following Amended Parking Demand Study in accordance with the City Review Letter Dated 12/2/2021. Amini's Desires to convert Approximately 13,200 s.f. of Warehouse Space to Show Room Space. A Site Development Section Plan (SDSP) was approved by the City of Chesterfield and Recorded with St. Louis County on March 24th, 2004, P.B. 352, Pgs. 208-209 (Attached for Reference is a copy of the Recorded "SDSP"). At that time, the Amini's Galleria was as follows:

Show Room (Furniture Retail)	= 29,100 s.f.
Mezzanine (Furniture Retail)	= 12,000 s.f.
Warehouse	= 13,200 s.f.
Total Building Area	= 54,300 s.f.

The Parking Requirement per Chesterfield Ordinance Section 1003.165. Furniture Retail Ratio was 3 spaces / 1,000 s.f. of Building Area. The Total Required Parking = 163 Spaces. The Approved SDSP Provided Parking = 177 Spaces.

Since the Approval by the City in 2004, the City has revised required Parking Ratios. The Unified Development Code (UDC) provides the following ratios:

A.) Retail Sales Establishment, Community	4.5/1000 GFA
B.) Retail Sales Establishment, Neighborhood	4.0/1000 GFA
C.) Retail Sales Establishment, Regional	5.0/1000 GFA

As mentioned earlier, Amini's desire is to convert the existing warehouse space, 13,200 s.f. to (Furniture Retail). Under the original SDSP Approval adequate parking would have existed to allow this conversion):

54.3 s.f. x 3 spaces = 162.9 spaces vs 177 spaces provided.

257 Chesterfield Business Parkway, St. Louis, MO 63005
636.530.9100 – Main | 636.530.9130 – Fax
www.stockassoc.com

Under the Current "Unified Development Code" the required parking requirements may be the following Range of Required Parking (Attached for Reference is a Copy of the "UDC" Article 4, Regulating Parking:

$$54.3 \times 4.0 = 217.2$$

$$54.3 \times 4.5 = 244.3$$

$$54.3 \times 5.0 = 271.5$$

All exceeding the existing parking spaces = 177 spaces.

In an effort to review the Parking Demand for Furniture Store, we reviewed the 5th Edition Parking Generation – Institute of Transportation Engineers. Contained within the ITE Manual Retail Section, is Section 890 – Furniture Store (Attached for reference). Based on the ITE Studies, the appropriate peak period parking demand for Furniture Store on a Saturday is between .87 to 1.58 Spaces per 1,000 s.f. Gross Floor Area (GFA) of Building. In addition, 27 Employees average for Saturday Afternoon between 2:00 – 4:00 p.m (85th Percentile).

Attached for reference is a letter prepared by Amini's dated 11/8/2021 (Attached for reference), the letter was prepared at our request. The letter outlines the Amini's Business Operation, total number of employees, Hours of Operations, Peak Operation, and 12-month average parking count by day.

Based on the Information provided, the Peak Parking Demand is 1.58 spaces per 1,000 GFA or $54.3 \times 1.58 = 86$ Spaces + 27 spaces - 113 vs 177 Spaces available. This is the 85th Percentile for a Saturday.

Based on our professional review and analysis, it is our conclusion that adequate parking is available to allow Amini's to convert their existing 13,200 s.f. of Warehouse to Furniture Retail Showroom space. Should you have any questions and/or comments, please do not hesitate to call. As always, we appreciate your on-going assistance and cooperation.

Sincerely,



George M. Stock, P.E.
President

Enclosures: 1. ITE Parking Generation 5th, Edition – Section 890 Furniture Store

CC: Mr. Arash Amini - CEO



A M I N I ' S
SINCE 1975

November 8, 2021

Mr. George M. Stock
Stock & Associates
257 Chesterfield Business Parkway
Chesterfield, MO 63005

Re: Amini's Galleria Parking

Dear Mr. Stock:

Thank you for helping us put together the details regarding our parking needs. The numbers below are very consistent since our opening in 2005. It is important to note that Amini's is not a typical furniture store. We are a medium-high to high-end specialty retailer that caters to a very affluent customer. We are a lower traffic yet higher average ticket business. We simply do not have traffic anywhere near a traditional furniture store.

Our hours of operation are as follows:

Office & Service Staff:	8:00 AM to 5:00 PM, Monday through Friday
Open to the Public:	10:00 AM to 7:00 PM, Monday through Friday
	10:00 AM to 6:00 PM, Saturday
	12:00 PM to 5:00 PM, Sunday

We have a total of 40 full-time employees, and 2 part-time employees. However, our staff only work 5 days a week therefore there are never that many with parking needs.

Monday through Friday our traffic is a bit heavier during lunch hours and after 4:00 PM. During the week, there is hardly more than 4 or 5 customers at a time parked in our lot.

Saturday is our busiest day. Our peak times are 11:30 AM to 5:00 PM. We usually have 14 salespeople here on Saturday. However, it is very rare that all are with customers at the same time. In fact, at least half are typically available at any given time.

Sunday is our second busiest day, and the traffic is evenly distributed throughout the day.

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A M I N I ' S

SINCE 1975

Below is our 12-month average parking count by day:

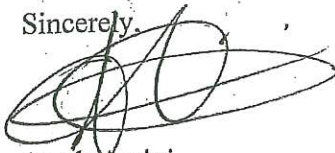
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Employees	24	29	29	26	29	19	17
Customers	27	17	21	20	28	54	34

Our largest amount of parking spaces needed is on Saturday with a total amount of 73 spaces throughout the day. There are hardly ever more than 15 customers parked at a single time.

It is pretty simple to see how fairly empty our parking lot is on a daily basis. Even with allowing Chick-Fil-A and 54th Street Grill to park their employees in our lot, we are still less than half-full at a given time. Please note that the parking easement is limited to customer parking only and 21 spaces. If necessary, I could make it so that they could no longer allow their employees to park in our lot to accomplish our goal.

Thank you again for your assistance with this matter.

Sincerely,



Arash Amini
CEO



Parking Generation Manual

5th Edition

JANUARY 2019

Medical

- 610 Hospital
- 612 Surgery Center
- 620 Nursing Home
- 630 Clinic
- 640 Animal Hospital/Veterinary Clinic
- 650 Free-Standing Emergency Room

Office

- 710 General Office Building
- 712 Small Office Building
- 714 Corporate Headquarters Building
- 715 Single Tenant Office Building
- 720 Medical-Dental Office Building
- 730 Government Office Building
- 732 United States Post Office
- 735 Judicial Complex
- 750 Office Park
- 760 Research and Development Center

Retail

- 812 Building Materials and Lumber Store
- 813 Free-Standing Discount Superstore
- 814 Variety Store
- 815 Free-Standing Discount Store
- 816 Hardware/Paint Store
- 820 Shopping Center
- 840 Automobile Sales (New)
- 841 Automobile Sales (Used)
- 842 Recreational Vehicle Sales
- 843 Automobile Parts Sales
- 845 Motorcycle Dealership
- 848 Tire Store
- 850 Supermarket
- 851 Convenience Market
- 857 Discount Club
- 860 Wholesale Market
- 861 Sporting Goods Superstore

- 862 Home Improvement Superstore
- 863 Electronics Superstore
- 864 Toy/Children's Superstore
- 866 Pet Supply Superstore
- 867 Office Supply Superstore
- 868 Book Superstore
- 869 Discount Home Furnishing Superstore
- 876 Apparel Store
- 880 Pharmacy/Drugstore without Drive-Through Window
- 881 Pharmacy/Drugstore with Drive-Through Window
- 882 Marijuana Dispensary
- 890 Furniture Store
- 892 Carpet Store
- 899 Liquor Store

Services

- 912 Drive-in Bank
- 920 Copy, Print, and Express Ship Store
- 930 Fast Casual Restaurant
- 931 Quality Restaurant
- 932 High-Turnover (Sit-Down) Restaurant
- 933 Fast-Food Restaurant without Drive-Through Window
- 934 Fast-Food Restaurant with Drive-Through Window
- 936 Coffee/Donut Shop without Drive-Through Window
- 937 Coffee/Donut Shop with Drive-Through Window
- 939 Bread/Donut/Bagel Shop without Drive-Through Window
- 940 Bread/Donut/Bagel Shop with Drive-Through Window
- 941 Quick Lubrication Vehicle Shop
- 943 Automobile Parts and Service Center
- 960 Super Convenience Market/Gas Station
- 970 Winery

Land Use: 890 Furniture Store

Description

A furniture store is a full-service retail facility that specializes in the sale of furniture and often carpeting. Furniture stores are generally large and may include storage areas. The sites surveyed included both traditional retail furniture stores and warehouse stores with showrooms. Although some home accessories may be sold, furniture stores primarily focus on the sale of pre-assembled furniture. A majority of items sold at these facilities must be ordered for delivery. Discount home furnishing superstore (Land Use 869) is a related use.

Time of Day Distribution for Parking Demand

The following table presents a time-of-day distribution of parking demand on a weekday (six study sites), a Saturday (five study sites), and a Sunday (one study site) in a general urban/suburban setting.

Hour Beginning	Percent of Peak Parking Demand		
	Weekday	Saturday	Sunday
12:00–4:00 a.m.	–	–	–
5:00 a.m.	–	–	–
6:00 a.m.	–	–	–
7:00 a.m.	–	–	–
8:00 a.m.	–	–	–
9:00 a.m.	67	–	–
10:00 a.m.	67	–	30
11:00 a.m.	78	–	51
12:00 p.m.	100	76	87
1:00 p.m.	84	70	100
2:00 p.m.	82	88	97
3:00 p.m.	89	100	–
4:00 p.m.	89	95	–
5:00 p.m.	98	70	–
6:00 p.m.	51	–	–
7:00 p.m.	53	–	–
8:00 p.m.	42	–	–
9:00 p.m.	7	–	–
10:00 p.m.	–	–	–
11:00 p.m.	–	–	–

Furniture Store (890)

Peak Period Parking Demand vs: 1000 Sq. Ft. GFA

On a: Saturday

Setting/Location: General Urban/Suburban

Peak Period of Parking Demand: 2:00 - 4:00 p.m.

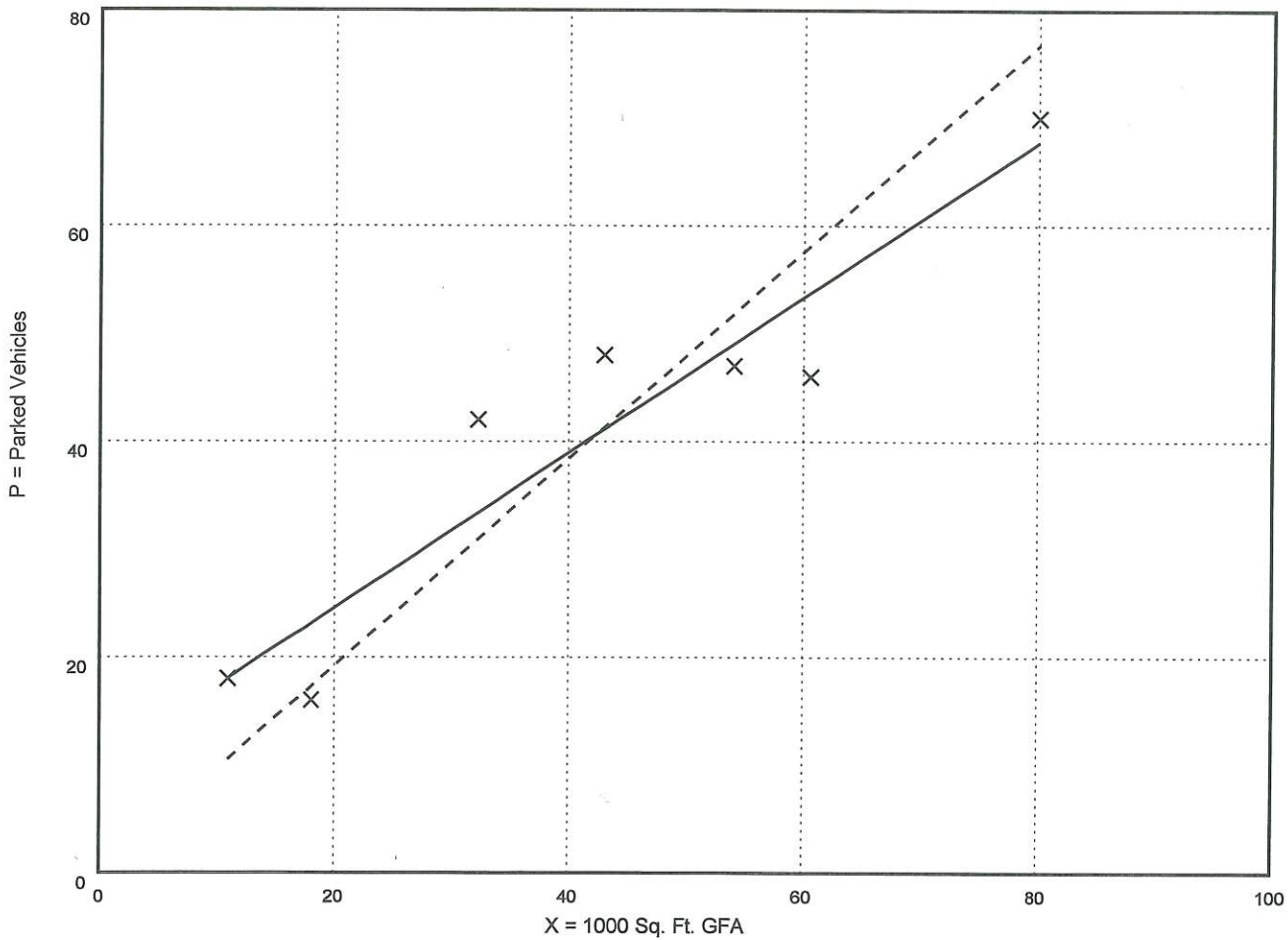
Number of Studies: 7

Avg. 1000 Sq. Ft. GFA: 43

Peak Period Parking Demand per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	33rd / 85th Percentile	95% Confidence Interval	Standard Deviation (Coeff. of Variation)
0.96	0.76 - 1.64	0.87 / 1.58	***	0.23 (24%)

Data Plot and Equation



× Study Site

— Fitted Curve

- - - Average Rate

Fitted Curve Equation: $P = 0.72(X) + 10.16$

$R^2 = 0.88$

Furniture Store (890)

Peak Period Parking Demand vs: **Employees**

On a: **Saturday**

Setting/Location: **General Urban/Suburban**

Peak Period of Parking Demand: 2:00 - 4:00 p.m.

Number of Studies: 4

Avg. Num. of Employees: 27

Peak Period Parking Demand per Employee

Average Rate	Range of Rates	33rd / 85th Percentile	95% Confidence Interval	Standard Deviation (Coeff. of Variation)
1.63	1.40 - 2.40	1.40 / 2.40	***	0.46 (28%)

Data Plot and Equation

Caution – Small Sample Size

