

CALIFORNIA COASTAL COMMISSION

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F5c

5-20-0598 (McKinley Family Trust)

April 16, 2021

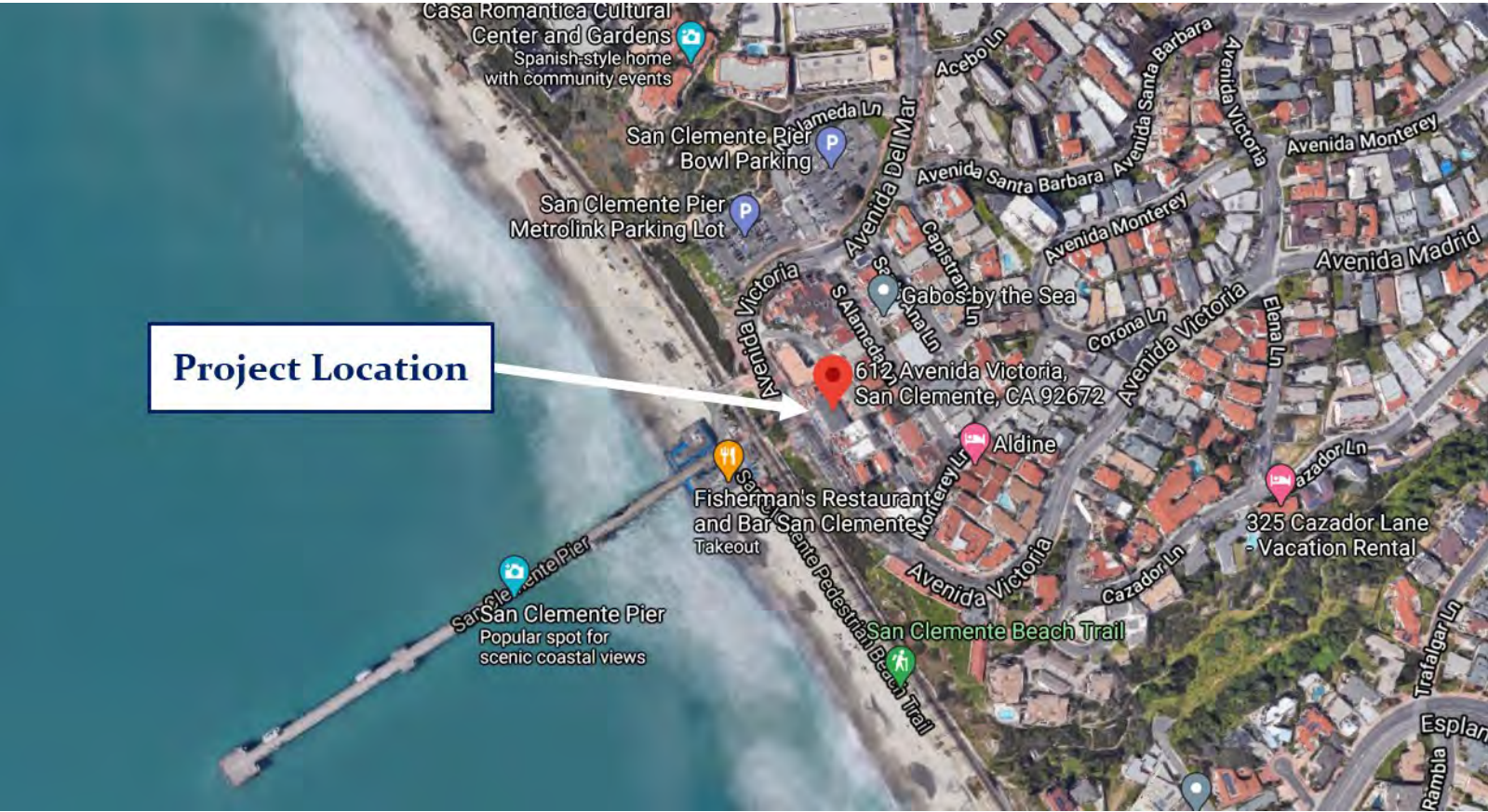
EXHIBITS

Table of Contents

Exhibit 1: Vicinity Map and Project Site

Exhibit 2: Project Plans

Exhibit 3: Transportation Demand Management Plan





612 AVENIDA VICTORIA
SAN CLEMENTE
CALIFORNIA, 92672

BUILDING DATA

1. OCCUPANCY	B COMMERCIAL, F-1
2. TYPE OF CONSTRUCTION	V-B
3. SPRINKLERS	YES

DESIGN SHALL COMPLY w/ 2016 CALIFORNIA CODES
(CBC, CMC, CEC, CPE, 2016 ENERGY, AND GREEN CODE)
AND CITY OF SAN CLEMENTE MUNICIPAL CODES.

SHEET INDEX
A 1.1 2008

A1.1	PROPOSED SITE PLAN
A1.2	CITY FORMS
A1.3	STORY BOARD
A2.1	EXISTING FLOOR PLAN
A3.1	PROPOSED FLOOR PLANS
A4.1	ELEVATIONS
A5.1	OCCUPANCY PLAN
AD.1	ARCH'L DETAILS

SITE PLAN LEGEND

PROPERTY LINE

AREA OF PROPOSED FIRST FLOOR REMODEL

DESCRIPTION OF WORK

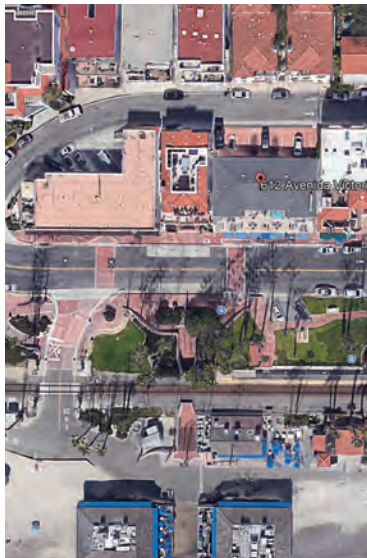
1. TENANT IMPROVEMENT IN AN EXISTING 285 SF RESTAURANT WITH AN EXISTING 332 SF KITCHEN TO REMAIN AS IS.
2. EXPANSION INTO (3) SEPARATE ENCLOSED ROOMS IN EXISTING COMMERCIAL RETAIL SPACE OF APPROXIMATELY 767 SF TO INCLUDE THE REMOVAL OF AN EXISTING INTERIOR STAIRCASE.
3. NEW PATIO SPACE OF APPROXIMATELY 217 SF IN (1) OF THE EXISTING COMMERCIAL RETAIL SPACES

OCCUPANCY LOAD:

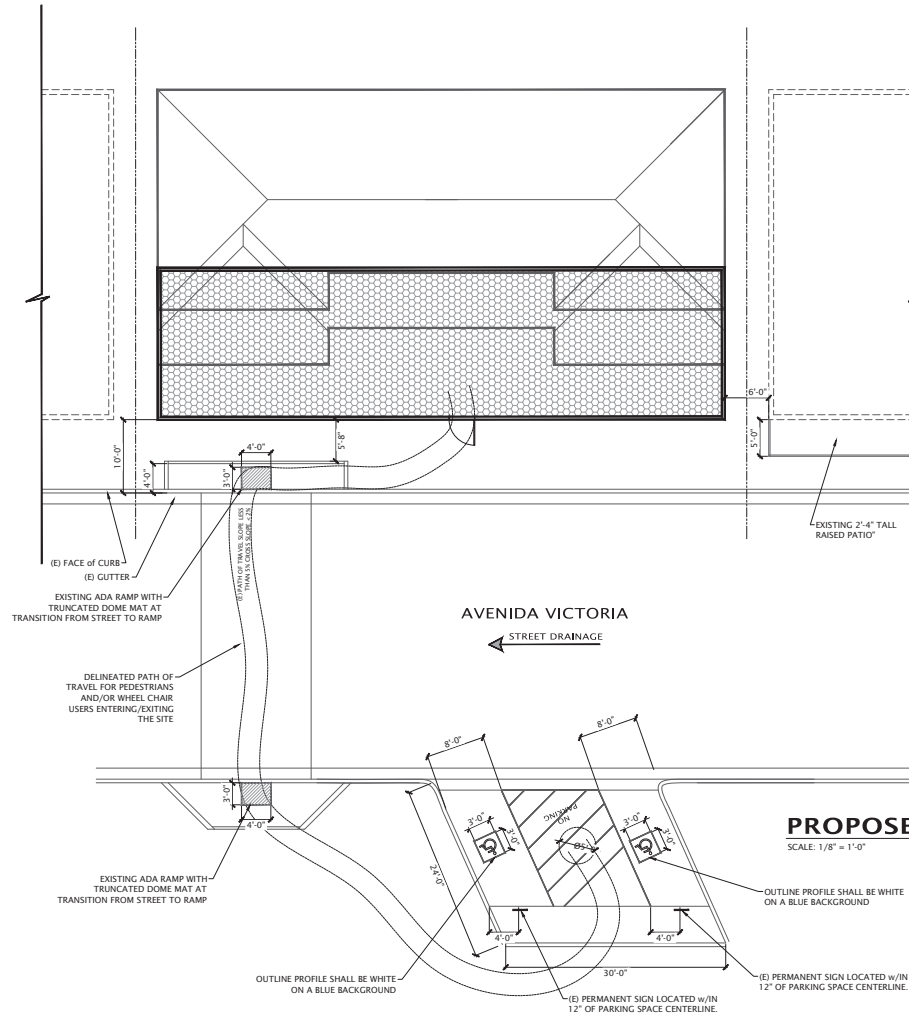
ASSEMBLY GROUP A-2
RESTAURANT; 11 SF/PERSON => LOAD = 675 SF / 11 SFPP = 62 PEOPLE.
KITCHEN; 200 SF/PERSON =>
LOAD = 335 SF / 200 SFPP = 2 PEOPLE.
TOTAL OCCUPANCY LOAD = 64 PEOPLE.

TOTAL EXITS REQUIRED 2 for 0-99 OCCUPANTS.

DOOR: $64 \text{ PEOPLE} \times 0.2 = 12.8' / 2 = 6.4' < 32' \Rightarrow \text{OK}$



VICINITY MAP



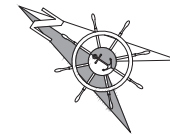
PROPOSED SITE PLAN

SCALE: 1/8" = 1'-0"

— OUTLINE PROFILE SHALL BE WHITE
ON A BLUE BACKGROUND

(E) PERMANENT SIGN LOCATED w/IN 12" OF PARKING SPACE CENTERLINE.

(E) PERMANENT SIGN LOCATED w/IN
12" OF PARKING SPACE CENTERLINE.



California Coastal Commission

5-20-0598

Exhibit 2

Page 1 of 2

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LA GALETTE
612 AVENIDA VICTORIA
SAN CLEMENTE
CALIFORNIA, 92672

ISSUE DATES:

[illegible]

PROPOSED SITE PLAN

PROJECT NUMBER	18-1058
DATE	11-1-2018
DRAWN	CWS
CHECK	ASB

A1.1

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LA GALETTE PARKING DEMAND MANAGEMENT PROGRAM

Who Goes to La Galette on Summer Afternoons and Evenings? La Galette is a small restaurant. On weekend afternoons/early evenings during the summer (i.e., when the Pier Bowl is relatively crowded with people and public parking spaces are in high demand) the restaurant primarily serves: (1) People already visiting the Pier Bowl for any number of reasons (for example, to walk on the Pier or on the Beach Trail, to go to the beach, or to watch the sunset); (2) Those visitors staying in one of the hotel rooms/vacation rental units within the Pier Bowl; and (3) Those local residents that either live within the Pier Bowl or live within walking/biking distance to the Pier Bowl.

How can we say that La Galette's summer peak period customers mainly come from the three categories described above? The answer is: "observation and logic." While La Galette has never conducted a formal survey of customers, the manager and owner have consistently observed an increase in customers immediately after the summer Metrolink trains arrive with visitors from further inland. Some of the off-loading train passengers immediately begin scoping out a place to eat (others first go for a walk and then come grab a bite to eat). Similarly, the manager and owner can literally watch the SC Trolley unload directly across from the restaurant and follow passengers as they walk over to the restaurant to eat.

Slightly more "empirical" evidence comes from an ongoing coupon program. The owner also operates hotels rooms/vacation rentals in the Pier Bowl, and each guest is given a menu and a free coffee coupon for La Galette at check-in. Many such coupons are utilized each week during the summer.

Finally, the manager has gotten to know many of the repeat customers or "regulars" that frequent La Galette. He knows that that they walk down or ride their bike down for coffee, a meal and/or a drink because they like the coffee/food/drinks, and it is *convenient* to do so.

This last point—convenience—is key and it leads to the “logic” part of our explanation: People go to La Galette when it is convenient to do so, and less so when it is inconvenient to do so.

This is not to say that La Galette is only patronized because it is convenient. The food is good and the location is pleasant. But La Galette is not a Michelin-star destination restaurant. Prices are moderate. It does not accept reservations. It only seats 22 people at a time currently (modest expansion would take that to 48). During the peak hours during the summer, it is simply inconvenient for locals to try to drive to the Pier Bowl and find a parking space (then feed a parking meter) in order to get in line to eat at La Galette (which typically has a waiting list during peak hours in the summer).

If locals (like me and my wife) have a craving for La Galette in the summer, we will either go relatively early in the morning for breakfast or an hour or so after sunset, i.e., when far fewer people are in the Pier Bowl (even then, we ride our bikes because we live just one mile south along the Beach Trail). So, logically, one would expect that the people eating at La Galette during the afternoons through sunset in the summer are those already down in the Pier Bowl for the afternoon or to enjoy the sunset. And what one would expect logically is exactly what the manager and owner of La Galette observe to be the case.

What Does this Mean for Parking Demand? The fact that most customers at La Galette during the busiest hours of the summer have already been in the Pier Bowl for other reasons means La Galette is not a major generator of parking demand during the peak hours in the summer (when parking is at a premium). Put another way, during these times, La Galette is visitor-accommodating much more than it is visitor-generating.

However, La Galette does benefit from visitors present within the Pier Bowl during the peak hours in the summer season, so ensuring as much public automobile parking, bicycle parking and other means to access the Pier Bowl as possible benefits La Galette. For this reason, La Galette is committed to making an annual contribution to the City of San Clemente of \$2,200. These funds are to be used for maintaining and improving access to the Pier Bowl via access from remote parking through operation of the SC Trolley during the peak season (and

beyond), constructing additional bicycle racks, and adding public parking spaces whenever possible.

One potential source of parking demand generated by La Galette that could affect parking supply during peak hours in the summer is employee parking. This is discussed below.

La Galette Employee Education and Incentive Program. As stated already, La Galette benefits when potential visitors have convenient access to the Pier Bowl, including those that drive to and park within the Pier Bowl. The reality is that Pier Bowl visitors are the restaurant's potential customers! Therefore, La Galette is committed to educating its employees about opportunities to get to work other than by driving and then parking their personal vehicles in the Pier Bowl, and La Galette is committed to creating incentives for employees to NOT park in the Pier Bowl.

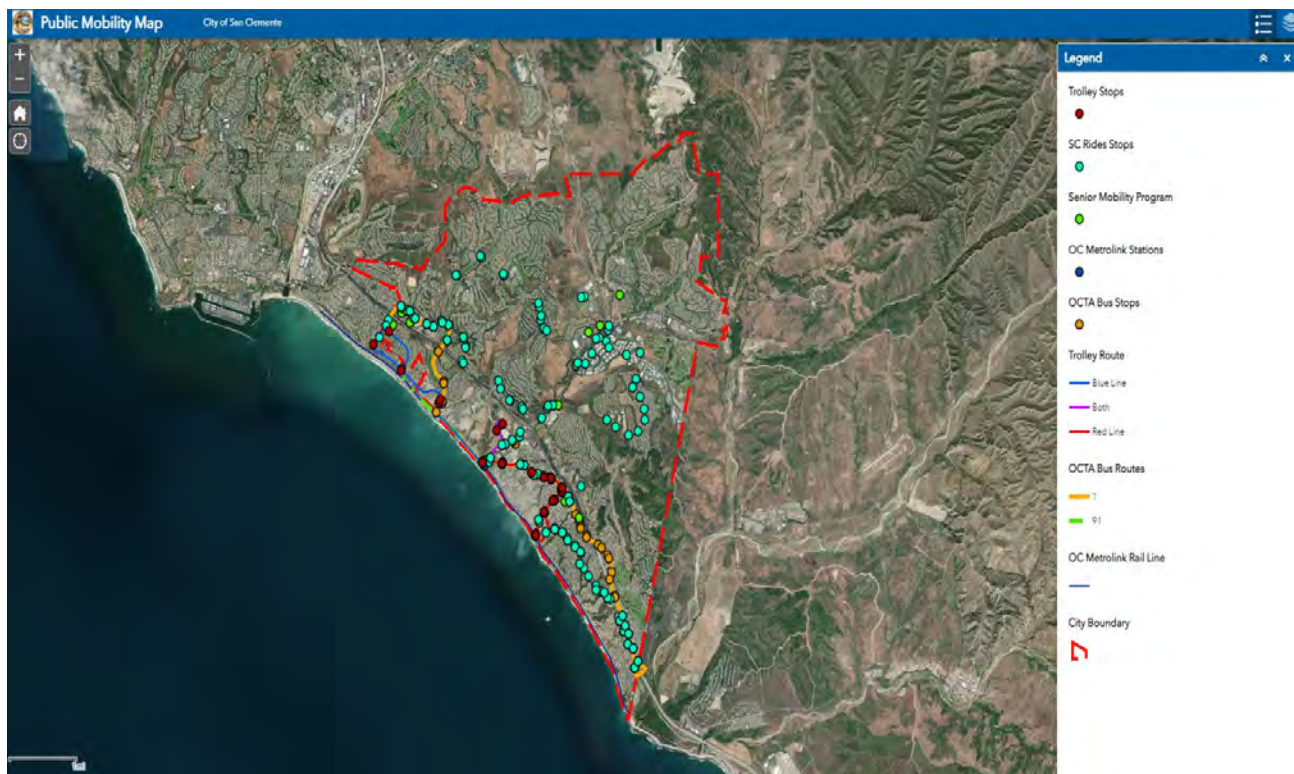
In terms of staffing, La Galette has two shifts. The typical morning shift in the summer currently includes two wait-staff, two cooks and a dishwasher; the afternoon/evening shift typically only has one wait-staff person, but a bartender and the manager are also typically present (they help to wait tables as needed). So a typical morning shift has 5 employees while an afternoon/evening shift has 6. Upon expansion, the anticipated number of employees per shift will be 6-7 in the mornings and 7-8 in the afternoon/evenings.

Generally, employees do *not* park within the Pier Bowl because there is a major disincentive to doing so. Specifically, most spaces are metered, and the smaller number of non-metered spaces are often filled up during the peak hours in the summer. The result is that several employees walk or bike to work, while others get dropped off. A couple of current employees do occasionally drive, but they typically park their cars a block or two outside of the Pier Bowl and walk down to the restaurant.

As part of the expansion, La Galette will notify all existing and future employees of alternatives ways to get to work that don't include parking a car within the Pier Bowl. La Galette will explain that maintaining visitor access to the Pier Bowl (by, among other things, ensuring that parking is available for those that drive to the Pier Bowl) is important to ensuring there are potential customers for the

restaurant—because, again, visitors are potential customers. Specifically, La Galette will provide each employee information about:

- A. Bicycle Access Routes to La Galette. Bicycle racks are located directly across the street from the restaurant.
- B. The City of San Clemente Public Mobility Map, which shows various public transportation alternatives available within the City and the routes of each option (schedules for each route will be kept at La Galette). Here is the current map:



- C. Availability of the SC trolley during the peak and shoulder seasons, and areas with abundant parking along the trolley route.

The availability of a special Lyft Program (established when OCTA eliminated certain bus routes within San Clemente), whereby residents can call Lyft during certain hours, get picked up at former bus stops and driven to other former bus stops in town for a reduced fare (currently

- A. \$2.00). One of the stops is in the Pier Bowl just a short distance from La Galette:

On-demand ride program

In 2016, the City started the pilot on-demand transportation service "[SC Rides](#)" designed to help mitigate the loss of former local OCTA bus routes 191 and 193. Under its Project V grant program, OCTA has awarded funds to the City to provide up to 90% of the cost of this pilot program.

Using the code **SCRIDES**, riders can enjoy discounted rides, courtesy of the City of San Clemente and the Orange County Transportation Authority. Save up to \$9 on your rides. That means for an \$11 ride, you only have to pay \$2.

To use the code, please download the Lyft app and go to the "Promos" section of the main menu (the box with 3 horizontal lines in the corner). In the Promos section, simply type "SCRIDES" in the "Enter Promo Code" box, which will activate the SC Rides coupon tile and program on your phone app. From there, please feel free to book a ride per the usual Lyft process, and the discount will be applied after mapping a trip, if the ride is eligible.

To be eligible, rides must be taken between 6 AM-8 PM, and must be both picked up and dropped off within a .25 miles radius of the original 191 and 193 bus routes. To make sure you're at the right space, look for signs at participating bus stops, or use the purple-text "View Coverage Area" portion of the coupon tile in the Promos section of the Lyft app.

In addition to providing employees information about alternatives to driving to work and parking in the Pier Bowl, La Galette will reimburse all employees 100% of the public transportation fares incurred to travel to work.