



staff report

Agenda Item No.

D-1

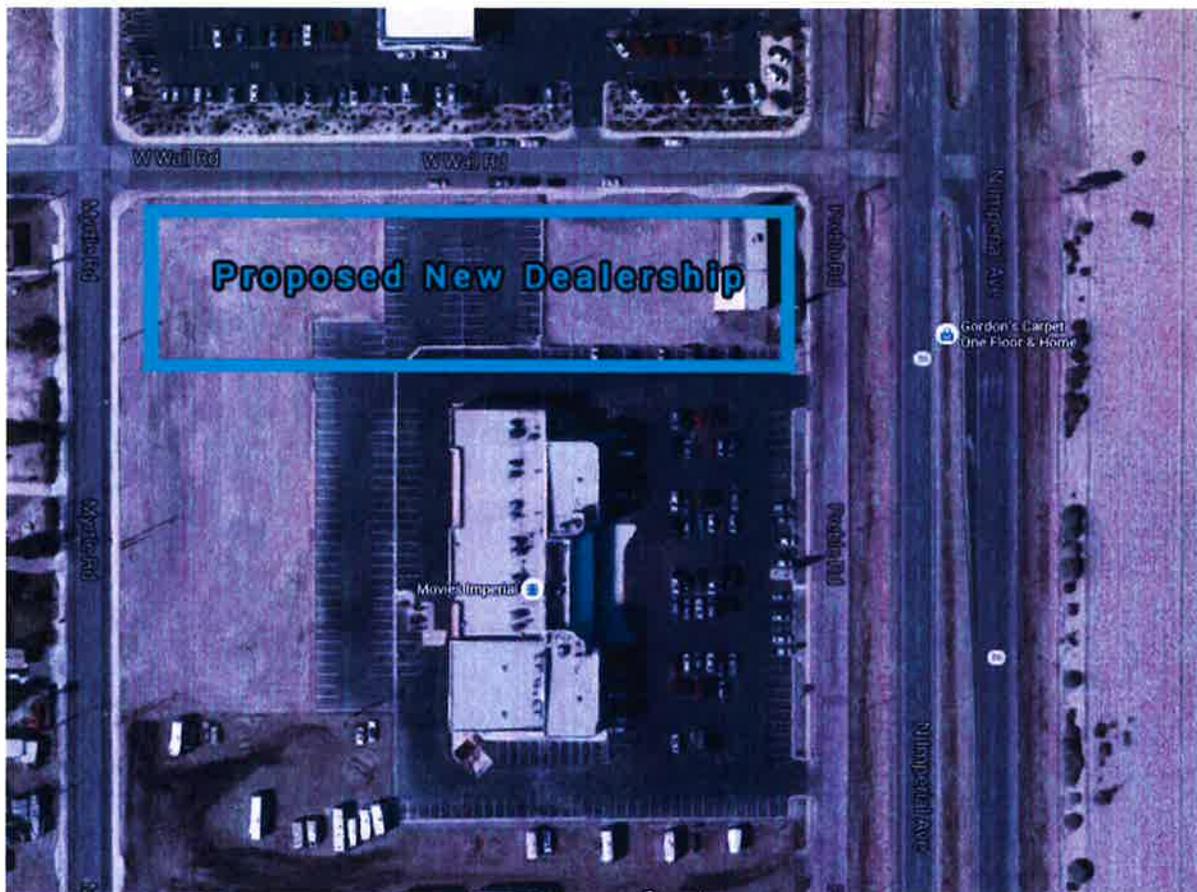
To: City of Imperial Planning Commission

From: Jorge Galvan, AICP, Director of Planning and Development

Date: January 13, 2016

Subject: Public Workshop, Discussion Only: Parking Requirements for Movie Theaters

Mr. Les Rogers of Rogers and Rogers Automotive Group is proposing to open a new dealership along Preble Road and will likely purchase a small strip of land from The Movies. This will result in the removal of a number of parking spaces for the movie theater. The Zoning Code currently requires one parking space for every five seats in the theaters. The proposed removal of the parking space would result in non-compliance with the City's requirements.



Mr. Rogers is requesting that the City revise its requirements to reduce the amount of parking spaces required for movie theaters. Theater attendance numbers have been declining in recent years and during the recent opening of Star Wars on December 18, 2015, staff observed that approximately 75% of the front

parking area was occupied during the 6:00PM show. The north parking lot was approximately 50% occupied while the rear parking lot was empty. Star Wars is the current record holder for opening day box office attendance and it would have been on this day that the parking lot would be the most occupied.

Staff recommends that the Planning Commission conduct a public workshop to determine an appropriate number of parking space to be required.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Jorge Galvan". The signature is stylized and cursive.

Jorge Galvan, AICP
Planning and Development Director