



January 27, 2017

City of Riverside

Community and Economic Development – Planning Division

Attn.: Mr. Matthew Taylor, Assistant Planner

951-826-5944

mtaylor@riversideca.gov

# Luv2Play Riverside – Description and Statement of Operation Five Points Plaza, 4790 La Sierra Avenue, Riverside, CA 92505

Luv2Play is a family style café restaurant that provides a safe entertainment area for children of all ages. Our store will have six private dining areas that can be reserved for birthday parties or special events. Sticking with the family theme, we shall offer a peaceful family friendly environment with no loud music or alcohol.

Luv 2 Play will be the premier indoor playground of its kind in Riverside, CA and will offer kids a place to play, climb, and interact with other kids in a safe and fun environment. Parents can enjoy some time to relax and observe while enjoying a slice of pizza or a cappuccino or play right along with their kids. Playground will consist of 4-story play land that includes baby area with soft blocks and balls, toddler area with small slides and tubes, kids' area with slides, ball blaster zone and small rock wall, and organized craft days for kids to create different projects.

There will be two areas where food and beverages shall be served. At front lobby is coffee and espresso bar located, while in the café restaurant is located further in the store with seating visible from party rooms and playgrounds. We shall not process, wash or prepare any raw meat or vegetables in the café kitchen. All food is pre-packed, grease-free, and shall be warmed up in electrical oven. Only paper and plastic utensils shall be used. Based on that we are not proposing kitchen grease trap. Kitchen and restroom ventilation shall be installed.

Our hours of operation are typically 9am to 8pm, Monday through Saturday, and Sunday 9am to 6pm.

Visitors to our stores generally stay 2.5 hours, with a maximum occupancy of 150 persons during prime hours, and 75 persons on average.

We expect to have about 12-14 employees, both full and part-time to assist with the day-today operations. The operation will be staffed in three, four hour shifts; 9am – 1pm, 1pm – 5pm, 5pm – 9pm. The number of employees on each shift will range between 4 to 10 depending on need.

The Luv 2 Play project will consist of demolition of the existing interior of the former Rite Aid retail store. Once cleaned out we will build out new bathroom facilities, six party rooms, two offices, a coffee bar area, a café/concessions area, and check-in counters. New fire sprinkler system and fire alarm shall be installed. No high piled storage or hazmat chemicals shall be stored on premises. No alteration to existing site and building façade is proposed except for adding required front egress door and new accessible ramp at existing rear door. Plans for store building sign shall be prepared and submitted for sign permit.



We are not proposing any changes to lot line, zone changes, general plan or specific plan amendment.

Currently no changes to existing utility infrastructure, mechanical and electrical main systems are proposed. Complete tenant improvement engineering plans shall be submitted for review to Building and Safety department and Environmental Health. No heavy equipment over 400 lbs is currently proposed.

The project timeline to open the store depends on plan review period. We would like to open the doors by summer no later than September 2017.

Sincerely,

Mitchell Gold Director of Franchise

Attachment: Food menu

# Luv2Play Riverside Menu

Pizza's

Pizza 7" or 14"

Cheese, Pepperoni or Sausage

Hawaiian

Meaty

Works

Breadsticks & Dip

**Caesar or Garden Salad** 

**Honolulu Hot Dog creations** 

Big Kahuna or Half-Pipe Sausages

Choice of Sausage: Pineapple Bacon, Mango

Chicken or Hawaiian All Beef

Choice of 2 fresh fruit Relishes:

Pineapple, Coconut, Guava, Lemon Garlic (mild), Lemon Garlic (hot), Passionfruit Mustard

Corn Dog

Hamburgers

Sandwich's

Build your own Sub w/fresh bake bread

6" or Foot Long

Meat Choice: Turkey, Ham, Roast Beef, Bacon

or Salami

Cheeses: Cheddar, Swiss, Jack or Provolone

Pizza Sub

Make any of the above a combo with Chips and

Drink

**Snacks** 

Wings

**Boneless wings** 

Chicken strips

Mozzarella sticks

Fries

**Potato Chips** 

Fresh fruit cup

Muffins & Pastries

Yogurt Cup or Parfait

Veggie Cup

Cinnamon Round

Cookie

Mini Melts

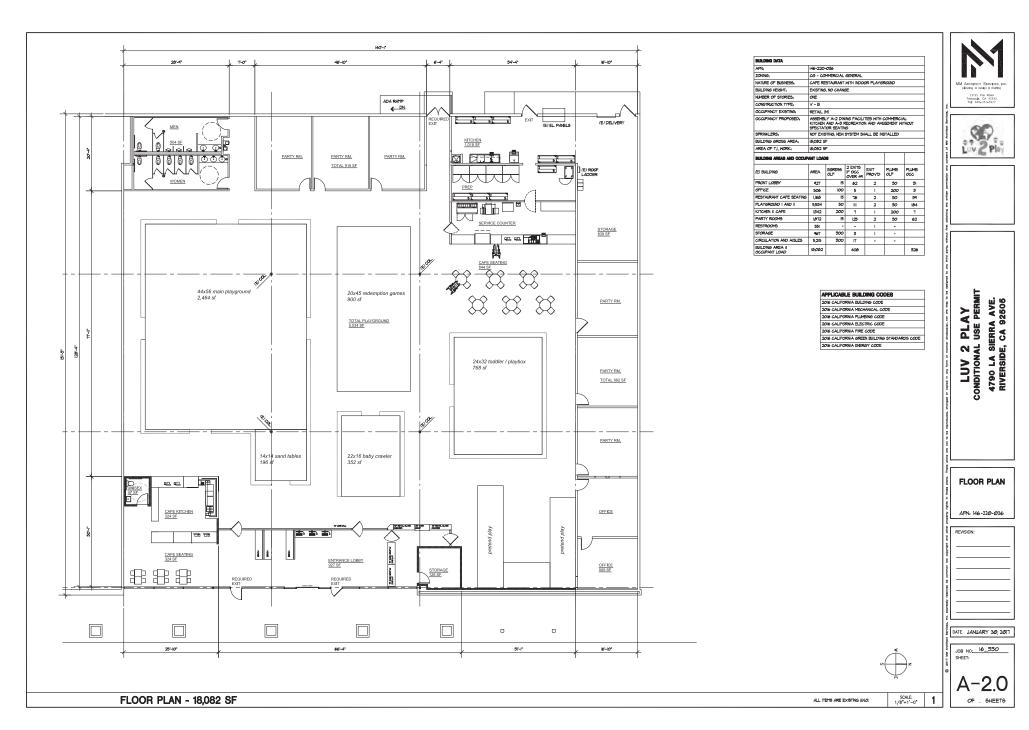
Slushi

Mini Donuts

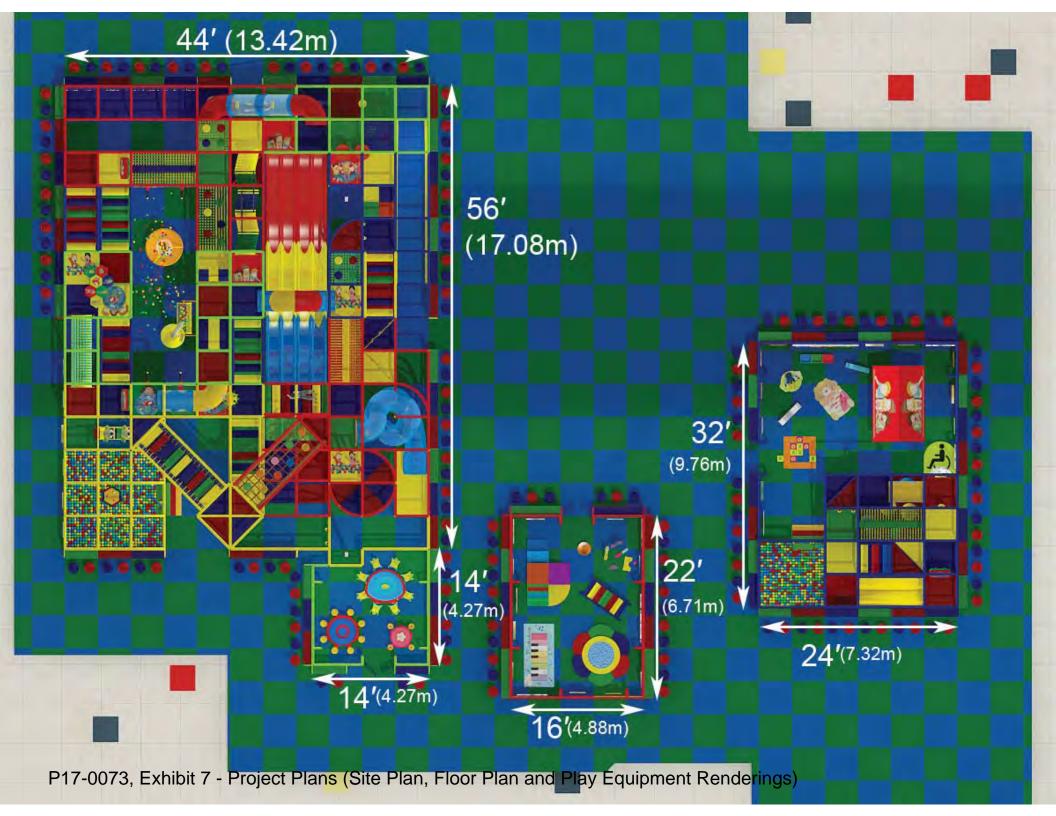
Fountain Drinks / Milk / Juice / Coffee Tea / Hot tea / Specialty coffees

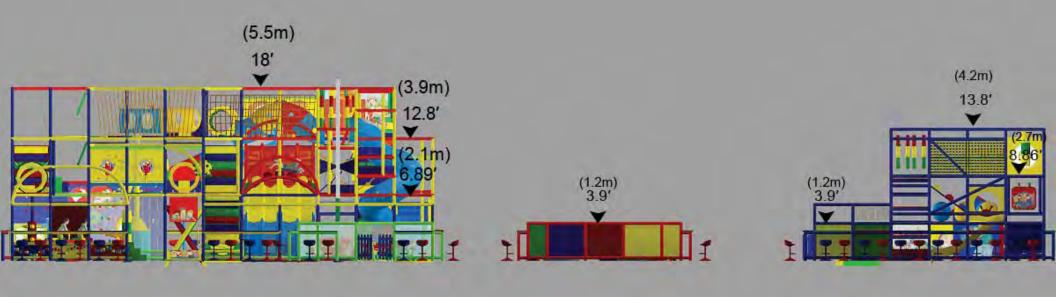
P17-0073, Exhibit 6 - Project Description

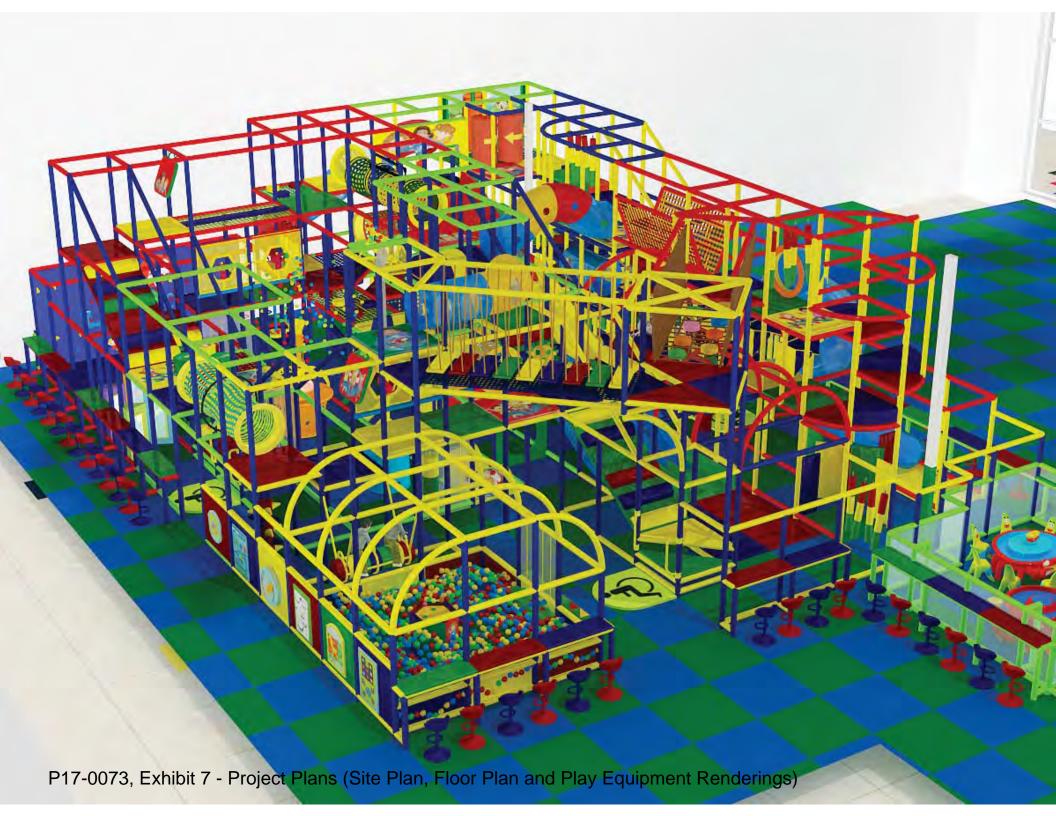


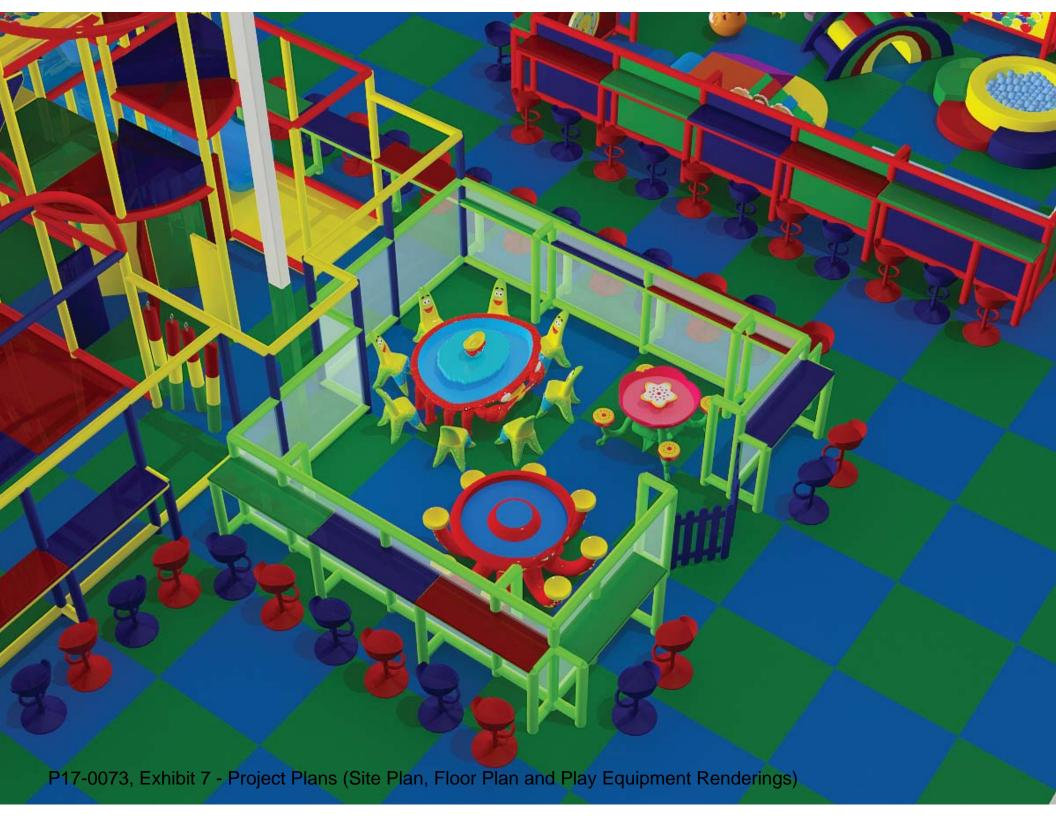


P17-0073, Exhibit 7 - Project Plans (Site Plan, Floor Plan and Play Equipment Renderings)















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Parking Analysis for Luv2Play Five Points Plaza, 4790 La Sierra Avenue, Riverside, CA 92505

#### SITE BACKGROUND

The proposed building for new Luv2Play Café and Indoor playground, previously retail RideAid store, is located in Five Points Plaza. The site is a 9.24-acre, 5-parcel commercial complex located on the west side of La Sierra Avenue north of Schuyler Avenue and south of Pierce Street. The site is fully developed with an approximately 129,000-square-foot retail shopping center, with in-line and freestanding buildings developed primarily in the 1960s and 1970s. Major tenants include Stater Brothers supermarket, Dollar Tree discount retail and Goodwill second-hand retail, as well as a number of smaller retail, restaurant and office uses. The center currently has a 67% occupancy rate. Development of the site has occurred over a period of approximately 45 years and, as a result, the number and configuration of parking spaces have been altered. The total number of parking spaces has declined from a peak of 602 spaces in the late 1980s to 457 spaces today. Surrounding land uses include retail, office and service commercial to the north and east across Pierce Street and La Sierra Avenue; single-family residential to the west; and public and institutional uses including the La Sierra Branch of the Riverside Public Library to the south.

Parking variance was approved in December 9, 2016 (Planning case P16-0455) with following Conditions of Approval:

- 1. To allow a total of **457** parking spaces, to accommodate the future build out of 11,400 square feet of restaurant space (or equivalent at a ratio of one space per 100 square feet) and 31,597 square feet of retail space (or equivalent at a ratio of one space per 250 square feet), where 686 spaces are required by the Zoning Code.
- 2. The property owner or manager shall demonstrate compliance with the approved tenant mix described herein. Future tenant improvement plans submitted to the Building and Safety Division for plan check shall include a parking analysis, broken down by type of use, square footage and required parking ratio of each tenancy, demonstrating the total parking requirement for the center does not exceed 686 spaces.
- 3. Any modification to the mix of existing and future uses analyzed herein that results in an overall parking requirement for the center in excess of 686 parking spaces per the Zoning Code shall require consideration of an additional variance. Additional justification shall be provided and approval of a further reduction in required parking is not guaranteed.

13260 W. Foxfire Dr. Ste. #2, Surprise, AZ 85378 | 866-856-9778



Table 1 – Parking analyses from December 9, 2016 Approved planning variance

Land Use Occupied	Total Square Footage	Parking Ratio	Required Parking
Supermarket	30,570	1 space/250 s.f.	123 spaces
Medical Office	6,090	1 space/180 s.f.	35
Personal Services	5,600	1 space/250 s.f.	24
General Office	915	1 space/250 s.f.	4
Restaurant	13,581	1 space/100 s.f.	137
Retail	29,029	1 space/250 s.f.	119
Cell Site	225	1 space/1,000 s.f.	1
Subtotal	86,010	-	443
			(17 surplus)
Vacant			
Proposed Retail	31,597	1 space/250 s.f.	128
Proposed Restaurant	11,400	1 space/100 s.f.	115
Subtotal	42,997	-	243
Grand Total	129,007	-	686
			(229 deficient)

#### PROJECT ANALYSIS

Proposed Luv2Play development includes mixed use of café, restaurant, indoor playground and private party rooms. Based on experience from other already opened stores it is apparent that even when multiple parties are going at once, many of the children attendees are dropped off. Rarely, if ever, do all of the parents stay for the duration of the party. As such, multiple parties at once along with simultaneous open indoor playground does not impact the parking severely.

Also many of the part-time employees are between the ages of 17-19 and do not own their own vehicle. They are dropped off at work or use alternate transportation and therefore are not impacting the parking. Those employees who do need to park a vehicle park in the less desirable spaces further away.

Since Chapter 19.580 of the zoning Code does not list land use similar to the proposed development, we are proposing following supplemental information and justification of required parking stalls for Luv2Play facility in Riverside.

#### PROJECT FINDINGS

Operation schedule was prepared to calculate absolute maximum capacity in open play areas and children attending maximum number of parties for the facility located in Lake Forest, 10,365 sf. See Table 4 and Table 5. It was found that peak hours are on Saturday afternoons, peaking parking demand of 48 stalls.

Net usable floor area (Table 2) of Luv2Play store in Riverside is approximately 12,867 sf which is 25% increase compare to facility in Lake Forest. We have adjusted parking peak demand of 48 stalls by the same percentage ratio – resulting in 60 required parking stalls.

It is also assumed that medical offices and some general offices in the shopping plaza will be closed on Saturday afternoons during Luv2Play peak hours.



Table 2 – Proposed floor plan

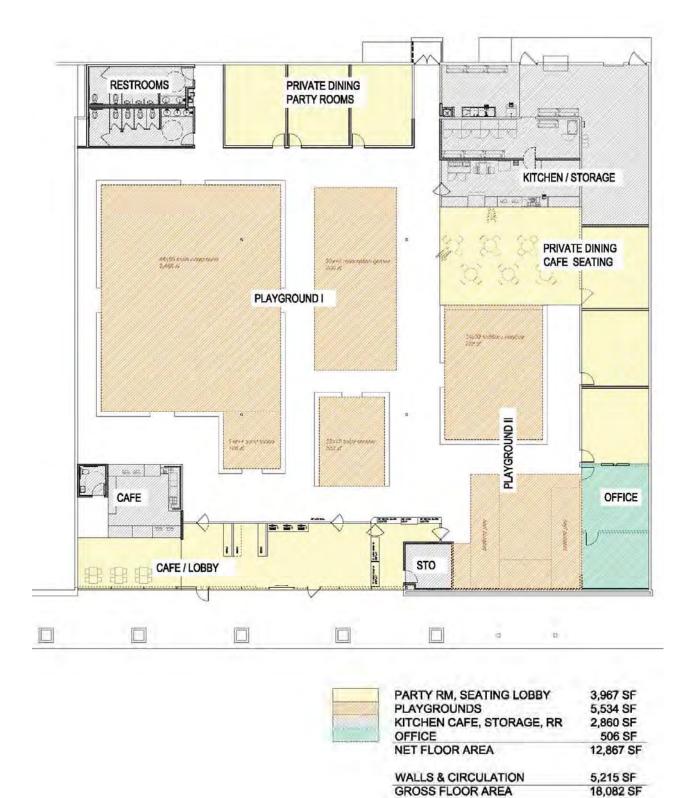




Table 3 – Parking analyses adjusted for proposed Luv2Play, Riverside

Land Use	<b>Total SF</b>	<b>Parking Ratio</b>	Required Parking	<b>Approved Variance</b>
Occupied				
Supermarket	30,570	1 sp / 250 sf	123	
Medical Office	6,090	1 sp / 180 sf	35	
Personal Services	5,600	1 sp / 250 sf	24	
General Office	915	1 sp / 250 sf	4	
Restaurant	13,581	1 sp /100 sf	137	
Retail	29,029	1 sp / 250 sf	119	
Cell Site	225	1 sp / 1,000 sf	1	
Subtotal	86,010		443	443
			(17 surplus)	no change
Vacant				
Proposed Retail	13,515	1 sp / 250 sf	54	
Proposed Restaurant	11,400	1 sp / 230 si	115	
Proposed Luv2Play	18,082	*	60	
110posed Edv21 ldy	10,002		00	
Subtotal	42,997		229	243
Grand Total	129,007		Change: 14 surplus from variance	686 stalls, (229 deficient) Approved 457 existing stalls (443+243-229=457)

<sup>\*</sup> Proposed parking ratio based on parking demand study prepared for Lake Forest Luv2Play. Peak parking demand of 48 stalls was adjusted for 25% floor net area increase.

Proposed Luv2Play facility with estimated 60 parking stalls shall not exceed existing parking stalls count approved by Planning variance case P16-0455.



# FINDING FROM OTHER STORES AND LOCATIONS

# SEASCAPE, ANAHEIM - 9,000 SF

This site has been allotted 52 stalls. Staff observed that when both, indoor playground and birthday parties, are conducted at the same time the maximum parking demand was 20 stalls on a weekday and 22 on a weekend day.

# ROMP-O-RAMA, GREEN RIVER PROMENADE - 10,000 SF

It was determined by studies and staff observation that when two parties were hosted concurrently with indoor playground, the parking need was approximately 27 stalls.

# PUMPER JUMPER, FULLERTON - 14,000 SF

This facility also operates parties and open indoor play at the same time. They only allow one party at a time, however, their maximum number of children at a party is 32. The staff calculated their need for 57 parking stalls.

Sincerely,

Mitchell Gold
Director of Franchise

LUV 2 PLAY
Lake Forest
26741 Rancho Parkway

Table 4
Current/Proposed Business Schedule

Hours of Business		Max Car
Monday		
8:00 - 9:00 AM	open play	9
9:00 - 10:00 AM	open play / open party*	25
10:00 - 11:00 AM	open play / open party*	33
11:00 -12:00 PM	open play / open party*	33
12:00 - 1:00 PM	open play / open party*	33
1:00 - 2:00 PM	open play / open party*	35
2:00 - 3:00 PM	open play / open party*	35
3:00 - 4:00 PM	open play / open party*	35
4:00 -5:00 PM	open play / open party*	38
5:00- 6:00 PM	open play / open party*	38
6:00 - 7:00 PM	open play / open party*	33
7:00 - 8:00 PM	open play	25
Tuesday		
8:00 - 9:00 AM	open play	9
9:00 - 10:00 AM	open play / open party*	25
10:00 - 11:00 AM	open play / open party*	33
11:00 -12:00 PM	open play / open party*	33
12:00 - 1:00 PM	open play / open party*	33
1:00 - 2:00 PM	open play / open party*	35
2:00 - 3:00 PM	open play / open party*	35
3:00 - 4:00 PM	open play / open party*	35
4:00 -5:00 PM 5:00- 6:00 PM	open play / open party*	38 38
6:00 - 7:00 PM	open play / open party* open play / open party*	33
7:00 - 7:00 PM	open play / open party	25
	орен ріау	23
Wednesday		
8:00 - 9:00 AM	open play	9
9:00 - 10:00 AM	open play / open party*	25
10:00 - 11:00 AM	open play / open party*	33
11:00 -12:00 PM	open play / open party*	33
12:00 - 1:00 PM	open play / open party*	33
1:00 - 2:00 PM	open play / open party*	35
2:00 - 3:00 PM	open play / open party*	35
3:00 - 4:00 PM	open play / open party*	35
4:00 -5:00 PM 5:00- 6:00 PM	open play / open party*	38 38
6:00 - 7:00 PM	open play / open party*	33
7:00 - 7:00 PM	open play / open party* open play	25
7.00 - 0.00 F W	орен ріау	23
Thursday 8:00 - 9:00 AM	onon nlov	9
9:00 - 9:00 AM 9:00 - 10:00 AM	open play	9 25
10:00 - 10:00 AM	open play / open party* open play / open party*	33
11:00 - 11:00 AM 11:00 -12:00 PM	open play / open party*	33
12:00 - 12:00 PM	open play / open party*	33
1:00 - 2:00 PM	open play / open party*	35
2:00 - 3:00 PM	open play / open party*	35
3:00 - 4:00 PM	open play / open party*	35
4:00 -5:00 PM	open play / open party*	38
5:00-6:00 PM	open play / open party*	38
6:00 - 7:00 PM	open play / open party*	33
7:00 - 8:00 PM	open play	25

Hours of Business		Max Car
<u>Friday</u>	'	
8:00 - 9:00 AM	open play	9
9:00 - 10:00 AM	open play / open party*	25
10:00 - 11:00 AM	open play / open party*	33
11:00 -12:00 PM	open play / open party*	33
12:00 - 1:00 PM	open play / open party*	33
1:00 - 2:00 PM	open play / open party*	35
2:00 - 3:00 PM	open play / open party*	35
3:00 - 4:00 PM	open play / open party*	35
4:00 -5:00 PM	open play / open party*	38
5:00- 6:00 PM	open play / open party*	38
6:00 - 7:00 PM	open play / open party*	33
7:00 - 8:00 PM	open play	25
8:00 - 9:00 PM	open play	25
Saturday		
8:00 - 9:00 AM	open play	33
9:00 - 10:00 AM	open play / open party*	35
10:00 - 11:00 AM	open play / open party*	45
11:00 -12:00 PM	open play / open party*	45
12:00 - 1:00 PM	open play / open party*	48
1:00 - 2:00 PM	open play / open party*	48
2:00 - 3:00 PM	open play / open party*	48
3:00 - 4:00 PM	open play / open party*	45
4:00 -5:00 PM	open play / open party*	43
5:00- 6:00 PM	open play / open party*	43
6:00 - 7:00 PM	open play / open party*	43
7:00 - 8:00 PM	open play	42
8:00 - 9:00 PM	open play	30
Sunday		
8:00 - 9:00 AM	open play	9
9:00 - 10:00 AM	open play / open party*	30
10:00 - 11:00 AM	open play / open party*	43
11:00 -12:00 PM	open play / open party*	43
12:00 - 1:00 PM	open play / open party*	43
1:00 - 2:00 PM	open play / open party*	43
2:00 - 3:00 PM	open play / open party*	42
3:00 - 4:00 PM	open play / open party*	35
4:00 -5:00 PM	open play / open party*	29
5:00- 6:00 PM	open play	29

<sup>\*</sup> Signifies available party time slots.

	Parking	Demand <sup>1</sup>				
	9					ļ.
Class Time	# of Kids Open Play	# of Party available (10 kids each)	# of Employees	Total Parking Demand		
<u>Monday</u>						
8:00 - 9:00 AM	16	0	4	9		
9:00 - 10:00 AM	45	2	4	25		
10:00 - 11:00 AM	64	2	5	33		
11:00 -12:00 PM	64	2	5	33		
12:00 - 1:00 PM	64	2	5	33		
1:00 - 2:00 PM	72	2	5	35		
2:00 - 3:00 PM	72	2	5	35		
3:00 - 4:00 PM	72	2	5	35		
4:00 -5:00 PM	80	2	5	38		
5:00- 6:00 PM	80	2	5	38		
6:00 - 7:00 PM	64	2	4	33		
7:00 - 8:00 PM	45	2	4	25		
Tuesday						
8:00 - 9:00 AM	16	0	4	9		
9:00 - 10:00 AM	45	2	4	25		
10:00 - 11:00 AM	64	2	5	33		
11:00 -12:00 PM	64	2	5	33		
12:00 - 1:00 PM	64	2	5	33		
1:00 - 2:00 PM	72	2	5	35		
2:00 - 3:00 PM	72	2	5	35		
3:00 - 4:00 PM	72	2	5	35		
4:00 -5:00 PM	80	2	5	38		
5:00- 6:00 PM	80	2	5	38		
6:00 - 7:00 PM	64	2	4	33		
7:00 - 8:00 PM	45	2	4	25		
1.00 0.001		_				
Wednesday						
8:00 - 9:00 AM	16	0	4	9		
9:00 - 10:00 AM	45	2	4	25		
10:00 - 11:00 AM	64	2	5	33		
11:00 -12:00 PM	64	2	5	33		
12:00 - 1:00 PM	64	2	5	33		
1:00 - 2:00 PM	72	2	5	35		
2:00 - 3:00 PM	72	2	5	35		
3:00 - 4:00 PM	72	2	5	35		
4:00 -5:00 PM	80	2	5	38		
5:00- 6:00 PM	80	2	5	38		
6:00 - 7:00 PM	64	2	4	33		
7:00 - 8:00 PM	45	2	4	25		
7.00 - 0.00 1 101	45	2	7	23		
<u>Thursday</u>						
8:00 - 9:00 AM	16	0	4	9		
9:00 - 10:00 AM	45	2	4	25		
10:00 - 11:00 AM	64	2	5	33		
11:00 -12:00 PM	64	2	5	33		
12:00 - 1:00 PM	64	2	5	33		
1:00 - 2:00 PM	72	2	5	35		
2:00 - 3:00 PM	72	2	5	35		
3:00 - 4:00 PM	72	2	5	35		

4:00 -5:00 PM	80	2	5	38			
5:00- 6:00 PM	80	2	5	38			
6:00 - 7:00 PM	64	2	4	33			
7:00 - 8:00 PM	45	2	4	25			
<u>Friday</u>							
8:00 - 9:00 AM	16	0	4	9			
9:00 - 10:00 AM	45	2	4	25			
10:00 - 11:00 AM	64	2	5	33			
11:00 -12:00 PM	64	2	5	33			
12:00 - 1:00 PM	64	2	5	33			
1:00 - 2:00 PM	72	2	5	35			
2:00 - 3:00 PM	72	2	5	35			
3:00 - 4:00 PM	72	2	6*	35			
4:00 -5:00 PM	140	2	6*	38			
5:00- 6:00 PM	140	2	6*	38			
6:00 - 7:00 PM	100	2	6*	33			
7:00 - 8:00 PM	85	2	4	25			
8:00 - 9:00 PM	65	2	4	25			
Saturday							
8:00 - 9:00 AM	64	2	5	33			
9:00 - 10:00 AM	72	2	5	35			
10:00 - 11:00 AM	140	2	8*	45			
11:00 -12:00 PM	140	2	8*	45			
12:00 - 1:00 PM	160	2	8*	48			
1:00 - 2:00 PM	160	2	8*	48			
2:00 - 3:00 PM	160	2	8*	48			
3:00 - 4:00 PM	150	2	8*	45			
4:00 -5:00 PM	140	2	8*	43			
5:00- 6:00 PM	140	2	8*	43			
6:00 - 7:00 PM	120	2	6*	43			
7:00 - 8:00 PM	120	2	4	42			
8:00 - 9:00 PM	85	2	4	30			
Sunday							
8:00 - 9:00 AM	45	0	4	9			
9:00 - 10:00 AM	85	2	4	30			
10:00 - 11:00 AM	120	2	8*	43			
11:00 -12:00 PM	140	2	8*	43			
12:00 - 1:00 PM	140	2	8*	43			
1:00 - 2:00 PM	140	2	8*	43			
2:00 - 3:00 PM	120	2	8*	42			
3:00 - 4:00 PM	72	2	8*	35			
4:00 -5:00 PM	80	2	4	29			
5:00- 6:00 PM	80	2	4	29			
1.) Based 3 to 4 guests per	car		I.	l			
2.) Based on 2 parties going		alf of the party	participants be	ing dropped off			<u> </u>
and picked up.							
3.) * Based on part time emp				ork or using			
alternative transportation due	e to general age	group of Said 6	inployees.			-	



Rear Entrance, facing west



Front Entrance, facing east