

Attachment No. PC 4

Valet Operation Plan by Hospitality
Parking Group dated August 1, 2025

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VALET PLAN

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August 1st, 2025


The City of Newport Beach
Attn: Jenny Tran
100 Civic Center Drive
Newport Beach, CA 92660

Dear City of Newport Beach,

On behalf of Hospitality Parking Group, I am pleased to submit the following Valet Parking Plan for 2902 W Coast Hwy. The plan offers valet parking for ARC Carne & Cantina, a high-end Mexican Steakhouse and utilizes two off-site parking lots. Parking Lot 'A' is contracted with neighboring Sterling BMW and Parking Lot 'B' is a reciprocal parking agreement after 215 Riverside Avenue. Both lots will be valet only, Sterling BMW lot (Lot 'A') will be available from 10am to midnight daily. 215 Riverside Avenue (Lot 'B') will be available after 5pm and to midnight daily.

A small introduction to Hospitality Parking Group - we are an International Company dedicated to providing strategic parking services to corporate agencies around the world. We offer comprehensive solutions to every aspect of valet and parking management; and are committed to the highest standards of professionalism and service. Pursuing innovation, we deploy creative programs to cater to each unique location and suit the needs of our clients and their guests. Our company is fully licensed and insured, as well as our valet staff is highly trained to act decisively and with excellent service always in mind. As we serve our clients, The City of Newport Beach can expect to receive personal service of the highest quality from our company and staff members.

Hospitality Parking Group offers full-service parking, valet and other end of the line transport programs that are site-specific and ensure competent and consistent solutions each day. You will find that we are more than just a valet company; we are an experienced and committed partner and constantly monitor staff and operations to always stay in compliance. We are here to provide ARC Carne & Cantina the most professional service possible and ensure that all parking operations run smoothly and seamlessly. Specializing in boutique restaurants and shops, our hyper local focus allows us to create relationships beyond the parking space and into the community.



As detailed in the following exhibits, the valet contract be performed at 2902 W. Pacific Coast Hwy with adjacent valet parking sites at 215 Riverside Avenue and Sterling BMW for valet overflow. The valet program will run during normal business hours from 10am to 12am and will comply any/all noise ordinances and operational hours as set forth within the Planning Permit Application for the project. The valet route will have one entrance from Riverside Avenue and one exit on to Avon Street which is designed to optimize traffic flow. Guests exiting the valet route have the option to use Avon Street or Riverside Avenue to exit the plaza.

At Hospitality Parking Group, we have become known among leading restaurants and retail establishments for our efficient, friendly and community minded service. Working with existing restaurants and establishments on Pacific Coast Highway gives us the best insight into managing a successful parking plan for ARC Carne & Cantina and we are highly sensitive to interactions with neighboring businesses and residents. We also want to say 'THANK YOU' for this opportunity to work with you and your team and welcome any feedback or questions you may have. Please feel free to contact me.

With Warm Regards,

Vladimir Striganov

Manager - Hospitality Parking Group



VALET PLAN

General Comments

The valet parking program will be offered to guests of ARC Carne & Cantina for the hours of 10am to 12am. While valet parking will be offered complimentary to all guests of ARC Carne & Cantina, self-parking is also provided for the plaza and is open to all plaza guests. This valet plan does not impede any self-parking entrances or traffic flow. All ADA parking stalls are available and are not impeded by the proposed valet parking plan.

The Total Plaza Parking has a total of 121 stalls. The stalls are structured as 2 Van HC Stall + 5 Standard HC Stall + 114 Standard Stalls = 121 stalls. The total number of parking stalls designated for 2902 PCH (ARC Carne & Cantina) is 16 within the plaza. The total number of daytime accessible stalls is 121 plaza + 98 Sterling BMW = 219 daytime stalls. The total number of evening use stalls is 121 plaza + 15 at 215 Riverside + 98 Sterling BMW = 234 evening stalls.

The Valet lot of Sterling BMW (Parking Lot A) offers a 98 spaces and will be for Valet Use Only. The current Sterling BMW parking layout will be adjusted (please see Appendix A) to accommodate for additional tandem style diagonal spots which only Valet Staff will move and access allowing for the additional spots. As the lot will be entirely Valet, the tandem style spots numbered 41 thru 45 and 70 thru 74 are able to be double parked as the drive lane will not be used for any outsider guests or traffic. As seen in Appendix A, the green dashed section will allow for temporary movement and the tandem style cars in spaces 41 thru 45 and 70 thru 74, as well as servicing other tandem spots if necessary. After 5pm, 215 Riverside offers 15 valet parking spaces and is designated for valet use only and will not be accessible to guests.

The total number of daytime valet spaces will be 98 (Sterling BMW) + 16 Plaza stalls = 114, the total number of evening valet spaces will be 98 (Sterling BMW) + 15 (215 Riverside) + 16 Plaza Stalls = 131 valet parking spaces. The valet parking lots will only be accessible by Valet Staff and available to ARC Carne & Cantina guests. No guest access will be allowed to the lots at any time.

In addition to the provided plaza parking, there are also two Uber/Lyft stalls for drop/off and pick up which are located near the restaurant and accessible from both Pacific Coast Highway and Riverside Avenue and Avon Street for ease of accessibility, as well as accessible to other plaza tenants.

Three plaza bike racks are also available as a means for alternate transportation.



VALET PARKING FLOW


The plaza has four entrance points; a single, one-way entrance from North Bound Pacific Coast Hwy, access from Riverside Avenue via two separate entrances/exits and an additional plaza entrance/exit on Avon Street. There is an additional exit only on Avon Street which will be utilized for Valet Route Flow and self-parking exits.

The previously submitted Valet Parking Plan has been revised to move the Valet Entrance on Pacific Coast Hwy moving the Valet Entrance to Riverside Avenue. There are multiple self-parking entrances to the plaza, one on Pacific Coast Highway, one on Riverside Avenue, and one on Avon Street. Two Self-Park exits are available on Avon Street and two exits on Riverside Avenue.

Once the guest enters the Valet Flow Entrance #1 from Riverside Avenue, there are two options; 1. to pull to the left and enter the Valet Drop Off line or 2. continue through Valet Return Line to access available plaza parking. Designated as Valet Entrance #1 – this corridor is wide enough for both through traffic and patrons to pull left into the Valet Drop Off Queue. Valet Operation shall not impact the drive aisle to allow access to the plaza parking area.

If a guest chooses to valet park their vehicle - The valet will drive the vehicle from the Valet Drop Off to either Sterling BMW or after 5pm to 215 Riverside Avenue. Using 'Valet Entrance #1' during the day or during times of low demand, the guest enters Entrance #1 from Riverside Avenue. Valet Entrance #1 is a two-way path of travel into the plaza, but enters a one-way corridor for all valet activities. This is the optimum location for the Valet Drop Off + Valet Return as there are no entrances to businesses in this corridor and the tandem style parking spaces on the left hand side of the corridor will become the Valet Drop Off Area.

The Valet Drop Off Queue from Entrance #1 can comfortably host 5 cars in the waiting queue, allowing ample time for valets to move, park and re-position cars, with 6 valet staging spots following the Valet Drop Queue. In the evenings or should there be a high demand period, there is an option to re-route the entrance to Valet Entrance #2, occupying the 5 additional tandem spaces as part of the Valet Drop Queue. These spots are located within the plaza and run parallel to Riverside Avenue to accommodate additional overflow. Entrance #1 will be coned off and traffic will be directed to Entrance #2. This re-route to Entrance #2 will not impede self-parking or valet abandonment cars, these vehicles can stay on the right side and flow through the Valet Return lane and enter the plaza should the not continue straight off of Riverside Avenue using Entrance #2. Access for self-parking is available via 3 other entrances/exits, one on Avon Street, one on Pacific Coast Hwy and one on Riverside Avenue. Concern was raised about when high demand times may be and the additional Valet Queue tandem spaces. High demand times are projected to be post 5pm for a 'dinner rush' from 6pm to 7:30pm. Prior to high demand times, the additional 5 tandem spaces that run parallel with Riverside Ave will be coned off as they become available. The businesses within this corridor (C'est Si Bon and BlueJay Bikes) close at 4pm and 5pm, so we can anticipate a lowered demand for parking in this area after 5pm due to both businesses being closed.



Evenings from 6pm to 7:30pm are the expected high demand times for Valet and this time frame compliments the other plaza uses. Other tenant demands on parking are reduced after 5pm daily. Valet Entrance #2 will be used after both businesses in the corridor close (C'est Si Bon at 4pm and BlueJay Bikes at 5pm). Other potential high demand times are weekends, which is still complimentary to the other tenants hours of operation. Out of 9 businesses in the plaza, only 4 have operational hours on Saturday and Sunday. Out of 9 businesses, only 2 have operational hours after 4:00pm on weekends and 3 businesses have hours after 5pm on weekdays. Please see Appendix C - Hours of Operation for Plaza Tenants for further information on Hours of Operation for other plaza tenants.


Entrance #2 mitigates backup onto Riverside Avenue by providing up to 10 cars in the Valet Drop Queue, which will continuously be moving as cars will be parked from this line. Entrance #2 does not inhibit self-parking flow or Valet Return flow as Valet Parkers will pull left and Valet Return/Self-Parking will stay right. The Valet Return enters the same way as a guest would, from Riverside Avenue into the Plaza and the Valet Driver will present the car at the end of the Valet Return. The Valet Return does not affect new cars in the Valet Drop Off Queue, it is a separate lane and does not block cars from moving through the plaza for self-park or exiting.

Any vehicles that decide not to use the valet service can be directed to the existing plaza parking flow by continuing through the Valet Return Lane. This Valet Plan maintains access via all entrances to the plaza for self-parking stalls, please see Appendix B. The Valet Drop Lane is to the left of the Valet Return Lane, and the Valet Return Lane shall be for through traffic and immediate pickup only. The Valet Drop spaces on the left will be temporary holding spots where guests will still be inside their car until reaching the 1st spot in the Valet Drop Off Line and right side Valet Return will be a continuous flow of traffic and allow for anyone who accidentally turns into the Valet Queue corridor to use the Valet Return Lane to flow through and enter the main plaza corridor to self park or exit.

Valet Drop / Valet Queue

The ideal location for the Valet Drop Zone is located near the rear entrance of the restaurant. The Valet Stand will be readily visible to guests as they enter Entrance #1 from Riverside Avenue and temporary A frame signs and/or cones may be used to direct traffic when Entrance #2 is being used. All signage and cones shall be placed on private property.

There are 6 surface parking spaces near the drop off area the valets can use for staging during high demand periods. The Valet Drop Zone will have ample room for 5 cars during the day and up to 10 cars at night by directing traffic to Entrance #2. Valet use of internal plaza parking stalls will not exceed 16 at anytime, this is based on the parking allotment from plaza management. The Valet Drop spaces will not be used to park cars, but be used as a lane and holding queue for guests to pull on the PCH side of the corridor, while still allowing the Valet Return to accommodate for any through traffic on the interior side of the corridor. The Valet Return Lane shall not be blocked, all cars shall be pulled up only when the driver has presented the ticket and is waiting at the Valet



Stand. Should a car be in the Valet Return and it blocks exiting or thru traffic, it will be moved by Valet into the 6 adjacent valet staging spots to ensure that traffic flow and movement is available at all times.

Once the guest drops off the vehicle, the vehicle will then be taken directly into the valet-controlled parking area and/or reciprocal parking lot. The proposed plan will reduce congestion while also providing increased safety for any pedestrians/guests walking to the restaurant. Valet staff will monitor guest movement and valet demand to ensure Valet Drop Off does not reach out onto Riverside Avenue at anytime and Valet Staff will cone off Valet Entrance #1 if there is high demand and cars will be directed to Valet Entrance #2.

There will be a Valet Stand next to Valet Drop Off & Valet Return. Keys are secured inside a locked podium manned by a valet or supervisor. Once the vehicle has been parked, the valet stores the keys and logs any necessary information into the system. Communication between the valet and front desk will consist of in-person exchanges and short distance walkie-talkies or potentially a phone app-based system.

Service Area

Any service deliveries or pickups will be scheduled by the restaurant management and deliveries have been requested prior to 10am to reduce congestion. Should there be an unscheduled delivery, the valets on site will assist in coordinating to make sure that the lanes are clear and safe. The Valet queue / valet loading area is contained within a one-way corridor and leaves West Pacific Coast Hwy and Riverside and Avon Street entrances available for deliveries or circulation. Other types of shuttle and/or deliveries such as Ubers or Lyfts will be controlled and coordinated by the valets with directed signage, as well as any vehicles that decide not to park can utilize assistance from Valet for directions. Uber/Lyft Spaces are clearly marked within the plaza and assessable by all tenants. The Valet Staff will assist with any additional drop-offs and may utilize the Valet Return or Valet Staging Spaces for temporary drop-offs outside of the designated Uber/Lyft spaces.

No on-site bus parking is provided or permitted. If deliveries or pick-ups are made at times while pedestrian movement restricts or limits service vehicle access, an employee shall be present to ensure the inbound driveway aisle is clear for assistance and safety.

No Employee Parking is permitted on site per plaza regulations. Employees can use Valet Parking but will not be allowed to access their cars within the off-site lots. Employees of ARC Carne & Cantina will use the Valet Service like all other guests, using the Valet Drop Off and Valet Return Line. Additionally, ARC Carne & Cantina provides incentives to Employees who bike, carpool or ride-share to work to reduce demand.

No Valet Parking will be on public right of way, including Avon Street and Riverside Avenue.



Parking Rate

The parking rate will be complimentary for restaurant patrons to help provide great service levels and help manage the demand for parking. Valet service will be provided for ARC Carne & Cantina only and other plaza patrons will be encouraged to self-park.

Summary

In summary, this valet operation plan provides more than sufficient parking possibilities and shows thoughtful coordination to reduce congestion, limit footprint, and limit any BLAH BLAH BLAH NEED TO ADD THIS. The Valet Route is circular, it does not contain any impediments to traffic. The route will be demarked by proper signage, this signage will clearly direct traffic to the Valet Drop Off Zone or Valet Return/Thru Traffic.

The valet plan is compatible with other uses in the area. No loitering will be permitted on the premises /or/ before or after normal business hours. Additionally, there is no live entertainment or dancing which will further support noise compatibility and an upscale Valet Service Program. The proposed business hours are also conducive to the current hours kept by other businesses and establishments on Pacific Coast Highway.


VALET EXPERIENCE AND GUEST SATISFACTION

Valet - Guest Experience (Vehicle Drop Off)

1. Guest enters from South Bound Riverside Avenue and is greeted by valet attendant in *Valet Drop Off Queue*.
2. Guest is issued a valet claim check by valet attendant (physical or electronic).
3. Guest leaves the *Valet Queue* and proceeds into the restaurant.
4. Valet attendant relocates guest's car to either staging area, reciprocal parking lot, or Sterling BMW, then runs back to the Valet stand to greet another vehicle in the *Valet Queue*.

Valet Parking – Guest Experience (Vehicle Return)

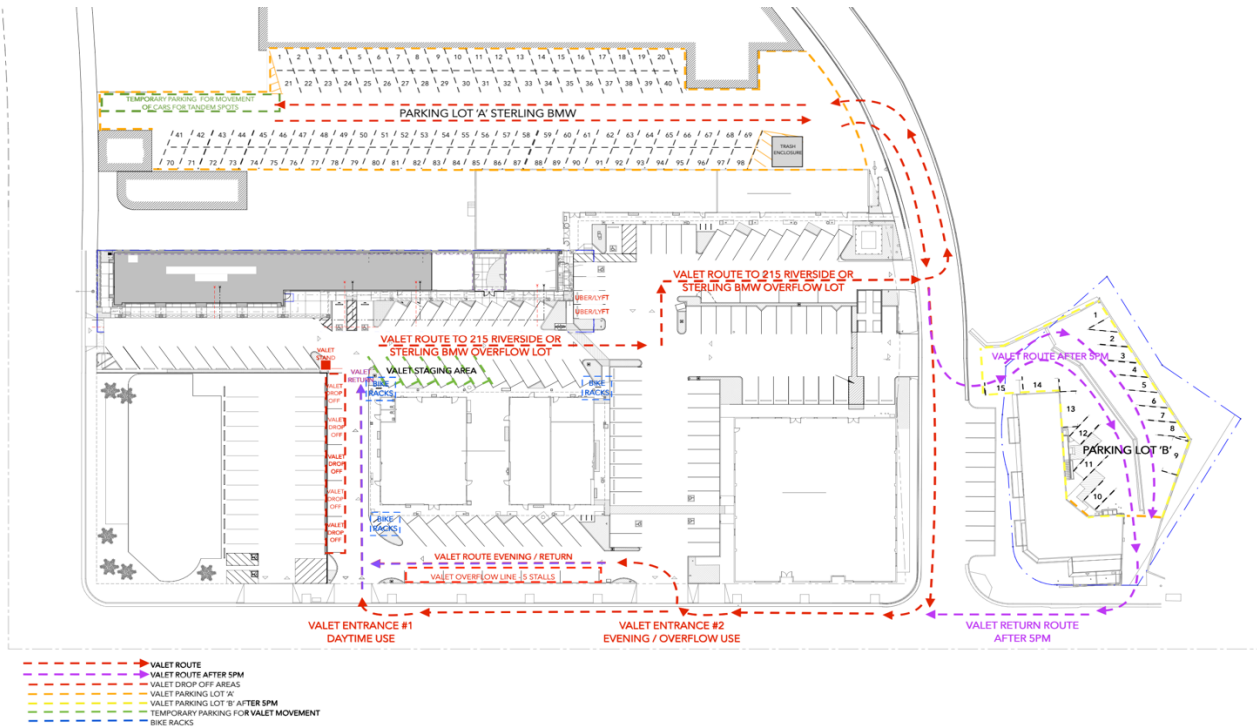
5. Guest returns to *Valet Return Queue – Valet Stand* and presents valet claim check to valet attendant (physical or electronic).

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6. Valet attendant retrieves guest's keys, runs to the vehicle location and returns the vehicle to the guest in the *Valet Return*.
 7. Valet attendant opens all doors for guest, thanks the guest and hands the driver the vehicle keys.
 8. Guest departs in their vehicle and exits onto Avon or Riverside Avenue.

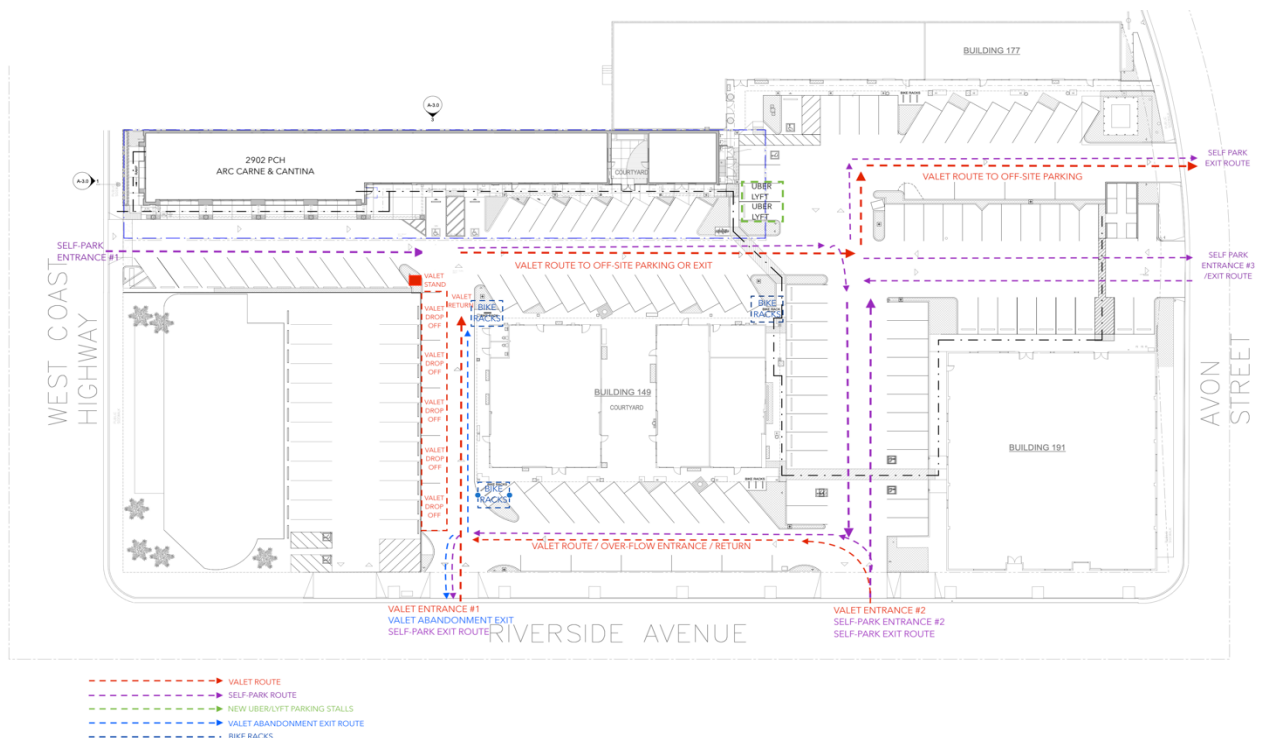
UPDATES TO THE PREVIOUS VALET PARKING PLAN AND RESPONSES TO CITY QUESTIONS

- Concern was raised regarding valet backup on to West Coast Hwy and the previous Valet Parking Plan has been revised to move the Valet Entrance from West Coast Hwy to now enter the Valet Queue from Riverside Avenue.
- Valet Backup can be mitigated by closing Valet Entrance #1 during peak hours to Valet Entrance #2. Concern was raised about possible traffic on Pacific Coast Hwy and we believe the new Valet Parking Flow and Entrances will mitigate this concern.
- Valet Entrance #1 can host 5 cars in the Valet Queue.
- Valet Entrance #2 can host an additional 5 cars in the Valet Queue, offering a 10 car Valet Queue Line.
- There are multiple self-parking entrances to the plaza, one on Pacific Coast Highway, one on Riverside Avenue, and one on Avon Street. Two Self-Park exits are available on Avon Street and two on Riverside Avenue.
- Added Appendix B will show how ADA parking stalls will NOT be affected by Valet Operations and are fully accessible for self-park.
- Appendix B shows how the New Valet Parking Flow allows for Drivers who wish not to Valet but enter Valet Drop/Valet Queue to exit the plaza or move through to self-park.
- Valet Guest Pick Up Area has been moved to a one-way corridor which will not impede self-parking flow or exiting, nor will it impede ADA parking spaces.
- Valet Staging Area has been moved to the end of the Valet Queue and reduced to 6 spaces to allow for ease of access when quickly parking cars during peak times. 5 tandem spots will be utilized for the Valet Drop and a possible 5 additional tandem spaces will be used during peak times. No more than 16 spots within the plaza will be used for Valet at any time.
- Two Uber/Lyft spaces have been relocated to be accessible for all entrances to the plaza.
- Bike Racks have been noted on the plan are located within the plaza at three separate locations.
- Employees of ARC Carne & Cantina are not permitted to use plaza parking. Instead, employees will use street parking or use the Valet Service like all other guests, using the Valet Drop Off and Valet Return Line and will not access the off-site parking lots at anytime. Additionally, ARC Carne & Cantina provides incentives to Employees who bike, carpool or ride-share to work to reduce demand.

APPENDIX A – ARC CARNE & CANTINA VALET PLAN + FLOW + OFFSITE PARKING LOTS



APPENDIX B – ARC CARNE & CANTINA SELF-PARK ROUTES



APPENDIX C – OTHER PLAZA TENANT HOURS OF OPERATION + WEEKDAY DEMAND EXAMPLE + WEEKEND DEMAND EXAMPLE

The Garden + 215 Riverside Tenant Operational Hours and Chart

The Garden Tenants				Hours of Operation													
Name	SF	Address		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
				Open	Close	Open	Close	Open	Close	Open	Close	Open	Close	Open	Close	Open	Close
C'est Si Bon	4,326 RSF	149 Riverside Ave Unit A		7:00am	4:00pm	7:00am	4:00pm	7:00am	4:00pm	7:00am	4:00pm	7:00am	4:00pm	7:00am	4:00pm	7:00am	3:00pm
Bluejay Bikes	1,768 RSF	149 Riverside Ave Unit B		Closed	Closed	Closed	Closed	9:00am	5:00pm	9:00am	5:00pm	9:00am	5:00pm	9:00am	5:00pm	9:00am	5:00pm
Jewelers on Time	1,423 RSF	149 Riverside Ave Unit C		10:00am	6:00pm	10:00am	6:00pm	10:00am	6:00pm	10:00am	6:00pm	10:00am	6:00pm	10:00am	2:00pm	Closed	Closed
USPS	5,688 RSF	177 Riverside Ave Unit A		8:30am	5:00pm	8:30am	5:00pm	8:30am	5:00pm	8:30am	5:00pm	8:30am	5:00pm	Closed	Closed	Closed	Closed
The Bar Method	2,637 RSF	177 Riverside Ave Unit B		5:30am	7:00pm	5:30am	7:00pm	5:30am	7:00pm	5:30am	7:00pm	5:30am	7:00pm	5:30am	12:30pm	9:00am	11:30am
Starfish	1,772 USF	191 Riverside Ave Unit A		11:00am	9:00pm	11:00am	9:00pm	11:00am	9:00pm	11:00am	9:00pm	11:00am	10:00pm	11:00am	10:00pm	11:00am	10:00pm
Boost Hydration	1,527 USF	191 Riverside Ave Unit B		9:00am	5:00pm	9:00am	5:00pm	9:00am	5:00pm	9:00am	5:00pm	9:00am	5:00pm	9:00am	2:00pm	9:00am	2:00pm
Go Greek Yogurt	1,065 USF	191 Riverside Ave Unit C		9:00am	10:00pm	9:00am	10:00pm	9:00am	10:00pm	9:00am	10:00pm	9:00am	10:00pm	9:00am	10:00pm	9:00am	10:00pm
Juxtaposition	2,641 USF	191 Riverside Ave Unit D		11:00am	4:00pm	11:00am	4:00pm	11:00am	4:00pm	11:00am	4:00pm	11:00am	4:00pm	Closed	Closed	Closed	Closed
215 Riverside Tenants (Reciprocal Parking Lot 'B')																	
The Highbrow	911 RSF	215 Riverside Unit 2C		11:00am	4:00pm	11:00am	4:00pm	11:00am	4:00pm	11:00am	4:00pm	11:00am	4:00pm	Closed	Closed	Closed	Closed

