
4 March 2026

Rocky River Planning Commission
City of Rocky River
21012 Hilliard Blvd.
Rocky River Ohio 44116

RE: Use and Parking Narrative For 19350 Detroit Rd.

Dear Commission Member:

In the Fall of 2023 WXZ Development Inc. on behalf of JRW/RR, LLC, the owner, requested a rezone of one of the parcels on the project site from OB-2 Office Building to LB-Local Business. The rezoning was approved to allow for retail and commercial uses consistent with the area with an emphasis on neighborhood scaled businesses that benefit from the larger pedestrian connected shopping district along Detroit Rd. In the Spring of 2024 after the property was successfully rezoned to LB- Local Business we applied for a site plan approval to allow us to redevelop the former Jan Dell Flowers into a 8000 sf mixed use building on two levels utilizing the existing building and building new. At that time we had two signed leases one with W Gallery, a jewelry store and the other with Eleanor Hobbs a clothing/soft goods retailer. In our site plan approval submission the parking calculations were based on retail and service uses.

Shortly after receiving Planning Commission and Design and Construction Board approvals in May of 2024 we began marketing the remaining spaces for lease. Since that time we have signed leases with two additional tenants, Crave Cookies and Callie's Pilates. The property is now fully leased. Both the cookie store use and the pilates studio are permitted uses under the LB zoning. As part of our building permit review for Crave Cookies we were asked to come back before the Planning Commission to discuss parking demand and the Zoning Code as part of that request.

Below is a table showing our calculation of the zoning code's parking requirements. We've also included another table on the types of uses, number of employees, and operating hours for the currently leased spaces.

Parking Calculations per the Zoning Code

Tenant	Square Footage	Use	Code Parking Requirement	Parking Required
Eleanor Hobbs	1881	Retail	4 spaces per 1000 sf	8
W Gallery	921	Retail	4 spaces per 1000 sf	4
Crave Cookies	940	Counter Service Restaurant	1 space per 50 sf	20
Callie's Pilates	1810	Health Club	1 space per 250 of exercise area	6
Common Area Storage	1527	Storage/office	1 space per 250 sf	6
Total Parking Req'd				44
Required w/20% Shared Parking Allowance				35
Total Parking Provided				27
Difference				8

Based on the overlapping hours of operation on a single property under single ownership we believe the development qualifies for a shared parking analysis. See the Use Summary with hours of operation below.

Use Summary

Below is a summary of the uses, hours of operation, and number of employees for the currently signed leases. Because three of the tenants operate with minimal staff and with limited hours or days of operation we believe that our current parking is sufficient to serve the property without seeking a variance or obtaining offsite parking from a neighboring property. Two of the retail tenants on Detroit are not open past six o'clock and both are closed on Sunday. W Gallery is open four days a week. The pilates studio on the lower level of the building has specifically dedicated parking for the space it has and is mostly busy first thing in the morning a twice a week in the evening. This coupled with Crave Cookies being a counter service restaurant geared toward convenience and short duration visits allows for more phased usage of the parking on both parking levels.

Tenant	Use	Operating Hours	# of Employees
Eleanor Hobbs	Retail	Mon.-Fri. 10-6 Sat. 10-5 Closed Sunday	3
W Gallery	Retail	Wed.-Sat. 11-5	2
Crave Cookies	Counter Service Restaurant	Mon.-Sun. 9-10	4
Callie's Pilates	Health Club	Mon. 7-1, 5:30-7:30 Tues. Thurs., Fri. 8-1 Wed. 5:30am-7:30 pm	2

In addition to the compatibility of the mix of uses at the property, the property owner at the City's request has made additional improvements to the connectivity of the site to allow for more pedestrian access from neighboring properties including extending a sidewalk to Beachcliff Square and improving sidewalks and approaches to Parsons Court and along Detroit Rd. We also installed stairs on the property on the east and west side of the building to enhance connectivity to the lower level.

Included with this narrative are the other submission requirements for your consideration including the approved site plan, the original approved floorplans and the floorplan submitted with the Crave drawings for permit and our application for review.

Thank you for your consideration. I look forward to answering your questions regarding this request at the required public meeting.

Sincerely,



David Budge
Assistant Vice President
WXZ Development Inc.

Cc: Kim Kerber, Director Planning and Community Development
Dylan Minek, Planning and Community Development Administrator