



DOWNTOWN BOISE

Parking Strategic Plan

APPENDIX H2

*Request to Form a Community Parking
District: Pacific Beach*

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Expect More. Experience Better.



Request to Form a Community Parking District: Pacific Beach



Presented to the City Manager by
Pacific Beach's Cooperative Parking Committee
January 18, 2005

Presented at A Community Forum on Parking January 13, 2005

Request to Form a Community Parking District Pacific Beach

City Policy
100-18
reference.

Introduction



Parking concerns and problems vary throughout Pacific Beach. As Pacific Beach has matured, visitor, commercial, and local parking issues continue to need examination and solutions. The community of Pacific Beach has sought to resolve its continuing parking problems for many years. In the 1990s several attempts to identify parking problems, propose solutions, and enact changes were undertaken without significant result. In 1998 the Pacific Beach Planning Committee hosted an open community meeting to identify parking problems and solve them. While the group identified many problems and solutions (many that have been incorporated into this document) little change was enacted. In 2001 the City of San Diego commissioned a Visitor Oriented Parking study that again identified many problems and several solutions. Some of these have been enacted, such as implementing diagonal parking areas. Other solutions, such as continuing research on constructing a parking building, have not been enacted.

The Pacific Beach Planning Committee and Discover Pacific Beach, the business association, have continued to advocate for changes to parking rules in new construction and better access for customers. After many years of discussion and few changes Discover Pacific Beach, the Pacific Beach Town Council, and the Pacific Beach Planning Committee formed a Cooperative Parking Committee (CPC) to begin to examine parking problems holistically. All three groups have interest in parking management and solutions. This group works to examine parking issues, create parking management strategies, and advocate on behalf of the neighborhood for sound parking solutions. This group is seeking to form a Community Parking District in Pacific Beach to begin addressing parking management issues.

Parking problems in the neighborhood persist. Areas of the neighborhood that exhibit high traffic due to visitor and commercial uses are congested much of the year. Other areas of the neighborhood that seek greater turnover of visitors are underutilized. Poorly managed residential parking areas have become an overflow for visitor uses, which then affect residential needs. Zoning codes have not kept up with development, resulting in on-street parking being relied upon as parking for new development. Pacific Beach needs parking solutions and a voice for parking strategies.

This proposal outlines the creation of a Community Parking District and how residents, business owners, and other Pacific Beach stakeholders will work together to establish proactive tools to manage parking in the neighborhood and address parking issues. Please note references to City Council Policy 100-18 to the left.

A. 1. Establishment of Community Parking Districts

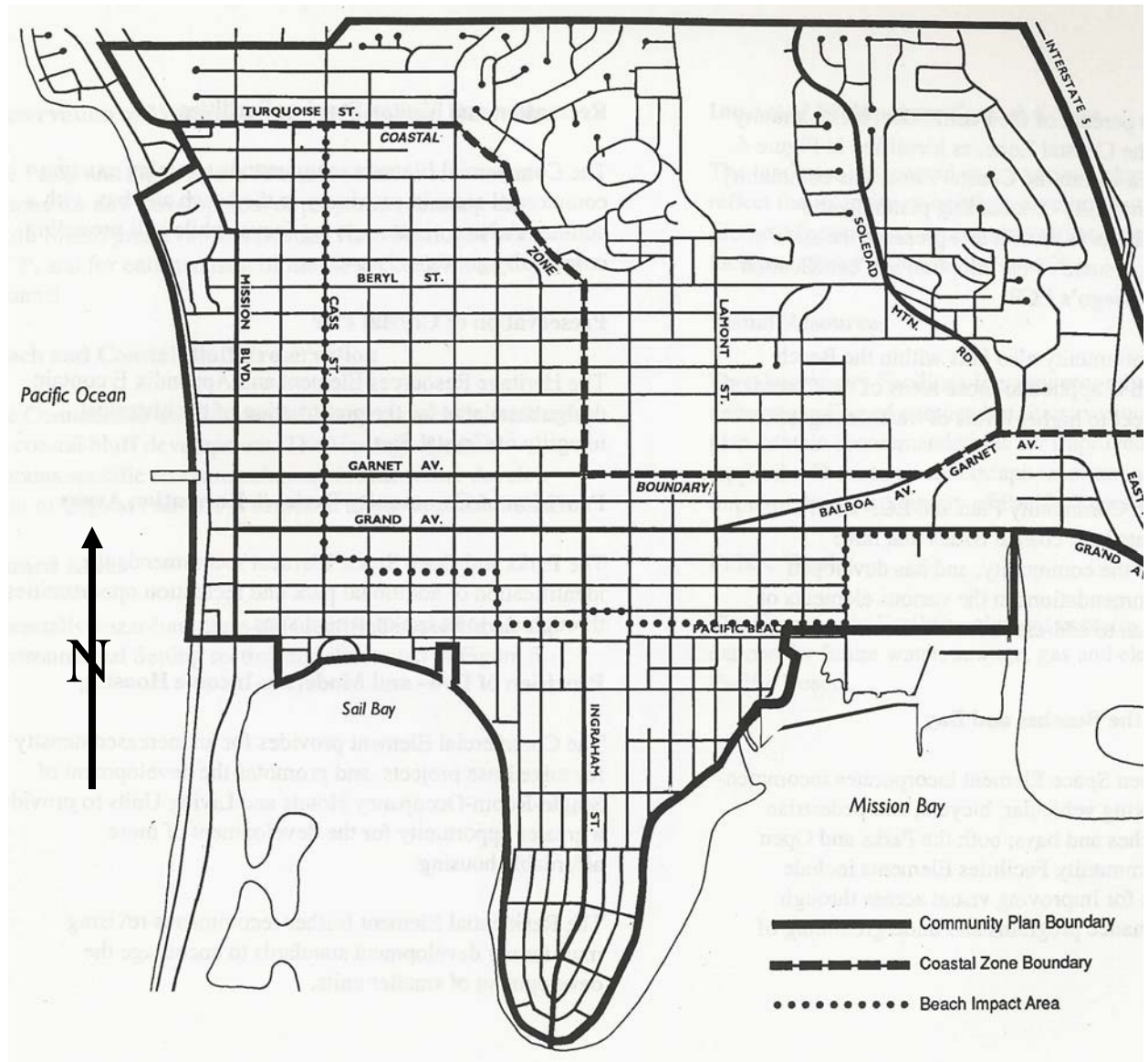
Parking Issues in Pacific Beach

Parking issues and problems exist in Pacific Beach despite the existing management mechanisms within the community. Though the same problems are not encountered throughout the entire district, some areas and problems need specific solutions. The management solutions provided in Pacific Beach currently are a one size fits all approach and do not provide the location-specific solutions required to solve the detailed problems outlined

in studies and in community conversations. The issues outlined below have been identified in a study conducted in 2001 by Wilbur Smith Associates (commissioned by the city) and through ongoing community discussions. While the issues below represent the most pressing parking concerns in Pacific Beach, they are not necessarily a comprehensive overview of Pacific Beach's parking issues. The parking committee will address other or additional parking issues as they arise.

A. 1. a. Geographic Area

The area that will be served by the Pacific Beach Community Parking District will correspond to the Community Planning Boundary of Pacific Beach illustrated below.



A. 1. b. | Data Illustrating Adverse Impact of Parking Demands

Beach area parking demands exceed capacity

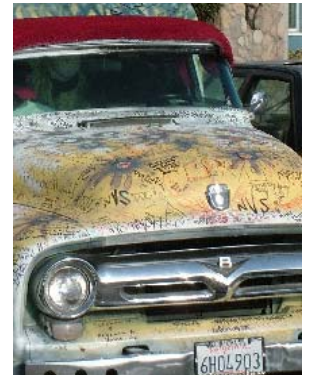
The areas of Pacific Beach closest to the beach and Mission Boulevard are congested beyond capacity. Wilbur Smith and Associates found that in 2001 parking in the beach area (zones 1 and 3 in the study) were shown to be at between 113% and 115% of capacity. The research study also states that by 2020 peak hour occupancy would be as much as 154% of capacity. The study states that 85% of occupancy is the practical capacity of the areas examined. Clearly Pacific Beach parking is over capacity and in need of management.

Off street parking is underutilized in the area where demand is highest

Because on street parking in Pacific Beach carries no immediate charge to the user, private pay parking lots are under utilized throughout most of the year. Private pay lots can not compete with “free” on street parking. Most of the private lots in the study near the beach have an occupancy between 0-49% of capacity while on street parking adjacent to the pay lots were listed as over 85% occupied. While some of this discrepancy can be explained by a lack of understanding about the private lots, it is clear that short term parkers in Pacific Beach are more likely to park in restricted areas such as alleys, restricted zones, or simply drive around until a space becomes available.

Long term parking is unmanaged and leads to congestion

Long term visitors and employees are shown to park throughout the neighborhood employing various means to extend the life of their parking options beyond current enforcement hours. The study states that employees “shuffle” their cars throughout the neighborhood to avoid enforcement while others will park in residential areas and sometimes interfere with residential needs. Throughout Pacific Beach vehicles are consistently parked along red curbs, in front of driveways, in restricted areas such as alleys or blocking crosswalks. Off-street parking lots are underutilized by long term parkers, in part because there is confusion about the availability of these lots. No signage directs users to these parking areas, and there is no comprehensive program to promote and explain available public parking in Pacific Beach. Other problems include vehicles parked on the street on street sweeping days, on street parking used for boat or motor home parking, or vehicles parked for over 72 hours in one space.



New development relies on public parking reservoirs

As Pacific Beach has grown into a neighborhood where single family homes are replaced by multifamily structures or single family structures are rented by several renters, on street public parking is increasingly relied upon. Existing modified buildings or new development often do not contain sufficient parking and on street parking is utilized in its place.

A. 1. c. Conceptual Plan

The Pacific Beach Community will utilize the existing neighborhood organizations and partners to develop and guide parking solutions. An existing cooperative neighborhood parking committee shall serve as the Advisory Board. An existing Parking and Business Improvement District shall provide administrative support, act as fiscal agent, and provide staff for implementing parking tools.

A. 1. c. (1) Advisory Board

In October 2004 Pacific Beach formed the Cooperative Parking Committee endorsed by neighborhood organizations including the Pacific Beach Planning Committee, the Pacific Beach Town Council, and Discover Pacific Beach. A variety of neighbors attend and contribute to these meetings. This committee is a good faith effort to bring neighborhood organizations together.

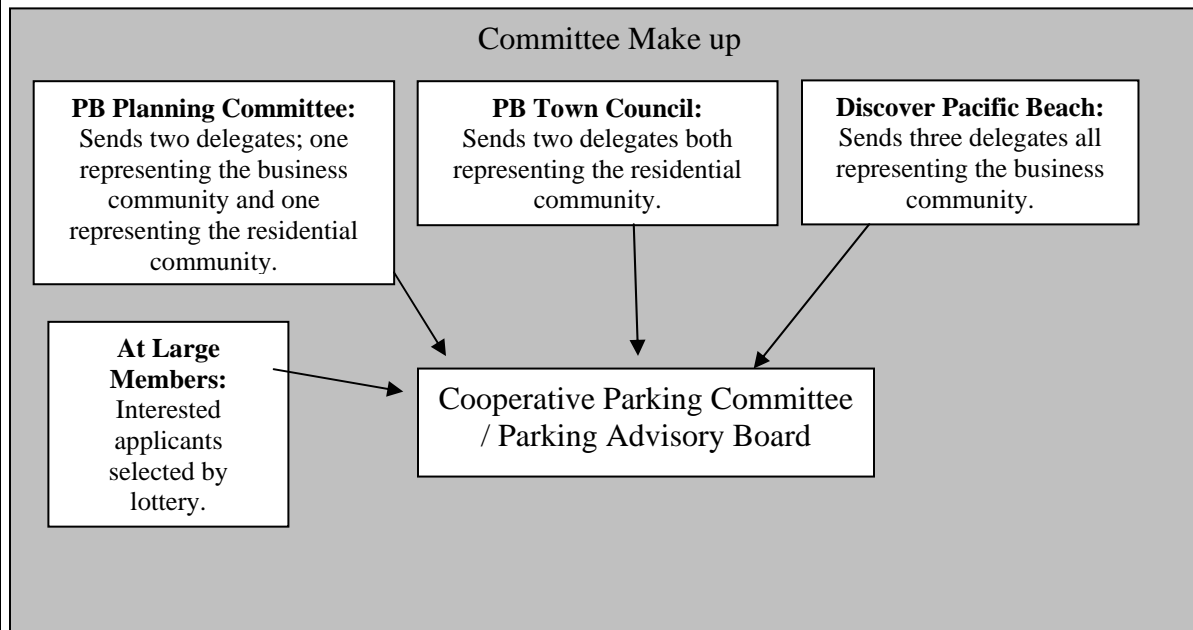
Once the Pacific Beach Community Parking District has been established the CPC will serve as the Advisory Board to the Parking Management District and will continue in its function as the place to discuss and implement parking programs. Discover Pacific Beach will provide administrative support, financial management, logistics, office space, staff support, and other logistical services as needed to meet City Council Policy 100-18.



As the Parking District Advisory Board the CPC will continue to receive its members from the three neighborhood organizations. The Advisory Board will consist of a total of nine delegates including two sent from the Pacific Beach Town Council representing the residential community, three sent from Discover Pacific Beach representing the business community, two from the Pacific Beach Planning Committee one representing the residential community and one representing the business community, and there shall be two at large delegates from the community.

Those wishing to be at large delegates must be residents or business owners from within the Pacific Beach Community Plan Boundary and must submit to the committee a petition signed by twenty-five residents or property owners, accompanied by sufficient contact information, from within the Pacific Beach Community Plan Boundary. Once an applicant's petition has been submitted and verified, their name will be placed in a lottery with all other interested applicants, having met the above criteria, to be drawn at the next board meeting of the Parking Advisory Board.

The Parking Advisory Board will also draw up simple bylaws establishing among other things that it shall elect a chair and co-chair from amongst its own members. Organizations contributing delegates may send an alternate delegate in the event that their initial delegate is unavailable. All delegates serve one year term that may be renewed annually.



Parking District Goals

While specific projects for the Community Parking District would be established after the formation of the district, the goals for the Community Parking District would be as follows:

1. Facilitate access to Pacific Beach for as wide a group of users as possible.
2. Manage parking resources to accommodate the needs of visitors, residents, and businesses.
3. Develop additional parking supply for Pacific Beach.
4. Where necessary secure, on street parking for residents and business customers.
5. Act as an advocate for sound neighborhood parking policy.

* goals are not in priority order.

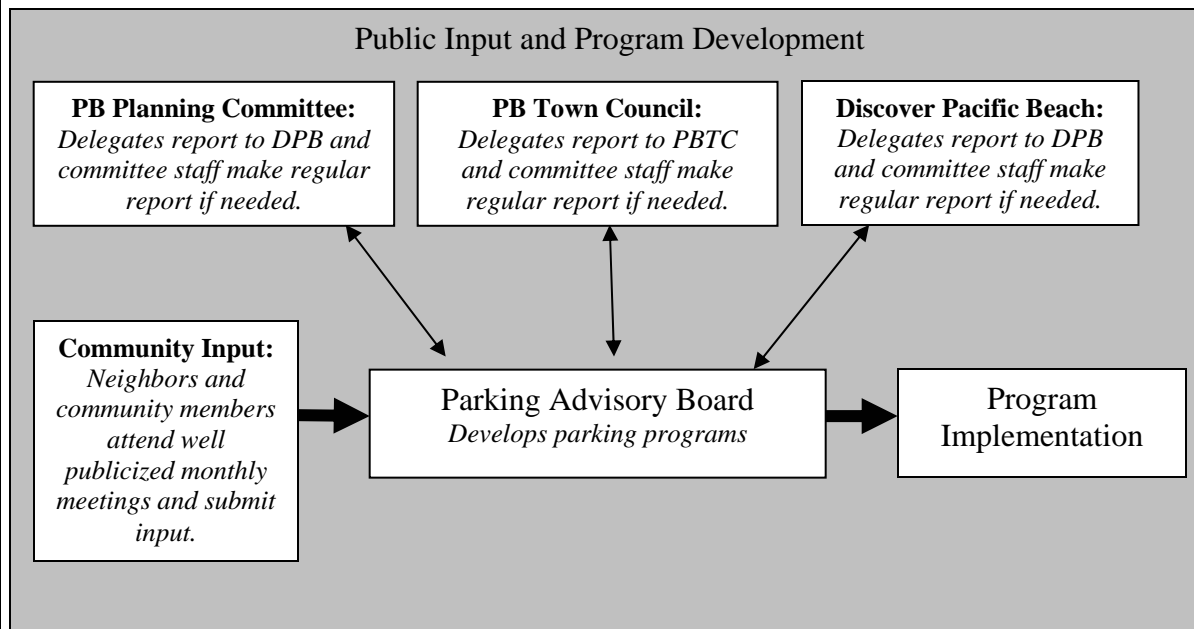
The first year of the Community Parking District shall be spent developing tools for parking action. Several of the already proposed tools are detailed in the following pages but the committee is enthusiastic to implement suggestions from the community. While it is expected that the initial year will be focused on project development, implementation is a key part of activism and the committee may move forward within its inception year if circumstances are right.

A. 1. c. (2) Community Input



The CPC began by soliciting community input and suggestions for community parking solutions at a Community Forum on Parking held in January 2005. The committee will use the input to develop parking tools that can be implemented to manage parking supply, reduce parking demand, and possibly create new parking inventory.

The key way that the Community Parking District will receive ongoing input from the community shall be the open meetings of the Parking District Advisory Board. Staff for the Cooperative Committee will make regular reports to the neighborhood organizations at their board meetings and will ensure that the meetings of the Advisory Board are well publicized within the community.



A. 1. c. (3) District Revenues and Budget

For its first year of funding the Community Parking District will draw upon support from the Business Improvement District. The Advisory Committee will meet at Discover Pacific Beach offices and administrative support will come from Discover Pacific Beach. In the future, depending on what tools the district establishes, revenues may change.

A. 1. c. (4) | Proposed Program of Work and Examples of Proposed Improvements

The Community Parking District will seek to address issues outlined above through a multi-project platform of parking demand redistribution, education, and policy activism. Obviously all the recommendations below are suggestions and would be fully developed, amended or dispelled based on the work plan of the Community Parking District.

The following suggestions for parking management have been discussed at several forums in Pacific Beach.

Variable on street pay parking in the commercial district

Parking demand varies throughout Pacific Beach. Some areas are valued by those seeking parking more than others. By charging those using the most valued parking a rate commensurate with demand Pacific Beach will seek to encourage parking throughout the neighborhood and diminish demand for premium parking areas. On street pay parking would be instituted in the high demand areas and the rates would be set based on the time of year and location. Areas of the neighborhood that currently are underutilized by parkers would have no fee. Additionally, rates would be set to encourage long term parkers to park in pay lots or outside areas where high turnover is important. The outcome of this effort would be to increase parking turnover in key congested areas, ensuring the maximum use of this public resource. To reduce sidewalk clutter, multi-space meters would be used for on-street paid parking.

Residential parking permits instituted in residential areas

In order to both secure on street parking where appropriate for residential parking needs and maintain the residential areas as an additional parking reservoir for short term visitor parking, a residential parking pass could be developed. Residents would be able to purchase an annual parking pass for a small fee, which would permit them to park throughout the year for extended periods on the street outside their residences. On street parking in residential areas would be available to all during the day. However between the hours of 6pm and 8am parking in residential areas will be exclusive to those with residential parking passes.

Parking Validation Program instituted in commercial areas

While parking management is clearly needed to increase parking efficiency pay parking as a management is perceived to be a hindrance to business customers. Discover Pacific Beach could create a parking validation program for the business community and their customers. Through a simple token program or more sophisticated technology, shoppers would have their parking paid for. The outcome of this program would be to mitigate the installation of meters for the business community. Advances in technology would be utilized in order to maximize the efficiency and immediacy of this program. Most community parking validation programs charge a fee to the businesses that benefit and this may be an option for this program element. The validation program could be utilized to encourage mass transit use. The validation 'tokens' might be able to be used to pay transit fare as in other cities (such as Charlotte, NC.)

Changes to City Parking Requirements in Development

Several changes to the City of San Diego off-street parking requirements could help increase parking supply in Pacific Beach. Examples that have been discussed by the CPC include changing the boundaries of the Parking Impact Overlay Zone, eliminating the parking requirement reduction in the Transit Overlay Zone, and increasing parking requirements for dwelling units and commercial areas. Additional changes will be recommended following

community input and further discussion by the CPC.

Parking Information Campaign

Parking management is a complex issue, and ensuring the parking public is aware of the issues concerned with parking is important. Pacific Beach could implement a parking information campaign. This would include information outlets at all stages of a visitor's engagement with Pacific Beach. An online component would assist with trip planning directing visitors to available parking options. A signage program on street would direct visitors to pay lots and would educate those about parking rates and free parking areas. Finally, print materials, including advertising, would educate parkers about their options for parking in Pacific Beach. Materials including maps could be made available in area businesses.

Increasing Parking Inventory

The Wilbur Smith Associates study concludes that the only real way to solve long term parking problems is through an increase in parking inventory. This can be achieved through two clear means. Firstly, by building on city policy that advocates to increase private parking reserves, through new development. The committee will investigate working with city staff and property developers to enable the creation of an in-lieu parking program. As part of this program, developers would pay fees in lieu of providing on site parking for their project. These fees would be used to construct a private parking structure or expansion of parking within new development. An example of a proactive program might be one in which developers pool their parking requirements for other projects into a communal structure that would both meet their parking needs for new residential development, yet could be utilized by shoppers during the day. Secondly, the committee will look into the development of a community parking structure that utilizes a beneficial public/ private partnership and acts as a catalyst for further development.

Shared Parking

Opportunities for shared parking between multiple uses could be investigated throughout Pacific Beach. For example, bank locations in the commercial district may be able to provide parking during the evening for nearby restaurant and bar uses. Shared parking agreements could be developed between each use to allow off-street parking to be utilized by multiple businesses. The Cooperative Committee will investigate possible use of area school parking lots for high congestion times.

Additional Enforcement

There is a strong community sentiment to enforce current city laws. To decrease the amount of illegal parking in Pacific Beach, revenues from paid parking and other programs could be used to pay for additional parking enforcement throughout the community.

Other Programs

The examples illustrated above are by no means the only programs that could be initiated and the wisdom of the Pacific Beach community will be utilized to determine whether these or other programs will be instituted. Other ideas might include a beachgoers access pass, escalating or de-escalating fees for ongoing parking, an employee parking program, or a beach valet program.

A. 1. c. (5) Anticipated Financing for Improvements

The Community Parking District, once formed, will establish a holistic plan for improving parking within Pacific Beach. The suggested programs detailed above require significant examination and community discussion before a genuine budget could be developed. The recent Community Forum on Parking established several elements that might be implemented that would raise revenues to fund projects. These included possible residential parking zones, on street pay parking in some areas, and possible in lieu fees. Once a Community Parking District is established in Pacific Beach the CPC will prepare a comprehensive program of improvements including financing plan and implementation timeline.

A. 1. c. (6) First Year Budget

As mentioned it is anticipated that the first year of the Community Parking District will be spent examining programs to move forward, based on the outline presented above. As parking problems continue to be exacerbated in Pacific Beach the group may move forward with proposed improvements within the first year of operations. However, it would be premature to include these elements within a true representation of the first year budget. All functions of the new group would be supported through existing staff, office space, and Pacific Beach volunteers. The numbers below represent an estimation of the time and resources the community would set aside in the first year for this project. Obviously with the implementation of new projects the administrative and volunteer time would increase.

First Year Budget:		
Project Element	Costs	Notes
Volunteer Contributions	\$5,600	volunteer time valued at \$14/ hour.
Office and meeting space	\$2,437.5	estimated at 1/8 th of existing rent.
Staff (admin and Exec)	\$10,000	two FTEs at 12.5% of full time.
Office overhead	<u>\$2,000</u>	
	<u>\$20,037</u>	