



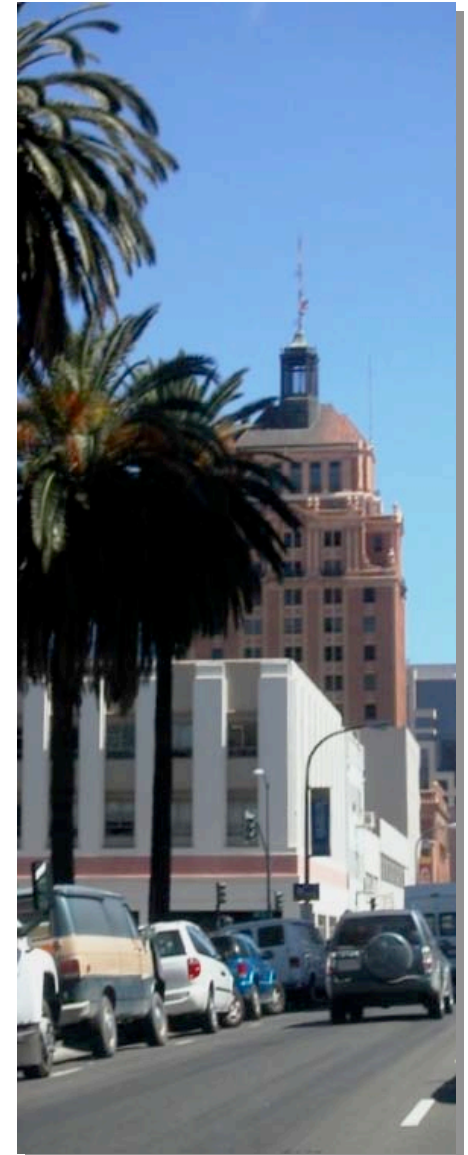
City of Sacramento

Central City Parking Master Plan

Fourth Stakeholder Meeting August 25, 2005

DKS Associates

TRANSPORTATION SOLUTIONS



Presentation Outline



- u Project Elements, Process and Schedule
- u Summary of Current and Future Parking Needs
- u Policy Recommendations
- u Midtown Entertainment District Case Study

Project Elements



- u Assess Existing and Future Parking Supply and Demand
- u Review Parking Policies, Procedures and Standards
- u Develop Operational Criteria, Procedures and Strategies for Managing Parking Supply
- u Assess Potential Locations and Methods for Expansion of Parking Capacity
- u Prepare Central City Parking Master Plan

Community Involvement

- u Stakeholder Group Meetings
- u Focus Group Meetings
- u Community Organization Presentations
- u Public Open House (9/15)
- u Project Newsletter/Flyer
- u Media Relations
- u Project Webpage



City Council Meeting Schedule

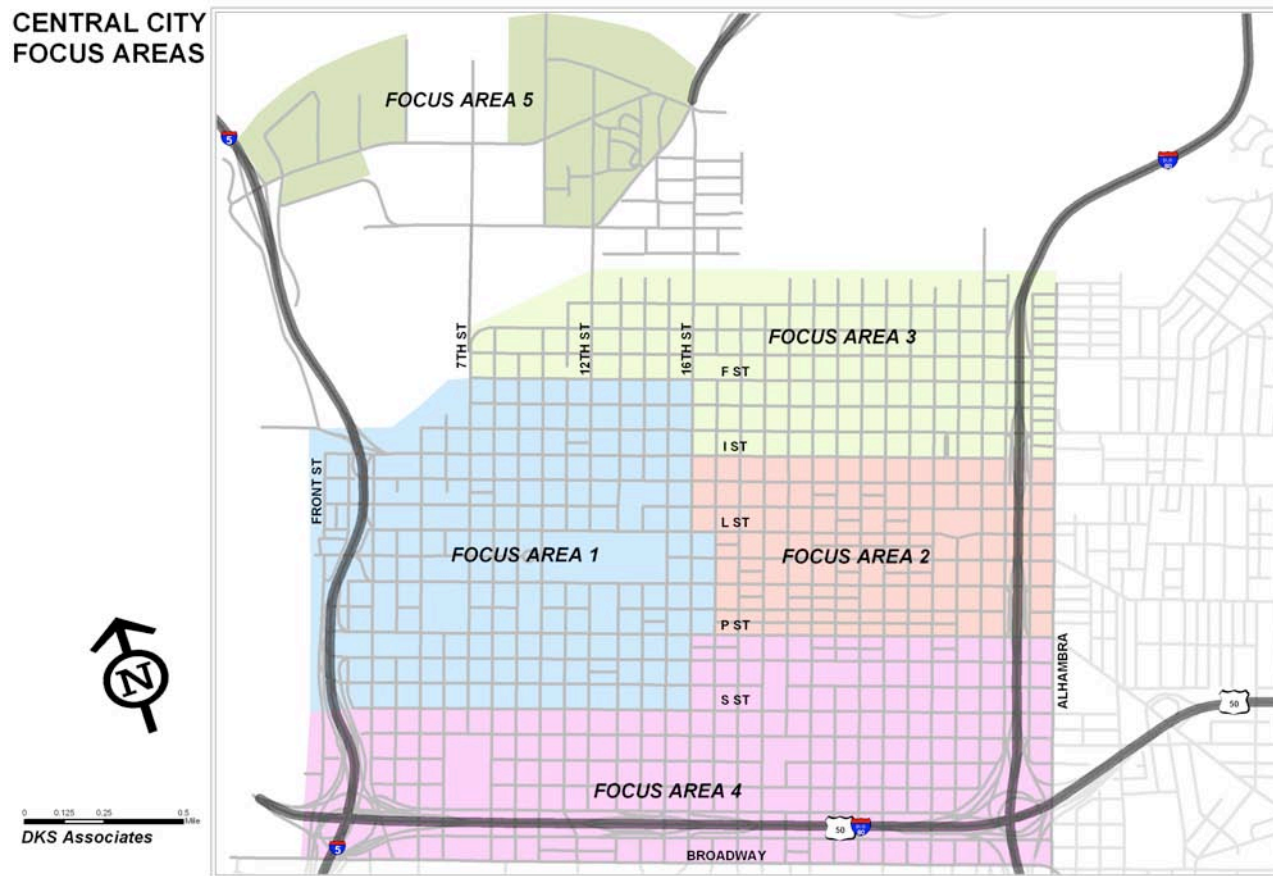
- u August 2 – Goals and Objectives
- u September 27 - Parking Supply
- u October - Management of Existing Supply
- u November or December - Funding and Financial Management

Summary of Current and Future Parking Needs

- ∪ Summary of existing inventory and occupancy
- ∪ Summary of growth forecasts and implications for parking supply and demand
- ∪ Implications for policy recommendations



Central City Focus Areas



Existing Midday Off-Street Parking

Focus Area	Parking Spaces	Percent Occupied
1	43,130	71%
2	11,717	58%
3	5,217	50%
4	10,841	45%
5	6,372	35%
Sum	77,277	60%

Existing Midday On-Street Parking

Focus Area	Parking Spaces	Percent Occupied
1	5,721	82%
2	4,451	67%
3	4,979	57%
4	7,497	60%
Sum	22,648	67%

Central City Growth Forecasts

Land Use	2 year	5 year	Beyond 5 years
Office	975,000 sf	1,525,000 sf	8,000,000 sf
Residential	1,925 units	3,375 units	14,000 units
Retail	450,000 sf	1,100,000 sf	2,700,000 sf

Parking Demand vs. Zoning Requirements

- υ **Office – Employees and Visitors**
 - Zoning minimum – 1 space per 600 sf
 - Zoning maximum – 1 space per 500 sf
 - Non-government office demand – average 1 space per 475 sf
 - Government office demand – average 1 space per 750 sf
 - Zoning requirements generally consistent with observed demand

Parking Demand vs. Zoning Requirements

u Residential

- o Zoning – 1 to 1.5 spaces per unit, plus visitors
- o Demand – typical auto ownership about 1.5 vehicles per unit
- o Some new development includes two spaces per unit
- o Off-street parking used for storage
- o Zoning requirements less than observed demand

Parking Demand vs. Zoning Requirements

▫ Retail

- Zoning – varies based on use and location. Some uses require no parking.
- Demand – varies based on use, location, and time of day
- Parking demand for entertainment / dining uses exceed zoning requirements and result in on-street parking conflicts

Policy Implications

- u **Office** – Maintain current minimum zoning requirements
- u **Residential** – Increase off-street requirements, allowing shared parking
- u **Retail** – Modify zoning requirements and / or provide programs for adequate off-street supply



Questions and Comments

Policy Recommendations

Goals - 9

Objectives - 30

v *Recommendations - 49*



Goal 1 - Support citywide goals of economic development, livable neighborhoods, sustainability and safety

Objective 1: Ensure adequate parking with new development to prevent adverse impacts on existing uses and to support synergistic mix



- υ *Maintain current parking minimums for non-residential development*
- υ *Increase parking minimums for residential development*
- υ *Require off-street parking for retail projects unless there is adequate surplus parking available*

Goal 1 - Support citywide goals of economic development, livable neighborhoods, sustainability and safety

Objective 2: Adopt City policies and standards that support new development in the Central City

- υ *Remove limitations on parking maximums*
- υ *Adopt City policies to allow “in-lieu-of-parking” fees*

Goal 1 - Support citywide goals of economic development, livable neighborhoods, sustainability and safety

Objective 3: Allow flexibility in City policy to tailor requirements to the nature of new development

- v Modify zoning code to permit reduction of parking minimums when it can be demonstrated that the parking will be lower*

Goal 2 - Supply parking to meet need

Objective 1: Use parking minimums to ensure that developers provide most new parking

u *See recommendations for Goal 1*



Goal 2 - Supply parking to meet need

Objective 2: City should act as broker to supply parking when private sector does not

- υ *Broker an agreement to supply new parking in the Mid-town entertainment district*
- υ *Consider brokering agreements in other areas as the need arises*
- υ *Consider use of Benefit Assessment District to address existing parking deficiencies*

Goal 2 - Supply parking to meet need

Objective 3: Take a strategic approach to parking master planning

- ∪ *Formulate City policy to permit interim use of vacant lots for parking*

Goal 2 - Supply parking to meet need

Objective 4: Monitor parking supply and utilization to anticipate deficiencies

- ∪ *Conduct counts at least every three years*
- ∪ *Track additions, subtractions and variances*

Goal 2 - Supply parking to meet need

Objective 5: Pursue opportunities to increase the parking supplied by existing parking assets

- υ *Consider striping un-metered spaces*
- υ *Consider re-striping spaces*
- υ *Consider angle spaces where it will not interfere with traffic operations*

Goal 3 - Use time limits, rates and enforcement to manage parking supply efficiently

Objective 1: Establish priority for parkers for each type of space



- u Recognize residents as priority in RPP area and short-term parkers as priority in Core on-street and City off-street in Downtown Plaza and Old Sacramento*
- u Set target mixes of short- and long-term parkers in other City facilities to establish priorities*
- u Recognize commuters a probable priority in private and state off-street facilities*

Goal 3 - Use time limits, rates and enforcement to manage parking supply efficiently

Objective 2: Use time limits to make sure priority parkers can find parking

- v Where appropriate, reduce time limit from 2 hours to 90 minutes*
- v Reduce time limits for long-term on-street spaces*

Goal 3 - Use time limits, rates and enforcement to manage parking supply efficiently

Objective 3: Establish rates that encourage efficient use of spaces

- v Use rates to maintain occupancy at 85% or less*
- v Reduce the effective short-term rate in City garages through expanded merchant validation program*
- v Increase the on-street meter rate in the Core area to discourage use for long-term parking*
- v Increase rates at long-term metered spaces to reflect nearby off-street rates*

Goal 3 - Use time limits, rates and enforcement to manage parking supply efficiently

Objective 4: Enforce parking restrictions and regulations to ensure appropriate use of on-street parking

- *Strictly enforce Disabled Parking, Loading Zones, Residential Permit Parking, time limits and meters*

Goal 4 - Modify the Residential Permit Parking Program to manage the retail/residential interface

Objective 1: Operate the RPP zones to protect the residential character of the neighborhoods while recognizing the needs of neighborhood businesses



- *Extend parking restrictions and enforcement beyond 6 P.M.*

Goal 4 - Modify the Residential Permit Parking Program to manage the retail/residential interface

Objective 2: Adopt policies that provide greater consistency and clarity

- *Modify RPP ordinance to establish clear criteria and guidelines for adding or expanding RPP zones*

Goal 4 - Modify the Residential Permit Parking Program to manage the retail/residential interface

Objective 3: Provide employee permits in RPP zones if there is a surplus of parking

- Identify blocks in RPP zones where there is surplus day-time parking and sell limited number of day-time passes to local businesses*

Goal 5 - Minimize the negative impacts of parking

Objective 1: Minimize the visual intrusion and other negative environmental impacts



- ∪ *Maintain existing requirements for lighting, landscaping, drainage and other improvements for new permanent parking*
- ∪ *Adopt City policies to encourage or require ground-floor retail in new parking structures*

Goal 5 - Minimize the negative impacts of parking

Objective 2: Minimize the land devoted to parking in the Central City;

- v Maintain existing City policy to prohibit the addition of new stand-alone parking without associated parking-generating uses*

Goal 5 - Minimize the negative impacts of parking

Objective 3: Reduce the adverse impacts of commuter parking in residential neighborhoods

- *See recommendations for Goals 1, 2 and 4*

Goal 6 - Make parking safe, secure, attractive and convenient

Objective 1: Provide adequate maintenance of City-owned parking



- *Use Parking Fund to ensure adequate maintenance, cleaning and security*

Goal 6 - Make parking safe, secure, attractive and convenient

Objective 2: Make the use of Central City parking convenient and easy to use

- ∪ *Include information on privately-owned but publicly available parking on the web site*
- ∪ *Provide additional information and signage for*
- ∪ *Pursue additional branding of the City's parking facilities*
- ∪ *Consider dynamic information system to provide information on parking availability*
- ∪ *Continue to replace old meters with new meters or pay stations that accept coins, bills and credit cards*

Goal 7 - Operate City-owned Parking in a financially sound manner

Objective 1: Ensure that the City's parking program is financially self-sufficient



- Set parking fees and fines to cover all costs and to generate additional revenue to expand the parking program*

Goal 7 - Operate City-owned Parking in a financially sound manner

Objective 2: Offer City-owned parking at a rate that recognizes the cost of parking and market value of the parking

- υ *See recommendation for Objective 7-1*

Goal 7 - Operate City-owned Parking in a financially sound manner

Objective 3: Provide parking discounts when they reflect appropriate incentives and are financially feasible

- ∪ *Maintain discounts for disabled (on-street), low-income workers, part-time workers, and shoppers where appropriate*

Goal 7 - Operate City-owned Parking in a financially sound manner

Objective 4: Structure accounting for parking to allow maximum effectiveness

- ∪ *Combine all City parking revenue into a single Parking Fund*
- ∪ *Use Parking Fund to support all City parking programs or other programs to accommodate parking*

Goal 7 - Operate City-owned Parking in a financially sound manner

Objective 5: Provide operational policies and procedures to ensure City parking is run effectively, efficiently, and professionally

- ∪ *Update City's parking employee manuals*
- ∪ *Enhance the City's financial reporting capabilities*
- ∪ *Replace the City's shopper validation system with one that has less administrative burden and is less susceptible to abuse*

Goal 8 - Promote alternative modes and walking

Objective 1: Reduce parking requirements when transit service or shared parking reduce parking demand



- ∪ *Modify Zoning code to allow for flexible application of ratios*

Goal 8 - Promote alternative modes and walking

Objective 2: Encourage use of RT services to and from the Central City

- v Use City funds to promote the use of RT park-and-ride and transit services as a substitute for parking in the Central City*

Goal 8 - Promote alternative modes and walking

Objective 3: Support employer-based programs to reduce commute vehicle trips

- v Use Parking Fund to support Transportation Management Associations and employers in promoting trip reduction strategies*

Goal 9 - Provide Transportation options to encourage use of existing parking supply

Objective 1: Use Parking Fund to provide transportation services that link surplus parking with areas without sufficient parking capacity

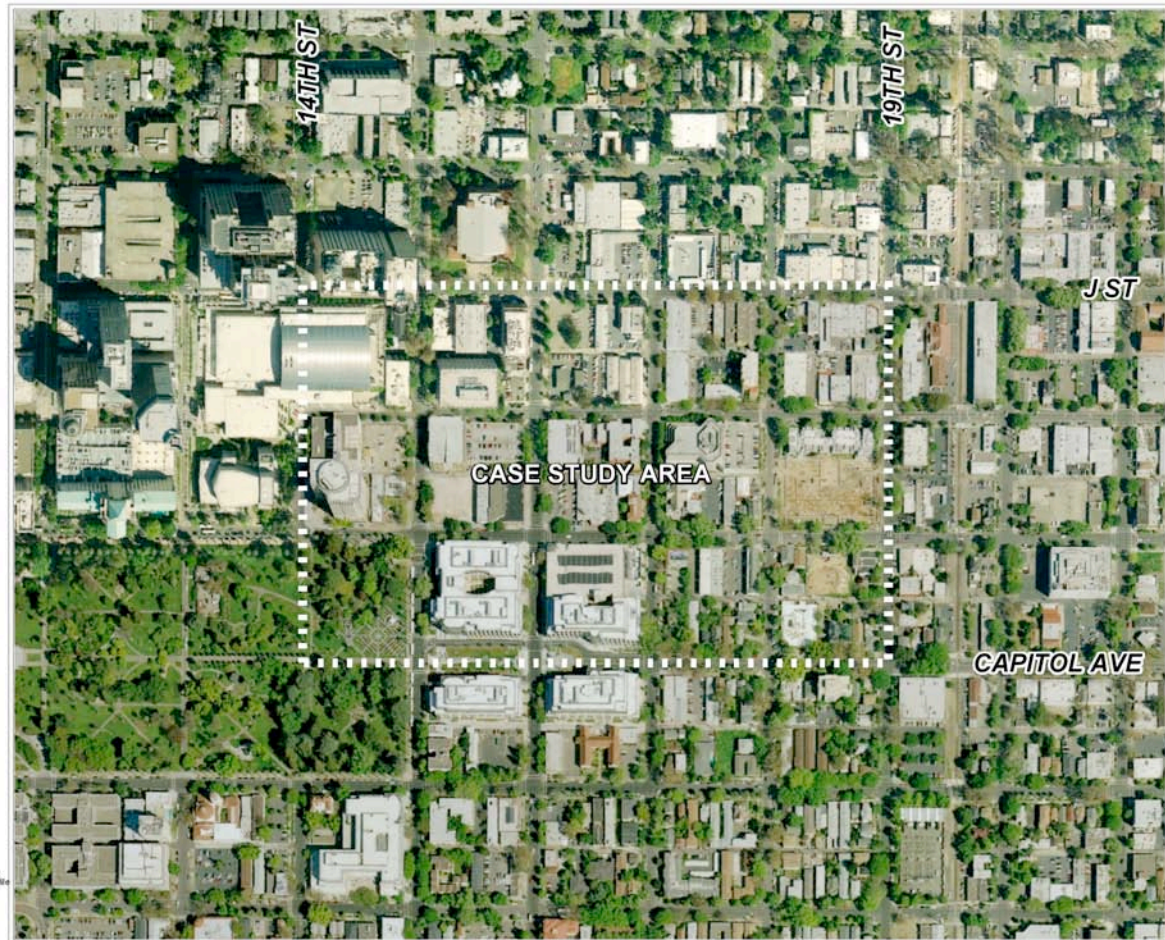
- *Consider operating a shuttle service to link parking surpluses to areas with parking need*



Questions and Comments

Case Study

CASE STUDY
AREA



Issues

- ∪ Evening conflicts between residential and dining / entertainment uses
- ∪ Demand exceeds on-street parking supply
- ∪ Additional reuse / infill development anticipated
- ∪ Difficult for new uses to secure adequate parking supply

Case Study Process

- u Additional data collection
- u In-depth analysis of supply and demand
- u Review policy recommendations to establish candidate strategies to address issues
- u Develop specific recommendations to:
 1. Address existing problems
 2. Avoid future problems

Potential Strategies

- ∪ Increase use of available off-street facilities through better information
- ∪ Broker use of additional existing off-street lots in evenings / weekends
- ∪ Changes to on-street time limits / costs / regulations
- ∪ Shuttle system
- ∪ Employee parking program
- ∪ Increase off-street parking supply



Questions and Comments