

Uptown Community Parking District Comprehensive Parking Management Strategies



Part One

What's the Problem?

UCPD Board Presentation

January 2016

Introduction

- Cars and the need to park our cars are intrinsic parts of our urban transportation systems.
- A community such as Uptown San Diego cannot flourish if people cannot park their cars.
- The Uptown community has areas with extreme parking challenges.
- The impact of biking and transit are minimal as we are a car-based population.
- The time to find solutions for car parking, while embracing the realities of other modes of transportation is now.

This is the first part to finding solutions, asking the questions and discovering, what's the problem.

What's the problem?

We need to ask the community stakeholders and those that park their cars:



What do we have?

Before we can offer solutions, we need to know what we have
 Let's take a quick peek at the parking supply in Uptown:

Uptown has	1528	metered spaces on our streets
Uptown has	7985	un-metered spaces on our streets
Uptown has (TBD) off-street parking stalls		

ON-STREET PARKING SUPPLY			
	All	Metered	Non-Metered
Bankers Hill	3860	650	3210
Hillcrest	3388	674	2714
Mission Hills	1845	130	1715
Int'l Restaurant Row	420	74	346
Uptown Totals	9513	1528	7985
% of Meters			16%

- BH, used the borders defined in annual plan submitted to the City
- For HC, Washington border to the north, Upas to the south, Front to the west, Park to the east.
- For MH, West Montecito to the north, Sutter to the south, Stephens to the west, Front to the east. Used ¼ mile from meters to define borders.
- For IRR, McKee to the north, Vine to the south, San Diego to the west, Guy to the east. Used 1/8 mile from meters to define borders.

Inventory - What do we have?

Sneak Peak at Part Two

In Part Two –we'll take a look more detailed look at our parking inventory and other conditions that impact parking and access planning:

Inventory - What do we have?

- Current On-street Conditions
- Off-street Parking Inventory
- Parking Utilization Statistics - Optimal Utilization
- Parking Turnover
- Parking Demand - How much parking is needed and at what price?
- Baselines: Census data, Land use, Sales Tax
- Factors Impacting Parking:
 - Walking – Safety and Perceptions
 - Bike Lanes
 - Mass Transit
 - Where are people coming from?
 - Where are they going to (Are they passing through or stopping)?
 - Tourists – How many come? How do they get here? Where do they park?
 - Why are cars circling the blocks – Intercept survey and traffic congestion

Hey, look what they have!

Is it hard to park Downtown?

What can we learn from the neighborhoods of Downtown?

With 1000s of paid parking spaces available in Uptown, why is the perception that our parking supply is short?

Why don't people choose to pay to park in Uptown? Will people pay to park in Uptown?

Is it that people are only visiting during peak periods or special events?

How can this be alleviated?

If we build it, will they come?

Think about the popular areas: Little Italy, North Park, Balboa Park, Petco Park, the Gas Lamp District.

Is it easy to park in any of these areas? No! But do people go? Absolutely!

These areas are popular despite (or some may argue, because of) their parking accessibility and price.

Visitors and employees are accustomed to paying a price to park Downtown, especially where it's hard to find parking.

Customers frequently walk 5-6 blocks from their parking space, ride their bike, take transit, and pay \$10 or more to park because they want to be there.

Does Uptown have a parking supply problem or is it a perception that parking is problematic?

What can we learn from the parking structures, the lighting, the landscaping and signage in other communities?

Hey, look what they have!

What do malls have that we don't?

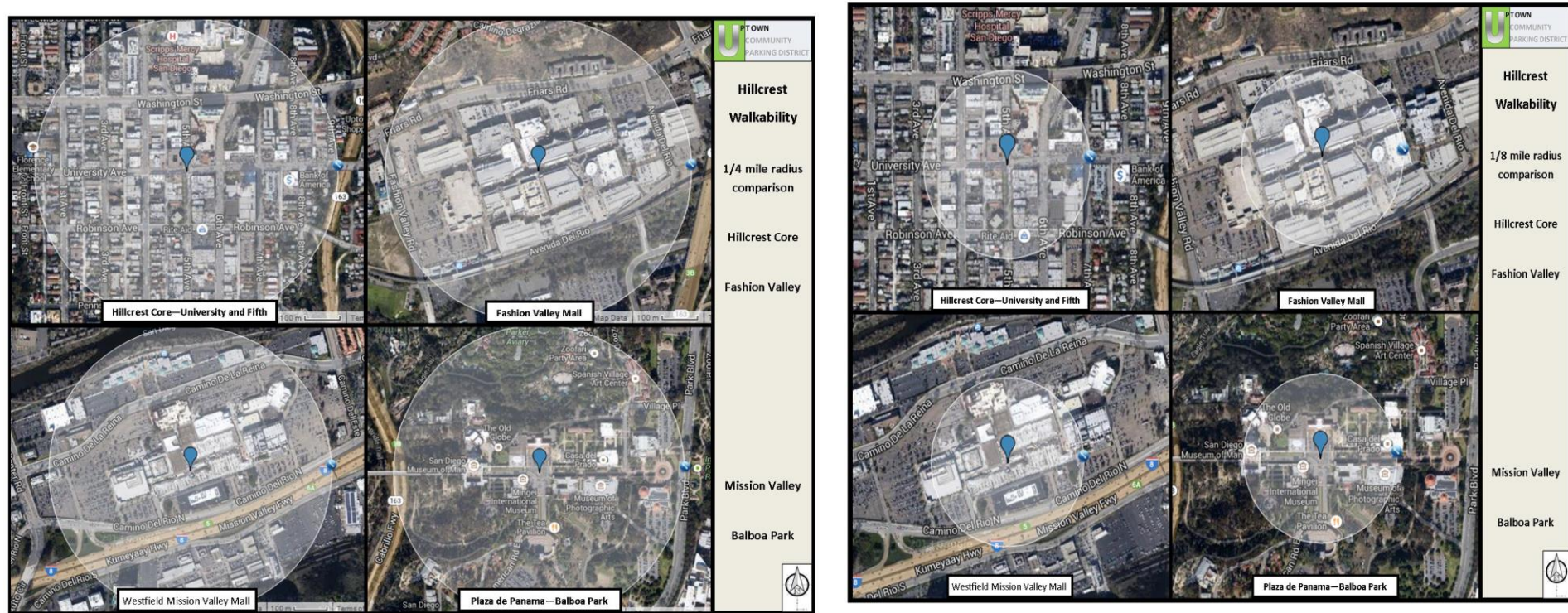
- Malls have a seemingly endless supply of free parking. It's simple to park and easy to access.
- Consumers can see where and how to park
- Want to shop and spend two hours in the stores; easy at the mall
- An hour having a lunch meeting; no parking problem
- Make a quick stop to pick up a pair of pants you had altered; park right out front– pop into the store and you are on your way
- It feels safer in mall parking lots because everyone can see and be seen – lighting and security are present.

It may be possible to add timed parking, lighting, landscaping and even parking ambassadors to our streets to provide better access to our business cores.

Hey, look what they have!

What do malls have that we don't?

Can we shift the perceptions that it's too hard to park in Uptown?
Here's how far people walk from parking at the malls:



Is it possible to use parking funds to add what is needed to so the community is safe and easy to navigate?

Who is in my space?

To make better use of parking consider who needs to park where, for how long and what it costs.



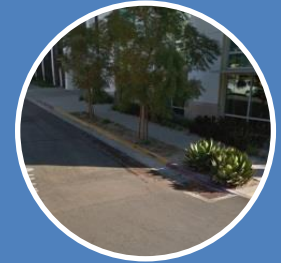
Small businesses face the issue of not being able to provide enough parking for their patrons or compete for spaces with other businesses.



Low turnover, long term parking and non-compliance all cause restricted access to businesses.



Employee and other long term parkers often illegally occupy spaces (plugging meters longer than time restrictions or moving vehicle, aka non-compliance parking) or park in residential streets without time limits



Commercial Deliveries / Taxi Zones (how much are they used – should we have more?)



*Source SANDAG's Parking Toolbox

Is there enough parking for customers to access the business cores?

With bike lanes being planned in Uptown, it's more important than ever to understand, how customers access businesses



Those employees are in my space!

Employees park on the streets in Uptown

It is estimated that up to 40% of the cars on the streets in late afternoon and early evening are employee vehicles

When they park in the business core, they take spaces from potential patrons

When they park in residential areas, they are impacting access for residents and their guests

Employees may park farther away and walk if they perceive that it is safe, reasonably priced are reasonable, and if incentivized with their parking costs subsidized by their employers or the UCPD.



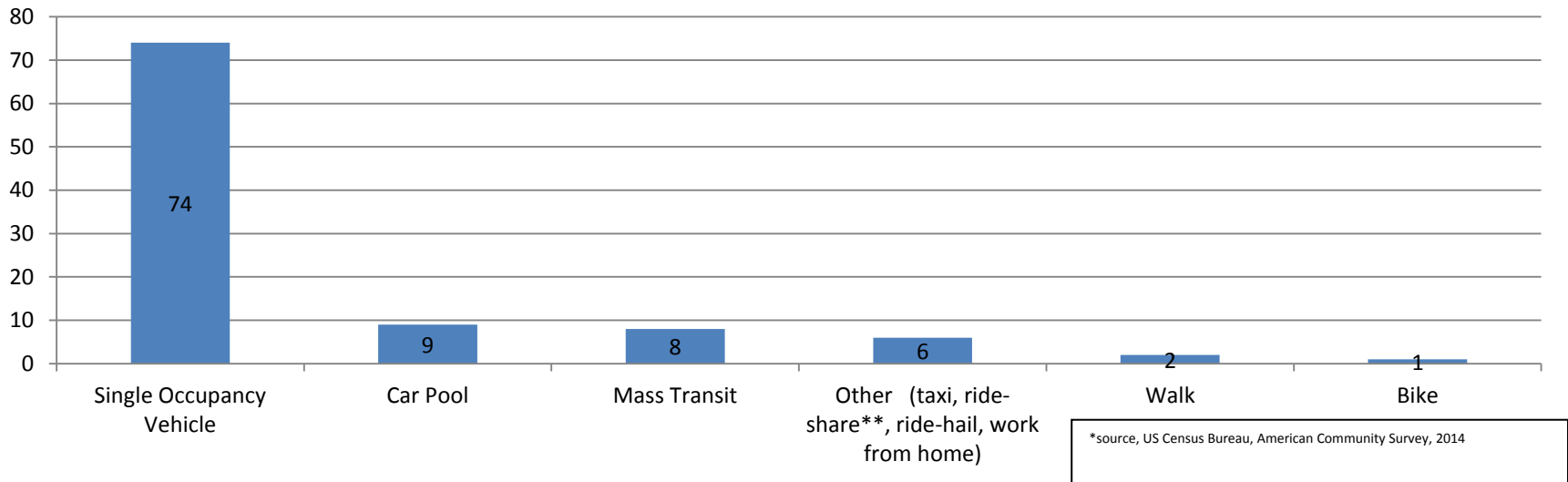
Where do they park?

74% of commuters drive to work into metropolitan areas.

Can we use CPD funds to find new parking incentives for employees?

Commuters How we get to work Percentage of mode choice

*Major metropolitan areas, such as San Diego



**One could bring into question the rise in use of car share programs since 2014, yet these choices still impact parking needs.

What are we charging people to park?

Is parking priced correctly?

How can we use pricing to impact turnover that the businesses need?

Is 85% utilization of parking meters desirable and feasible?

That's the goal of the City's Municipal Code

85% utilized = 15% open

One or two spaces open on every block – can shift the perception that it's hard to park

Donald Shoup, a national parking guru, in his book “The High Cost of Free Parking” estimates that 30% of traffic is people circling looking for parking

What parking tools can we implement that makes it easier to park and less circling?

Will pricing based on demand help?

Can we change what we charge for parking to provide greater accessibility and encourage economic vitality?

Competing uses for our streets

What about the future?

What else is being planned for our streets?

- Are streetcars and light rail on their way?
- Will we ever see the MTS Trolley in Uptown?
- Will more rapid bus lines be added?
- What are the regional plans for the future of Uptown?

The SANDAG Regional Transportation Plan

includes many projects that will impact driving, access and parking in Uptown:

Bike Lanes:
\$40 million on active transportation and bike lanes

Street Cars:
Funding for just 10 percent of the expected capital cost with a \$29 million investment in street cars from Downtown to Hillcrest and Balboa Park

Rapid Transit:
line expansion in and through Hillcrest

Trolley:
A new Trolley line from Downtown San Diego to SDSU, along the Park Boulevard and El Cajon Boulevard corridors via Balboa Park

Uptown Community Plan Update (CPU)

Planning concepts to keep in mind from the draft Community Plan:

From the Guiding Principles of the CPU, Parking Concepts:

#9. Creating a balance between integrating parking into the urban fabric to support commercial areas and access for non-motorized forms of transportation.

#11. A balanced transportation network that accommodates all modes of transportation, links the Uptown community to the region, and efficiently manages parking.

From the Land Use element of the CPU:

Hillcrest:

Providing parking that is both adequate and unobtrusive is also a major issue in Hillcrest

Hillcrest: A Parking Management Plan should be initiated jointly by the Medical Centers

- Encouraging employees to use car pools by providing reduced parking rates for those who car pool
- Increase employee use of transit by providing reduced-cost transit passes.
- Expand the on-street permit parking area if the parking impact spreads beyond its existing boundaries.
- Provide a balance between expansion of the medical services and the surrounding neighborhood, including preservation of residential character and on street parking supply.

Mission Hills:

To encourage the rehabilitation, expansion and redevelopment of existing commercial structures, additional off-street parking should only be required for additional floor area.

Middletown (Five Points / IRR):

Concerns for India Street include reduction of auto/pedestrian conflicts, the appearance of the businesses and right-of-way along the commercial area, and enhancement of the pedestrian realm. Parking impacts from India Street into the residential areas are also a concern. Consider development that provides additional off-street parking in the area around the Washington Street and India Street intersection.

From the Mobility element of the CPU:

Parking has the ability to protect pedestrians, calm traffic, and reveal public transit to be a more attractive option.

Uptown Community Plan Update

Parking Management Concepts

Business	Residential	New Developments
On-street parking should be preserved in commercial areas to serve short term shoppers and for loading.	In the residential areas, the on street parking should be managed to serve residents.	Private developments can assist in addressing existing parking needs through shared parking opportunities during off-peak times.
Consider public parking structures with shared parking arrangements to supplement the parking needs and serve Uptown businesses.	Consider strategies such as permit parking or limited-time parking in the residential areas.	New development should implement creative parking programs such as in-lieu programs managed by the parking district and construct new parking structures that are designed sensitively and sited appropriately adjacent to existing uses.
Include primarily parallel on-street parking on high-volume arterial and collector streets and angled parking on lower-speed and lower-volume streets.	Include primarily parallel on-street parking on high-volume arterial and collector streets and angled parking on lower-speed and lower-volume streets.	Implement below - ground parking and parking structures for new development as alternatives when surface parking is inadequate or would result in large paved areas without adequate space for landscaping amenities.
Utilize diagonal parking on side-streets adjacent to commercial districts to increase parking supply where feasible.	Utilize diagonal parking on side-streets within multi-family neighborhoods to increase parking supply where feasible.	Implement a parking in-lieu fee for new development that would contribute to implementing parking demand reduction strategies or fund parking structures within the community.
Use metered parking in commercial areas to provide reasonable short-term parking for retail customers and visitors while discouraging long-term resident and employee parking.		Limit driveway curb cuts to the extent possible to maximize the curb length available for on-street parking.
Restrict time limits of 30 minutes or less to areas reserved for special, short-term, high-turnover parking such as passenger loading, convenience stores, dry cleaners, etc.		Driveway access should be provided through alleys or shared driveways.
Maximum time limits should not exceed 2 hours where turnover of parking spaces is important to support nearby retail business.		

Uptown Community Plan Update

Parking Management Concepts

Bicycle Access & Parking

Explore opportunities to incorporate reverse angle (i.e., back in) diagonal parking to improve safety for bicyclists, calm traffic and reduce conflicts with on-coming traffic. This is particularly appropriate in locations with street widths (50 feet or greater), where a narrower travel lane can accompany this configuration.

Bicycle Access & Parking

Bicycle lanes may abut the parking area when back-in angled parking is used. Avoid conflicts between front-in angled parking and marked bicycle lanes. In these locations, a six-foot buffer must be provided.

What about the future?

Flying cars, self-drive cars and other new vehicle types are just around the corner.

Planning now for the future of the automobile and transportation will be challenging.

Presently, Uptown needs to shift parking perceptions, change parking demands and increase parking supply.

2005 Central Hillcrest Parking Study suggests:

**The current (2005) parking supply is filled on summer Saturday nights and on Saturdays
Under existing conditions, the study area needs an additional 100 parking spaces to meet the
peak parking demand during December and summer weekends.**

**The study projected land use changes resulting from conversion of one land use to another,
redevelopment of existing buildings, and development of vacant parcels for the five-year (2010)
and 20-year future (2025).**

**Central Hillcrest will experience a parking
shortage of 200 to 275 spaces in five years [2010]
shortage of 450 to 750 parking spaces in 20 years [2025]**

**We are already short at least 275 parking spaces in Hillcrest
Let's start by planning to meet the needs of businesses and residents today**

What do we want?

We, as the Uptown community, need to decide what parking access and convenience do we find acceptable given our needs to inspire business vitality, quality of life and meet our planning goals for climate action, community and regional plans.

All of the parking studies in the world won't change perceptions if we don't manage our supply effectively in response to our demand.

Other metropolitan areas such as San Francisco, Los Angeles, Seattle, Portland and even Washington DC are implementing services and strategies that are driven by demand.

Demand by the time of day, length of stay, land use and mode choice.

We hope that these ideas are aggressively explored by the UCPD, City staff, City and regional government and the citizens that live, work and play here for a comprehensive system of managing parking and access to Uptown.

What can we do about it?

Part Three – Sneak Peak

Ideas, Projects, and Policies

Toolbox -

- New Meter Locations
- Parking Meter Enforcement Hours
- Parking Meter Rates
- Curb Special Use Allocations
 - Yellow Curb Locations - Commercial Loading / Shared Use
 - Green Curb Locations - 15-30 min stays
 - White Curb Locations – 3 Minute Passenger Loading
 - Blue Curb Locations - ADA
- Motorcycle / Scooter / EV Charging / Car Share Parking
- Residential Parking Permit Programs
- Angled Parking
- Employee Parking Solutions
- Parking Lots & Structures

Out of the Box Ideas -

- Progressive Pricing (premium parking rates)
- Blocked driveway permits (in residential areas)
- 15 minutes free on each meter (at start and grace period at end)
- Parking Ambassadors (on-street greeting and advising)
- Enforcement Targeted Enforcement (certain areas need more oversight than others)
- Shopper Permits – see Laguna
- Parking Discounts for Residents

Toolbox Part II –

Other Influences on Parking

- Car-share / Ride-hailing Programs, Taxis and Valets
- Bikes
 - Bike-share Programs; Bike Lanes; Bike Parking
- Mass Transit – MTS bus
- Walking
- Special Event Parking Impacts and Needs
- Real-time Information – Parking Guidance Systems
- Way-finding Signage
- Parking Payment Options - Parking Reservation System

How do we know what to do where?

Implementation Strategies & Recommendations

Part Four & Five Sneak Peak

Part Four

Methodology for toolbox application(s)

Under / Over Supplied - Underutilized

Lack of Turnover

Barriers to implementation

Best practices

Rating system

Weighing impacts on community livability, economic vitality and equity of access

What's the role of VMT – LOS and upcoming changes to how CA assesses

Part Five

Recommendations & Public Outreach

Goals to Consider

Support neighborhood business districts by making on-street parking available

Provide adequate turnover of on-street parking spaces

Find employee parking solutions -reduce meter feeding and car shuffling

Meet the needs of the variety of parking time-limit needs

Make efficient use of off-street parking facilities

Encourage use of transit, biking and walking

What do we want?

What are your top concerns:

<input type="checkbox"/> protect residential parking	<input type="checkbox"/> promote business
<input type="checkbox"/> encourage non-automotive transportation	<input type="checkbox"/> reduce congestion
<input type="checkbox"/> extend parking time limits	<input type="checkbox"/> reduce parking time limits
<input type="checkbox"/> provide taxi loading zones	<input type="checkbox"/> increase valet zones
<input type="checkbox"/> evaluate the use, cost (free) placement and availability of ADA on street parking	<input type="checkbox"/> improve communication, signage & way-finding of parking
<input type="checkbox"/> decrease parking prices	<input type="checkbox"/> increase parking prices are too low
<input type="checkbox"/> considers that on-street parking supply is at capacity	<input type="checkbox"/> considers that we are too reliant on automobile use
<input type="checkbox"/> loading and unloading zones	<input type="checkbox"/> special event parking impacts
<input type="checkbox"/> low – infrequent parking space turnover	<input type="checkbox"/> park commuters and employees somewhere besides on the streets
<input type="checkbox"/> meet future parking need of business districts	<input type="checkbox"/> match on-street and off-street parking rates
<input type="checkbox"/> maximize on-street parking configurations	<input type="checkbox"/> build new public parking structures
<input type="checkbox"/> provide more shuttle and transit options	<input type="checkbox"/> safe, well-light pedestrian access and crossings
<input type="checkbox"/> have modes balanced: pedestrian, bicycle, transit, auto	<input type="checkbox"/> connect neighborhoods quickly
<input type="checkbox"/> have bikes separated by safe, continuous lanes	<input type="checkbox"/> other goal(s) _____

How do we balance it all and create a comprehensive plan?

In order to develop comprehensive strategies that meet the needs of each neighborhood in Uptown:

- Map our current on and off street parking inventories, pricing, location and demands
- Consider at the typical and innovative ideas to increase supply & price our public spaces
 - Determine what ideas we want to implement where
 - Talk to the community stakeholders
 - Work with City Staff & Council
 - Implement a Comprehensive Parking Management Plan