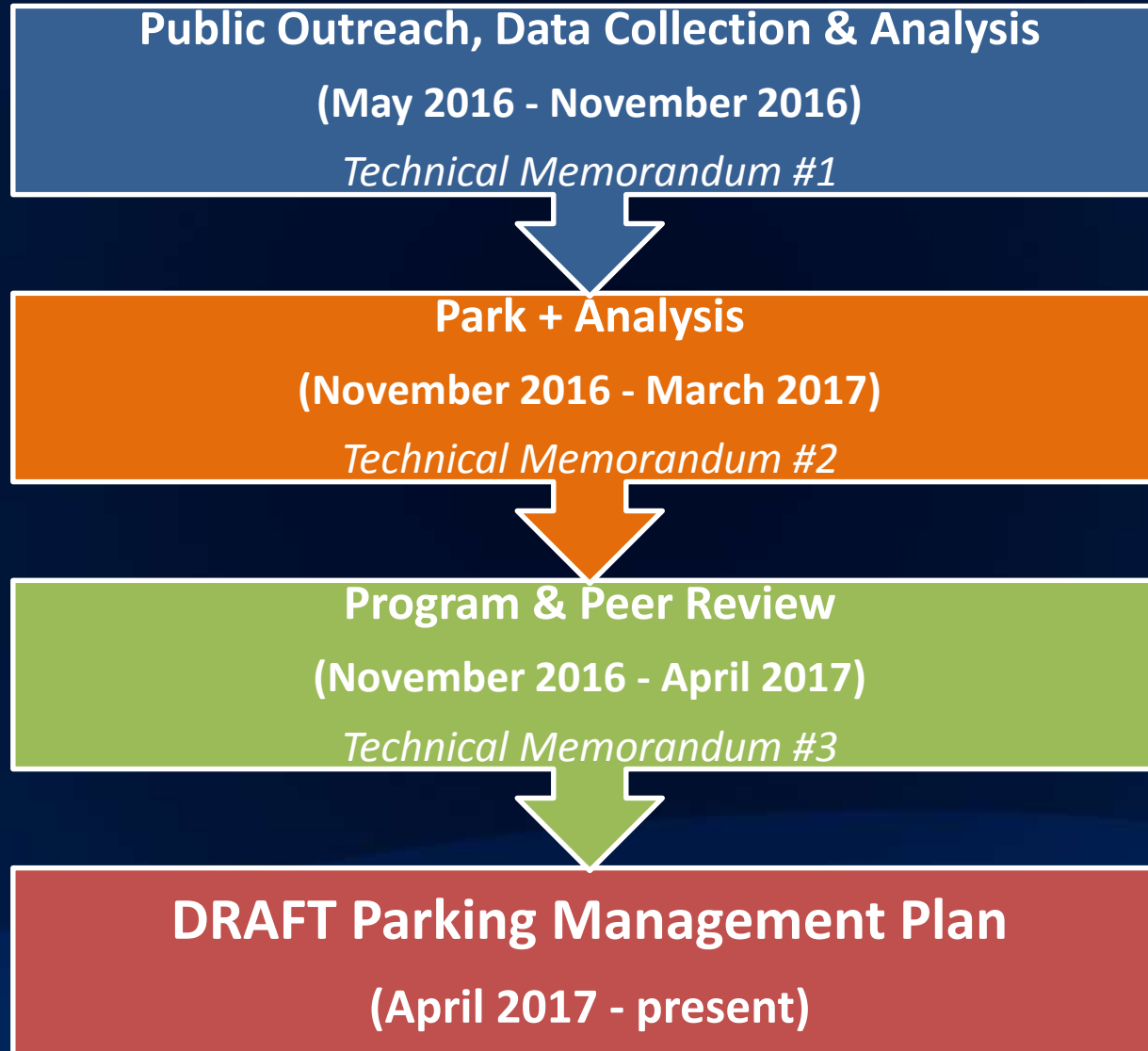


*Draft Village, Barrio and Beach Area  
Parking Study*

SS 16-01



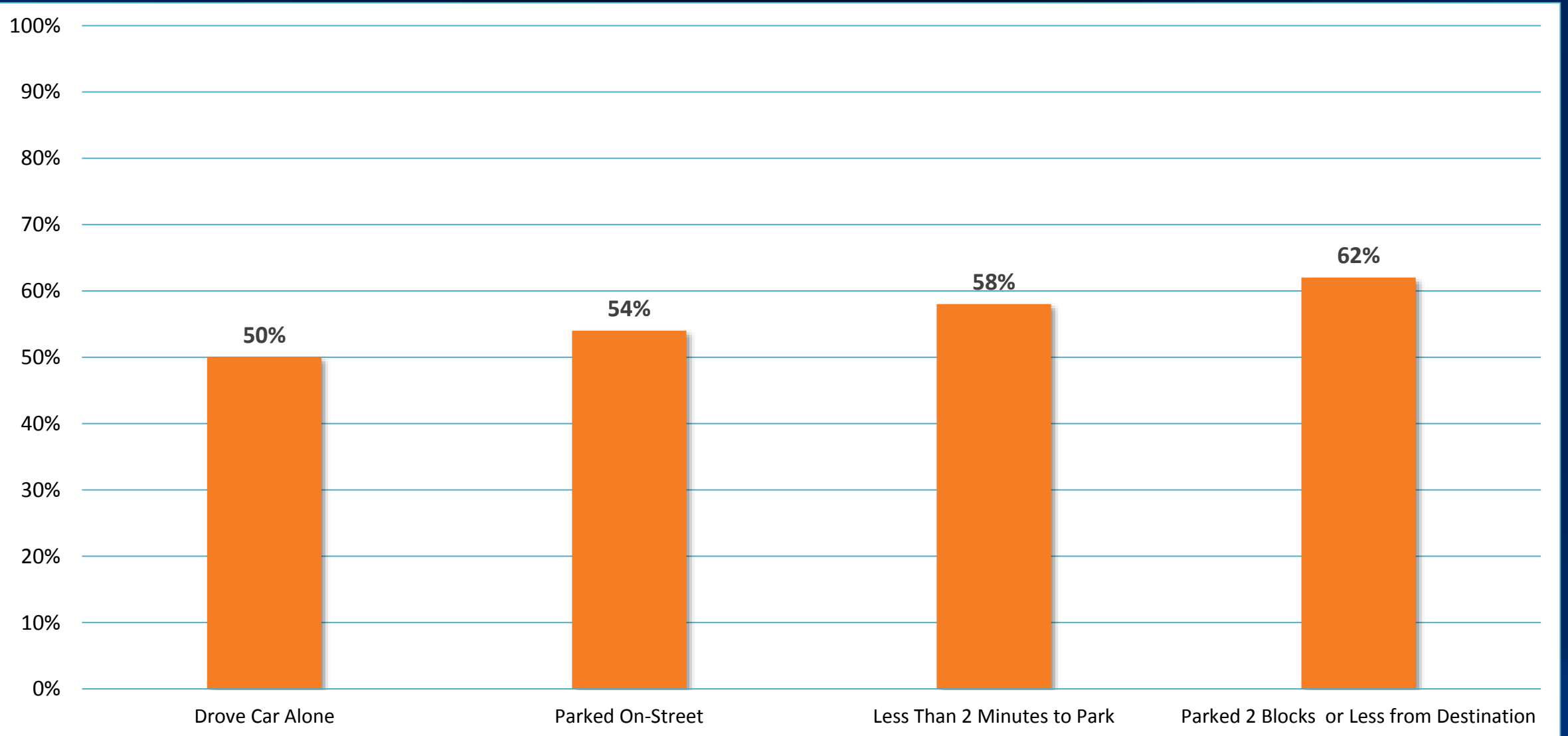
# *Study Process (to date)*



# *Public Outreach*

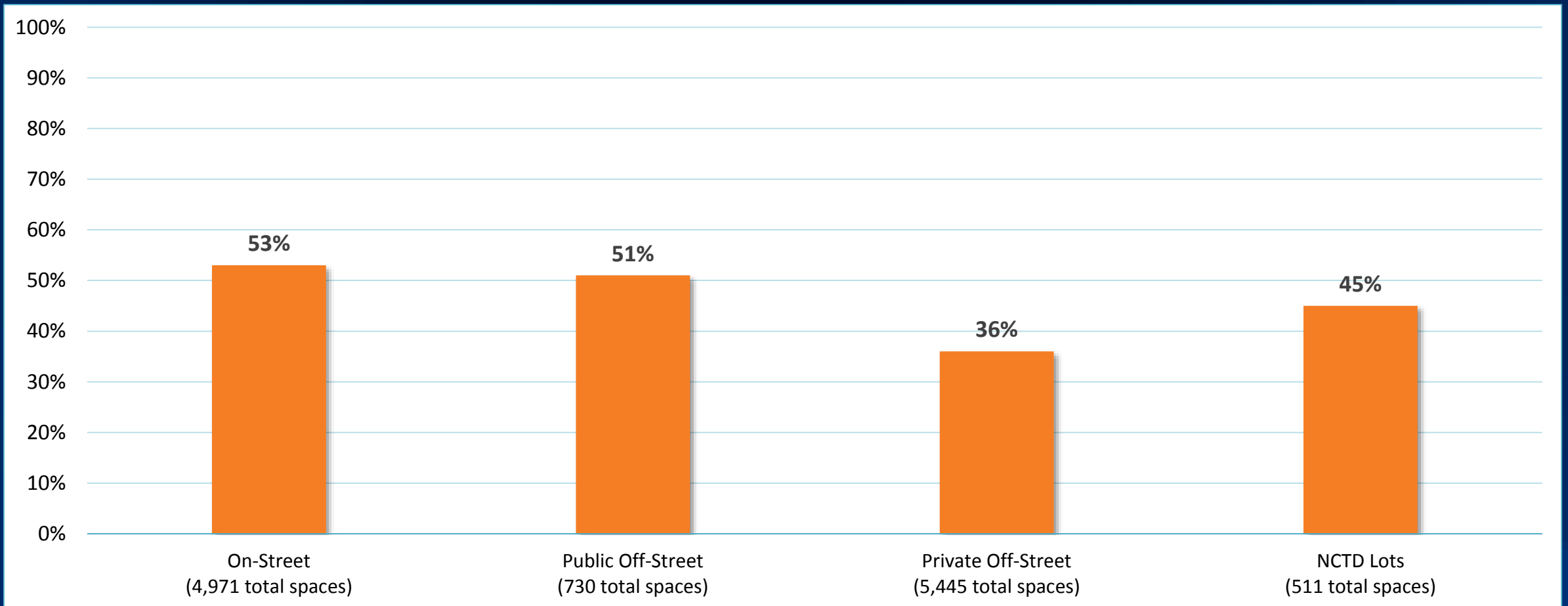
- 4,420 postcard mailings
- E-newsletter
- Neighborhood & Community Organization meetings
- Public Workshop
- Social media
- On-Site & Online Surveys

# *On-Site Survey Results*



# *Data Collection and Analysis*

## Collected parking occupancy and duration



# *Future Parking Conditions*

- Determine full buildout impact on parking system
- Evaluate various parking management methods
- Scenarios
  1. Buildout
  2. Shared Parking
  3. New Public Parking Structure

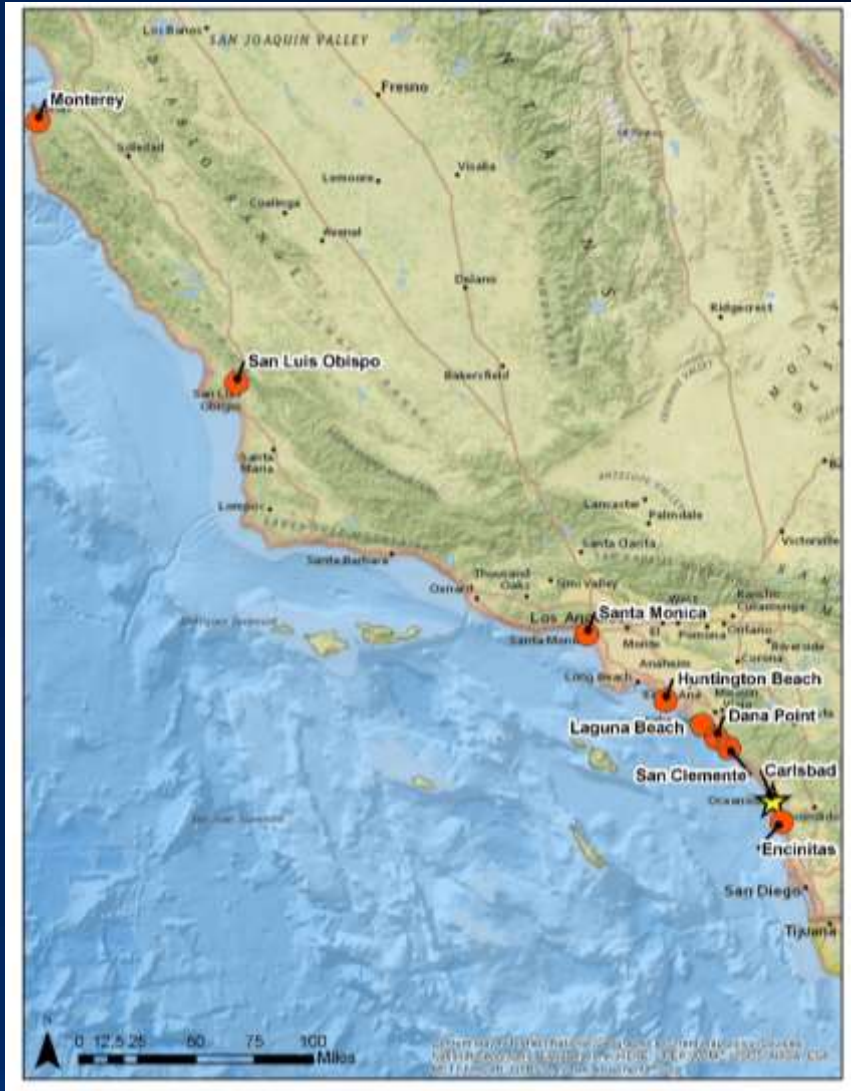
# *Future Parking Conditions - Results*

## **PARKING OCCUPANCY BY SCENARIO (JULY, WEEKEND 7 P.M.)**

<b>SCENARIO</b>	<b>AVERAGE PEAK OCCUPANCY</b>	<b># OF VEHICLES PARKING IN STUDY AREA</b>
<i>Existing</i>	<b>54%</b>	<b>6,295</b>
<i>1. Buildout (2035)</i>	<b>61 %</b>	<b>7,103</b>
<i>2. Shared Parking (2035)</i>	<b>62 %</b>	<b>7,212</b>
<i>3. New 500-Space Parking Garage (2035)</i>	<b>58 %</b>	<b>7,093</b>



# *Best Management Practices – Peer Review*



- Identify strategies in use in comparable coastal cities
- Determine appropriateness for the City of Carlsbad
- Explore adaptation for use in the Village, Barrio, and beach areas

# *Parking Management Strategies*

- Reconfiguration and Curb Lane Management
- Parking time limits
- Enforcement and ambassadors
- Shared parking
- In-lieu fees
- Reduced parking requirements
- Parking wayfinding
- Curb cafes
- Strategies for future consideration

# *Reconfiguration and Curb Lane Management*

- Improved curb space utilization
- Cohesive and consistent structure
  - Supports business vitality
  - Consistent messaging and management
  - Improves parking experience

# *Reconfiguration and Curb Lane Management*

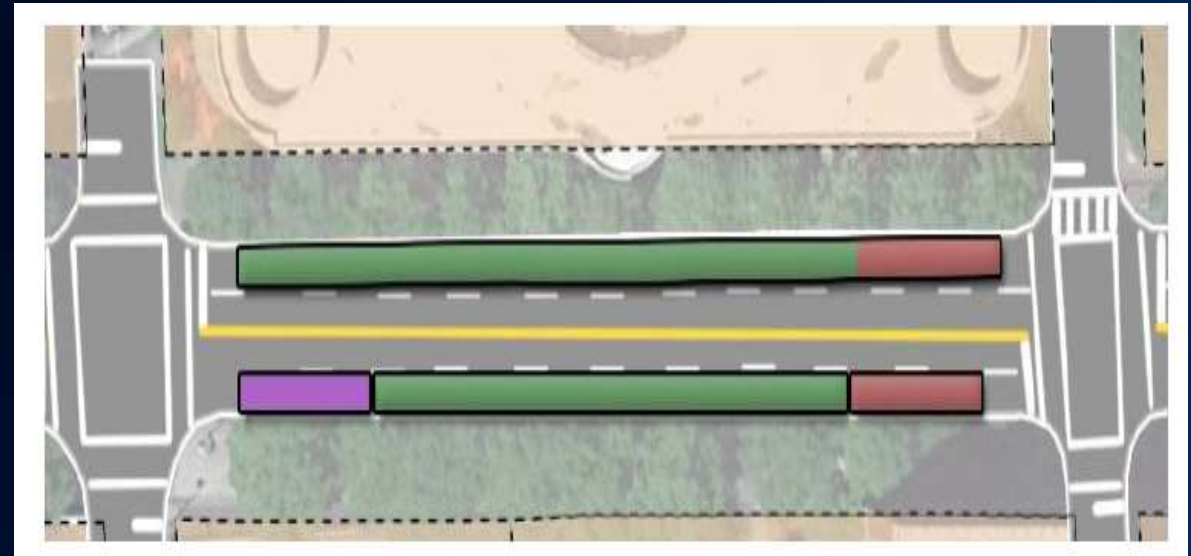
## *City of Carlsbad Today and Peer Cities*

- Carlsbad today
  - Opportunity to review existing red curbs
  - Curb lane management done on case-by-case basis
- SANDAG Toolbox - City of Charlotte
  - Comprehensive curb lane management



# *Reconfiguration and Curb Lane Management Recommendations*

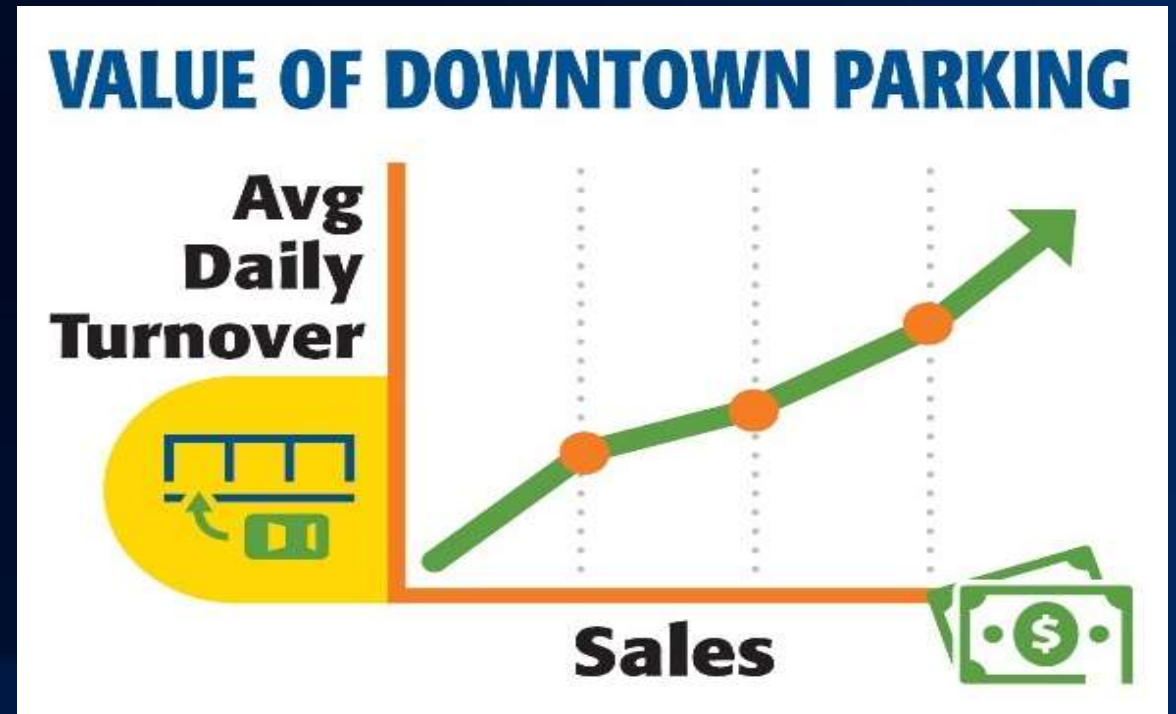
- Review red curbs and driveway closures
- Consider angled parking
- Develop specific curb lane management program





# *Parking Time Limits*

- Encourages turnover
- Improves access to businesses
- Balance short and long-term demands



# Parking Time Limits

## City of Carlsbad Today and Peer City

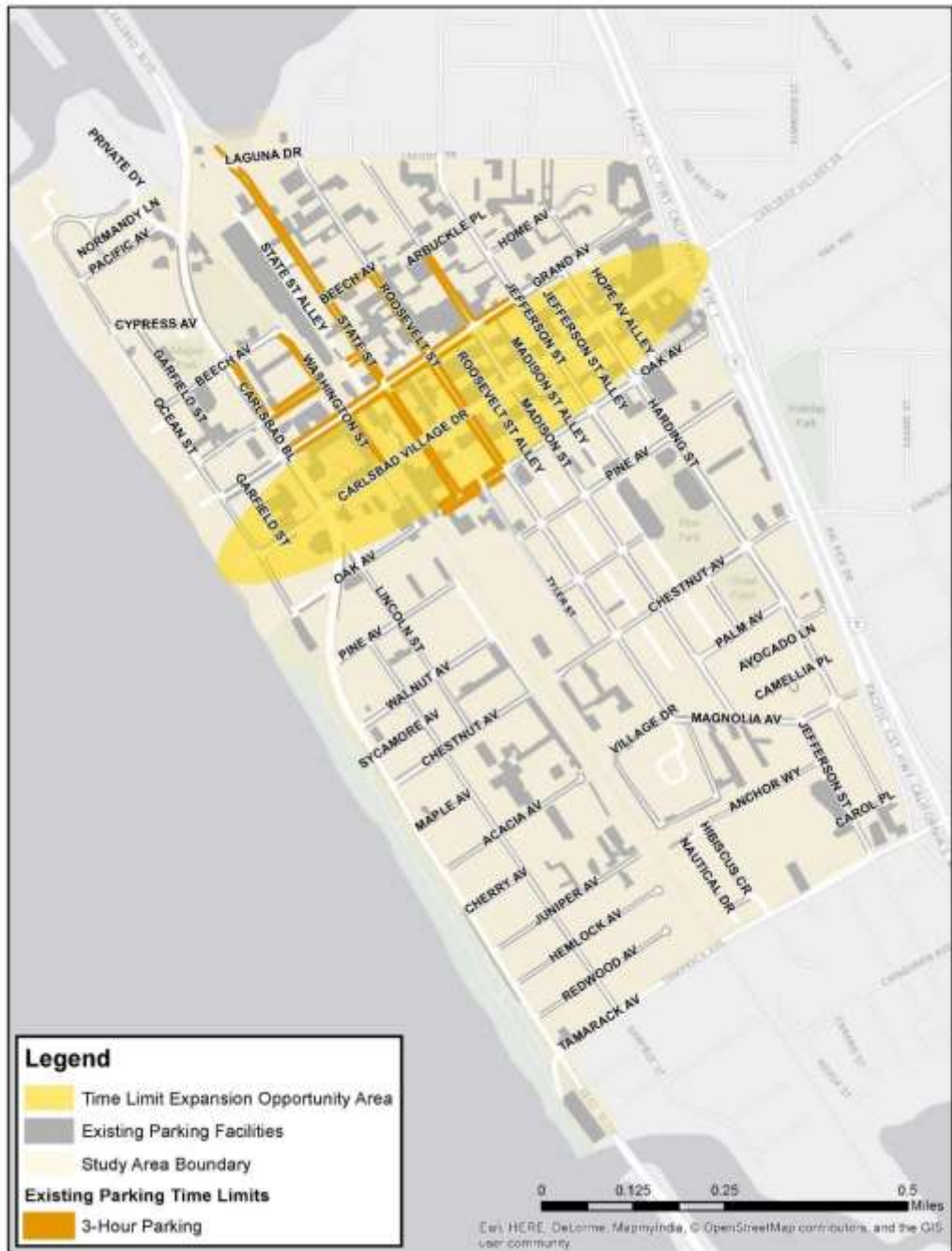


- Reactive enforcement
- 64% of employees park on-street

- City of San Luis Obispo
  - Variable time limits based on demand

# *Parking Time Limits Recommendations*

- Maintain and enforce existing time limits
- Extend time limits hours to new areas
- Revise parking restrictions
- Provide restrictions on website





# *Enforcement and Ambassadors*

- Focus on customer service
- Regular and consistent effort
- Encourage compliance through education
- Provides a face for the parking program

# *Enforcement and Ambassadors*

## *City of Carlsbad Today and Peer Cities*

- Reactive enforcement practices
- Resources
  - Handhelds and electronic chalking
- City of San Luis Obispo
  - Dedicated staff; issue warnings with education

# *Enforcement and Ambassadors*

## Recommendations

- Evaluate enforcement resources and strategies
- Proactive, sporadic enforcement patterns
- Extend enforcement hours to 8 p.m.
- Enforcement officers act as ambassadors
- Graduated fine structure

# *Shared Parking*

- Two or more land uses with offset demands
- Many ways to apply shared parking
- Optimizes use of existing, underutilized supply

# *Shared Parking*

## City of Carlsbad Today and Peer City

- Shared parking is allowed
- Restrictive requirements prevent use
- Abundant parking supply available
- City of Laguna Beach
  - Shares underutilized facilities



# Shared Parking Recommendations

- Maintain/broker agreements
- Off-street employee parking
- Valet parking
- Lease parking spaces
- Monitor annually



## *In-Lieu Fees*

- Pay a fee rather than provide on-site parking
- Funds are used to provide:
  - Shared parking
  - Improvements to reduce parking demand
  - Support economic development

# *In-Lieu Fees*

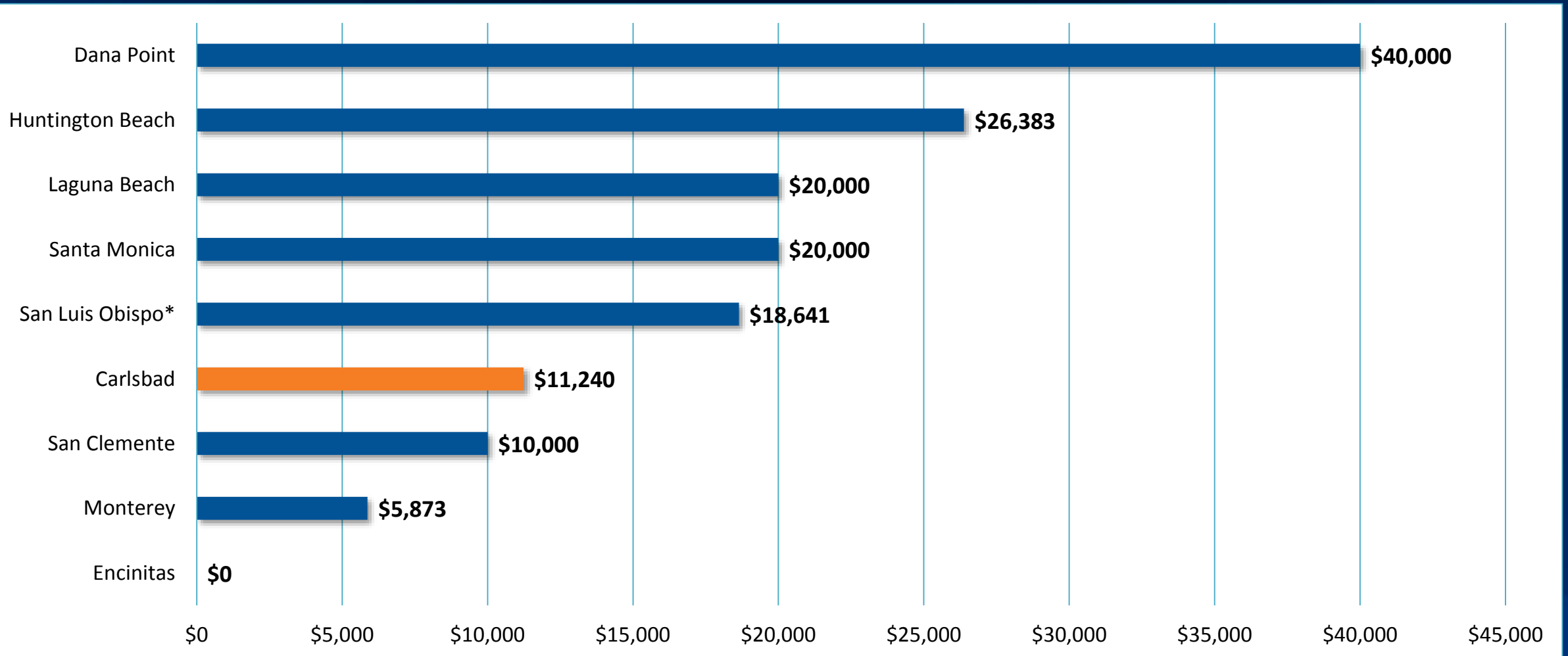
## City of Carlsbad Today and Peer Cities

- Only available east of railroad tracks
- Fees haven't been increased since 2000
- Ample space to build parking – little incentive to participate
- Funds are to pay for public parking



# *In-Lieu Fees*

## City of Carlsbad Today and Peer Cities



# *In-Lieu Fees* Recommendations

- Maintain the current rate
- Review annually
- Use regulations to encourage participation
- Use funds to shared/leased spaces

# *Reduced Parking Requirements*

- Defines the minimum parking supply
- Reductions support pedestrian friendly growth
- Right-sized parking for the community
- Can stimulate economic growth

# *Reduced Parking Requirements*

## *City of Carlsbad Today and Peer Cities*

- Five different regulatory sources in study area
- Some reductions accepted in the Village
  - Varies based on relation to coastal zone
- City of San Luis Obispo & City of Dana Point
  - Downtown areas are half of regular requirements

# *Reduced Parking Requirements*

## Recommendations

- Adopt rates in the Draft Village and Barrio Master Plan
- Monitor implementation and demand
- Consider future parking rate reductions

# *Parking Wayfinding*

- Directs people to their desired destination
  - Stationary, static signage
  - Digital maps and web based information
  - Smartphone applications

# *Parking Wayfinding* City of Carlsbad Today



- Themed wayfinding signage in use
- Well received in community



# *Parking Wayfinding Recommendations*

- Smartphone applications
- Post parking map on website
- Additional themed signage





# *Curb Cafes*

- Moveable café style seating in ROW
- Enhances community vibrancy
- Expands seating for businesses

# *Curb Cafes*

## City of Carlsbad Today

- Pilot Program expired in March 2016



- \$1,200 per space, per year
- Moveable in case on street-related construction
- No additional permits issued since expiration

# *Curb Cafes*

## Recommendations

- Continue and encourage program
- Regularly review area parking occupancies
- Utilize Transportation Demand Management and valet to reduce demands

# *Strategies for Future Consideration*

- Residential Parking Program
  - Prioritizes permitholders in restricted areas
  - Many regulation options
- Paid Parking

# *Supporting Strategies - TDM*

- Reduces demand associated with single occupancy vehicle trips
- Cost-effective approach to demand management
- Aligns and advances goals in other plans
- Improves access within the community



# *Supporting Strategies - TDM*

## City of Carlsbad Today

- City supports Park Once concept
- Developing a TDM ordinance
- TDM is part of the city's Mobility Element of the adopted General Plan

# *Supporting Strategies - TDM* Recommendations

- Develop and adopt TDM ordinance
- TDM outreach and encouragement
- Expand wayfinding signage
- Circulator transit service
- Improve bike and pedestrian networks
- Passenger loading locations



## *Next Steps*

- Public Review and Comment
- Present Draft Parking Management Plan on August 22 (tentative) – City Council meeting
- Final Parking Management Plan September 2017 (tentative) – City Council meeting



*Questions?*