

RESOLUTION NO. R-2007-050

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PISMO BEACH ADOPTING
PISMO BEACH PARKING MANAGEMENT PLAN (PHASE ONE).**

WHEREAS, Upgrading the downtown core has been a central issue in almost all the studies, meetings and workshops that have been conducted in addressing the development of our economic base for our community; and

WHEREAS, The next step in this revitalization effort is to develop an overall parking program for the downtown area; and

WHEREAS, It is the goal of the City of Pismo Beach to provide reasonable available parking facilities that are necessary to serve all our visiting public, who come to enjoy our natural resources; and

WHEREAS, While other coastal access areas of the City of Pismo Beach may have inadequate parking facilities at times, the City has no intention at this time of implementing a similar paid parking district in any other portion of the City, leaving the vast majority of the City open to free parking for those who wish to use the City's coastal resources; and

WHEREAS, An essential component of any parking program is the need to develop an overall Parking Management Plan to implement paid parking in the downtown; and

WHEREAS, the attached Parking Management Plan (Phase One) dated September 4, 2007 will begin said implementation process; and

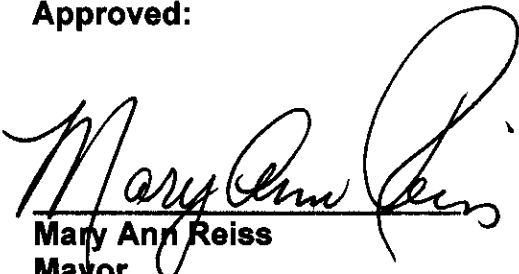
NOW THEREFORE BE IT RESOLVED by the City Council of the City of Pismo Beach does hereby adopt the Pismo Beach Parking Management Plan (Phase One).

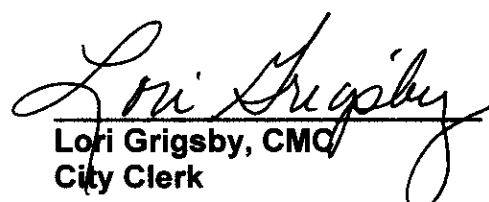
UPON MOTION OF Councilmember Rabenaldt seconded by Councilmember Vardas the foregoing resolution was passed, approved and adopted by the City Council of the City of Pismo Beach this 4th day of September 2007, by the following roll call vote:

AYES:	5	Councilmembers: Rabenaldt, Vardas, Higginbotham, Ehring, Reiss
NOES:	0	Councilmembers:
ABSENT:	0	Councilmembers:
ABSTAIN:	0	Councilmembers:

Approved:

Attest:


Mary Ann Reiss
Mayor


Lori Grigsby, CMC
City Clerk

Pismo Beach Parking Management Plan

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Executive Summary

Purpose of the Report

Recently the Pismo Beach City Council took action to form a Parking Advisory Committee. The Committee's main mandate was to create paid parking in the downtown commercial core. As a result of this City Council action the management of public parking now falls under the newly created Parking Division under the Community Development Director. A review of existing parking management practices and policies indicates that more effective and efficient strategies for public parking in Downtown Pismo Beach are needed. This report summarizes recommended strategies for implementation to improve and enhance overall parking management in Downtown Pismo Beach.

This report is intended to be used as a guide in initiating modifications to current parking management practices in order to achieve the current and future needs for downtown parking.

It has been recognized that there is a growing demand for downtown parking during peak periods. Most downtown parking is free and un-timed during 8 months of the year. The other 4 months there is timed parking on approximated 25 % of the existing public parking in the newly formed Downtown Paid Parking Zone. During peak periods 90+% of the commercial core area parking spaces are occupied, although there is virtually always parking available a few blocks away.

Goals

Recommendations in this report support the following goals for downtown:

1. Administer more efficiently existing parking
2. Provide more parking to support future demand and downtown businesses
3. Improve enforcement and parking management
4. Improve financial operations related to parking
5. Establish a strong future parking structure financing program
6. It is the intent of this management plan to change over time as various issues arise.

Recommendations

The following recommended strategies and policies address five key parking elements: timed parking; paid parking; enforcement/ticket administration; management of parking generated revenue; and acquiring more parking capacity.

Timed Parking:

1. Maintain existing Time Zones until those areas are replaced with paid parking.

Paid Parking:

1. Paid parking hours 10am to 6 pm 7 days a week, 365 days a year.
2. Parking rates: \$1/hour in the pier lot and the area west of Dolliver Street \$.75/hour in the outlying city lots, known as the "interior lots" and those areas East of Dolliver Street. (see Exhibit A)
3. Enforcement to be determined by supply and demand during off-season.
4. Deploy 12 pay and display kiosks in Pier Lot and the four interior City Parking Lots between Pomeroy and Pismo Street. See Exhibit B)
5. Provide Parking Permit at no cost to residents who live within an active paid parking enforced area and who do not have onsite parking at their residence. One permit per residence. Permit is only good to be used in block of residence address.
6. Vacation Rentals within active paid parking zone that have no onsite parking may purchase a debit or smart card at a 10% discount.
7. General Residents may purchase a discount use permit or discount smart or debit card at 10% discounts.

Enforcement/Ticket Administration:

1. Enforce existing timed parking more consistent with the established hours – extend the days to the weekends year round.
2. Outsource parking enforcement under Parking Division supervision or establish public employee workforce under the Parking Division.
3. Outsource ticket collection in effort to increase collection and especially on unpaid fines or bring in-house the parking fine management using existing software.

Management of Parking Generated Revenue:

1. Establish Parking Enterprise fund
2. All income from Public Parking is dedicated to improve downtown parking infrastructure.
3. All in-lieu parking fees are applied to Parking Enterprise Fund

Acquiring More Parking Capacity:

1. Any new developments in the downtown core should be investigated with respect to providing public parking opportunities – underground where feasible.
2. Acquiring existing properties for surface parking possibilities

3. Acquiring property surrounding existing public lots in order to combine for future parking structures.

Introduction

Parking is an essential component of the transportation system. Vehicles must park at every destination. Parking management refers to policies and programs that result in more efficient use of parking resources. When appropriately applied parking management can significantly reduce the number of parking spaces required in a particular situation. When all impacts are considered, improved management is often the best solution to parking problems.

It has been observed and reported that the downtown's most desirable spaces are above the ideal 85% occupancy rate for several hours during the weekends. This means that other people that would like to park in these spaces cannot. However, close by, within a comfortable walk, there are usually plenty of empty spaces. Does this mean we have a shortage (as the motorist may perceive it) or a management problem?

Effective parking management will guide some people to park their cars away from prime parking areas. Time limits do this theoretically by capping the visit time, in our case at 3 or 4 hours, after which time one must leave, freeing the space for someone else (turnover). Paid parking does this by making people pay more for prime parking (which deters employees from sitting there all day) and by luring bargain hunters away from the core with better deals in peripheral areas. Without these mechanisms in place, parking congestion will (and does) occur, no matter how many parking spaces there are.

Downtown: A Park Once Environment:

There are three main characteristics of a good downtown that make it possible:

1. Compactness – a given number of activities are located in a concentrated area. Bringing everything closer together reduces the need to drive from one place to another.
2. Mixed-use – shops, restaurants, offices, services and residences can all be found together. Non-downtown areas usually segregate these functions.
3. Walkability – most people consider a comfortable walk to be a ¼ mile or less. To be truly walkable a place must be inviting and provide comfort, security and interest.

By encouraging people to park once and walk to all subsequent destinations gives the downtown merchants an opportunity for "customer sharing". Second it adds safety to the area. A busy sidewalk is a safe sidewalk. Danger (or the perception of danger) lurks when a street is deserted. This is the old safety in numbers adage. By creating a park once environment we create busy sidewalks which are an attraction in themselves and will encourage more people to visit Downtown.

Parking Management Discussion:

There are two primary tools that are available to cities to manage public parking.

1. Paid Parking
2. Timed Parking

When the supply of any commodity is limited and demand for it is near or above that limited supply, the price goes up. If the commodity is free, then it will be quickly used up and exhausted by the first people who get to it, and there is no rational distribution to those who might need it or want it more. This is the main reason to charge for parking in a downtown.

The main reason to charge for parking is to ration a limited supply of a coveted product. By charging for parking people will be encouraged to move from spaces as quickly as possible in order to pay as little as possible, and spaces are made available to others. Thus, charging for parking makes fewer spaces feel like more.

Without parking management in general and fees in particular, employees and merchants tend to park in the best spaces all day, depriving paying customers of the most convenient spots. Obviously, merchants and employees "shouldn't" park in prime spaces, but they do.

The second reason to charge for parking is to generate revenue. This should not be the main reason to do it, although for some cities it is. The revenue generated is necessary to operate the parking system and to pay for new parking facilities.

The ideal occupancy rate for any location of downtown parking is considered 85%, which means that 1 out of every 8 spaces is always available, even in the most desirable locations and even during the busiest hours. The highest demand spaces should be the most expensive. The least desirable and least used spaces may even be free. If a block or a lot has an average occupancy of greater than 85% then the parking is congested and the price must go up. If a block or lot has an average occupancy of less than 85% then the parking is underused and the price must go down, or go away altogether.

Paid parking takes parkers' needs into account and appeals to those needs, enticing them to park where the downtown needs them to park. In order to understand the various needs of parkers, they can be divided into four groups.

The Unpleaseables – a small but vocal group. They want to park right in front of their destination, for free, all day. Sadly, nothing can be done to please them. Free parking will be jammed up and unavailable to them when they want it, and thus anger them. Enforcement of time limits may free up a space or two for them, but then they may get a ticket, which of course will not please them. Charging them is of course upsetting, as is asking them to walk.

The Dream Parkers – they are a dream for the parking manager. These are easy-going folks who just want to get out of their car and hit the sidewalks. They will walk, they will pay. They really do not mind what they have to do as long as it is reasonable. Unfortunately, they are also a small group. The vast majority of parkers fit into one of the next two categories.

The Convenience Hunters – they want to be close to their destination. That is their primary concern. Usually they are coming to the area for relative short period of time to shop or to eat. They are often in a hurry and this adds to their desire for close-in parking spots. Like everyone else they enjoy free parking, but they want a convenient space badly enough they are willing to pay for it.

The Bargain Hunters – They are looking for a great deal. They are typically people that will be downtown for awhile and don't want to rack up a large tab for parking. Often times they are employees, merchants or all-day beachgoers. Typically they are willing to do what it takes to get that bargain, whether it be circling around the pier lot or walking a few blocks. They just want the bargain.

If a city's downtown is lively and vibrant and there is a lot of competition for parking, it makes no sense to make all parking free. Naturally, the high demand parking spaces in the pier lot and in front of restaurants and shops will be congested, because these spaces are both a bargain and convenient. To compensate, rigid time limits are aggressively enforced in an attempt to de-congest the prime spaces and to remove employees and merchants from them, but this often results in customers getting inconvenienced by having to move their car every so often or, worse yet, burdened with an expensive (\$40) ticket for just being a few minutes late. Ironically, employees and merchants (the main focus of the time limits and ticket writing) often develop very sophisticated systems to rotate cars and avoid tickets while still congesting prime customer parking spaces.

Certainly the people who get the free/under priced parking space right in front of their destination are pleased. What a great deal! But there aren't enough of those magical spaces for everyone. What Bargain Hunter will be happy about paying a lot of money to park in an undesirable space? What Convenience Hunter will be happy about being forced to walk because there wasn't a space available in the pier lot. Pleasing a few lucky people while upsetting the majority is not a good way to do business.

Of studies performed, an average of 30% (and a high of 70%) of downtown traffic was caused by cruisers. The average cruising time was 8 minutes. Proper parking prices can reduce or eliminate cruising. If a space that meets the parkers' needs is available as soon as they enter the downtown area then why would anyone need to cruise for a parking space.

Parking Management Principals:

1. **Consumer Choice.** People should have viable parking options
2. **User Information.** Motorists should have information on their parking options.
3. **Sharing.** Parking facilities should serve multiple users and destinations.
4. **Efficient Utilization.** Parking facilities should be sized and managed so spaces are frequently occupied.
5. **Flexibility.** Parking plans should accommodate uncertainty and change.
6. **Prioritization.** The most desirable spaces should be managed to favor high-priority uses.
7. **Pricing.** As much as possible, users should pay directly for parking facilities they use.
8. **Peak Management.** Special efforts should be made to deal with peak-demand.
9. **Quality vs. Quantity.** Parking facility quality should be considered as important as quantity, including aesthetics, security, accessibility and user information.
10. **Comprehensive Analysis.** All significant costs and benefits should be considered in parking planning.

There have been a number of studies and workshops in Pismo Beach that have been held prior to this point in time. Each one has addressed the needs of public parking in the downtown. Some of major ones include the following:

1. R/UDAT Study - 1987
2. Pismo Beach Parking District Study - 1989
3. Downtown Specific Plan (draft) - 1991
4. Downtown Specific Plan - 1995
5. Economic Development Strategies – 1998
6. Chart the Course - 2002
7. Wilbur Smith Study - 2006
8. Downtown Parking Workshops - 2007

Some of the conclusions that these studies came to:

1. On weekend days parking demand exceeds the parking supply in the vicinity of the pier/beach parking, yet parking is generally available east of Dolliver Street.
2. Public Parking is one of the downtown's most important assets.
3. Adding the Benson dirt lot to the public parking inventory illustrated how increased core parking increased sales tax revenue.
4. The level of supply can impact the success of downtown businesses, influence potential developers' and new businesses' decision to locate in the downtown
5. There is a need to provide a revenue source to support development of future parking facilities.

Scope of this Plan

This plan establishes vehicle parking policies and programs that apply to the downtown Pismo Beach Parking District. It's primary focus is the management of parking in the commercial core. This plan identifies approved management techniques for better use of existing parking spaces, reducing employee demand for parking in the commercial core and creating parking solutions for future needs. This plan may be revised from time to time to address parking needs in areas beyond and within the commercial core.

Parking Management Goals

1. Support the downtown commercial core as a viable economic center.
2. Provide enough parking in and around the commercial core for residents, visitors and employees.
3. Create revenue streams for the purpose of acquiring more parking capacity.

Definitions

The following words and phrases are used throughout this plan have the following meanings:

Pismo Beach Paid Parking Zone is the area defined on the east by Highway 101, on the south by the creek, on the west by the ocean and on the north by the intersection of Dolliver and Price streets (Bank of America)

Commercial Core is the area defined by the General Plan as the Commercial Core District. The core is bounded on the east by the properties fronting the east side of Dolliver from Main south to Stimson, On the south by Stimson from Dolliver to the ocean, on the west by the ocean from Stimson to Main, on the north from the ocean to the Main St parking lots.

Timed Parking is limited hourly enforced parking that currently exists in the Commercial Core. There are 4 hour, 3 hour and 90 minute time limits that is enforced during the period of June 1 through September 30.

Paid Parking refers to paying an hourly fee to park. The method of payment is made through a Pay and Display kiosk. These kiosks are located at various locations throughout the Commercial Core. The user pays a fee and then displays the receipt inside their vehicle.

Wilbur Smith Study is a downtown parking study the City commissioned in 2006. The purpose of the report was to provide the City work plan "to guide the City in its decision to jointly develop an underground parking structure at the site of the existing pier parking lot; a facility which would yield approximately 260 public spaces at a cost estimated to be between eight and ten million dollars."

Of Note:

The **Urban Land Institute** has established guiding principles for providing additional public parking spaces. The principals are summarized below:

1. When demand is at 70% on average, agencies should be **planning** for additional parking spaces
2. When demand is at 80% on average, agencies should be **designing** for additional parking spaces.
3. When demand is at 90% on average, agencies should be **constructing** additional parking spaces.

The above percentages may not apply all the time to Pismo Beach, as we are a seasonal tourist community.

Current Conditions

Current Downtown Parking Zone Parking Supply:

It must be noted that when discussing the amount of existing parking in the Downtown Parking Zone that generally, outside of the Commercial Core, most of the streets do not have marked parking spaces. What follow then is an estimate on the numbers of available spaces.

Total Public Spaces (includes lots and streets) = 1461 + 74 (City Leased Lot) = 1,535

Total Private Spaces (private off street parking like Rosa's Restaurant, etc.) = 495

Total Hotel Spaces = 816

Grand Total of spaces available = 2,846*

*This total does not include any off-street parking spaces that are related to residences, vacation rentals, apartments, etc.

Parking Utilization

The Wilbur Smith Study gives us a snapshot of how the downtown parking is being used. A one-time count on both Friday and Saturday during July of 2006 was conducted. On Friday at 12 pm parking occupancy in the downtown area was below 90%, with many streets below 50%. On Saturday at 12 pm occupancy in the extended downtown was at or above 90%. At this point all public lots in the downtown area had reached capacity.

Standards that show up in various Parking Management Plans are:

1. Under 75% demand - 25 % or more of spaces available = acceptable.
2. 76% - 85% demand - creates an emerging "hot spot" where available parking supply is approaching 15% = warning of approaching unacceptable conditions.
3. 86% demand and above = unacceptable availability of parking spaces.

It must be noted that by all accounts from studies and first-hand observers that the over 85% demand only generally happens on certain days of the week (weekends) and only during certain hours of the day 11am – 4 pm.

All of the peak demand radiates outward from the pier parking lot. It is the first to reach the 85% demand occupancy level and the last area to leave it. Parking occupancy generally radiates out from the pier lot during peak demand as follows:

1. Pier Lot
2. 100 & 200 blocks of Pomeroy
3. 100 & 200 blocks of Hinds
4. 100 & 200 blocks of Main St
5. 600 & 700 block of Cypress

6. 500, 600 & 700 blocks of Dolliver
7. North & South Main Street Lots
8. Pomeroy Lot
9. 300 block of Pomeroy
10. 800 block of Dolliver

Current Timed Parking

The current inventory of parking spaces that are under seasonal timed parking enforcement is as follows: (Exhibit "C")

1. Pier Lot – 132 spaces – 4 hour parking
2. 500 block of Dolliver – 14 spaces - 3 hour parking
3. 500, 600, 700 blocks of Cypress – 49 spaces – 3 hour parking
4. 100, 200 blocks of Main St. – 24 spaces – 3 hour parking
5. 100, 200, 300 blocks of Pomeroy – 68 spaces – 3 hour parking
6. 100, 200 blocks of Hinds – 23 spaces – 3 hour parking
7. 600, 700, 800 blocks of Dolliver – 54 spaces – 90 minute parking
8. Within the commercial core area there are currently 238 un-timed public parking spaces.

Total Timed parking spaces = 364 or 25% of all public parking spaces.

Recommendations that have been made by the Parking Advisory Committee in regards to timed parking.

1. Maintain existing timed Parking Zones until replaced with paid parking.

Enforcement

Currently timed parking in Pismo Beach is being enforced by the Pismo Beach Police Department. The posted period of enforcement is from June 1 through September 30. In reality this period is enforced from the 3rd week in June through Labor Day.

The citation for violating the timed parking hours is a \$40 citation. It has been reported that about 70% of all citations are written for the Pier lot.

It must be noted that the intention is to move enforcement of timed and when paid parking comes online from the PD to the newly formed Parking Division under the Community Development Director. This move would mean that enforcement would be either by City employees or by an outside contractor. The Parking Advisory Committee has recommended that the City look into outsourcing parking enforcement.

Development Requirements

The current in lieu parking fee in Pismo Beach is \$36,000 per space. 30% of a project required parking or more in certain circumstances can be covered by in lieu parking

fees. Currently retail and office space requires 1 parking space per every 300 sq. ft of space.

In 2006 a minor amendment to the Pismo Beach LCP revised parking standards by changing required parking spaces for (1) restaurants and conference centers within hotels from one space per 5 seats to one space per 150 sq. ft. of dining area and (2) for free-standing restaurants from one space per 100 sq. ft. of gross indoor and outdoor area to one spaces per 75 sq. ft. of dining and waiting area; also tandem residential parking spaces in certain circumstances.

It must be noted that there are an estimated 500 deficient parking spaces in the commercial core that have been "grand-fathered" in during the very early years in the development of downtown. The above figure is based on the current Zoning Ordinance requirements for parking.

1983 Zoning Ordinance

17.108.040 Waivers for New Construction. The purpose of this provision is to encourage the rehabilitation and expansion of existing and new commercial uses in the vicinity of the downtown area. Payments of in-lieu parking district fees for otherwise required parking permits provides for better utilization of properties by freeing up land for commercial use. Off-street parking requirements for commercial areas may be waived by the Planning Commission under the following conditions:

1. That the City Council adopts a Resolution of policy setting out the value of the off-street parking space based on land value, plus not less than one and one half (1 ½) times the construction costs of a top grade parking lot at the time of the adoption of this Ordinance unless otherwise designated by the City Council.
2. That the City Council authorizes the issuance of "in-lieu certificate". Each such certificate shall represent the cost of one off-street parking space.
3. That the City Council set up a special fund for the revenues from issuance of such certificates. Such revenues shall be used only to establish, maintain, and landscape City-owned off-street parking.
4. That the applicant, for relief from the established parking requirements, purchase one certificate for each space of off-street parking requested to be waived from the requirements of this article.
5. The payment in full of any off-street parking fees shall be made prior to issuance of any building permit or business license.
6. The Waiver for Off-Street Parking Requirements shall be limited to the downtown commercial area only. The in-lieu parking fees shall be limited to a maximum of 30 percent of the required off-street parking spaces for new development unless the applicant proves to the satisfaction of the Planning Commission that a hardship would occur due to the size, shape, location or topography of the property involved, in which case a higher percentage Waiver could be granted.
7. Waivers within the Parking and Business Improvement Area: Off-street parking requirements for commercial uses within a designated parking district and business improvement area will be met through the equivalent parking participation in the district.

17.108.050 Parking Structures. Nothing in this section shall prohibit the use of parking structures within the following zones: P-R, R-4, R-R, C-1, C-2, and C-M. Parking structure shall mean any public or private parking area, of two or more levels, to include accesses, landscaping and architectural appurtenances.

**Attachment A to Resolution 03-50
Revised Downtown policies**

LU-K-1 Land Use Concept

The downtown area includes a Central commercial District, , Mixed Residential District, Mixed Use District, and Open Space categories as shown in Figure LU-I 5.

LU-K-2 Downtown Development

Development shall comply with the following policies:

a. Oceanfront Boardwalk

A continuous pedestrian boardwalk along the planning area ocean frontage to Pismo Creek shall be established. This boardwalk shall include pedestrian amenities such as, but not limited to, seating, lighting and landscaping. Properties adjacent to the future boardwalk location shall be required to dedicate up to 20 feet of the ocean frontage of the property for the boardwalk. Installation of the boardwalk may be required as a condition of approval of development projects. The amount of dedication shall be subject to the size of the ocean-facing parcels and the area required minimizing bluff erosion identified in geologic studies submitted with development applications. The boardwalk will connect into the Pismo Creek trail.

b. Pismo Creek Trails

A creek side trail system shall be developed on both sides of Pismo Creek from its mouth at the ocean inland to the future golf course/recreation area in Price Canyon. Public improvements such as trash cans and seating shall be included with the development of the creek trails. Dedication of a portion of properties adjacent to Pismo Creek for a public pathway shall be required with new development applications. These dedications shall include the buffer zone as identified in the Conservation and Open space element. Development approvals by the City shall require the installation of trail improvements. See also: Conservation Element Policies 21 and 22.

c. Interpretive Panels or Signage

Appropriate interpretive panels shall be provided for the pier, boardwalk and Pismo Creek trail. These may be required as a condition of approval of development projects. Funding should be sought from a variety of sources.

d. Downtown streets perpendicular to the ocean

Streets in the commercial core area, which end at the ocean, shall be developed into cul-de-sacs compatible with public safety standards for safe turn-around.

Owners of oceanfront properties shall participate in the cost of developing cul-de-sacs on a per development basis.

e. City-owned Addie Street property

The City shall provide improvements to the Addie Street parking lot, which will include, but shall not be limited to, landscaping in the parking lot and extension of the boardwalk along the ocean frontage to the Pismo Creek trail.

The structure located in Mary Herrington Park on the west bank of Pismo Creek shall either be removed and replaced with additional parking and/or a picnic area or upgraded or replaced, to include reservation of the appropriate creek side protection and trail area. See also: Parks & Recreation PR-15 Ira Lease/Mary Herrington Park

LU- K-3 Districts

Downtown shall have four districts or land use categories as shown in Figure LU-K-i. The policies for each District and their permitted land Use are described as follows:

LU-K-3.1 Mixed Residential (MR) district

Mixed Residential or MR district shall permit a mixture of hotels and motels along with apartments, condominiums and other similar residential uses. Restaurant may be permitted when secondary to onsite hotel use. It is expected that the visitor servicing uses will gravitate towards the beach and the major thoroughfares. Small convenience markets that serve the daily needs of residents and visitors would be allowed in this district.

LU- K-3.2 Central Commercial (CC) District

The primary land use focus for the Central Commercial District is commercial, recreational and cultural. Commercial uses shall be oriented towards visitors (i.e. gift shops, clothing stores, restaurants). Residential uses may be considered as part of mixed use project applications. A pedestrian orientation will be promoted for all development in this district. The pier and boardwalk provide the focus for pedestrian activities in this very "walk able" downtown commercial area.

Improvements in the Commercial Core may include reconfiguration of the pier parking lot for a more cohesive traffic flow from Pomeroy to Hinds and Maximum use of the pier parking lot; dedication of a portion of the property adjacent to the city parking lot for vehicles and pedestrian access between those two streets; and a cohesive streetscape program to complement and encourage the pedestrian emphasis of downtown.

LU- K-3.3 Mixed Use (MU) District

The Mixed Use or MU District will provide for a wide variety of land uses including visitor lodging, commercial, retail, restaurants, service uses, offices, and residential uses. The more intensive commercial uses and visitor-serving uses shall be encouraged to locate

along the major thoroughfares. Mixed-use projects are encouraged throughout the district.

LU-K-3.4 Open Space District

Open Space is the designated land use for the pier, the beach, Mary Herrington Park, and Ira Lease Park. The pier and the beach will provide the catalyst for development of a boardwalk along the beach from Main Street to Pismo Creek. Passive recreational uses are permitted in these areas.

The extension of the Pismo Creek trail from Cypress Street to Highway 101 will be located along the west bank of Pismo Creek adjacent to Mary Herrington and Ira Lease Parks. Pedestrian and bicycle uses will be permitted along the trail adjacent to these parks.

LU-5(b) Secondary Residential Uses Encouraged

Residential uses are encouraged on upper floors in all commercial areas. Secondary residential use may be required in select areas.

Wilbur Smith Study

A summary of current conditions by the study revealed:

- 1. 100% parking occupancy is not a desirable trait for any area. In a downtown area, a margin of supply of at least five to ten percent is preferred to support commercial needs throughout the day and to allow flexibility for special circumstances.**
- 2. In the commercial core there is a short-fall in long term public parking facilities; this deficiency occurring in the peak summer season on Fridays, and to a much greater extent on Saturdays.**
- 3. Public on-street short term parking adjacent to the commercial core exceeds practical capacity during the Saturday peak period. This condition further highlights downtown core parking supply deficiencies.**

For a much more in depth explanation refer to the Wilbur Smith Report

Parking Management Strategies

Paid Parking

A tactic that cities use to create turnover of prime parking spaces is to limit the time that one may park in a given space. This system can be effective in causing customers to leave quickly. However employees and merchants figure out systems for avoiding a ticket by moving their car to another space before the time limit is up, by erasing the chalk before the enforcement officer returns, or by swapping spaces with a co-worker several times a day.

Absent paid parking, the only way for time limits to create the desired turnover in a busy downtown is to back them up with aggressive enforcement. If the enforcement isn't aggressive, people will figure it out quickly and flagrantly violate the time limits – especially employees, who have the advantage of being downtown all day every day and can easily figure out patterns to parking enforcement patrols.

The conclusion is that timed parking can do the job but comes with a heavy downside of aggressive enforcement and customer ill-will. If we institute paid parking and adequate spaces are made available, then what purpose do time limits serve? None, other to inconvenience customers. If there is a space or two available in the most desired parking areas, then who cares how long each individual car is there? The reality is that it does not really matter.

Surface Lot Parking

It appears the destiny of the pier lot and the four interior will be to operate under paid parking. It will be a delicate balance between the revenue generated and the cost of operations during any given period. If the goal of paid parking is to generate net revenue to demonstrate to Bonding Agents that the city has a dependable revenue stream in order to finance the building of additional parking facilities, then the bottom line of the Parking Management Plan must be to generate an attractive net income.

On Street Parking

Paid parking will expand into the current areas of on street parking that are now under time restricted parking. How fast that this will be accomplished is yet to be determined. The first purchase of pay-and-display kiosks was limited to 12 units. These units, for the most part, are designated to be installed in the downtown core parking lots.

Residential Parking

The current timed and projected paid parking areas have little impact on residents living in the Paid Parking Zone. Most living within the Zone are outside the current and short-term planned enforced parking. This current area will most likely in the future expand. Therefore it is prudent to start planning for a need for resident parking permits. It has

been proposed that any resident that lives within the Paid Parking Zone and does not have on-site parking could apply for a no cost Parking Permit. An on-site inspection by staff would be needed to

verify the existing parking condition. One permit for one vehicle registered at that address would be issued. The permit would be valid to park in the same block as the residence.

Vacation Rental Parking

It has been proposed that vacation rental within the Paid Parking District that have no on-site parking may purchase a parking debit or smart card for the pay and display kiosks. These forms of payment would be offered at a 10% discount. It is also under consideration to offer weekly, monthly, quarterly, semi-annually, yearly parking passes at a similar discount as a matter of convenience for the vacation rental owners.

Employee Parking

There have been many discussions about employee parking. The employees will generally need long-term daily parking. Currently the un-restricted Benson lot and the four interior lots are being used by downtown employees for their parking needs. There is already a recommendation to time limit these lots in order to turn this parking capacity over to the downtown visitors. The concern is that this will force the employees to move into more residential areas outside of the core. While this is true in some part, there appears to be a reasonable supply of un-restricted parking spaces outside of the commercial core that share a small demand from vacation rentals and residents.

Special Permit Parking

Even though at this time there will be a substantial number of free, un-restricted parking spaces adjacent to beach access that will not be affected by paid parking, the introduction of paid parking by the City of Pismo Beach can have the effect of limiting access to the coast for those members of the public that are unable to pay for parking. Recognizing this fact, the City will establish a permit program to allow qualified individuals a short-term parking permit at no cost.

Enforcement

- Parking Laws will be strictly enforced to discourage overtime parking.
- To discourage habitual parking violations.
- To encourage paid parking payments.
- To discourage meter feeding.
- To direct employees and merchants to areas of free parking.
- Parking enforcement personnel will strictly enforce all parking laws, especially overtime violations and the misuse of loading zones.

Expansion of Parking

The need for expansion of parking facilities will most likely be determine after implementation of this parking management plan. The Parking Management Plan will better utilize our existing parking spaces and may answer whether we have an immediate need for expanded facilities. It is estimated that the downtown core area is currently under parked by approximately 500 spaces based on the current Zoning Ordinance requirements for parking as it relates to our historic legal non conforming structures. However, the Wilbur Smith Study identified a 271 space deficiency based on existing market driven demand. Both figures are important to understand as we move forward with implementation.

Financing of Commercial Core Parking

The City's Parking Division will be self-supporting. The principal purpose of Parking Revenues will be used to:

1. Maintain and expand parking operations and supply, including effective parking demand reduction programs
2. Repay bonds that financed any new parking facilities

An additional option in financing new parking facilities is by creation of a Parking Assessment District. Parking Assessment Districts have the ability to generate money for parking by charging Downtown properties an assessment on their property tax. The funds then can be used to pay off bonds for the construction of new parking facilities.

Program Management

The City's Parking Division Manager is responsible for interpreting the provisions of this plan. The Parking Division Manager will continue to work with the Parking Advisory Committee, City Council and the Chamber of Commerce to cooperatively implement this plan. The Parking Division Manager will undertake a wide range of actions to make the public aware of the provisions of this plan.

Developing An Integrated Parking Plan

Below are recommendations for an integrated parking plan.

1. **Define Scope** – Define the geographic scope of analysis, such as the site or street. It is desirable to plan for a walkable area such as the commercial core.
2. **Define Problems** – Carefully define parking problems. For example, if people complain of inadequate parking it is important to determine where, when and to whom this occurs and for what type of trips.
3. **Strategic Planning Concept** – Parking planning should be coordinated with a community's overall strategic vision. This helps insure that individual decisions reflect broader community objectives.
4. **Establish Evaluation Framework** – Develop a comprehensive evaluations framework. This provides the basic structure for analyzing options, insuring critical impacts are not overlooked and different situations are evaluated consistently.
5. **Survey Conditions** – Survey parking supply (the number of parking spaces available in an area) and demand (the number of parking spaces occupied during peak periods) in the study area.
6. **Identify and Evaluate Options** – Develop a list of potential solutions using ideas from this report and stakeholder ideas. Evaluate each option with respect to evaluation criteria.
7. **Develop An Implementation Plan** – Once the components of a parking management plan are selected, the next step is to develop an implementation plan. This may include various phases and contingency-based options. For example, some strategies will be implemented the first year, other within three years and a third set will only be implemented if necessary, based on performance indicators such as continued parking demand over 85% or parking spillover problems.

Conclusions

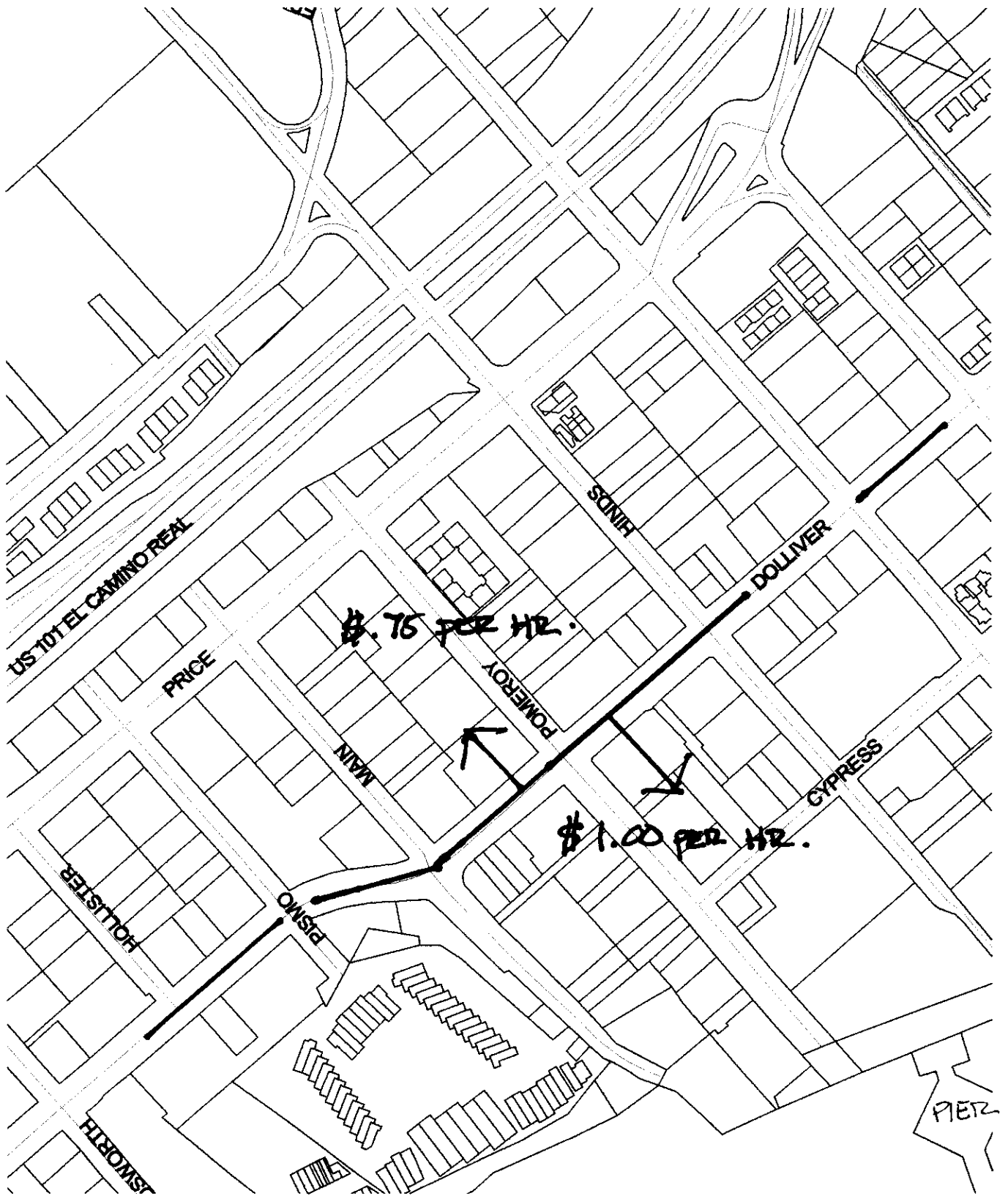
Current parking practices are inefficient, resulting in the perceived situation that the downtown core suffers from a "parking problem". Without a parking management plan in place the existence of a problem cannot truly be identified. There are many reasons to use management strategies that result in more efficient use of parking resources, in order to address parking problems. This process can be implemented without expanding parking supply, to determine if or when expansion is necessary.

This report describes management strategies that result in more efficient use of parking resources. These strategies are technically feasible, cost effective and can provide many benefits to the users. Parking management implementation requires changing the way we think about parking problems and expanding the range of options and impacts considered during planning.

Most parking management strategies have modest impacts typically reducing parking requirements by 5-15%, but their impacts are cumulative. A comprehensive parking management program that includes an appropriate combination of cost-effective strategies can usually reduce the amount of parking required at a destination by 20-40%, while providing additional social and economic benefits.

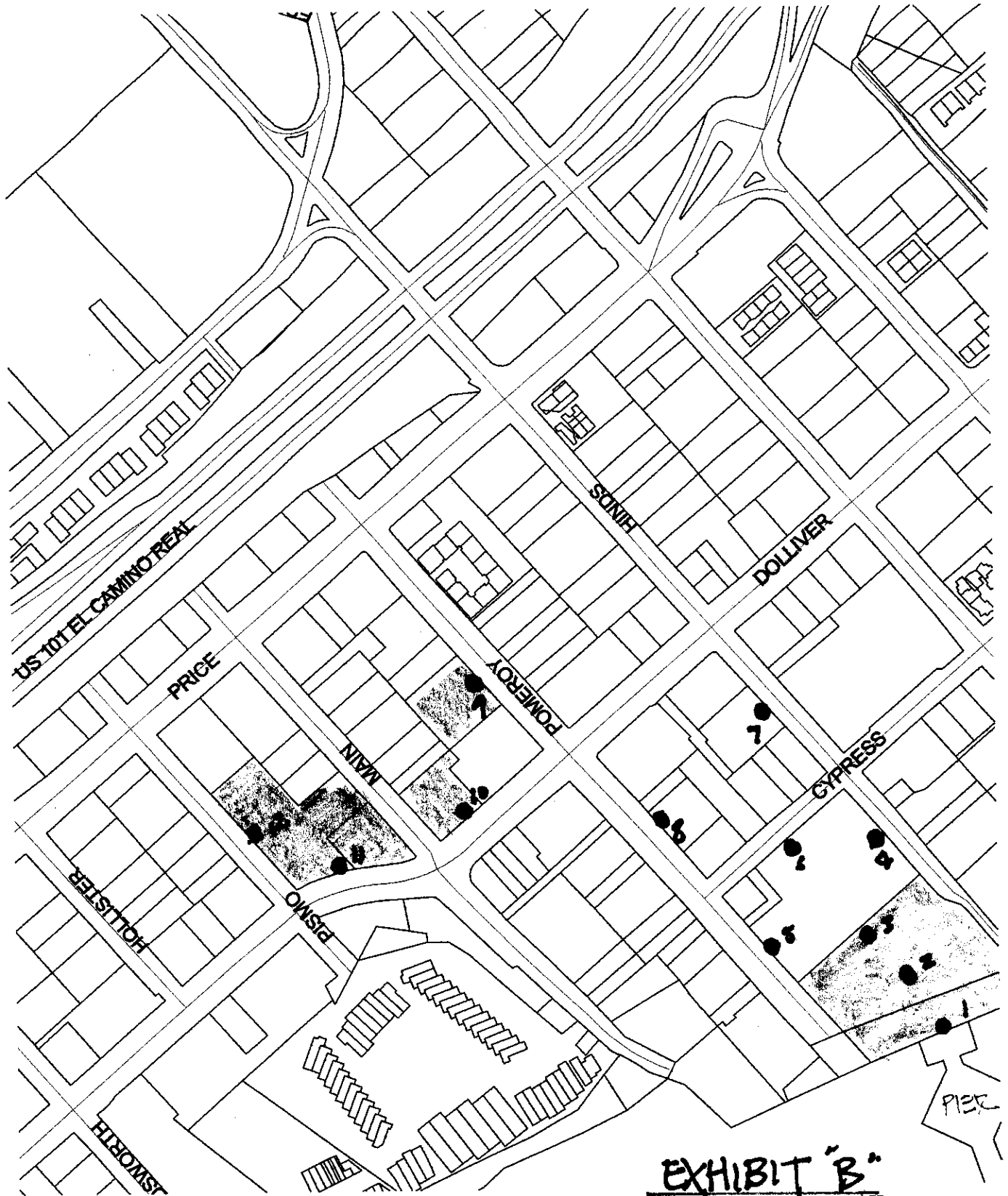
Management solutions represent a change from current practices and so various obstacles must be overcome for parking management to be implemented as much as optimal. Current planning practices are based on the assumption of parking space turnover though the use of timed, seasonal parking that is sporadically enforced. Our interior lots have remained un-restricted during peak demand periods and are heavily impacted by employees and merchants parking all day.

Implementing paid parking in the downtown core will be the most visible first step of this parking management plan. Pricing the parking at \$1 and \$.75 per hour will be the first attempt at achieving the 85% occupancy standard during the peak tourist season. Adjusting these prices up or down as necessary to achieve the 85% occupancy will be the next requirement. Finally, analysis of these attempts to determine the answer to our original question "Does the Downtown Core have a parking problem or is it a Parking Management Problem?"



CITY OF PISMO BEACH

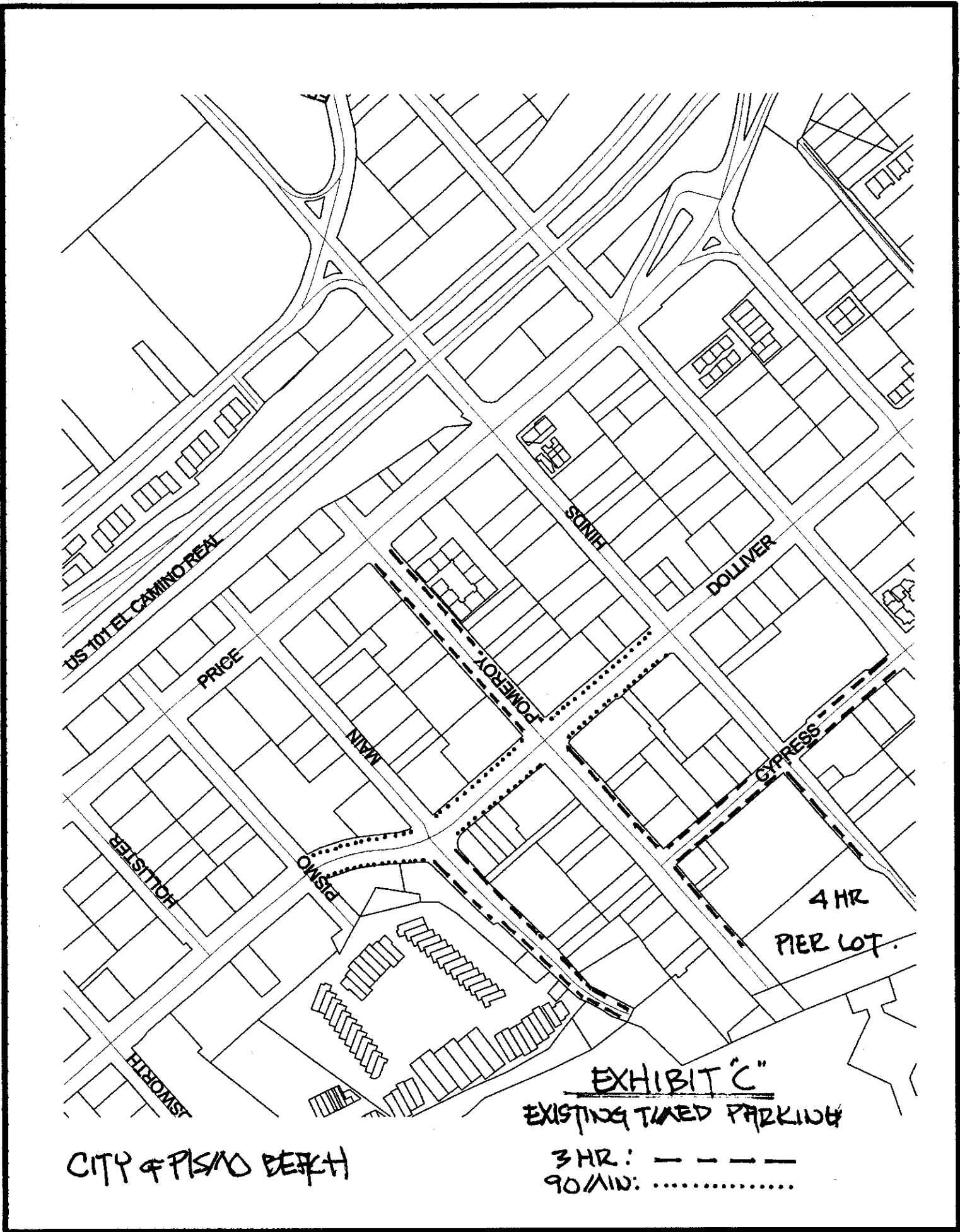
EXHIBIT 'A'
PAID PARKING SCHEDULE.



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EXHIBIT "B"

KIOSK LOCATIONS.



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EXHIBIT C
EXISTING TIMED PARKING
3 HR: - - - - -
90 MIN:

References And Resources For More Information

Parking Management Plans

1. Downtown Bellingham Parking Management Strategy – September 2004
2. Downtown Parking and Circulation Analysis and Action Plan – Paso Robles – September 2002
3. City of Morro Bay – Draft – Parking Management Plan – 2007
4. Downtown Parking Management Action Plan Study – Atlanta, Georgia – June 2006
5. Parking Management – Strategies, Evaluation and Planning – Victoria, BC – April 2006
6. Parking: Seattle Parking Management Study – September 2002
7. Downtown Parking Management Plan – City of Woodland – December 2001
8. Access and Parking Management Plan – City of San Luis Obispo – July 2002.
9. The Downtown Redwood City Parking Management Plan – July 2005

Other Studies and Papers

1. Wilbur Smith – City of Pismo Beach – Downtown Parking Study – October 2006.
2. Parking Management Plan Checklist – Puget Sound Regional Council – 2003
3. Pacific Beach Community Parking District – Parking 101
4. Parking Management – Strategies for More Efficient Use of Parking Resources – March 2007