



## MEMORANDUM

**TO:** PLANNING COMMISSION

**FROM:** TERESA McCLISH, COMMUNITY DEVELOPMENT DIRECTOR

**BY:** MATTHEW DOWNING, PLANNING MANAGER

**SUBJECT:** CONSIDERATION OF STAFF PROJECT 15-011; REVIEW OF DRAFT SCOPE OF WORK FOR THE 2016/17 PARKING STUDY; LOCATION – CITYWIDE

**DATE:** NOVEMBER 15, 2016

### **RECOMMENDATION:**

It is recommended the Planning Commission review the draft scope of work prepared for the 2016/17 parking study and provide feedback to address the Commission's parking concerns.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

This work program was unidentified during the 2015-2017 budget update. Staff resources will be impacted as a result of studying the City's current parking regulations and may cause deferrals to other work efforts previously identified. The City Council prioritized this work effort during their July 18, 2016 goal setting workshop, authorizing staff to seek professional contract services to help complete the study.

### **BACKGROUND:**

The Planning Commission has previously received information on City Policies to help guide the Planning Commission in its deliberations on this item (Attachment 1). Many of these policies are aimed at concentrating parking into common parking areas for maximum land use efficiency, preservation of visual aesthetics, and ensuring adequate supply. A scope of work has been prepared to help further refine the Commission's direction on the parking study (Attachment 2).

### **ANALYSIS OF ISSUES:**

Parking is an important component in many land use decisions. It affects trip generation, mode choice, urban design and form, economic viability, and personal mobility. In an automobile dependent state, region, and county, the character, competitive capability, and commercial convenience of the City is largely determined by the quantity and quality of parking availability for both short-term and long-term uses.

**PLANNING COMMISSION  
CONSIDERATION OF STAFF PROJECT 15-011  
NOVEMBER 15, 2016  
PAGE 2**

As discussed at previous Planning Commission meetings, parking studies tend to focus more on specific districts of communities instead of the Citywide nature of this study. Consideration of modifications to Citywide parking standards are typically undertaken as part of a more comprehensive zoning ordinance update, taking into consideration the impacts to land use that can arise from the increases or decreases of onsite parking requirements. However, in order to address and overcome this issue, it is the intent of the study to focus on specific example sites within the City. These example sites would include several compact residential developments, as well as commercial developments that include a mixture of uses.

A significant portion of the parking study is proposed to obtain quantifiable data on how much parking is provided for the different example sites and how impacted that parking is during peak times. Additionally, it is anticipated that the consultant would also use other data sources to help inform the data collection efforts. Using this collected data, it is anticipated that the selected consultant would provide an analysis of the current performance of parking in existence. Additionally, the data will be used in combination with the General Plan to create future demand projections, ensuring that parking to be required is adequate to serve the future uses. Lastly, based on the work under these two (2) efforts, the consultant will provide recommendations on modifications to the parking standards and recommend other opportunities to address future parking demand.

**ALTERNATIVES:**

The following alternatives have been identified for the Planning Commission's consideration:

- Direct staff to proceed with issuing a Request for Proposals based on the prepared scope of work;
- Revise the prepared scope of work and direct staff to proceed with issuing a Request for Proposals;
- Revise the prepared scope of work and direct staff to return to the Planning Commission with the revised scope of work prior to proceeding with a Request for Proposals;
- Do not direct staff to proceed with work on the parking study and instead provide direction to report to the City Council a recommendation to defer the parking study project until a future date; or
- Provide other direction to staff.

**ADVANTAGES:**

This work effort will allow an opportunity for the parking standards to be reviewed and necessary modifications to be made, keeping the City's parking standards current and facilitating investment and development in the community.

**PLANNING COMMISSION  
CONSIDERATION OF STAFF PROJECT 15-011  
NOVEMBER 15, 2016  
PAGE 3**

**DISADVANTAGES:**

Staff workloads are currently very high and initiation of this work program will result in other existing work efforts being delayed. However, the use of a consultant will alleviate a portion of the work associated with the project.

**ENVIRONMENTAL REVIEW:**

No environmental review is required for this item. Appropriate environmental review will be required in the future when the project is being finalized.

**PUBLIC NOTIFICATION AND COMMENTS:**

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2. No public comments were received.

**Attachments:**

1. Current General Plan Policies related to parking
2. Tentative Scope of Work – 2016/17 Parking Study

## Current General Plan Policies Related to Parking

### Circulation Element:

**CT3-5.2** Discourage on-street parking in Agriculture areas to enhance visibility and minimize trespassing.

**CT3-5.3** Develop adequate public or shared off-street parking lots conveniently located behind and beside buildings in Village Core and Mixed Use Corridors, according to area design guidelines.

**CT4.** Ensure compatibility and complementary relationships between the circulation/transportation system and existing and planned land uses, promoting environmental objectives such as safe and un-congested neighborhoods, energy conservation, reduction of air and noise pollution, transit, bike and pedestrian friendly characteristics.

**CT4-1** Promote “transit-oriented developments” and coordinated, compatible land use pattern by encouraging multiple family residential and special needs housing in Mixed Use Corridors, Village Core and near Office, Regional Commercial, Business Park and major Community Facility areas.

**CT4-1.3** Consider higher density allowance and reduced parking requirements within one-quarter mile of transit routes when updating Development Code.

**CT5-7** Utilize assessment and improvement districts and other supplemental private funding to correct local area deficiencies such as inadequate parking, transit and streetscape enhancement or completion of local street or trail segments that benefit the area.

### Economic Development Element:

**ED5-1.2:** Implement comprehensive design guidelines pertaining to both public and private improvements, including, but not limited to, building façade restoration, landscaping, street furniture installation, undergrounding of utilities, historic district character, and the development of parking facilities.

**ED5-1.4:** Incorporate infrastructure projects into the City’s Capital Improvement Program that address deficiencies in commercial corridors that include major street reconstruction, provision of fiber-optic cable, storm drain and sewer improvements, water capacity improvements, underground utility projects, public parking improvements, improvements to park facilities, recreation areas, community facilities, and other public buildings.

### Housing Element:

**Goal A:** Provide a continuing supply of affordable housing to meet the needs of existing and future Arroyo Grande residents in all income categories.

**A.3-3.** The City shall amend the Development Code to provide additional incentives specific for extremely low-income housing projects. Incentives may include flexible standards for on- and off-site improvements such as reduced parking requirements, reduced curb, gutter, and sidewalk requirements; reduced or deferred water and/or sewer connection fees; permit streamlining procedures and development review; or financial incentives and assistance.

**Goal B:** Ensure that housing that is constructed in the City is affordable to all income levels

**B.3.** The City may establish parking districts, or off-site shared parking, and use of in lieu fees where appropriate to enable additional density.

**Goal D:** In order to provide affordable housing, especially for extremely, very-low and low-income households, encourage apartment construction.

**D.1.** The City shall relax parking standards for apartments containing extremely, very low, low, moderate and/or senior housing.

Incentives available for "Attainable Housing" projects are anticipated to include but will not be limited to: Reduced parking standards

**Land Use Element:**

**LU4-2** The Office classification shall complement, and not conflict with, adjoining development. Features such as pedestrian oriented plazas, landscaped street yards and off-street parking areas, outdoor seating, fountains and similar amenities are encouraged. The maximum floor area ratio (FAR) shall be 0.5.

**LU5-8.3** Promote the development of buildings along a landscaped sidewalk frontage. Promote rear yard parking by discouraging front yard parking and encouraging private, shared or public parking facilities be located to the rear of buildings or side streets in Mixed Use corridors.

**LU5-11.4** Promote public transit-oriented development by allowing density bonuses and Mixed Uses with shared or public parking reduction to conventional individual parking requirements.

**LU6-9.2** Link individual buildings with each other through the use of walkways, in addition to sidewalks and encourage shared or common parking.

**LU6-9.4** Discourage private parking facilities placed along and visible from Branch Street or Traffic Way street frontage. Encourage public or shared off-street parking behind street frontage buildings.

**LU7-8** Projects in BP areas shall be located with direct access to arterial or non-residential collector streets, and developed in a campus-like setting with standards for landscaping,

building façade treatments, signage, pedestrian/employee amenities, etc., including but not limited to consideration of the following: d. use of extensive landscape in open areas and parking lots, including broad landscaped setbacks from principal peripheral streets; e. location of parking to minimize views from principal peripheral streets;

**LU12-2.9** In higher density projects with opposing garages or carports, turn individual units and orient them to avoid the monotony of parking corridors. Alternately, stagger parking areas and provide appropriate landscaping.

**LU12-7.3** Through the site plan review process, ensure that commercial facilities are oriented to the pedestrian by the incorporation of seating areas, courtyards, landscaping, and similar measures. Discourage wide expanses of parking lot between the sidewalk and the front of commercial buildings and provide safe, easily identifiable pedestrian access through the parking lot from multiple access points. Parking facilities should be convenient, well-designed, usable, aesthetically attractive, landscaped (with large shade trees) and comply with City design standards and guidelines.

**LU12-11.9** Develop specific design criteria where feasible for commercial areas not expected to develop as unified centers, in the form of conceptual approaches that integrate landscaping, driveways and parking into functionally unified wholes.

**Climate Action Plan:**

**Measure TL-5: Parking Supply Management** - Reduce parking requirements in areas such as the downtown where a variety of uses and services are planned in close proximity to each other and to transit.

**TL-5.1:** Continue to implement reduced parking requirements where appropriate.

**Measure TL-7: Smart Growth** - Identify and implement additional incentives to encourage mixed-use, higher density, and infill development near existing or planned transit stops, in existing community centers/downtown, and in other designated areas.

**TL-7.1:** Provide and promote incentives (e.g., parking reductions, priority permitting, etc.) for mixed-use and very high-density development that has a minimum density of 20 dwelling units per acre and is located within ¼-mile of an existing or planned transit stop or park and ride facility with regularly scheduled, daily service.

## Tentative Scope of Work – 2016/17 Parking Study

## 1. Task 1 – Existing Conditions, Data Collection and Analysis

## 1.1 Project Initiation

The Consultant will meet with City staff to kickoff project, review and refine project schedule, and identify available data relevant to the project, including available base maps.

## 1.2 Collect Available Data

The Consultant will work with City staff to identify and collect available data, reports, and studies related to parking. This step will allow the team to identify existing data and document the current policy and regulatory framework for on-and off-street parking.

## 1.3 Parking Policy Review

The Consultant will analyze existing parking management policies, enforcement practices, development standards, or other relevant tactics employed in the City that would influence or be influenced by a new parking management program. This evaluation should include:

- Current methods of parking supply and demand management, including parking fee/rate structure, permit programs, hours of operation, time limits, on-street parking regulations and times, restrictions, enforcement practices and procedures, signing, lighting and disabled parking;
- Flexible parking requirements for uses that implement programs proven to reduce parking demand;
- Shared and/or off-site parking, including potential incentives for developers to seek out appropriate shared parking opportunities;
- Programs to increase the adequate provision of parking and reduce barriers to new development (such as parking assessment districts);
- Bicycle parking requirements, as well as priority parking standards for small or fuel-efficient vehicles;
- Meeting all state and federal requirements for parking that is accessible to persons with disabilities; and
- Ideas of entitlement streamlining in order to expedite projects with parking schemes that help achieve City goals.

## 1.4 Document Existing Supply

The Consultant will conduct a field survey of select example sites to determine and inventory the parking supply of differing development types, including on-street parking. This will include documenting the supply by space type, verifying the off-street parking spaces, and marking the presence of disabled spaces or other markings.

### 1.5 Peak Period Count

The Consultant will conduct targeted occupancy studies to produce parking utilization data. Parking occupancy counts will be conducted during “peak-hour” on one (1) typical weekday and on one (1) typical Saturday on all on- and off-street public and private spaces in the select example sites. This count will allow the Consultant to determine the demand for parking during those times.

In the event that, depending on the project schedule, data collection efforts miss the peak usage periods, it may be necessary to use a combination of other data sources and adjustment methodologies to account for peak demand. These may include, but not be limited to:

- ULI’s *Shared Parking* seasonal adjustment methodology;
- Selected land uses from the ITE *Parking Generation* manual;
- Seasonal parking data from neighboring jurisdictions;
- Sales tax receipts;
- Transient Occupancy Tax revenue; and
- Hotel occupancy rates.

### 1.6 Analysis of Parking System Performance

The Consultant will conduct a comprehensive analysis of the parking data. Parking utilization and turnover rates and patterns will be analyzed to assess the capacity for the existing supply to meet current demand. Importantly, the Consultant will develop a comprehensive list of all land uses within the select example sites using the most current land use data available. Using this information, the Consultant will conduct an objective assessment of actual parking usage during a “typical” day for the study areas.

## 2. Task 2 – Future Parking Demand

### 2.1 Establish Development Scenarios

The Consultant will work with City staff to use the City’s land use regulations, current development plans, future number of employees, and upcoming development proposals to establish two (2) growth scenarios, including the short-term (over the next 1-4 years) and medium-term (over the next 5-10 years). These growth scenarios are to be translated into average annual land use and expansion growth rates (i.e. 25 new residential units per year; 3,000 square-feet of general office per year, 200 new employees per year, etc.) that can be used as a basis for the demand projections. For restaurants and assembly uses (such as theaters), the consultant should specifically correlate parking demand to the number of seats.

### 2.2 Identify Development Scenario Parking Surplus or Deficit

The Consultant will utilize all appropriate data sources, resources, and existing parking performance findings to project future demand. As parking supply expansion represents



a large investment for the City and property owners, accounting for projected parking demand, economic factors and community interests shall be considered, and the point at which parking expansion becomes necessary is an important metric to identify.

### 3 Task 3 – Parking Standard Recommendations

3.1 Based on the findings of Tasks 1 and 2, the consultant will provide recommendations to modify the current parking ordinance, if necessary. Additionally, parking demand strategies and solutions to address current and future parking demands, including consolidated parking facilities, joint use or shared parking, peak period parking strategies, and bicycle parking management shall be considered and recommended to the City.