



DANA POINT

TOWN CENTER PARKING PLAN

Presented by Patrick Siegman
November 18, 2013



Presented to the Dana Point Planning Commission

Agenda

- 1. Introduction (5 minutes)**
- 2. Commission & Public Input (20 minutes)**
 - Did you participate in previous Town Center planning efforts?
 - What **problems** should this plan address?
 - What **opportunities** exist for improvement?
 - What does success look like?
- 3. Presentation (35 minutes)**
 - Existing Conditions Data
 - A “Toolkit” of Parking Strategies
- 4. Commission & Public Input (25 minutes)**
- 5. Timeline & next steps (5 minutes)**



BACKGROUND: WHAT IS THE TOWN CENTER PARKING PLAN?

Study area boundaries



TOWN CENTER PLAN AREA

Our scope of work

- Builds on the community's extensive work on the Town Center Plan
- Task 1: Existing Conditions Analysis
- Task 2: Site Visits & Public Outreach
- Task 3: Draft Report
- Task 4: Planning Commission Study Session #2
- Task 5: Final Report



Dana Point Town Center Plan

CITY OF DANA POINT
JUNE 2008



Parking plan – goals

- Parking & transportation is not an end in itself...
- ... but rather a means of achieving larger community goals
- Overall study goal: Implement the vision of the Town Center Plan



Study objectives

For review and discussion:

1. Make more efficient use of the existing parking supply
2. Promote shared public parking for retail, office & other commercial uses
3. Enable revitalization & desired types of development
4. Accommodate coastal access
5. Ensure adequate parking for future development
6. Protect adjacent neighborhoods
7. Greener, more sustainable, parking solutions



Objectives

- The Town Center is within the Coastal Zone
- Coastal Commission approval therefore needed for most actions.
- Coastal Commission goals: *maximize public access to and along the coast, while simultaneously protecting, conserving, and restoring the coast for use by current and future generations.*



CALIFORNIA
COASTAL
COMMISSION



COMMISSION & PUBLIC INPUT

Commission & public input

- Did you participate in previous Town Center planning efforts?
- What problems should this follow-up study address?
- What opportunities exist for improvement?
- What does success look like?



Dana Point Town Center Plan

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EXISTING CONDITIONS

Existing conditions data

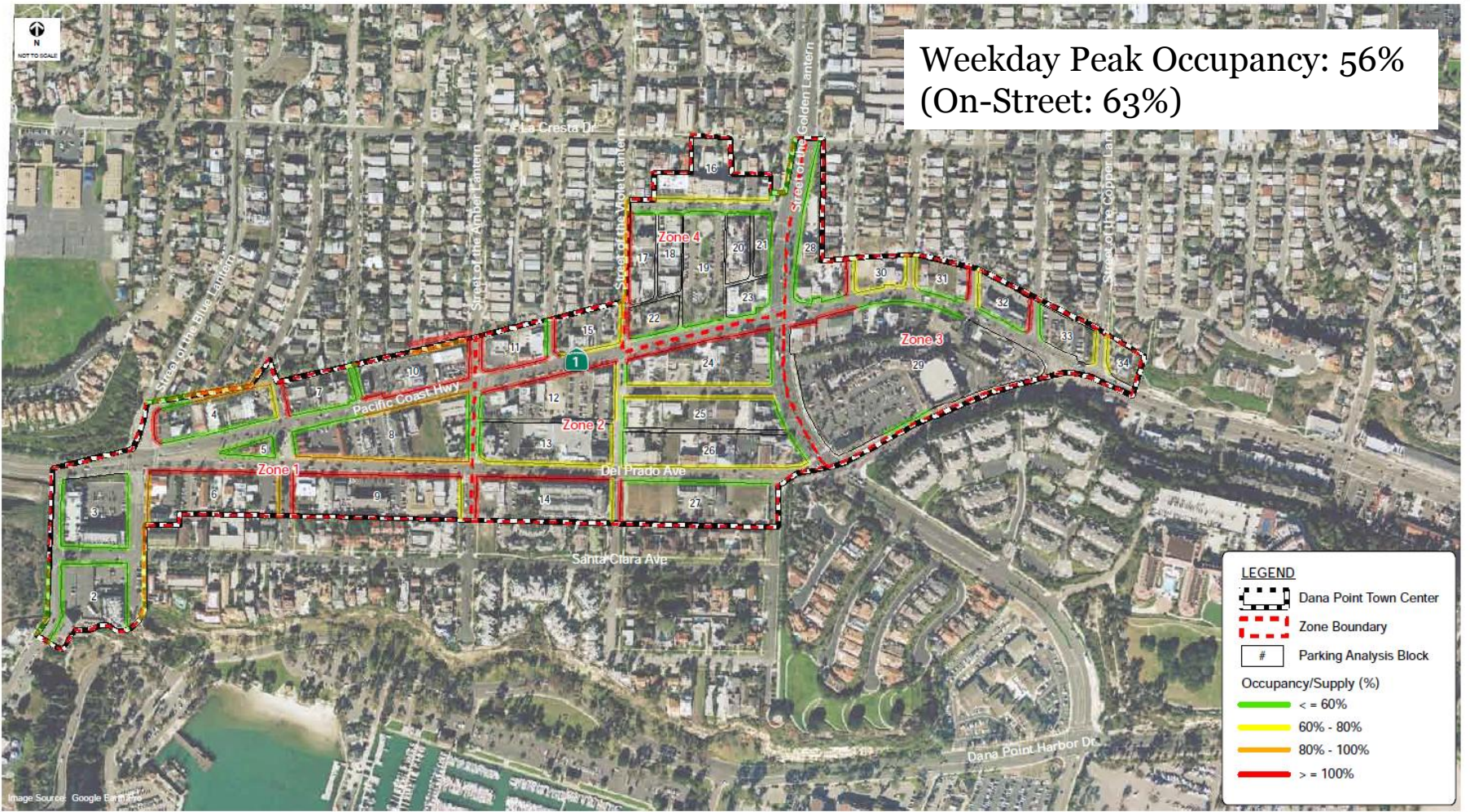
- 2008 Parking Study by Fehr & Peers
 - Extensive data collection
 - Due to the Great Recession, little private development within the Town Center since then
 - A few exceptions: new gym, etc.



Existing conditions



Existing conditions



Initial assessment of existing conditions

1. Spot shortages on some blocks, surpluses on others
2. Spillover parking complaints on some residential blocks (Santa Clara Ave., others?), concern about potential additional spillover in future
3. *Overall* parking supply greatly exceeds existing demand: 1,294 spaces (44%) vacant even at the busiest hour





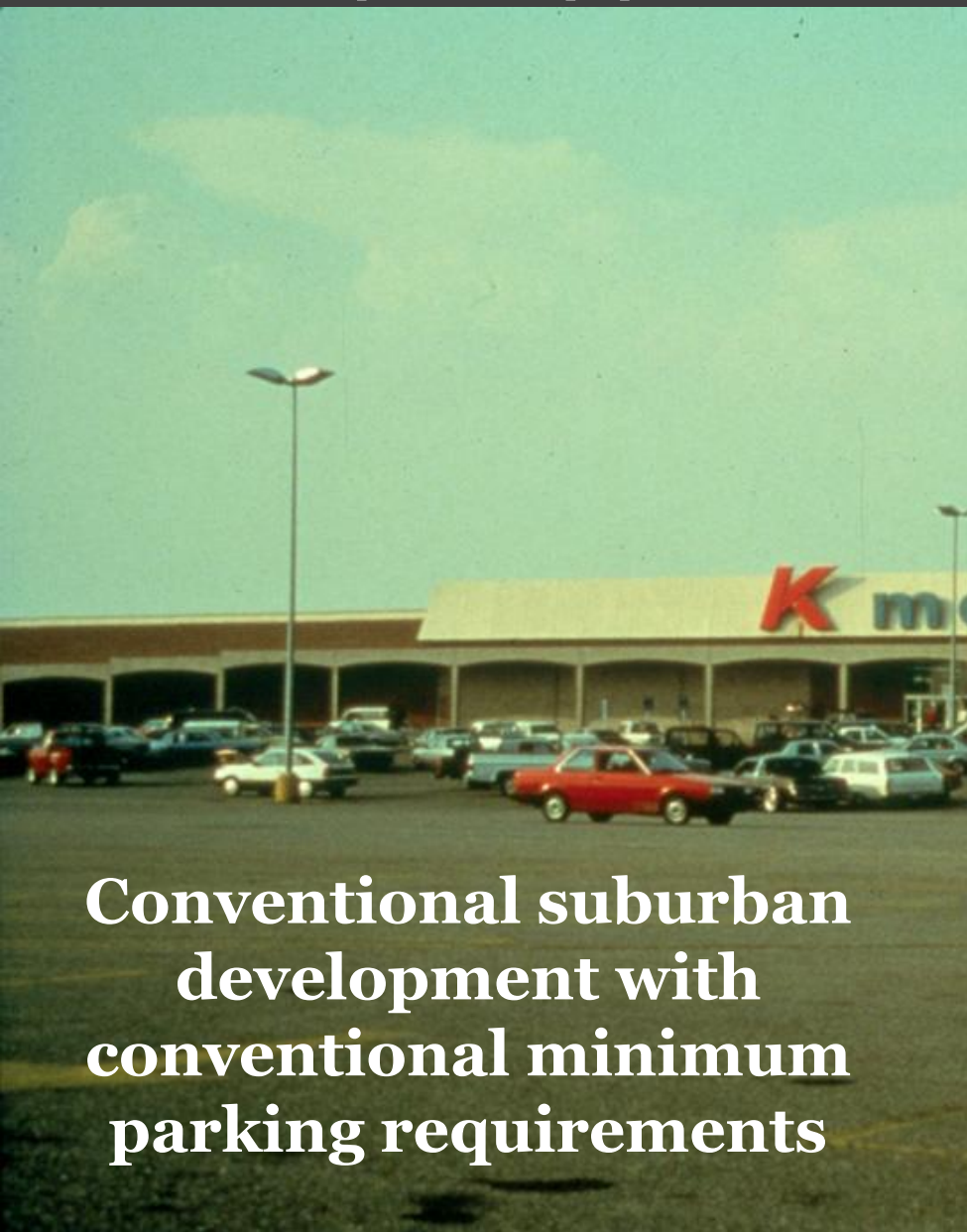
STRATEGIES FOR GETTING THE RIGHT QUANTITY OF PARKING

Parking strategies

Every parking system has two key parts:

- 1. Quantity (# of parking spaces)**
- 2. Management (policies, regulations, prices)**
 - How much parking is appropriate for a mixed-use town center?
 - Left to its own, will the market provide too little (or too much)?
 - How should the parking market be regulated in terms of parking *quantity*?

Two primary patterns of settlement in California



Conventional suburban development with conventional minimum parking requirements



Traditional neighborhood with "Park once" approach & complementary requirements

Conventional, post-1945 design approach

An aerial photograph of a large commercial development. The complex consists of several interconnected, low-rise office buildings with flat roofs. There are numerous parking lots filled with cars, interspersed with the buildings. A major multi-lane highway, identified as a high-speed arterial, runs through the site. The surrounding area includes some undeveloped land and other commercial structures.

Office: 4 spaces / 1000 square feet of built space

High-speed arterial

Hotel: 1 space / room

Retail: 4 spaces / 1000 square feet of built space

Conventional parking requirements – source



Parking requirements under a conventional approach

Example: Office Parks

Peak Occupancy Rates, in spaces per 1000 square feet of building area:

Lowest: 0.94 spaces

Average: 2.52 spaces

Highest: 4.25 spaces

Typical requirement:

4.0 spaces/1000 square feet of building area

Existing requirements versus observed peak demand

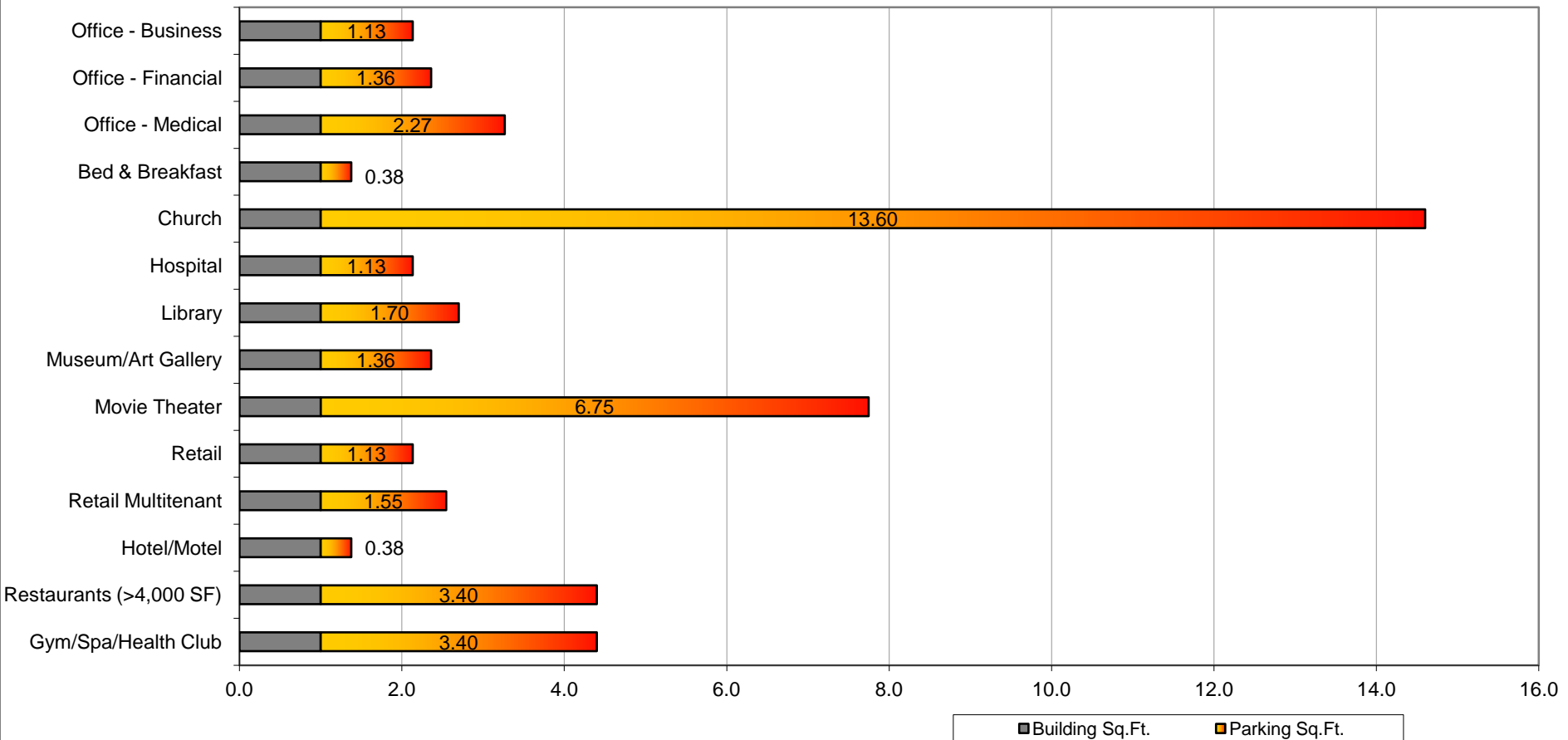
- Dana Point Town Center: existing code requires 2584 spaces, observed demand at peak hour is 1647 spaces

Land Use	Quantity	Code Rates	Code Required Spaces
Retail	253,600 sf	1 space/300 sf	845
Restaurants	84,530 sf	1 space/100 sf	845
Office	204,902 sf	1 space/300 sf	683
Residential	76 units	2.4 spaces/du	182
Hotel	29 rooms	1 space/room	29
Total Code Required Spaces			2,584
Existing Supply (On- and Off-Street)			2,931
Peak Hour Parking Demand			1,647

Typical office: 4 parking spaces per 1000 sq.ft.
1.3 sq. ft. of asphalt per sq. ft. of building area



“Form follows parking requirements”



Existing Town Center regulations often require more parking than building... and this is especially true for uses that add life and vibrancy to downtown

Household vehicle ownership in Dana Point

	Owner Occupied	Renter Occupied
No Vehicles	0%	4%
1 Vehicle	36%	41%
2 Vehicles	49%	46%
3 or more Vehicles	16%	9%

Source: United States Census, 2007-2011 American Community Survey

- Who owns one vehicle? Usually singles, single parents, empty-nesters, elderly on fixed incomes

Cost to meet requirements using parking structures

What does it cost to build a parking structure?



\$40,000

\$40,000

\$40,000

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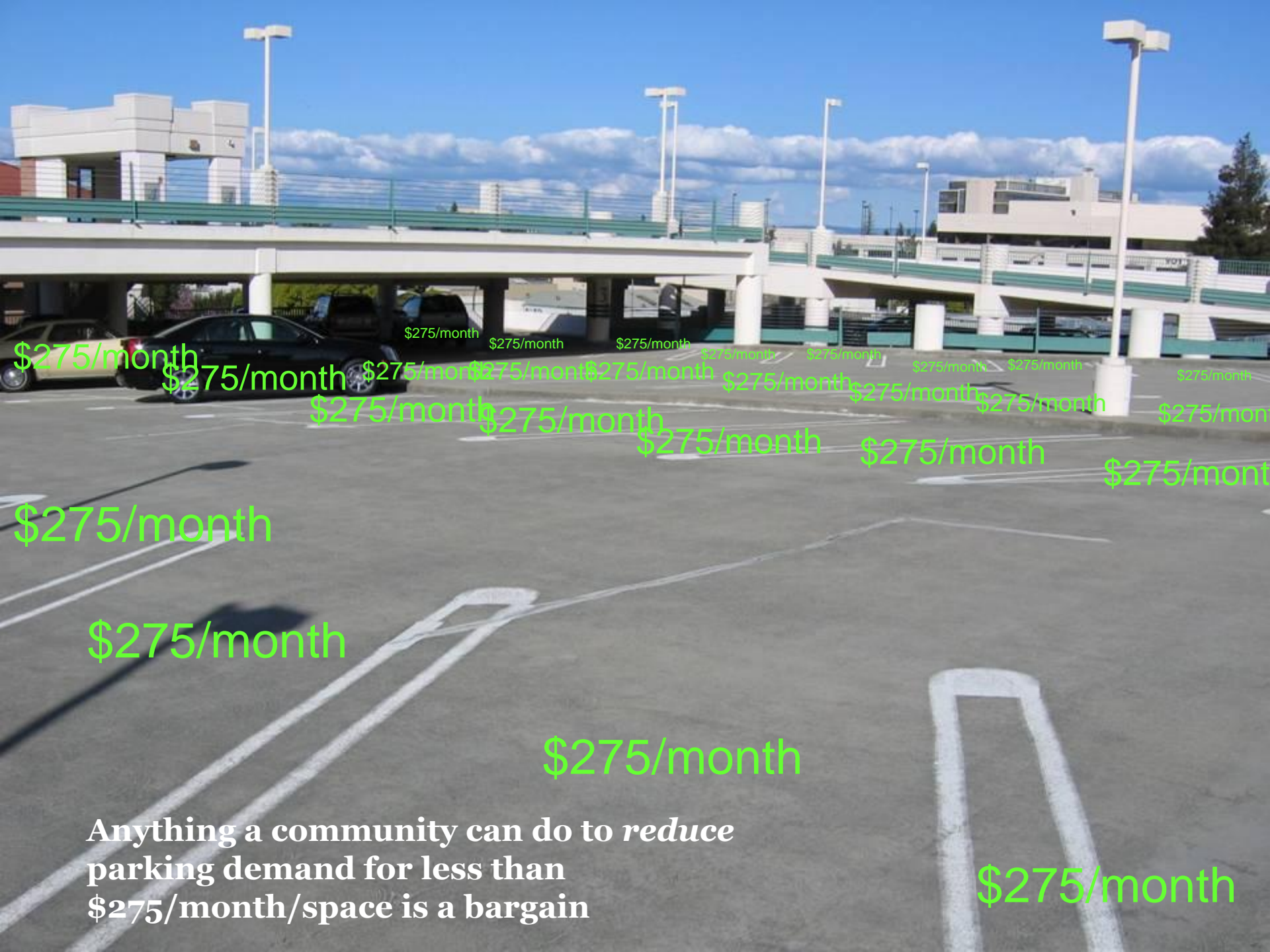
\$40,000

\$40,000

\$40,000

\$40,000

How much revenue is needed to break even on the cost of building and operating a \$40,000 parking space?



\$275/month

\$275/month

\$275/month

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Anything a community can do to *reduce* parking demand for less than \$275/month/space is a bargain

**Downtown Ventura, CA:
a traditional, Park Once settlement**

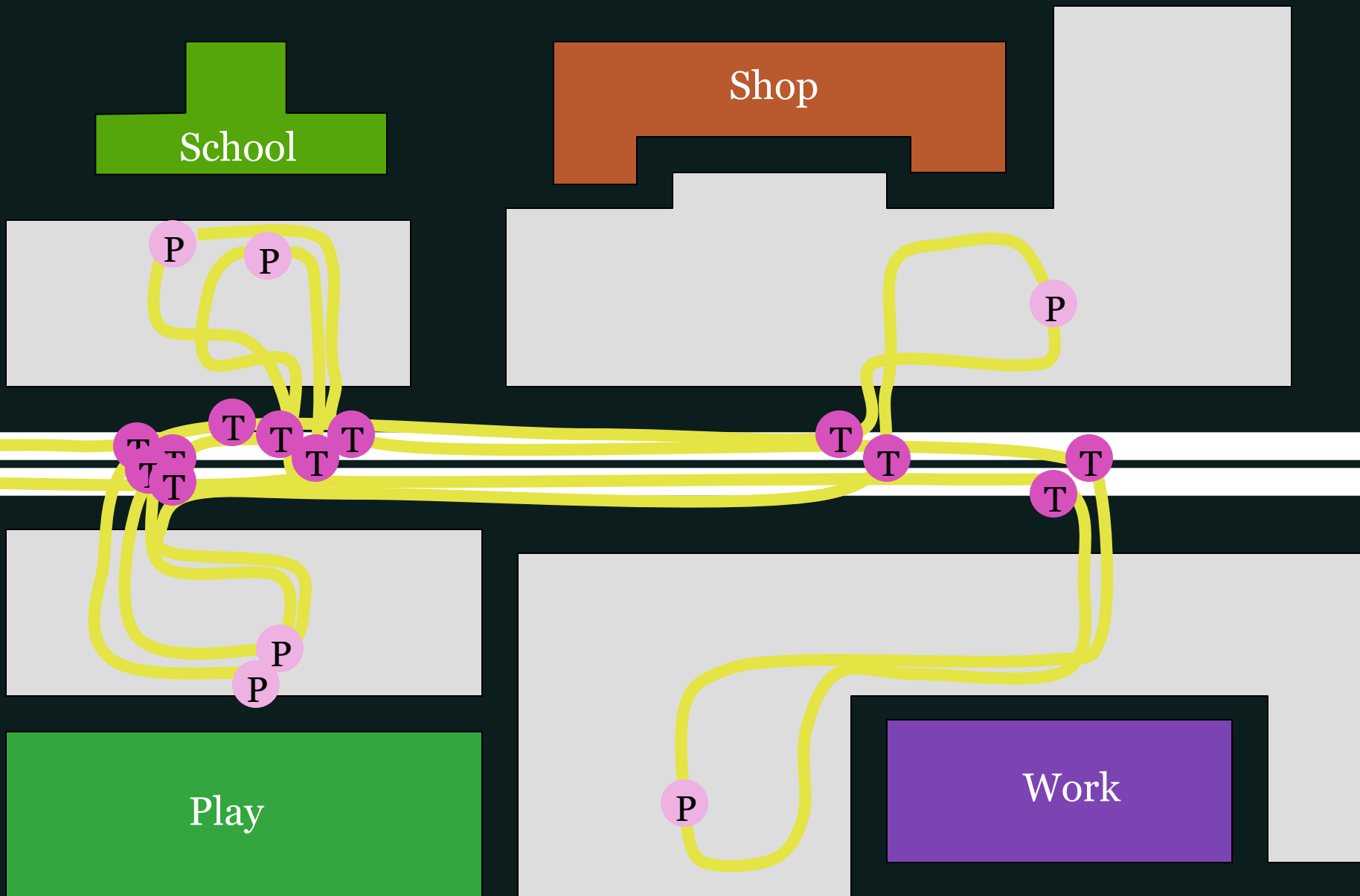


Park once in downtown Ventura, shared public supply

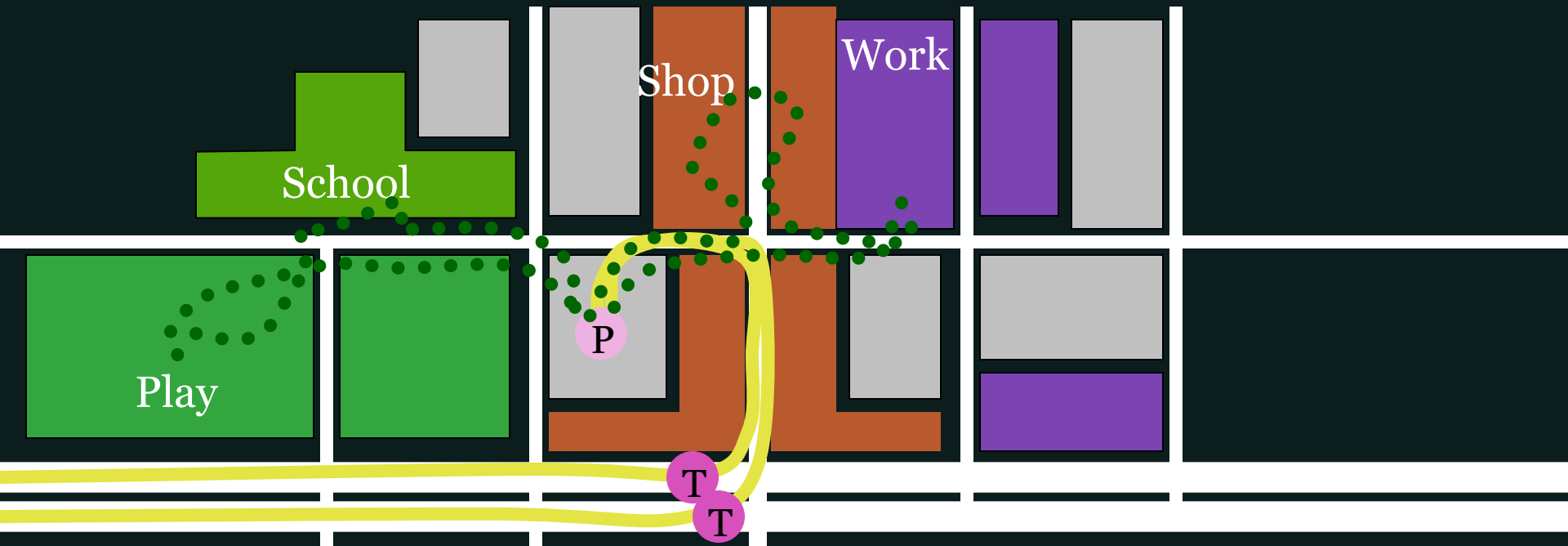


Source: April 2003 Katz, Okitsu and Associates Parking Study

Conventional Development



Mixed Use, Park Once District



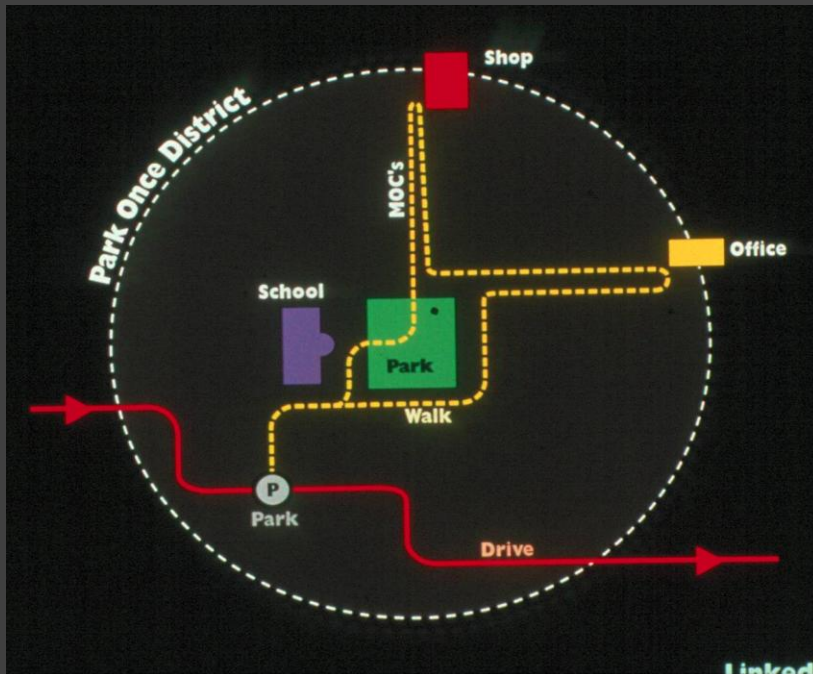
Results:

- $<1/2$ the parking
- $<1/2$ the land area
- $1/4$ the arterial trips
- $1/6^{\text{th}}$ the arterial turning movements
- $<1/4$ the vehicle miles traveled

Park Once cost savings in Palo Alto, CA



Park once efficiency in downtown Palo Alto



Observed peak occupancy:

- 1.91 spaces per 1,000 s.f.

Peak occupancy w/ 10% vacancy:

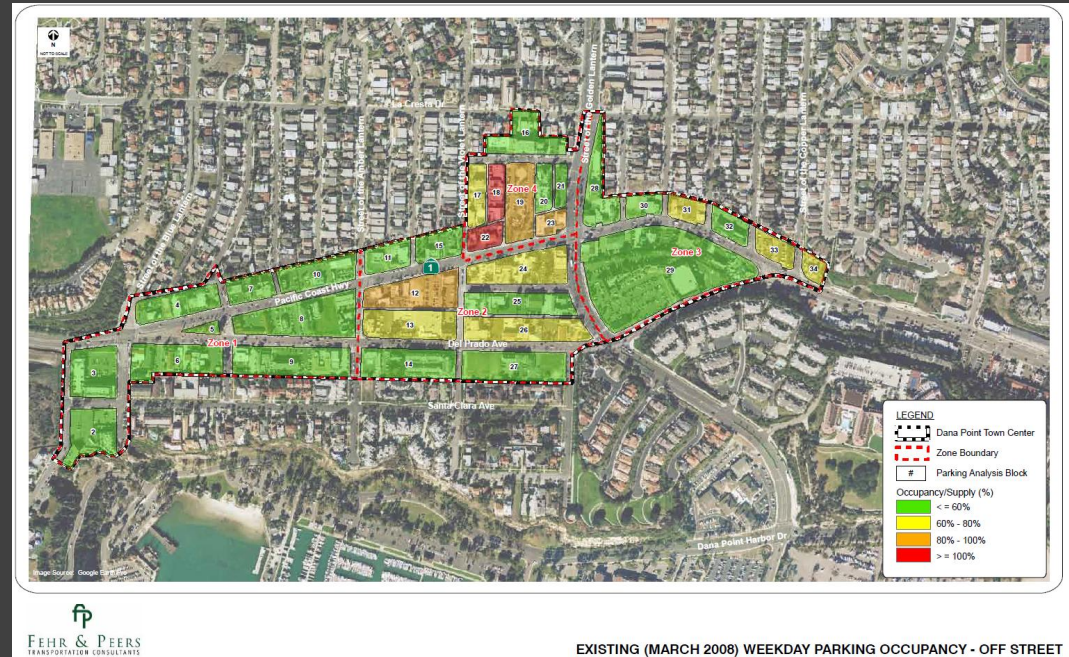
- 2.1 spaces per 1,000 s.f.

Existing Requirement:

- 4 spaces per 1,000 s.f.
- Would require 5,210 more spaces than observed demand to bring downtown to 4 spaces per 1,000 sf requirement
- At \$51K/space = \$298 million

Options for implementing a park once approach

- Lease or purchase existing private lots from willing sellers and add them to the public supply
 - Proposed in Town Center Plan
 - Examples: San Clemente, Ventura



Parking requirement options for Park Once districts

- Blended rate for all nonresidential uses
 - 1 to 2 spaces/1000 s.f.
 - Examples: Oxnard, Ventura
- Low requirement if parking is shared, high requirement if kept private
 - Example: Redwood City
- Allow payment of in-lieu fee or leasing public spaces to satisfy requirements
- Remove minimum parking requirements
- Remove minimums, set maximums



Ventura: 1st Class A office building in downtown since the 1920s built when on-site parking requirements lifted

Removing minimum parking requirements – examples

Boulder, CO – downtown

Eugene, OR – downtown & historic areas

Fullerton – downtown

Great Britain – entire nation

Hayward – infill zones

Los Angeles – some neighborhoods

Nashville – downtown

Olympia, Washington – downtown

Portland – downtown & neighborhood commercial

San Francisco – downtown & many neighborhoods

Santa Clarita – downtown Newhall

Seattle – downtown & transit villages

Spokane – downtown

Washington DC – downtown & transit zones



Options for funding shared public parking

- In-lieu of parking fees
 - annual or one-time
- Parking fees
- Assessments: property & business improvement districts, community facilities district assessments, etc



Tool: Parking Benefit District

Devote parking revenue to district where funds raised

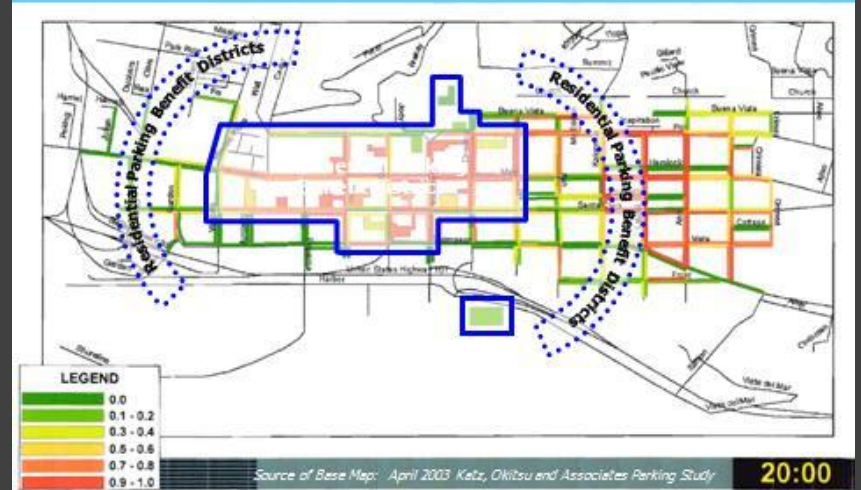
Example: downtown Ventura

- Meters installed on premium spaces only (318 of 2500 total)
 - Policy: set rates at *lowest* rate needed to achieve 1-2 available spaces on every block
 - Current rates: \$.50 to \$1/hour
 - *No time limits*
 - Revenue: \$530,000 annually
- Funds new police officer & 9 police cadets, better lighting, free public Wi-Fi

➤ **Crime down 40%**



Ventura Parking Benefit District Boundaries





STRATEGIES FOR MANAGING CURB PARKING & PROTECTING NEIGHBORHOODS

Tools for managing curb parking

Typical causes of curb parking shortages

- Spillover from destinations into residential blocks
- Garages used for storage, all cars left on the street



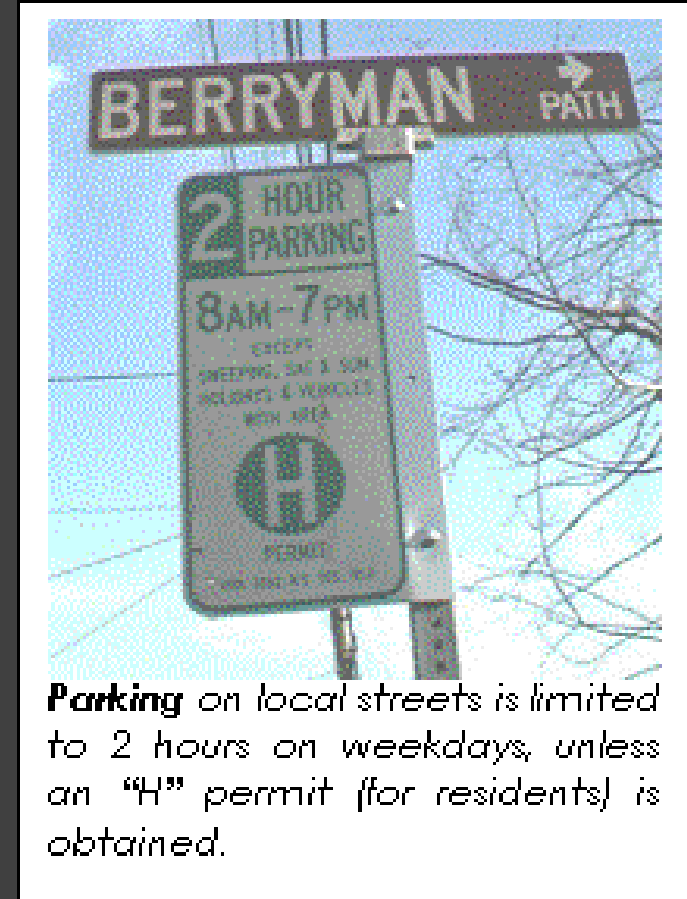
Tools for managing curb parking

- Prohibit parking (sometimes or always)
- First-come, first-served
- Time limits & tickets
- Pricing (with or without time limits)
- Residential permit districts
- Residential parking benefit districts
- Commercial parking benefit districts



Tool: Residential parking permits

- Prevent spillover parking by managing curb parking directly
- Many options
 - Residents only
 - Residents + guest permits
 - Residents + 1-2 hours parking for all
 - Free permits for existing residents, funded by fees on new development
 - Can make new developments ineligible for resident permits
- Coastal Commission will approve only if coastal access for the public is not hindered



Tool: Residential Parking Benefit Districts

Useful in coastal areas where residential parking permits may not be permitted

Non-Residents pay regular parking fees

- Revenues fund neighborhood improvements
- Payment options: pay stations, meters, pay by cell phone, in-vehicle meters, or permits

Existing residents get free or cheap parking permits

Example: Laguna Beach, CA

- Regular parking fees: \$1.25-\$2.25 per hour
- Annual permit for residents: \$40 per year

Example: Oceanside, CA

- Regular parking fees: \$1 per hour
- Annual permit for residents: \$100 per year



Questions?





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