

DOWNTOWN PARKING/ WAYFINDING STUDY

October 16, 2017



TONIGHT'S UPDATE

- **Study Objectives + Background**
- **Outreach + Project Timeline**
- **Community Working Group Feedback**
- **Existing Conditions + Key Findings**



- To develop future parking management/ operational strategies to maximize the current and future supply and use of downtown parking

- Identify existing & future parking needs of the downtown San Rafael area in response to the opening of SMART
- Provide options for a new wayfinding program

BACKGROUND

Downtown
Station
Area Plan
2012

Grant for
Parking/
Wayfinding
Study

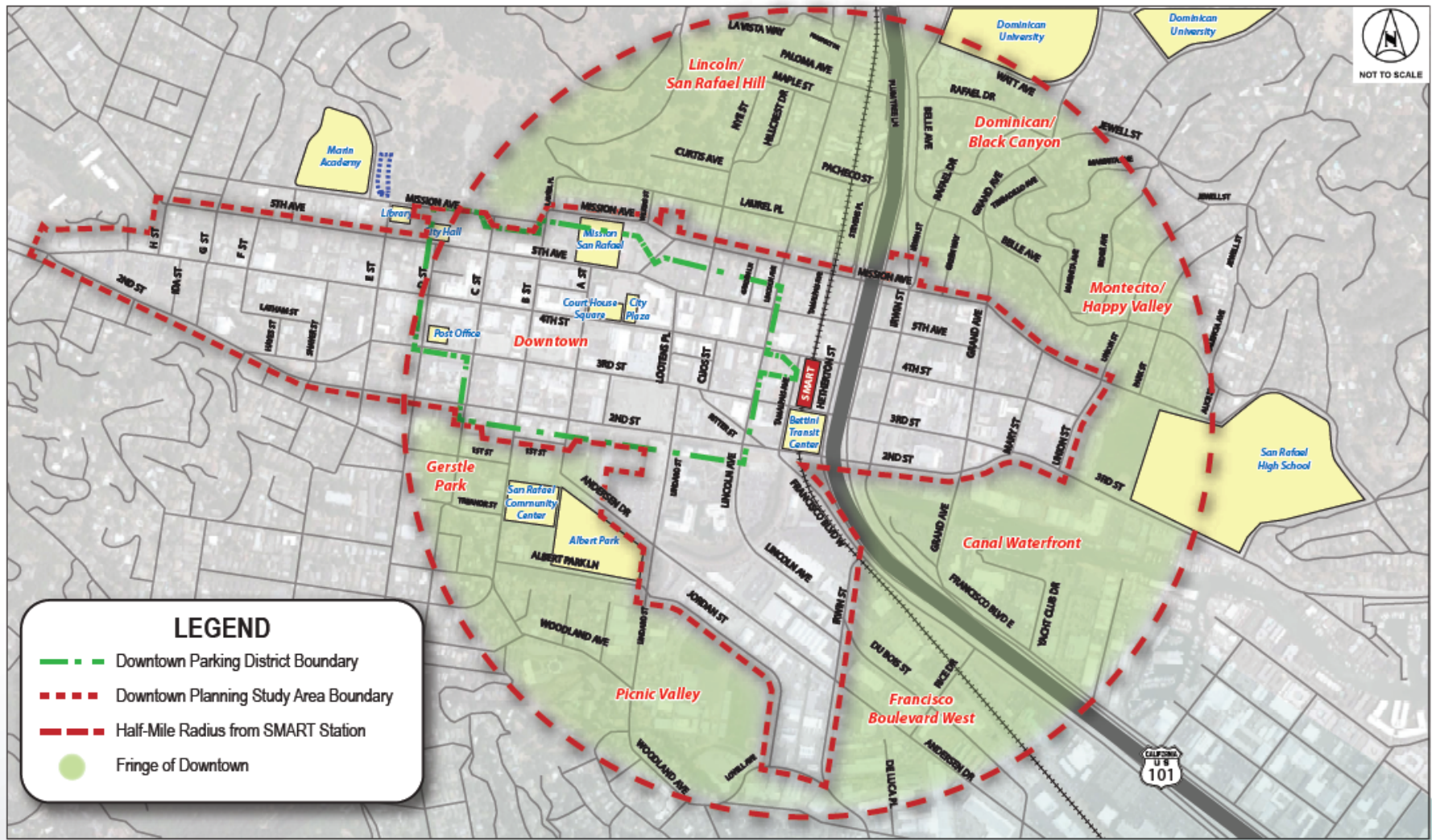
Kimley-Horn
Contract
Study Kick-Off
Summer 2015

- Future downtown SMART station area needs survey of implications to parking, bike/ped environment & strategies to maximize parking supply
- Parking demand management, parking & land use regulations modifications & bike/ped improvements to promote transit suggested in Downtown Station Area Plan
- Study scope expanded to include analysis of greater downtown area outside of 1/2 mile radius & wayfinding review/new options

STUDY AREA BOUNDARIES



Figure 2: Study Area Boundaries





Timeline-Phases of the Downtown Parking/Wayfinding Project



PHASES 1 -2

INFORMATION GATHERING

- Collected current supply/demand data: public & private parking, existing bike parking facilities, wayfinding program.
- On-street metered parking usage and rates & traffic counts collected
- Public surveys: online & face-to-face with 1,200+ responses

DRAFT REPORT: CONSULTANT RECOMMENDATIONS + INITIAL PUBLIC OUTREACH

- City staff reviewed & analyzed draft report (approx. 50 recommendations)
- City staff & Kimley-Horn (K-H) presented draft report/recommendations to stakeholders: e.g. Chamber of Commerce, CAC, Business Improvement District (BID), Bicycle Pedestrian Advisory Committee (BPAC) & Economic Development Subcommittee
- Based on community feedback, City recommended more time should be spent with key stakeholders to understand, evaluate & customize the recommendations in the draft consultant report so are more tailored to San Rafael
- During this phase, City hired K-H to conduct sub-study entitled: *Public Safety Center Study* as response to community concerns about the loss of the 31-space public lot at Fifth/D St. Study recommended interim changes during construction & parking changes to be implemented after the Public Safety Center is complete.




FEASIBILITY ANALYSIS + COMPREHENSIVE ENGAGEMENT EFFORT

- Community Working Group: comprised of 10 community members, Kimley-Horn consultant & multiple City staff, formed: Dec-2016
- Met monthly for 10 months (Jan 2017-Oct 2017)
- Engaged in meaningful, in-depth discussions of each report recommendation, gathered detailed feedback, developed modifications that consultant integrated into final (draft) report

FINAL REPORT + CITY STAFF RECOMMENDATIONS

- City staff developed customized recommendations for San Rafael to explore further and/or implement - Summary report drafted
- Tonight's informational update: Existing conditions & key findings obtained in information gathering/collection performed in 2015-2016
- Council feedback on specific recommendations presented at upcoming City Council meetings



Community working group (CWG) formed in December-2016 as response to feedback that a detailed review could provide better input & allow for customized recommendations for San Rafael

The Working Group considered recommendations in seven major focus areas:

- SMART
- Marketing and Promotion of Downtown Parking
- Parking Policies (rates, time limits, enforcement, parking supply)
- Pedestrian Network (crosswalks, sidewalks, paths)
- Bicycle Parking Infrastructure
- Zoning and Development Standards (parking district, parking requirements, bicycle parking requirements)
- Wayfinding

CWG consists of:

Jerry Belletto. Dirck Brinkerhoff. Jeff Brusati. Bill Carney. Adam Dawson. Judy Ferguson. Wick Polite. Jackie Schmidt. Roger Smith. Joanne Webster.



EXISTING CONDITIONS & KEY FINDINGS

Chris Squires, P.E. – Kimley-Horn & Associates



EXISTING CONDITIONS

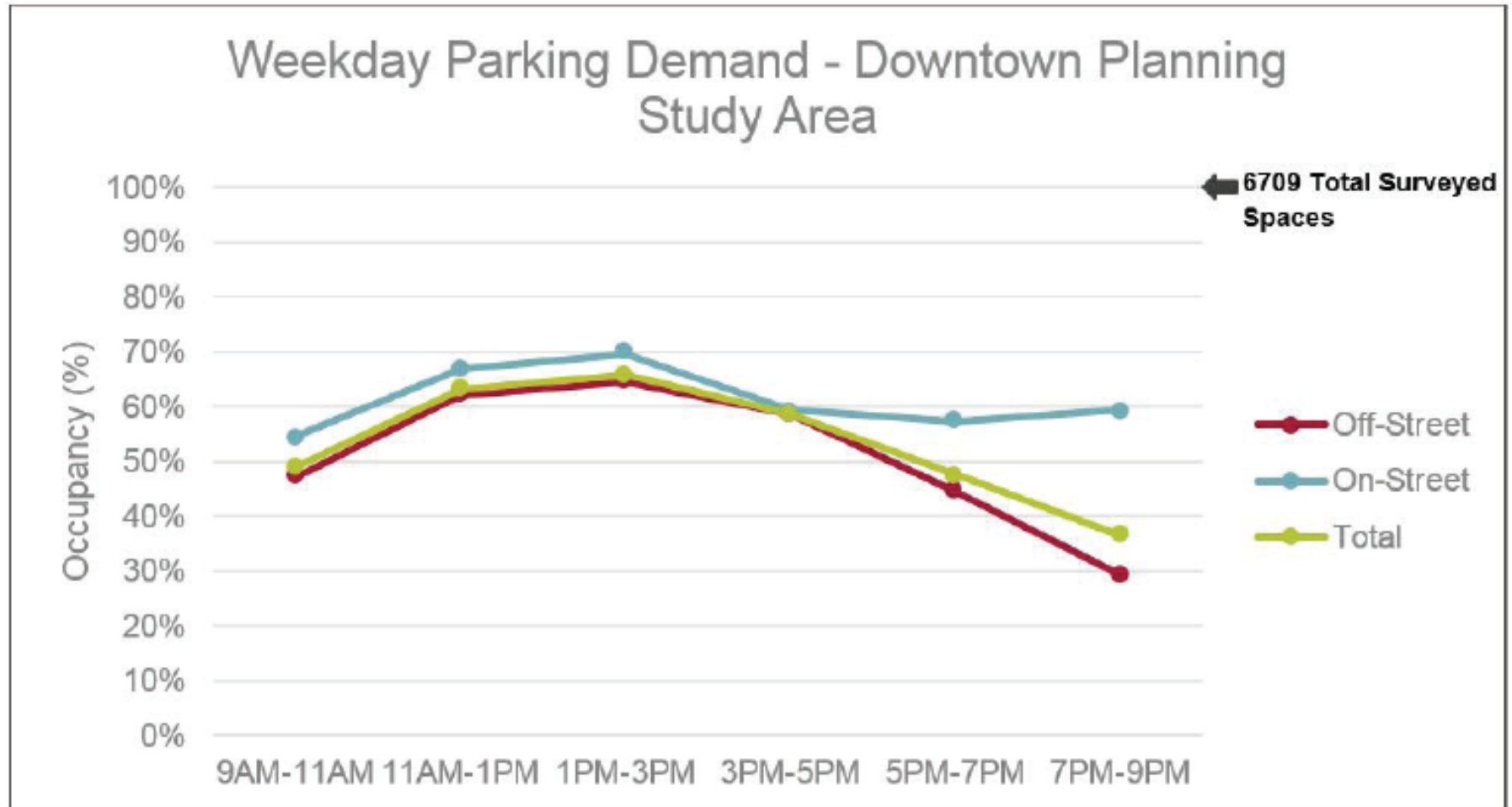


- Gathered data on usage of current parking facilities & infrastructure downtown
- Study area covered all areas within a 1/2 mile radius of the SMART station; extended west from Fifth Ave to 2nd St, just beyond H St
- Usage, occupancy & parking supply of parking lots & garages collected
- 6,709 total parking spaces surveyed; 24% are on-street/metered parking spaces; 19% are spaces in City garages & lots; 56% are spaces in private lots
- Major pedestrian routes downtown mapped
- Existing bicycle parking facilities surveyed & inventoried



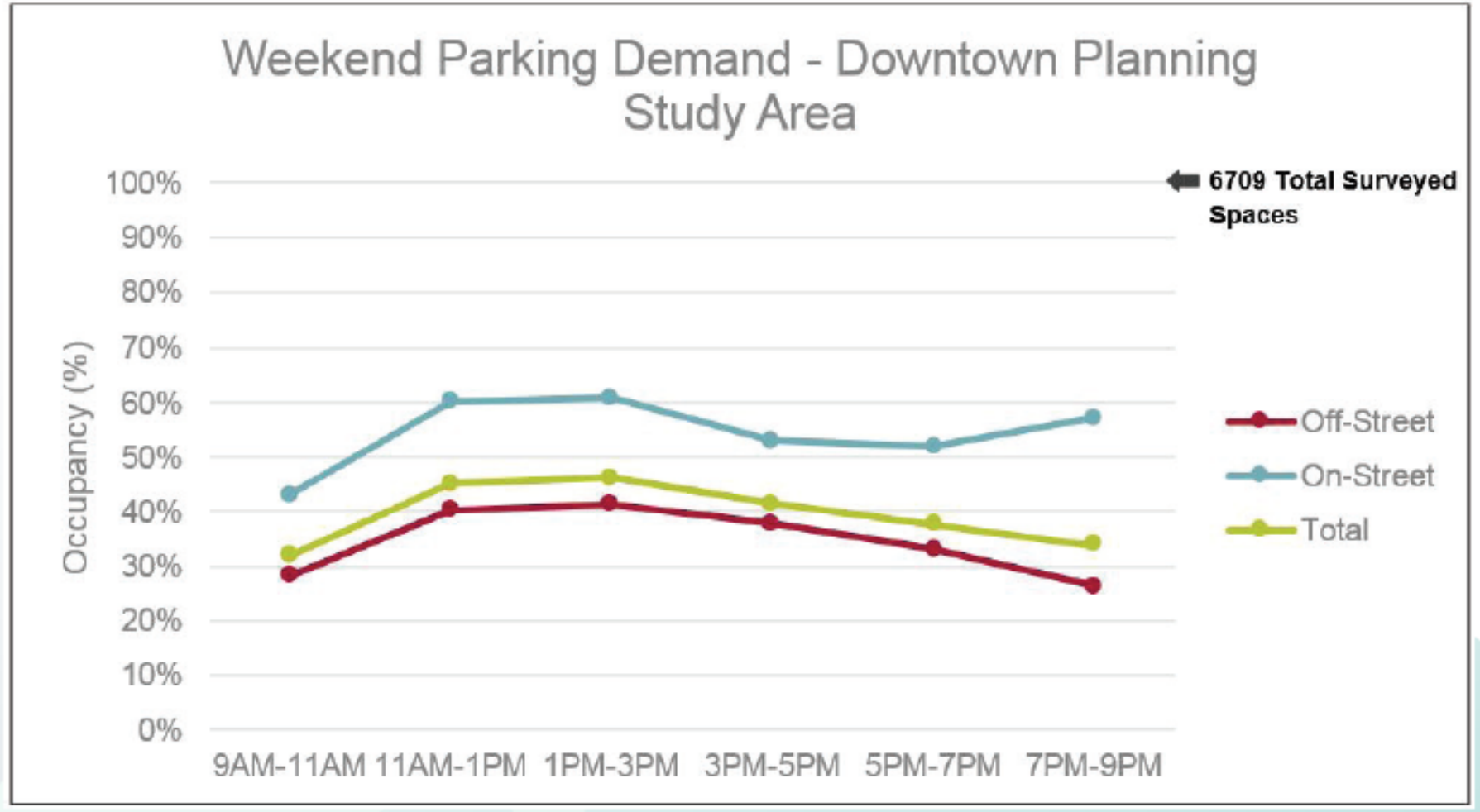
WEEKDAY DOWNTOWN PARKING OCCUPANCY

Figure 7: Weekday Downtown Parking Occupancy (%)



WEEKEND DOWNTOWN PARKING OCCUPANCY

Figure 8: Weekend Downtown Parking Occupancy (%)



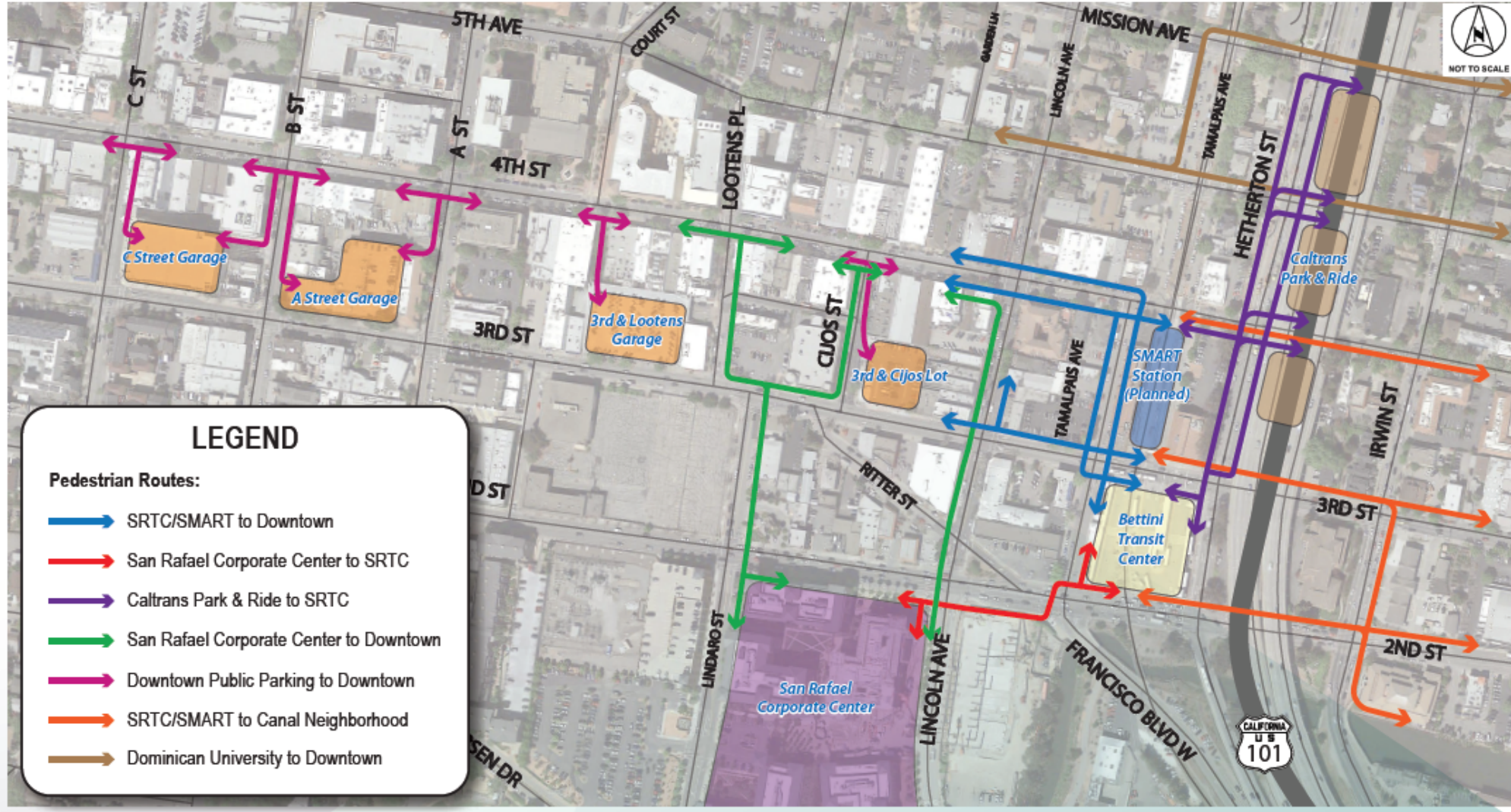


KEY FINDINGS

- Peak parking demand in the downtown area is from 11am – 3pm daily
- On-street/metered parking averaged 70% capacity during peak times
- Private lots surveyed averaged 61% capacity during peak times
- 7 City garages and lots averaged <85% occupancy (C St Garage, A St Garage, Fifth & C St lot, Fifth & D St lot, Menzies, 1550 4th St lot, 1412 2nd St lot)
- 5 City garages and lots averaged >85% capacity (3rd & Lootens (1st floor), 3rd & Cijos, Walgreens, Fifth & Lootens, Fifth & Garden)
- 56% of total off-street parking surveyed (lots/garages) in study area is privately held (more private spots in downtown than there are public)

PEDESTRIAN ROUTES

Figure 55: Pedestrian Routes Between Major Destinations





SURVEY RESULTS

- The downtown core has sufficient parking to accommodate existing demand
- Some private & public parking lots exceed capacity
- The downtown area will continue to operate with excess parking in both the near-term & the long-term conditions
- 62% of survey respondents said they park most often on-street; 20% park in public garages
- Survey showed majority park 1-2 blocks (2-3 minute walk) from intended destination *and* find desired parking
- Community wants more parking on 4th & 3rd Streets





SURVEY RESULTS

- Two most important parking factors: proximity to destination & ability to find parking quickly
- Most said, price of parking either limits their duration or has no effect
- Some merchants concerned about strict enforcement
- Majority of Downtown visitors park for 1-3 hours
- Community wants improved multi-modal wayfinding



Several minor improvements and recommendations have already been implemented, based on the timing of SMART service and with the support of the Community Working Group...

SMART-RELATED



- 8 parking meters on Tamalpais Ave between 4th St & Fifth Ave, were changed from 2-hour to 10-hour limit
- Parking staff conducted outreach to SMART northbound riders during the first few weeks of operation to inform of parking options & will continue this practice
- City website updated with SMART parking info
- Changeable message signs installed at 3rd/Irwin St: "SMART parking available at 3rd/Lootens & 3rd/A St"
- Static signs: Eastbound on 2nd/Brooks, Westbound on 3rd/Grand & Southbound Hetherton

WAYFINDING PROTOTYPES

Initial input is positive! Signs were "upcycled" using the old structure for a very low-cost improvement. Staff intends to install more signs to guide visitors to other points of interest.



3RD & A ST
WAYFINDING SIGN
VEHICLE-PARKING



FIFTH & B ST
WAYFINDING SIGN
PEDESTRIAN



3RD & B ST
WAYFINDING SIGN
GARAGE ENTRANCE



Q&A

Thank you

NEXT STEPS

City staff's recommendations & CWG input are being presented over the next few months to the Economic Development Subcommittee & future City Council meetings.