



Downtown Parking / Wayfinding Study

Review of Recommendations to City Council:
January 16, 2018

Tonight's Focus

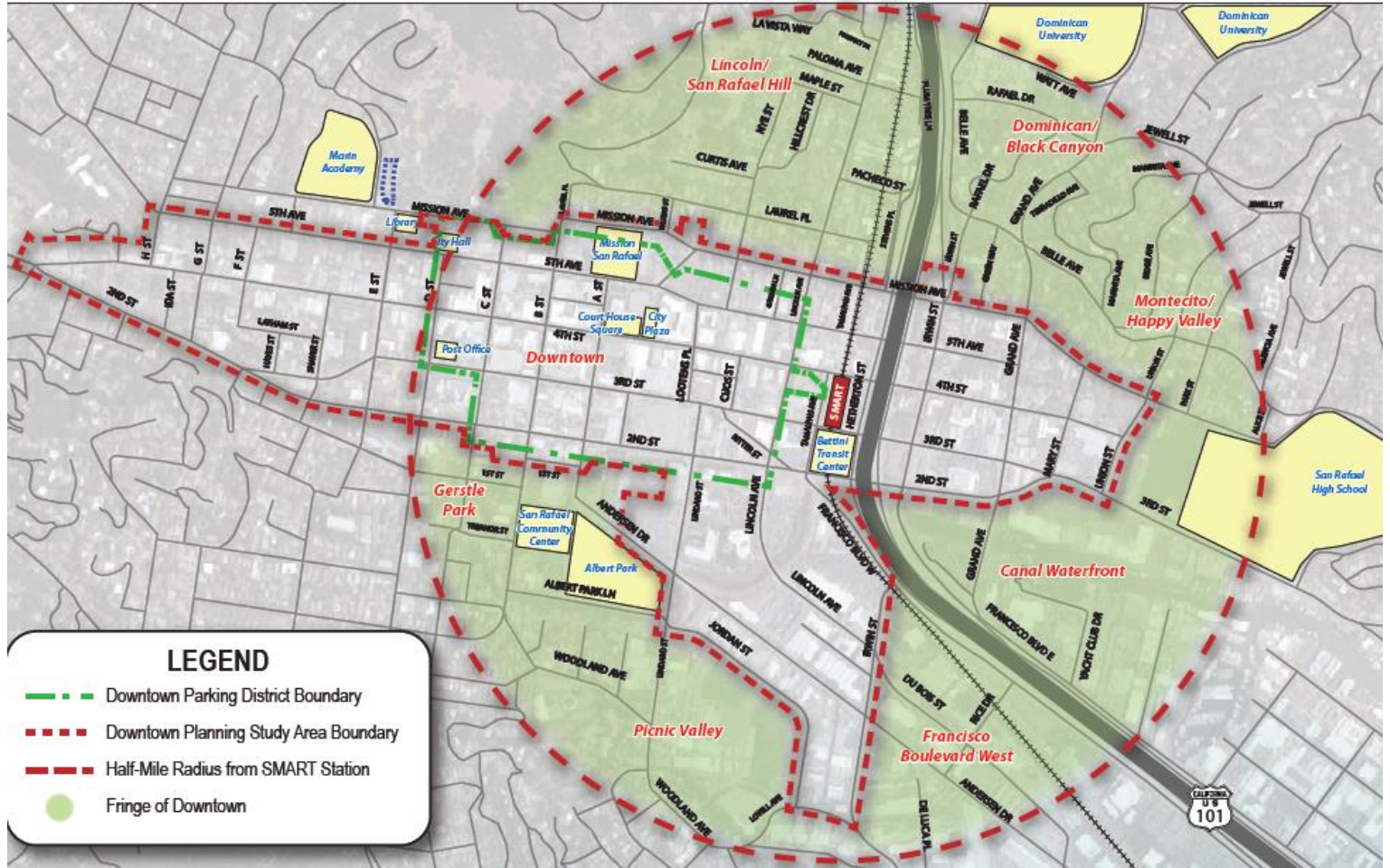
- Objectives & Timeline
- Recap Study Findings
- Present Staff Recommendations
- 2018 Action items

Study Objectives

- Develop strategies to maximize parking supply
- Identify existing and future parking needs due to SMART
- Provide options for a new wayfinding program



Figure 2: Study Area Boundaries



Study Development / Timeline



Community Working Group

- Formed in response to feedback that a detailed review could provide better input & allow for customized recommendations for San Rafael
- Representation from:
 - Economic Development Subcommittee
 - Neighborhood representatives
 - SR Chamber of Commerce
 - Local developer
 - Downtown business owner

(Jerry Belletto. Dirk Brinckerhoff. Jeff Brusati. Bill Carney. Adam Dawson. Judy Ferguson. Wick Polite. Jackie Schmidt. Roger Smith. Joanne Webster)



Key Findings

- Peak parking demand downtown: **11am-3pm daily**
- **56%** of parking lots (lots/garages) surveyed - **privately held**
- Average capacity during peak times:

On-street & metered parking	70%
Private lots	61%
Public lots: C St garage, A St garage, Fifth/C St, Fifth/D St, Menzies, 1550 4th St, 1412 2nd St	<85%
Public lots: 3rd/Lootens (1st floor), 3rd/Cijos, Walgreens, Fifth/Lootens, Fifth/Garden	>85%

7 Recommendation Focus Areas

1. SMART
 2. Wayfinding
 3. Marketing & Promotion
 4. Parking Policies
 5. Zoning & Development Standards
 6. Pedestrian Network
 7. Bicycle Parking Infrastructure
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SMART



- Changed 8 meters from 2 to 10-hour limit (Tamalpais Ave)
- Conducted outreach for SMART parking (signage, handouts, online)
- Determine if Tamalpais Ave meters are used by SMART riders & if other meters need adjustments
- Identify if/what areas near SMART need additional signage

Wayfinding



- Improve/update signage Downtown
 - Consistency
 - Direct parkers to A St/C St garages
 - Get visitors to “West end”
 - Encourage walking & biking
 - Increase ease of navigation



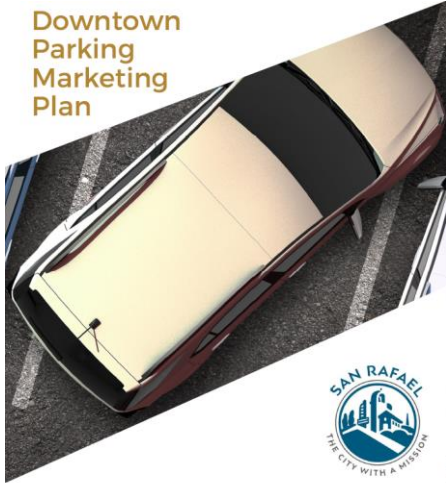
Wayfinding



- Prioritize install of prototype signs introduced Oct-2017
- Explore end-user technologies (text-message maps & mobile responsive website); staff to research feasibility & cost-effectiveness

Marketing & Promotion

Downtown
Parking
Marketing
Plan



- Advertise to increase awareness and usage of Downtown garages with low occupancy rates (e.g., online, social media ads)
- Develop marketing campaign & collateral with BID/merchants/Chamber
- Pilot program: “Free Parking on Weekends” in A St & C St Garages - evaluate after 3 months

Parking Policy - Rates

- Establish system to annually review rates based on City Council approved performance metrics
- Annually review & evaluate need for variable pricing to manage the Downtown occupancy between 75%-85%



Parking Policy - Time Limits

Metered parking

- Keep existing 2-hour time limit for weekdays & Saturdays
- Converted some 2-hour meters to 20 min limit

Non-metered parking

- Monitor parking & evaluate needs in nearby neighborhoods; If spillover occurs, initiate dialogue about possibility of residential permit programs

Parking Policy - Supply

- Develop a “Shared Parking” program for Downtown
 - Identify underutilized private lots for shared usage as private/public lots
 - Research successes in similar municipalities
 - Explore incentives
 - Short-term: dialogue with private facilities operators to create future shared parking opportunities
- Explore option of leased parking from Caltrans (lots under 101) for transit riders, if need exists based on supply/demand analysis in 2018

Zoning & Development Standards

- Recommended Amendments to Zoning Ordinance
- Three phases of implementation:
Short-term, Medium-term, Long-term

Zoning - What is the Parking District?

- Defined area created in 1958 to provide public spaces for new development
- Area bounded by E St, Fifth Ave, 2nd St & Lincoln Ave
- Aka “Parking Assessment District” as property owners were once levied an assessment to subsidize public parking
- A portion of required parking may be provided by District lot spaces (not on-street spaces) if capacity exists in the nearest District lot (1.0 FAR)
- Development outside District boundaries must provide required parking as private off-street spaces

Zoning - Parking District

- Consider expanding Downtown Parking District boundaries based on increased parking demand (M)
- Allow parking built for developments to be used by public within district
- Allow greater distance for remote parking for developments within district

Zoning - Parking Requirements

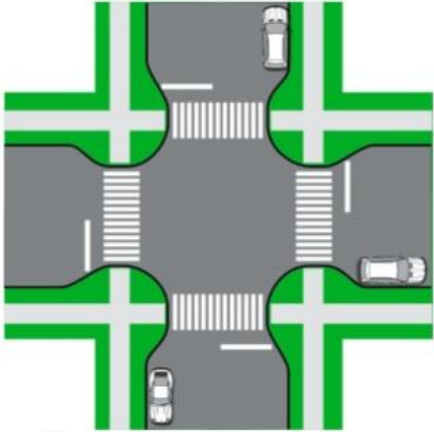
- Encourage developers to pursue more “shared parking”
- Reduce minimum parking requirements for businesses and developers Downtown by 20% from current levels
- Encourage bicycle parking for new, multi-unit residential developments

Zoning - Miscellaneous

- Develop Guiding Principles to plan for future parking supply/achieve parking goals
- Simplify parking “use types” for Downtown area (from the current 50)
- Allow automated/mechanical parking devices-revise current tandem parking code
- Establish design standards for parking garages (exterior & ground floor)



Pedestrian Network



- Restripe crosswalks to high-visibility markings
- Consider advanced limit lines at certain locations
- Install pedestrian crossing warning signs at uncontrolled crossings
- Sidewalk bulb-outs
- Sidewalk widening
- Curb ramps

Pedestrian Network

PROJECTS CURRENTLY IN PLANNING PHASE:

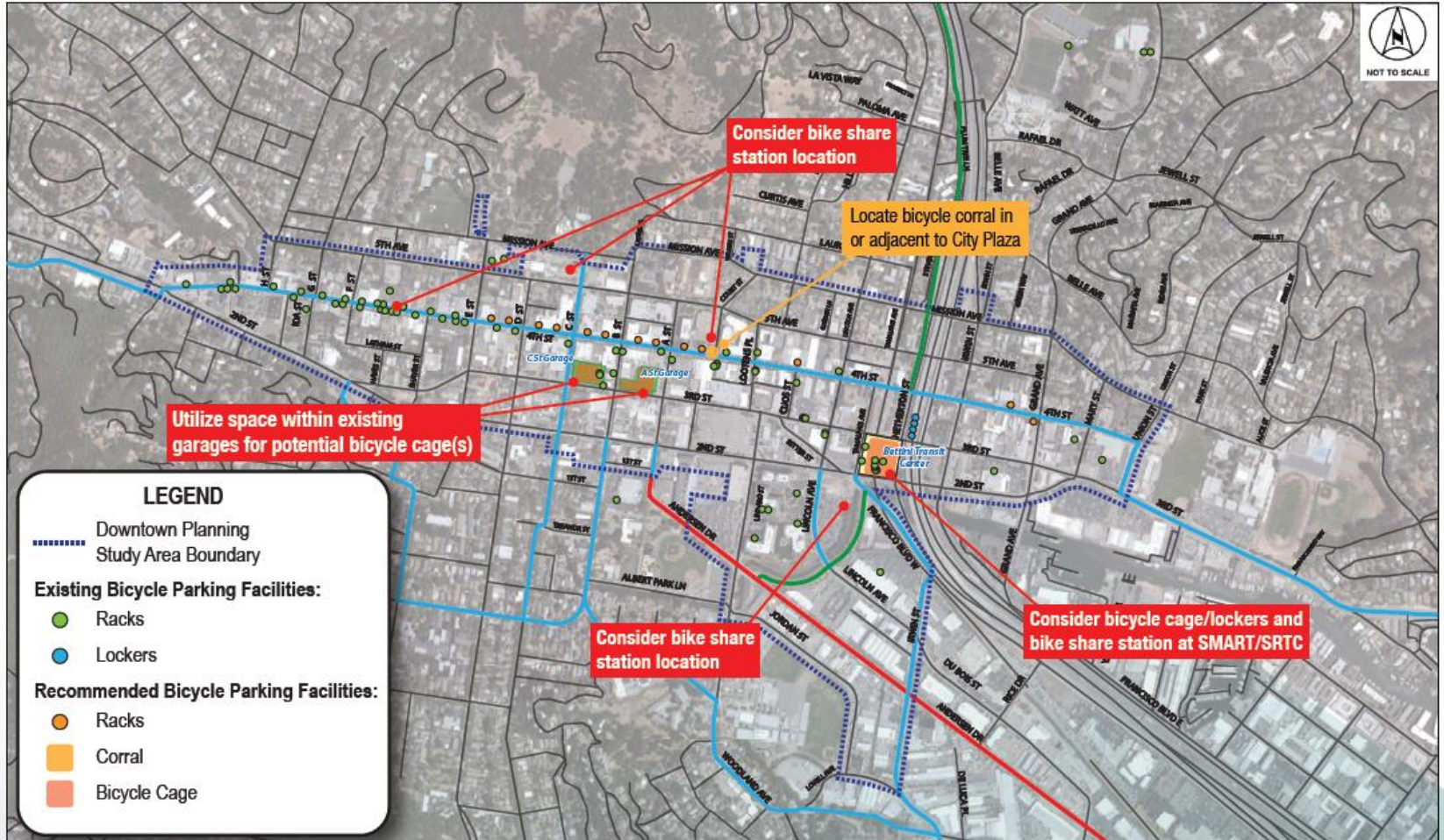
- Uncontrolled Crosswalks Ranking
- 3rd and Hetherton Improvements
- 3rd Street Rehabilitation Project
- Retiming of the 54 signals located in Central San Rafael
- Adaptive traffic signal timing system to include the 54 signals located in Central San Rafael
- Bicycle and Pedestrian Master Plan (BPMP)

Bicycle Parking Infrastructure



- Bike racks/storage along 4th St
 - (on north side between Court & E St)
- Bike corral on 4th St adjacent to City Plaza
- Bike rooms/cages or bike lockers
 - (Transit Center/SMART, A St/C St garages & major employment centers)

Figure 47: Recommended Bicycle Parking Locations



Bicycle Parking Infrastructure

PROJECTS CURRENTLY IN PLANNING PHASE:

- Bicycle and Pedestrian Master Plan 2018 Update (BPMP)
- Bike Share Stations to include wayfinding
- Multi-use paths
 - North-south connection
 - East-west connection



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Planning Commission Meeting

1.9.18

- On January 9, staff briefed the Planning Commission on each of the *Zoning & Development Standards* recommendations.
- Comments and feedback were made; the study report was approved.
- Staff was encouraged to move a few recommendations to short-term implementation that were previously placed for medium-long term. These changes are reflected in the timeline being shared tonight.

– 2018: January - June

1	Determine if Tamalpais meters used by SMART riders; do other meters need adjustments? Data for length of stays in April-July & September-October shows no difference	SMART
2	6-month pilot free garage Saturdays; marketing, outreach & evaluation	Marketing & Promotion
3	Develop marketing campaign/collateral w/ BID, merchants & Chamber	Marketing & Promotion
4	Parking staff monitor Saturday meter occupancy data & perform annual review; create annual work plan	Parking Policies

– 2018: January - June

5	Parking Staff, Economic Dev. & Community Dev. begin development of Guiding Principles	Misc. Zoning & Development
6	Evaluate & assess design standards for parking garages (exterior & ground floor)	Misc. Zoning & Development
7	Parking staff ensure w/ DPW that study recommendations are aligned with City's Bike/Ped Master Plan	Ped Network
8	Parking Staff & DPW are coordinating pedestrian network priorities; include these in annual CIP/workplan	Ped Network
9	Meet to discuss Bike Share implementation; Include wayfinding	Bike Parking

2018: July-December

10	Model supply & demand with Park+; Re-evaluate implementation of “variable pricing” pilot	Parking Policies
11	Establish monitoring schedule of Downtown conditions that determines how City will measure/track parking usage annually	Parking Policies
12	<u>Prioritize</u> install of physical signs introduced as prototype	Wayfinding

2018: July-December

13	Simplify parking “use types” for Downtown area (from the current 50)	Misc. Zoning & Development
14	Establish design standards for parking garages (exterior & ground floor)	Misc. Zoning & Development
15	Encourage bicycle parking for new, multi-unit residential developments	Parking Requirements Zoning & Development

Questions



SAN RAFAEL
THE CITY WITH A MISSION