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
Study Development / Timeline

- **Phase 1**
  - Information Gathering
  - *Summer 2015 - Summer 2016*

- **Phase 2**
  - Draft Report + Consultant Recommendations + Initial Public Outreach
  - *Spring - Fall 2016*

- **Phase 3**
  - Feasibility Analysis + Comprehensive Engagement Effort
  - *Winter 2016 - Summer 2017*

- **Phase 4**
  - Final Report + City Staff Recommendations
  - *Winter 2017*
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

Key Findings

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

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

- 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

- Consider bike share station location
- Locate bicycle corral in or adjacent to City Plaza
- Utilize space within existing garages for potential bicycle cage(s)
- Consider bicycle cage/lockers and bike share station at SMART/SRTC

**LEGEND**
- Downtown Planning
- Study Area Boundary

**Existing Bicycle Parking Facilities:**
- Green Racks
- Blue Lockers

**Recommended Bicycle Parking Facilities:**
- Orange Racks
- Yellow Corral
- Pink Bicycle Cage
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
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

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<tr>
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<th>Task</th>
<th>Responsible Party</th>
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<tbody>
<tr>
<td>1</td>
<td>Determine if Tamalpais meters used by SMART riders; do other meters need adjustments? Data for length of stays in April-July &amp; September-October shows no difference</td>
<td>SMART</td>
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<td>2</td>
<td>6-month pilot free garage Saturdays; marketing, outreach &amp; evaluation</td>
<td>Marketing &amp; Promotion</td>
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<td>3</td>
<td>Develop marketing campaign/collateral w/ BID, merchants &amp; Chamber</td>
<td>Marketing &amp; Promotion</td>
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<td>4</td>
<td>Parking staff monitor Saturday meter occupancy data &amp; perform annual review; create annual work plan</td>
<td>Parking Policies</td>
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### 2018: January - June

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<tr>
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<th>Description</th>
<th>Department</th>
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<tr>
<td>5</td>
<td>Parking Staff, Economic Dev. &amp; Community Dev. begin development of Guiding Principles</td>
<td>Misc. Zoning &amp; Development</td>
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<td>6</td>
<td>Evaluate &amp; assess design standards for parking garages (exterior &amp; ground floor)</td>
<td>Misc. Zoning &amp; Development</td>
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<td>7</td>
<td>Parking staff ensure w/ DPW that study recommendations are aligned with City’s Bike/Ped Master Plan</td>
<td>Ped Network</td>
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<td>8</td>
<td>Parking Staff &amp; DPW are coordinating pedestrian network priorities; include these in annual CIP/workplan</td>
<td>Ped Network</td>
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<tr>
<td>9</td>
<td>Meet to discuss Bike Share implementation; Include wayfinding</td>
<td>Bike Parking</td>
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### 2018: July-December

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<th>Action</th>
<th>Category</th>
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<tr>
<td>10</td>
<td>Model supply &amp; demand with Park+; Re-evaluate implementation of “variable pricing” pilot</td>
<td>Parking Policies</td>
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<td>11</td>
<td>Establish monitoring schedule of Downtown conditions that determines how City will measure/track parking usage annually</td>
<td>Parking Policies</td>
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<td>12</td>
<td>Prioritize install of physical signs introduced as prototype</td>
<td>Wayfinding</td>
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2018: July-December

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