

# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org



Staff Report  
September 19, 2006

Honorable Mayor and  
Members of the City Council

**Title:** Central City Parking Master Plan

**Location/Council District:** Districts 1, 3 and 4

**Recommendation:** 1) Adopt a **Resolution** approving the Central City Parking Master Plan and Interim Surface Parking Lot Policy; 2) Direct staff to come back to City Council within six (6) months with an amendment to the Zoning Ordinance to implement the Interim Surface Parking Lot Policy; and 3) Direct staff to work with interested parties to identify projects to be funded with Fund 230, Transportation System Management Fund, with half of the available funds to be used for transit projects and half to be used for bicycle and pedestrian projects for downtown.

**Contact:** Fran Halbakken, Operations Manager

**Presenters:** Fran Halbakken, Operations Manager; 808-7194; Bill Loudon, DKS Associates

**Department:** Transportation

**Division:** Parking

**Organization No:** 3461 & 3481

### Description/Analysis

**Issue:** The Central City Parking Master Plan is a comprehensive on-street and off-street parking strategy. The study area, shown in Attachment 2, is bounded by the Sacramento River on the west, the American River on the north, Alhambra Boulevard on the east and Broadway on the south. The specific objectives of the Parking Master Plan are to:

- Ensure sufficient parking to achieve the City's economic and infill development goals and boost Smart Growth principles;
- Ensure parking supply and rates support transit, other alternative modes and air quality;



- Evaluate rate structures supportive of a comprehensive parking strategy;
- Provide a two-year, five-year and longer term outlook of parking supply versus demand and identify opportunities for meeting that demand;
- Guide daily operations of the City's on-street and off-street parking facilities; and
- Incorporate community stakeholders concerns.

The Master Plan includes recommendations that support the above objectives.

**Policy Considerations:** The Central City Parking Master Plan supports the City of Sacramento's Strategic Plan goals of improving and diversifying the transportation system, expanding economic development throughout the City, and enhancing and preserving neighborhoods.

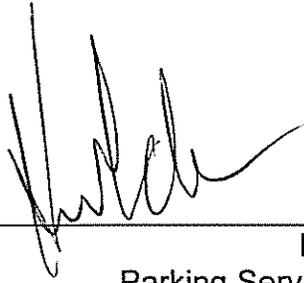
**Environmental Considerations:** Approval of the Parking Master Plan does not have a potential to cause a significant impact on the environment and is, therefore, exempt under Section 15061 (b)(3) of the California Environmental Quality Act (CEQA) guidelines.

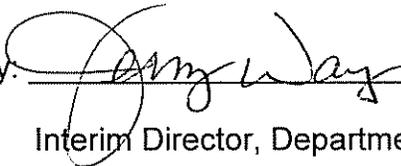
**Rationale for Recommendation:** The Central City Parking Master Plan draft recommendations were presented to City Council in September and November 2005, and in January 2006. The surface parking lot policy was also presented to Council in January 2006. Council provided comments on the draft recommendations and surface parking lot policy. The public also submitted comments on the draft Master Plan. Comments received from Council and the public have been considered and recommendations revised accordingly.

**Financial Considerations:** Stakeholders requested that parking revenue be used to help reduce parking demand in the Central City. Parking Enterprise funds are limited to off-street parking uses such as new parking garages or lots, improvements to existing City parking garages and lots, and operational expenses. On-street parking revenue is deposited into the General Fund. An optional fund source is Fund 230, Transportation System Management (TSM) Fund. Under the provisions of Ordinance No. 88-083, the City of Sacramento has collected a subsidy for TSM Capital Improvement. The current balance of Fund 230 is \$580,000. Staff recommends using \$290,000 for support of downtown transit and \$290,000 for downtown bicycle and pedestrian projects. Interested stakeholders would be engaged in determining the specific projects to be funded.

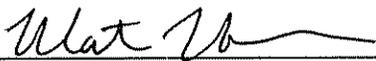
No other actions are being taken which have a direct financial impact. Some of the policy recommendations are of a financial nature, however further City Council action will be required for implementation.

**Emerging Small Business Development (ESBD):** The City's consultant, DKS Associates, has met the ESBD requirement of 20% participation for City projects.

Respectfully Submitted by:   
Howard Chan  
Parking Services Manager

Approved by:   
Jerry Way  
Interim Director, Department of Transportation

Recommendation Approved:

  
RAY KERRIDGE  
City Manager

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**Attachment 1****Background**

In December 2004, the City Council approved a consultant services agreement for the Central City Parking Master Plan. In August 2005, City Council approved the following goals and objectives for the Master Plan. The goal is listed first in **bold** font, followed by the objectives.

**1. Support the citywide goals of economic development, livable neighborhoods, achieving sustainability and improving public safety**

- 1.1 Ensure that adequate parking is provided with new development to prevent adverse impacts on existing land uses and to support a synergistic mix of land uses including office, residential, retail, restaurant and entertainment.
- 1.2 Adopt City policies and standards that support new development in the Central City.
- 1.3 Allow flexibility in city policy to tailor requirements to the nature of new development proposed.

**2. Supply parking to meet need**

- 2.1 Use parking minimum ratios to ensure developers provide most of the new parking needed.
- 2.2 The City of Sacramento should act as a broker, when feasible, to supply parking when the private sector does not.
- 2.3 Take a strategic approach to parking master planning that will allow short-term decisions to be made consistent with long-term strategies or plans.
- 2.4 Provide adequate monitoring of parking supply and utilization to be able to identify deficiencies or conflicts when they develop.
- 2.5 Pursue opportunities to increase the amount of parking provided by existing facilities.

**3. Use time limits, rates and enforcement to manage parking supply efficiently**

- 3.1 Establish priority for parkers for each type of parking.
- 3.2 Use time limits to make sure priority parkers can find parking.
- 3.3 Establish rates that encourage efficient use of spaces.

- 3.4 Enforce parking restrictions and regulations to ensure the appropriate use of on-street parking.

**4. Modify the Residential Parking Program to manage the retail/residential interface**

- 4.1 Operate Residential Permit Parking (RPP) areas in a way that protects the residential character of the neighborhoods and ensures adequate parking availability for residents while also supporting the needs of small, neighborhood-supporting business located in or adjacent to the areas.
- 4.2 Adopt policies that provide greater consistency and clarity in the RPP areas.
- 4.3 Provide employee permits in RPP areas if there is a surplus of parking (criteria to be defined).

**5. Minimize the negative impacts of parking**

- 5.1 Minimize the visual intrusion and other negative environmental impacts of parking.
- 5.2 Minimize the land devoted to parking in the Central City of Sacramento.
- 5.3 Reduce the adverse impacts of commuter parking in residential neighborhoods.

**6. Make parking safe, secure, attractive and convenient**

- 6.1 Provide adequate maintenance of City-owned parking so that it is safe, secure, clean and attractive for its users.
- 6.2 Make the use of on-street and other City-owned parking easy and convenient through information, good signage, convenient payment options, and logical access and exit points.

**7. Operate City-owned parking in a financially sound manner**

- 7.1 Ensure that the City's parking program is financially self-sufficient .
- 7.2 Offer City-owned public parking at a rate that recognizes the cost of providing parking and the economic value of the parking.
- 7.3 Provide parking discounts when they reflect appropriate incentives for the use of City-owned parking and when the discount is financially feasible.
- 7.4 Structure the financial accounting from parking and parking enforcement with sufficient flexibility to allow maximum effectiveness in the parking program.

7.5 Maintain all City-owned parking facilities and revenue collection equipment for maximum effectiveness and efficiency.

7.6 Provide operational policies and procedures to ensure that the City's parking program is run effectively, efficiently and according to the highest standards of the parking profession.

**8. Promote alternative modes of transportation and walkable communities**

8.1 Reduce parking requirements when transit service to an area or opportunities for shared parking may reduce the parking demand.

8.2 Encourage use of Regional Transit services to and from the Central City.

8.3 Support employer-based programs to reduce commute vehicle trips to the Central City.

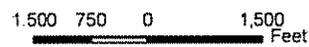
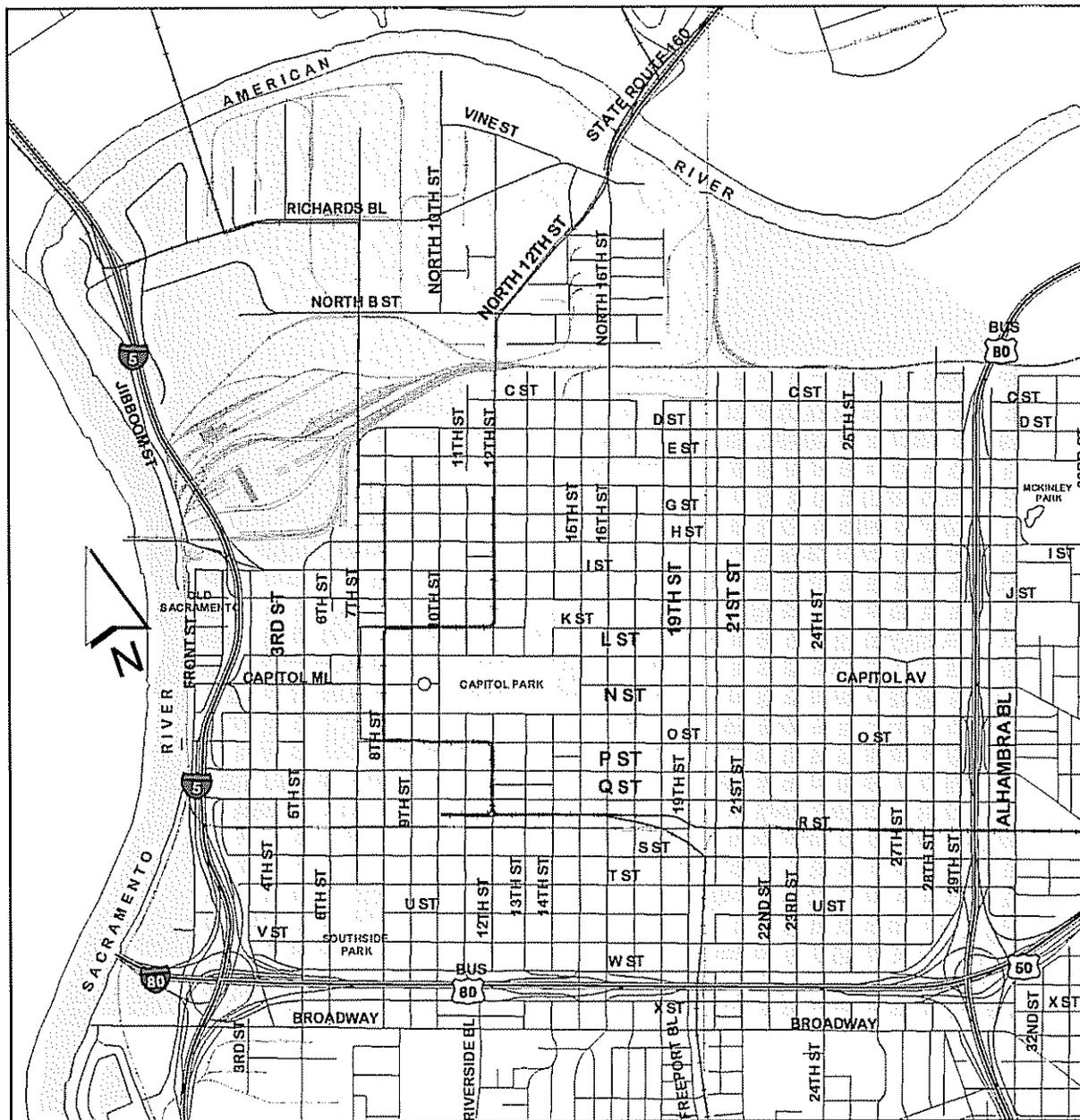
**9. Provide transportation options to encourage use of existing parking supply**

9.1 Use the Parking Fund to provide transportation services that link Central City areas with surplus parking with areas of high parking demand/deficiency

In September 2005, Council discussed parking supply recommendations. In October 2005, Council adopted recommendations for the case study area. In November 2005, Council discussed recommendations for managing existing supply and demand management. In January 2006, Council discussed funding and financial recommendations and surface lot policy.

Location Map for

### CENTRAL CITY PARKING MASTER PLAN



Map Contact: S. Tobin  
Map Date: JULY, 2004

PLAN AREA

**Attachment 3**

Central City Parking Master Plan – Summary Report, Separate Handout, 49 pages

The Summary Report may also be viewed at the City of Sacramento's web page at [www.cityofsacramento.org](http://www.cityofsacramento.org)

**Attachment 4**

Central City Parking Master Plan – Final Report, Separate Handout, 78 pages

The Final Report may also be viewed at the City of Sacramento's web page at [www.cityofsacramento.org](http://www.cityofsacramento.org)

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**APPROVING CENTRAL CITY PARKING MASTER PLAN AND SURFACE LOT  
POLICY**

**BACKGROUND**

- A. The Central City Parking Master Plan is a comprehensive on-street and off-street parking strategy. The Parking Master Plan includes policy recommendations that support City Council approved goals and objectives for Central City parking.
- B. The Parking Master Plan addresses the linkage of having sufficient parking to achieve the City economic and infill development goals and supports Smart Growth principles. The Plan addresses parking supply and rates in the context of supporting transit usage and other alternative modes.
- C. The Parking Master Plan will be used to guide operations of the City of Sacramento's on-street and off-street parking facilities.
- D. The surface lot policy includes consideration for highest and best use of the Merged Downtown Redevelopment Area. The policy also avoids loss of existing parking supply and provides time for existing surface parking lots to comply with the new policy.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL  
RESOLVES AS FOLLOWS:**

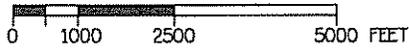
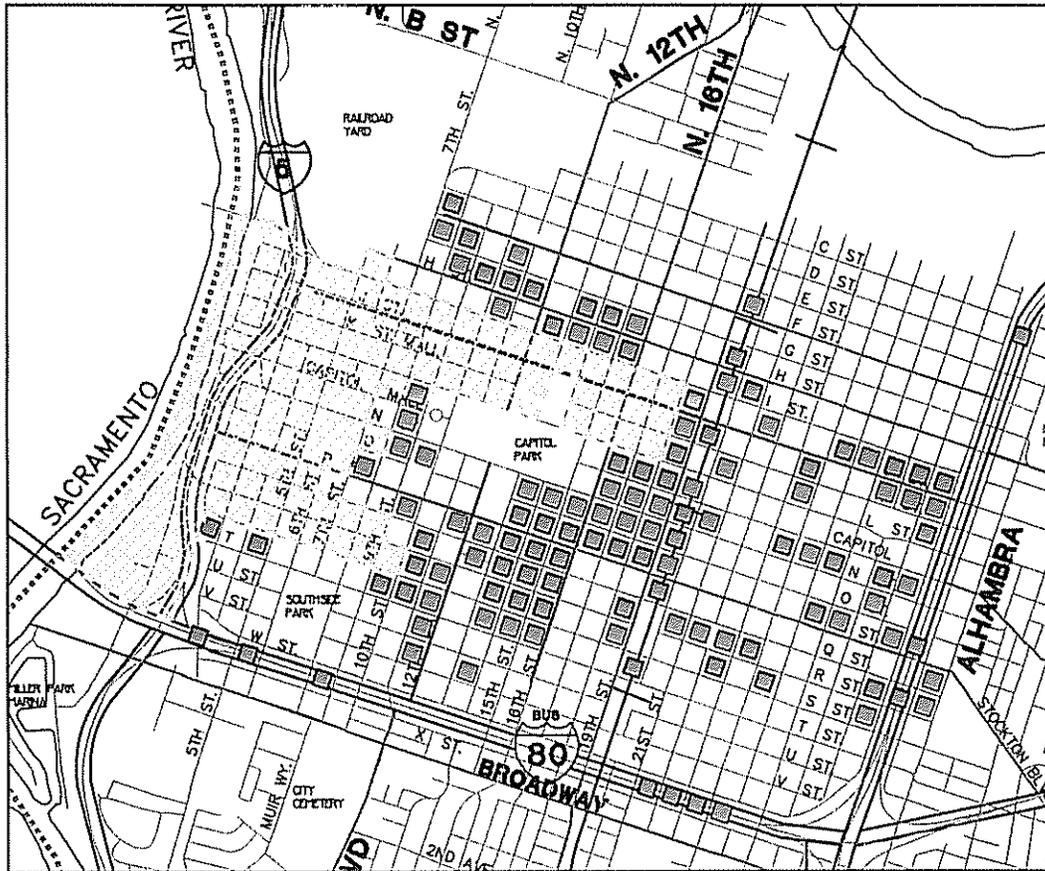
- Section 1. The Central City Parking Master Plan is approved.
- Section 2. The Interim Surface Parking Lot Policy is approved.

**Table of Contents:**

- Exhibit A Location Map
- Exhibit B Interim Surface Parking Lot Policy

EXHIBIT A

**PARKING HOT SPOTS  
OUTSIDE DOWNTOWN  
REDEVELOPMENT PROJECT AREA LIMITS**



**LOCATION MAP**

LEGEND:	
DOWNTOWN REDEVELOPMENT LIMITS	
PARKING HOT SPOT AREA	

MAP CONTACT: B. CAMERON  
DATE: 3/21/06

**Exhibit B****INTERIM SURFACE PARKING LOT POLICY** - applies to stand-alone parking lots located in Central City

This section applies to surface parking lots that were in continuous operation by January 1, 2006. All other lots in the Central City are defined as new surface parking lots.

Within six months of Council adoption of the implementing ordinance, a new ministerial parking lot permit must be obtained with the following requirements:

- City Business Operations Tax Certificate for operation of the specific lot;
- Post signage with contact name and phone number and parking lot permit;
- Specific level of insurance coverage with City listed as additional insured and holding city harmless;
- Agree to operate in clean and safe manner;
- Provide 0.2 foot-candle minimum lighting level;
- Provide improved surface as defined by code;
- Meet design standards for layout as defined by code; and
- Provide required number of accessible spaces as defined by code.

The permit will have a time limit of one year. An administrative fee will be charged to cover staff costs for the processing of the application and issuance of the permit. Enforcement of the policy will be by an administrative citation procedure, similar to an administrative penalty for permit violations. Existing lots not having a permit within six months of Council adoption of the implementing ordinance will be closed.

**New surface parking lots**

No new surface parking lots will be allowed in the Merged Downtown Redevelopment Project Area. For properties actively progressing through the City of Sacramento's development process, the City Manager will have the authority to issue a 12-month conditional parking lot permit.

**City Manager Exemption conditions**

At the time of the exemption request, the owner/applicant must be diligently processing a development application/proposal. In this respect, the applicant will have filed an application or initiated a pre-application process, which can be demonstrated through any of the following ways:

- a. Applicant has filed a complete formal application with the City of Sacramento;
- b. Applicant/tenant has filed a Notice of Intent to lease, buy or develop the site and shall provide such copy with the exemption request;

- c. Applicant has filed a Schedule of Performances which details actions to be taken over the 12-month period to ensure development of the site;
- d. A Due Diligence contract has been executed between the owner and an applicant for property development of the site and shall provide such copy (notwithstanding any privileged information) with the exemption request; or
- e. The owner has entered into a joint venture contract with a development company for site development and shall provide such copy with the exemption request.

Under the City Manager's Exemption, the applicant will still be required to meet the ministerial parking lot permit requirements listed above. The applicant can request a 12-month extension if their property is still progressing through the development process. The maximum length of time any property can operate as a new surface parking lot in the Merged Downtown Redevelopment Project Area under the City Manager's Exemption is three years, as that is enough time to get a project entitled and under construction.

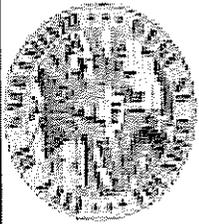
Outside the Merged Downtown Redevelopment Project Area, in identified high-need areas

New surface lots can obtain a permit with a two-year time limit by meeting the conditions above and the following:

- 25 spaces or less – provide street level screening approximately 3' high.
- More than 25 spaces – provide landscaping along street frontage.

Outside the Merged Downtown Redevelopment Project Area, not in high-need areas

New surface lots allowed with special permit, full improvements with time limits currently specified by code.



*City of Sacramento*

# Central City Parking Master Plan

## City Council Meeting September 19, 2006



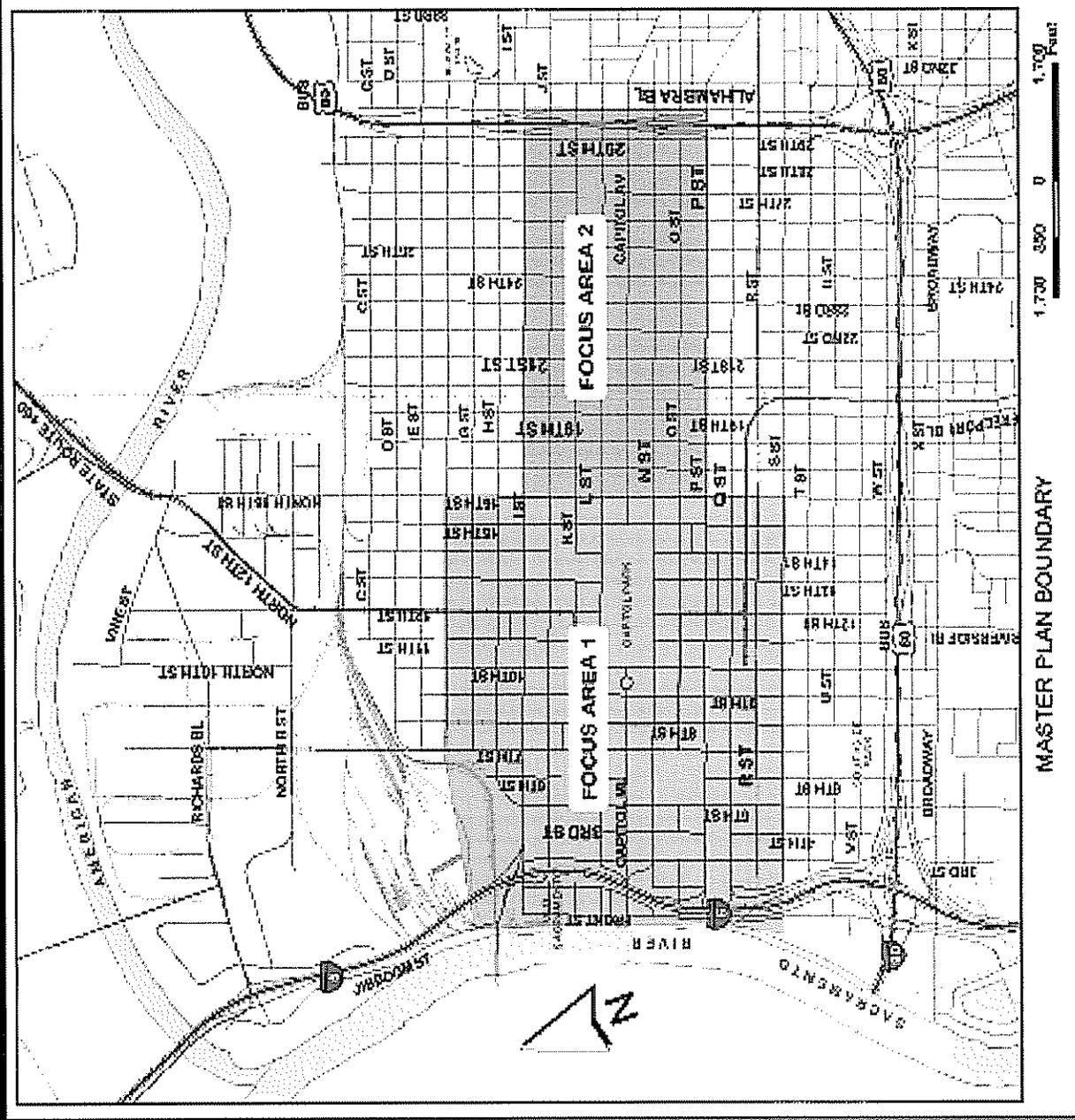
# Presentation Outline

- Overview
- State of the Art - Parking Management Practice
- Recommendations



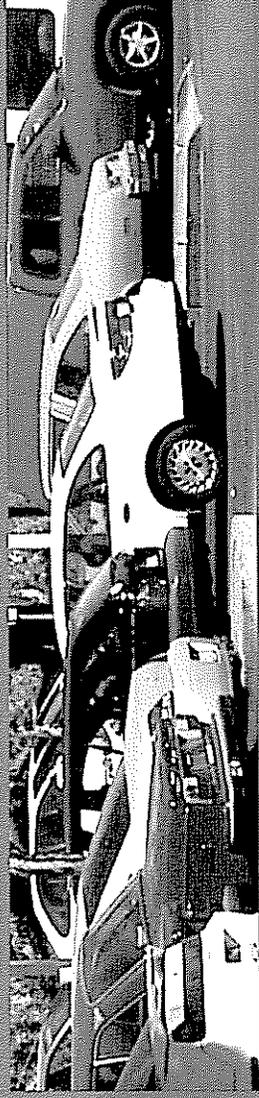
# Central City Parking Master Plan

# Study Area and Focus Areas



# Summary of Current and Future Parking Needs

- Parking is still available in most areas on an average weekday
- “Hot spots” exist at select times and locations
- New development is likely to reduce the existing parking surplus
- Rates are comparable to other similar cities



## **2. State of the Art in Parking Management Practice**

# What is Innovative Parking Management Practice?

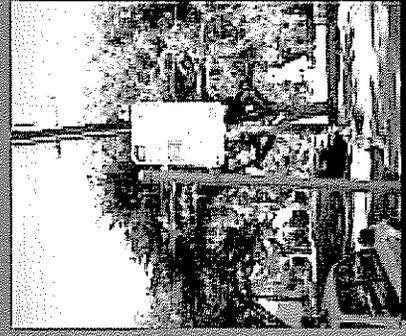
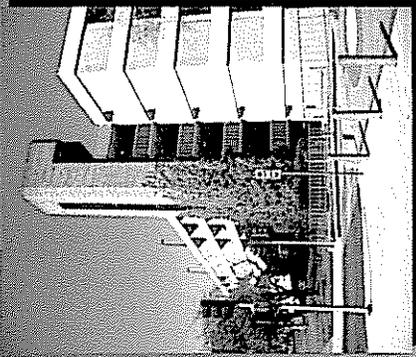
- Treat parking as part of a multi-modal transportation system
- Recognize different priorities for different types of parkers in different areas
- Reflect the cost of providing parking in rates that are charged
- Recognize that parking supply and demand can be managed

# Policy Recommendations

Goals - 9

Objectives - 30

*Recommendations - 80+*



# Recommendations

## Support

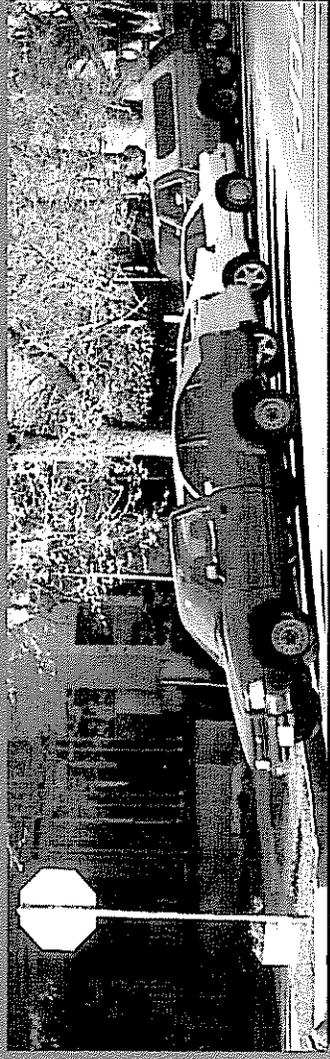
### Demand Management



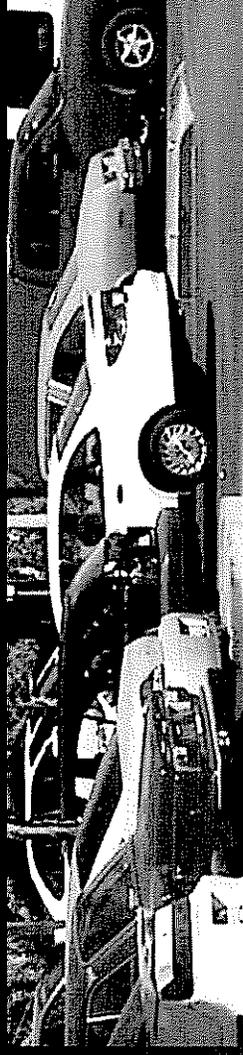
- ◆ Reduce Parking Requirements when Appropriate
- ◆ Charge for Parking
- ◆ Reduce the Need for Permanent Parking
- ◆ Provide Bicycle Parking
- ◆ Support Transit and Trip Reduction Programs

# Recommendations Ensure Adequate Supply to Support Quality of Life

- Avoid spillover effects if parking demand is higher than expected
  - ◆ Neighborhood intrusion
  - ◆ Competition for spaces used by older historic buildings
  - ◆ Commuters using spaces needed for retail customers
- Ensure that City is not left paying cost for needed parking



# Summary



- Policy recommendations are directly linked to City Council goals and objectives
- Policy recommendations were developed with significant stakeholder and public input and collaboration and Council discussion
- Policy recommendations provide the necessary groundwork to begin implementation