



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2671
www. CityofSacramento.org

STAFF REPORT
August 2, 2005

Honorable Mayor and
Members of the City Council

Subject: Central City Parking Master Plan – Goals and Objectives

Location/Council District:

Area bounded by Broadway, Sacramento River, American River, and Alhambra Boulevard - Council Districts 1, 3, and 4

Recommendation:

This report recommends that Council approve the attached resolution:

- Approving goals and objectives for the City's parking program; and
- Directing staff to bring back a parking strategy for a case study area.

Contact: Fran Lee Halbakken, Planning & Policy Manager, 808-7194

Presenters: Fran Lee Halbakken, Planning & Policy Manager
Howard Chan, Parking Services Manager

Department: Transportation

Division: Parking

Organization No: 3461 & 3481

Summary:

This report provides a status update of the Central City Parking Master Plan. The Council is being asked to approve goals and objectives for the parking program and to direct staff to develop a comprehensive parking strategy for a case study area.

Committee/Commission Action:

The Planning Commission received an informational report on the Central City Parking Master Plan on May 12, 2005. The Disability Advisory Commission also received an informational presentation on June 16, 2005.

Background Information:

On December 14, 2004, City Council approved a consultant services agreement with DKS Associates for the Central City Parking Master Plan. The Department of Transportation is leading the project with assistance of City staff from Planning, Downtown Development, Neighborhoods, Parks, and Convention, Culture and Leisure. There have been three stakeholder meetings, eight community outreach presentations, and one round of focus group meetings. The first newsletter was sent to 3000 people and the project website has been active since early 2005. A public open house is planned in September.

The Master Plan will assess our current on-street and off-street parking operations and provide a 2-year, 5-year, and beyond 5-year plan for future parking opportunities. The objective of the plan is to develop criteria, policies and procedures that will be used to guide the City when making decisions related to the following:

- Parking on City streets and in City lots and garages;
- Joint use of other public or privately-owned parking in the Central City; and
- Timing and location of future parking facilities.

Staff is proposing that Council adopt the following goals and objectives for the City's parking program:

Supply Parking to Meet Need

- Use parking minimum (ratios) to ensure that adequate parking is provided with new development to prevent adverse impacts on existing land uses;
- Ensure that there is adequate new parking supplied to support a synergistic mix of land uses including office, residential, retail, restaurant and entertainment;
- Use flexible parking ratios so less parking is required where transit availability is best and where mixed-use development allows for shared use of parking;
- The City of Sacramento should act as a broker to supply parking when the private sector does not;
- Take a strategic approach to parking master planning that will allow short-term decisions to be made that are consistent with long-term strategies or plans; and
- Provide adequate on-going monitoring of parking supply and utilization to be able to identify deficiencies or conflicts when they develop.

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

- Establish use priorities for each type of parking;
- Use time limits and rates to manage short-term and long-term parking to ensure that priority parkers can find parking;
- Establish rates that encourage efficient use of spaces;
- Enforce parking restrictions and regulations to ensure the appropriate use of on-street parking; and
- Continue to seek out technology that will improve the efficiency and effectiveness of the parking enforcement program.

Modify the Residential Parking Program to manage the retail/residential interface

- Operate Residential Permit areas to protect the residential character of the neighborhoods and ensure adequate parking availability for residents while also supporting the needs of small, neighborhood-supporting businesses located in the area;
- Adopt policies that provide greater consistency and clarity in the Residential Permit areas; and
- Provide employee permits in Residential Permit areas if there is a surplus of parking.

Minimize the negative impacts of parking

- Minimize the visual intrusion and other negative environmental impacts of parking;
- Minimize the land devoted to parking in the Central City;
- Reduce the adverse impacts of commuter parking on residential neighborhoods; and
- Coordinate City parking policy with efforts to support and increase transit and alternate mode use.

Make parking safe, secure, attractive and convenient

- Provide adequate maintenance of City-owned parking so that it is safe, secure, clean and attractive for its users; and

- Make the use of on-street and other City-owned parking easy and convenient through information, effective signage, convenient payment options, and logical access and exit points.

Operate City-owned parking in a sound financial manner

- Ensure that the City's parking program is financially self-sufficient;
- Offer City-owned public parking at a rate that recognizes the cost of providing parking and the economic value of the parking;
- Provide parking discounts when they are economically feasible and they reflect appropriate incentives for the use of City-owned parking;
- Structure the financial accounting of parking revenues with sufficient flexibility to support the growing demands on the parking program;
- Maintain all City-owned parking facilities and revenue collection equipment for maximum effectiveness and efficiency; and
- Provide operational policies and procedure to ensure that the City's parking program is run effectively, efficiently and consistent with the parking industry's best practices.

Maps showing the amount and location of parking spaces, on and off street, and the use of those spaces are included as Attachments 1-8. The off-street maps include City-owned spaces and all other publicly available spaces owned by others. These maps cover the two focus areas of the Parking Master Plan. Data is being collected for the remainder of the study area located outside the focus areas. A table that summarizes the information shown on Attachments 1-8 is shown below:

| Summary of Parking in Focus Areas | | | |
|-----------------------------------|------------|--------|--------|
| | Focus Area | | |
| | 1 | 2 | Both |
| Parking Spaces | | | |
| On Street | 5,399 | 3,340 | 8,739 |
| Off Street | 43,362 | 10,834 | 54,196 |
| Total | 48,761 | 14,174 | 62,935 |
| Percent Occupied | | | |
| On Street | 82% | 68% | 77% |
| Off Street | 71% | 61% | 69% |
| Total | 72% | 63% | 70% |

During the course of the Central City Parking Master Plan, an area has emerged as a "hot spot". The area roughly bounded by 14th to 19th Streets and J Street to Capitol Avenue includes several restaurants and new developments the City of Sacramento has invested in. During weekday lunches and weekday and weekend evenings, it is difficult to find parking in this area that is conveniently located, safe, and easy to use. Instead of waiting until the Central City Parking Master Plan is completed, staff is recommending that Council direct staff to address this area as a case study and develop a comprehensive parking strategy. Due to the investment of public monies into this area, staff feels it is prudent to develop and implement a parking strategy now to support the earlier investment and assist these businesses.

Financial Considerations:

The study costs of \$399,975 are being funded by the Parking Facilities Development (VD96) capital improvement project (CIP). This CIP is funded with parking enterprise funds (Fund 412), which will be used for the off-street parking portion of the project. The Department of Transportation will augment VD96 with General Funds (Fund 101) to cover the on-street parking portion of the project.

Environmental Considerations:

This activity is not considered a project as defined by Section 15378 of the California Environmental Quality Act (CEQA) guidelines. The activity involves no physical construction and has no potential to cause a significant impact on the environment (CEQA Section 15061 (b)(3)).

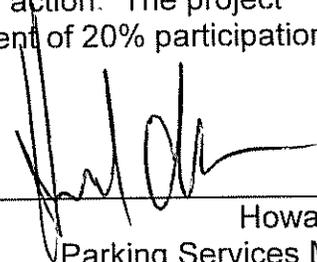
Policy Considerations:

The Central City Parking Master Plan is consistent with the City of Sacramento's Strategic Plan goals of improving and diversifying the transportation system, enhancing and preserving neighborhoods, and expanding economic development throughout the City.

Emerging Small Business Development (ESBD):

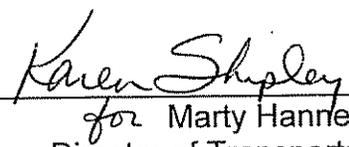
No goods or services are being procured with this Council action. The project consultant, DKS Associates, has met the ESBD requirement of 20% participation for City projects.

Respectfully Submitted by:



Howard Chan
Parking Services Manager

Approved by:



for Marty Hanreman
Director of Transportation

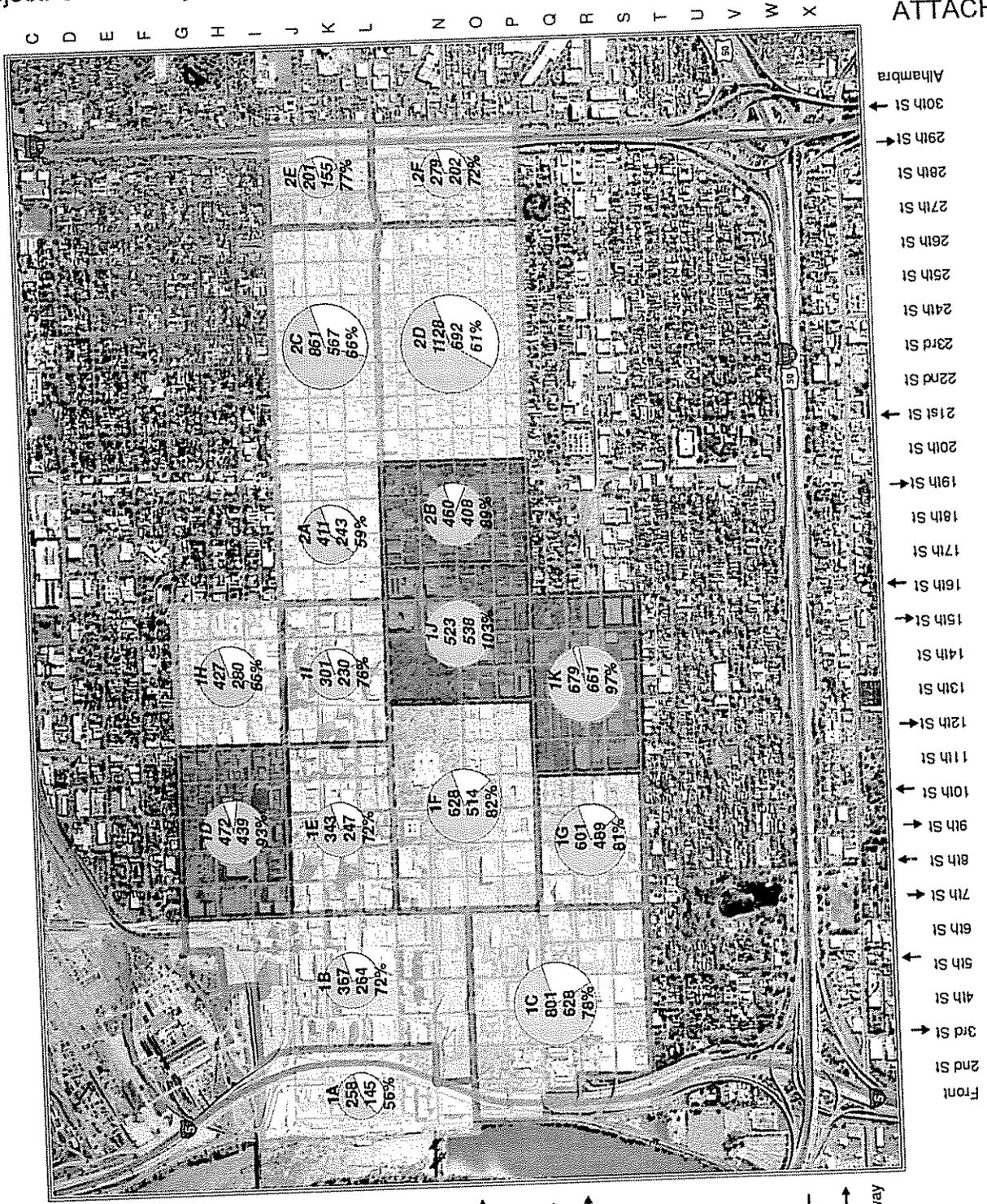
Recommendation Approved:


ROBERT P. THOMAS
City Manager

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| Pg 7-14 | Attachments |
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ATTACHMENT 1



**ON-STREET
MID-DAY (10am-Noon)
OCCUPANCY
BY DISTRICT
(Adjusted for
Street Cleaning)**

- C St ←
- D St →
- E St ←
- F St →
- G St ←
- H St →
- I St ←
- J St →
- K St ←
- L St →
- Capitol
- N St ←
- O St →
- P St ←
- Q St →
- R St ←
- S St →
- T St ←
- U St →
- V St ←
- W St →
- X St ←
- Broadway

**PIE SIZE=TOTAL SPACES
BLUE=OCCUPIED
WHITE=YACANT**

**2D: DISTRICT #
TOTAL SPACES
OCCUPIED SPACES
PERCENT OCCUPIED**

*Italics = Adjusted for
Street Cleaning*

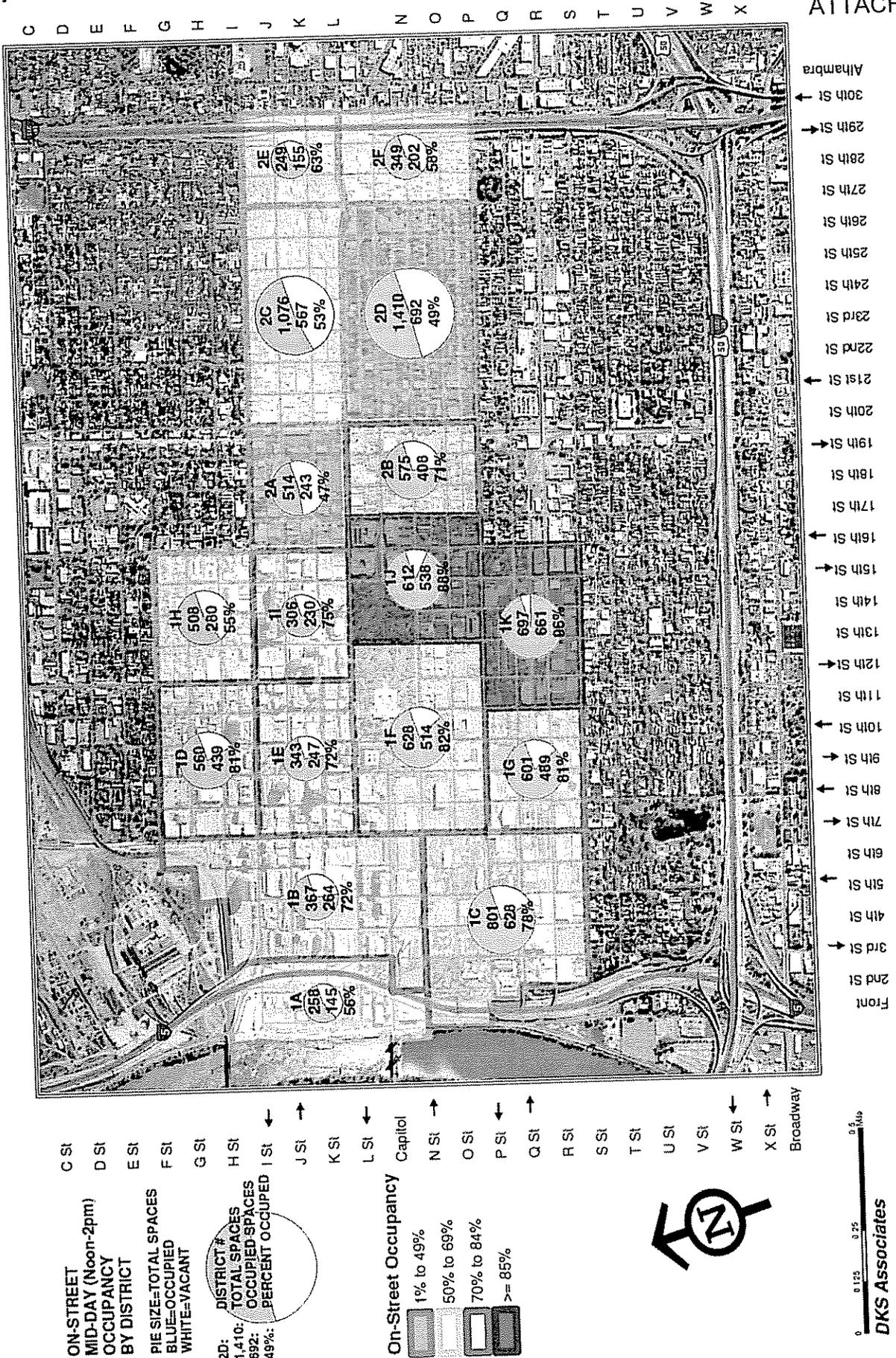
On-Street Occupancy

- 1% - 49%
- 50% - 69%
- 70% - 84%
- >= 85%

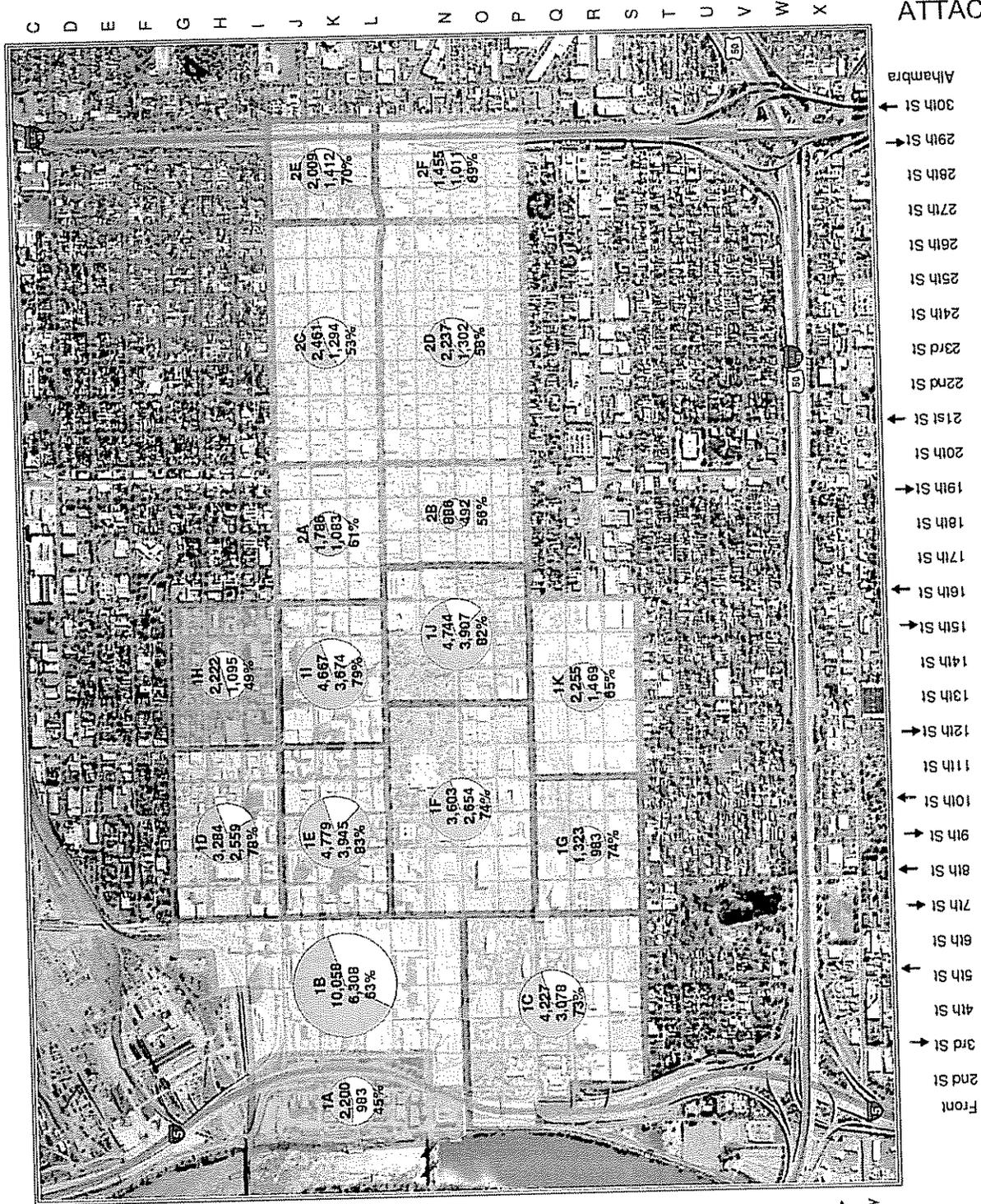


DKS Associates

ATTACHMENT 2



ATTACHMENT 3



C St
D St
E St
F St
G St
H St
I St
J St
K St
L St
Capitol
N St
O St
P St
Q St
R St
S St
T St
U St
V St
W St
X St
Broadway

OFF-STREET
MID-DAY (10am-2pm)
OCCUPANCY
BY DISTRICT

PIE SIZE=TOTAL SPACES
BLUE=OCCUPIED
WHITE=VACANT

1B: DISTRICT #
10,058: TOTAL SPACES
6,308: OCCUPIED SPACES
63%: PERCENT OCCUPIED

Off-Street Occupancy

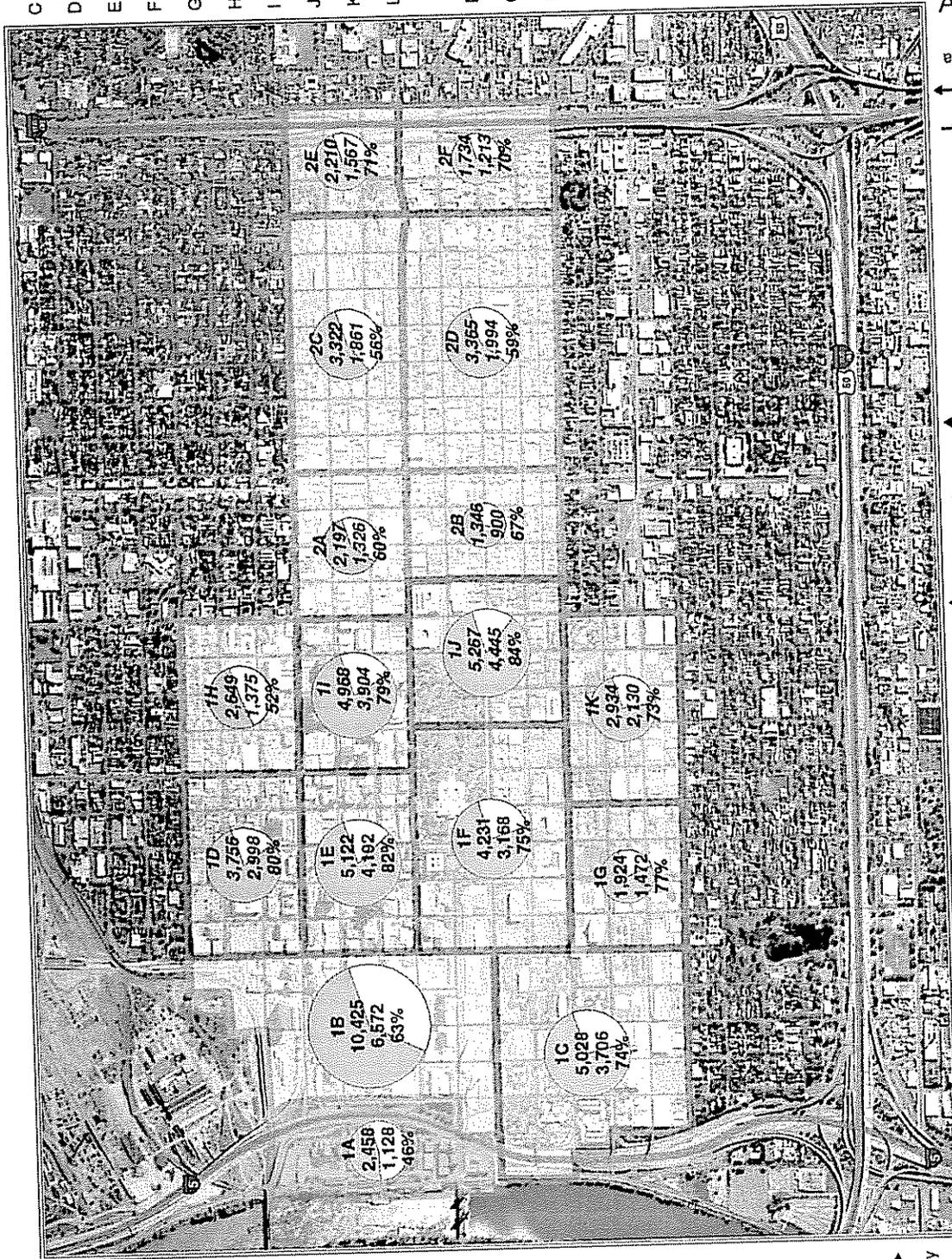
- 1% to 49%
- 50% to 69%
- 70% to 84%
- >= 85%

0 0.125 0.25 0.5 Miles

DKS Associates

C D E F G H I J K L N O P Q R S T U V W X

ATTACHMENT 4



Alhambra
 30th St
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 28th St
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 23rd St
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 2nd St
 Front

**ON + OFF STREET
 MID-DAY (10am-Noon)
 OCCUPANCY
 BY DISTRICT
 (Adjusted for
 Street Cleaning)**

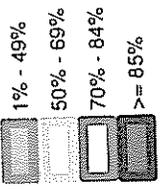
C St
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 V St
 W St
 X St
 Broadway

**PIE SIZE=TOTAL SPACES
 BLUE=OCCUPIED
 WHITE=VACANT**

**2D: DISTRICT #
 TOTAL SPACES
 OCCUPIED SPACES
 PERCENT OCCUPIED**

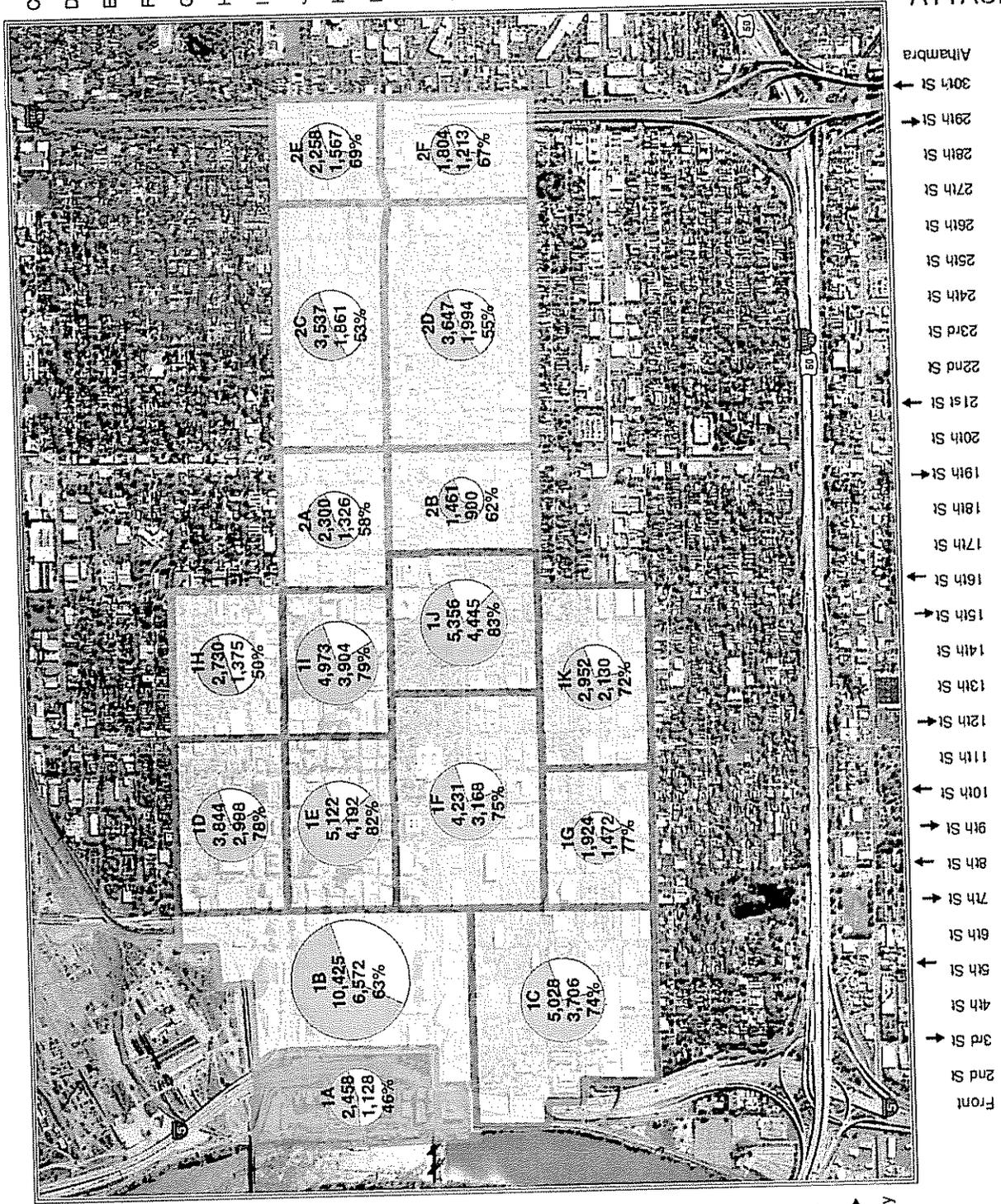
*Italics = Adjusted for
 Street Cleaning*

On/Off Street Midday



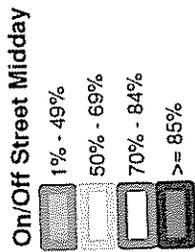
DKS Associates

ATTACHMENT 5



ON + OFF STREET
MID-DAY (Noon-2pm)
OCCUPANCY
BY DISTRICT

PIE SIZE=TOTAL SPACES
BLUE=OCCUPIED
WHITE=VACANT

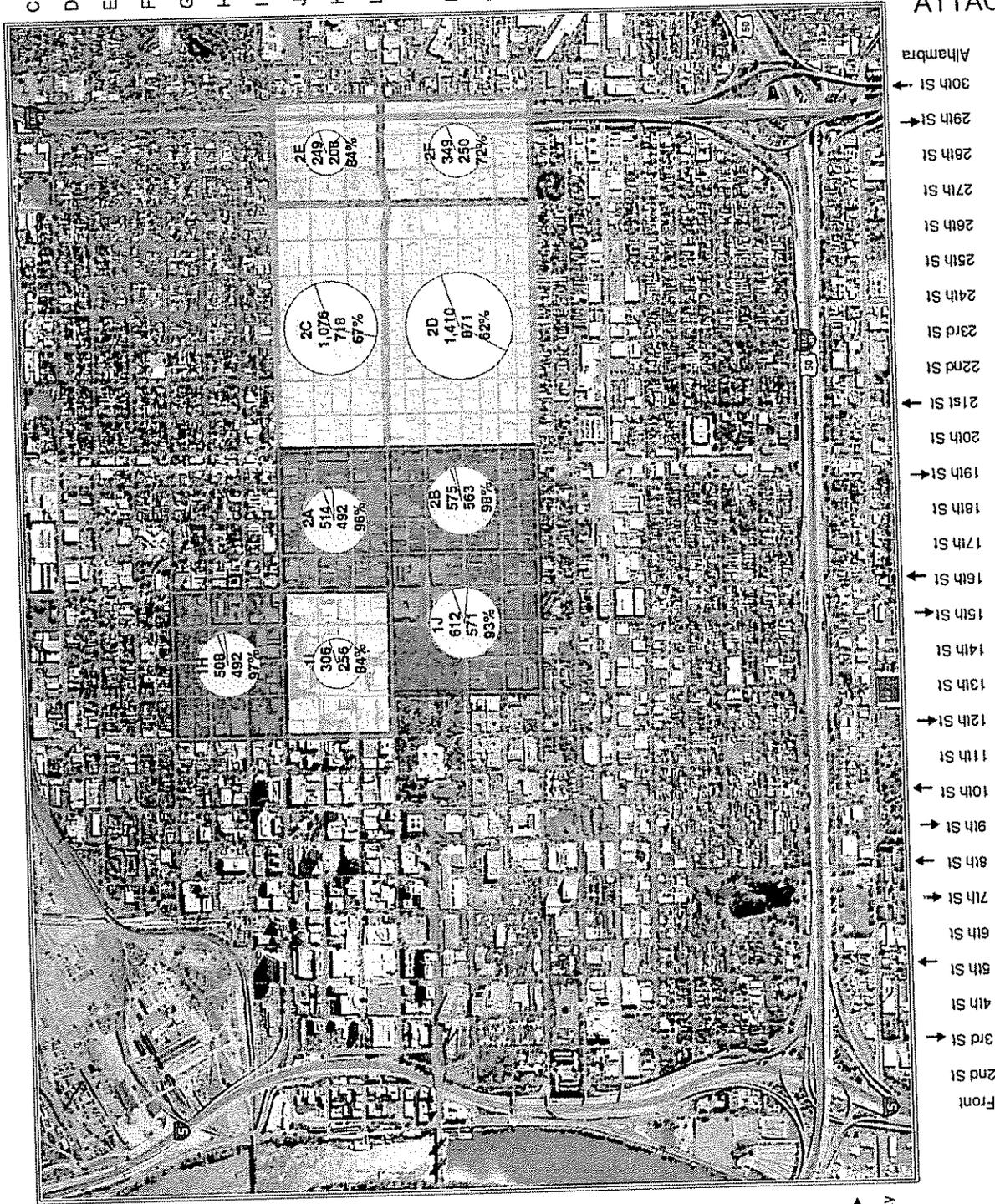


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K St
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Q St
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X St
Broadway

Alhambra
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7th St
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5th St
4th St
3rd St
2nd St
Front

C D E F G H I J K L N O P Q R S T U V W X

ATTACHMENT 6



**ON-STREET
FRIDAY
EVENING (7pm-9pm)
OCCUPANCY**

**PIE SIZE=TOTAL SPACES
BLUE=OCCUPIED
WHITE=VACANT**



On-Street 7-9pm

- 1% to 49%
- 50% to 69%
- 70% to 84%
- >= 85%



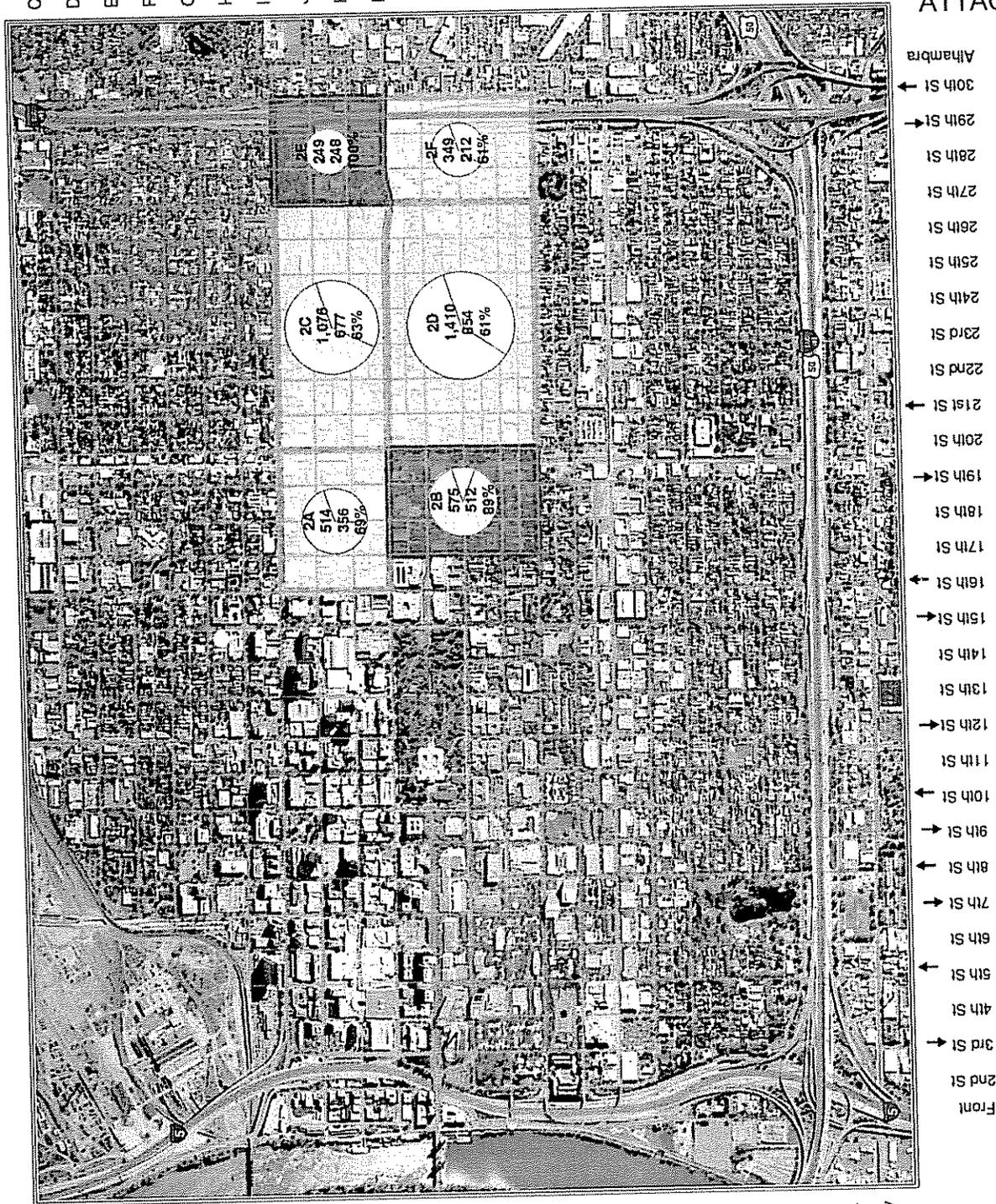
DKS Associates

Alhambra
30th St
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21st St
20th St
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2nd St
Front

C St D St E St F St G St H St I St J St K St L St Capitol N St O St P St Q St R St S St T St U St V St W St X St Broadway

C D E F G H I J K L N O P Q R S T U V W X

ATTACHMENT 7



ON-STREET
FRIDAY NIGHT (10pm-12am)
OCCUPANCY
FOCUS AREA 2

PIE SIZE=TOTAL SPACES
 BLUE=OCCUPIED
 WHITE=VACANT

2D:
 DISTRICT #
 TOTAL SPACES
 1,410
 OCCUPIED SPACES
 854
 PERCENT OCCUPIED
 61%

On-Street 10-12pm

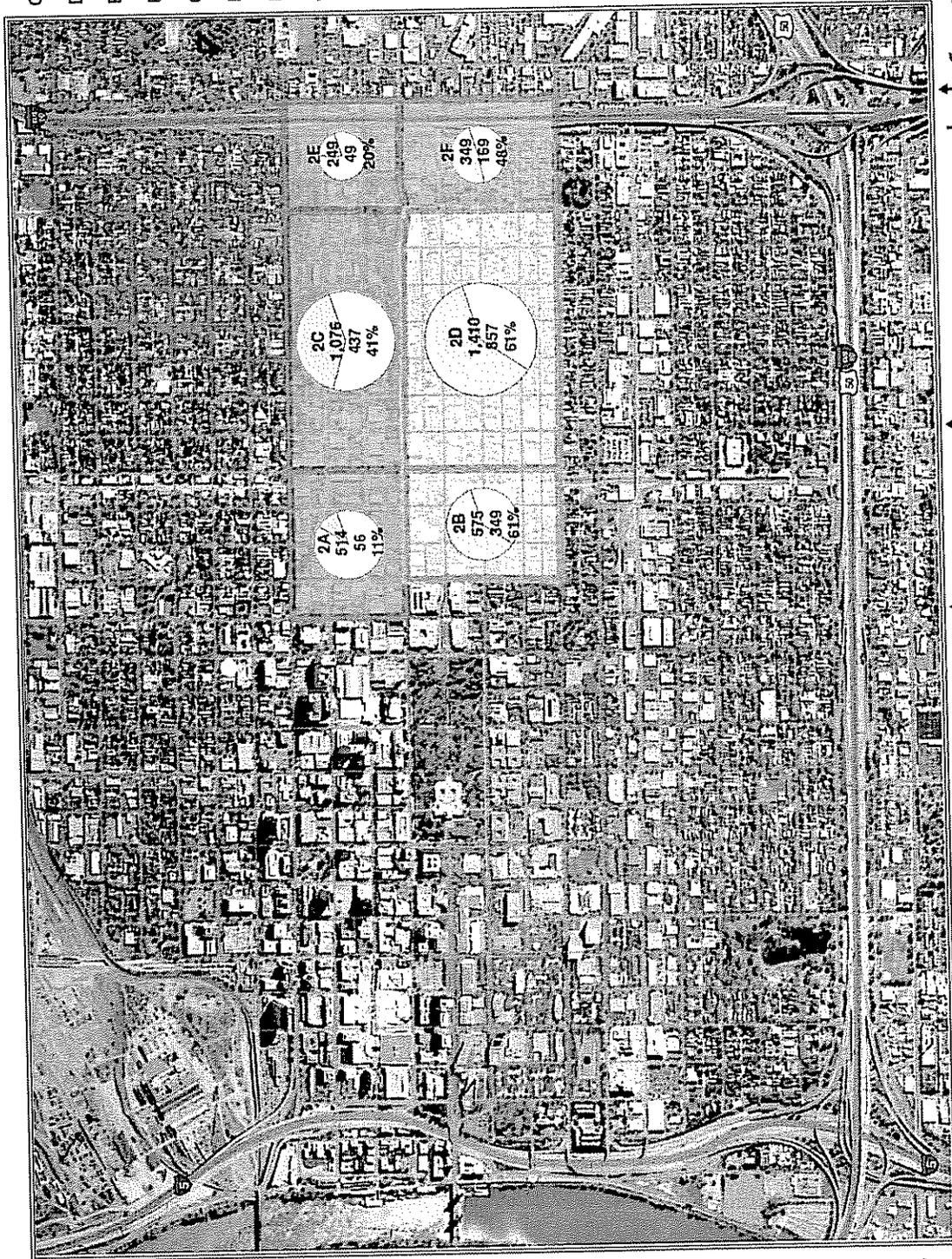
- 1% to 49%
- 50% to 69%
- 70% to 84%
- >= 85%

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I St
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K St
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Capitol
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O St
P St
Q St
R St
S St
T St
U St
V St
W St
X St
Broadway

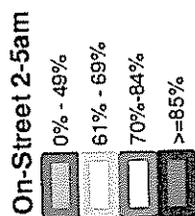
Front St
2nd St
3rd St
4th St
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6th St
7th St
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12th St
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19th St
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21st St
22nd St
23rd St
24th St
25th St
26th St
27th St
28th St
29th St
30th St
Alhambra

0 0.125 0.25 0.5 Miles
DKS Associates

ATTACHMENT 8



ON-STREET MORNING (2am-5am) OCCUPANCY FOCUS AREA 2
 PIE SIZE=TOTAL SPACES
 BLUE=OCCUPIED
 WHITE=VACANT



DKS Associates

C St D St E St F St G St H St I St J St K St L St Capitol N St O St P St Q St R St S St T St U St V St W St X St Broadway

Alhambra
 30th St
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 6th St
 5th St
 4th St
 3rd St
 2nd St
 Front

O D E F G H I J K L N O P O R S T U V W X

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING CENTRAL CITY PARKING MASTER PLAN GOALS AND OBJECTIVES FOR THE PARKING PROGRAM

BACKGROUND

- A. On December 14, 2004, City Council approved a consultant services agreement for the Central City Parking Master Plan.
- B. The Central City Parking Master Plan will assess our current on-street and off-street parking operations and provide a 2-year, 5-year, and beyond 5-year plan for future parking opportunities.
- C. The objective of the Plan is to develop criteria, policies and procedures that will be used to guide the City when making decisions related to parking in the Central City.

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

Section 1. Adopt the following goals and objectives for the City of Sacramento's parking program:

Supply Parking to Meet Need

- Use parking minimum (ratios) to ensure that adequate parking is provided with new development to prevent adverse impacts on existing land uses;
- Ensure that there is adequate new parking supplied to support a synergistic mix of land uses including office, residential, retail, restaurant and entertainment;
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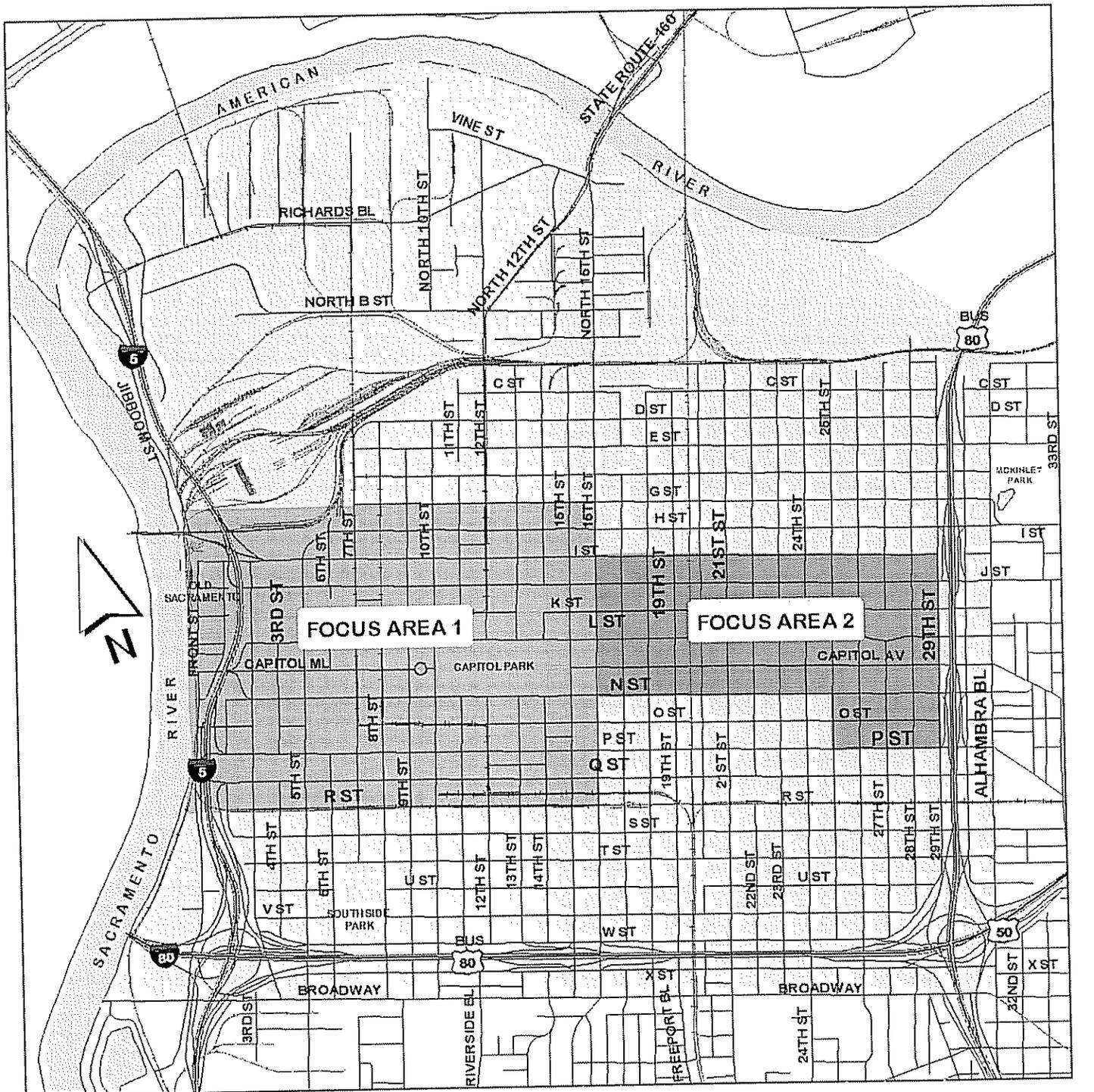
Section 2. Direct staff to address the area, roughly bounded by 14th to 19th Streets and J Street to Capitol Avenue, as a case study and develop a comprehensive parking strategy.

Table of Contents:

Exhibit A: Map of Central City Parking Master Plan area – 1 page

Location Map for

CENTRAL CITY PARKING MASTER PLAN BOUNDARY AND FOCUS AREAS



Map Contact: S. Tobin
Map Date: July 2005

MASTER PLAN BOUNDARY

1,900 950 0 1,900 Feet