Corona Del Mar Parking Management Plan

Draft Report

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NELSON
NYGAARD

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1 EXECUTIVE SUMMARY

OVERVIEW

Corona del Mar is a vibrant community that is known for its residential neighborhoods, beaches, and recreational opportunities. Located along East Coast Highway, Corona del Mar, and particularly the Village commercial core, also serves as a local and regional destination. Given its popularity, demand for parking has been an ongoing issue, highlighting inefficiencies with the parking system and its management. Of particular concern has been high demand during peak periods, a perceived lack of parking supply, restrictive regulations that limit use of existing parking facilities, and spillover parking into residential neighborhoods. The lack of adequate bicycle parking has also been identified as a key concern.

To address these issues, the City prioritized a detailed and focused study of parking issues in the commercial core[1]. The primary goal of this study is to make parking more convenient for both residents and visitors.

This report represents a system-wide study of current parking conditions, which will help guide both near- and long-term City actions. This report includes an analysis of existing parking inventory, supply, and demand through parking counts of on- and off-street supply. The counts are utilized in order to examine actual parking data, not commonly accepted perceptions about parking, and conclusively establish key parking trends occurring in Corona del Mar.

Guided by future development plans, it also examines parking conditions in potential development scenarios and identifies any future parking challenges. Finally, this report proposes a phased Parking Management Plan that includes strategies to manage both the supply and demand for parking, while also maximizing its efficiency and convenience. These strategies were developed based on input from City staff, residents, the Corona del Mar BID, and other local stakeholders.

The contents of this report include:

Chapter 2: Provides an analysis of existing parking conditions, including current supply and demand.

Chapter 3: Provides an analysis of current and future parking demand in Corona del Mar as it relates to existing and proposed land uses.

Chapter 4: Includes a detailed set of near- and long-term strategies that comprise a Parking Management Plan for Corona del Mar.

[1] The study area follows the alignment of East Coast Highway between Zahma Drive and Hazel Drive, including one to two blocks to the east and west, as well as the Corona del Mar Plaza.

EXISTING CONDITIONS

Parking Inventory

Inventory and occupancy counts of parking in Corona del Mar were conducted by Walker Parking Consultants in 2008.[2] Figure 1-1 provides a summary of parking inventory for the study area. On-street parking makes up 49% of the total parking supply in the study area. While there are no on-street metered parking spaces in the study area, all parking spaces on East Coast Highway within the study area have a one-hour time limit from 7 a.m. to 6 p.m. every day. Off-street parking is 34% of the total supply in the study area. There are three off-street parking lots open to the public within the study area. The fee for parking in any of these lots is $1.50 per hour up to $15.oo per day (10-hour maximum). Paid parking spaces in these public lots make up 6% of the off-street supply in the study area.

Figure 1-1 Parking Inventory by Space Type

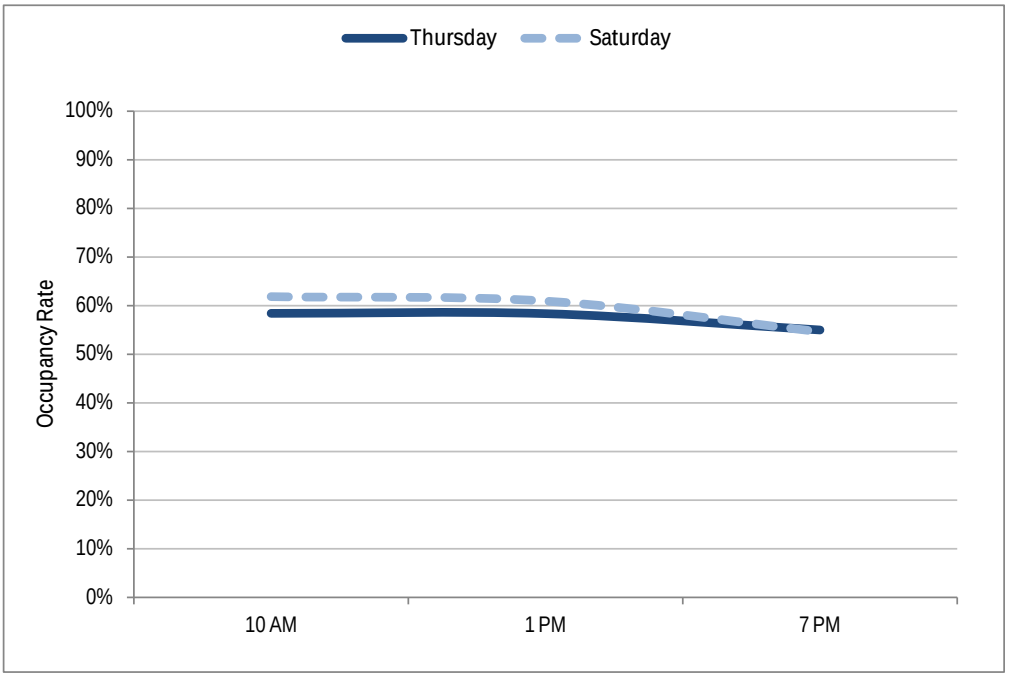
Location	Standard	Paid	1 Hour Limit	Total	% of Parking
On-Street	1,754	0	279	2,033	49%
	86%	*0%*	*14%*	*100%*	
Off-Street	1,347	85	0	1,432	34%
	94%	*6%*	*0%*	*100%*	
Corona del Mar Plaza	711	0	0	711	17%
	100%	0%	0%	100%	
Total	3,812	85	279	4,176	100%
	91%	*2%*	*7%*	*100%*	

Parking Occupancy

Figure 1-2 shows the occupancy rate for the study area as a whole (excluding the block north of Avocado and the Corona del Mar Plaza) at each observation time on Thursday and Saturday. Occupancy rates are very similar on both days, with utilization fluctuating between 58% and 55% on Thursday and between 62% and 54% on Saturday. Peak occupancy for the entire study area was at 10 a.m. on both days, and then decreased throughout the day.

[2] While this data is several years old, the characteristics of the study area have not changed to the point where parking demand and behavior would be significantly different.

Figure 1-2 Occupancy Rates, Overall Study Area



Target occupancy rates of 85% and 90% are effective industry-standards for analyzing the demand for on- and off-street spaces, respectively. In other words, maintaining 15% and 10% vacancy rates for corresponding on- and off-street stalls help to ensure an "effective parking supply." It is at these standard occupancy levels that roughly one space per block is available, making searching or "cruising" for parking unnecessary, and off-street lots maintain adequate maneuverability. Utilization rates much below these targets indicate a diminished economic return on investment in parking facilities.

Figure 1-3 and Figure 1-4 show the distribution of parking demand within the study area for both on-street block faces and off-street lots. During Thursday's peak-hour, less than one-quarter of block faces exhibited occupancy rates at or above the target rate of 85%. None of the off-street lots exhibited occupancy rates at or above the 90% target rate and only four exhibited occupancy rates of 75% or more. During Saturday's peak-hour, 29% of the block faces had utilization rates of 85% or more. Two off-street blocks exhibited occupancy rates of 90% or more.

Figure 1-3 Peak Hour Occupancy, Thursday 10 AM

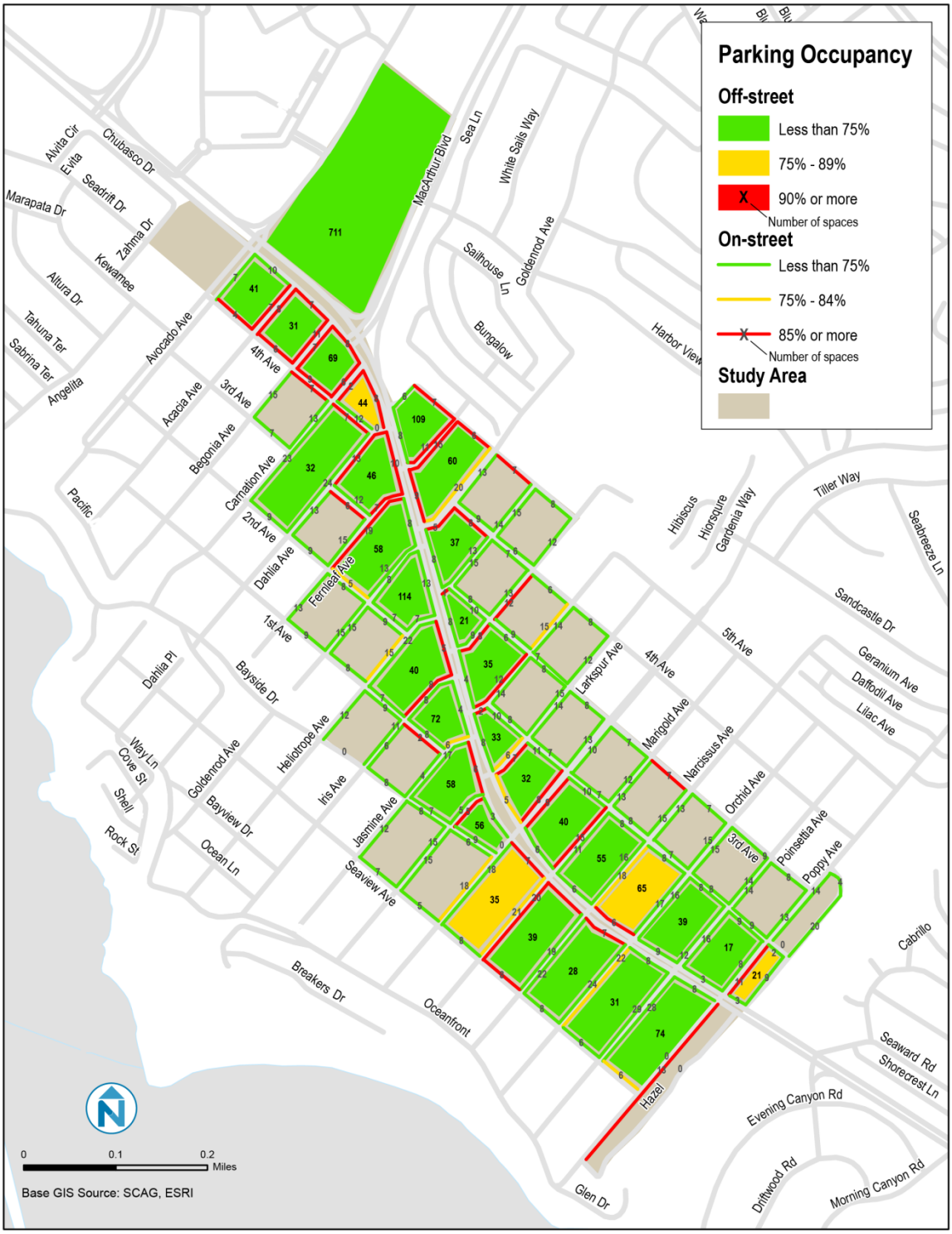


Figure 1-4 Peak Hour Occupancy, Saturday 10 AM

Summary of Key Findings

Key Finding #1: Corona del Mar has a large supply of parking, the majority of which is located in publicly-accessible on-street spaces.

A total of 3,465 parking spaces exist in Corona del Mar (excluding the Plaza), 2,033 of which (59%) are located in on-street spaces. However, of these spaces, it is estimated that 279 have one-hour time limits with the great majority of the rest being free and unregulated. This blend of regulations may be causing some motorists to avoid the one-hour time limited spaces on East Coast Highway and instead park on unregulated neighborhood streets.

Key Finding #2: Corona del Mar's parking supply is generally underutilized, even at peak hour.

The analysis of occupancy for the whole study area showed that on both days, occupancy peaked at roughly 60% with *over 1,300 spaces vacant*. At peak time, less than one-third of block faces reached 85% capacity and less than 20% of individual off street lots ever reached 90% capacity.

Key Finding #3: While the parking supply is underutilized, various "hot-spots" of demand exist.

Various "pockets" of high demand exist in Corona del Mar, even during non-peak hours. In particular, on-street spaces experienced higher occupancy rates during all hours with daily average rates ranging from 26% to 37% higher. The uneven distribution of parking occupancy shown by the data, combined with low overall occupancy and pockets of high occupancy, indicates that ***there is not a parking supply shortage, but rather a need for better parking management.***

Key Finding #4: Current pricing of public off-street facilities and free on-street parking, encourage excessive "cruising" for available on-street spaces, and cause parking spillover into surrounding residential streets.

Currently, the only priced parking in Corona del Mar is located public off-street lots. The remaining parking supply, whether on- or off-street, is either time limited, unregulated, or limited to customer or tenants only. As such, there is a strong incentive for visitors to the area to avoid the public lots and seek out free on-street spaces.

Key Finding #5: The City's Code does not encourage an efficient use of Corona del Mar's parking supply.

The City Code requires a Change of Use Permit which may be restricting potential sharing of parking facilities. Revision of the City Code may be necessary in order to allow for more flexible use of the parking supply. It should be noted that any parking management strategy should be compliant with the California Coastal Commission, which has jurisdiction over a portion of the study area.

CURRENT PARKING DEMAND

Total Inventory, Occupancy, and Supply

As shown in Figure 1-5, Thursday occupancies for the study area as a whole and for each of the zones are well below target levels of demand and result in an "oversupply" of parking. For example, at peak occupancy on Thursday, 2,100 parking spaces in the study area were occupied (both on- and off-street). If one were to assume that this was meeting the target occupancy rate, then the study area would only require 2,420 spaces.[3] Current supply in the study area, however, is 3,465 spaces, which translates into a 43% "oversupply" of parking based on current demand. On Saturday, combined on- and off-street parking for the study area has 40% oversupply, which is similar to Thursday.

Figure 1-5 Occupancy, Inventory, and Level of Supply (All Spaces)

Day	Peak Occupancy	Necessary Supply	Existing Supply	Over Supply (#)	Over Supply (%)
Thursday – 10 am	2,100	2,420	3,465	1,045	43%
Saturday – 10 am	2,143	2,472	3,465	993	40%

Supply and Commercial Demand Ratios

Parking ratio calculations were also established for both the total supply of parking and the demand for parking *associated with commercial uses* (as opposed to total parking demand shown in Figure 1-5) in order to understand the number of spaces occupied per thousand square feet of commercial building space that could then be compared to the municipal code parking requirements.

The supply ratio compares total built stalls to built land use. This represents the total number of existing parking stalls correlated to total existing land use square footage (occupied or vacant) within the study area. At this time, about **4.08 parking stalls per 1,000 GSF** of built land use have been developed/provided within the study area (combining the on-and off-street parking supplies). It is important to note that this calculation does not imply that on-street or other public spaces are there for the sole use of any one user group, whether they are residents or businesses. Instead, the calculation is made to acknowledge that public parking is available to all motorists, some of whom are commercial users.

The *commercial* demand ratio compares peak commercial occupancy to occupied land use. This represents peak hour occupancy for commercial uses, combining the on and off-street supply and discounting residential vehicles parked on-street that are not associated with businesses[4]. As

[3] Based upon target occupancies of 85% on-street and 90% off-street.

[4] In order to determine how many on-street parking spaces are typically occupied by residents (not associated with commercial parking demand), vehicle ownership data from the American Community Survey 5-year estimates (2007 – 2011) was consulted. Based on a City sample survey that there are on average 1.5 garage spaces per resident household and assumes 1.25 garage spaces per household being used to store cars (to account for the fact that some garage spaces may be used for storage) and 0.25 vehicles per household parked on-street. This number was subtracted both from the total supply and the total occupied spaces for the purpose of demand calculations.

such, actual parked vehicles were correlated with actual occupied building area (approximately 676,754 GSF). From this perspective, current peak hour demand stands at a ratio of approximately **2.24 occupied parking stalls per 1,000 GSF** of built land use.

In short, parking supply exceeds commercial parking demand. Figure 1-6 summarizes these findings. To be clear, the demand ratio only includes commercial demand by omitting an estimated number of residential vehicles parking on the street and in the off-street lots.

Figure 1-6 Commercial Parking Demand in Study Area – Mixed Land Use to Built Supply

	A	B	C	D	E	F
Time Period	GSF (Built)	GSF (Occupied)	Total Supply Inventoried in Study Area	Built Ratio of Parking (per 1,000 GSF)	Total Spaces Occupied by Commercial Users	Actual Ratio of Commercial Parking Demand (per 1,000 GSF)
Thursday, 10 AM	695,831	676,754	2,840	4.08	1,393	2.06
Thursday, 1 PM					1,391	2.06
Thursday, 7 PM					1,280	1.89
Saturday, 10 AM					1,518	2.24
Saturday, 1 PM					1,485	2.19
Saturday, 7 PM					1,258	1.86

FUTURE PARKING DEMAND

New Commercial Construction

Based on future land use information provided by the City of Newport Beach, it was determined that in the future an additional 63,883 square feet could be built in the study area based on the maximum floor area allowed per lot. As shown in Figure 1-7, it was determined that 168 additional parking spaces would be needed to meet the future demand at an 85% occupancy rate. Given that the existing oversupply of parking within the study area, it is projected that there is more than enough existing parking to accommodate future commercial growth.

Figure 1-7 Future Demand and Necessary Supply

A	B	C	D
New Built Square Ft (provided by City)	Peak Demand Rate (Occ. per 1,000 GSF)	Additional Future Demand (c) = a * (b / 1,000)	Additional Necessary Supply (d) = c / (.85)
63,883	2.24	143	168

New Residential Construction

Currently, there are 15 parking lots in the study area that are zoned for residential use. Based on the parcel zoning, it is possible that in the future those parcels could be redeveloped as one or two unit residential properties, thus reducing the total off-street parking supply. In total, up to 344

spaces in off-street lots could be removed due to residential development. Under future conditions, assuming the maximum amount of commercial growth has occurred, there would still be an oversupply of parking at peak occupancy (Figure 1-8).

Figure 1-8 Future Over Supply

Day	A	B	C	D
	Future Peak Occupancy a = peak occ. + 143	Future Necessary Supply b = necessary sup. + 168	Future Supply c = actual sup. - 344	Future Over Supply d = c -b
Thursday	2,243	2,588	3,121	533
Saturday	2,286	2,640	3,121	481

PARKING MANAGEMENT PLAN

Figure 1-9 summarizes the Corona del Mar Parking Management Plan. The Parking Management Plan was developed with input from City staff, the Corona del Mar BID, Corona del Mar property owners, and other local stakeholders. A full description of each of the strategies can be found in Chapter 4.

The strategies included below are designed to work together to meet the City's parking management goals. In order for Corona del Mar to better manage its parking without engaging in superfluous programs and incurring unnecessary costs, strategies are grouped into two categories. The first describes measures that are intended for near-term consideration and generally represent the most promising and cost-effective ways of managing demand. The second group of strategies describes others that are long-term in nature and are recommended to be implemented only if parking management problems persist.

Figure 1-9 Corona del Mar Parking Management Plan

Timeframe	Strategy	Description	Goals/Rationale	Key Components
NEAR-TERM	1	Revise the zoning code to create appropriate standards for Corona del Mar.	Parking supply more accurately match actual local demand	Create a reduced and "blended" parking standard for all non-residential uses of 2 spaces per 1,000 square feet.
			More flexible regulatory environment	Exempt commercial/retail add-ons and changes of use smaller than 5,000 square feet from the provision of any additional parking under the minimum parking requirements.
			Empower creative parking solutions	Establish an optional parking in-lieu fee as a means to meet minimum parking requirements.
			Maximize use of existing parking supply	Allow for shared parking among different land uses by right.
			Increase convenience and attractiveness of biking	Establish short-term and long-term bicycle parking requirements for all new non-residential development.
	2	Extend the time limits on East Coast Highway and adjust pricing in off-street lots.	Additional flexibility and convenience for visitors	Extend time limit to two hours on East Coast Highway from Avocado Avenue to Hazel Drive.
			Ensure turnover and prevent long-term parking in most convenient spaces	
			Encourage use of underutilized off-street lots	All existing public off-street lots retain 10-hour limits, but would become free of charge.
	3	Increase public parking supply through shared parking agreements with willing private property owners.	Cost-effectively increase supply of public parking	The City should conduct additional outreach to property owners and pursue shared parking agreements as a means to increase the supply of publicly available off-street parking and for private parking lot owners to maximize the use and value of their parking lots. Key issues for further study include: displacement of current tenants, managing liability and insurance, maintenance and operations, and cost sharing.
			Encourage use of underutilized off-street lots/garages	
	4	Better manage employee parking.	Reduce employee parking spillover into residential neighborhoods	All employees and employers of Corona del Mar would be eligible for one EPP per employee ($50 per permit). It is recommended that employers apply for permits on behalf of their employees. The City would designate specific off-street lots or garages for employee parking only and allow employees only during specific hours. Designated lots could be in Corona del Mar or at more remote locations.
			Maximize use of existing parking supply	Additional incentives could be offered to employees to encourage non-SOV trips, including: parking cash-out, guaranteed ride home program, and pre-tax transit benefits.
	5	Restripe existing parking to maximize parking supply.	Maximize use of existing parking supply	Mid-block red curb sections along East Coast Highway should be reviewed by Public Works and eliminated if appropriate and parking spots should be re-striped (~20 feet per space) to take full advantage of the curb space.
				Restripe existing lots to maximize parking supply. Priority locations include: Sherman Library and Gardens Overflow parking lot and Five Crowns parking lot.
	6	Increase supply of secure and convenient bicycle parking.	Provide secure bicycle storage	In coordination with the Newport Beach Bicycle Master Plan, install bicycle parking at the following priority locations: Clock Tower, Port Theater, Starbucks (East Coast Highway at Goldenrod), and Rose Bakery Café.
			Create a more welcoming environment for potential bicycle riders	
			Encourage bicycle trips as an alternative to automobile trips and reduce the demand for automobile parking	
	7	Improve awareness of and access to underutilized parking facilities with wayfinding improvements.	Improve customer convenience	Reduce the amount of unnecessary parking signage where feasible. As private parking is transitioned to public parking (see Strategy #3), install signage indicating public parking supply.
			Ensure awareness of existing parking resources	For those private off-street lots that remain restricted, develop a single type of sign that must be used by all property owners.
			Reduce congestion associated with searching for parking	Off-street parking signage should be supplemented with detailed maps, promotional materials, and graphics.
				Provide signage for delivery vehicles directing them to appropriate locations for loading and unloading.
	8	Establish a monitoring and evaluation program.	Facilitate pricing and regulatory adjustments to respond to changes to in parking demand	The City should collect annual parking occupancy data to calibrate parking demand in the area and determine whether ongoing adjustments to the parking management plan are needed.

Timeframe	Strategy	Description	Goals/Rationale	Key Components
LONG-TERM	9	If parking demand increases, implement demand-based pricing to ensure parking availability.	Under high-demand conditions, make parking more convenient and accessible for residents and visitors	*Meter location:* East Coast Highway from Avocado Avenue to Poppy Avenue, plus all public parking lots/garages.
				Meter type: Accept credit cards and pay-by-phone technology. Wireless meters are also recommended.
			Generate turnover with pricing structures that account for actual demand	*Target occupancy rates:* 85% (on-street) and 90% (off-street)
				Hours & pricing: $.50 - $1 per hour for on-street (initial rate, to be adjusted based on demand); $.25 - $.50 per hour for off-street (initial rate, to be adjusted based on demand)
				Parking revenue: Net revenue deposited in Parking Fund for improvements specifically in Corona del Mar
	10	If supported by residents, consider a residential permit program (RPP) to manage spillover into residential neighborhoods.	Mitigate impacts of spillover parking into residential neighborhoods.	*Initiation of an RPP district:* RPPs should be implemented only if there is an identified spillover problem and with strong community support.
				District boundaries: An RPP should be limited in its geographic scope to only those areas that are impacted by spillover parking. Initial districts should be introduced based on "hot spot" areas of parking activity.
				Eligibility: RPP eligibility is typically restricted to residents within the proposed zone
				Hours of operation: 2-hour parking, 8 a.m. – 6 p.m., Monday - Saturday. Permit holders exempt.
				Permit type: "Virtual" permits (based on license plates) for residents, "hangtags" for guests/short-term visitors
				Number of permits issued: A cap on the number of permits per household should be established, with an appeals process to allow additional permits be purchased upon display of compelling hardship.
				Guest parking: One free annual guest pass, with option to purchase additional temporary passes.
	11	If needed, implement a free shuttle service to remote parking facilities.	Manage parking impacts during periods of high demand.	If implemented, a residential permit program would restrict neighborhood street parking for visitors and employees traveling from outside the study area. In order to ensure that employees and visitors still have easy access, a free shuttle service could provide connections between facilities with a high supply of parking, such as Fashion Island or City Hall, and the business and commercial corridor on East Coast Highway, as well as Corona del Mar state beach.
	12	As needed, implement a peak period valet service.	Facilitate convenient drop-off and pick-up in areas of high parking demand.	*Time of operation:* Winter holiday season, Friday evening (6-10 p.m.), and Saturdays (12-10 p.m.)
				Cost: Free, if subsidized by the City or local businesses (Option A); $6 without validation; $3 with validation from participating businesses (Option B)
			Enable more efficient use of parking supply.	*Potential drop-off/pick-up locations:* 2-3 spaces along East Coast Highway between Begonia Avenue and Dahlia Avenue; 1-2 spaces along East Coast Highway between Fernleaf Avenue and Heliotrope Avenue; Off-street lot at East Coast Highway/4th Avenue/Dahlia Avenue; Off-street lot on 3rd Avenue between Dahlia Avenue and Fernleaf Avenue; Off-street lot at East Coast Highway and Poppy Avenue
				Valet technology: Valet operators should offer mobile technology allowing for convenient pickup and drop-off (point-of-sale handheld computers, key "fobs," self-serve kiosks, mobile phone technology)

2 EXISTING CONDITIONS

This chapter presents a summary of parking demand and behavior in the Corona del Mar neighborhood. It includes an overview of the survey area, data collection and survey methodology, data results, and a summary of key findings. This data will serve as a framework for developing a set of parking management strategies designed to improve convenience and accessibility for visitors, customers, businesses, and residents in Corona del Mar.

DATA SOURCE

In 2008, Walker Parking Consultants conducted parking inventory, occupancy, and turnover studies for the Corona del Mar Parking Policy Plan. While this data is several years old, the characteristics of the study area have not changed to the point where parking demand and behavior would be significantly different, and as such is used as the basis for this study.

STUDY AREA

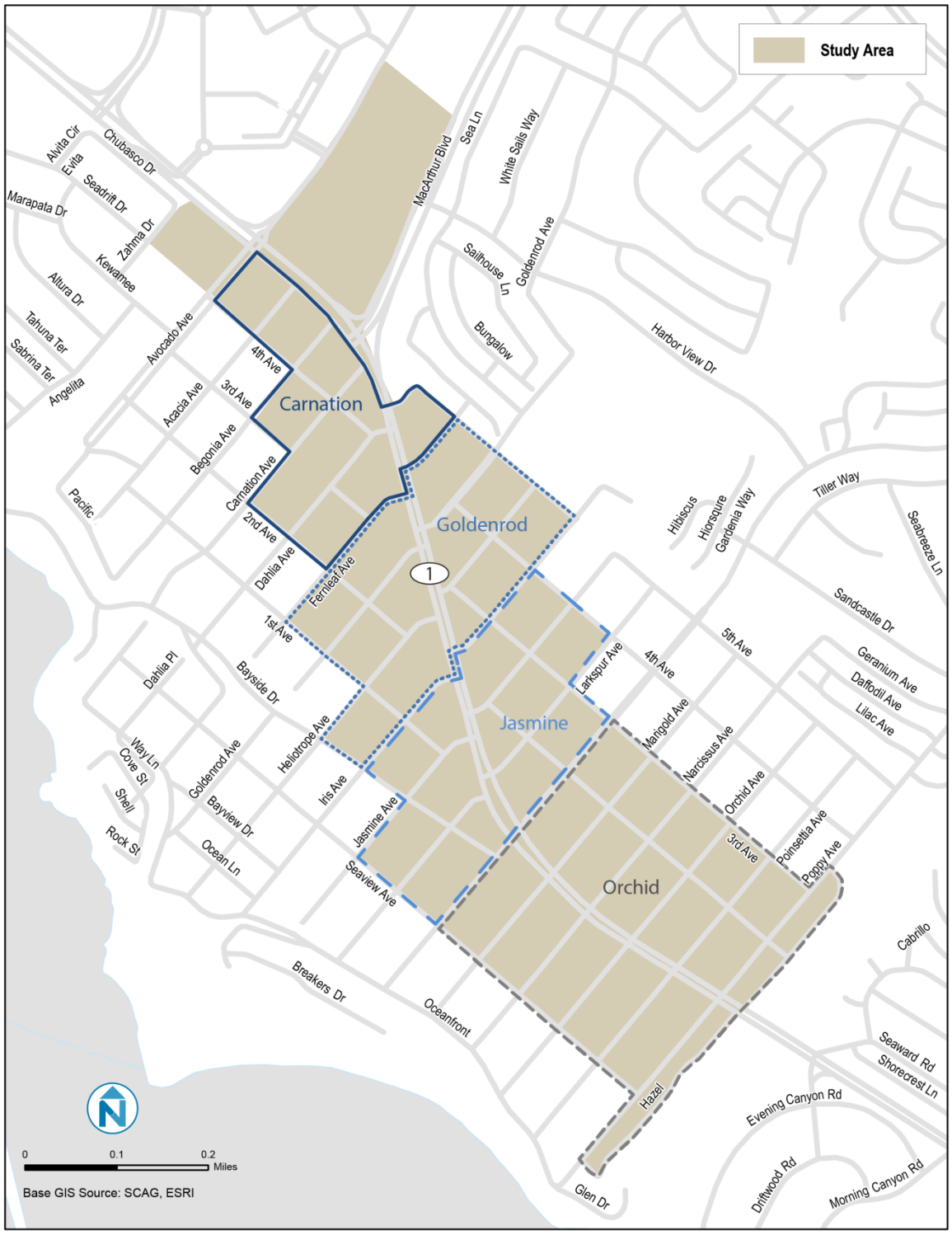
As shown in Figure 2-1, the study area follows the alignment of East Coast Highway between Zahma Drive and Hazel Drive, including one to two blocks to the east and west, as well as the Corona del Mar Plaza. East Coast Highway is lined by a variety of commercial uses such as restaurants, banks, and retail. The area to the east and west of East Coast Highway is almost entirely residential. Corona del Mar Plaza is a retail shopping center at the northern end of the study and also contains the Newport Beach Public Library.

While the analysis in this study will cover the entire study area, it is also useful to focus on smaller zones as a means to more easily compare parking behavior in different parts of the corridor. The study area has been divided into four zones (Figure 2-2), based mostly on land use characteristics along East Coast Highway. Each of these zones may attract people at different times of day, making it important to understand how the parking supply is used throughout the day. The most northwestern square block of the study area and Corona del Mar Plaza have been excluded from these zones due to a lack of parking data and varied land characteristics, respectively.

The Carnation zone at the northern end of the study area contains a concentration of restaurants and cafes. Adjacent to the Carnation zone is the Goldenrod zone, which has small retailers. The Jasmine zone has larger commercial uses such as Albertsons and Ace Hardware. At the southern end of the study area, the Orchid zone has a concentration of banks, the post office, and realtors.

Figure 2-1 Study Area

Figure 2-2 Study Zone Boundaries



PARKING INVENTORY AND REGULATIONS

Parking inventory was determined through field observations by Walker Parking Consultants. Walker Parking did not provide data on the regulation of parking spaces. This data was collected based on field observations by Nelson\Nygaard and Google Streetview images. On-street and off-street inventory data was collected for all blocks within the study area except for the block bounded by Avocado Avenue, East Coast Highway, and Zahma Drive at the northern end of the study area. Additionally, parking inventory for the Corona del Mar Plaza is considered separate from the off-street parking data collected in the rest of the study area. A matrix of on- and off-street inventory by type is shown in Figure 2-3.

On-street Parking

On-street parking makes up 49% of the total parking supply in the study area. While there are no on-street metered parking spaces in the study area, all parking spaces on East Coast Highway within the study area have a one-hour time limit from 7 a.m. to 6 p.m. every day. Based on the 2008 Walker Study counts, there are 201 parking spaces on East Coast Highway within the study area, all of which are regulated with a one-hour time limit. On streets which intersect with East Coast Highway to the east and west, about half of the blocks have regulated parking spaces within the portion of the block nearest to East Coast Highway.

Based on Google Streetview images, it was estimated that 26 block faces perpendicular to East Coast Highway have a portion of the block that is regulated between 8 a.m. and 6 p.m. with a one-hour time limit. On average, it was assumed that are about three parking spots in each of these segments are regulated, totaling 78 one-hour time limit spaces in addition to those on East Coast Highway. Fourteen percent of all on-street spaces are regulated with a one-hour time limit.

Off-street Parking

Off-street parking is 34% of the total supply in the study area. There are three off-street parking lots open to the public within the study area. The Old School Park lot is at the intersection of 4th and Dahlia Avenues and has 32 parking spots. Two public lots are located off of both sides of Larkspur Avenue at Bayside Drive. Bayside Drive Lot 1 is on the south side of Larkspur Avenue and has 34 parking spots, while Bayside Drive Lot 2 on the north side of Larkspur has 19 parking spots. The fee for parking in any of these lots is $1.50 per hour up to $15.oo per day (10-hour maximum). Paid parking spaces in these public lots make up 6% of the off-street supply in the study area.

In addition to the 1,432 off-street spaces there are 711 parking spots in the Corona del Mar Plaza at the north eastern corner of the study area, 17% of the total parking supply. These parking spots are intended for patrons of the businesses in the Corona del Mar Plaza, visitors to the Newport Beach Public Library, and employees.

Figure 2-3 Parking Inventory by Space Type

based	Standard	Paid	1 Hour Limit	Total	% of Parking
On-Street	1,754	0	279	2,033	49%
	86%	*0%*	*14%*	*100%*	
Off-Street	1,347	85	0	1,432	34%
	94%	*6%*	*0%*	*100%*	
Corona del Mar Plaza	711	0	0	711	17%
	100%	0%	0%	100%	
Total	3,812	85	279	4,176	100%
	91%	*2%*	*7%*	*100%*	

Inventory by Study Zone

The on- and off-street parking inventory by zone is shown in Figure 2-4. The Carnation zone has the most even distribution between on- and off-street parking. With 64% on-street parking, the Orchid zone has the most uneven distribution. The Carnation zone and the Jasmine zone make up 20% each of the total parking supply within the four zones while the Goldenrod zone makes up 24% of the parking supply. The Orchid zone is larger than the other zones, containing 35% of the parking supply.

Figure 2-4 Parking Inventory by Zone (not including Plaza)

Zone	On-Street	Off-Street	Total	% of Parking
Carnation	334	372	706	20%
	47%	*53%*	*100%*	
Goldenrod	485	349	834	24%
	58%	*42%*	*100%*	
Jasmine	441	267	708	20%
	62%	*38%*	*100%*	
Orchid	773	444	1,217	35%
	64%	*36%*	*100%*	
Total	2,033	1,432	3,465	100%
	59%	*41%*	*100%*	

Newport Beach Parking Permit Programs

The City of Newport Beach currently provides three parking permit programs: the Annual Parking Permit Program, the Master Parking Permit Program, and an Overnight Parking Permit Program.

An Annual Parking Permit allows a vehicle to occupy any “blue post” metered space free of charge. Blue parking meters exist in public lots on Bayside Drive and at the State Beach parking lot in Corona del Mar (the State Beach not being located within the study area). Permits are

issued on a calendar year basis, with prorated rates. Pricing for the Annual Parking Permits are as follows:

- Purchased January 1 – September 30: $154
- Purchased October 1 – December 31: $38.50

Master Parking Permits allow vehicles to occupy *any* metered parking space within the City of Newport Beach (both off-street and on-street spaces) free of charge. Permits are issued on a calendar year basis, with prorated rates. Pricing for the Master Parking Permits are as follows:

- Purchased January 1 – September 30: $463
- Purchased October 1 – December 31: $115.50

The Overnight Parking Permit allows a motor vehicle of 20 feet or less in length to occupy a single parking space in the Balboa Municipal Parking Lot (not within the study area), day and/or overnight, without paying a parking fee. Overnight parking is defined as between 3-6 AM and vehicles may remain up to seven consecutive days. Permits are issued on a calendar year basis, with prorated rates. Pricing for the Overnight Permit are as follows:

- Purchased January 1 – September 30: $231
- Purchased October 1 – December 31: $57.25

PARKING OCCUPANCY

Walker Parking conducted occupancy and turnover counts of on- and off-street spaces in the study area. The count days and times included:

- Thursday, May 15th, 2008 at 10 a.m., 1 p.m., and 7 p.m.
- Saturday, May 17th, 2008 at 10 a.m., 1 p.m., and 7 p.m.

Data was collected at three times during the day to observe parking behavior and demand throughout the day. Occupancy rates were collected for all on-street spaces in the study area and all public and private off-street facilities containing five or more spaces.

Overall Study Area

Figure 2-5 shows the occupancy rate for the study area as a whole (excluding the block north of Avocado and the Corona del Mar Plaza[5]) at each observation time on Thursday and Saturday. Occupancy rates are very similar on both days, with utilization fluctuating between 58% and 55% on Thursday and between 62% and 54% on Saturday. Peak occupancy for the entire study area was at 10 a.m. on both days, and then decreased throughout the day.

Figure 2-6 and Figure 2-7 show the occupancy rate by facility type (on-street and off-street, excluding the block north of Avocado and the Corona del Mar Plaza) on Thursday and Saturday, respectively. On both days, on-street occupancy is higher than off-street occupancy throughout the day. On Thursday, on-street occupancy increases from 61% at 10 a.m. to a peak of 65% at 7 p.m. Off-street occupancy on Thursday decreases from a peak of 54% at 10 a.m. to 41% at 7 p.m.

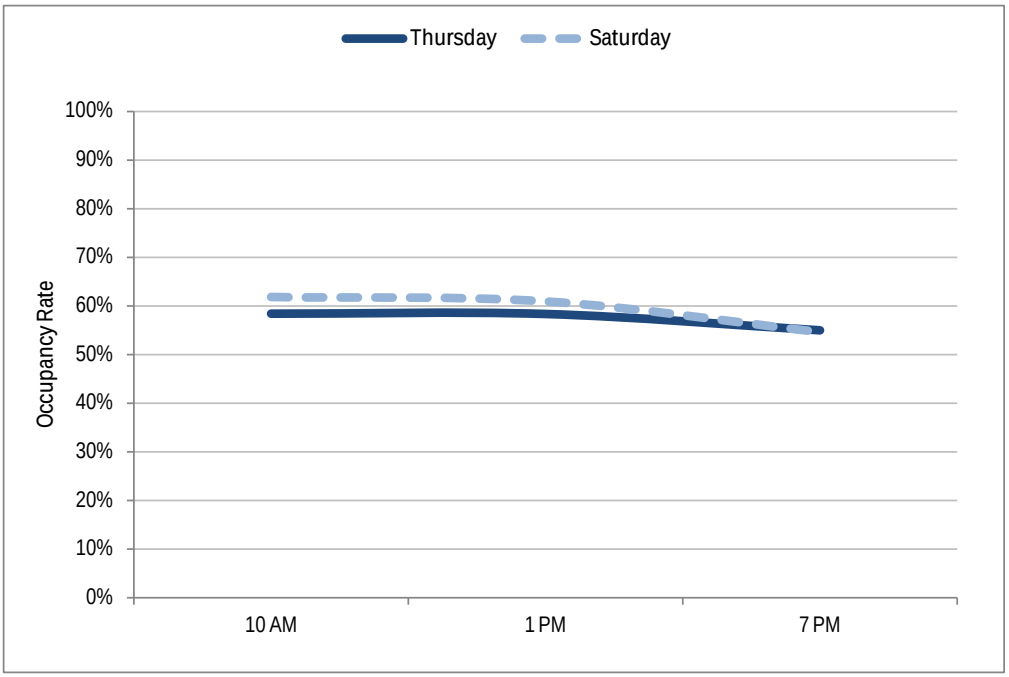
On Saturday, on-street utilization decreases slightly throughout the day from a peak of 68% at 10 a.m. to 65% at 7 p.m. Off-street occupancy remains constant at a peak of 53% during 10 a.m. and 1

[5] Percentages reported and charts shown in this section do not include the occupancy data for the block north of Avocado or the Corona del Mar Plaza.

p.m., and then declines to 40% at 7 p.m. The decline in off-street parking in the evening on both days may be representative of fewer people using parking for errands at businesses such as banks and retailers later in the evening.

The occupancy rate by day of on-street parking is shown in Figure 2-8. Both days exhibit occupancy rates between 60% and 70%, below the target occupancy rate of 85%.[6] Off-street parking by day, shown in Figure 2-9, is almost identical on Thursday and Saturday, between 53% and 54% at 10 a.m. and 1 p.m., and dropping off to between 40% and 41% at 7 p.m., well below the target occupancy rate of 90%.

Figure 2-5 Occupancy Rates, Overall Study Area



[6] Target occupancy rates of 85% and 90% are effective industry-standards for analyzing the demand for on- and off-street spaces, respectively. In other words, maintaining 15% and 10% vacancy rates for corresponding on- and off-street stalls help to ensure an "effective parking supply." It is at these standard occupancy levels that roughly one space per block is available, making searching or "cruising" for parking unnecessary, and off-street lots maintain adequate maneuverability. Utilization rates much below these targets indicate a diminished economic return on investment in parking facilities.

Figure 2-6 Occupancy by Facility Type, Thursday

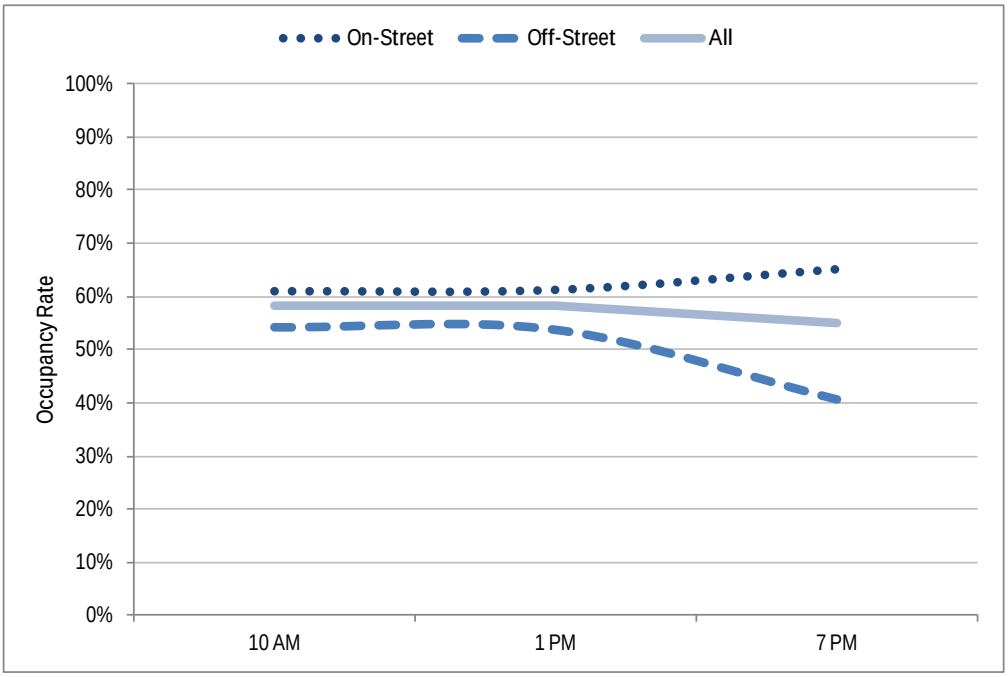


Figure 2-7 Occupancy Rate by Facility Type, Saturday

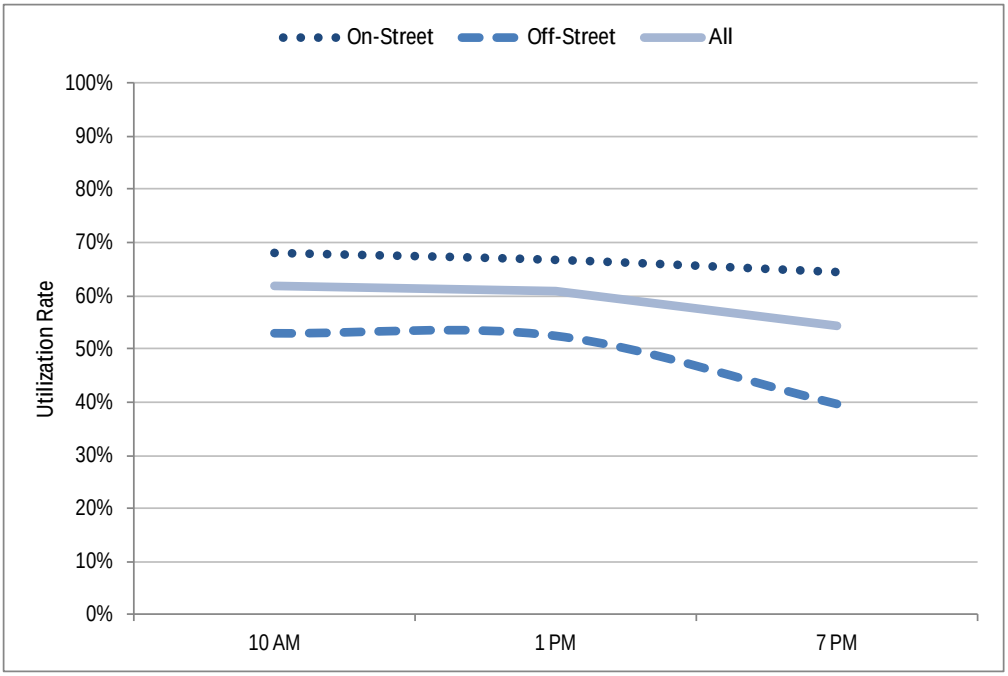


Figure 2-8 On-street Utilization by Day

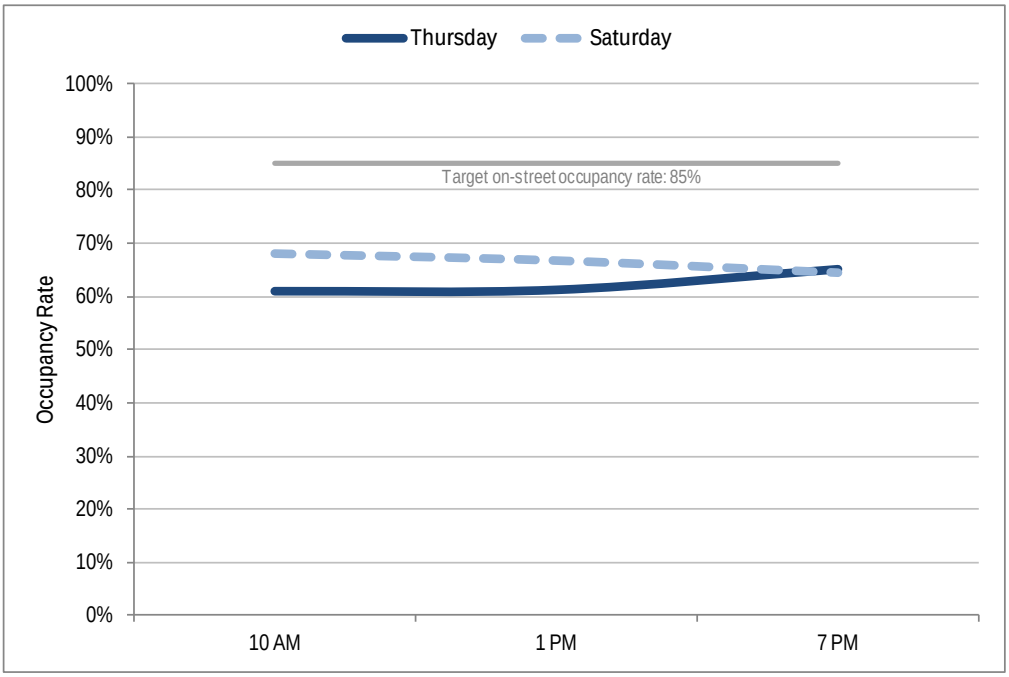
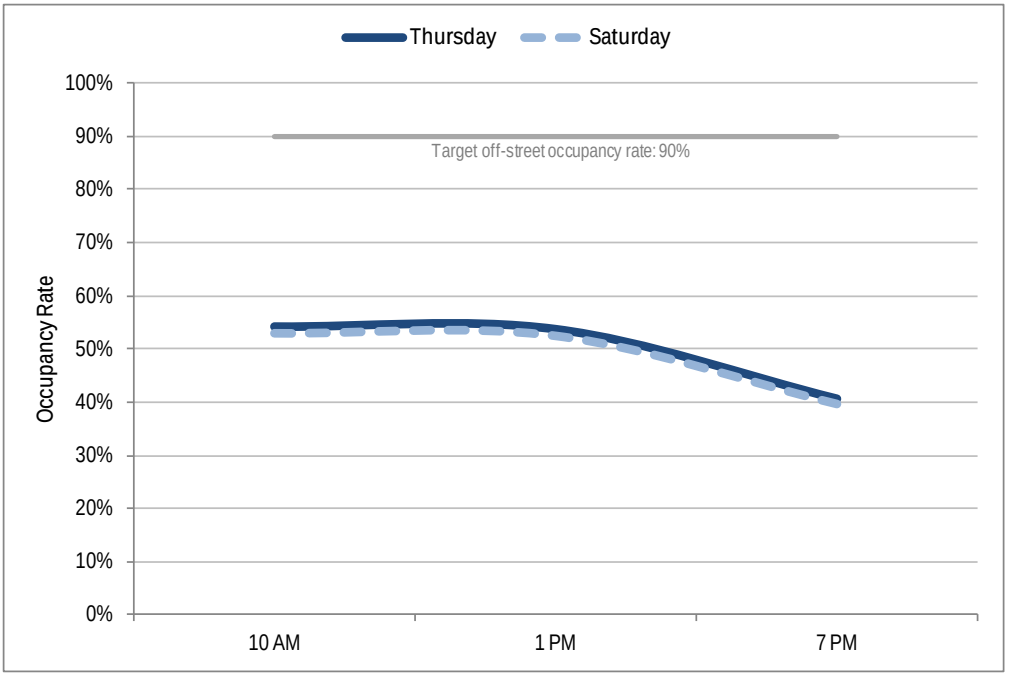


Figure 2-9 Off-street Utilization by Day



Peak hour parking occupancy on Thursday and Saturday was at 10 a.m. with 58% and 62% of spaces occupied, respectively. Figure 2-10 and Figure 2-11 show the distribution of parking demand within the study area for both on-street block faces and off-street lots. During Thursday's peak-hour, less than one-quarter of block faces exhibited occupancy rates at or above the target rate of 85%. None of the off-street lots exhibited occupancy rates at or above the 90% target rate and only four exhibited occupancy rates of 75% or more. During Saturday's peak-hour, 29% of the block faces had utilization rates of 85% or more. Two off-street blocks exhibited occupancy rates of 90% or more.

It is important to note that in most cases, the off-street blocks contain multiple parking lots. For the purpose of this analysis, the off-street occupancy of each block was determined based on the total off-street supply within each block. As a result, blocks that were found to not have 90% or greater occupancy as a whole may indeed contain individual lots that were 90% full. Of the 87 individual lots, 10% were at least 90% full on Thursday at 10 a.m. and 17% were at least 90% full on Saturday at 10 a.m. Maps of occupancy at 1 p.m. and 7 p.m. on both Thursday and Saturday can be found in Appendix A.

Figure 2-10 Peak Hour Occupancy, Thursday 10 AM

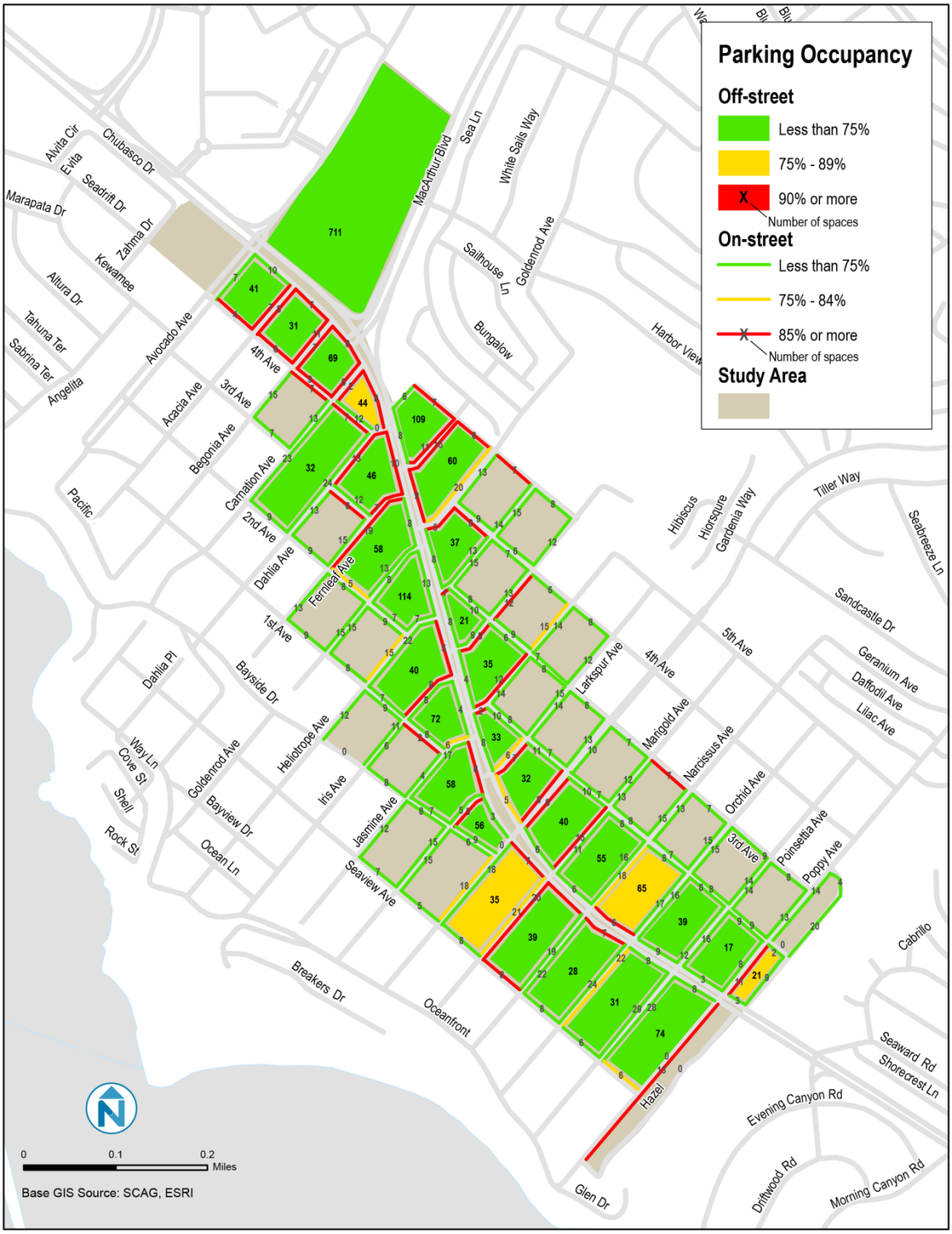


Figure 2-11 Peak Hour Occupancy, Saturday 10 AM

Occupancy by Zone

On-street occupancy by zone is shown in Figure 2-12 and Figure 2-13 for Thursday and Saturday, respectively. The four zones exhibit fairly similar occupancy rates on both Thursday and Saturday with the exception of Carnation on Thursday, which is consistently has 10% to 15% points more parking demand than the other zones. The Carnation zone is home to some of the more popular restaurants in the Corona del Mar area, which likely contributes to the higher parking demand in that zone, especially for proximate on-street spaces.

Off-street occupancy by zone is shown in Figure 2-14 and Figure 2-15 for Thursday and Saturday, respectively. Compared to on-street parking, there is much more variation by zone and throughout the day for off-street parking. With the exception of Jasmine on Thursday, all zones have their lowest occupancy of the day at 7 p.m. The Jasmine zone likely has high off-street parking demand on Saturday because of the presence of Albertsons and other retail uses which experience their highest demand on the weekends.

Figure 2-12 On-street Occupancy by Zone, Thursday

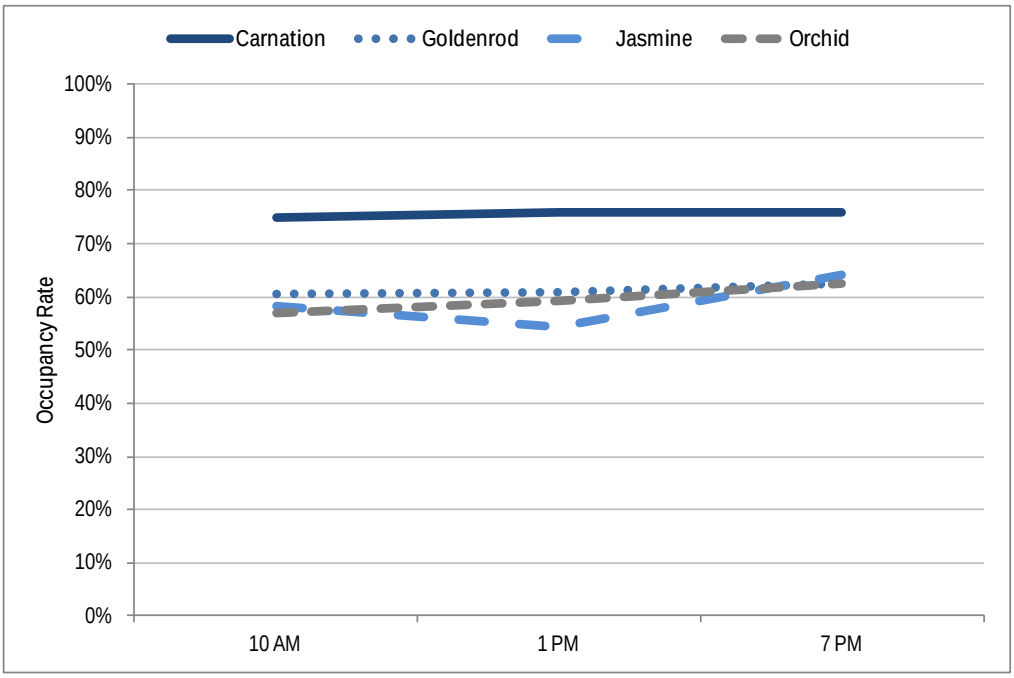


Figure 2-13 On-street Occupancy by Zone, Saturday

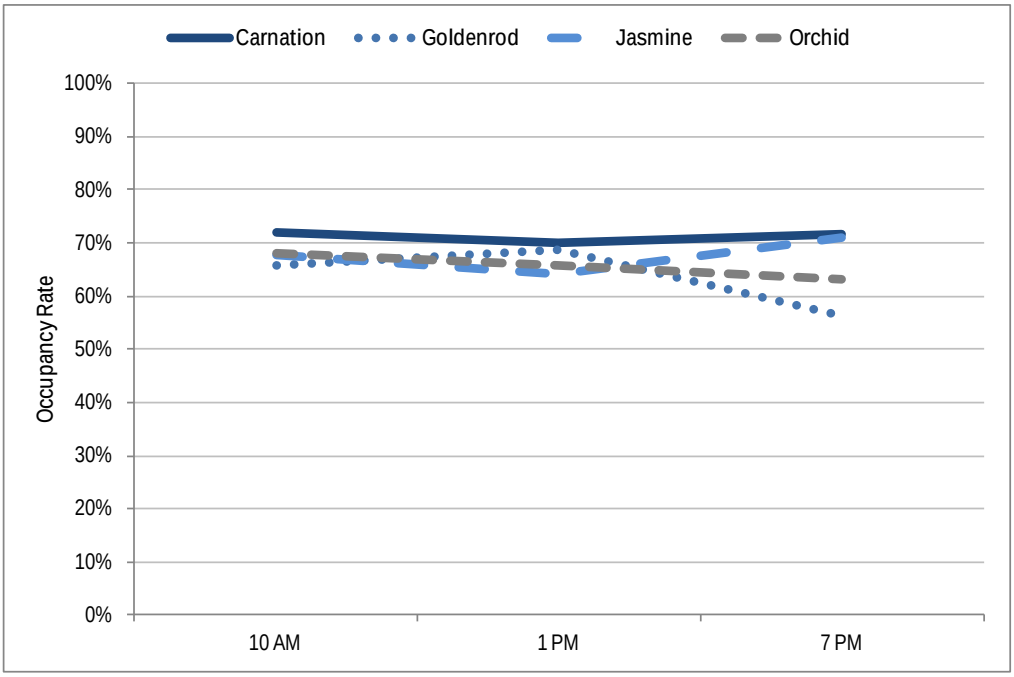


Figure 2-14 Off-street Occupancy by Zone, Thursday

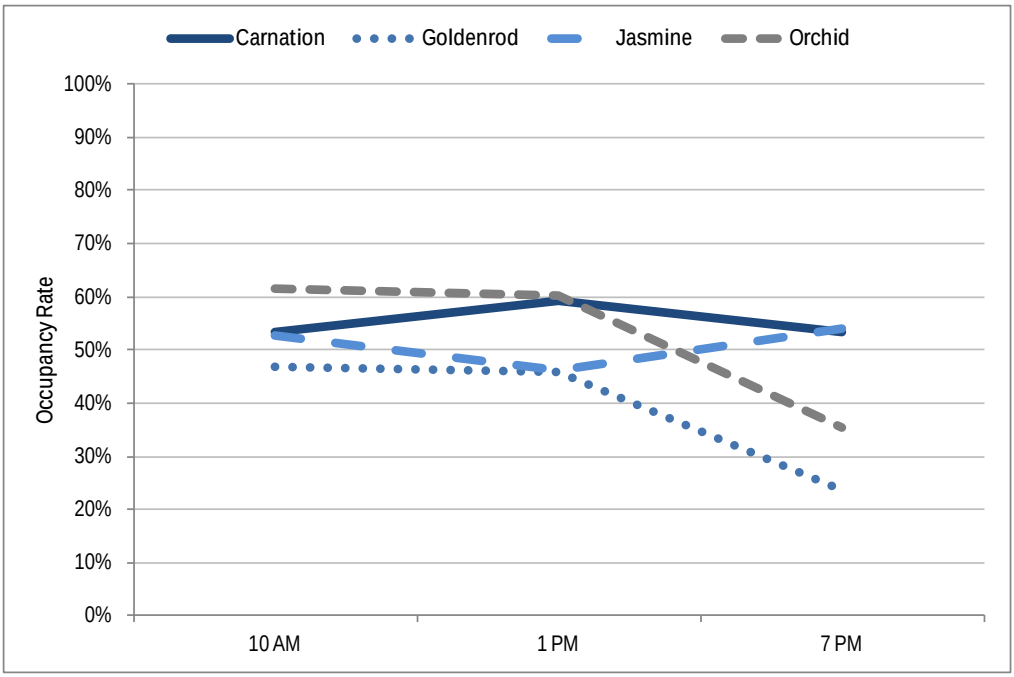
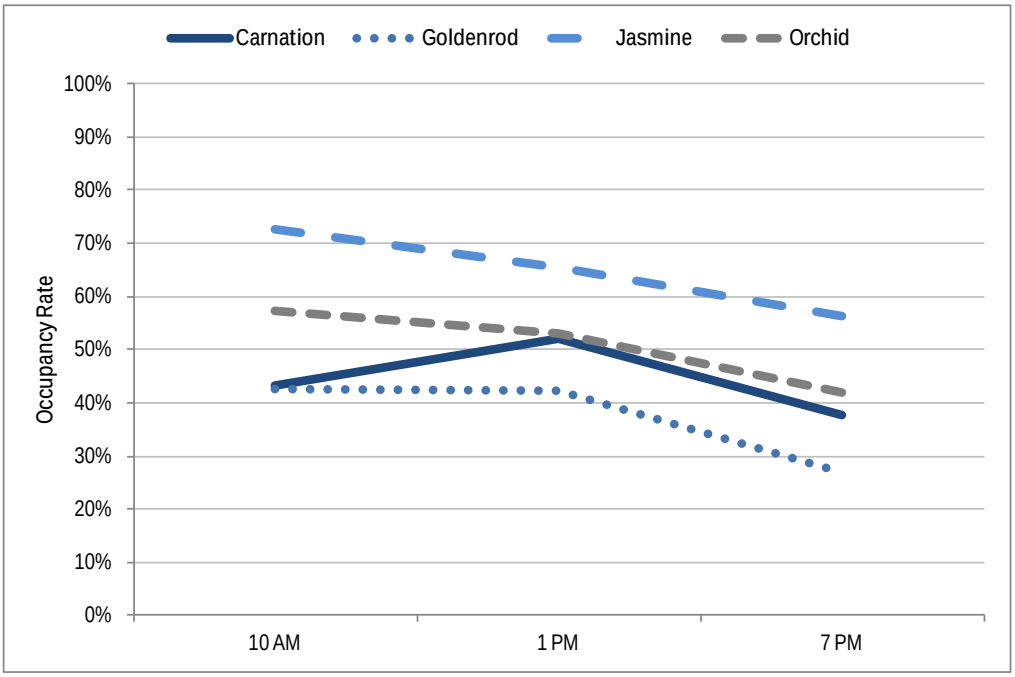


Figure 2-15 Off-street Occupancy by Zone, Saturday



PARKING TURNOVER

Walker Parking Consultants also conducted a limited license plate inventory in the four block area bounded by Avocado Avenue, East Coast Highway, Dahlia Avenue, and 4th Avenue. Over the course of the 10 hour (9 a.m. to 7 p.m.) study period, 411 unique vehicles were observed parked in the 112 on-street parking spaces, indicating a turnover ratio of 3.67 vehicles per space (i.e. almost four different vehicles occupied each space over the course of the day) . During the study approximately 21% of the observed vehicles were parked for five hours or more, causing variation of turnover rates within the study area as well. Of the 112 spaces, 33 (29%) are one-hour time limit spaces on East Coast Highway, and thus should have turned over every hour.

Figure 2-16 Length of Stay

Hours Parked	Vehicles	% Share
1	182	44%
2	67	16%
3	41	10%
4	34	8%
5+	87	21%
Total	411	100%

REVIEW OF EXISTING PARKING CODE

Minimum Parking Requirements

Chapter 20, Part 3[7] of the Newport Beach Municipal Code describes the site planning and development standards for each land use type. Of particular importance are the off-street parking requirements and the minimum number of parking spaces that each land use must provide. For non-residential uses, minimum parking requirements are predominantly based on building square footage, but some are based on occupancy. Minimum parking requirements for some of the non-residential land uses found within the study area are shown in Figure 2-17. Retail sales, financial institutions, and offices all are required to have one space per 250 square feet while restaurants and bars require more parking per square foot.

Figure 2-17 Minimum Parking Requirements for Primary Commercial Land Uses

Land Use	Minimum Requirement
Retail Sales	1 per 250 sq. ft.
Food Service	1 per 30—50 sq. ft. of net public area, including outdoor dining areas, but excluding the first 25% or 1,000 sq. ft. of outdoor dining area, whichever is less.
Bars, Lounges, and Nightclubs	1 per each 4 persons based on allowed occupancy load
Financial institution and related service	1 per 250 sq. ft.
Offices—Business, Corporate, General, Governmental (non-medical)	1 per 250 sq. ft. net floor area (only applies to first 50,000 sq. feet and then changes)

Off-Site Parking

Chapter 20.40.100 of the Newport Beach Municipal Code describes the requirements for off-site parking, which must be located a convenient distance (not defined) to the use it is intended to serve, may not be on-street parking, may not create traffic hazards or impacts, and must be permanently available and marked for the use it is intended to serve. A formal record of the parking agreement must be filed with the City.

Off-street parking requirements may be reduced (discussed in Chapter 20.40.110) through a conditional use permit that proves that parking demand will be less than the required number of spaces or that other parking, such as a City parking lot, is available nearby. Alternatively, a conditional use permit may include provisions for joint use of parking facilities for multiple adjacent businesses have distinct and differing peak parking demands.

Change of Use

In instances where a non-residential structure does not provide the required number of parking spaces, a change of use to a new and permitted use may take place without providing additional parking, as long as the building and lot area do not increase and the new use requires no more than one space per 250 square feet of building area. If the new use requires additional parking or

[7] http://www.codepublishing.com/CA/NewportBeach/?NewportBeach20/NewportBeach20.html

the structure is enlarged by a maximum of 10% of its area, additional parking or a conditional use permit is required in order to comply with the Zoning Code.

Parking In-lieu Fee

A voluntary in-lieu parking fee program allows proposed projects or uses to pay a designated fee rather than provide an on-site parking space. The City of Newport Beach has had a parking in-lieu fee for commercial uses since 1972. The fee was initially set at $250 per space per year, but was subsequently reduced to $150 per space per year. In response to concerns about the in-lieu fee program and its ability to fund new parking facilities, the City Council imposed a moratorium on the use of parking in-lieu fees and no new uses have been allowed to take advantage of the program since 1989, however Chapter 20.40.130 of the Municipal Code still allows for the existence of an In-Lieu Parking Fee if the City Council establishes one by resolution. Those uses previously in the in-lieu parking program have continued to pay the fee on an annual basis.

ADDITIONAL PARKING CONSIDERATIONS

The California Coastal Commission and Parking Management

The coastal zone overlaps with the study area from the west side of East Coast Highway toward the ocean. The parts of the study area that fall within the coastal zone are regulated by the California Coastal Commission. In particular, the Coastal Commission is concerned about parking policies that may restrict access to coastal areas by restricting parking availability. It will be important to solicit feedback from the Coastal Commission regarding parking management revisions in the coastal zone. The following summarizes the some key aspects of the Coastal Commission's approach to evaluating parking management, especially in regards to residential permit programs.

- Preservation of "24-hour" *public* access is the Commission's primary concern.
- The Commission strives to achieve regulatory "balance," but errs on the side of public access.
- Local jurisdictions can use policy to regulate parking, but cannot give *exclusive* access to residents.
- In order to prevent *exclusive* residential access, local jurisdictions must "replace" all public on-street parking that is "lost" to an RPP.
- The Commission typically views RPPs as "pilot" efforts to be reevaluated in the future.
- Nuisance issues fall under the purview of local law enforcement and are not to be regulated by residential permits.

Bike Parking

Bicycle parking data was not collected as part of this study. However, observations by consultant staff indicate that existing bike parking is limited along the East Coast Highway corridor and at major trip generators. In addition, existing bike parking is exclusively short-term bike racks and no secure lockers are available.

The City Code does provide some guidance on bike parking requirements. In order to implement the requirements of the Orange County Congestion Management Program, Chapter 20.44.050 stipulates that all new non-residential projects, non-residential portions of mixed-use projects,

and employment centers that are estimated to employ 250 or more persons must provide at least two bike racks/lockers per 100 employees. Racks/Lockers may be located in a required parking space.

Carpool Parking

Also as part of implementing the Orange County Congestion Management Program, Chapter 20.44.050 requires that new non-residential projects reserve a minimum of 5% of provided parking for carpools. Carpool spaces, which can only be used by carpool vehicles, must be located near the employee entrance or at other preferential locations. If the number of carpool vehicles exceeds the number of reserved spaces, additional spaces must be designated for each new carpool that forms.

SUMMARY OF KEY FINDINGS

Key Finding #1: Corona del Mar has a large supply of parking, the majority of which is located in publicly-accessible on-street spaces.

A total of 3,465 parking spaces exist in Corona del Mar (excluding the Plaza), 2,033 of which (59%) are located in on-street spaces. These spaces, along with publicly-available stalls in some off-street lots, allow a high level of efficiency with potentially multiple users accessing a single space over the course of a day. However, of these spaces, it is estimated that 279 have one-hour time limits with the great majority of the rest being free and unregulated. This blend of regulations may be causing some motorists to avoid the one-hour time limited spaces on East Coast Highway and instead park on unregulated neighborhood streets.

Key Finding #2: Corona del Mar's parking supply is generally underutilized, even at peak hour.

The analysis of occupancy for the whole study area showed that on both days, occupancy peaked at roughly 60% with *over 1,300 spaces vacant*. When analyzed by zone, the busiest zone, Carnation, narrowly exceeded 75% occupancy for on-street parking. At peak time, less than one-third of block faces reached 85% capacity and less than 20% of individual off street lots ever reached 90% capacity. When compared by time of day, off-street occupancy declines in the evening while on-street occupancy remains constant or even increases.

Key Finding #3: While the parking supply is underutilized, various "hot-spots" of demand exist.

Various "pockets" of high demand exist in Corona del Mar, even during non-peak hours. In particular, on-street spaces experienced higher occupancy rates during all hours with daily average rates ranging from 26% to 37% higher. Individual off-street lots, such as those behind Rite Aid, also face high occupancies. Other specific on-street blocks and off-street lots that experience high parking demand include:

- The northern section of the study area shows high demand between Dahlia and Avocado Avenue on both Thursday and Saturday
- On-street parking between Iris Avenue and Larkspur Avenue (on Saturdays in particular)

The uneven distribution of parking occupancy shown by the data, combined with low overall occupancy and pockets of high occupancy, indicates that ***there is not a parking supply shortage, but rather a need for better parking management.***

Key Finding #4: Current pricing of public off-street facilities and free on-street parking, encourage excessive "cruising" for available on-street spaces, and cause parking spillover into surrounding residential streets.

Currently, the only priced parking in Corona del Mar is located public off-street lots. The remaining parking supply, whether on- or off-street, is either time limited, unregulated, or limited to customer or tenants only. As such, there is a strong incentive for visitors to the area to avoid the public lots and seek out free on-street spaces. This may be causing excessive "cruising" for available spaces and creates parking spillover into Corona del Mar's residential areas.

Key Finding #5: The City's Code does not encourage an efficient use of Corona del Mar's parking supply.

The City Code requires a Change of Use Permit which may be restricting potential sharing of parking facilities. Revision of the City Code may be necessary in order to allow for more flexible use of the parking supply; additional analysis following this memo will also determine if the amount of parking required is sufficient or excessive. Additionally, bike parking is limited in Corona del Mar and a comprehensive strategy should be developed to make biking more convenient and accessible in the community. It should be noted that any parking management strategy should be compliant with the California Coastal Commission, which has jurisdiction over a portion of the study area.

3 CURRENT AND FUTURE PARKING DEMAND

This memorandum provides an additional analysis of existing parking conditions in the study area based upon data collected as part of the Walker study. More specifically, it analyzes existing parking demand in relation to target occupancies and quantifies how much the study area is "over" or "under" supplied. In addition, this memo analyzes parking demand in relation to existing land use and development patterns. This analysis will enable the City to demonstrate the effects of development on parking and determine whether the study area currently has more or less parking supply than future demand requires.

TOTAL INVENTORY, OCCUPANCY, AND SUPPLY

As discussed in the existing conditions memo, the peak hour of parking demand for the study area as a whole was at 10 a.m. for both Thursday and Saturday. However, on-street and off-street parking have different peak hours (7 p.m. vs. 10 a.m. on Thursday and both at 10 a.m. on Saturday). Furthermore, the four zones have different peak occupancy times from each other depending on the day and space type. Figure 3-1 and Figure 3-2 also show the parking data for the study area as a whole as well as for each zone.

As shown in Figure 3-1, Thursday occupancies for the study area as a whole and for each of the zones are well below target levels of demand and result in an "oversupply" of parking. For example, at peak occupancy on Thursday, 2,100 parking spaces in the study area were occupied (both on- and off-street). If one were to assume that this was meeting the target occupancy rate, then the study area would only require 2,420 spaces.[8] Current supply in the study area, however, is 3,465 spaces, which translates into a 43% "oversupply" of parking based on current demand. All zones and space types in the study area have an oversupply at their peak occupancy, however the degree to which each piece of the study area is oversupplied varies. In general, the oversupply of off-street parking is much greater than on-street parking, with the entire study area oversupplied by 31% for on-street and 66% for off-street parking. The Carnation zone has the lowest degree of on-street over supply (12%) while the other zones range between 32% and 36%. The Orchid zone has the lowest degree of off-street over supply (42%) and varies widely with the highest oversupply in the Goldenrod zone (92%)

On Saturday, combined on- and off-street parking for the study area has a 40% oversupply, similar to Thursday. On-street parking is oversupplied to a smaller degree (25%) than off-street parking (70%) throughout the study area. The Jasmine zone has the lowest degree of oversupply for on- and off-street parking combined with 21% oversupply. The most constrained parking segment is on-street parking in the Carnation zone, however it is still oversupplied by 18%.

[8] Based upon target occupancies of 85% on-street and 90% off-street.

In all, this analysis reinforces several key findings. At peak time, all zones and space types have an overall oversupply of parking (although certain individual blocks or lots may be near capacity), even if the on-street and off-street peaks occur concurrently. On-street parking in the Carnation zone is the only area where oversupply of parking drops below 20%, but still it is at least 12% above the necessary supply. This indicates that within the study area as a whole, as well as within each zone, there is no shortage of parking, but rather there is a need for parking management.

Figure 3-1 Occupancy, Inventory, and Level of Supply – Thursday

On-street Parking						
Peak Period	Area	Occupancy (a)	Necessary Supply (b) = (a / .85)	Existing Supply (c)	Over Supply (d) = (c-b)	% Over Supply (e) = (d / b)
7 PM	All on-street	1,323	1556	2,033	477	31%
1 PM / 7 PM	Carnation	254	299	334	35	12%
7 PM	Goldenrod	303	356	485	129	36%
7 PM	Jasmine	283	333	441	108	32%
7 PM	Orchid	483	568	773	205	36%
Off-street Parking						
Peak Period	Area	Occupancy (a)	Necessary Supply (b) = (a / .90)	Existing Supply (c)	Over Supply (d) = (c-b)	% Over Supply (e) = (d / b)
10 AM	All off-street	777	863	1,432	569	66%
1 PM	Carnation	220	244	372	128	52%
10 AM	Goldenrod	164	182	349	167	92%
7 PM	Jasmine	144	160	267	107	67%
10 AM	Orchid	273	303	444	141	46%
Total (sum of on-street peak and off-street peak)						
Area		Occupancy	Necessary Supply	Existing Supply	Over Supply	% Over Supply
All on and off-street		2,100	2,420	3,465	1,045	43%
Carnation		474	543	706	163	30%
Goldenrod		467	539	834	295	55%
Jasmine		427	493	708	215	44%
Orchid		756	872	1,217	345	40%

Figure 3-2 Occupancy, Inventory, and Level of Supply – Saturday

On-street Parking						
Peak Period	Area	Occupancy	Necessary Supply	Existing Supply	Over Supply	% Over Supply
		(a)	(b) = (a / .85)	(c)	(d) = (c-b)	(e) = (d / b)
10 AM	All on-street	1,384	1628	2,033	405	25%
10 AM	Carnation	240	282	334	52	18%
1 PM	Goldenrod	333	392	485	93	24%
7 PM	Jasmine	313	368	441	73	20%
10 AM	Orchid	526	619	773	154	25%
Off-street Parking						
Peak Period	Area	Occupancy	Necessary Supply	Existing Supply	Over Supply	% Over Supply
		(a)	(b) = (a / .90)	(c)	(d) = (c-b)	(e) = (d / b)
10 AM	All off-street	759	843	1,432	589	70%
1 PM	Carnation	194	216	372	156	73%
10 AM	Goldenrod	149	166	349	183	111%
10 AM	Jasmine	194	216	267	51	24%
10 AM	Orchid	255	283	444	161	57%
Total (sum of on-street peak and off-street peak)						
Area		Occupancy	Necessary Supply	Existing Supply	Over Supply	% Over Supply
All on and off-street		2,143	2,472	3,465	993	40%
Carnation		434	498	706	208	42%
Goldenrod		482	557	834	277	50%
Jasmine		507	584	708	124	21%
Orchid		781	902	1,217	315	35%

SUPPLY AND COMMERCIAL DEMAND RATIOS

Parking ratio calculations were established for both the total supply of parking and the demand for parking *associated with commercial uses* (as opposed to total parking demand mentioned above) in order to understand the number of spaces occupied per thousand square feet of commercial building space that could then be compared to the municipal code parking requirements.

The supply ratio compares total built stalls to built land use. This represents the total number of existing parking stalls correlated to total existing land use square footage (occupied or vacant) within the study area. According to data provided by the City, there is approximately 695,831 gross square feet (GSF) of land uses. At this time, about **4.08 parking stalls per 1,000 GSF** of built land use have been developed/provided within the study area (combining the on-and off-street parking supplies). It is important to note that this calculation does not imply that on-street or other public spaces are there for the sole use of any one user group, whether they are residents or businesses. Instead, the calculation is made to acknowledge that public parking is available to all motorists, some of whom are commercial users.

The commercial demand ratio compares peak commercial occupancy to occupied land use. This represents peak hour occupancy for commercial uses, combining the on and off-street supply and excluding residential vehicles parked on-street that are not associated with businesses (see Figure 3-3 for further explanation). As such, actual parked vehicles were correlated with actual occupied building area (approximately 676,754 GSF). From this perspective, current peak hour demand stands at a ratio of approximately **2.24 occupied parking stalls per 1,000 GSF** of built land use.

Figure 3-3 summarizes the analysis used to determine the built *ratio* of parking to built land use (i.e., Column D), which is based on the correlation between total built land use of 695,831 GSF (Column A – Built) and 2,840 stalls of "built" parking supply (i.e., Column C). As such, the *built ratio of parking* is 4.08 stalls per 1,000 GSF of commercial/retail building area.

Figure 3-3 also demonstrates that the *actual demand* for parking is approximately 2.24 occupied stalls per 1,000 GSF (Column F) at peak hour (Saturday 10 a.m.). This number is derived by correlating actual occupied building area of 676,754 GSF (Column B) to the 1,518 vehicles actually parked in the peak hour (Column E).

Figure 3-3 Parking Demand in Study Area – Mixed Land Use to Built Supply

Time Period	A GSF (Built)	B GSF (Occupied)	C Total Supply Inventoried in Study Area*	D Built Ratio of Parking (per 1,000 GSF)	E Total Spaces Occupied by Commercial Users*	F Actual Ratio of Commercial Parking Demand (per 1,000 GSF)
Thursday, 10 AM	695,831	676,754	2,840	4.08	1,393	2.06
Thursday, 1 PM					1,391	2.06
Thursday, 7 PM					1,280	1.89
Saturday, 10 AM					1,518	2.24
Saturday, 1 PM					1,485	2.19
Saturday, 7 PM					1,258	1.86

*Note: In order to determine how many on-street parking spaces are typically occupied by residents (not associated with commercial parking demand), vehicle ownership data from the American Community Survey 5-year estimates (2007 – 2011) was consulted. Based on a City sample survey that there are on average 1.5 garage spaces per resident household and assumes 1.25 garage spaces per household being used to store cars (to account for the fact that some garage spaces may be used for storage) and 0.25 vehicles per household parked on-street. This number was subtracted both from the total supply and the total occupied spaces for the purpose of demand calculations.

To date, parking has been *built* at an average rate of 4.08 stalls per 1,000 GSF of development in The Corona del Mar study area. This rate is more than twice the actual rate of demand at peak period (2.24 per 1,000 GSF), indicating an excess of supply.

Figure 3-4 provides a summary of built supply to actual demand for other cities that the consultant team has worked with. In relation to the selected cities, Corona del Mar has a high built supply in relation to land use. At its peak, Corona del Mar has a much smaller demand ratio, resulting in a large gap between what the level of parking supplied and what is actually needed (1.84).

Figure 3-4 Built Parking Supply and Actual Peak Non-Residential Demand, Selected Cities

City	Minimum Requirement / 1,000 SF or Actual Built Supply	Actual Non-Residential Demand / 1,000 SF	Gap b/t parking built and actual parking demand (for every 1,000 GSF)
Hood River, OR	1.54	1.23	0.31
Oxnard, CA	1.70	0.98	0.72
Newport Beach, CA (Balboa Village)[9]	1.84	1.78	0.06
Corvallis, OR	2.00	1.50	0.50
Santa Monica, CA	2.06	1.57	0.49
Monterey, CA	2.14	1.20	0.94
Sacramento, CA	2.19	1.18	1.01

[9] Reflects peak parking demand during the summer months, which is achieved on approximately 30-35 days per year.

City	Minimum Requirement / 1,000 SF or Actual Built Supply	Actual Non-Residential Demand / 1,000 SF	Gap b/t parking built and actual parking demand (for every 1,000 GSF)
Seattle, WA (SLU)	2.50	1.75	0.75
Kirkland, WA	2.50	1.98	0.52
Palo Alto, CA	2.50	1.90	0.60
Ventura, CA (Westside)	2.87	1.26	1.61
Chico, CA	3.00	1.70	1.30
Hillsboro, OR	3.00	1.64	1.36
Bend, OR	3.00	1.80	1.20
Salem, OR	3.15	2.04	1.11
Lancaster, CA	3.67	1.37	2.30
Newport Beach, CA (Corona del Mar)	4.08	2.24	1.84
Redmond, WA	4.10	2.71	1.39
Beaverton, OR	4.15	1.85	2.30
Soledad, CA	4.21	1.21	3.00

FUTURE DEMAND

New Commercial Construction

Based on future land use information provided by the City of Newport Beach, it was determined that in the future an additional 63,883 square feet could be built in the study area based on the maximum floor area allowed per lot. In order to determine the future demand generated, the peak demand rate (2.24 parking spaces per 1,000 GSF) was applied to the new built square feet, resulting in a projected additional 143 vehicles at peak time. It was determined that 168 additional parking spaces would be needed to meet the future demand at an 85% occupancy rate. Given that the existing oversupply of parking within the study area is 1,045 on Thursdays and 993 on Saturdays, it is projected that there is more than enough existing parking to accommodate future commercial growth.

Figure 3-5 Future Demand and Necessary Supply Calculation

A	B	C	D
New Built Square Ft (provided by City)	Peak Demand Rate (Occ. per 1,000 GSF)	Additional Future Demand (c) = a * (b / 1,000)	Additional Necessary Supply (d) = c / (.85)
63,883	2.24	143	168

New Residential Construction

Currently, there are 15 parking lots in the study area that are zoned for residential use. Based on the parcel zoning, it is possible that in the future those parcels could be redeveloped as one or two unit residential properties, thus reducing the total off-street parking supply. In total, up to 344 spaces in off-street lots could be removed due to residential development. Under future conditions, in which the maximum amount of commercial growth has occurred (causing an increase in demand of 143 vehicles and thus a need for 168 additional parking spaces), and all off-street lots with residential zoning have been redeveloped to eliminate 344 parking spaces, at peak occupancy there would still be 533 spaces of oversupply on Thursdays and 481 spaces of oversupply on Saturdays, as shown in Figure 3-6. Figure 3-7 shows off-street lots that are sited on residential zoned parcels.

Figure 3-6 Future Over Supply Calculation

Day	A	B	C	D
	Future Peak Occupancy a = peak occ. + 143	Future Necessary Supply b = necessary sup. + 168	Future Supply c = actual sup. - 344	Future Over Supply d = c -b
Thursday	2,243	2,588	3,121	533
Saturday	2,286	2,640	3,121	481

There are 2,033 on-street parking spaces and 85 public off-street parking spaces in the study area totaling 2,118 public parking spaces. While this would not be sufficient to accommodate a scenario in which all private off-street lots are developed without replacement parking, this scenario can be prevented with parking minimums that match the parking demand rate.

Figure 3-7 Parking Lots on Residential Zoned Parcels

CONCLUSIONS

As shown by comparisons of existing supply and necessary supply based on existing demand, there is currently a 40% oversupply of parking, even at peak period.

The actual demand for parking (spaces per 1,000 GSF) is similar to other communities of comparable characteristics, 2.24 at peak times. However, the rate at which parking has been built exceeds the demand, indicating that current minimum parking requirements could be reduced in the zoning code.

Under a future scenario in which maximum new commercial development occurs, the existing parking supply is more than sufficient to accommodate future demand. Additionally, if existing off-street parking lots that are zoned for residential use are redeveloped, reducing the parking supply, there would still be an 18% oversupply of parking.

4 PARKING MANAGEMENT PLAN

The Walker parking study and analysis of parking demand provide a wealth of information about parking conditions and behavior within Corona del Mar. This data will serve as the guiding framework for the City of Newport Beach as it moves forward with reshaping the area and reforming its parking policies and management systems. The Parking Management Plan was also developed with input from City staff, the residential and business community, Corona del Mar property owners, and other local stakeholders.

The strategies included below are designed to work together to meet the City's parking management goals. In order for Corona del Mar to better manage its parking without engaging in superfluous programs and incurring unnecessary costs, strategies are grouped into two categories. The first describes measures that are intended for near-term consideration and generally represent the most promising and cost-effective ways of managing demand. The second group of strategies describes others that are longer-term in nature and implemented only if the parking management problems persist.

NEAR-TERM STRATEGIES

STRATEGY #1: REVISE THE ZONING CODE TO CREATE APPROPRIATE PARKING STANDARDS FOR CORONA DEL MAR.

Overview

This strategy proposes targeted revisions to the parking code to ensure that parking supply is developed and managed in a manner that is reflective of local parking behavior in Corona del Mar. To facilitate implementation of these code revisions, a parking overlay zone would be created for Corona del Mar.

What are the Primary Goals?

This strategy will enable more effective management of Corona del Mar's parking resources with the goal of creating flexibility to meet market demands while minimizing impacts on residents and neighbors. The strategies are also designed to support and reinforce other parking strategies outlined as part of the management plan. Equally important, however, is that the modified zoning code seeks to create a flexible regulatory environment in which future development projects are empowered to explore creative parking plans and utilize proven tools to manage parking.

Detailed Description

Outlined below are the specific code revisions proposed for Corona del Mar that would be implemented as part of a new parking overlay zone for the area.

Create a reduced and "blended" parking standard for all non-residential uses.

Relevant code chapters: 20.40.030

As detailed in the existing conditions analysis, about 4.08 parking stalls per 1,000 GSF of built land use have been developed and/or provided within the study area. However, actual peak period demand is far below that rate at 2.24 occupied parking stalls per 1,000 GSF of built land use. In fact, at *peak* period there are approximately 1,000 *available* parking spaces. Under future conditions, with a maximum additional 64,000 SF of new development allowed, only 143 additional vehicles are projected in the peak period – a number than can easily be accommodated by the existing supply.

Given the local parking behavior in Corona del Mar, it is recommended that parking requirements be both simplified and reduced. Figure 4-1 summarizes the existing parking standards for the primary non-residential uses in Newport Beach. Under the current code, retail and office require 4 spaces per 1,000 SF.

Figure 4-1 Existing Minimum Parking Requirements

Land Use	Minimum Requirement
Retail Sales	1 per 250 sq. ft.
Food Service	1 per 30—50 sq. ft. of net public area, including outdoor dining areas, but excluding the first 25% or 1,000 sq. ft. of outdoor dining area, whichever is less.
Bars, Lounges, and Nightclubs	1 per each 4 persons based on allowed occupancy load
Financial institution and related service	1 per 250 sq. ft.
Offices—Business, Corporate, General, Governmental (non-medical)	1 per 250 sq. ft. net floor area (only applies to first 50,000 sq. feet and then changes)

A single, "blended" parking standard of 2 spaces per 1,000 SF for all non-residential uses is recommended for consideration. Grouping retail, office, creative businesses and supporting services under the broad definition of a "non-residential" use allows simplified parking standards, and facilitates the opportunity for district-wide shared parking among land uses of different sizes and peak and non-peak hours of commuting. By reducing the parking standard to 2 spaces per 1,000 SF, future parking supply will be developed in proportion to the actual demand in Corona del Mar, resulting in fewer unutilized parking spaces.

In addition, a blended standard helps overcome a key barrier of entry for certain uses with high parking requirements, such as restaurants. A blended rate would encourage the growth of food service establishments that bring vitality to the area, but it should be noted that this will only occur to a certain point. Restaurants often operate on thin profit margins and due to a finite market demand for these businesses, only a certain number can be present in one area and succeed economically. Put simply, an oversupply of restaurants can lead to business failures and

hence the number of restaurants in an area tends to reach a natural equilibrium with market demand. It is possible to implement higher parking ratios for restaurants than other non-residential uses (e.g. 4 spaces per 1,000 SF), but this may prevent the easy "turnover" of businesses in Corona del Mar due to the lack of space for on-site parking (particularly in the absence of alternatives such as an in-lieu fee), deter restaurants from entering the market, and ultimately provide more empty parking spaces since the ratio exceeds the district's peak demand rate.

Establish an optional parking in-lieu fee as a means to meet minimum parking requirements.

Relevant code chapters: 20.40.130

The City of Newport Beach has had a parking in-lieu fee for commercial uses since 1972. The fee was initially set at $250 per space per year, but was subsequently reduced to $150 per space per year. In response to concerns about the in-lieu fee program and its ability to fund new parking facilities, the City Council imposed a moratorium on the use of parking in-lieu fees and no new uses have been allowed to take advantage of the program since 1989.

It is recommended for consideration that the City end the moratorium on the in-lieu fee and reestablish it an option to pay a per space amount in-lieu of providing required parking. The fee should be able to satisfy 100% of the minimum parking requirement with proceeds deposited into a Parking Fund for investment in specific areas.

A one-time voluntary in-lieu parking fee per space should provide new development projects, or uses, with a reasonable alternative to on-site requirements. There are several key elements considered in developing the in-lieu fee price structure. The fee must serve the goals of the City, but it must also be flexible enough to encourage economic growth while providing an adequate pool of revenue for future parking facilities or mobility programs.

Prior to establishing the in-lieu fee, the City should clarify the exact mechanism regarding the types of projects that qualify to receive funds and in what areas those funds would be spent. An effective in-lieu fee program should seek to:

- **Avoid large up-front costs to developers that would deter investment.** Many cities make the mistake of creating a "simple" in-lieu fee structure based on large initial lump sum payments. These in-lieu fees can prove excessively costly to developers who ultimately forgo construction or build parking on-site that is not efficient in terms of parking or land resources.
- **Guarantee a revenue stream for the City.** A workable fee structure will both provide the City with enough initial funding to finance parking space construction (if necessary) and give the City a continuous long-term revenue stream for other transportation improvements.
- **Justify costs for both the City and developer.** Neither the City nor the developer should pay more than their fair share. A per space fee should provide the City with some basis of subsidy for meeting the gap between the cost of building public parking or introducing alternative mode improvements and the revenues it can produce.

Allow for shared parking among different land uses by right.

Relevant code chapters: 20.40.030, 20.40.100

Different land uses have different peak periods of parking demand. For example, a bank adjacent to a bar/restaurant can easily share a common parking facility. The principle of shared parking is a key component of successful commercial districts and should be permitted as of right in the parking code. In order to make the process of securing approval for shared parking less onerous for new development and adaptive reuse projects, the City should consider the following:

- Require as a condition of approval that private parking in any new development or adaptive reuse project be made available to the public when not needed for its primary commercial use.
- Allow parking to be shared among different uses within a single mixed-use building by right.
- Multi-family residential uses: Allow parking to be shared between residential buildings and an off-site parking facility by right, provided that the off-site facility is within 500 feet of the building entrance.
- Non-residential uses: Allow parking to be shared between non-residential buildings and an off-site parking facility by right upon staff approval, provided that the off-site facility is within 1,000 feet of the building entrance.
- Off-site shared parking located further than 1,000 feet should be considered at the discretion of staff so long as there is documentation that conditions of approval have been made to allow off-site parkers to access the principal use.

Exempt commercial/retail add-ons and changes of use smaller than 5,000 square feet from the provision of any additional parking under the minimum parking requirements.

Relevant code chapters: 20.38.060

It is proposed that the City no longer require the provision of additional parking beyond what is currently provided on-site or in covenanted off-site spaces provided that the use is a designated historic resource or the total gross floor area does not exceed 5,000 square feet. Exempting such changes of use and small additions (up to 5,000 square feet) is often crucial to making development feasible on small parcels or with uses that have historic value, but significant site constraints.

Establish short-term and long-term bicycle parking requirements for new non-residential development[10].

Relevant code chapters: 20.40.030, 20.44.050

Providing adequate amounts of bicycle parking at all destinations is critical in encouraging bicycle use. The intent of the proposed code change is to increase bicycle mode share not only through the provision of adequate parking to meet existing demand, but also by ensuring that the parking provided meets current best practices in terms of type, installation, and location.

Bicycle parking fits within two broad categories: short- and long-term parking. Where short-term parking emphasizes convenience with reasonable security, long-term parking emphasizes security while being slightly less convenient. Short-term parking caters to customers and visitors who

[10] The City is currently in the process of developing a Bicycle Master Plan (to be adopted in fall of 2014), which will likely involve recommendations related to bicycle parking requirements. As the Master Plan develops, it is recommended that the City coordinate its recommendations to ensure consistency between plans.

need a secure place to lock their bicycle for errands from a few minutes up to a few hours. For long-term parking, storage solutions include lockers, access-controlled "bike cages", or staffed bike stations.

Bicycle parking facilities should be designed and installed according to best practices, such as those outlined by the Association of Pedestrian and Bicycle Professionals (APBP).

Figure 4-2 Proposed Bicycle Parking Requirements[11]

Land Use	Short-term			Long-term		
	#	per	Minimum	#	per	Minimum
Food sales/groceries	1	2,000 SF	2 spaces	1	10,000 SF	2 spaces
Retail	1	5,000 SF	2 spaces	1	10,000 SF	2 spaces
Restaurant	1	2,000 SF	2 spaces	1	5,000 SF	2 spaces
Office	1	20,000 SF	2 spaces	1.5	10,000 SF	2 spaces
Parking lots/garages (unattended surface lots excepted)	1	10 vehicle spaces	6 spaces	1	20 vehicle spaces	2 spaces

Source: Adapted from *APBP Bicycle Parking Guidelines, 2nd Edition*

In addition to the number of spaces required for each use, the City should consider the installation of bicycle parking on public property where a property does not have adequate space to install bicycle parking on-site, such as adjoining sidewalks, as long as the installation does not interfere with pedestrian access or ADA regulations.

Steps to Implementation

1. Communicate proposed changes with property owners, merchants, and residents and revise as necessary based on stakeholder feedback.
2. Conduct a more detailed financial analysis to determine the appropriate in-lieu fee level. The analysis should account for the costs of developing an on-site space discounted by the value of future revenue that space would have contributed to the project. The resultant fee should be equivalent to the value of that on-site parking from a development perspective and should be palatable to developers looking for alternatives to meeting all parking requirements on site.
3. Draft specific code language for Corona del Mar overlay zone and relevant zoning chapters.
4. Submit zoning code language to City Council for feedback and approval.

[11] Although the parking management plan is focused on non-residential uses, the City should consider similarly improving future residential bicycle parking requirements.

STRATEGY #2: EXTEND THE TIME LIMITS ON EAST COAST HIGHWAY AND ADJUST PRICING IN OFF-STREET LOTS/GARAGES.

Overview

This strategy proposes an immediate adjustment to existing time limits and pricing in Corona del Mar. In the short-term, it is recommended that the time limits along East Coast Highway from Avocado Avenue to Hazel Drive be extended from one hour to two hours. In addition, all existing public off-street lots/garages would become free of charge.

What are the Primary Goals?

By extending the time limit to two hours, customers and visitors to Corona del Mar will have additional flexibility, while ensuring continued turnover and preventing long-term parkers from occupying the most convenient on-street spaces.

Given the current pricing and regulatory structure, drivers are discouraged from parking in public off-street facilities. By making these lots free, it will free up on-street spaces by helping to shift parking demand to these often underutilized lots.

Detailed Description

Parking along East Coast Highway in Corona del Mar is currently restricted to one hour from 7 a.m. to 6 p.m. The intent of this time restriction is to encourage vehicle turnover and ensure that convenient spaces are available for short-term visitors or customers. However, the one-hour time limit also has the effect of discouraging those from parking who would like to stay more than one hour, such as a lunchtime visitor. Furthermore, the one-hour limit requires significant resources to effectively enforce.

It should be noted that a new two-hour time limit would not fully address traffic issues that result from long-term parkers (e.g. local employees) moving their vehicle every few hours to avoid the restriction. While less onerous, the time limits still require consistent enforcement to be effective. As discussed in Strategy #9, the two-hour “shuffle” by long-term parkers is better solved through implementation of demand-based pricing as a means to manage demand and turnover.

There are three off-street parking lots open to the public within the study area - the Old School Park lot (4th and Dahlia Avenues) and the two public lots are located off of both sides of Larkspur Avenue at Bayside Drive. The fee for parking in any of these lots is $1.50 per hour up to $15.oo per day (10-hour maximum). Because all on-street spaces in the area are free, and most are unregulated, there is a direct disincentive for someone to park in these lots. Combined occupancies for these lots never exceed 82% on either the weekday or weekend and periodic spot-checks have found that many of the vehicles parked there display annual permits. It is recommended that in the short-term these lots retain their 10-hour maximums, but become free of charge.

Steps to Implementation

1. Communicate proposed changes with property owners, merchants, and residents.
2. Develop an enforcement plan for time limits and coordinate with Newport Police Department.

3. Install new signage on East Coast Highway and in public lots (indicating lots are now free of charge).

STRATEGY #3: INCREASE PUBLIC PARKING SUPPLY THROUGH SHARED PARKING AGREEMENTS WITH WILLING PRIVATE PROPERTY OWNERS

Overview

Shared parking agreements are agreements between private parking lot owners and the City that provide for privately owned off-street parking to be available to the general public during specified periods of time, usually when the parking lot is in low demand for its associated tenants. Compensation for use of private lots may be made in the form of lease agreements that also outline specific provisions related to maintenance, operations, security, and liability.

In Corona del Mar, only 6% of the off-street parking supply is currently available to the general public, while off-street parking in total makes up about 40% of the parking supply in the study area (excluding Corona del Mar Plaza). Shared parking agreements present an opportunity for the City to increase the supply of publicly available off-street parking and for private parking lot owners to maximize the use and value of their parking lots.

What are the Primary Goals?

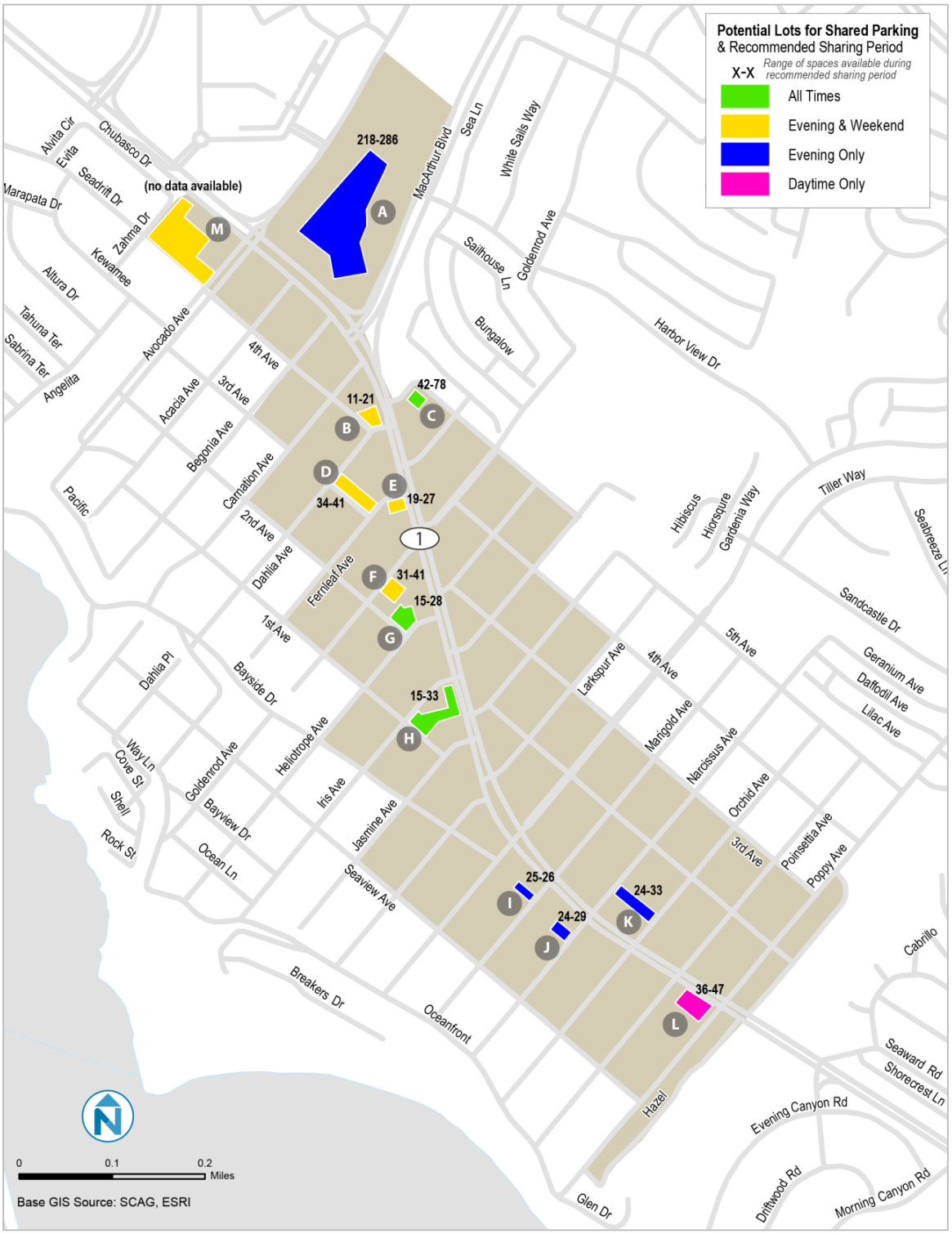
The primary goal of this strategy is to increase the supply of parking that is easily accessible in order to encourage more fluid circulation in Corona del Mar and meet parking demand. Shared parking encourages efficient land use and in the long-term the cost of shared parking is far less than the cost of constructing and operating parking facilities.

Detailed Description

A typical example of shared parking is a bank that is used by customers during the day and then would become available to the general public during its non-business hours. The agreement between the parking lot owner and the City would stipulate the times during which non-bank patrons may park in the lot and terms for compensation and operation.

Based on parking occupancy data analyzed in the existing conditions phase of this study, 13 off-street lots with potential for sharing agreements were identified. Figure 4-3 shows the location of those lots and the amount of parking typically available during the recommended shared use time periods.

Figure 4-3 Potential Shared Parking Lots



With the assistance of the City, the owners of these lots were identified and contacted by the consultant team for a short interview in order to gauge each lot owner's interested in pursuing a sharing agreement with the City. Figure 4-4 indicates which property owners have been interviewed thus far and summarizes their overall reaction to the discussion of shared parking.

Figure 4-4 Property Owner Outreach

Map Reference	Property Location	Property Owner	Interviewed?	Interested in Learning More?
A	Corona del Mar Plaza	Irvine Company	Yes	No
B	2545 East Coast Highway	Sherman Library & Gardens	Yes	Yes
C	2600 East Coast Highway	17124 Partners	Yes	Yes
D	2647 East Coast Highway	Sherman Library & Gardens	Yes	Yes
E	2711 East Coast Highway	Master Properties	Yes	Yes
F	2831 East Coast Highway	Eric D. Welton	No	N/A
G	2865 East Coast Highway	Tiffany Holdings, LLC./Jason Moore	No	N/A
H	3049 East Coast Highway	RCEA Limited Partnership	No	N/A
I	3347 East Coast Highway	Julius V Evans	No	N/A
J	3451 East Coast Highway	Esmaiel Doostmard	No	N/A
K	3500 East Coast Highway	Boice CA Halverson/Walter Boice	Yes	No
L	3801 East Coast Highway	FPV II	No	N/A
M	2121 East Coast Highway	Coast Business Center LTD	Yes	Yes

Property Owner Interest and Concerns

There were several common themes gathered from interviews with parking lot owners and managers regarding shared parking agreements discussed below. In the case of lots B, C, D, and M, a manager rather than the actual property owner was interviewed, and thus could not provide definitive answers regarding interest in shared parking.

Displacement of Tenants: The property owners of Lot A and Lot K both were not interested in pursuing shared parking agreements because of wanting prioritized parking use for current and future tenants. Lot A, the Corona del Mar Plaza, leases parking spaces to its tenants, who pay extra for parking. The owner of Lot K indicated that while his lots are underused at certain times currently, he would want to maintain autonomy of the lot use so that future tenants would have access at all times of day. The manager of Lots B and D, the Sherman Library & Garden stated that the lots are typically empty when the library is closed, but that they rent out the facility for private events in the evenings and on weekends which require full use of the parking facilities. These events would need to be accommodated by any potential shared parking agreement.

Liability: Lot E and Lot M are both parking structures. When interviewed, the property owners at these locations voiced concerns regarding liability. Both specifically brought up skateboarders using the ramps as a source of concern. Security guards or parking attendants may be desirable to prevent unintended uses of the lot. The owner of Lot E stated that he is particularly concerned

about structural damage that could be caused to his building by accidents in his basement lot. He stated that he would be hesitant to share those spaces but would consider sharing parking spaces in the surface lot that is adjacent to the underground lot.

Insurance: All lot owners noted that they would expect the City to provide insurance for its uses of the lot, though it was not a major concern.

Prior Sharing Experience: The owners of Lot E and Lot K had both been approached at some point by the City for sharing parking with another business, such as a restaurant. The owner of Lot E had entered into an agreement for a restaurant to lease spaces. When that restaurant went out of business, there was a lot of "red tape" and delay in getting the City to un-record the lease from the city books. He has informal sharing agreements with businesses, like the Five Crowns, in exchange for restaurant vouchers that he felt provided more flexibility for both parties without bureaucracy.

The owner of Lot K had been approached for a lease agreement when a nearby restaurant wanted to expand its floor area and needed to meet minimum parking requirements. He had been firmly against the idea because the agreement created a large burden without much benefit. He stated that the agreement gave only the City, not the lot owner, the right to terminate the agreement, offered no compensation for the use of the space, and stipulated that the owner would maintain the lot to the standards set out by the City without any contribution from the City.

In addition to raising concerns, lot owners and managers indicated in some cases that they do not police their lots and they are effectively open to the public when businesses are closed. It will be important to reach out and engage property owners in a way that highlights the need for public off-street parking and also the need for these lots to be visibly open to the public if they are to be effectively used during shared periods.

Steps to Implementation

1. Conduct informational session/focus group with interested property owners so that concerns may be raised and addressed.
2. Identify 4-6 interested property owners that offer strong geographic and time of day distribution of parking facilities.
3. Develop formal shared parking agreements that address mutual concerns/issues. Private organizations that facilitate shared parking arrangements, such as GoSpot Parking may be an alternative to the City or BID crafting its own agreements.
4. If necessary, identify funding stream to lease spaces.

STRATEGY #4: BETTER MANAGE EMPLOYEE PARKING

Overview

Parking for Corona del Mar employees is a critical issue given the number of workers present and the long hours their vehicles are parked in the area. With the limited amount of off-street parking available for certain businesses, employees sometimes search for parking on public streets, causing "spillover" issues into abutting residential neighborhoods and increase the number of vehicles circling for parking.

What are the Primary Goals?

This strategy has three primary ways to manage employee parking and take advantage of existing empty parking spaces:

1. Offering permits to employees to park in locations that are better accommodating of longer-term parkers (e.g. off-street lots)
2. Providing incentives to employees who carpool, walk, bike, or take transit to work.
3. Engaging in shared parking agreements for employee parking in cases where two land uses have staggered peak hours of operation.

Detailed Description

Employee Parking Permits

An employee parking permit (EPP) program operates by designating priority parking within a geographic area for employers or employees, often at a discounted price. Designated parking areas for employees can be located at on-street curb spaces or in off-street facilities, with permit holders eligible to park in those spaces during a specific time period exempt from posted regulations. Ownership of a permit, however, does not guarantee the availability of a parking space. For this reason it is important not to sell permits far in excess of parking supply. Many conventional EPP programs do not prohibit non-employee parking, but allow the general public to park within the area, subject to posted parking restrictions. Figure 4-5 provides an example of parking permit signs.

Figure 4-5 Permit Parking Signs in Culver City (left) and Washington, D.C. (right)

Source: Culver City, culvercity.org (left) and Ramon Estrada, http://ramonestradaanc2b09.blogspot.com, (right)

The ultimate intent of the program is to make parking more convenient and accessible for all users—residents, visitors, and commuters—by providing a designated and concentrated parking area for employees. EPP programs offer a convenient parking option, thereby reducing the need

for an employee to "hunt" for a parking space, move their vehicle to avoid parking restrictions, or occupy "prime" on-street spaces intended for customers. A consistent parking option for employees also makes it easier for employers to attract and retain employees. By managing employee parking, EPP programs can ensure that high demand parking areas are not overwhelmed by commuters.

Strong employer support is a crucial component to any successful EPP program. Employers are needed to inform their employees about the program, facilitate participation, and ensure that the program guidelines are adhered to. Employers must also work with administrative staff to provide feedback and modify the program as needed. Moving forward, it is imperative that City staff build employer support by gathering their input and design the program to be user-friendly and supportive of local business needs.

Potential Program Guidelines

All employees and employers of Corona del Mar would be eligible for one EPP per employee. As is done in other jurisdictions (such as Laguna Beach), it is recommended that employers apply for permits on behalf of their employees. As part of the application, employers would supply proof of employment, along with a copy of photo identification and vehicle registration information for each employee (information employers may already collect). Permit costs would remain affordable to encourage their use at approximately $50 for an annual pass.

The City could then designate specific off-street lots or garages for employee parking only and sell permits that would allow employees only during specific hours. These lots could be in Corona del Mar (such as the existing public lots or shared use lots) or at more remote locations, such as at Fashion Island (in which case a shuttle may be required to transport employees to/from the remote lot). Spaces should be prioritized for employee use by designating signing them for "employee use only" during certain hours when employees typically arrive at work (6 am – 10 am).

Employees would have the option of using the permit system as a quick and convenient way of finding a space, rather than potentially wasting time circling for parking. Employees should not be required to make use of the spaces in order to avoid issues of liability; if parking availability is indeed an issue, employees will opt to use the permits on their own to save themselves the irritation and time lost looking for parking.

Incentives

Employee incentives for not driving alone to work can take many forms each with its own benefits and costs. Regardless of the incentive, these programs often have lower costs and greater advantages if implemented by an organization of businesses (such as the BID) rather than by individual ones.

Parking Cash-Out

The majority of North American employers provide free or reduced price parking for their employees as a fringe benefit. Under a parking cash-out program, employers they offer the cash value (as cash, transit passes, gift certificates, etc.) of the parking subsidy to any employee who does not drive alone to work. Offering employees the option of "cashing out" their subsidized parking space can incentivize employees to ride transit, bike, walk, or carpool to work, thereby reducing vehicle commute trips and emissions.

Parking cash-out is already state law in California, but the current state law only applies to employers with 50 employees or more who lease their parking and whose parking costs can be separated out as a line item on their lease.

Guaranteed Ride Home (GRH) Program

Guaranteed Ride Home (GRH) is a program that provides a "back-up" ride to those who use transit, carpool, biking/walking, or other alternative as their commute mode. For example, if an employee needs to leave work for an emergency, such as a sick child or other unexpected need, they will be redeemed for the cost of taxi ride to get them home. This is an important supportive measure to encourage employees not drive alone to school. Typically, GRH program costs remain very low as emergencies are infrequent.

Currently, the Orange County Transportation Authority (OCTA) offers a free GRH program to all employers who participate in their vanpool, e-pass, AVR processing, or Metrolink Corporate programs.

Pre-tax Transit Benefits

Programs such as a Commuter Checks encourage transit use among employees by allowing employees to pay for transit passes with pre-tax earnings. Commuter Checks are vouchers that can be provided to employees as a substitute for, or in addition to, taxable salary. Employees can redeem vouchers for transit passes at sales offices, retail sales outlets, or online to have passes mailed to them or loaded onto a Clipper Card. Although this is a positive benefit, it is unlikely to have a high impact on employee parking demand in Corona del Mar given the low level of transit service.

Shared Parking Agreements

An additional opportunity is to take advantage of the varying peak hours of demand for different uses. Specifically, there are several restaurants in Corona del Mar with active evening patronage that necessitates the presence of a number of employees. At the same time, there are office uses in the area that are closed during evening hours. This availability of parking offers a great opportunity for businesses to partner so that restaurant employees can make use of office parking spaces at night while they're not needed, so long as financial and liability concerns are resolved.

Steps to Implementation

1. The City and BID discuss the most cost-effective employee parking programs for Corona del Mar.
2. If permits are opted for, identify the lots available for employees, the costs associated with permits, and the number to be issued.
3. If incentives are selected, the BID should determine the types of incentives used and the best way to finance the program.
4. Shared parking agreements can be brokered by individual businesses or the BID, depending on the need.

STRATEGY #5: RESTRIPE EXISTING PARKING TO MAXIMIZE SUPPLY

Overview

The East Coast Highway corridor in Corona del Mar has many sections of red curb, prohibiting parking. In addition, there are two off-street parking lots within the study area that currently do not maximize parking supply with existing striping. Both lots were identified as suitable for shared parking agreements based on their use patterns. If these lots are made available to the public during certain times of day through shared parking agreements, it will be beneficial to both the City and the property owner for these lots to capture the full potential capacity provided by the lot area.

What are the Primary Goals?

Given the limited space available for on- and off-street parking, it is important that existing parking facilities are designed to have the maximum possible number of parking spots. With extended time limits on East Coast Highway (Strategy #2), on-street parking will become desirable for patrons of the businesses because of its proximity to shopping and entertainment destinations. Privately used off-street lots should accommodate as much of the demand generated by associated businesses as possible. In the future, potential sharing agreements between lot owners and the City will be more valuable if the lots are striped to create the maximum number of spaces for the general public to use as well.

Detailed Description

Red Curb on East Coast Highway

Mid-block sections of red curb are common throughout the East Coast Highway in Corona del Mar. Typically, the red curb serves to mark obstructions on the sidewalk such as street trees, trash cans, benches, and newsstands. While this may serve to prevent conflict between vehicles and street furniture, it limits the supply of parking.

Figure 4-6 Red curb on East Coast Highway

This strip of red curb between Fernleaf Avenue and Dahlia Avenue on East Coast Highway could be repurposed either as bicycle parking or accommodate an additional parked car.

In most parking spaces, whether a parking garage, surface lot, or on residential streets in Corona del Mar, the clearance for a vehicle door to swing open is limited to some extent by structural columns, adjacent cars, or street trees. By removing mid-block red curb, passengers will need to be cautions when open doors so as not to hit street furniture, but no more than in most parking facilities. In order to maximize the on-street parking supply, mid-block red curb should be reviewed by Public Works and eliminated if appropriate and parking spots should be re-striped (~20 feet per space) to take full advantage of the curb space.

Sherman Library and Gardens Overflow Parking Lot

Location: 4th Avenue and East Coast Highway, adjacent to 2515 East Coast Highway

This lot is used as overflow parking for the Sherman Library and Gardens. This lot typically has availability during the evening and on weekends when the Sherman Library and Gardens is closed. Currently, parking spaces are striped only at the edges of the lot, leaving excess space in the middle for circulation. Based on the consultant team's observations, it may be possible to re-stripe the lot in a way that took full advantage of the lot area and provided additional parking spaces.

A second longer-term option would be to partner with the City to construct a future shared use parking structure if demand in the district warranted its construction. Given the current number of vacant parking spaces in the area at peak hour, this option may not be necessary for many years and should be weighed carefully against other options first given its high cost and other associated impacts (additional traffic, degraded street frontage, etc.)

Five Crowns Parking Lot

Location: Poppy Avenue and East Coast Highway

This lot is used as a valet parking facility for the Five Crowns restaurant. Currently, the parking spaces are striped so that two cars may be parked in tandem. Because of this design, the lot can effectively only be used for valet parking. The Five Crowns lot was identified as a potential lot for shared parking due to the high level of availability in the lot during the daytime when the restaurant is not as busy.

In order to increase the total off-street parking supply and potentially provide publicly available parking during times that the Five Crowns lot is underutilized, the lot could be restriped with single parking spaces that are suitable for both valet and self parking. Currently, access and egress from the lot occurs via Poppy Avenue. There is also an alley suitable for vehicle traffic that is separated from the Five Crowns parking lot by a fence and single-space parking curbs. By removing the curbs, cars could circulate through the alley as a secondary access and/or egress route. The lot could be re-striped with multiple rows of parking in order to accommodate more vehicles.

Steps to Implementation

1. Identify and select which red curb sections on East Coast Highway should be eliminated.
2. Evaluate any impacts to traffic flow on East Coast Highway.

3. Work with adjacent businesses and property owners in selected areas to secure community support.
4. Work with property owners at Sherman Library and Gardens and Five Crowns Restaurant to create shared parking agreements for periods of low demand.
5. Establish restriping for maximum number of spaces as condition for sharing agreement. The cost may be borne by the City or the property owner, depending on the details of the sharing agreement.

STRATEGY #6: INCREASE SUPPLY OF SECURE AND CONVENIENT BICYCLE PARKING

Overview

Every bicycle trip begins and ends with parking. It is important to provide user-friendly, secure, and convenient bicycle parking that is highly visible and close to popular destinations. Currently, there are very few bicycle parking facilities in Corona del Mar. It is recommended that bicycle parking facilities be installed in order to accommodate parked bicycles in a safe and secure way.

Figure 4-7 Existing Bicycle Parking in Corona del Mar

Left: The bicycle rack on Goldenrod Avenue in front of Brueggers Bagels is one of the few currently available in Corona del Mar. Right: Bicycle parked in front of Rite Aid locked to the fence

What are the Primary Goals?

This strategy aims to provide existing bicycle riders with secure storage in Corona del Mar, create a more welcoming environment for potential bicycle riders, and encourage bicycle trips as an alternative to automobile trips, reducing the demand for automobile parking.

Detailed Description

The City continues to have discussions with the Corona del Mar Business Improvement District (BID) to install roughly 50 bicycle racks along East Coast Highway between Carnation Avenue and Poppy Avenue on both sides of the street. In addition, the City of Newport Beach is currently

in the process of developing a Bicycle Master Plan. The following strategies are meant to complement future bicycle parking policy and provide direction in the near term. When installing bicycle racks, the general guidelines below should be used to ensure that facilities are accessible and can be properly utilized by bicyclists.

- Locate rack to minimize obtrusions and reduction of open space
- Orient rack to ensure bicycles are parked parallel to the curb face and parked vehicles
- Evaluate placement and footprint of parked bicycles based on parking dimension of 2' wide x 6' long
- Ensure clearances from walls, trees, tree wells, news racks, doorway exits/entrances, and parked cars

Based upon input from the BID, five locations should be prioritized for highly visible and higher capacity bicycle parking (multiple racks) and are identified and discussed below.

Priority Bicycle Parking Locations

Clock Tower: Northwest corner of East Coast Highway & Marguerite Avenue

Surrounding the clock tower is a large open space that could easily accommodate bicycle parking. The Corona del Mar farmers market takes place year round near this location and could be a popular destination for bicycle trips.

Port Theater: East Coast Highway and Heliotrope Avenue

The Port Theater is an entertainment destination, attracting people from within and around Corona del Mar. Movie goers traveling by bicycle should have access to highly visible and secure parking, especially due to the likelihood that bicycles will be left unattended for several hours.

At the northern edge of the theater there is a long strip of red curb marked on East Coast Highway, creating an opportunity for bicycle racks on the sidewalk. This location is visible from the lobby of the theater, creating some informal security for unattended bikes.

Figure 4-8 Parking in front of Port Theater

Starbucks: East Coast Highway and Goldenrod Avenue

Coffee shops are high traffic locations that attract both patrons making quick stops and patrons staying for longer periods of time. There are quite a few piece of street furniture in front of Starbucks currently, including four newsstands, two mailboxes, two trash cans, and a bench. On the north side of Starbucks on Goldenrod Avenue, there is space between the street trees for two or three bicycle racks where the curb has been painted red. In order to provide highly visible bicycle parking, it may be suitable to either replace some of the existing street furniture with a bicycle rack on the sidewalk.

Rose Bakery Café: East Coast Highway and Orchid Avenue

Rose Bakery Café is adjacent to a surface parking lot at the corner of East Coast Highway and Orchid Avenue where there is outdoor seating for the café. There is space for several bicycle racks on the inside of the sidewalk surrounding the parking lot facing East Coast Highway and facing Orchid Avenue.

Steps to Implementation

1. Conduct outreach with business owners near potential bicycle parking facilities to address any concerns regarding installation.
2. Identify desired type of bicycle parking for each location, prioritizing convenience of use and safety.

3. Install and/or replace bicycle parking at priority locations.

STRATEGY #7: IMPROVE AWARENESS OF AND ACCESS TO UNDERUTILIZED PARKING FACILITIES WITH WAYFINDING IMPROVEMENTS.

Overview

This strategy proposes the development of a wayfinding program as a means to improve customer convenience and ensure awareness of existing parking resources, especially public lots and garages.

What are the Primary Goals?

Wayfinding is a key issue for any parking management program. The lack of consistent, user-friendly, and intuitive signage can make it difficult for drivers and visitors to easily find parking, especially the off-street parking facilities. Furthermore, the large numbers of signs in private off-street facilities that announce parking restrictions and threaten vehicle towing have the effect of actively discouraging visitors.

Figure 4-9 Existing Parking Signage

By contrast, an effective wayfinding signage helps orient visitors, shoppers, and residents alike, pointing them to area parking facilities, retail establishments, pedestrian and bicycle access routes, and other important destinations. Parking signs can direct motorists to underutilized off-

street facilities, freeing up the most convenient "front-door" curbside spaces, and maximizing the efficiency of a parking system. Improved wayfinding in the form of new signs helps maximize the use of off-street parking facilities, representing another way to help eliminate traffic caused by cars cruising for on-street parking. Wayfinding helps dispel perceived (but not actual) shortages in parking.

Detailed Description

Specific wayfinding strategies for Corona del Mar include:

- Reduce the amount of unnecessary parking signage where feasible, especially existing restrictive signage in private off-street facilities that discourages visitors from parking. As private parking is transitioned to public parking (see Strategy #3), install signage indicating public parking supply.
- For those private off-street lots that remain restricted, develop a single type of sign that must be used by all property owners.
- Sign type should increase in size relative to the speed in which cars are expected to be traveling. Vehicles going faster, such as those along East Coast Highway, need larger and simpler signs. Explore the development of larger and more conspicuous signs for major intersections.
- Directions to parking must be repeated often, especially after turns, to direct drivers to parking that is in off-street lots. Without such signage, drivers will likely try to only use on-street parking.
- Off-street parking signage should be supplemented with detailed maps, promotional materials (window posters or customer brochures), and graphics. Pedestrian signage indicating location of parking will ensure that people parking at the site will easily find their car when they return to it.
- Provide signage for delivery vehicles directing them to appropriate locations for loading and unloading.

Steps to Implementation

1. Identify priority locations for enhanced parking signage.
2. Develop a coordinated design scheme for new signage that is closely coordinate with existing signage and meets City standards.
3. Revise Chapter 20.42 of the zoning code as necessary to institutionalize wayfinding changes and provide a regulatory means by which the City can enforce parking signage in Corona del Mar.

STRATEGY #8: ESTABLISH A MONITORING AND EVALUATION PROGRAM.

Overview

This strategy seeks to formalize a process by which the City can effectively assess the parking management program in Corona del Mar. In short, it is recommended that the City collect annual parking occupancy data to calibrate parking demand in the area and determine whether adjustments to the parking management plan are needed.

What are the Primary Goals?

Parking behaviors constantly evolve and change not only as a result of explicit management policies, but also external factors, such as land use changes or overall economic conditions. It order to understand how parking behavior is changing is response to these factors, consistent data collection is essential. Strategy #2 proposes a change in the time limits on East Coast Highway and revisions to the pricing structure for publicly available off-street lots.

Without consistent occupancy data, however, it will very difficult to determine whether the pricing and regulatory structures are having their desired effect. By developing a formal data collection process, Corona del Mar will be able to better understand its parking supply and quickly make adjustments to its regulatory structure to respond to changes in parking demand.

Consistent data will also facilitate an evaluation and adjustments to other management strategies, such as a residential permit program, adjustments to the parking code, and the use of shared parking lots.

Detailed Description

Data to Collect

The City should collect occupancy data for on- and off-street parking facilities. Above all, consistency is the most important part of any data collection effort as it allows for easy longitudinal comparisons. The baseline data analyzed as part of this study should serve as a foundation for future data collection efforts.

Given that data collection can be resource intensive, one option would to perform a “sampling” survey, in which only a select number of key blocks and off-street garages/lots are surveyed. Such a survey would provide a general indication of whether parking demand is increasing or decreasing, but would not necessarily provide information on how parking demand has or has not shifted across the study area.

How to Collect Data

- Manual counts conducted by trained surveyors.
- If implemented, parking meters can provide real-time parking data. Automatic collection of such data would depend on the type of meter.
- For off-street spaces, the Town should encourage private parking lot owners to collect occupancy data and share that data with the Town.

Frequency of Data Collection

Data should be collected and analyzed on an annual basis. If manual counts are utilized, they should be done during the peak period of demand. It is recommended that counts take place on a Thursday and Saturday during a non-holiday week between Memorial Day and Labor Day. Ideally, counts would be conducted on an hourly basis, but could occur at designated time points throughout the day (i.e. 10 a.m., 1 p.m., and 7 p.m.) to conserve resources.

Depending on the use of parking meters, however, it is also possible that occupancy data could be collected and analyzed much more frequently.

Steps to Implementation

1. Develop a consistent data collection program that allows for easy comparison with the baseline data analyzed as part of this study and future data collection efforts.
2. Identify needed City resources and staffing plan.
3. Implement data collection and evaluation program.
4. Evaluate data and make parking management adjustments as needed.

LONG-TERM STRATEGIES

STRATEGY #9: IF PARKING DEMAND INCREASES, IMPLEMENT DEMAND-BASED PRICING TO ENSURE PARKING AVAILABILITY.

Overview

In the long-term, and if demand increases, it is recommended that the City further evaluate the installation of parking meters and demand-based pricing to manage parking demand in Corona del Mar. In short, it is recommended that time limits be eliminated and an appropriate hourly rate be charged for popular on-street spaces, such as those in the Carnation zone that currently experience high rates of use (likely along East Coast Highway and immediately adjacent blocks). Pricing for parking may cause some vehicles to "spillover" or park in residential neighborhoods. For this reason, it is recommended that if pricing is implemented, the residential parking permit districts be utilized to maintain resident priority parking on neighborhood streets. Meter revenue could be invested locally for streetscape improvements, additional parking management, or additional street cleaning.

What are the Primary Goals?

Given the current parking occupancy trends, parking pricing is not needed in Corona del Mar at this time. Peak demand for the study area as a whole is slightly above 60%, while on-street occupancy reaches a peak of only 68% on Saturdays. In the future, however, demand may increase to the point where time limits alone would not be enough to effectively manage parking resources.

The rationale for parking meters in Corona del Mar would be to ***make parking more convenient and accessible for residents and visitors.*** By using moderate pricing signals, meters can effectively regulate demand and more evenly distribute vehicles among the other parking facilities.

Like many other jurisdictions, Corona del Mar has sought to regulate its curb spaces through time restrictions and parking fines. These traditional techniques are reasonably effective in generating turnover, but also present certain disadvantages. Most importantly, long-term parkers or employees, who quickly become familiar with enforcement patterns, often become adept at the "2-hour shuffle," moving their vehicles regularly. In addition, for customers and visitors, strict enforcement can bring "ticket anxiety," the fear of getting a ticket if one lingers a minute too long.

One of the best ways to balance parking supply and demand and generate turnover is with pricing structures that take into account *actual demand* for a parking space. Demand-based pricing for parking seeks to increase prices when and where demand is highest and reduce prices when and where demand is lowest.

For each block and each parking lot, the right price would be the price that will target occupancy rates (typically 85% for on-street spaces). This means that pricing need not be uniform: the most desirable spaces may need higher prices, while less convenient lots are less expensive. Pricing can also be based on length of stay with a higher rate charged the longer one stays. In other words, allow motorists to stay as long as they are willing to pay for the space being used.

Detailed Description

Meter Location

Meters would be installed along East Coast Highway from Avocado Avenue to Poppy Avenue. No other streets are recommended for meters, but in the future the City may wish to expand the coverage of meters based on growth or changes in demand.

Meters would also need to be installed in all public parking lots/garages.

Meter Type

As with other meters recently installed in Newport Beach, parking meters should be as convenient as possible for the motorist. In short, meters should accept credit cards payments, as well as payments by phone. Wireless meters can also allow the City to provide a free, publicly accessible wireless network in Corona del Mar.

Target Occupancy Rates

Target occupancy rates for on-street spaces should be 85% and 90% for off-street spaces, which would translate into approximately one space per block and several spaces per lot being available at all times of the day.

Hours & Pricing

Hours and pricing would need to be determined at a future date based on relevant parking occupancy data. However, initial on-street rates should be low ($.50 - $1 per hour) and then adjusted based on how demand responds. Progressive pricing structures that charge more for longer stays, as well as peak and non-peak pricing, should also be evaluated.

Pricing in off-street lots/garages would need to be calibrated to complement on-street pricing. Typically, off-street lots/garages should be priced at a rate lower than on-street spaces to encourage use of those less convenient spaces. In Corona del Mar, off-street lots could continue to be free or have an initial rate of $.25-$.50 per hour.

Parking Revenue

The City should consider utilizing any net parking revenue generated from newly installed meters at curb spaces, meters in designated off-street lots, and resident permits for Corona del Mar improvements. This revenue could be deposited in a new Parking Fund, and could be spent on projects or programs designed to improve conditions within Corona del Mar. Potential expenditures include:

- Purchase and installation costs of meters (e.g., through revenue bonds or a “build-operate-transfer” financing agreement with a vendor)
- Purchase or leasing of private off-street spaces
- Wayfinding and signage
- Landscaping and streetscape greening
- Street cleaning, power-washing of sidewalks, and graffiti removal
- Pedestrian and bicycle infrastructure and amenities

- Additional parking enforcement
- Valet parking services during peak periods
- Outreach program related to parking reforms
- Marketing and promotion of local businesses
- "Mobility Ambassadors" to provide assistance to visitors, as well as additional security
- Construction of additional parking, if deemed to be necessary

Steps to Implementation

Establishing a demand-based pricing program will require a number of specific steps in order to achieve full implementation and continued success. These steps are outlined below:

1. **Understand the existing parking supply and demand.** In order to successfully implement a demand-based pricing program, accurate data is absolutely essential. More specifically, for a city to meet a target occupancy rate, it must know how its existing parking supply is currently being utilized. As demand increases, additional parking studies are recommended.
2. **Conduct public outreach.** Public outreach is a crucial component to success. Cities that have been transparent about the reasons for the policy changes and have taken the time to articulate the benefits to the public have found success more easily and more quickly. Outreach to local businesses, key stakeholders, local residents, and the general public can be a time-consuming process, yet worthwhile endeavor.
3. **Evaluate, procure, and test the appropriate meter technology.** The City of Newport Beach has already begun this step with recent efforts to implement enhanced pricing in Balboa Village. Lessons learned from that endeavor should be applied to any future pricing in Corona del Mar.
4. **Communicate the parking program.** Similar to step two, it is highly recommended that the City develop an ongoing communication strategy for the parking program.
5. **Monitor, evaluate, and adjust:** As businesses come and go and consumer preferences change, parking behaviors likewise will evolve. It is important that the City respond to these changes by continuing to refine, adjust, and tweak its pricing structures (up or down) and hours to meet its target occupancy levels.

STRATEGY #10: IF SUPPORTED BY RESIDENTS, CONSIDER A PERMIT PROGRAM TO MANAGE SPILLOVER INTO RESIDENTIAL NEIGHBORHOODS.

Overview

This strategy allows for the implementation of a residential permit program (RPP) in the Corona del Mar area as a means to manage parking spillover into residential neighborhoods. The strategy outlines some key components for further analysis and discussion. Any implementation of a RPP would be required to meet certain thresholds related to observed parking demand and resident support.

What are the Primary Goals?

A RPP operates by exempting permitted vehicles from the parking restrictions and time limits for on-street parking spaces within a specific geographic area. A conventional RPP is one that allows those without a permit to park for a limited period during a specified time frame (e.g. 8 a.m. – 6 p.m., Monday to Friday). Permit holders are exempt from these regulations and able to essentially "store" their vehicle on-street. Ownership of a permit, however, does not guarantee the availability of a parking space and, for this reason, it is important not to sell too many permits far in excess of available curb spaces.

The primary goal of an RPP programs is to manage parking "spillover" into residential neighborhoods. RPPs work best in neighborhoods that are impacted by high parking demand from other uses. By managing parking spillover, RPPs can ensure that residential neighborhoods are not overwhelmed by commuters, employees, or visitors, thereby enabling local residents to park their vehicles on-street more easily and conveniently. RPPs are especially important in older, historic neighborhoods where many residences were built with limited or no off-street parking.

Detailed Description

Outlined below are some of the key issues and parameters for RPPs that would need to be further evaluated and discussed before adoption of an RPP for Corona del Mar.

Initiation of RRP District

RPPs should be implemented only if there is an identified spillover problem and with strong community support. Given these goals, we propose the following procedure for the creation of any RPP district in Corona del Mar.

1. Residents must issue complaints to appropriate City staff, which in turn would result in a data collection effort to determine occupancy patterns in the proposed new zone. In addition, creation of the RPP zone would be subject to the provisions outlined in Chapter 12.68 of the Municipal Code.
2. If the collected data revealed occupancy to be higher than an established occupancy threshold (typically 85%), an inquiry would be delivered to all the residences on the block stating that a request to institute permit parking on the block has been received asking the resident to vote in favor of or against instituting permit parking. Or, a petition would be circulated among the residents of the affected block by someone who lives on that particular block.
3. If a simple majority (50% plus one) of residential units is in favor, the block is eligible to become a permit parking area, pursuant to approval by City Council. A notice is sent to each household explaining all the rules and regulations. Signs are posted restricting parking to vehicles with the appropriate residential permit.
4. The appropriate City staff person would have the discretion to expand or contract a RPP district, or change any other program rules and regulations as needed to respond to parking management issues.

District Boundaries

An RPP should be limited in its geographic scope to only those areas that are impacted by spillover parking. An RPP district that is too small or too big can undermine the effectiveness of

such a permit program. Initial districts should be introduced based on "hot spot" areas of parking activity such as for those blocks in the Carnation zone impacted by employee and visitor parking.

Ultimately, the long-term boundary of the RPP district(s) should be no larger than the area in Figure 4-10, which is generally bounded by Avocado Avenue on the west, 3rd/4th/5th Avenues on the north, Poppy Avenue on the east, and Seaview Avenue/Bayside Drive/1st Avenue/2nd Avenue on the south. This area could be revised in the future as the program is implemented and evaluated. Figure 4-10 also shows a potential area for an initial district as mentioned above.

Figure 4-10 Proposed Corona del Mar RPP District

Eligibility

RPP eligibility is typically restricted to residents within the proposed zone. Property owners who are renting their house or unit as a vacation rental would be able to utilize guest permits to provide parking for short-term renters.

A key issue within Corona del Mar is to ensure that residential garages are actually being utilized for vehicle storage. Residents who have garages, but store vehicles on-street, substantially impact on-street availability. Chapter 20.40.090.B includes a specific provisions related to access residential parking spaces, requiring "clear access" to required parking spaces and limiting temporary obstructions up to 72 hours.

As a means to encourage efficient use of limited on-street spaces, permits would not be issued to those that have a garage, but are using it for a purpose other than vehicle storage. To enforce this requirement the City should include specific questions related to garage availability on the application, as well as a provision that subjects applicants to potential inspection by City code enforcement. The City would likely not need to inspect every applicant's residence, but could instead inspect a sampling of RPP applications. Inclusion of this enforcement provision, however, may significantly impact resident support for an RPP district.

Permit Distribution

Purchase of a RPP would require an application form, proof of residency, a photo ID, and vehicle registration. First-time purchases would be made in person, while annual renewal could take place online.

Hours of Operation

2-hour parking, 8 a.m. – 6 p.m., Monday - Saturday

Permit Type

The City of Newport Beach is transitioning to license plate recognition (LPR) technology for its parking enforcement. As the City moves to the new technology, it is recommended that any RPP be integrated for seamless parking enforcement of all parking regulations. With the use of LPR technology, no physical permits would be issued for residents.

Permits for both guests and short-term rentals would be issued as "hangtags." By issuing a hangtag, guest and visitors permits can be more easily managed, especially given the high variability of license plates and for those property owners renting their home or unit as a vacation rental.

Number of Permits Issued

To ensure on-street availability for resident permit-holders, it is recommended that a cap on the number of permits per household be enforced, with an appeals process to allow additional permits be purchased upon display of compelling hardship.

Guest Parking

Each household would also be granted a free guest parking pass with the option to buy additional temporary guest passes. The annual pass would be in the form of a hangtag, while residents could

obtain multiple temporary hangtag permits on those occasions that more than one guest may be accommodated. These temporary permits should be valid for no longer than one day.

Permit Costs

Per the California Vehicle Code, jurisdictions are allowed to price permits to cover their administrative costs. It is recommended that permits be priced in order to cover these costs. The City could explore progressive pricing (i.e. each successive permit purchased costs slightly more) as a means to manage supply and demand. Prices may need to adjust (up or down) in future years to respond to evolving demand for permits. Chapter 12.68 of the City's municipal code allows for the setting of permit prices.

Enforcement

The RPP Program would be enforced by the City of Newport Beach Parking Control, in accordance with current practice. Vehicles parked in the RPP zone without a permit or in violation of posted restrictions, should be issued a citation, following current enforcement protocols. The City may wish to provide "courtesy" notices rather than citations for the first few months of program implementation to ensure community awareness and mitigate complaints regarding citations.

Program Expenses and Revenues

The program revenue should cover a portion of administrative expenses. Should the program generate net revenue, the City should either reduce permit prices or use revenue to fund amenities such as new parking technology, streetscape improvements and/or pedestrian amenities, including wayfinding signage, public art, or street furniture.

Signage

The RPP signage should be simple and streamlined, and consistent with best practices from other communities and character of Corona del Mar. The signage should also be simple to understand so it is easy for all motorists to follow the rule and there are no questions about the legitimacy of citations or other enforcement actions in RPP zones.

Program Monitoring

It is recommended that the City conduct ongoing program monitoring post-implementation to ensure that the RPP program is achieving the desired results. City staff should monitor the issuance of permits and analyze data to determine the utilization patterns. Monitoring the RPP program over time will help the City respond to resident parking issues, expand or contract the program, or modify key program elements, such as the permit pricing structure or number of permits issued.

California Coastal Commission

The California Coastal Commission will need to approve any RPP proposed by the City of Newport Beach for the area south of the East Coast Highway. The Commission has reviewed a number of RPP applications from other coastal jurisdictions in recent years and has consistently identified a number of key issues which must be addressed by the RPP in order to secure final approval. These issues rely primarily around the preservation of public access to the coast and the

availability of public parking. The City is currently addressing similar concerns in Balboa Village, which may offer some important lessons learned.

Steps to Implementation

The implementation of the proposed RPP Program will require action by various City agencies and departments. This section chronicles the step-by-step process of RPP implementation. It is recommended that there be a phased roll-out of the RPP program, with those areas experiencing the highest rates of demand (such as the Carnation zone) be considered first. The major RPP implementation steps include:

- **Corona del Mar Advisory Committees**. Corona del Mar stakeholders will review and provide advisory feedback to the City on the proposed program parameters.
- **City Council and/or Planning Commission meetings:**
  - Informational session with City Council and/or Planning Commission. During this meeting, City staff will present RPP recommendations.
  - The City Council must approve the consultant's RPP recommendations and any amendments to Chapter 12.68 of the Newport Beach Municipal Code.
- **California Coastal Commission approval**. The City must submit an application to the California Coastal Commission for approval of the RPP program. Pending feedback with the Commission, modifications to the RPP may be necessary. The City Council may need to be consulted again based on any required revisions.
- **Allocate appropriate staff**. The City will need to ensure appropriate planning and enforcement staff members are available to support program implementation and administration.
- **Equipment procurement and installation.** If the City elects to use LPR enforcement technology, the equipment must be procured and installed.
- **Residential petition process**. The residents within the proposed RPP zone will have to petition via simple majority (of total housing units) to be eligible for the program. Future expansion of the RPP zone would require a petition soliciting support from a simple majority (of total housing units) on each block to which the RPP restrictions would be applied.
- **Materials development.** The following materials will need to be developed and rolled out, including:
  - Permit application forms
  - Program website and online payment and renewal system
  - Informational materials
  - Guest permits
  - RPP signage
- **Program education and awareness**. Provide necessary information and education to residents to inform them of the RPP application guidelines and procedures.
- **Program rollout.** Fully implement program with potential "courtesy" notices, as opposed to violations, for the first few months of the RPP program.

STRATEGY #11: IF NEEDED, IMPLEMENT A FREE SHUTTLE SERVICE TO REMOTE PARKING FACILITIES

Overview

If implemented, a residential permit program (Strategy #10) would restrict neighborhood street parking for visitors and employees traveling from outside the study area. In order to ensure that employees and visitors still have easy access, a free shuttle service could provide connections between facilities with a high supply of parking, such as Fashion Island or City Hall, and the business and commercial corridor on East Coast Highway, as well as Corona del Mar state beach.

What are the Primary Goals?

The goal of this strategy is to provide those who are not residents of Corona del Mar with easy access to shopping, entertainment, and employment in the business district. In peak summer months, the shuttle would also serve to transport people to Corona del Mar state beach in order to ensure access and provide a replacement for residential parking that in the past has been used by beach goers. A shuttle service would allow visitors to easily find parking in a remote location rather than looking for parking in restricted areas. Provision of such a shuttle service may also be necessary to meet the public access requirements of the California Coastal Commission.

Detailed Description

Service Structure

Fashion Island and City Hall are both locations near the East Coast Highway commercial corridor with a large supply of parking. The proposed free shuttle service would start one of the two locations, depending on negotiations with Fashion Island management and the City of Newport Beach. Patrons would be picked up and dropped off in both directions along East Coast Highway between Avocado Avenue and Poppy Avenue, where during non-summer months, the shuttle would turn around using the alley between Poppy Avenue and Hazel Avenue, as indicated in Figure 4-11. During peak summer months, the shuttle would turn off of East Coast Highway at Poppy Avenue and travel via Glen Drive to the beach.

It is estimated that the round trip cycle time would be 20 minutes for the year-round East Coast Highway only service (from either Fashion Island or City Hall), and 30 minutes for the summer service to the beach. Multiple vehicles may be needed to provide more frequent service for special events or seasonal peaks in demand such as during the holiday season and Christmas Parade.

Proposed Stops

In order to use existing, safe locations for picking up and dropping off passengers, it is recommended that the shuttle use the existing OCTA stops along the proposed shuttle route. Figure 4-11 indicates the location and direction served of each of the proposed stops. With the exception of the stop inside Fashion Island and the stop at Corona del Mar state beach, the stops shown on the map are existing OCTA bus stops.

Proposed Span

Peak Season:

8:00 a.m. – 8:00 p.m., Monday through Sunday

Off Peak Season:

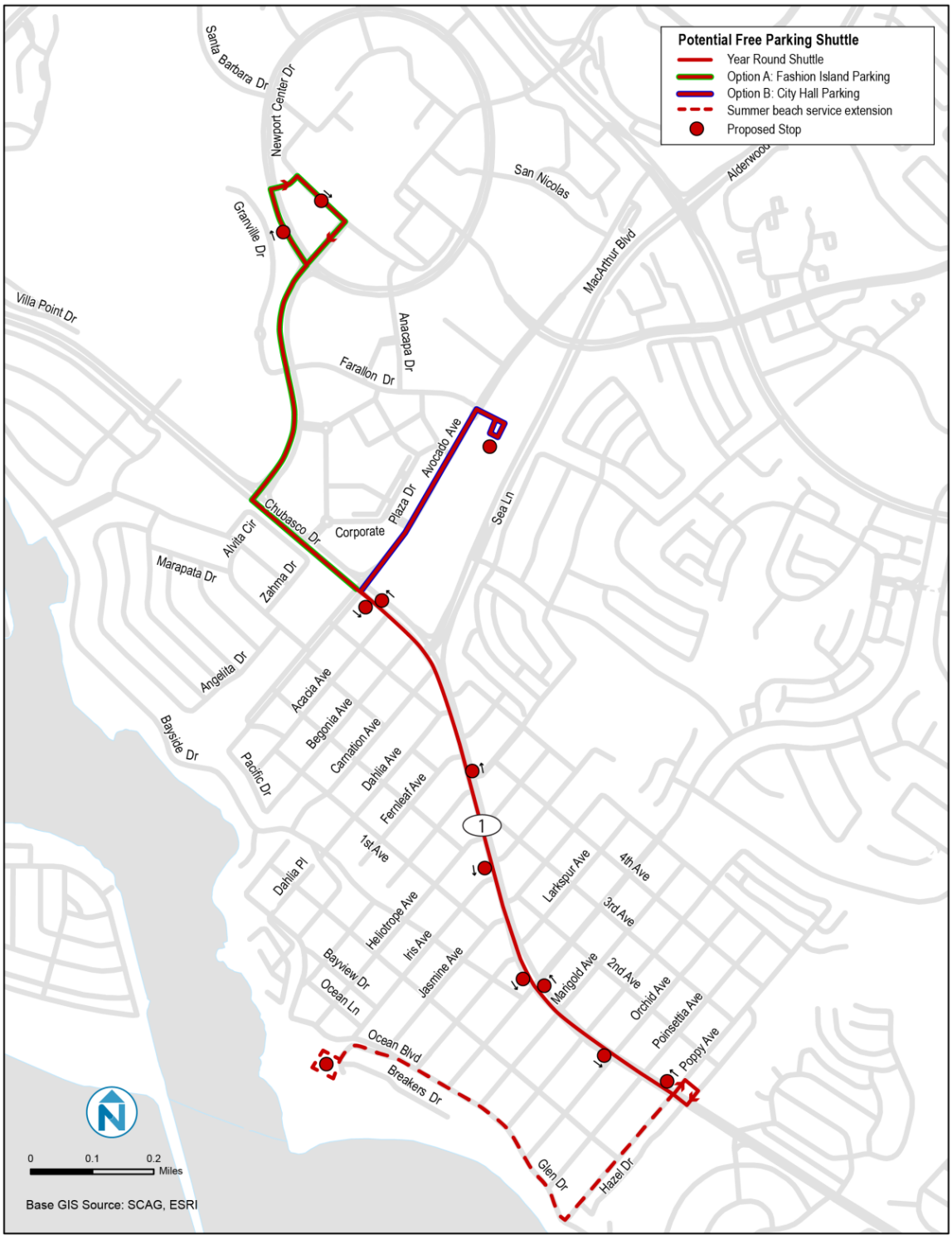
8:00 a.m. – 6:00 p.m., Monday through Friday

8:00 a.m. – 8:00 p.m., Saturday & Sunday

Proposed Funding

While a shuttle is a viable transportation alternative, it does come with its own set of costs. Depending on the operator selected, shuttle service can cost approximately $80 - $100 per service hour and should be carefully considered based on the success of other already implemented strategies. If shuttle service is chosen, funding can be derived from a public-private partnership given that shuttles will likely service both the business community as well as the general public. Funding sources may include meter revenues (if available), BID monies, property fees, grant funding (likely only for the shuttle's initial phase), public financing mechanisms, or other means.

Figure 4-11 Proposed Free Shuttle Route



Steps to Implementation

1. While Nelson\Nygaard believes it is feasible to implement a free shuttle service, it is unclear at this time whether it will be needed. A free shuttle service is only recommended if a residential permit program is implemented. In such a case, it will be necessary to determine whether there is demand for parking from non-residents in Corona del Mar.
2. Conduct additional outreach with employers in order to determine need for shuttle service.
3. Identify an appropriate funding stream.
4. Secure agreement with Fashion Island or City Hall for shared parking.
5. Identify and designate stop locations. This may require securing an agreement for shared use of OCTA bus stops.
6. Issue competitively-bid RFP for contract to operate shuttle service.

STRATEGY #12: AS NEEDED, IMPLEMENT A PEAK PERIOD VALET SERVICE.

Overview

This strategy proposes the potential implementation of a "universal" valet parking program during peak periods of demand. The valet program should be designed to facilitate convenient drop-off and pick-up without impacting existing parking or traffic operations.

What are the Primary Goals?

During peak periods of demand, Corona del Mar experiences concentrated demand on certain blocks and off-street lots. On Saturdays, for example, demand in the Carnation zone at the north end of the study area many of the on-street blocks and off-streets lots are above target occupancy rates.

Valet parking provides an opportunity to not only shift demand to off-street lots, but also increase parking supply during these periods of high demand. In short, valet parking programs enable the more efficient use of parking supply as valet operators can "tandem" or "triple" park vehicles. By increasing the supply of parking, a substantial number of additional vehicles could be accommodated in off-street lots during periods of high demand. Valet parking also offers a highly convenient parking option for those customers willing to pay for it.

It should be noted that there are occasional parking valet programs for certain businesses in Corona del Mar. This strategy would seek to coordinate these existing valet programs and create a "universal" valet service during the periods of highest parking demand.

Detailed Description

Time of Operation

- Holiday Season (mid to late December), Easter and Mother's Day weekends, Memorial Day to Labor Day
- Friday evening (6 p.m. – 10 p.m.)
- Saturday (12 p.m. – 10 p.m.)

Cost

- Option A: Free, if subsidized by the City or local businesses
- Option B: $6 without validation; $3 with validation from participating businesses

Drop-off/Pick-up Locations

- Potential drop-off/pick-up locations would include:
  - 2-3 spaces along East Coast Highway between Begonia Avenue and Dahlia Avenue
  - 1-2 spaces along East Coast Highway between Fernleaf Avenue and Heliotrope Avenue
  - Off-street lot at East Coast Highway/4th Avenue/Dahlia Avenue
  - Off-street lot on 3rd Avenue between Dahlia Avenue and Fernleaf Avenue
  - Off-street lot at East Coast Highway and Poppy Avenue
- Selection of these locations would need to consider how the loss of parking spaces would impact parking behavior and whether drop-off and pick-up would negatively affect traffic flow and street operations, particularly on-street parking spaces.

Vehicle Storage

Given the high demand for on-street parking spaces during peak periods, valet operators would be prohibited from parking vehicles in on-street spaces. Instead, valet operators would be permitted to lease designated off-street lots/garages or portions of publicly available off-street lots/garages.

Valet Technology

Advances in technology have enabled valet parking drop-off, pick-up, and payment to be as seamless as possible. Numerous valet operators now employ technology (e.g. point-of-sale handheld computers, key “fobs,” self-serve kiosks, mobile phone technology) that facilitates easy retrieval of vehicles and payment. For example, key “fobs,” provided to a customer when dropping off their vehicle, can be activated 5-10 minutes before desired pickup so that a vehicle is returned by the time the customer is ready to leave. This technology can also enable more accurate collection of parking data and revenue.

"Universal" Valet Parking Programs

Universal, district-wide valet services allow motorists to drop their vehicle off at any valet location, and pick their vehicle up at any other valet stand. Typically, these programs can be funded through downtown business associations or meter revenues. In general, cities enter into a contract with one or more valet operators to provide the service. In order to make valet services a single, seamless operation, consistent branding (signage and uniform) should be required and valet stands should be placed at designated locations.

Old Pasadena:

The City of Pasadena offers district-wide valet service in the Old Pasadena district. The universal valet parking program allows customers to drop off their vehicles at any of the 11 valet stations within the district, and can arrange to have their vehicle waiting for them at any other valet stand. Various participating merchants allow validation that reduces the price of valet parking. The current cost is $10 without validation, and the City does not regulate the price of valet parking.

San Diego:

The City of San Diego offers district-wide valet service in its Little Italy district. Motorists pay $7 to drop their vehicles at one of the three district wide valet stands. The services operate during peak periods only (Thursday – Saturday from 6 PM to 11 PM).

Redwood City:

Initiated through a partnership of downtown businesses, the City of Redwood City offers valet services in downtown on Fridays and Saturdays from 6 p.m. – 11 p.m. Motorists drop off their vehicles at a specific location and their vehicle is parked in an underutilized off-street facility. The cost of the valet service is $10, or $5 with validation from a participating business.

Steps to Implementation

1. While Nelson\Nygaard believes it is feasible to implement a valet parking program, it remains unclear at this time whether a valet program is definitively needed. Key determining factors would include whether the level of demand during proposed periods of operation warrants such a program and if a new valet program would be supported by local businesses.
2. Identify and secure participation from local businesses to support the program and offer the incentive of discounted valet parking with validation.
3. Identify and designate pick-up and drop-off locations, as well as off-street lots to be set aside for valet operations.
4. Require that valet operators lease parking spaces for no less than market rates.
5. Establish standards for valet operators to be permitted to operate, such as maintaining adequate insurance and requiring attendants to wear recognizable uniforms.
6. Identify any desired technologies to be included as a condition of operation for valet operations.
7. Issue a competitively-bid RFP for contracts to provide valet service. Given the relative size of the commercial core to be served, it is likely that only one valet operator would be needed.

APPENDIX A

Occupancy Maps

Figure A-1 Parking Occupancy, Thursday 1 PM

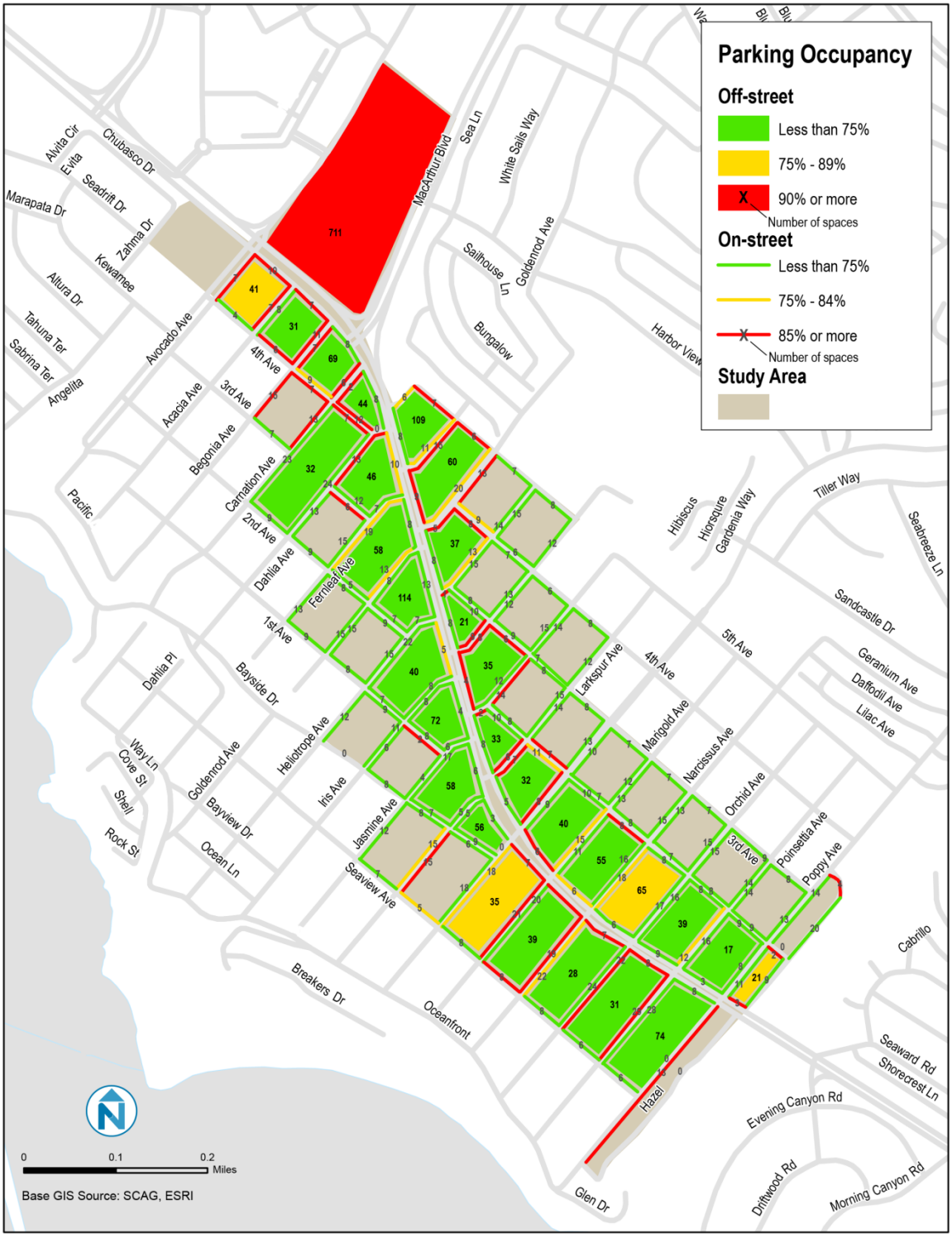


Figure A-2 Parking Occupancy, Thursday 7 PM

Figure A-3 Parking Occupancy, Saturday 1 PM

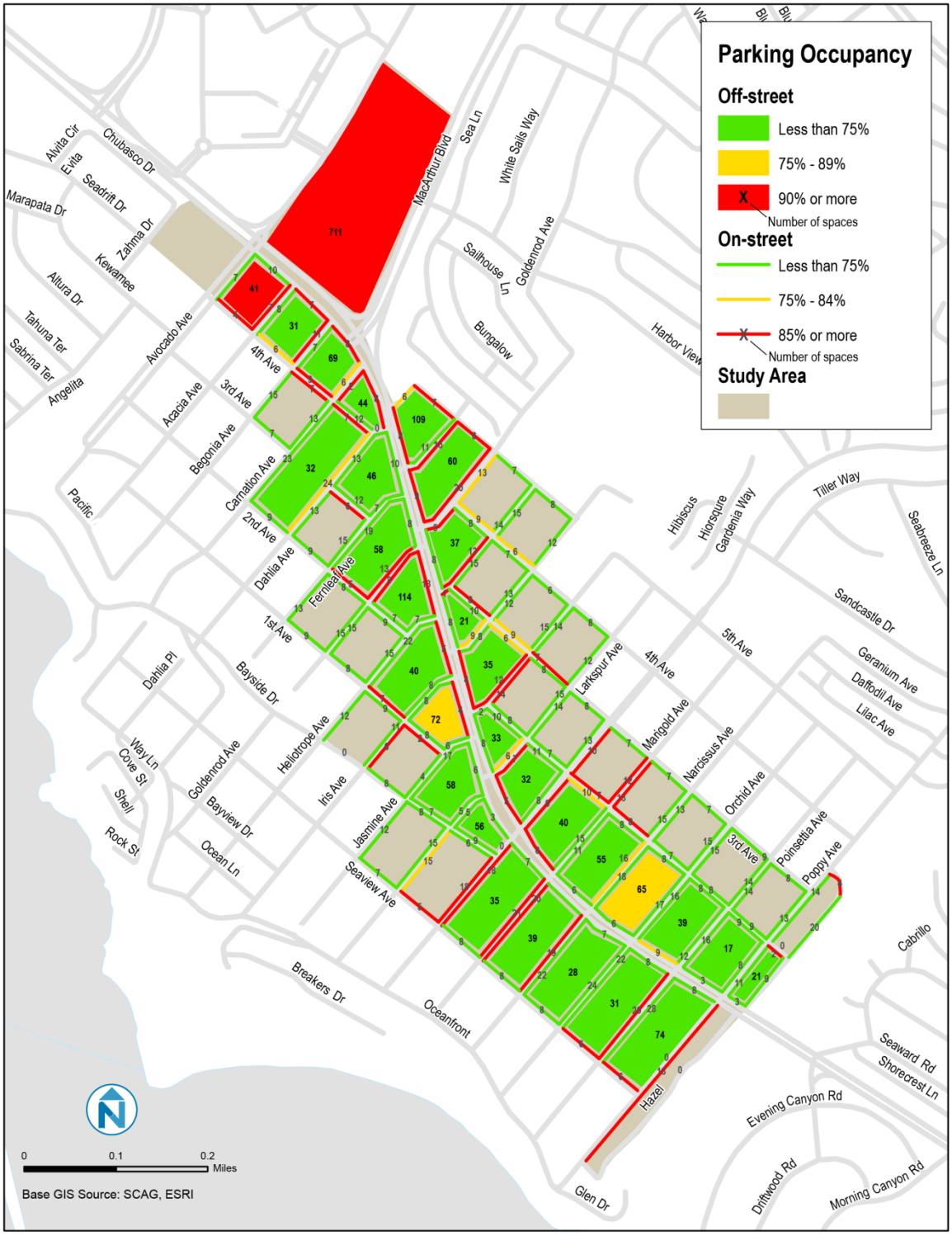
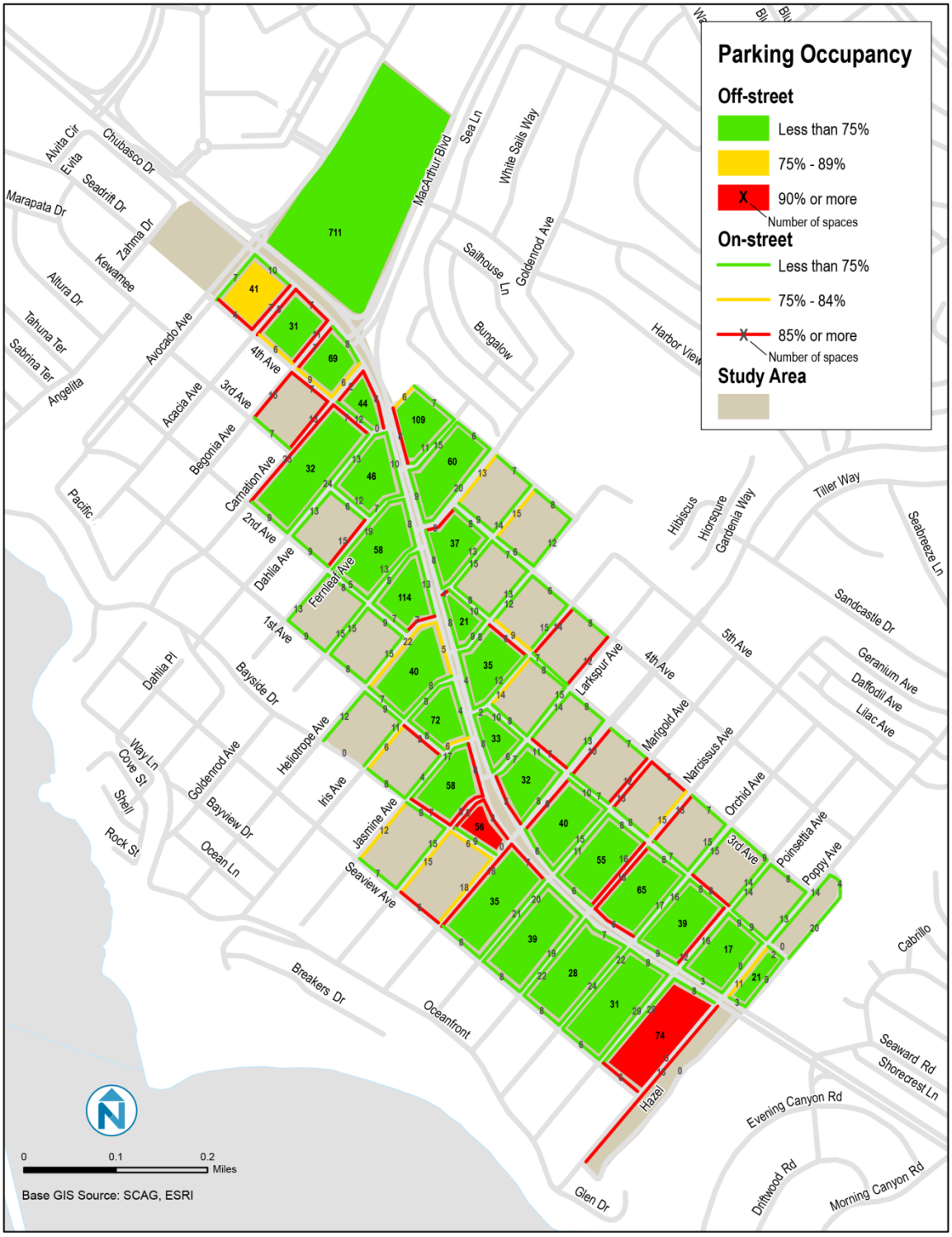



Figure A-4 Parking Occupancy, Saturday 7 PM