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Mayor

Patrick Slayter

City Council

Neysa Hinton, Vice Mayor

Michael Carnacchi

Una Glass

Sarah Glade Gurney



City of Sebastopol

Agenda Report Reviewed by:

City Manager/City Attorney

City Manager/City Attorney

Larry McLaughlin

City Clerk

Mary Gourley

Meeting Date:

Meeting of January 16, 2018

To:

Mayor and City Council

From:

Larry McLaughlin, City Manager/City Attorney
Kenyon Webster, Planning Director

Subject:

Study Session Regarding Parking Analysis for Pine Grove Square Concepts
Parking Study

Recommendation:

Receive Consultant Presentation and any Public Comment

Funding:

Currently Budgeted: ___ Yes ___ No X N/A

Introduction:

This report transmits a parking analysis report, prepared at City Council request, for Pine Grove Square development concepts. The Council should conduct a study session on the analysis, including a presentation from the traffic engineering consultant, and provide an opportunity for public comment.

Background:

A City Council Subcommittee has been reviewing the concept of redeveloping several City-owned downtown parking lots (the 'South Main,' 'Park and Ride,' and 'Chamber' parking lots bordered by Burnett Street, Petaluma Avenue, and South Main Street), with a mixed-use project that would provide needed housing, establish street-front commercial uses along the site's South Main Street frontage, improve circulation, and generate net revenue. Conceptual alternatives range from 51 units and 7,500 sq. ft. of commercial space, to 69 units and 12,550 sq. ft. of commercial space in an alternative concept. On-site parking would be provided to serve the uses. Existing public parking on the site would be removed; potentially, with owner agreement, several privately-owned parcels including the Chamber of Commerce property might be incorporated into the project.

It is important to note that this is not at this time a development project, rather it is an exploration of potential development concepts and their implications.

Parking Study:

On June 20, 2017, the City Council authorized the City Manager to move forward with an agreement with Linda Herman Consulting to commission a parking study of Pine Grove Square concepts, pursuant to a proposal from W-Trans, a Sonoma County traffic consulting firm.

As set forth in their proposal, W-Trans has conducted a field study to document the on-street and off-street parking supply as relevant to the Pine Grove Square area and near-by businesses, including a comprehensive peak period parking survey. W-Trans has also assessed and identified impacts to parking resources under the hypothetical Pine Grove Square development scenarios, and has included brief recommendations for potential follow-up studies.

To provide early opportunity for public review, the study was posted on the City web site on December 19, 2017, and that week emails about the study (and Council review on January 16) were sent to nearly 40 persons and organizations, including a number of persons who had made comments about the development concepts; the Chamber of Commerce; Downtown Association; Center for the Arts; Charter School; as well as Sonoma West Times and News and the Press Democrat. In addition, a flyer notifying area businesses and property owners about the study and the January 16 Council meeting was sent to 238 addresses.

This is an informational presentation and discussion; any further direction on the Pine Grove ideas would be the subject of a future agenda item.

Attachment:

December 18, 2017 W-Trans parking analysis memorandum

The public on-street parking supply includes 235 parking spaces. The six off-street parking lots have 340 total spaces, bringing the overall parking supply in the study area to 610 spaces. Some streets have two-hour parking limits while others are unrestricted. The parking lots are generally unrestricted, except Lot C, the Pine Grove Square site, which has a three-hour parking limit in 45 of the 150 spaces.

Table 1 summarizes the existing off-street and on-street parking supply. Figure 1 (attached) illustrates the locations of the surveyed parking facilities.

Existing Parking Utilization

Parking is generally considered at capacity when utilization rates reach 85 percent. That leaves 15 percent of spaces available for parking turnover and motorists seeking a spot. When parking utilization rates are higher than 85 percent, spaces are often difficult to find, which leads to more circulation in the area and longer times spent finding an open parking space.

Parking utilization for on-street and off-street parking lots was surveyed during three time periods on Thursday, September 14, 2017 and Saturday, September 16, 2017. The survey periods were chosen in cooperation with City staff to represent days and times to capture typical peak parking activity, corresponding to peak parking hours for commercial and residential areas.

- 11:00 a.m. -1:00 p.m.
- 5:00 p.m. - 7:00 p.m.
- 10:00 p.m. -11:30 p.m.

During the weekday survey (see Figure 2 attached), the peak park demand occurred at 1:00 p.m. with 68 percent of spaces occupied or 390 spaces out of the 575. During the weekend survey (see Figure 3 attached), the peak parking demand occurred at 5:00 p.m. with a utilization rate of 57 percent, or 326 of the 575 spaces occupied.

Two locations experienced a utilization rate greater than 85 percent. During the weekday peak period, Lot E, the South High Street Lot, experienced a peak occupancy of 96 percent. During the weekend peak hour, the on-street spaces on South High Street experienced a parking occupancy rate over 85 percent, with 100 percent occupancy. Table 1 provides a summary of the parking occupancy percentages experienced during peak parking demand during the weekday and weekend survey periods.

Table 1 – Parking Supply and Occupancy Summary

Street/Lot Block	Parking Supply	Peak Parking Occupancy			
		Thursday (1:00 p.m.)		Saturday (5:00 p.m.)	
		#	%	#	%
On-Street Spaces					
1. Sebastopol Ave/Bodega Ave	5	3	60%	3	60%
2. Burnett St	36	23	64%	24	67%
3. Willow Street	73	33	45%	38	67%
4. Calder Ave	24	10	42%	17	36%
5. Fannen Ave	19	14	68%	6	32%
6. S. High Street	10	6	60%	10	100%
7. S. Main Street	50	33	66%	18	39%
8. Petaluma Ave	18	7	39%	6	33%
<i>On-Street Space Total</i>	<i>235</i>	<i>129</i>	<i>55%</i>	<i>122</i>	<i>52%</i>
Off-Street Spaces					
A. Sebastopol Center for the Arts	85	51	60%	68	80%
B. CVS	77	47	61%	33	52%
C. Pine Grove Square site	150	105	70%	76	51%
D. US Post Office Site	9	6	67%	2	22%
E. South High Street City Parking Lot	54	52	96%	25	46%
<i>Off-Street Space Total</i>	<i>375</i>	<i>261</i>	<i>70%</i>	<i>204</i>	<i>54%</i>
Total	610	390	64%	326	53%

Future Parking Demand - with Pine Grove Square

The proposed Pine Grove Square development has two potential development schemes. The first scheme would construct 51 residential units (8 studio, 35 1-bedroom, and 8 2-bedroom) and 7,500 square feet of commercial space, with 75 parking spaces (55 off-street spaces, 10 existing on-street spaces, and 10 new on-street spaces on an extension of Willow Street). The second scheme would include 69 residential units (10 studio, 49 1-bedroom, and 10 2-bedroom) with 12,550 square feet of commercial space, with 107 parking spaces (including 77 off-street spaces, 18 existing on-street spaces, and 12 new on-street spaces on an extension of Willow Street).

The peak weekday demand experienced in the Pine Grove Square lot (excluding the HopMonk Tavern parking lot), as determined by the recent parking surveys, is 79 spaces and 56 spaces on weekends. Therefore, up to 79 off-street vehicles would be displaced to other parking spaces on a weekday, and 56 vehicles would park elsewhere on a weekend. Based on the current parking inventory and peak utilization rates, there is sufficient space in the remaining off-street and on-street parking supply to accommodate the 79 displaced vehicles during weekdays and 56 vehicles on weekends during peak parking demand.

The construction of the proposed Pine Grove Square development would remove 122 of the 150 parking spaces from the existing off-street parking supply in the study area. The 28 spaces currently reserved for the HopMonk

Tavern at the eastern edge of the project site are assumed to remain. With the 122 spaces at the Pine Grove Square site removed, the overall parking supply in the study area would be reduced to 488 spaces ($610 - 122 = 488$). With a peak demand of 390 spaces on weekdays and 326 spaces on weekends and a reduced supply of 488 spaces, the parking utilization rate would increase to 80 percent on weekdays and 67 percent on weekends.

Total Parking Inventory of Study Area (Off-Street and Street Spaces)	610
Total Parking Displaced by PGS project	<u>-122</u>
Total Parking Inventory Remaining	488
Weekday Peak Occupancy	390 spaces
Weekday Peak Parking Utilization	80% (390/488)
Weekend Peak Occupancy	326 spaces
Weekend Peak Parking Utilization	67% (326/488)

The City of Sebastopol's Municipal Code, Chapter 17.220, Off-Street Parking Regulations requires 1.0 space per studio or 1-bedroom unit, 1.5 spaces for 2-bedroom units, and one space per 400 square feet for the commercial space. Based on these requirements, the proposed Pine Grove Square development would require 75 spaces for scheme 1 and 107 spaces for scheme 2. The preliminary concepts (dated 12/13/2016) for the Pine Grove Square development include 75 spaces for scheme 1, and 107 spaces for scheme 2, which would satisfy the City's requirements. Therefore, the proposed Pine Grove Square project would be self-parked and not result in an overflow of parking onto non-adjacent streets or into other parking lots.

Future Parking Demand - with Pine Grove Square and Other Development

In the immediate study area surrounding Pine Grove Square, there is also a planned future retail use in the CVS site. This was planned for in the initial CVS development and parking would be accommodated on-site. There is also a proposed Piazza hotel project, which would fully accommodate their own parking supply on-site as well. Further, the Sebastopol Charter School located at the corner of Burnett Street and South Main Street has plans to relocate away from this site, although the building would remain and potentially used for a permitted use that requires parking. There is parking associated with the Charter School that currently uses the South High Street Parking Lot, which would go away once the school moves. However, any future commercial use of the Charter School site should be served by the on-site parking lot which now serves as the school playground. For a 11,300 square feet building, the required on-site parking would be 24 spaces (based on one space per 400 square feet with a 15 percent reduction).

Summary

Although there are two parking lots that experience high parking demand today, as well as with one street segment, parking in the area is generally available at all times. The parking may not be immediately in front of the business that patrons want to visit, but it is within walking distance. The surveyed parking in downtown Sebastopol is within a quarter mile or less of destinations, which is similar or better than similar downtowns in the North Bay and elsewhere in the Bay Area.

Once the parking is removed from the Pine Grove Square site, the overall supply would be reduced by 122 spaces. This would increase the overall parking utilization rate (i.e. more cars parked in fewer spaces). However, the overall peak parking utilization rates would remain below 85 percent in the area. Although the 80 percent projected weekday peak parking utilization would approach the 85 percent threshold, it should be noted that Pine Grove Square and other projects would provide sufficient parking to satisfy their code requirements on-site. As such, sufficient overall parking is projected to remain in the area.

Recommendation

Although no parking shortfall is projected in the area, the City may want to:

1. Consider this analysis when making decisions about the Pine Grove concepts; and
2. Monitor and evaluate the parking utilization after the Pine Grove Square project is completed and fully occupied. The monitoring would provide a future benchmark for measuring parking and establishing the need for future parking changes;
3. Consider parking strategies (should a parking shortfall be found in the future) such as establishing designating employee parking areas (to free up parking spaces closest to businesses), changes to enforcement practices, and/or changes to parking time limits (to effect turnover of parking spaces that are closest to businesses). For reference, examples of designated parking programs in Calistoga, Ukiah and Napa are attached to this memo.

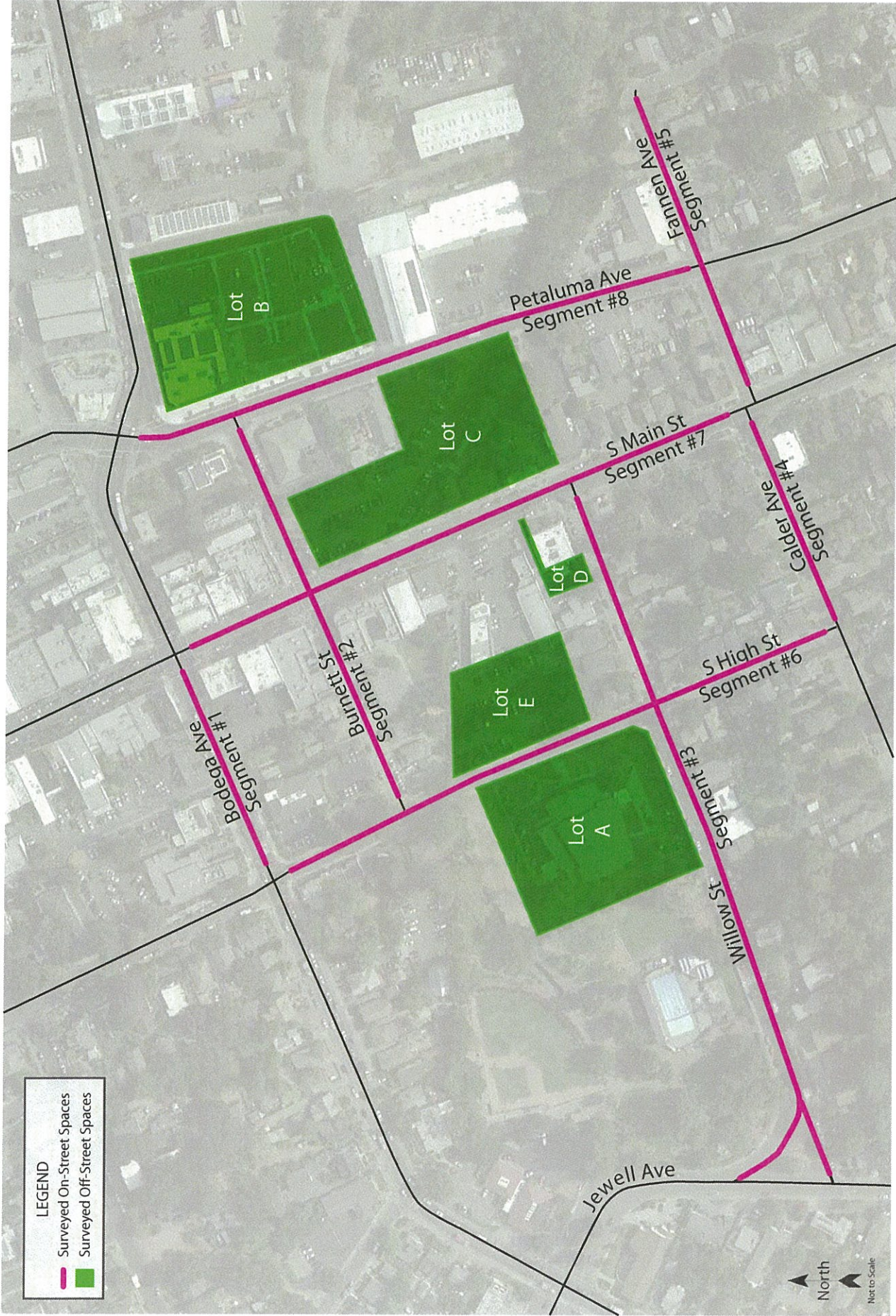
Attachments:

Figure 1 Parking Survey Locations

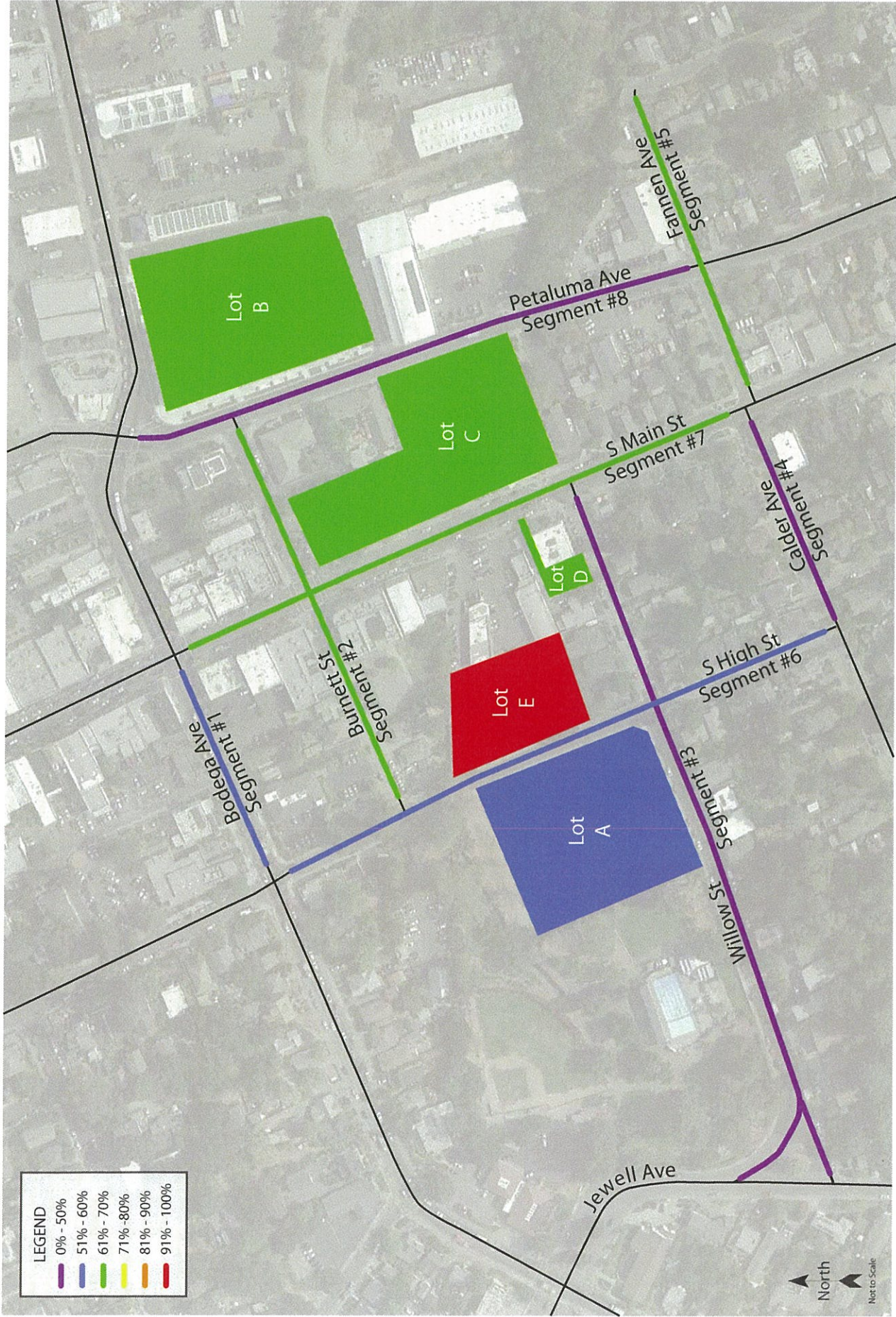
Figure 2 Weekday Parking Utilization

Figure 3 Weekend Parking Utilization

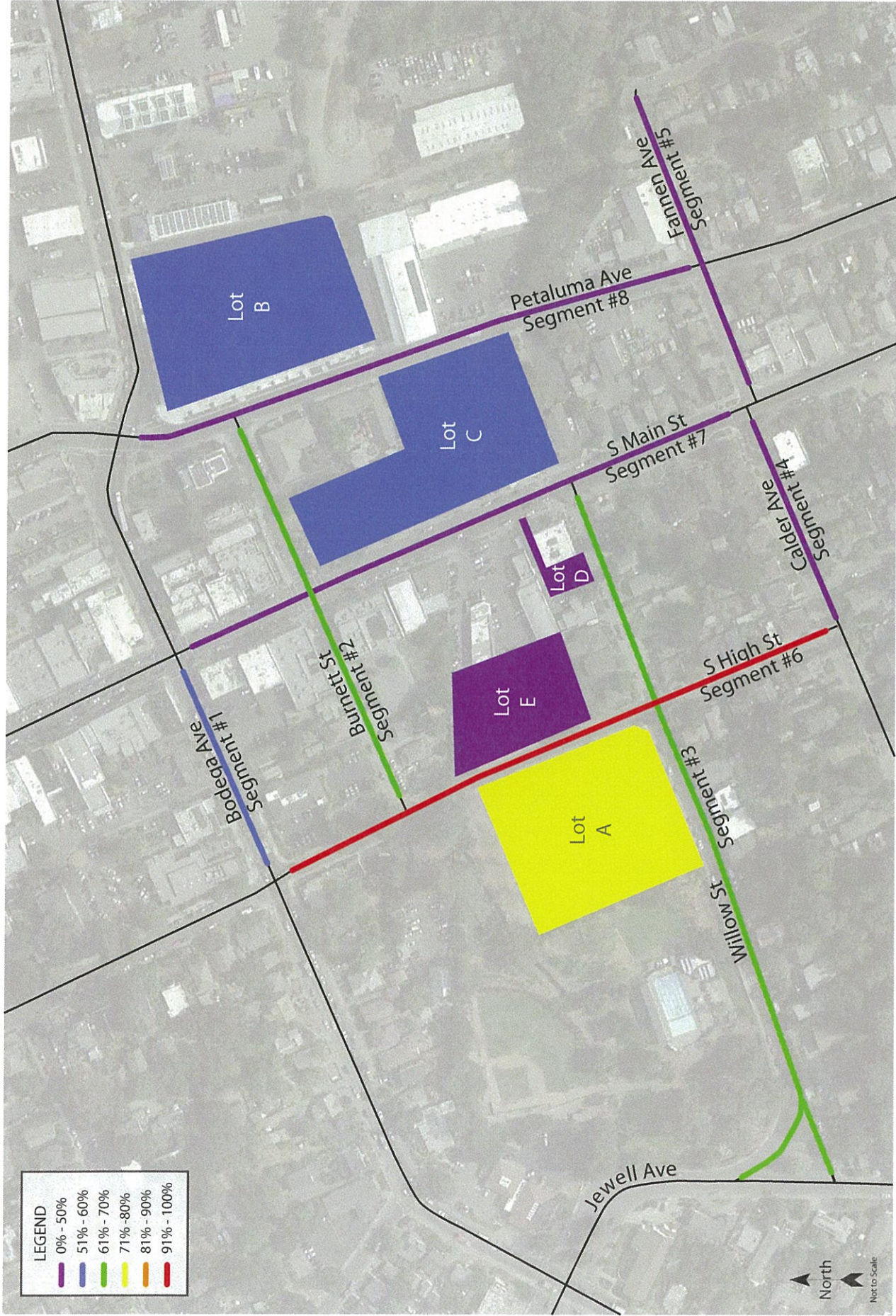
Examples of designated parking programs



Sebastopol Pine Grove Square Parking Study
Figure 1 – Surveyed Streets and Parking Lots



Sebastopol Pine Grove Square Parking Study
Figure 2 – Weekday Peak Hour Parking Occupancy (1pm)



Sebastopol Pine Grove Square Parking Study
Figure 3 – Weekend Peak Hour Parking Occupancy (5pm)

Examples of Designated Parking Programs

Below are examples of employee parking management strategies.

City of Calistoga

Several employees who work in Calistoga live in areas outside of the City. This requires most employees to drive and park in the area. To encourage employees to park elsewhere, one thing enacted by the Chamber of Commerce is an employee shuttle service (through employer subsidies), which picks up employees from Santa Rosa and transports them to Calistoga. In general, on-street parking in downtown Calistoga is limited to 3-hour limits, which discourages employee parking on street near their work places and leading to more frequent turnover.

City of Ukiah

The City of Ukiah has a parking program specifically for juror parking. Jurors are allowed to park in 2-hour or 5-hour time zones spaces on designated streets, and are required to display their jury parking summons on the dashboard of their vehicle. This avoids having jurors taking up spaces that are more desirable for business customers.

City of Napa

The City of Napa reserves spaces in city-owned parking facilities specifically for permit parking, which can be purchased by employees in Napa. Permits are available for purchase for \$30/month.