NORTH FAIR OAKS

Parking Study and Strategy

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NELSON NYGAARD

October 2013

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1 Introduction

1.1 Project Description

BACKGROUND

In 2011 the County of San Mateo adopted an updated North Fair Oaks Community Plan that establishes the vision, goals for the development, and physical composition of North Fair Oaks for the next 25 to 30 years. The plan provides policy guidance, programs, regulations, and strategies covering a range of topics including transportation and parking.

ROLE OF THIS PROJECT

The Parking Study and Strategy was identified in the Community Plan as an action item. It expands on the recommendations of the Community Plan to create a more detailed implementation program that offers parking demand and supply solutions specifically tailored to North Fair Oaks' current and projected conditions.

Parking—its quantity, location, availability, and design—is an important contributor to quality of life, particularly in urban or densely developed communities. The way in which parking is planned, built, and managed also has impacts on the quality of the built environment and on economic development, as it affects residents' and visitors' travel and shopping choices, and even their time management.

While many communities across California are recognizing the importance of planning for multimodal transportation—that is, increasing options for people to get around without the use of a private automobile—these changes can be slow to occur and often involve investments outside the control of individual jurisdictions (such as expanding bus or train service, for example). Other factors that contribute to high rates of car ownership in households include lack of affordable housing, which forces multiple families or generations of a single family to share a home, thus bringing more cars to the household than the structure was designed to accommodate.

This report acknowledges these challenges and encourages concurrent work to ameliorate the conditions that contribute to the high household car ownership and use rates in North Fair Oaks. At the same time, there are a number of strategies that the County and the community can undertake to mitigate or solve some of the problems associated with car use and parking that have negatively affected the community.

1.2 Study Area

North Fair Oaks is an unincorporated part of San Mateo County comprising approximately 798 acres, bounded by the cities of Redwood City to the north, west and southwest, Atherton to the east, and Menlo Park to the northeast. The Caltrain tracks and the Dumbarton Rail tracks traverse the area. The community has roughly 15,000 residents and approximately 4,000 housing units. North Fair Oaks was also established as a Priority Development Area (PDA) by San Mateo County and the Metropolitan Transportation Commission (MTC) in 2009, in recognition of its great potential for redevelopment as a mixed-use, mixed-density transit-oriented community.

1.3 Summary of Process

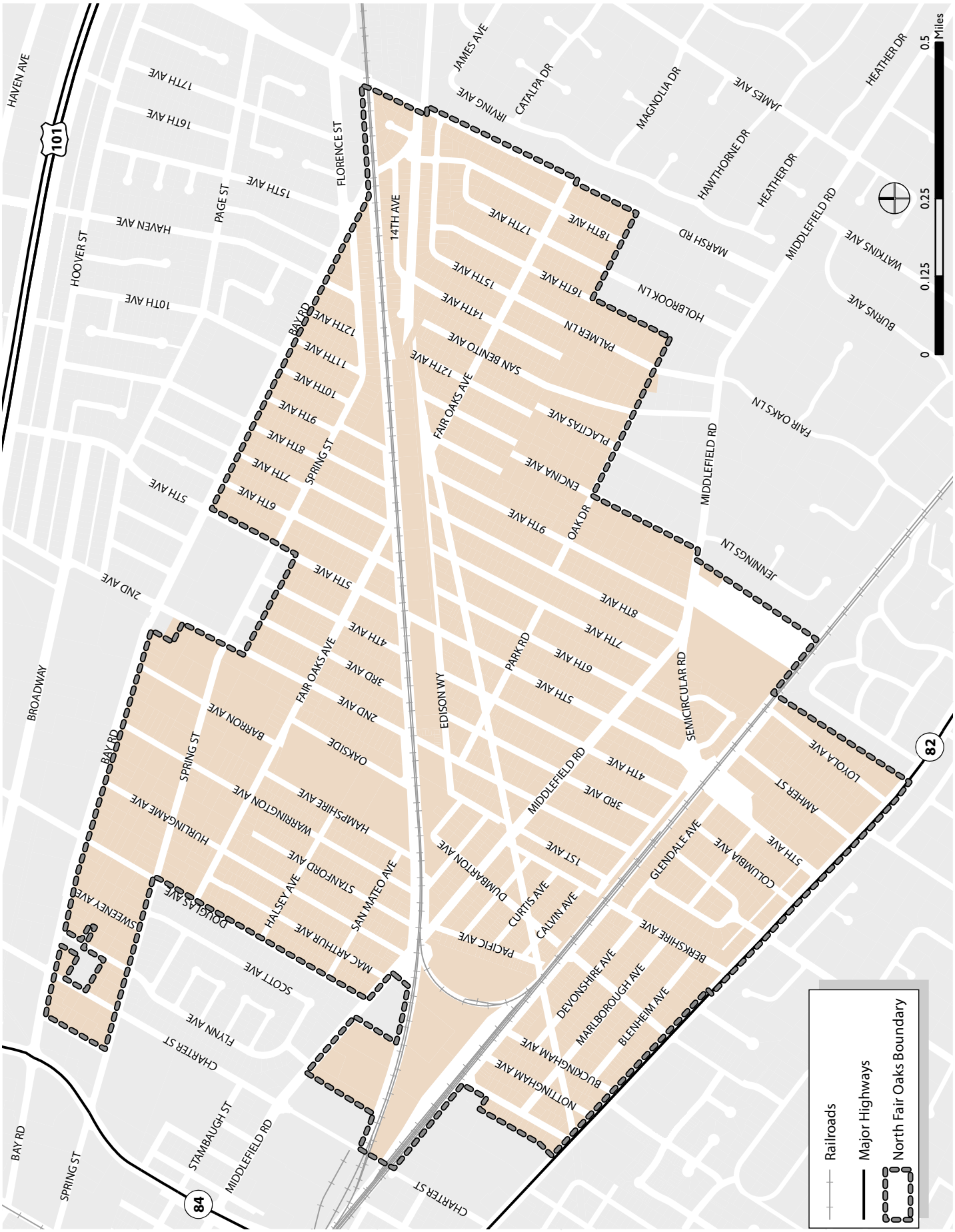
The process of developing the North Fair Oaks Parking Study and Strategy consisted of five major tasks:

1. Project kickoff and information gathering
2. Existing conditions assessment and parking inventory
3. Summary of best practices in parking management
4. Demand assessment and shared parking analysis
5. Draft and final Parking Strategy

Community outreach was also an important part of the process. A Parking Work Group was formed (as a sub-group of the advisory committee that served in the Community Plan Update) and a community workshop focusing on parking issues was held. More information on the community outreach process and results is found in Chapter 3 of this report.

The project commenced in December 2012 and is anticipated to conclude in October 2013. Upon the Parking Work Group's approval of the Parking Study and Strategy, policies and strategies drawn from this report may be presented to the North Fair Oaks Community, and to the San Mateo County Planning Commission and Board of Supervisors for review and adoption. The report is intended to directly inform the County's efforts to update its zoning ordinance, which is anticipated to occur in 2013 and 2014.

Figure 1-1: Study Area



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2 Existing Conditions

This section provides an overview of existing parking regulations and a discussion of the baseline parking inventory and parking demand of on-street and off-street facilities throughout North Fair Oaks. This information provides a clear understanding of existing parking conditions including areas where there may be supply constraints as well as areas that may currently have excess supply that could absorb current and future parking demand. This data helped inform the creation of parking policies, strategies, and zoning recommendations to address existing concerns as well as support the community's longer term economic and development goals.

2.1 Existing Parking Needs

The Community Plan identifies several parking issues in North Fair Oaks. These include unmet parking needs in the predominantly single-family areas and the areas with a mix of industrial and single-family residences, and high minimum parking requirements along the retail and mixed-use corridors with limited options for fulfilling them.

In the residential areas, several community- and site-specific characteristics contribute to parking needs:

- High average household size (3.67 persons compared to 2.75 in San Mateo County overall)[1];
- Above-average percentage of households with three or more cars (25.8 percent compared to 24.1 countywide)[2];
- More than half of residential buildings are detached single-family homes (58 percent)[3] that typically cater to two parking spaces on site; and

1 Census 2010, American FactFinder, DP-1 Profile of General Population and Housing Characteristics: 2010 Demographic Profile Data, http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview. xhtml?pid=DEC_10_DP_DPDP1 accessed January 31, 2013.

2 2007-2011 American Community Survey 5-Year Estimates, B08201 Household Size By Vehicles Available. http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_B08201&prodType=table, Accessed February 4, 2013.

3 2007-2011 American Community Survey 5-Year Estimates, DP04 Selected Housing Characteristics. http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_DP04&prodType=table

Off-site parking is limited to street parking as there are no public parking lots or structures within the community[4], and private parking lots are concentrated along commercial corridors, not residential areas.

Per the Community Plan, multi-family buildings in North Fair Oaks tend to be small, ranging from duplexes to buildings with fewer than 10 units. Additionally, lack of infrastructure to support alternative transportation modes leaves residents few modal choices outside of driving. Physical barriers and safety concerns due to the railroad bisecting the community and lack of bicycle routes further discourage use of alternative transportation.

2.2 Current Requirements

The following summarizes parking standards included in the San Mateo County Zoning Code that pertain to North Fair Oaks. Zoning districts labeled with "/NFO" are those that apply specifically to North Fair Oaks. However, general zoning districts (e.g. those not specific to North Fair Oaks) are also present in the Planning Area.

DISTRICT PARKING REQUIREMENTS

Table 2-1 lists the zoning districts present in North Fair Oaks and provides parking requirements by district, including whether parking lots or structures are permitted, and other specifics such as whether specific signage or screening is required. Specific minimum parking requirements for uses follow in Table 2-2. All districts require permits for parking structures. Parking lots are permitted in commercial districts C-1/NFO and C-2/NFO and industrial districts M-1 and I/NFO. Additional landscape elements are required at parking in M districts. PUD districts require submission and approval of detailed development plans including parking use. No additional parking requirements are required in Combining District (S). Off-site parking locations require siting and screening standards at Design Review (DR) District.

Figure 2-1 maps the zoning districts in North Fair Oaks. Parking requirements for each district are specified in Tables 2-1 and 2-2 below.

Parking Lots and Garages (Section 2.08.10) are listed as permitted uses in C1/NFO, C-2/NFO, M-1/Edison/NFO, and I/NFO; allowed as accessory uses in the P District (where adjoining R, H, C, or M Districts); and not allowed in the M-1/NFO District. Parking Structures (Section 2.08.11) differ from parking lots in that they allow parking in or on a building above or below grade. Parking structures are not listed as allowed uses.

4 North Fair Oaks Community Plan, Appendix C Circulation and Parking

TABLE 2–1: PARKING REQUIREMENTS BY ZONING DISTRICTS

ZONING DISTRICT WITHIN NFO[1]	PERMITTED PARKING TYPES[3]		ZONING REGULATION SECTION	OTHER PARKING REQUIREMENTS
	PARKING LOT[2]	PARKING STRUCTURE		
Residential Districts				
R-1	–[4]	–	Ch. 6	Per Table 1-2 below.
R-2	–	–	Ch. 7	
R-3	–	–	Ch. 8	
Commercial Districts				
C-1	–	–		Per Table 1-2 below.
C-1/NFO	P	–	Ch. 15, Sec. 6253	
C-2	–	–	Ch. 16, Sec. 6260	
C-2/NFO	P	–	Ch. 16, Sec. 6263	
Industrial Districts				
M-1	P	–	Ch.17, Sec. 6271	For self-service car wash: Minimum one car for every five washing bays.
M-1/NFO	–	–	Ch. 17, Sec. 6276	Section 6274.4.10b: Off-street parking areas shall be screened with earthen berms and landscaping, including one tree (min. 15-gallon size) per two (2) parking spaces, when located adjacent or across from a residentially zoned parcel.
M-1/EDISON/NFO	–	–	Ch. 17, Sec. 6277	Section 6277.4.10.b: Off-street parking areas shall be screened with landscaped fences (e.g., chain link fence with evergreen vines) or opaque walls which shall be between four (4) and six (6) feet tall with a setback of at least four (4) feet from the front, street-facing property line. Such setback area shall be landscaped to include at least one 15-gallon tree per twelve (12) lineal feet and one shrub per five (5) lineal feet of street frontage and/or abutment. In addition, parking lot areas shall be landscaped to include at least one tree (minimum 15-gallon size) per three (3) parking spaces.

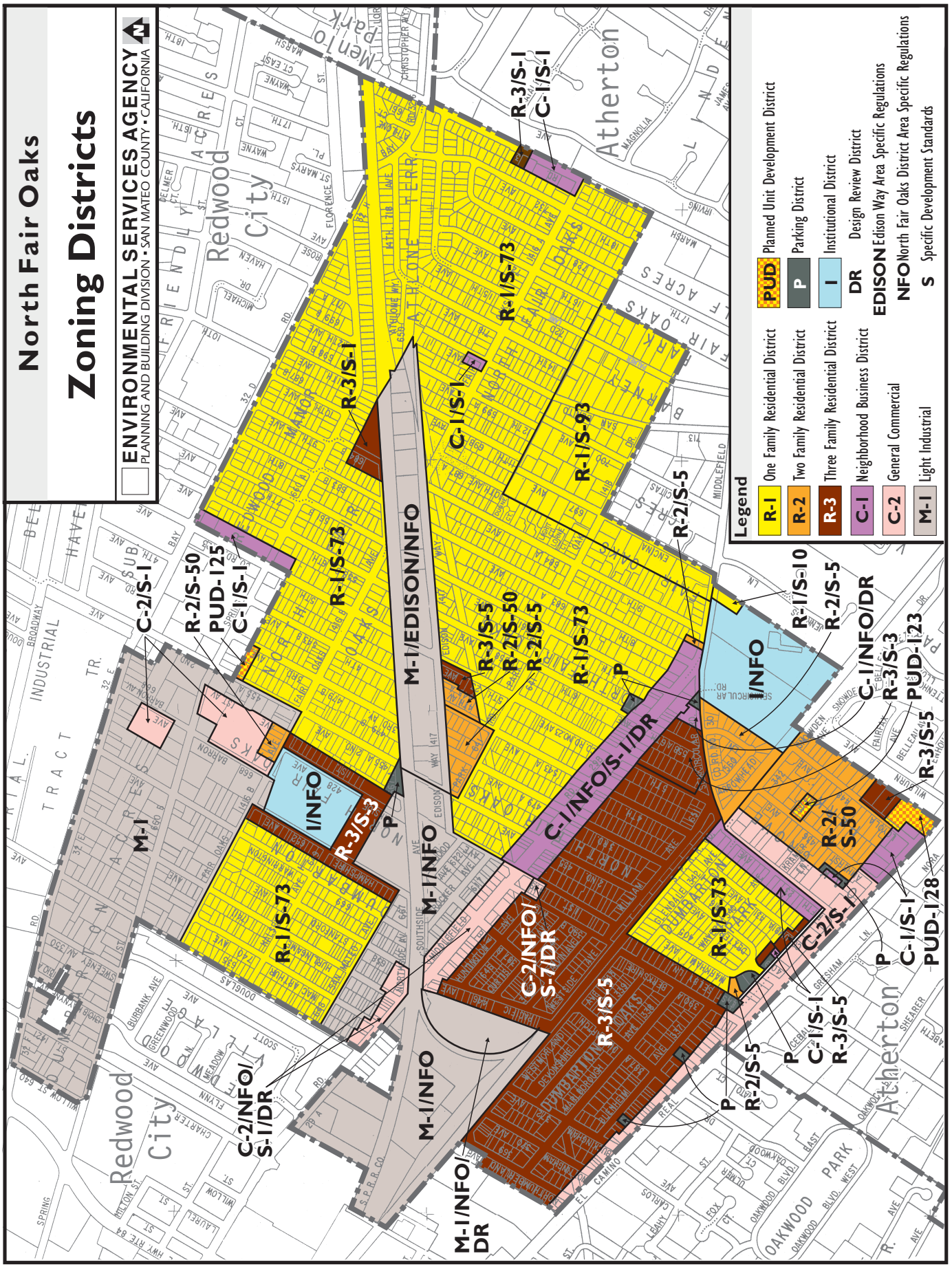
TABLE 2–1: PARKING REQUIREMENTS BY ZONING DISTRICTS

ZONING DISTRICT WITHIN NFO[1]	PERMITTED PARKING TYPES[3]		ZONING REGULATION SECTION	OTHER PARKING REQUIREMENTS
	PARKING LOT[2]	PARKING STRUCTURE		
Other Districts				
I/NFO	P	–	Ch. 19	
P	As accessory to and for use in connection with one or more establishments in adjoining R, H, C, or M districts	–	Ch. 13, Sec. 6231	Signs restricted.
PUD-123, 125, 128	–	–	Ch. 9	Requires a precise plan.
Combining Districts or Overlay				
DR	See Combined District for Parking Uses Allowed	Ch. 28.1, Sec. 6565.18.G for Middlefield Road in NFO		1. Where possible, locate off-street parking at the rear of the parcel and behind buildings; 2. Screen off-street parking when visible from a public street or residential use; and 3. Encourage the use of common driveways providing access to more than one parcel.
S-1, 3, 5, 7, 10		Ch. 20 (Combining Districts)		No additional parking standards in S Districts.
S-50		Ch. 20, Sec. 6300.12.00		
S-73		Ch. 20, Sec. 6300.4.13		
S-93		Ch. 20, Sec. 6300.9.11		
Other Requirements				
Development Review Criteria	–	–	Ch. 20.A.2, Sec. 6324.2.c	Small, separate parking areas are preferred to single large parking lots.

1. See "Combining/Overlay Districts" for parking requirements in S and DR districts.
2. Parking Lots and Garages are defined as "public and private facilities which provide designated spaces for temporary storage of operable and currently registered motor vehicles either in an open area or within a structure".
3. All Districts must provide minimum off-street parking as established in Chapter 3.
4. "–" denotes, "Other Compatible Uses (10.01.10): Additional land uses may be allowed if the Planning Director determines that the proposed use is consistent with the purpose of the district and sufficiently similar with other permitted land uses in the district." Use permit may be required.

Source: San Mateo County Zoning Regulations, July 1999 and http://www.co.sanmateo.ca.us/vgn/images/portal/cit_609/10070346nfo_zng1.pdf

Figure 2-1: North Fair Oaks Zoning Districts



MINIMUM PARKING REQUIREMENTS

Residential parking requirements include minimum parking spaces that are tied to the number of residential units and number of bedrooms (varies from 1 to 2 plus 0.2 guest parking spaces per unit). Reductions are allowed for senior housing depending on anticipated car use and visitor patterns, proximity to transportation facilities or non-residential parking areas, and other relevant conditions. However, these requirements are not defined and must be approved by the Zoning Administrator on a case-by-case scenario. A minimum one additional off-street parking is required for a second dwelling unit.

Non-residential parking requirements include minimum parking spaces tied to the gross floor area used by the occupants or number of seats for assembly uses. Required parking spaces range from 0.25 per hotel guestrooms, 0.2 per seat for theaters and auditoriums, 40 per 1,000 square feet of floor area for dancing or assembly uses, 5 per 1,000 square feet for medical or professional offices, and 6.25 per 1,000 square feet for other uses in H and C Zones and at least 0.5 space per 1,000 square feet for other uses in M zones. Table 2-2 lists minimum parking spaces required by use in San Mateo County.Other Requirements

OTHER REQUIREMENTS

Minimum Parking Space Size: The zoning code requires a minimum size of 171 square feet with up to 50 percent of required parking spaces as compact sizes for affordable or rental housing parking.

Location: Parking is required to be on the same site as the main residential building and within 1,000 feet of buildings in non-residential sites.

Collective Provision (Shared Parking): Where parking is provided for two or more buildings or uses, the zoning code requires the total number of parking spaces to equal the sum of the required spaces for each use. Where joint uses include uses with operational hours that do not overlap with theaters, bowling, dance hall, restaurants or bar uses, up to 50 percent parking reduction is allowed for uses such as theaters, bowling, dance hall, restaurants, and bars and up to 100 percent of these uses incorporated as part of schools or church.

Design: The zoning code specifies the following design standards: 1) A screening wall in residential districts with more than ten parking spaces, 2) Asphalt or similarly durable and dust-free surface material, 3) A protective bumper that prevents vehicle from extending over sidewalks or planters, and 4) Five percent of total parking areas to be landscaped, 5) four-foot deep landscaped area along rights-of way, 6) Maximum 30 percent dedicated to hardscape material. Additional District-specific requirements includes four to six feet screening along the public right-of-way and landscaped setback and frontage areas with minimal tree and shrub heights for the M-1/NFO District, and similar rear location or screening and common driveway requirements for the Design Review (DR) District on Middlefield Road (Section 6565.18).

TABLE 2–2: MINIMUM PARKING SPACES REQUIRED BY USE

USE	MINIMUM PARKING SPACES REQUIRED
Dwellings	1 space for each dwelling unit having 0 or 1 bedroom. 2 spaces for each dwelling unit having 2 or more bedrooms.
Apartments	1 space for each dwelling unit having 0 bedrooms or studio apartment. 1.2 spaces for each dwelling unit having 1 bedroom. 1.5 spaces for each dwelling unit having 2 bedrooms. 2 spaces for each dwelling unit having 3 or more bedrooms. Plus 1 additional uncovered guest parking space for each 5 units.
Housing, Affordable	Same number of spaces required for dwellings or apartments as applicable, except for the provisions of Section 6118(a).
Housing, Rental	Same number of spaces required for dwellings or apartments as applicable except for the provisions of Section 6118(a).
Housing for the Elderly	Same number of spaces required for dwellings or apartments as applicable; however, outside the Coastal Zone the number of spaces may be reduced if the Zoning Administrator makes a finding that not all spaces are needed. In making a finding, the Zoning Administrator shall consider: (1) the anticipated automobile usage and characteristic visitor patterns of the occupants; (2) proximity of the building or land to shopping, service, health and other transportation facilities; (3) proximity of public and commercial parking areas; (4) effect a reduced number of required spaces would have on existing and anticipated parking conditions in the neighborhood; and (5) conditions deemed relevant by the Zoning Administrator.
Rooming Houses, Lodging Houses, Club Rooms, Fraternity Houses	1 for the first 3 guest bedrooms plus 1 for each additional 3 guest bedrooms or fraction thereof.
Auto Courts, Motels	1 for each individual sleeping unit, or dwelling unit.
Hotels	1 for each 4 guest bedrooms.
Automobile Sales, Automobile Repair	1 space for every 500 sq. ft. of floor area.
Convalescent Homes, Skilled Nursing Facilities, Hospitals	1 for each 5 beds.
Theaters	1 for each 5 seats.
Stadia, Sports Arena Auditorium	1 for each 5 seats.
Orphanages	1 for each 10 beds.
Churches	1 for each 4 seats in the main worship unit.
Schools	1 for each classroom, plus 1 for each 100 sq. ft. in the Auditorium, or any space so used.
Dance Halls, Assembly Halls Without Fixed Seats, Exhibition Halls, Meeting Halls, Clubs, Card Rooms	4 for each 100 sq. ft. of floor area used for dancing or assembly.
Bowling Alleys	3 for each alley.
Medical or Dental Clinics, Banks, Business Offices, Professional Offices	1 for each 200 sq. ft. of floor area.

TABLE 2–2: MINIMUM PARKING SPACES REQUIRED BY USE

USE	MINIMUM PARKING SPACES REQUIRED
Establishments for the Sale and Consumption (on the premises) of Alcoholic Beverages, Food or Refreshments	1 for each 3 seats or stools.
Mortuaries or Funeral Homes	10 for each room used as a chapel room or slumber room, or parlor, or 1 for each 25 sq. ft. of floor area of assembly rooms used for services, whichever amount is greater.
Warehouses	1 space for each 2 employees on largest shift.
All Uses Not Enumerated Above Which Are Permitted in "C" or "H" Districts	1 for each 160 sq. ft. of gross floor area excluding basement and storeroom.
All Uses Not Enumerated Above Which Are Permitted in "M" Districts	1 space for each 2 employees on largest shift; in no case less than 1 space for each 2,000 sq. ft. of floor area.

Source: San Mateo County Zoning Regulations (1999), Chapter 3, Section 6119

2.3 Parking Survey

PARKING SUPPLY AND UTILIZATION

Area of Study

Given the large size of North Fair Oaks and the limited survey resources available, a representative sample area was developed for inclusion in the parking inventory and occupancy count. The study area covers streets identified as high priority areas by County staff, those areas identified as areas of change in the North Fair Oaks Community Plan, and streets located in industrial, residential, and commercial areas to represent all the different types of land uses found in North Fair Oaks.

Figure 2-2 shows the streets and off-street parking facilities that were included in the study. A total of 12 off-street lots were included in the study primarily along Middlefield Road and 5th Street. Due to limited resources, not all streets were observed; parking data is not shown in these areas.

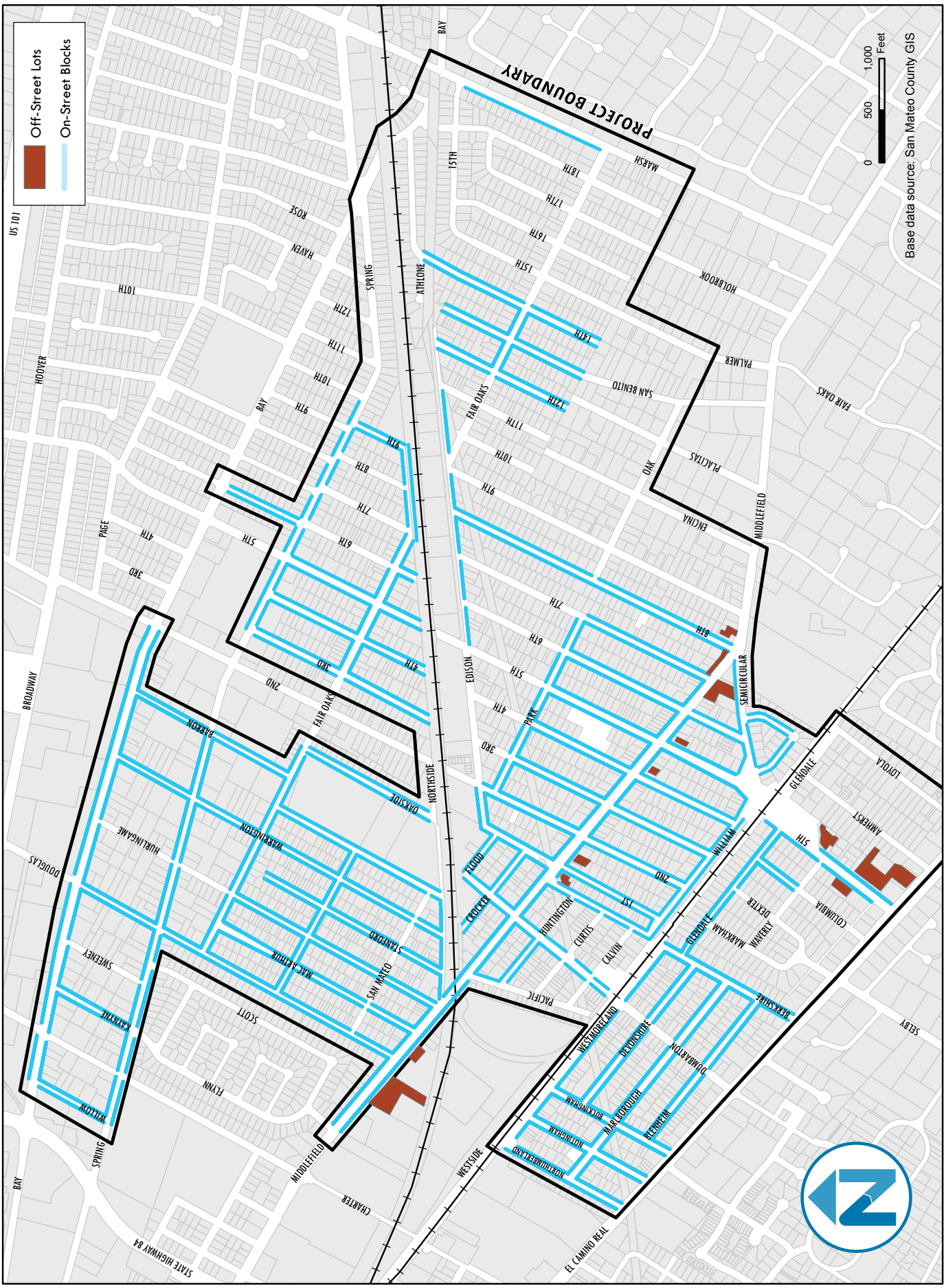
Parking Supply

A baseline parking supply inventory was conducted to determine the number of on-street spaces available in the study area. A selection of off-street facilities along Middlefield Road and 5th Street were also included.

Inventory Methodology

On-street parking supply in the study area was determined through a combination of counting all spaces on some blocks and estimating the number of spaces on others due to time constraints. A full inventory of spaces was conducted on all blocks that have parking restrictions (color curbs) or unusual parking spaces (e.g. streets without curbs) within the survey boundaries. On most streets where the length of stay and type of parking is unregulated, parking capacity was estimated based on a count of the number of driveways on the block, noting whether they are single-width (about 12 feet) or double-width (about 22 feet). Because driveways create irregular lengths of space between them, an additional total of 7.5 feet was added to the length of each driveway, reflecting the average amount of additional space lost (which can range from 0 feet to 15 feet, since 16 feet is enough space for a car to park between driveways). The total length of curb space lost to driveways was then subtracted from the length of the block, and the remaining "parkable" curb space was divided by 22 feet, the approximate length an automobile uses when parking in the study area, including both the length of the automobile and maneuvering room. This figure was used to estimate the number of parking spaces on blocks where only a driveway count was available.

Figure 2-2: Study Streets



On-Street Parking Regulations

When conducting the parking inventory, spaces with time restrictions, loading designations, and disabled parking spaces were identified. Figure 2-3 shows the streets within the study area that have on-street parking regulations and identifies the number of spaces by each type of regulation. In general, restricted on-street parking spaces are concentrated along and adjacent to the major commercial corridors and areas including Middlefield Road and 5th Street.

Surveyed Supply

Within the surveyed study area there are a total of 3,934 on-street parking spaces, of which 3,766 are unregulated (Table 2-3).

There are a total of 512 off-street parking spaces in the 12 parking facilities included in this study. Out of the 512 total parking spaces 487 are unregulated parking spaces and 25 are disabled parking spaces (Table 2-4).

Figure 2-4 shows the parking supply by block within the study area.

TABLE 2–3: ON-STREET PARKING SUPPLY

TOTAL CAPACITY	UNREGULATE (GRAY CURB)	SHORT TERM PARKING (GREEN)	COMMERCIAL LOADING (YELLOW)	DISABLED PARKING (BLUE)	PASSENGER LOADING (WHITE
3,934	3,766	118	32	8	10

Source: Nelson\Nygaard

TABLE 2–4: OFF-STREET PARKING SUPPLY

TOTAL CAPACITY	UNREGULATED (GRAY CURB)	DISABLED PARKING (BLUE)
512	487	25

Source: Nelson\Nygaard

Parking Utilization

A parking occupancy count was conducted on Thursday, January 10, 2013. A Thursday was chosen in collaboration with County staff as it represents a typical day with regards to parking demand. Parking occupancy counts were taken every two hours with the first count starting at 9:00 AM and the last count starting at 7:00 PM. Figures 2-5 through Figure 2-10 show parking occupancy rates by block face and off-street facility for each of the survey time periods.

At **9:00 AM** a significant portion of Middlefield Road and adjacent streets are 76 percent to 100 percent occupied, with several of the nearby streets more than 100 percent occupied (Figure 2-5). Similarly in the northern portion of the study area, which has many industrial uses, a large percentage of the blocks along Bay Road and Spring Street are more than 76 percent occupied with some block faces

Figure 2-3: On-Street Parking Regulations

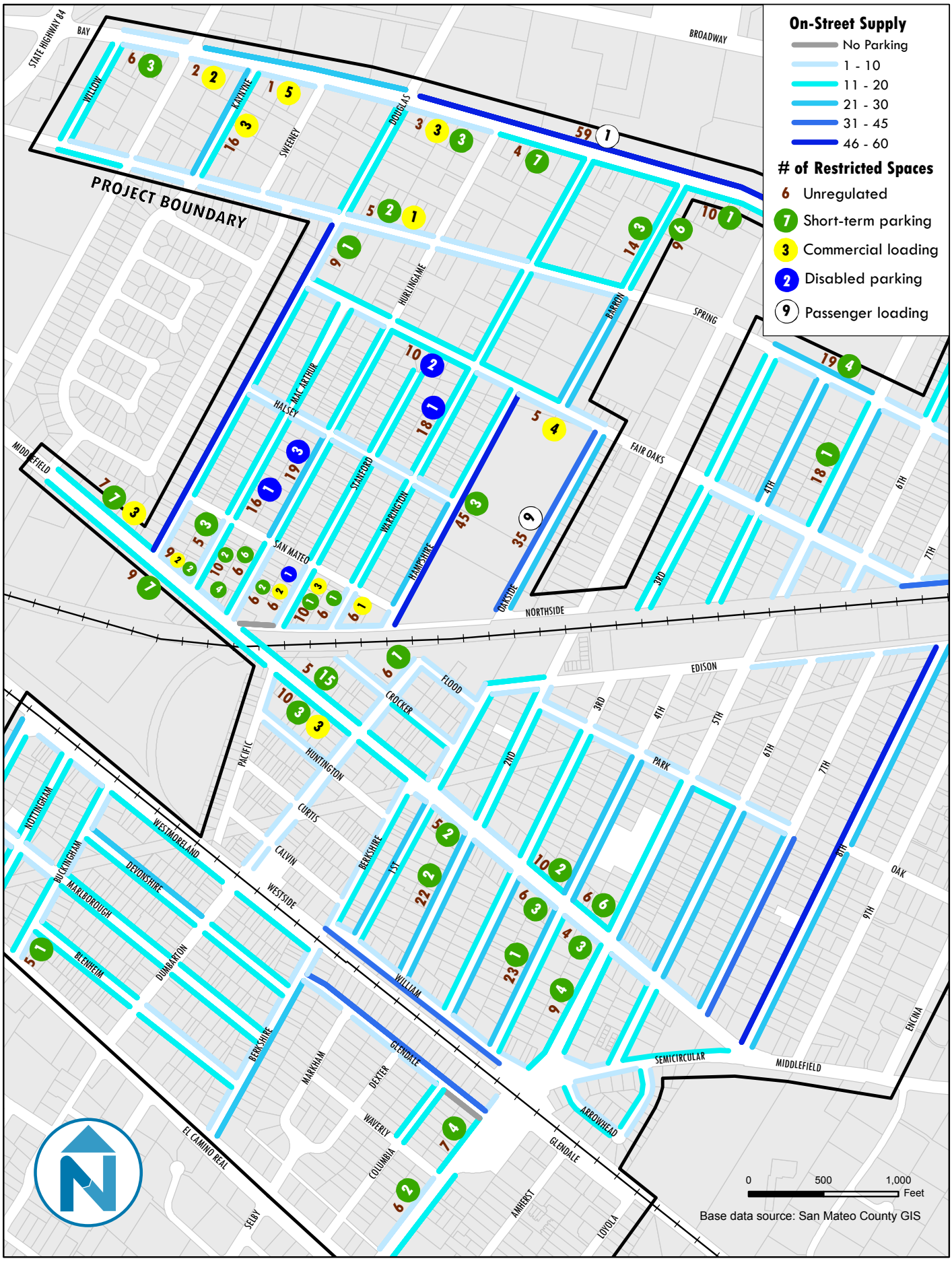
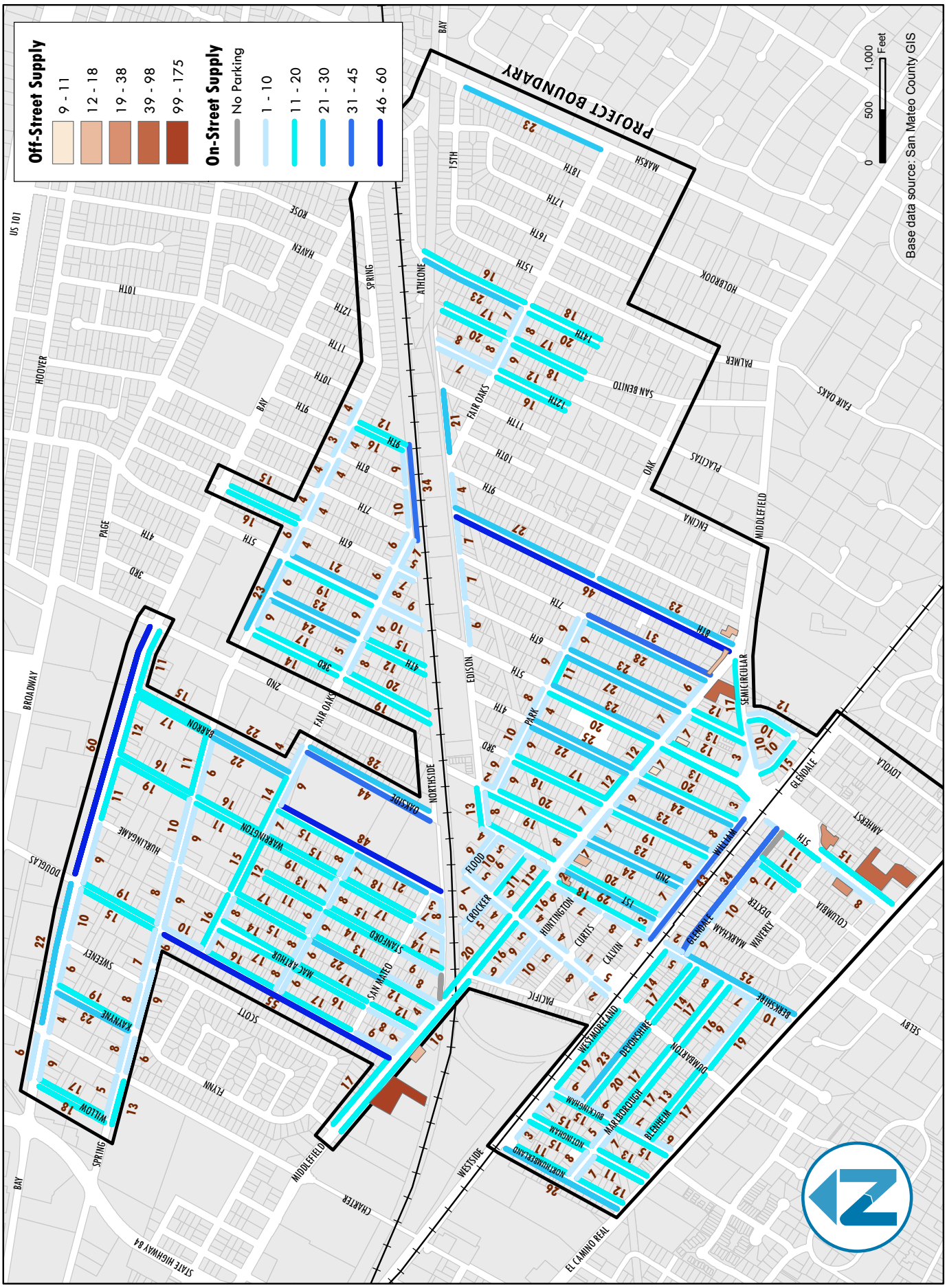


Figure 2-4: Parking Supply by Block



experiencing more than 100 percent occupancy. Only three of the off-street lots are more than 76 percent occupied at this time of day.

At **11:00 AM** parking occupancy rates along the southeastern portion of Middlefield Road and the adjacent streets, including 3rd Avenue, 4th Avenue and 5th Avenue have increased to 76 percent occupancy or higher (Figure 2-6). Compared to 9:00 AM utilization in the northern portion of the study area decreased slightly. The majority of streets in the eastern most portion of the study area, which is a primarily residential area, are less than 50 percent occupied.

At **1:00 PM** there is a slight decrease in parking occupancy rates along the southeastern portion of Middlefield Road and along 4th Avenue and 5th Avenue (Figure 2-7). Parking occupancy rates also decreases on a number of blocks in the eastern most region of the study area compared to at 11:00 AM. The majority of off-street lots are less than 75 percent occupied.

At **3:00 PM** parking occupancy rates remain relatively constant for the majority of the study area with the exception of the southwestern portion of the study area and the area just northeast of Middlefield Road (Figure 2-8). Parking occupancy rates along Blenheim Avenue, Devonshire Avenue, Marlborough Avenue, and Westmoreland increase to more than 75 percent occupancy with some block faces experiencing occupancy rates of more than 100 percent. Portions of Stanford Avenue, Mac Arthur Avenue, Hampshire Avenue, and Warrington Avenue have parking occupancy rates of more than 100 percent

At **5:00 PM** parking occupancy rates continue to increase in the southwestern portion of the site while decreasing in the northern most portion of the study area (Figure 2-9). Parking occupancy rates increase slightly in the residential areas located around 8th Avenue, 14th Avenue, and Marsh Road; however occupancy rates in this area are still lower than 75 percent.

At **7:00 PM** parking occupancy rates continue to increase in the southwestern portion of the site as well as around 8th Avenue, 12th Avenue, San Benito Avenue, and 14th Avenue (Figure 2-10). Parking occupancy rates remain above 75 percent along 1st Avenue, 2nd Avenue, 3rd Avenue and 4th Avenue south of Middlefield Road. Parking occupancy at off-street lots has declined by the 7:00 PM count.

Figure 2-5: Parking Occupancy at 9am

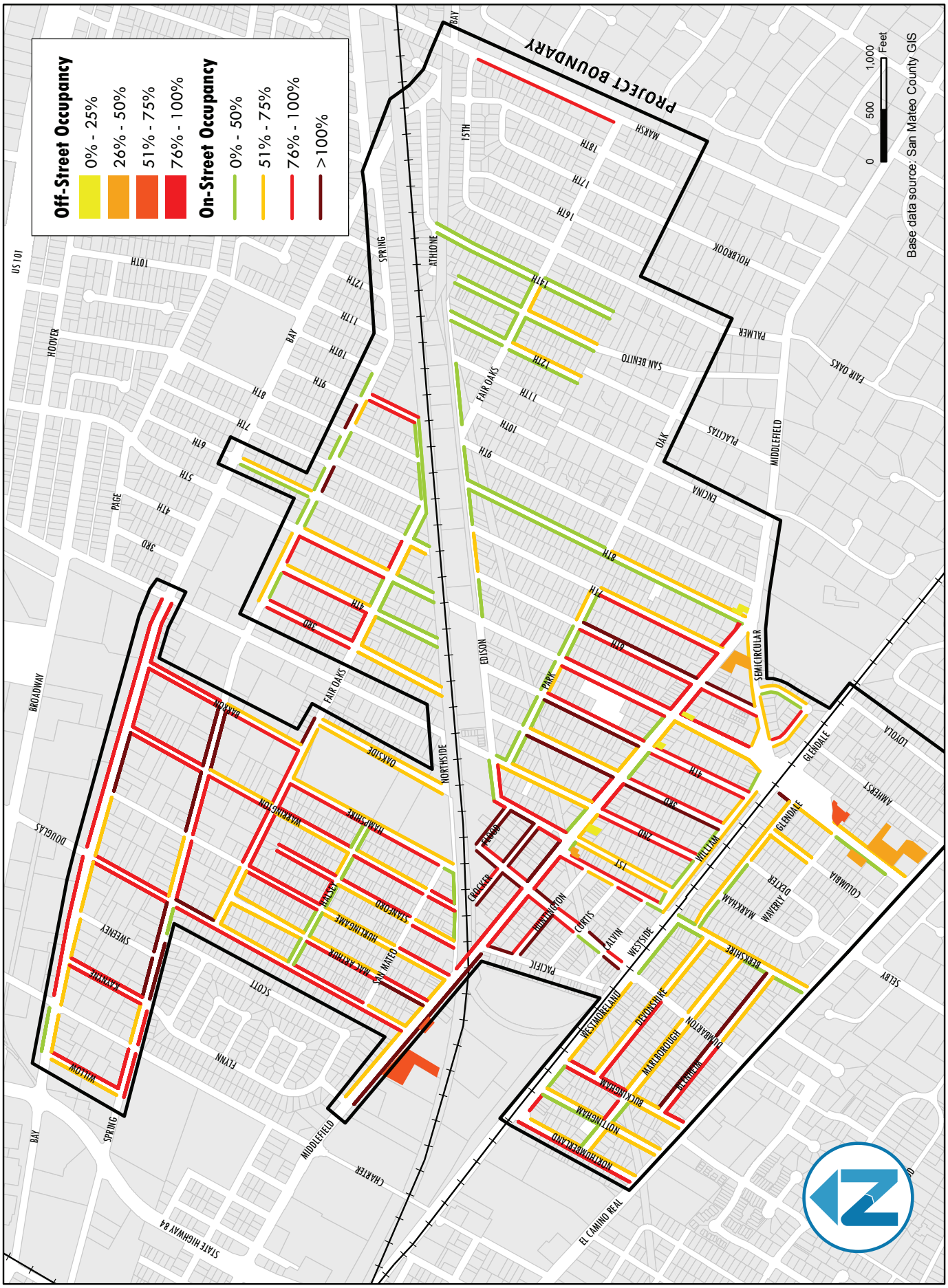


Figure 2-6: Parking Occupancy at 11am

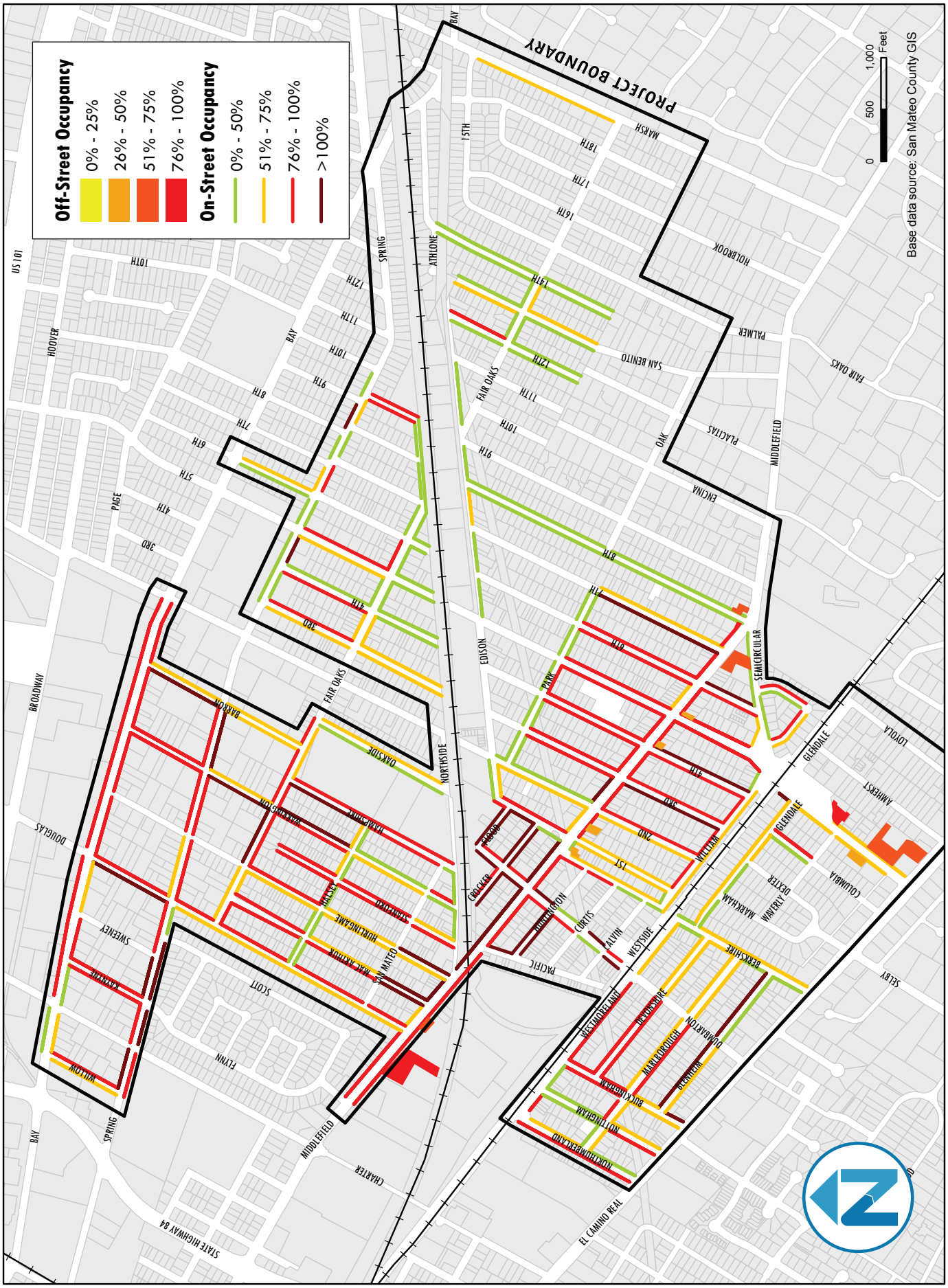


Figure 2-7: Parking Occupancy at 1pm

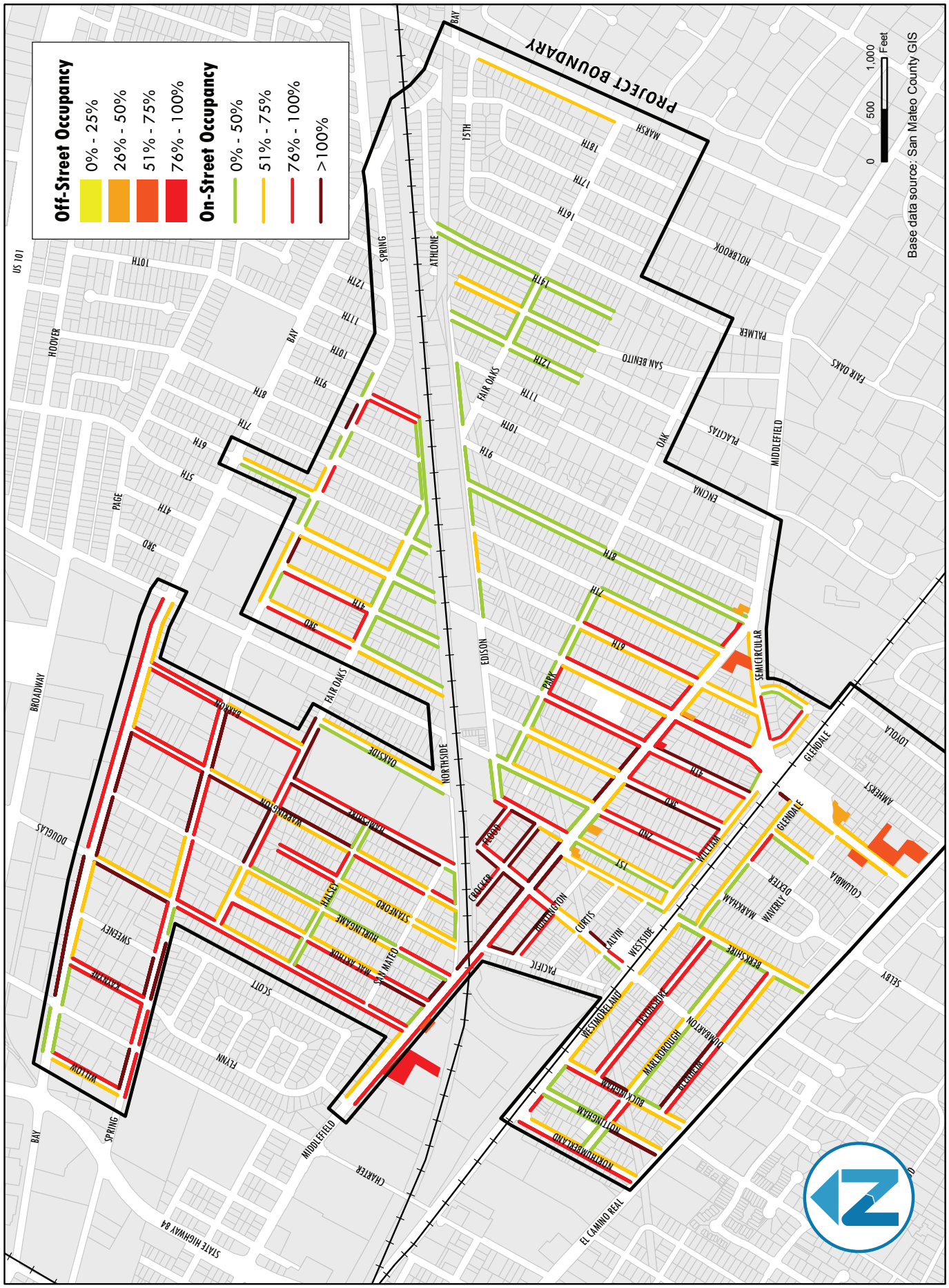


Figure 2-9: Parking Occupancy at 3pm

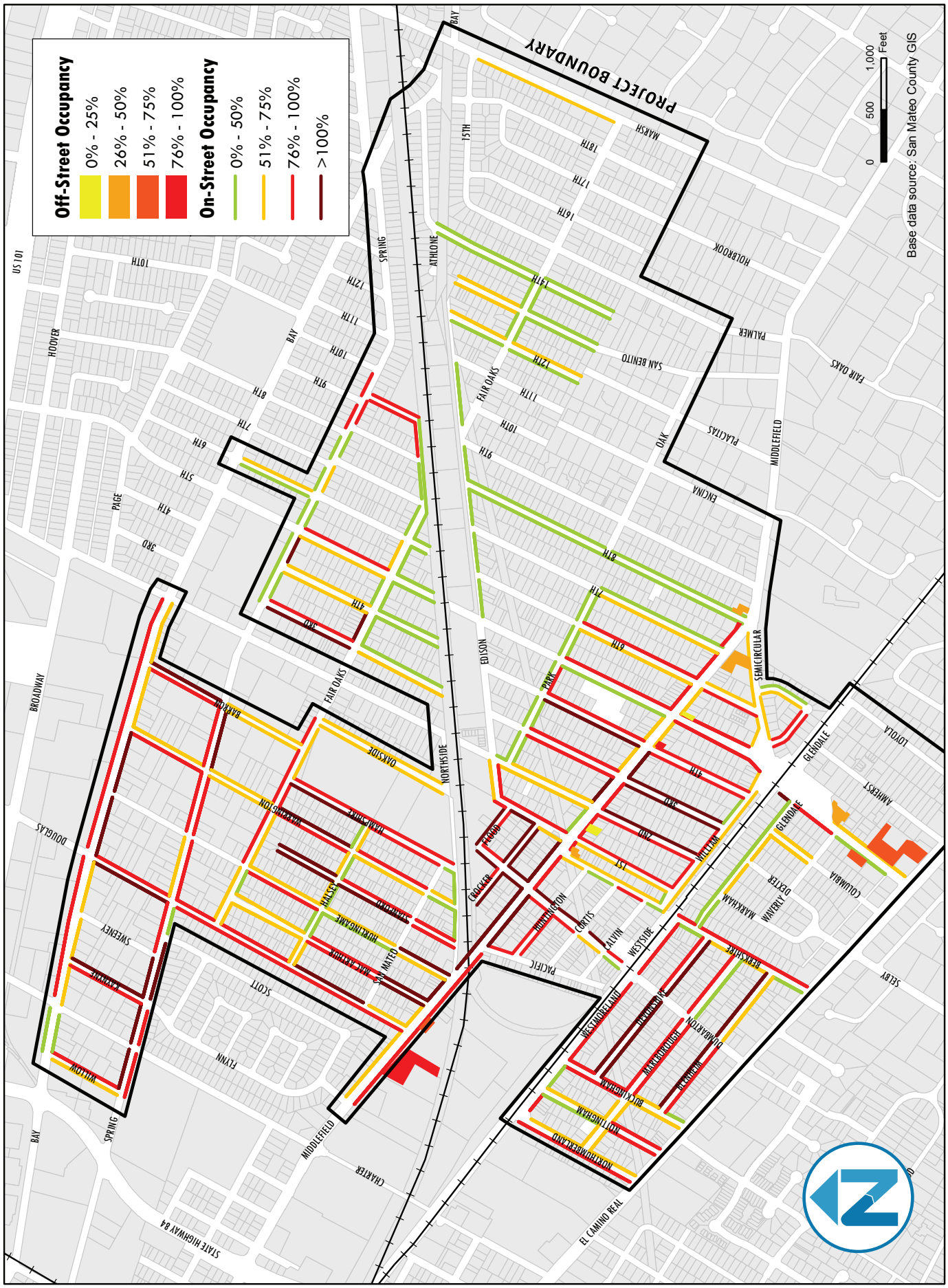


Figure 2-10: Parking Occupancy at 5pm

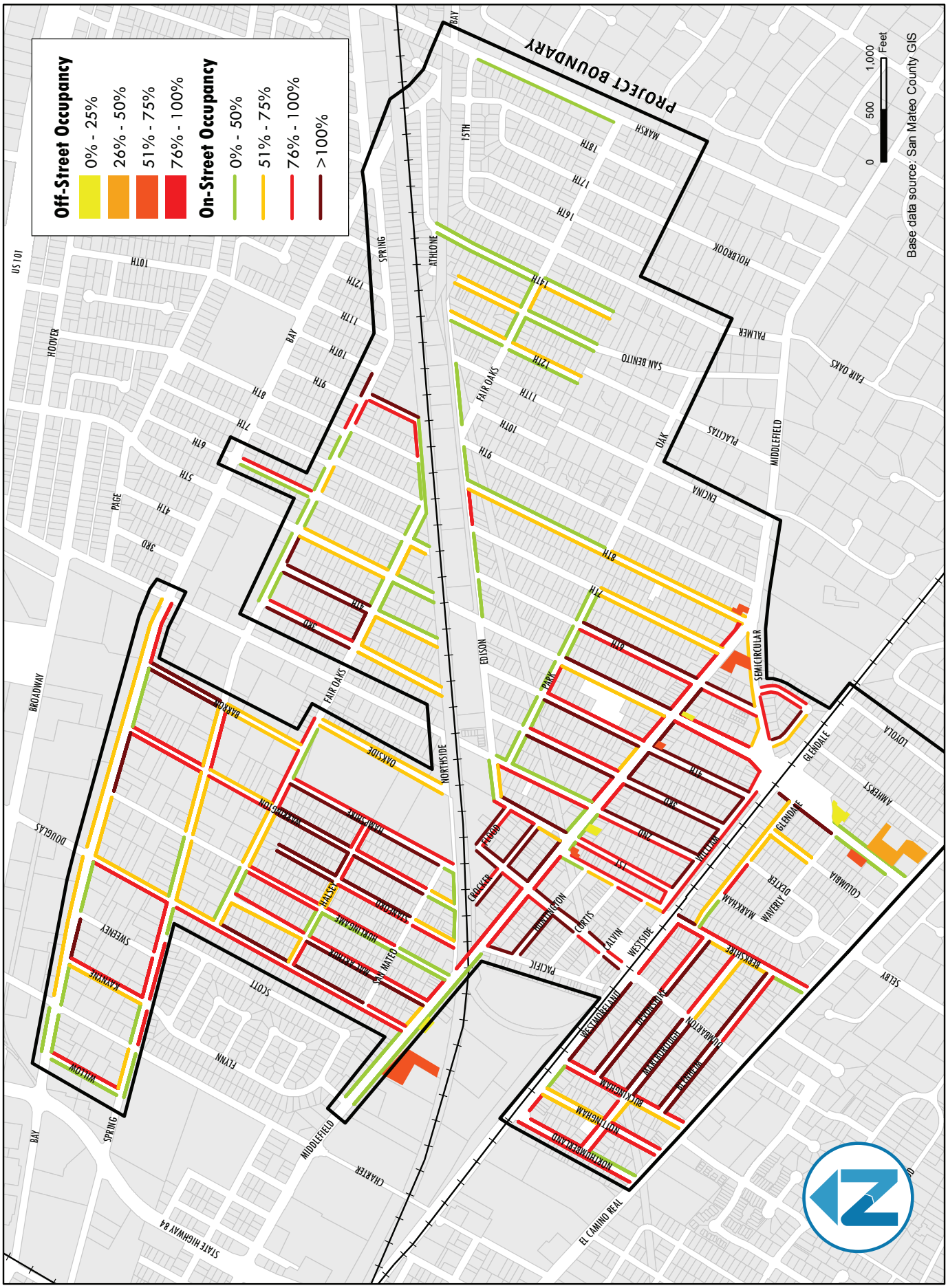
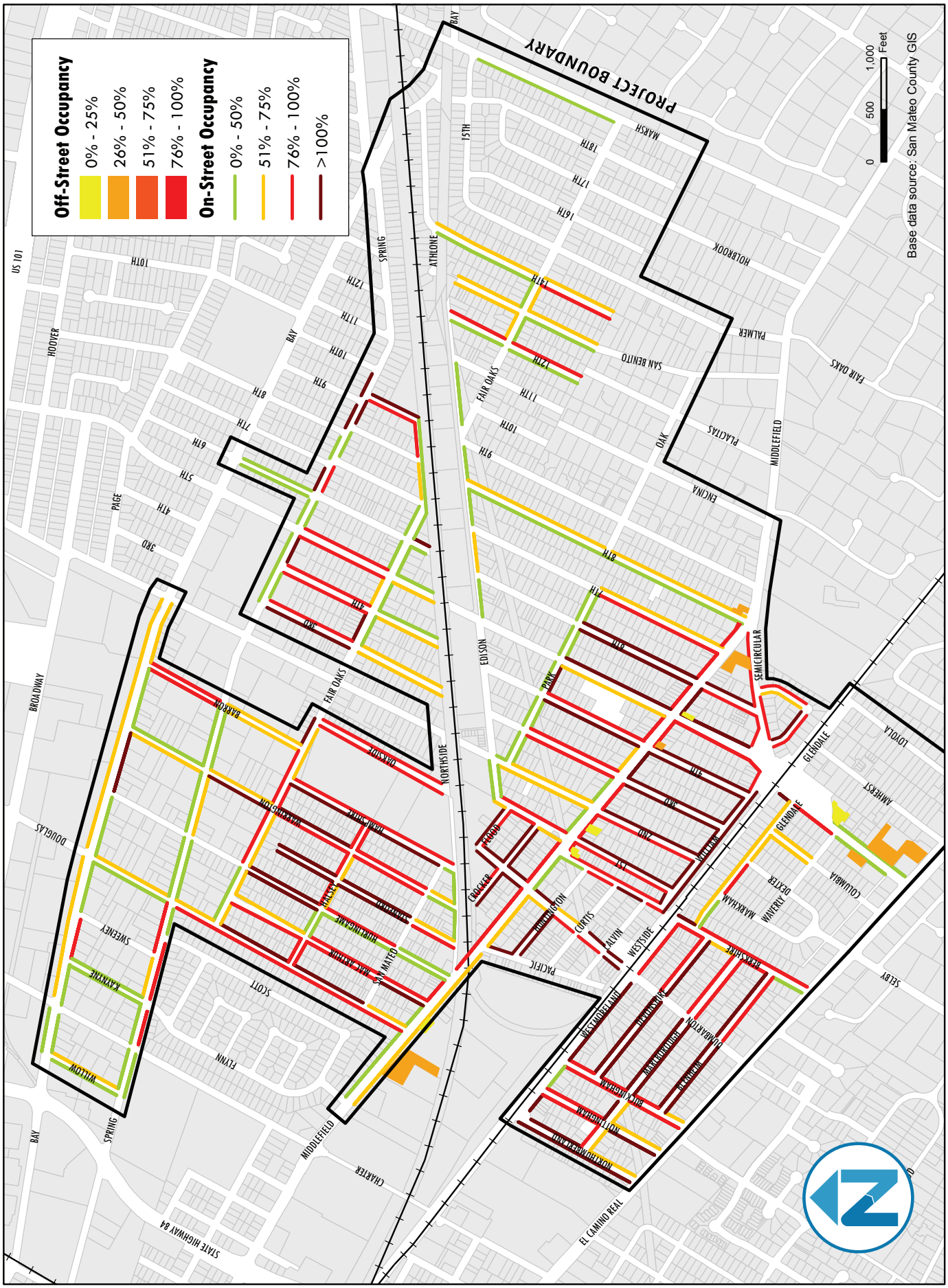


Figure 2-11: Parking Occupancy at 7pm



Summary of Parking Utilization Data

Table 2-5 provides a summary of parking occupancy by time and by type of parking.

TABLE 2–5: TOTAL PARKING OCCUPANCY

PARKING TYPE COUNT START TIME	NUMBER OF SPACES OCCUPIED	NUMBER OF SPACES UNOCCUPIED	PERCENT OCCUPANCY
On-Street			
9am	2,817	1,117	72%
11am	2,809	1,125	71%
1pm	2,720	1,214	69%
3pm	2,854	1,080	73%
5pm	3,032	902	77%
7pm	3,083	851	78%
Off-Street			
9am	275	237	54%
11am	333	179	65%
1pm	327	185	64%
3pm	321	191	63%
5pm	289	223	56%
7pm	187	325	37%
Total (On-Street and Off-Street)			
9am	3,092	1,354	70%
11am	3,142	1,304	71%
1pm	3,047	1,399	69%
3pm	3,175	1,271	71%
5pm	3,321	1,125	75%
7pm	3,270	1,176	74%

Source: Nelson/Nygaard, January 2013.

Looking at the summary data the period with highest overall occupancy (both on-street and of-street lots) was 5:00 PM to 7:00 PM, which reached an occupancy level of 75 percent. On-street parking occupancy was at its highest at 7:00 PM, reaching 78 percent occupancy. This same time period saw the lowest occupancy levels for off-street parking which was 37 percent occupied at 7:00 PM.

On-street parking occupancy rates remained relatively constant throughout the day, ranging from a high of 78 percent occupancy at 7:00 PM and a low of 69 percent occupancy at 1:00 PM. Demand for off-street parking varied more throughout the day, ranging from a low of 37 percent occupancy at 7:00 PM to a high of 65 percent occupancy at 11:00 AM. However, utilization for off-street parking remained fairly steady from 9:00 AM until 5:00 PM, after which point it dropped off sharply.

CONCLUSIONS

Overall, parking occupancy rates for both on and off-street parking did not exceed 75 percent. On-street parking saw a maximum parking occupancy rate of 78 percent at 1:00 PM. A standard occupancy target for on-street parking is 85 percent occupancy, which typically translates to one available parking space per block. While the overall maximum parking occupancy rate for on-street parking fell below this target, suggesting that there is more than adequate parking supply to meet parking demand, the more detailed block-by-block data shows that there are areas within North Fair Oaks where parking demand exceeds supply. In particular, block faces along Middlefield Road, 3rd Avenue, 4th Avenue, Bay Road, Spring Street, Blenheim Avenue, Devonshire Avenue, and Marlborough Avenue experience demand exceeding 100 percent occupancy for periods of the day. This data suggests that if additional parking facilities are being considered these may be locations where additional supply is needed. These may also be areas to explore the possibility of shared parking arrangements with private or public off-street facilities and other parking management strategies.

Parking occupancy rates at off-street facilities remained relatively constant throughout the day with a peak occupancy rate of 65 percent at 11:00 AM and then a steep drop in demand in the late afternoon. A standard occupancy target for off-street lots is 90 percent for commercial businesses with customers. The majority of off-street lots did not exceed 75 percent occupancy with only the lot at the northwest end of Middlefield Road reaching more than 75 percent occupancy.

This data suggests that there may be opportunities for shared parking. Since off-street lots have a significant availability after 7:00 PM which is when on-street parking demand is increasing in residential areas, particularly in the southern portion of the study area, there is the potential for a shared use arrangement which could be helpful in accommodating residential parking demand once daytime parking lot demand decreases.

3 Outreach

3.1 Parking Work Group

PURPOSE

The Parking Work Group represents a continuation of a portion of the committee that advised the Community Plan update; this is a subset of that group focused specifically on parking issues. Having the Parking Work Group allows the staff and consultant team to connect with those familiar with the community and the parking issues it faces. The Work Group can then provide review and comment before products are adopted and implemented.

MEETINGS

The first meeting of the Parking Work Group was held on February 14, 2013. The consultant team introduced the project and its objectives and presented the preliminary results of the parking inventory/survey. Following the presentation, the Work Group discussed their thoughts and questions on the material and shared their understanding of the parking challenges and opportunities in the community.

In the first part of the discussion, the Work Group asked questions of the consultant team regarding the parking occupancy study, focusing on methodology and commenting on some conditions that could have led to specific findings.

In the second part of the discussion, the Work Group offered their own thoughts on what the critical parking issues in North Fair Oaks are, and in some cases supplied ideas for consideration by the team. The primary topics discussed included:

- High levels of car ownership per household (and residential parking permits as one possible solution)
- Lack of parking at local businesses
- Abandoned vehicles (lack of enforcement cited as a particular problem)
- Need for greater enforcement in general, but coupled with clearer definition of the rules and requirements
- How parking should be handled in new developments

Full Parking Work Group notes are found in Appendix A.

The Parking Work Group met again in October 2013 to review and comment on the Draft Parking Study and Strategy report before it was finalized.

3.2 Community Workshop

PURPOSE

A community workshop focusing on parking strategies was conducted on May 2, 2013. The workshop was held from 6 to 8pm at the Fair Oaks School Multi-Use Room, at 2950 Fair Oaks Avenue. The workshop was held so that members of the North Fair Oaks community could hear the findings of the study so far, give feedback on parking issues, and discuss solutions to parking problems. Results from the workshop directly informed the parking strategies and recommendations in this report.

Results of the workshop are described in this section. The workshop flier, materials (PowerPoint, posters), and full table notes are all included in Appendix A.

NOTICING

The community workshop was advertised to the public in the following ways:

- Distribution of some 2,000 flyers to students in the three school located in North Fair Oaks: Fair Oaks, Garfield, and Hoover
- Hand-delivery of flyers to businesses on Middlefield Road
- Distribution of flyers at two booths, the Fair Oaks Council Booth, and the San Mateo Credit Union Booth, during the Kermes Foundation Library Fundraiser at the North Fair Oaks Library on April 28, 2013
- Posted flyers at the Fair Oaks Community Center and North Fair Oaks Library
- Workshop announced at the Fair Oaks Council meeting on March 28, and the Council subcommittee meeting on March 21
- Email notice, with flyer, to anyone who had signed up for NFO Plan information in the past, a list of approximately 300
- Email notice, with flyer, to various agency and community partners, asking for help publicizing the workshop; this included the Health Department, Housing Department, Fair Oaks Beautification Association, and N2N Neighborhood Group in North Fair Oaks, the North Fair Oaks Council, the County Health Clinic in North Fair Oaks, and others

WORKSHOP FORMAT

Community members who attended the workshop participated in two exercises following a short presentation by Dyett & Bhatia, the lead consultant on the project.

First, participants were asked to visit four stations throughout the room, each station having a display board featuring two examples of parking strategies. The boards explained the strategy with text (in English and Spanish) and photos, and each was accompanied by a map of the Study Area. Participants were given three green and three red "dot" stickers and asked to place the stickers on the map where they would like (green sticker) and would not like (red sticker) to see that strategy potentially implemented in North Fair Oaks. The following parking strategies were presented:

- Off-site parking
- Unbundling parking costs
- Parking time limits
- Pay parking/metered parking
- Diagonal and reverse-angled parking
- Tandem and stacked parking
- Residential parking permits
- Shared parking

A consultant or County staff member stood by each presentation board to answer questions about the strategies and the exercise. Enough time was given for all participants to visit all stations.

Next, participants returned to sit at tables for a small group discussion. They discussed the following questions:

1. What are the most pressing parking issues that need to be resolved immediately in NFO? In what *areas* do you experience the most parking problems?
2. Thinking about what you learned from the posters, what are the most promising parking management tools for North Fair Oaks?

3a. Are you supportive of parking pricing in North Fair Oaks' retail corridors?

3b. Are you supportive of coupling pricing with residential permits in adjacent neighborhoods, to prevent people from avoiding paying for parking?

4. Are there strategies or measures that we have not mentioned today that you would like us to think about?

Following approximately 45 minutes of discussion, representatives from each small group reported back to the group at large the key highlights of their group's discussion. The workshop concluded with a short question and answer period and a description of next steps in the process.

SUMMARY OF RESULTS

Activity 1: Parking Strategies and Mapping

Results of the first activity, in which participants learned about parking strategies and identified where they might be implemented (or avoided) in North Fair Oaks, are described below. Figures on the following pages show the maps from the posters marked up with stickers. Images of the entire posters are included in Appendix A.

Off-Site Parking

In North Fair Oaks, County zoning requires new development to provide all parking on-site, rather than in off-site parking lots or spaces. Allowing minimum parking requirements to be met through the full or partial use of off-site parking can encourage new development, by relieving the development of the high cost of providing individual parking lots or structures, which also makes the development more affordable. This strategy can help in cases where no additional parking can be provided on-site, where the new use may require more parking spaces than the previous use, or the size or layout of a given site makes it difficult to provide parking on-site.

Community response to this concept was mixed (Figure 3-1). Participants were almost equally split between supporting and opposing this strategy along Middlefield Road, with clusters of support seen where the railroad tracks cross that road as well as around 5th Avenue. Support was also seen at a few sites along the Dumbarton rail tracks and in the northern industrial area, at Bay Road and Douglas Avenue. Participants did not support off-site parking in residential neighborhoods.

Unbundling Parking Costs

The cost of parking spaces is generally included in the sale or rental price of offices and housing. But although the cost of parking is often "hidden" in this way, parking is never free. "Unbundling" separates parking costs from monthly rental costs or the purchase price of a housing unit. This makes the cost of parking clear to residential and commercial tenants and buyers, allows them to make more informed decisions about their transportation needs, and permits greater choice and flexibility, allowing tenants and buyers to purchase parking separately as needed. This measure is most feasible in medium to high density developments located near public transit.

This presentation map did not receive as many stickers, either positive or negative, as the others, indicating that perhaps participants were less clear

about the precise meaning or implications of this tool. From those that did respond, uniform support for unbundling parking costs was seen for the Middlefield Avenue corridor (Figure 3-2). Generally speaking, the concept was not supported in the neighborhood between El Camino Real and the Caltrain tracks west of Berkshire Avenue.

Parking Time Limits

Time limits encourage turnover of parking spaces in commercial areas and discourage employees from parking in spaces directly adjacent to businesses, ensuring greater availability for customers. A wide range of time limits are used for varying circumstances from 10 minute loading and commercial zones to four or six hour zones. Time limits can be effective where businesses would prefer spaces be made available to customers throughout the day.

Many participants weighed in on this topic, with strong and almost universal support for the concept along Middlefield Road (Figure 3-3). Support was also indicated for some areas near the northern industrial area, along Fair Oaks Avenue near Fair Oaks Elementary School and in the residential neighborhood near the school. The concept was not supported in the neighborhood between El Camino Real and the Caltrain tracks west of Berkshire Avenue. One sticker of support was shown on El Camino Real near 5th Avenue.

Pay Parking/Metered Parking

Paying for parking (mainly through metered parking) is becoming more common in cities all over the Bay Area and on the Peninsula. Like time-limited parking, fee-based parking encourages turnover of parking spaces. Parking fees can be a flat rate, or can be adjusted based on demand. "Demand-responsive" pricing alters the cost of parking according to level of demand to ensure that parking is used efficiently. Parking fees are higher in areas with higher demand (such as downtowns and commercial districts) and lower in areas with less demand. Fees may also vary at different times of the day. By refining prices periodically, it is possible to ensure that on-street parking remains available for customers, without excessive waits for available spaces.

Almost all of the stickers on this topic were focused on Middlefield Road (Figure 3-4). While there were a few red stickers placed on the corridor, the solid majority of stickers were in support of the idea and were distributed along the entire corridor through the Study Area.

Diagonal and Reverse-Angled Parking

Diagonal and reverse-angled parking are parking designs that can add up to twice the number of spaces accommodated by parallel parking. Reverse-angled, or "back-in, head-out" angled parking allows the driver to simply pull out of the stall when leaving. Instructive signage is typically provided to guide the driver in how to correctly park in a reverse angle space. The design also has safety benefits

because the driver has a better view of oncoming traffic, and both cyclists and drivers can see each other. Diagonal parking can also be used on streets with excess width as a way to narrow the street and calm traffic.

For this concept too, most stickers were concentrated on Middlefield Road (Figure 3-5). The majority of stickers showed support for the concept along the corridor, except for in the area near 4th and 5th avenues. One green sticker was also placed at Bay Road and Spring Street. Red stickers were also placed in the neighborhood between El Camino Real and the Caltrain tracks west of Berkshire Avenue.

Tandem and Stacked Parking

Tandem parking involves parking two or more cars nose to tail and allows more cars to fit into the lot by reducing the number of aisles. However, this prevents all but the outermost car from leaving the parking facility independently. Stackers perform a similar function, but add vertical capacity: a hydraulic lift can for instance raise the first car up, allowing a second car to be parked underneath. Generally applied in garages or parking lots, both techniques require keys to be available or an attendant to be on duty to move cars if a blocked-in car owner wishes to leave.

Similar to unbundled parking, this concept did not receive many stickers overall, perhaps indicating some hesitation about the concept or its implementation in North Fair Oaks (Figure 3-6). Those that did place stickers on the map for tandem and stacked parking generally showed a lack of support for the concept, particularly on Middlefield Road, where parking turnover is high. Areas where participants supported the concept corresponded in some cases to where there are currently off-street parking lots: at Middlefield and 6th Avenue and on the western end of the Middlefield corridor. Dots of support were also seen at Middlefield and Dumbarton; El Camino Real near Buckingham Avenue, and near Spring Street and Sweeney Road in the industrial area.

Residential Parking Permits

To prevent spillover parking in residential neighborhoods, many communities implement residential parking permit (RPP) districts by issuing a certain number of parking permits to residents for free or at a nominal fee. The permits allow the residents to park within the district at all hours, while restricting or time-limiting non-resident parking. Residential parking permit districts are typically implemented in areas near large traffic generators such as central business districts, educational, medical, and recreational facilities.

Overall, the concept of residential parking permits received high levels of support throughout much of the residential portions of North Fair Oaks (Figure 3-7). Two red stickers were placed on Middlefield Road, and an additional one was applied above the map with a note indicating that the participant opposed

the concept in general (as opposed to at any specific location) because households owned too many cars to make it work.

Neighborhoods where green stickers were clustered included the area between El Camino Real and the Caltrain tracks west of Berkshire Avenue; the neighborhood east of Fair Oaks Elementary School; between Spring Street and Bay Road around 5th Avenue; and on the north side of Middlefield Road between 5th and 8th avenues. Two green stickers were also placed in the residential area between Middlefield Road and the Caltrain tracks near 1st Avenue.

Shared Parking

In mixed-use settings, parking can often be shared between various uses, thereby reducing the total number of spaces required. For instance, many retail or office establishments may not need off-street parking overnight during the hours that residents have a high demand. This is a primary benefit in mixed-use neighborhoods of moderate-to-high density. Shared parking offers many benefits and also allows visitors to park their car once and access multiple locations without having to re-park.

Workshop participants favored trying shared parking in many locations in the Study Area (Figure 3-8). Areas of concentrated support included the Middlefield Road corridor, El Camino Real, and Spring Street between 2nd Avenue and 5th Avenue. This board also included some annotation in addition to the stickers. One comment said that a participant did not support the concept overall, while another comment indicated that a different participant liked the idea overall, but wasn't sure where it would best be applied. The green stickers along Spring Street included a note explaining that this was where offices were empty at night. A note accompanied one red sticker by Fair Oaks Elementary School saying "not at school." Two additional notes, not associated with stickers, said "concern about junk cars and abandonment" and "businesses open at different times benefit."

Figure 3-1: Off-Site Parking

Figure 3-2: Unbundling Parking Costs

Figure 3-3: Parking Time Limits

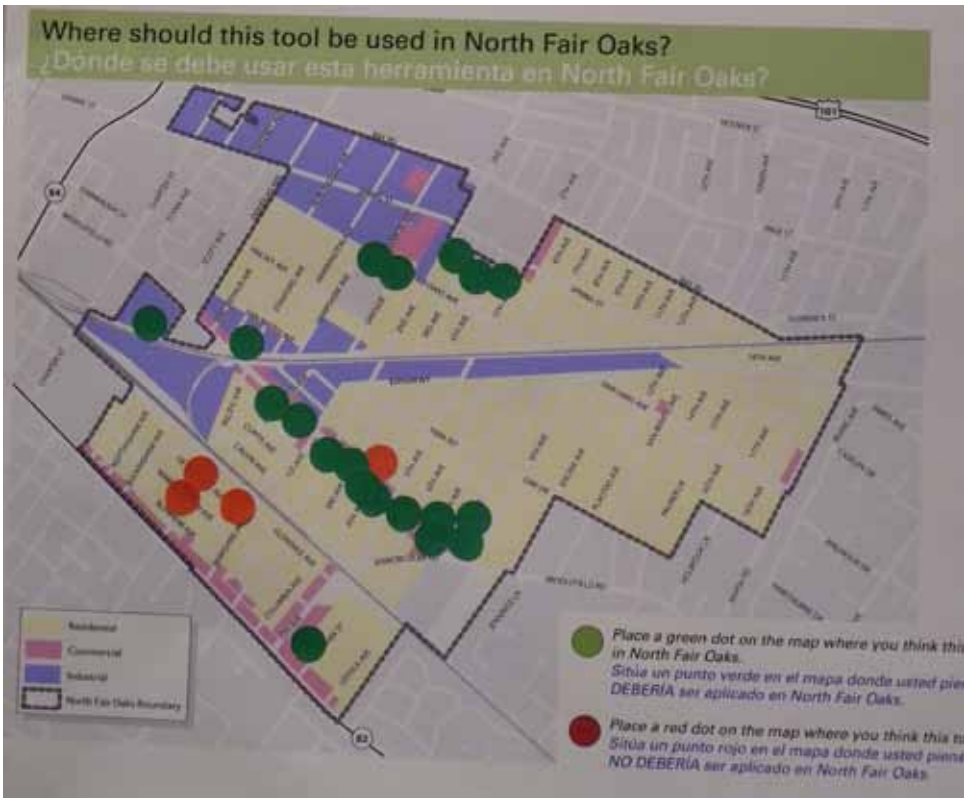


Figure 3-4: Pay Parking/Metered Parking

Figure 3-5: Diagonal and Reverse-Angled Parking

Figure 3-6: Tandem and Stacked Parking

Figure 3-7: Residential Parking Permits

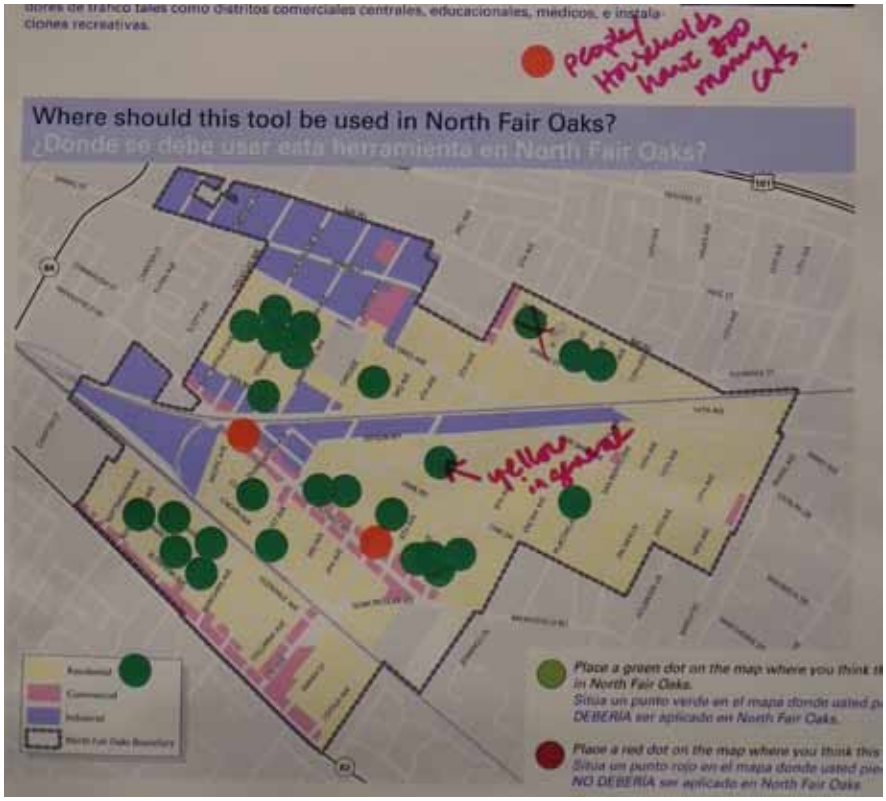
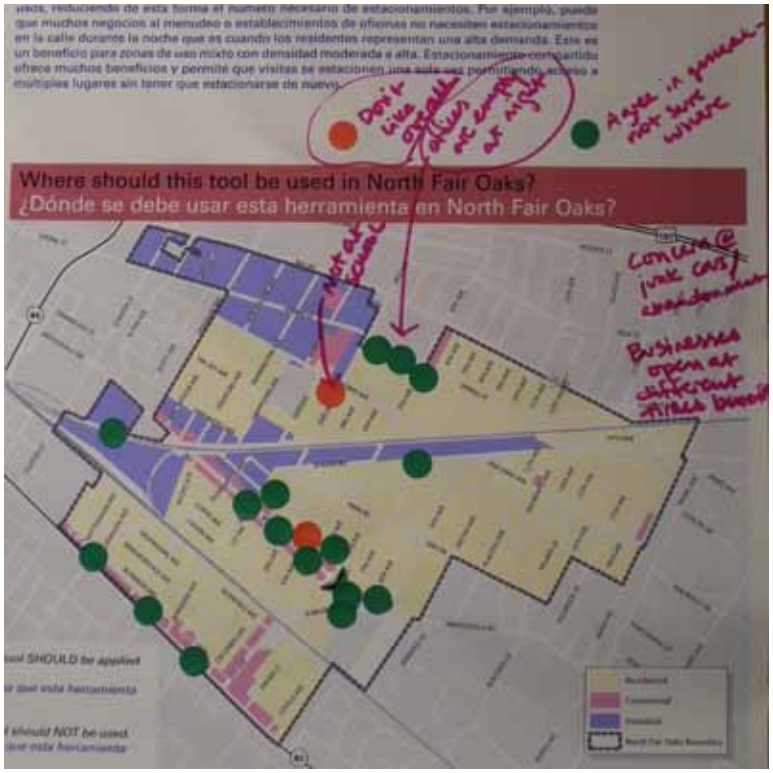


Figure 3-8: Shared Parking



Activity 2: Small Group Discussions

This section summarizes the small group discussions that took place following the poster/mapping exercise. Main ideas from both tables together are described for each question; full notes from each table individually are included in Appendix A.

1. What are the most pressing parking issues that need to be resolved immediately in North Fair Oaks? In what *areas* do you experience the most parking problems?

Responses to this question focused on both residential and commercial areas, as well as both residential and commercial vehicles. Many participants remarked on the high level of vehicle ownership in North Fair Oaks' households, which is exacerbated by the age and style of the housing stock—many homes in the area were built in the 1930s for one family and one car, and now host multiples of each.

Concerns associated with commercial areas and vehicles included spillover from commercial areas (specifically Middlefield Road) into residential areas, and storing of commercial vehicles in residential neighborhoods. Several mentioned that parking on Middlefield is made difficult by the fact that merchants and employees park and remain all day, limiting turnover and taking up space for customers. Spring Street was cited as an example of where this takes place. Other areas experiencing parking problems included Fair Oaks Street; Stanford Street; 8th Avenue around Middlefield; and near schools, churches, and community centers, especially during large events.

2. Thinking about what you learned from the posters, what are the most promising parking management tools for North Fair Oaks?

The strategies mentioned most frequently in the small groups included:

- Implementing time limits and/or parking meters, particularly in commercial areas such as along Middlefield Road (but ensuring that parking is free on weekends and evenings)
- Creating diagonal or reverse-angled parking (though there was some disagreement amongst participants regarding its safety and design, and whether it should be used in residential areas)
- Identifying places for more off-site parking lots, either privately or publicly operated, especially near commercial areas
- Sharing parking/consolidating existing parking lots between multiple uses; some participants also suggested areas for more or shared parking
  - Water District's gravel lot
  - New Redwood Junction clinic
  - Sequoia Adult School (not used in the daytime)

- Residential parking permits, with substantial discussion regarding the design of the program, whether the permits would be free, etc. (discussed more in the following questions)

At the same time that these ideas were offered, however, many participants also emphasized the importance of enforcement if the new measures were to be successful.

3a. Are you supportive of parking pricing in North Fair Oaks' retail corridors?

A large majority of participants at both small groups supported parking pricing in retail corridors. Both groups had added concerns and considerations to offer as well; both suggested that perhaps beginning with time limits (with adequate enforcement) would be an appropriate way to begin the change, and then move to metering next. Several participants wanted to make sure that changes to the parking in retail areas did not negatively impact businesses.

3b. Are you supportive of coupling pricing with residential permits in adjacent neighborhoods, to prevent people from avoiding paying for parking?

Overall, the groups were supportive of coupling parking pricing with residential permits in adjacent neighborhoods as a way to address spillover parking. One group felt strongly that the permits needed to be free to residents, though the number allocated to each household should be limited. The other group also had questions about design and implementation of the program, emphasizing figuring out the right number of permits, and also whether they should be priced.

4. Are there strategies or measures that we have not mentioned today that you would like us to think about?

Following is a list of additional parking strategies not presented in the workshop, but generated independently by the discussion groups. Some new ideas mentioned in discussion of the preceding questions are also listed here. Ideas included:

- Placing a 10 minute time limit on loading zones
- Peer to peer parking space sharing: developing an online neighborhood list of people who have private parking spaces to rent/lease
- Improving enforcement in general, and specifically regarding commercial vehicles in residential neighborhoods
- Creating a parking lot/storage area specifically for commercial vehicles so that impacts on residential neighborhoods are lessened
- Parking above businesses using air rights
- Narrowing/remove lanes on Middlefield

- Developing a permit process for expanding garages
- Promoting alternative modes of transportation in order to lessen parking demand, e.g. providing bike lockers, promoting biking to work, and improving pedestrian safety

Finally, there was a general request for more research from the County regarding property owner parking management strategies.

CONCLUSIONS

Participants at the workshop provided valuable information regarding what parking strategies would be accepted in the community, which should be prioritized, and where geographically they should be applied. Community members also supplied new ideas for the County and consultant team to consider when shaping recommendations. At the same time, the participants' recommendations should be taken in the context of another sentiment that was voiced repeatedly during the workshop: systemic changes, such as more affordable housing and better transit options, are needed in North Fair Oaks in order to address the fundamental condition underlying the community's parking problems—overcrowded households with few viable transportation options beyond the private automobile.

4 Future Development and Parking

4.1 Community Plan Buildout

The North Fair Oaks Community Plan defines various new land use categories. Although the planning area is almost entirely developed, with only a few scattered undeveloped lots throughout, these land use designations will allow for greater intensification of development if and when vacant and underutilized sites redevelop. The plan identifies the primary opportunity areas where new development or redevelopment may occur in the future as:

- The Middlefield Road corridor;
- The El Camino Real corridor;
- Parcels adjacent to the Dumbarton rail road tracks and Edison Way from the western edge of the planning area to 12th Avenue; and
- Existing industrial parcels in the northwest corner of the planning area.

These areas are not the only ones in North Fair Oaks where redevelopment may occur, but are seen as the most likely opportunity areas for growth and intensification. The mixed use land use designations set forth in the plan allow for a range of development possibilities in these areas, encouraging development activity and addressing the current issues posed by the separation of land uses and disconnected residential neighborhoods in North Fair Oaks.

LAND USE CATEGORIES

The new land use designations defined in the North Fair Oaks Community Plan are described fully in that document in Chapter 2, beginning on page 35. They are summarized here in order to give context to the parking strategies and issues described in this report.

Residential

Single-Family Residential covers more than half of the planning area and respects current residential neighborhood patterns. Allowed densities range from 15 dwelling units per acre (du/ac) to 24 du/ac.

Multi-Family Residential is located primarily along commercial and railroad corridors where a mix of medium to high density land uses is appropriate. The allowable density range is from 24 du/ac to 60 du/ac.

Mixed Use

Neighborhood Mixed Use allows a medium-density mix of commercial, residential, and public uses intended to serve the daily needs of local residents and visitors. The designation extends along Middlefield Road between 1st Avenue and 8th Avenue. Allowable residential density is a maximum of 60 du/ac, and allowable floor area ratio (FAR) ranges from 0.75 to 1.5, depending on use.

Commercial Mixed Use allows a medium to high density of land uses, including multi-family residential, local- and regional-serving commercial, institutional, and supporting community facilities. Light industrial uses may be allowed with a conditional use permit. The Commercial Mixed Use designation covers the area along El Camino Real, 5th Avenue, the northwestern end of Middlefield Road, and west of 5th Avenue along Edison Way and the Southern Pacific railroad tracks. The maximum allowable residential density is 80 du/ac. Allowable FAR ranges from 0.75 to 2.0, depending on use. Higher densities (up to 120 du/ac) and intensities (up to 2.5 FAR) are allowed for the quarter-mile area around the potential future multi-modal transit hub at Middlefield Road and the Southern Pacific railroad tracks.

Industrial Mixed Use allows a medium to high density of land uses with an industrial focus. Secondary commercial, public, and institutional uses are allowed, as are conditionally limited multi-family residential uses that do not conflict with industrial uses. This designation is found along the Southern Pacific/Dumbarton Spur railroad tracks along Edison Way between 5th and 12th avenues and in the "Spring Street area." The maximum allowable density for residential uses is 40 du/ac, and allowable FAR ranges from 0.75 to 1.25.

Industrial

Beyond the area designated as Industrial Mixed Use, the only remaining industrial area within the planning area is along Northside Avenue between 2nd Avenue and Hampshire Avenue, designated General Industrial per the San Mateo County General Plan. This remains unchanged and is subject to County standards.

Public

Institutional land uses (such as schools) remain those defined in the County's General Plan and remain subject to County standards.

Parks also remain as defined in the County General Plan, though the North Fair Oaks Community Plan does identify additional places (such as along the Hetch-Hetchy right of way) where parks or similar community amenities may be located.

PROJECTED BUILDOUT

Table 4-1 shows the full buildout potential of North Fair Oaks under the new land use designations. As stated above, not all sites in the community are expected to redevelop. The buildout calculation makes reasonable assumptions about the potential development of vacant sites and redevelopment of underutilized sites in opportunity areas to arrive at a projection of development capacity for the planning period. This estimation is important for the parking strategy because the number of parking spaces demanded and supplied is derived from the amount of new development that may occur.

TABLE 4–1: NORTH FAIR OAKS COMMUNITY PLAN UPDATE DEVELOPMENT CAPACITY ASSUMPTIONS – FINAL

	RESIDENTIAL (UNITS)		COMMERCIAL (S.F.)		INDUSTRIAL (S.F.)		INSTITUTIONAL (S.F.)	PUBLIC (AC.)
	SF	MF	OFFICE	RETAIL	R&D	GENERAL	(COMMUNITY/ SCHOOLS)	(PARKS/ REC)
Existing	2,700	1,550	180,000	500,000	125,000	1,150,000	675,000	10
Proposed Plan Land Use Designation								
Neighborhood Mixed-Use (14 acres)		336	20,000	30,000			15,000	0.5
Commercial Mixed-Use (51 acres)		2,040	65,000	75,000			35,000	1.5
Industrial Mixed-Use (81 acres)		648	70,000	75,000	90,000	120,000	60,000	1.8
Subtotal (Net New Development)		3,024	155,000	180,000	90,000	120,000	110,000	3.8
TOTAL DEVELOPMENT CAPACITY	**2,700**	**4,574**	**335,000**	**680,000**	**215,000**	**1,270,000**	**785,000**	**13.8**

Source: MIG and County of San Mateo, May 2011.

4.2 Parking Supply and Demand

PARKING SUPPLY

Currently, the parking standards for North Fair Oaks are determined by the San Mateo County zoning ordinance (see Chapter 2 of this report). Preparation of the North Fair Oaks Community Plan represented an opportunity to reconsider these requirements and propose standards that are tailored to meet the specific needs and conditions in North Fair Oaks. Recommended parking standards for each land use (per Appendix C of the North Fair Oaks Community Plan) are as follows (Table 4-2). Note that required parking is reduced for sites located within a quarter-mile of the potential multi-modal transit hub.

PARKING DEMAND

The parking analysis for the North Fair Oaks Community Plan update also included an assessment of the potential new parking demand generated by new development, based on the projected buildout of the planning area. The analysis used the methodology and parking demand assumptions that are standard to the industry and published by the Institute of Transportation Engineers (ITE) (Parking Generation, 4th Edition) and the Urban Land Institute (ULI) (Shared Parking, 2nd Edition). Kimley-Horn and Associates made additional adjustments to the calculated parking demand for the development program in order to appropriately reflect a mixed-use, transit-oriented community and account for transit, bicycle, walking, and captive trips. More detail on the methodology behind parking demand generation is found on page 19 of Appendix C of the North Fair Oaks Community Plan.

Overall, parking demand in the planning area is expected to increase by approximately 4,780 spaces at buildout, using the methodology described above. Table

TABLE 4–2: RECOMMENDED PARKING REQUIREMENTS

USE	MINIMUM PARKING SPACES REQUIRED (STANDARD)	MINIMUM PARKING SPACES REQUIRED (WITHIN ¼ MILE OF POTENTIAL TRANSIT HUB)
Single Family Residential	1 space for each dwelling unit having up to 2 bedrooms.	0.75 spaces per studio (0 bedroom)
Multi-Family Residential	2 spaces for each dwelling unit having 3 or more bedrooms.	1 space for 1-2 bedroom units
Retail	1 space for each dwelling unit having 0 or 1 bedroom.	1.5 spaces for 3 bedroom units
Office	1.5 spaces for each dwelling unit having 2 or more bedrooms.	Plus 1 additional uncovered guest space per 10 units.
Light Industrial	Plus 1 additional uncovered guest parking space for each 5 units.	0.75 spaces per studio (0 bedroom)
All other uses and areas not zoned for mixed use development	1 space for every 400 SF of floor area.	1 space for 1-2 bedroom units

Sources: MIG, Inc. and Kimley-Horn and Associates, 2011.

4-3 compares this demand to the supply calculated using the existing San Mateo County parking standards and the modified parking standards included in the plan.

In both cases, supply exceeds demand (which is desirable), but the new standards from the Community Plan achieve a utilization ratio much closer to the recommended utilization ratio of 85 to 90 percent. This keeps some spaces vacant to provide a cushion, but does not create unnecessary and inefficient excess parking supply that costs space and money.

SHARED PARKING

As part of the development of this parking strategy, Nelson\Nygaard reviewed the assumptions and methodology used in generating the parking supply recommendations and demand projections. Nelson\Nygaard also prepared an analysis of the potential for shared parking and parking demand reduction through the inclusion of transportation demand management (TDM) programs at three future potential mixed use development sites in North Fair Oaks. These sites were selected by staff as being representative of the type and location of typical opportunity sites in the planning area. They were all also located within the ¼ mile radius around the potential multi-modal transit hub.

For all three sites tested, the parking demand analysis indicated that the number of parking spaces needed under the unshared parking scenario is greater than the number of spaces required by the North Fair Oaks Community Plan. However, if parking is shared and TDM programs are implemented then the demand for parking will be lower than required, suggesting that the proposed parking requirements are more than sufficient to meet future parking demand at these sites if parking is shared and if new development implements TDM.

The North Fair Oaks Community Plan recommends that larger, high density developments be required to develop a TDM program. The findings of Nelson\Nygaard's shared parking analysis suggest that if this recommendation is enacted there is potential to further reduce parking requirements for mixed-use developments where TDM programs are implemented. In addition, North Fair Oaks may want to consider allowing a reduction in the number of parking spaces required if parking will be shared between uses.

TABLE 4–3: FUTURE PARKING SUPPLY AND DEMAND

SCENARIO	PARKING SUPPLY (IN ADDITION TO EXISTING)	PARKING SUPPLY (IN ADDITION TO EXISTING)	PERCENT UTILIZATION (DEMAND/SUPPLY)
Using San Mateo County Parking Requirements	7,498	4,780	64%
Using North Fair Oaks Community Plan Requirements	6,083	4,780	79%
Net Difference	1,415	–	15%

Source: Kimley-Horn and Associates, Inc., 2011

4.3 Implications for Parking Strategy

The supply and demand analysis originally prepared for the North Fair Oaks Community Plan and reviewed as part of this study indicates that the parking ratios proposed in the Community Plan are adequate and appropriate, and the parking standards should be adopted and incorporated into the updated San Mateo County zoning ordinance.

However, for these new parking ratios to be effective—especially given community concerns about the existing parking supply—they must be accompanied by the other strategies listed in plan policies and described in more detail in the next section of this report. In other words, in order to ameliorate rather than exacerbate North Fair Oaks' parking challenges, the approach must go beyond supply to include active demand management.

5 Recommendations

5.1 Summary

The strategies described in this section are those recommended by policies in the 2011 Community Plan; studied as part of this effort; tested and discussed with the North Fair Oaks community, the Parking Work Group, and County staff; and determined to be appropriate and effective for North Fair Oaks. Each strategy contains the following discussion:

- Overview
- Applying this strategy in North Fair Oaks (including relevant Community Plan policies and appropriate geography and/or zoning districts where it should be applied)
- Zoning strategy (including discussion questions and considerations for staff)
- Model or example code language

5.2 Recommended Strategies

PARKING PRICING

Overview

Pricing is a powerful tool to regulate parking availability. California law does authorizes local jurisdictions to enact parking meter ordinances with fair market rates that "may…justify a fee system intended and calculated to hasten the departure of parked vehicles in congested areas, as well as to defray the cost of installation and supervision" [DeAryan v. City of San Diego, 75 CA2d (1946) pp292, 296]. California case law also recognizes that parking meter ordinances are for the purpose of regulating and mitigating traffic and parking congestion on public streets, and not a tax for general revenue purposes [DeAryan v. City of San Diego, 75 CA2d, p293].

Many California cities offer residents an annual permit for parking at meters. Some cities allow residents of certain neighborhoods and/or people who work within those neighborhoods to purchase annual parking permits that allow unlimited parking in certain parking meter zones without having to pay additional meter fees. San Francisco has a program that allows contractors, but not the general public, to purchase an annual permit that allows unlimited parking at meters.

The process is straightforward:

- Establish a parking meter zone for a specified area, pursuant to Section 22508 of the California Vehicle Code;
- Set an hourly parking fee;
- Establish a method or methods by which motorists may pay the fee. The Vehicle Code does not require that any particular technology must be used, so cities can use single-space meters, multi-space meters (of both the pay-and-display and pay-by-space variety), and pay-by-cell-phone technologies; and
- Offer identified groups (e.g., residents of the community or a specific neighborhood or transit corridor, or workers in the neighborhood) or the general public, the option of purchasing an annual parking permit that would be less expensive for frequent parkers than simply paying the hourly rate.

Cost

The capital cost for a multi-space pay station is typically around $10,000, which includes installation and setup. Many cities use Capital Improvement Programs, grants or developer-provided funding for the upfront capital cost, including signage, numbering and striping, which thereby reduces the need for a high parking meter revenue stream. Enforcement costs, operations and maintenance do need to be covered by the revenue stream (as well as potential RPP permit costs).

Parking meter revenues, net of operational costs, then can be used help pay for streetscape improvements, support transit/TDM or other alternative transportation, or help fund services that benefit shoppers or visitors to the community.

Applying this Strategy in North Fair Oaks

Community Plan Policies

The 2011 North Fair Oaks Community Plan includes several policies pertaining to parking pricing and time limitations as a means of managing parking supply and demand:

Policy 5B: Support the use of parking supply control and pricing as a strategy to encourage use of non-automobile travel modes where feasible.

Policy 5C: Develop a parking management plan for North Fair Oaks, which could include permit parking, meters, restrictions, and other programs, and ensure enforcement of programs and policies. Designate appropriate areas in which all parking is fee-for-use or time-limited, particularly in commercial areas.

Where is it Appropriate?

On-street parking pricing (via parking meters) and/or establishing time limits in commercial areas where 1) current occupancy trends are high and 2) more parking turnover is desired, in order to make spaces available for customers and others making short trips. In North Fair Oaks, the parking occupancy survey showed the highest occupancy levels in the following commercial areas:

- Middlefield Road between Flynn Avenue and 8th Avenue
- Dumbarton Avenue between Huntington Avenue and Flood Avenue
- Flood Avenue
- Crocker Avenue
- Douglas, Macarthur, Hurlingame, and Stanford Avenues between San Mateo and Middlefield

Input from community members at the May 2nd workshop supports the application of meters and/or time limits along Middlefield Road as well.

Industrial areas where parking time limits and/or meters should be considered include:

- Bay Road between Charter and 2nd Avenue
- Spring Street between Willow and 2nd Avenue
- North-south cross streets in the Industrial Mixed Use area between Bay and Spring (Barron, Warrington, Hurlingame, Douglas, Sweeney, Kaynyne, Charter, and Willow) and, where applicable, between Spring Street and Fair Oaks Avenue

Regulatory Strategy

Establishment of parking time limits and parking meters are typically addressed in sections of the municipal ordinance other than zoning, such as Transportation, Motor Vehicles, and/or Traffic. In San Mateo County, Title 7: Vehicles and Traffic includes general provisions for parking as they pertain to public rights of way (as opposed to parking requirements for private development, which is addressed in the zoning ordinance).

When considering establishing parking time limits and/or parking meters, staff and decision-makers should consider:

- Whether to create a parking meter fee program to fund a variety of transportation or streetscape related improvements or programs
- Whether to have the meter pricing be variable, based on real-time information on parking demand, in order to achieve a desired parking occupancy rate (e.g. 85 percent); or whether to set a static price

- When parking payment and time limits shall and shall not be enforced (e.g. evenings, weekends, holidays)
- Whether to allow residents, who may reside in the metered/time-limited area without adequate on-site parking, to purchase annual parking permits that would allow them to remain in metered/time-limited spaces (see discussion in Overview section above)

Model Code Language

The following example is from Redwood City, demonstrating that jurisdiction's approach to variable pricing of parking meters to achieve occupancy objectives and use of meter revenues.

Sec. 20.120. PERIODIC ADJUSTMENT OF DOWNTOWN METER ZONE METER RATES

Under the authority of California Vehicle Code section 22508, the City Council hereby adopts the following process for adjusting Downtown Meter Zone meter rates from time to time to manage the use and occupancy of the parking spaces for the public benefit in all parking areas within the Downtown Meter Zone.

A. To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

B. At least annually and not more frequently than quarterly, the Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent ($0.25) intervals to seek to achieve the target occupancy rate. The base parking meter rate, and any adjustments to that rate made pursuant to this ordinance, shall become effective upon the programming of the parking meter for that rate. A current schedule of meter rates shall be available at the City Clerk's office.

C. The hourly meter rate shall not exceed one dollar and fifty cents ($1.50) without the express approval of the City Council.

D. This Section does not apply to the parking facilities described in Section 20.119 of this Division during the "peak hours."

Sec. 20.121. USE OF DOWNTOWN METER ZONE PARKING METER REVENUES

Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only for the following purposes:

A. All expenses of administration of the parking program

B. All expenses of installation, operation and control of parking equipment and facilities within or designed to serve the Downtown Core Meter Zone

C. All expenses for the control of traffic (including pedestrian and vehicle safety, comfort and convenience) which may affect or be affected by the parking of vehicles in the Downtown Core Meter Zone, including the enforcement of traffic regulations as to such traffic.

D. Such other expenditures within or for the benefit of the Downtown Core Meter Zone as the City Council may, by resolution, determine to be legal and appropriate.

UNBUNDLING PARKING

Overview

Parking costs are generally subsumed into the sale or rental price of housing and commercial space. Although the cost of parking is often hidden in this way, parking is never free; instead the cost to construct and maintain the "free" parking is included in the cost of the goods and services. For all commercial and residential development in a community, or only for projects in certain areas, local parking regulations could require the cost to lease or purchase parking to be unbundled from the cost to lease or purchase space. Such a policy would provide a financial incentive to residents and employers to lease only the amount of parking they need. For residential development, unbundled parking may prompt some residents to dispense with one of their cars and to make more of their trips by other modes. Among households with below-average vehicle ownership rates (e.g., low-income people, singles and single parents, seniors on fixed incomes, and college students), unbundled parking can also provide a substantial financial benefit that increases housing affordability. Unbundled parking can allow employers to provide employees with an equitable transportation benefit that can reduce vehicle commuting. This also is known as a "parking cash-out" and may be part of a broader program for Transportation Demand Management (TDM), as discussed more fully in a subsequent section.

By requiring unbundled parking local jurisdictions could see significant reductions in residential vehicle ownership and an associated decrease in vehicle trips from residents of new residential development. It is important to note that if on-street parking adjacent to the development is not priced and no time limits are in place, some residents may choose to park in these spaces. On-street parking regulation is discussed in a subsequent section.

Applying this Strategy in North Fair Oaks

Community Plan Policy

The 2011 North Fair Oaks Community Plan includes a policy allowing unbundling of parking:

Policy 5F: Allow unbundled parking in new multi-family residential developments within the proposed mixed-use districts to allow resident to pay only for the parking spaces they need.

It is important to note that the policy: 1) applies only to new multifamily residential developments within mixed use districts, not other land uses or districts; and 2) allows, but does not require, unbundling of parking. The policy does not expressly prohibit unbundling for other uses/districts, so staff may wish to consider its applicability to other districts or uses as well.

Where is it Appropriate?

District-based. Associated with multifamily residential districts and mixed-use districts with residential uses allowed.

Regulatory Strategy

The cost of a residential unit's parking space is often passed indirectly on to a unit buyer by "bundling" the two together in one price. Unbundling establishes a cost to provide parking by allowing developers to uncouple the cost of the parking space from the cost of the residential unit's purchase or rental price. By selling or renting the parking space separately, the costs are borne by the people who want to use them and are willing to pay. The cost involved means that some buyers or renters will choose not to maintain a car, thereby increasing the affordability of housing for people who are willing to use alternative modes, while reducing vehicle traffic.

For example, a developer of a multifamily residential structure might ordinarily price a unit in the tower with an attached parking space at $500,000 or more. Under this policy, the developer would price the unit at $475,000 and each parking space at $25,000. The unit buyer might not purchase two spaces, if he or she is willing to use alternative modes and expects to own only one vehicle, thus saving substantial expense. This approach also allows residents to change their parking expenses to fit their life situation. For example, they may choose to pay for another parking space when a household member would use one, and then to relinquish the space back to the condo association for them to rent out when the resident no longer desires the parking space. In the consultant team's experience, developers are generally comfortable with unbundling the spaces beyond one per unit for purchased housing units, and most spaces for rental units in transit rich and urban areas.

An additional consideration, however, is that if no preventative mechanism is in place, there is nothing to stop residents of multifamily units from choosing not to buy a parking space and instead parking on the street. If coupled with a residential parking permit program, this could be avoided by limiting or prohibiting residents of affected buildings from participating in the permit program.

A local zoning ordinance then would:

- Allow (or require) developers to sell or rent the parking space separately from the residential unit to tenants/residents in the project; and
- Not require a prospective residential unit owner to purchase or rent a parking space along with the purchase or rent of a unit.

When considering establishing provisions for unbundling parking, staff and decision-makers should consider:

- Whether to require unbundling of all residential parking spaces, or to set a minimum requirement of one space per unit and only require "unbundling" for the additional spaces;
- Whether to differentiate between rental and purchased housing;
- Whether to apply the unbundling requirement only to projects within a half mile of a rail transit station or projects within a downtown area;
- Whether to apply the policy to all newly built properties or only those above a certain size; and
- Whether to test unbundling and related enforcement issues (e.g. on-street parking problems and renting/selling spaces) through a pilot project, only codifying the requirement if the project is successful;
- Whether to set a floor on the price of the parking space in order to prevent the sale of a parking space essentially for free. For example, the floor could be set at a certain minimum value (for example, $5,000 or less) and higher where TOD is being encouraged (e.g. around the potential multi-modal transit station in North Fair Oaks); and
- Whether to require the homeowners' association or building management to sell spaces only to building residents until all units are bought/leased, at which time spaces may be offered to other users on a monthly rental, but not for sale, to preserve the option of a new owner/tenant being able to buy a space.

Model Code Language

The following example is from San Francisco:

UNBUNDLING PARKING (City of San Francisco City Planning Code, Section 167)

Sec. 167 Parking costs separated from housing costs in new residential buildings.

All off-street parking spaces accessory to residential uses in new structures of 10 dwelling units or more, or in new conversions of non-residential buildings to residential use of 10 dwelling units or more, shall be leased or sold separately from the rental or purchase fees for dwelling units for the life of the dwelling units, such that potential renters or buyers have the option of renting or buying a residential unit at a price lower than would be the case if there were a single price for both the residential unit and the parking space. In cases where there are fewer parking spaces than dwelling units, the parking spaces shall be offered first to the potential owners or renters of three-bedroom or more units, second to the owners or renters of two bedroom units, and then to the owners or renters of other units. Renters or buyers of on-site inclusionary affordable units provided pursuant to Section 315 shall have an equal opportunity to rent or buy a parking space on the same terms and conditions as offered to renters or buyers of other dwelling units, and at a price determined by the Mayor's Office of Housing, subject to procedures adopted by the Planning Commission notwithstanding any other provision of Section 315 et seq.

A. **Exception.** The Planning Commission may grant an exception from this requirement for projects which include financing for affordable housing that requires that costs for parking and housing be bundled together.

The following example is from code being considered for adoption in Santa Monica:

Separating off-street parking spaces from residential units gives potential renters or buyers the option of renting or buying a residential unit at a price lower than would be the case if there were a single price for both the residential unit and the parking space combined. This will lower housing costs, vehicle ownership, and increase dependence on other modes of transit.

A. **Applicability.** All off-street parking spaces in new residential structures of 10 dwelling units or more, or in new conversions of non-residential buildings to residential use of 10 dwelling units or more, shall be leased or sold separately from the rental or purchase fees.

B. Requirements.

1. All off-street parking spaces shall be unbundled from the dwelling units for the life of the dwelling units.
2. In cases where there are fewer parking spaces than dwelling units, the parking spaces shall be offered first to the potential owners or renters of three-bedroom or more units, second to the owners or renters of two bedroom units, and then to the owners or renters of other units. Renters or buyers of on-site inclusionary affordable units provided pursuant to the City's affordable housing program shall have an equal opportunity to rent or buy a parking space on the same terms and conditions as offered to renters or buyers of other dwelling units, and at a price determined by the procedures in the Affordable Housing Program.

SHARED PARKING

Overview

Mixed-use developments offer the opportunity to share parking spaces between various project uses with different parking demand periods. Shared parking therefore reduces the total number of parking spaces needed compared to what the same uses would require in stand-alone developments.

Mixed-use development creates opportunities for shared parking because of the staggered demand peaks for parking associated with different uses. All land uses generate unique levels and patterns of parking demand, varying by time of day and day of the week. For example, an office building typically experiences its peak parking demand during the midday on a weekday, whereas a restaurant often sees peak parking demand during the evening both during the week and on weekends. Thus parking that is used by an office building during the day would be underutilized during the evening and weekends, enabling this parking to be shared with a restaurant use.

By allowing mixed-use development projects to share parking between uses (rather than requiring the developer to provide parking equal to the sum of the required parking for each use independently), the total overall space devoted to parking—and the cost associated with building it—can be reduced. Each use saves on the cost of constructing parking, and the supply is sufficient to meet the parking requirements of each of the two uses individually (i.e. whichever requirement is higher for a given time period). Neighborhood walkability is enhanced by reducing the number of parking spaces that have to be built and by having more active frontages.

Applying This Strategy in North Fair Oaks

Community Plan Policies

The 2011 North Fair Oaks Community Plan includes several policies pertaining to sharing parking as a means to more effectively manage parking supply:

Policy 5G: **Implement new parking management techniques such as encouraging shared parking in mixed-use developments, reduced employee parking in conjunction with ridesharing programs, stacked parking, and using on-street parking to meet on-site parking requirements of nearby projects.**

Policy 5I: **Encourage private property owners to share their underutilized parking with the general public and/or other adjacent private developments.**

Where is it Appropriate?

Neither of the Community Plan policies above provides direction as to where shared parking may be appropriate in North Fair Oaks. Policy 5G properly encourages shared parking in mixed use developments, where the several uses sharing one site may generate different peak hours of parking demand.

Participants at the May 2nd community workshop indicated that shared parking should be explored along the Middlefield Road corridor, El Camino Real, and Spring Street between 2nd Avenue and 5th Avenue.

Mixed use land use zoning where this provision could be applied include those that correlate to the following Community Plan land use designations:

- Neighborhood Mixed-Use (medium density commercial, residential, public)
- Commercial Mixed-Use (medium-high density commercial, residential, public, institutional, industrial with approval)
- Industrial Mixed-Use (medium-high density industrial, commercial, public, institutional, residential with approval)

Shared parking agreements may also be established between existing businesses—a practice that already occurs in North Fair Oaks. Adjacent businesses whose hours of operation differ may come to an agreement allowing customers to use the available spaces for either establishment at certain hours. This system could be expanded in order to make better use of parking resources already available in the community. However, concerns over liability may necessitate more formal agreements between parties. In addition, clear signage should be provided in order to inform the public about when when parking is freely available versus restricted to a particular use. Owners/operators of privately-owned shared parking facilities would also be responsible for monitoring and enforcement.

Regulatory Strategy

Parking regulations for North Fair Oaks should allow multiple uses to share the same parking facilities when the uses experience peak demand at different times of day or day of week, thus avoiding over-supply of parking, making efficient use of existing parking, and by efficient use of limited developable space. This strategy also optimizes the use of parking facilities, improves the financial return on public investments in parking facilities, and enables the intensification of urban uses and provision of additional public/open space.

A local zoning ordinance then would:

- Determine required parking by use through: the use of a shared parking computer model for all existing and proposed uses that would utilize the shared facility, or; by allowing the applicant to submit a report from a qualified parking consultant, including survey data or references to published surveys of parking demand for the uses proposed. The "model option" could use a variation on a model developed by MTC for local jurisdictions' use or a model developed by the Urban Land Institute that is available for purchase, or the ordinance, as suggested above, could allow applicants to submit their own survey data for County review.
  - *Note: a parking demand analysis that focused specifically on testing the feasibility and effectiveness of shared parking on mixed-use sites was completed as part of this effort. The results found that, if implemented in conjunction with a TDM program, parking demand at mixed use developments in North Fair Oaks (consistent with the Community Plan standards) falls below that of the Community Plan parking requirements for these uses.*
- Require that shared parking for the multiple uses be provided for the life of the buildings or uses. An agreement for shared use of parking space must be acceptable to the County Counsel and publicly recorded.
- Require that subsequent changes to any of the uses benefitting from a shared parking arrangement be reviewed to determine the adequacy of the parking supply. If a change of use to a less parking-intensive use is proposed, no technical evaluation is necessary. If a change of use to a more parking-intensive use is anticipated, a utilization study of the shared facility should be required and the conclusions compared to the results of the original shared parking determination. If sufficient reserve capacity exists, the use change is permitted. If the change requires parking above the available capacity, the applicant would be required to pay a fee-in-lieu, to be used to build public parking spaces, or to build the required parking. Street parking can be included in this analysis of parking availability, as appropriate (e.g., use of street parking at night in areas with low night demand).

- Require that parking facilities would have to be on-site or located within walking distance of each use (for example, less than 1,000 feet for mixed use sites with non-residential uses only, or less than 400 feet for sites including residential uses), measured from the entrance of the building to the entrance of the parking facility.

When considering establishing provisions for shared parking, staff and decision-makers should also consider:

- Whether to allow this by-right or subject to discretionary review;
- Whether to require guarantees that the shared facility will remain in place for a specified term or replacement parking provided, if needed; and
- Whether a maximum limit should be placed on how much of the parking demand can or should be met with shared parking.

Model Code Language

The following is typical model language that may be used to allow and regulate shared parking facilities:

A conditional use permit may be approved by the Planning Commission for shared parking facilities serving more than one use on a site. A use permit for shared off-street parking may reduce the total number of spaces required by this section if the following findings are made:

- The spaces to be provided will be available as long as the uses requiring the spaces are in operation;
- The peak hours of parking demand from all uses do not coincide so that peak demand is greater than the parking provided;
- The adequacy of the quantity and efficiency of parking provided will equal or exceed the level that can be expected if collective parking is not provided; and
- A written agreement between the property owner(s) and the County, in a form satisfactory to the County Counsel, that includes:
- A guarantee that there will be no substantial alteration in the uses that will create a greater demand for parking;
- A guarantee among the property owner(s) for access to and use of the shared parking facilities;
- A provision that the County may require parking facilities in addition to those originally approved upon finding by the Planning Commission that adequate parking to serve the use(s) has not been provided; and
- A provision stating that the County, acting through the Planning Commission, may for due cause and upon notice and hearing, unilaterally modify, amend, or terminate the agreement at any time.

The maximum allowable reduction in the number of spaces to be provided shall not exceed 20 or 25 percent of the sum of the number required for each use served and not reduce the total number of spaces to less than one space for every 450 square feet of gross floor area in a commercial mixed use development. [1]

An applicant for a use permit for shared parking may be required to submit survey data substantiating a request for reduced parking requirements. A use permit for shared parking shall describe the limits of any area subject to reduced parking requirements and the reduction applicable to each use.

1 For Bay Area jurisdictions, MTC's smart growth consultant recommends allowing the reduction to be what the shared parking model requires, without setting a maximum or require a minimum number of privately owned spaces to be reserved for a use.

TRIP REDUCTION / TRANSPORTATION DEMAND MANAGEMENT

Overview

Some jurisdictions require new developments larger than a certain size or located in certain areas, such the downtown or a transit corridor, to prepare a transportation demand management (TDM) plan. TDMs may be formalized in the municipal code or required on a case-by-case basis as a condition of permit approval. Typically a TDM plan includes measures a development will implement to reduce vehicle trips and parking demand associated with the development and/or incentivize transportation alternatives to driving alone. The measures included as part of the plan will vary depending on the use, and include programs such as bicycle parking and amenities, unbundled parking, subsidized transit passes, on-site amenities such as a gym or food services, preferential parking for carpools and vanpools, and car-share vehicles. Businesses or other establishments participating in a TDM program should have some choice of what measures to employ.

Applying this Strategy to North Fair Oaks

The 2011 Community Plan includes several polices that indirectly and directly support the establishment of a Transportation Demand Management (TDM) program in order to promote reduced car ownership and provide meaningful alternatives to single occupancy vehicle travel.

Applicable Community Plan Policies

Policy 5A: Support the use of transportation modes other than the automobile to reduce the need for additional parking.

Policy 5O: **Encourage the formation of a local Transportation Management Association (TMA) in North Fair Oaks to support, monitor and implement Transportation Demand Management (TDM) programs.**

Policy 5P: **Require effective and meaningful Transportation Demand Management (TDM) programs for new higher intensity development. Monitor effectiveness of required TDM programs and modify requirements as needed to ensure that demand management is achieving goals, including potential performance standards to help achieve real results.**

Through implementation of a TDM program, eligible developments could provide less parking than would otherwise be required by the zoning code.

Where is it Appropriate?

May be applied communitywide, wherever qualifying development projects are proposed.

Regulatory Strategy

To implement the plan policies, a zoning ordinance could simply require a TDM program for developments over a certain size or intensity, or it could allow developers to provide less than the required number of parking spaces in exchange for enhancing alternative mode travel at the development. This option could be integrated with an intensity/density bonus program or a community benefits program or just be a requirement of major new development—non-residential or residential. When compared to the cost of providing parking, enhancements to other modes of travel or incentives for drivers to share rides can be more cost-effective. As a general rule, programs that reduce the number of drive-alone trips will in turn reduce the demand for parking.

TDM programs are made up of a number of different initiatives that are meant to increase the attractiveness of modes other than the car. These include but are not limited to:

- Carpool/vanpool preferential parking and gas cards
- Ride-share matching services
- Bicycle parking/lockers
- Shower facilities
- Free or deeply discounted employee transit passes, and/or Commuter Checks
- Dedicated spaces for car-sharing vehicles
- Flexible work schedules and telecommuting options
- “Guaranteed Ride Home” programs

A zoning ordinance then would:

- Establish the components of a TDM program, either with required elements and/or a "menu" of options that can be selected from in order to achieve established performance targets;
- Allow reductions in the amount of parking provided, in exchange for participation in an approved TDM program under the bonus program;
- Optionally, require certain amenities, such as a minimum number of bicycle spaces or bicycle lockers and bicycle showers, or a certain number of spaces dedicated to car-sharing, carpooling or vanpooling, regardless of whether a bonus is requested; and
- Optionally, allow other adjustments to parking requirements in exchange for participation in a TDM program. For example, allow the developer to provide a certain number of car-share spaces instead of standard spaces in exchange for TDM program participation.

Other code requirements include:

- Ensuring participation in the TDM program for at least 5-10 years; a zoning ordinance should require that participation is maintained, or else the building owner must make up any parking deficiency and/or contribute to a transportation fund established by the County. Specific enforcement provisions and penalties for violations should be established;
- Requiring building owners to have property managers establish a point person who is in charge of administering the program for employees, either independently or in conjunction with a TMA (see Policy 5O above);
- Allowing substitution of the employer's own set of TDM initiatives, especially where County-run programs are not available. In this case, the ordinance would establish minimum criteria for these programs, with bonding or other financial guarantees; and
- Establishing standards for the provision of required amenities, such as bicycle parking. If the requirements state that bicycle lockers and showers, car-sharing spaces or other amenities must be provided, these must be provided for the life of the building in order to qualify. (For example, bicycle showers must be fully functional, and priority spaces devoted for carpooling must be monitored to prevent abuse by non-carpool drivers.)

When considering establishing provisions for TDM programs, staff and decision-makers should also consider:

- What constitutes "higher intensity development" referenced in Policy 5P, and whether this applies to non-residential developments, residential developments, or both;

- Whether the TDM program is optional or mandatory for specified uses or projects above a certain size;
- Whether penalties should be imposed for non-compliance, as authorized, for example, for cash-out programs and whether periodic monitoring is required; and
- Whether applicants can re-program activities or have substitute measures as long as performance criteria are met.

MODEL CODE LANGUAGE

The following model code describes a TDM program that could apply to non-residential developments. This example is written as an optional program that applicants could choose to implement in order to gain an FAR or height bonus, but it could also be written as a mandatory program for development projects above a certain size or intensity.

A. Applicability. The requirements of this section apply to all nonresidential development seeking a floor area ratio (FAR) or height bonus.

B. Required Measures. All projects subject to the requirements of this section shall implement the following measures:

1. *Carpool and Vanpool Ride-matching Services.* The designated employer contact shall be responsible for matching potential carpoolers and vanpoolers by administering a carpool/vanpool matching application. The application shall match employees who may be able to carpool or vanpool.
2. *Designated Employer Contact.* Each applicant shall designate or require tenants to designate an employee as the official contact for the TDM program. The County shall be provided with a current name and phone number of the designated employer contact. The designated employer contact shall administer carpool and vanpool ridematching services, the promotional programs, update information on the information boards/kiosks, and be the official contact for the administration of the annual survey and triennial report.
3. *Free Parking for Carpools, Vanpools, and Carshare.* The preferential parking spaces shall be provided free of charge.
4. *Guaranteed Ride Home.* Carpool, vanpool and transit riders shall be provided with guaranteed rides home in emergency situations. Rides shall be provided either by a transportation service provider (taxi or rental car) or an informal policy using company vehicles/and or designated employees.

5. *Information Boards/Kiosks.* The designated employer contact shall display in a permanent location the following information: transit routes and schedules; carpooling and vanpooling information; bicycle lanes, routes and paths and facility information; and alternative commute subsidy information.
6. *Passenger Loading Zones.* Passenger loading zones for carpool and vanpool drop-off shall be located near the main building entrance.
7. *Preferential Carpool and Vanpool Parking.* Ten percent of vehicle spaces shall be reserved for carpools or vanpools, with a minimum of one space required. Such spaces shall be provided in premium and convenient locations.
8. *Promotional Programs.* The following promotional programs shall be promoted and organized by the designated employer contact: new tenant and employee orientation packets on transportation alternatives; flyers, posters, brochures, and emails on commute alternatives, Commuter Checks and transit/bus passes; transportation fairs; Spare the Air (June — October); Rideshare Week (October); trip planning assistance-routes and maps.
9. *Showers/Clothes Lockers.* Shower and clothes locker facilities shall be provided free of charge.

C. **Additional measures.** All projects subject to the requirements of this section may be required to implement any combination of the following measures to achieve the required minimum alternative mode use established for the bonus program. The Review Authority shall determine the appropriateness of each additional measure chosen by the applicant. Guidelines regarding the range of alternative mode use achievable from each of the following measures are available from the County.

1. *Alternative Commute Subsides/Parking Cash Out.* Employees shall be provided with a subsidy, determined by the applicant and subject to review by the County if they use transit or commute by other alternative modes.
2. *Compressed Work Week.* The applicant shall allow employees or require their tenants to allow employees to adjust their work schedule in order to complete the basic work requirement of five eight-hour workdays by adjusting their schedule to reduce vehicle trips to the worksite.
3. *Flextime.* The applicant shall provide or require their tenants to provide employees with staggered work hours involving a shift in the set work hours of all

employees at the workplace or flexible work hours involving individually determined work hours.

4. *Onsite Amenities.* One or more of the following amenities shall be implemented: ATM, day care, cafeteria, limited food service establishment, dry cleaners, exercise facilities, convenience retail, and on-site transit pass sales.
5. Paid Parking at Prevalent Market Rates. Parking shall be provided at a cost equal to the prevalent market rate, as determined by the County based on a survey of parking in a defined study area(s).
6. *Telecommuting.* The applicant shall provide or require tenants to provide opportunities and the ability to work off-site.
7. *Other Measures.* Additional measures not listed above, such as childcare facilities.

IN-LIEU FEES

Overview

In-lieu fees allow developers to pay for off-site parking structures or improvements instead of providing parking onsite. Using in lieu fees can incentivize development in areas where space for additional parking is restricted. This program can provide funding to help develop shared parking facilities such as municipal garages or to fund public transit services. The procedures for implementing and collecting cash-in-lieu generally must be defined though a by-law. Though fees are often used to construct new parking, they can be used for other related benefits such as streetscape improvements and bicycle facilities.

Cost of Off-Site Parking Facilities

A typical Bay Area parking space in a structure costs upwards of $30,000. Instead of a developer building this parking space for a designated use, several users can share the same space if it is publically provided. In-lieu fees vary in cost from roughly $10,000 (often too low) to $30,000 (often too high) per space. Since each space can be shared by multiple users, a good in-lieu fee range is between $15,000 and $25,000 (lower if provided in a surface lot), which provides an incentive to the developer to not build some of its required parking on-site while also providing the jurisdiction with a funding source that can be used to lease private parking, make more efficient use of existing public parking, support trip reduction measures, or to provide a funding source to bond against for new parking.

Applying this Strategy in North Fair Oaks

Applicable Community Plan Policy

Policy 5N in the 2011 Community Plan directs the County to consider implementing an in-lieu fee program for parking, which may be associated with a special assessment district:

Policy 5N: Consider implementation of in-lieu fee programs or special assessment tax districts to fund costs of new parking facilities. In-lieu parking fees are established by municipalities as an alternative to requiring on-site parking. Developers are allowed to avoid constructing parking on-site by paying a fee to the County for the use of off-site parking facilities. Special assessment tax district fees can be implemented by charging each landholder within a defined district a fee based on the value of a site or parcel in order to fund public projects, such as the construction of new municipal parking facilities.

Where is it Appropriate?

The policy would apply to areas designated as part of a parking assessment district and/or within a half-mile of a public parking facility. In North Fair Oaks, this could apply to the Commercial mixed-use area along Middlefield (up to 1st Avenue) and in the vicinity of the potential multi-modal transit station, though in this area, depending on the amount and scale of new development, an additional public parking facility might have to be constructed. In the short term, the public lots along Middlefield near 1st and 2nd Avenues typically do not see occupancy rates higher than 50 percent for most of the day. The in-lieu fee program could also be extended further east along Middlefield Road in the Neighborhood Mixed Use area, as capacity exists in the public lots at 4th, 5th, 7th, and 8th Avenues. The policy could also apply to the Commercial Mixed Use area along 5th Avenue between El Camino Real and the Caltrain tracks.

Regulatory Strategy

Where minimum parking space requirements exist and a parking assessment district or business and parking improvement district has been created under State law, the zoning ordinance would implement the proposed policy above by specifically allowing developers to pay a fee in lieu of each required parking space not provided. In-lieu fees facilitate urban mixed use development where space constraints would make it otherwise impossible to develop because of insufficient room to build all the required number of parking spaces on-site. By making a payment to the County, new developments can waive some or all of their minimum parking requirements.

- An in lieu fee program for new development within a parking assessment district could be established as follows:
- Fees should be structured to repay the County for building public parking facilities and be linked to the County's actual construction costs for public parking spaces, not set arbitrarily;
- Projects would have to be within one-half mile of a public parking facility to be eligible to participate in the in-lieu fee program; and
- The County could establish a price per space and reevaluate this periodically. These fees need not be codified, but could be in separate fee resolutions.

If the district is created under the broader authority for a business and parking improvement district, fees may be used for transportation enhancements, such as multi-modal facilities and/or streetscape amenities. Details should be reviewed with the jurisdiction's legal counsel to ensure compliance with all applicable statutes and case law.

When considering establishing provisions for parking in-lieu fees, staff and decision-makers should also consider:

- Whether to create a parking assessment district with "by right" in lieu fees for uses subject to required parking, such that any use within a defined public parking district can pay an in-lieu fee and entirely eliminate its on-site parking obligation; or
- Whether under a discretionary program, the County can accept in-lieu fees for negotiable portion of the required spaces, while requiring that the remaining portion of required parking be provided on site.

Model Code Language

The following example is from Pleasanton, and it applies to developments located within its downtown revitalization district:

18.88.120 In lieu parking agreement for the downtown revitalization district.

A. The owner of a parcel or parcels within the downtown revitalization district who is unable to provide all of the off-street parking required by this code may apply to the city for an in lieu parking agreement. The procedures to be followed for such in lieu parking agreements shall be as follows:

1. New construction which provides at least 85 percent of its required parking on site and expansions to existing buildings which are less than or equal to 25 percent of the building's existing floor area may satisfy their parking deficits through in lieu parking agreements.

Such agreements shall be approved ministerially by the community development director upon finding that the criteria of this section are met.

2. New construction which provides less than 85 percent of its required parking on site and expansions to existing buildings which exceed 25 percent of the building's existing floor area may satisfy their deficit parking through in lieu parking agreements. Such agreements shall be subject to the approval of the city council. The request for such an agreement shall be in writing and shall be filed with the planning division. Subsequent to receipt of such a request, a hearing shall be scheduled for consideration of the matter by the city council. A public hearing shall be held on any such request with notice provided pursuant to Section 18.12.040 of this title. The in lieu parking agreement shall address the amount per deficient parking space to be paid by the owner, the duration of payment, and such other terms and conditions which are deemed appropriate. The city council may grant or deny the request.

B. Any sums received by the city pursuant to such a contract shall be deposited in a special fund and shall be used exclusively for acquiring, developing, and maintaining off-street parking facilities and located anywhere within the downtown revitalization district. The agreement shall be executed by the owner and the city manager, and all in lieu fees shall be paid prior to the issuance of a building permit.

C. The city shall determine a standard surface parking lot in lieu parking fee and a parking structure in lieu parking fee based on land and construction costs in the downtown revitalization district. Such fees shall be updated on a regular basis by the city and shall be made available to the public. On April 1st of any year in which the fees have not been recalculated, the fees shall be adjusted by the rate of increase in the ENR construction cost index for the prior year.

D. Any development for which an in lieu parking agreement is approved where the number of in lieu spaces is less than or equal to 30 percent of its parking requirement shall pay the standard surface parking lot in lieu fee for each deficient parking space.

E. Any development for which an in lieu parking agreement is approved where the number of in lieu parking spaces exceeds 30 percent of its parking requirement shall pay the parking structure in lieu parking fee for each deficient parking space.

F. In lieu parking agreements for which the requested number of in lieu parking spaces exceeds 50 percent of the required parking shall not be approved unless the city council finds

that there are special circumstances related to: (1) constraints due to the size, configuration, or features of the site; or (2) constraints related to building placement or design; and (3) the availability of off-street parking.

G. In the event that a use for which an in lieu parking agreement has been executed is changed or facilities are altered to meet the parking standards prescribed in this chapter before the city has committed or expended any of the money received pursuant to said agreement in the area benefited, the amount received shall be refunded to the owner. Otherwise, there shall be no refunds of in lieu fees.

The following is an example from the Public Review Draft Zoning Ordinance Update under consideration for adoption by the City of San Gabriel:

(C) **In Lieu Fees.** If a parking assessment district has been established, a fee may be paid to the City in lieu of providing required parking within the district.

(1) In-lieu Fee Amount. The amount of the in-lieu fee shall be calculated and paid as set forth in a resolution of the City Council.

(2) Use of Funds. In-lieu fees shall be used for programs to reduce parking impacts including, but not limited to, the costs of any of the following:

(a) Off-street parking facilities, including acquisition, development, and maintenance of parking facilities located in the parking assessment district;

(b) Mass transit equipment, including stock and attendant facilities serving the area in which the buildings for which the payments are made are located;

(c) Transit or paratransit passes, coupons, and tickets to be made available at a discount to employees and customers and to promote and support incentives for employee ride-sharing and transit use; or

(d) Transportation system management projects.

RESIDENTIAL PARKING PERMIT DISTRICTS OR BENEFIT DISTRICTS

Overview

To prevent spillover parking in residential neighborhoods, many communities implement residential parking permit (RPP) districts (also known as preferential parking districts) by issuing a certain number of parking permits to residents for free or at a nominal fee. The permits allow the residents to park

within the district at all hours, while restricting non-resident parking. Residential parking permit districts are typically implemented in areas near large traffic generators such as central business districts, educational, medical, and recreational facilities.

Similarly, a residential parking benefit (RPB) district is designed to protect local residents from parking difficulties in areas near major destinations. Permits allow residents to park unrestricted, while non-residents are required to pay or limited to time restrictions. Permits can be issued to non-resident employees and commuters whose utilization patterns are less likely to conflict with residents. Similar to RPP Districts, a portion of the revenue from the visitor permits or on-street fees within the district is often reinvested in public improvements chosen by the residential parking benefit district.

Applying this Strategy in North Fair Oaks

Community Plan Policy

Community Plan policy 5Q directs the County to consider implementing RPP or RPB districts in North Fair Oaks:

Policy 5Q: Consider the implementation of Residential Parking Permit (RPP) districts or Residential Parking Benefit (RPB) districts to manage parking utilization and limit spillover in residential neighborhoods.

Where is it Appropriate?

At minimum, RPPs should be implemented in conjunction with any newly implemented time limits/parking meters, in the residential neighborhoods immediately adjacent to the time-limited/metered commercial areas. This is intended to prevent neighborhoods from being affected by "spillover" parking, wherein visitors to the commercial areas would park on residential streets to avoid paying meters. Additionally, participants at the May 2nd workshop indicated a high level of support for this program in neighborhoods community-wide, regardless of whether meters and/or time limits are implemented.

Areas where RPPs should be strongly considered include the following neighborhoods/residential areas:

- Between Middlefield and Park/Oak Roads
- Between the Caltrain tracks and Middlefield Road
- Between El Camino Real and the Caltrain tracks, in particular the multi-family residential area north/west of Berkshire Avenue
- Area bounded by Fair Oaks Avenue, Hampshire Avenue, San Mateo Avenue, and Douglas Avenue

This is not intended to be an exclusive list, only an identification of areas most heavily prioritized by community members and areas most likely to be affected by spillover parking from commercial areas. Other neighborhoods to consider include those on the eastern side of the Study Area, particularly near Spring Street and Taft Elementary School.

Regulatory Strategy

Like parking time limits and meters, ordinances pertaining to residential parking permits are typically found in transportation/traffic sections rather than in the zoning ordinance. The ordinance must explain why RPPs are in the public interest, define the process by which the County Board of Supervisors or Planning Commission would consider areas for designation (options include, but are not limited to, residential petition or occupancy studies), describe how and how many permits may be issued, and what exemptions may be made.

When considering establishing RPPs or RPBs, staff and decision-makers should also consider:

- How many permits can be issued per household
- Whether permits should be free or have a cost, and if households are charged, whether there should be a flat rate per permit or an increasing rate for each additional permit;
- Whether to additionally offer guest/visitor permits; and
- What exemptions may be offered, e.g. for local business owners.

Enforcement and monitoring are critical components of both the metered parking program and the RPP program. Additional enforcement (for example, through hiring an additional police cadet) may be necessary, which will come at a cost to the County. However, in other similar jurisdictions where RPPs have been established, the cost has been typically covered by the violation revenue that the cadet brings in. RPP permit costs can be fairly minimal, depending on type of permit and how easy it is for residents to apply for/receive the permits. Typical costs are less than $50 per year.

Model Code Language

The following example is from the City of Berkeley and describes the City's residential parking permit program. Additional regulations pertaining to parking permits (exemptions, modifications of permit zones, visitor permits, fees, etc.) are found in the Berkeley Municipal Code, Chapter 14.72, Preferential Parking Program. See http://codepublishing.com/ca/berkeley/.

14.72.090 Residential parking permit.

A. The City Manager and/or his/her designee shall issue residential parking permits with a term not to exceed of one year to motor vehicles which comply with the requirements set forth in this section.

B. A residential parking permit may be issued for a motor vehicle only upon application of the following person:

1. The applicant must demonstrate that he or she is currently a resident of the area for which the permit is to be issued; and
2. The applicant must demonstrate that he or she has ownership or continuing custody of the motor vehicle for which the permit is to be issued; and
3. Any motor vehicle to be issued a permit must have a vehicle registration indicating registration within the area for which the permit is to be issued.

C. A residential parking permit may in addition be issued for any vehicle in the area regularly utilized by a person who owns or leases commercial property and actively engages in business activity within the particular residential permit parking area. However, no more than one parking permit, or any greater number which the City Council may determine appropriate for the particular residential permit parking involved area, may be issued for each business establishment for a motor vehicle registered to or under the control of such a person.

D. A residential parking permit may be issued for any vehicle utilized in the area by a nonresidential nonbusiness enterprise, such as a church, school, or hospital, located wholly or partially within the particular residential permit parking area. However, no more than one parking permit, or any greater number which the City Council may determine appropriate for the particular permit parking area involved, may be issued for each such enterprise within each permit area for a motor vehicle registered to or under the control of such an enterprise.

E. Any person to whom a residential parking permit has been issued pursuant to this section shall be deemed a permit holder.

OFF-SITE PARKING

Overview

In North Fair Oaks, the County zoning does not currently allow parking requirements to be met through off-site parking. Allowing minimum parking requirements to be met through the full or partial use of off-site parking can encourage new development by relieving developers of the high cost of providing individual parking lots or structures. This strategy can help in cases where no additional parking can be provided on-site, where the new use may require more parking spaces than the previous use, or the size or layout of a given sites makes it difficult to provide parking on-site.

Applying this Strategy in North Fair Oaks

Community Plan Policy

Policy 5H in the 2011 Community Plan suggests developments in the higher density mixed-use districts provide some of their required parking in off-site facilities.

Policy 5H: Revise parking policies in North Fair Oaks to encourage the efficient use of existing and future parking facilities by allowing new development within the proposed higher-density mixed-use districts and within the vicinity of the potential multi- modal transit hub to provide some required parking in off-site public or joint public/private facilities.

Where is it Appropriate?

The same locations where in-lieu fees may be applied are also appropriate locations for off-site parking. More broadly, any development that can identify an appropriate off-site parking facility within the required distance (see below), may apply. At the May 2nd workshop, support for this strategy was strongest for the area around the potential transit station, along 5th Avenue, and in some industrial areas. There was little support for this strategy in residential areas.

Regulatory Strategy

Many aspects of the zoning strategy for off-site parking are similar to those of the in-lieu fee program. The zoning code must specify what uses may provide parking off-site, what percentage of the required parking may be provided off-site, and what an appropriate distance from the site in question the parking may be provided. Further, the code must state whether this distance varies by use.

When considering establishing provisions for off-site parking, staff and decision-makers should also be mindful of the community's public (and private) parking lot resources as a whole, in order to ensure that lots have space available to accommodate the parking that may be allocated there from multiple development sites,

especially if the same lots are relied upon "on paper" to provide parking for both an off-site program and an in-lieu fee program. This is another reason why establishment of a parking management district may be prudent, so that district-wide parking resources may be inventoried and tracked by one entity.

Model Code Language

Following is model code language providing detail on the different requirements for off-site parking for residential and non-residential uses.

A. Off-Site Parking Facilities. Parking facilities may be provided off-site provided the following conditions are met.

1. *Location.*
   a. Residential Uses. Any off-site parking facility must be located within 600 feet, along a pedestrian route, of the unit or use served.
   b. Non-residential Uses. Any off-site parking facility must be located within 800 feet, along a pedestrian route, of the principal entrance containing the use(s) for which the parking is required and all parking spaces are located within 1,000 feet of the perimeter of the parcel or building site.
2. *Parking Agreement.* A written agreement between the landowner(s) and the County in a form satisfactory to the County Counsel shall be executed and recorded in the Office of the County Recorder. The agreement shall include:
   a. A guarantee among the landowner(s) for access to and use of the parking facility; and
   b. A guarantee that the spaces to be provided will be maintained and reserved for the uses served for as long as such uses are in operation.

This example is from the City of Livermore, which does not differentiate between uses.

3-20-080 Parking alternatives.

If a property owner is unable to provide the required parking on-site, the owner may satisfy the parking requirements by one or more alternatives in this section.

A. Off-Site. The owner may provide the required parking on other property within 600 feet of the site proposed for development. The owner shall provide a recorded parking agreement reflecting the arrangement with the other site. The form of agreement must first be approved by the city.

PARKING REQUIREMENTS

Overview

On-site parking requirements (i.e. how many parking spaces must be provided on site for a given use) are discussed in detail in Chapter 4 of this report. Lowering the minimum number of parking spaces that must be supplied saves money for developers, allows more of a site to be dedicated to the primary use, allows a developer to provide parking at a market-determined level, and indirectly helps limit the number of cars associated with a particular site.

Applying this Strategy in North Fair Oaks

Community Plan Policies

Policy 5D: Implement the reduced parking standards presented in this Plan (see Appendix C) for development within the proposed mixed-use, transit-oriented development areas concentrated along the Middlefield Road and El Camino Real corridors, as well as within the vicinity of the proposed multi-modal transit hub.

Policy 5E: Modify parking policies to allow affordable housing developments, minor expansions of single-family homes, transit-supportive development projects, and other uses where reduced parking demand can be demonstrated to qualify for further reduced parking requirements or exemptions per approval from the County Planning Department.

Where is it Appropriate?

New parking standards should be applied to all specified districts in the North Fair Oaks Community Plan. Where land use designations are unchanged from the San Mateo County General Plan (e.g. industrial, institutional), the parking standards shall also remain unchanged.

Regulatory Strategy

No strategy or language is specified. Minimum parking ratios for each new North Fair Oaks land use designation should be updated in tables in the San Mateo County zoning ordinance consistent with the recommendations in the North Fair Oaks Community Plan.

ADDITIONAL STRATEGIES

The North Fair Oaks Community Plan includes three additional policy areas that will not be implemented through the zoning code: on-street parking supply, off-street parking supply, and monitoring/enforcement. Feedback from the community at the workshop and through the Parking Work Group underscores the importance of these policies, and their implementation will be critical to the successful management of North Fair Oaks' parking situation. Strategies for implementation are included in Chapter 6 of this report.

On-Street Parking Supply

Policy 5J: Require on-street parking for any newly constructed streets.

Policy 5K: Identify streets appropriate for conversion from parallel to angled parking spaces, particularly streets where adequate width currently exists, or where future development/redevelopment provides opportunities to widen parking areas.

Regarding Policy 5K and the provision of non-parallel parking spaces (e.g. perpendicular, diagonal, or reverse-angled), the community and the County Department of Public Works should acknowledge certain tradeoffs: while these types of parking spaces can increase parking supply, they also introduce greater likelihood of conflicts with other vehicles, bicycles, and pedestrians due to vehicles backing out of spaces into oncoming traffic. If the County decides to proceed with this strategy, it must be accompanied by careful signage and driver education.

Off-Street Parking Supply

Policy 5L: Explore opportunities to expand off- street parking supply by providing County- or privately-owned public parking lots or structures near areas of concentrated parking demand. This could include new surface parking lots or structured parking in commercial districts, or small neighborhood parking lots in residential areas with high parking demand.

Monitoring and Enforcement

Policy 5M: Implement regular monitoring programs to assess parking conditions, identify areas of excess or underutilized parking supply, and help guide plans for future parking facilities.

Policy 5R: Provide sufficient parking enforcement to consistently support parking regulations in residential and commercial areas. Explore funding mechanisms, subsidies, or partnerships with adjacent jurisdictions to overcome current challenges with providing sufficient parking enforcement personnel in North Fair Oaks.

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6 Implementation

This chapter summarizes the major recommendations and improvements from the preceding chapter and describes key actions for their implementation, including the general responsibilities of various County departments and agencies, phasing and timing of improvements, and next steps where needed. Possible funding sources are also identified.

The San Mateo County Planning and Building Department and the Department of Public Works hold primary responsibility for implementing the parking strategies identified in this report. These entities are abbreviated in the matrix below as follows:

- PBD: Planning and Building Department
- DPW: Department of Public Works
- SD: Sheriff's Department

San Mateo County does not have a stand-alone Department of Parking and Traffic; rather, the Department of Public Works has a traffic section that handles on-street parking. However, its function and resources are significantly limited in comparison to those of inorporated cities. The Sheriff's Department is responsible for all parking enforcement in the public right of way.

The funding sources identified are preliminary and rely primarily on the transportation-related funds already collected and budgeted by the County. Additional funding may be available through grants intended to help communities promote transportation alternatives. In addition, some programs (such as parking in-lieu fees, metering, and potentially residential parking permits) generate revenue that may be used to fund for their ongoing operation.

It is important to note that implementation of many of the strategies recommended in this report will not immediately solve North Fair Oaks' current parking challenges. Many of the strategies that can be implemented the soonest (e.g. zoning ordinance amendments) will take effect only when new development is constructed at some point in the future, and, over time, will "right-size" the community's parking supply and help manage demand. Strategies that are most likely to address the current parking problem are metering/time limits in combination with a Residential Parking Permit program. However, setup and initiation of these programs is still anticipated to take at least one year. The forthcoming construction/streetscape configuration on Middlefield Road represents a good opportunity to begin implementation of many of these measures.

TABLE 6–1: PARKING STRATEGY IMPLEMENTATION

ACTION	RESPONSIBLE DEPARTMENTS	TIMEFRAME	FUNDING
Amend zoning ordinance and map to bring into conformance with land use designations in NFO Community Plan	PBD	Within one year of Parking Strategy adoption.	Staff time
Amend the NFO Community Plan (Chapter 2, Table 2.3) to correct typo and revise parking standard for Commercial Mixed Use designation. Parking requirement should be 0.75 sp/unit instead of 1 sp/0.75 unit.	PBD	Within one year of Parking Strategy adoption.	Staff time
Amend parking provisions (for existing and new districts, as applicable) in the zoning ordinance to be consistent with the parking recommendations in the NFO Community Plan	PBD	Within one year of Parking Strategy adoption.	Staff time
Using the strategies described in Section 5.2 of this report, amend zoning ordinance to include provisions for: • Unbundling parking • Shared parking • Trip reduction/transportation demand management • Parking Assessment or Benefit District • In-lieu fees • Off-site parking	PBD	Within one year of Parking Strategy adoption.	Staff time
Install parking meters and establish parking time limits: • Confirm streets/extents for implementation (see Section 5.2) • Engage in ongoing public education and awareness campaign with residents and business owners in affected areas – before and during implementation • Amend Vehicles & Traffic ordinance as necessary • Install signage and meters • Periodically monitor pricing and occupancy	PBD, DPW, SD	Within one to three years of Parking Strategy adoption. Implementation must be concurrent with Residential Parking Permits.	Staff time, San Mateo County Road Fund, Measure A Funding
Develop Residential Parking Permit Program • Confirm neighborhoods/ extents for implementation (see Section 5.2) • Engage in ongoing public education and awareness campaign with residents and business owners in affected areas – before and during implementation • Codify program by amending Vehicles & Traffic ordinance • Periodically monitor usage and program design	PBD, DPW, SD	Within one to three years of Parking Strategy adoption. Implementation must be concurrent with meters and time limits.	If parking permits are provided for a fee, revenues may be used to continue to implement and enforce program

TABLE 6–1: PARKING STRATEGY IMPLEMENTATION

ACTION	RESPONSIBLE DEPARTMENTS	TIMEFRAME	FUNDING
Undertake periodic monitoring of on- and off-street parking occupancy	PBD	Once per year	Staff time, San Mateo County Road Fund, Measure A Funding
New public parking lot or structure in Parking Assessment District: • Assess need • Identify location and acquire property • Finance and construct	PBD, DPW	Within three to five years of Parking Strategy adoption.	If created in Parking Assessment District, funds from in-lieu fees and/or other parking activities (meters) may be used for financing and ongoing operating costs
Increase on-street parking supply by creating diagonal or reverse-angled parking: • Identify streets with sufficient right of way • Re-stripe • Provide adequate signage (with instruction, if reverse-angled parking is used)	DPW	Within one to three years of Parking Strategy adoption.	Staff time, San Mateo County Road Fund, Measure A Funding

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Appendix A: Outreach Materials and Results

A.1 Parking Work Group

NOTES FROM PARKING WORKGROUP MEETING #1: FEBRUARY 14, 2013

Comments and Questions on Existing Conditions, Parking Inventory

- Large parking lot associated with community center and county buildings: only 10 spaces are technically public. How much of the use is employees versus visitors?
- Were surveyors noticing homeowners blocking out "private" parking spaces? (i.e. using traffic cones, potted plants, or other items to "occupy" empty spaces and save them)
  - This is common on 3rd and 4th streets.
- People were accustomed to having more parking before the new school was constructed [check which one this is]
- Many people have two jobs; they will work day and night, and come home for a meal in between. So parking doesn't necessarily follow typical residential patterns.
- At 6am, parking is really bad – before people leave for work.
- Question: did we separate out business vehicles? No.
  - Some thought that there is spillover into residential areas from business vehicles, or people who work from home.
  - Similarly, auto body shops park the cars they are fixing on the streets. This is a particular problem on Middlefield, Bay, Spring. They look like normal cars, but they are actually associated with businesses.

- Question: were RVs counted specifically?
  - No – no separate tally – but if they are parked on the street, they are marked as taking up two spaces.
  - Several members of the workgroup would say that RVs are an issue. (Some estimate that there are around 100 in the community – some on-street, some off)
- On Middlefield, there is lots of double-parking
  - No delivery/loading space for businesses
  - Blocks visibility
  - Also a problem on 5th, Edison, Spring, and commercial areas in general

Specific Issues and Ideas

- Residential parking permits (RPP): limit the number that is available per house. Janet Davis, committee member, provided data on residential properties with too many vehicles.
- Metering: especially on Middlefield retail area.
  - Could start pretty early in the day, based on occupancy data
  - Would have to be accompanied by metering on side streets, and/or RPP – because of effects on neighboring residents. Need to be mindful of residences whose only parking space is on-street near Middlefield – they might end up being metered.
- Business owners complain that there is no space for patrons to park
  - Need to ensure that merchants themselves are not occupying the spaces in front of the stores.
- Get in touch with Recology about where they leave their bins – they take up spaces
  - Some feel that people use trash bins to save parking spaces (see second comment above)
- Abandoned vehicles:
  - Can be an issue. There is a 72-hour time limit that everyone ignores, RVs in particular. Enforcement is poor.
  - Some experience is that after 9pm, Middlefield is pretty empty. Not many problems with long-term, abandoned vehicles here.
  - Some people will move cars into Redwood City, where the San Mateo County Sheriff can't get them. Coordination with RWC is needed for this issue.

- Street cleaning: People don't move their cars for cleaning, and they are not towed, so garbage accumulates.
  - Additionally, enforcement often occurs in a zone after the cleaning has taken place. This is unnecessary.
- Enforcement: need to be thoughtful about how it happens. It needs to be stepped up, but don't waste time punishing people for trying to do the right thing.
  - Improvements need to be put in place before enforcement takes place, e.g. repaint the curbs so that people know exactly where the boundaries are before ticketing them.
- New development areas: in the long term, when the RR crossings change and a new transit station possibly goes in, what will be the parking impact on the areas that open up to new development?
  - There would probably be a parking lot or structure associated with a new transit station, should one develop
  - New development could contribute to a fund for parking impact fees
- Final Thoughts/Logistics
  - Be mindful of school schedules when scheduling the public workshop; set date as soon as possible
  - Get workgroup's input before that meeting

A

Outreach Materials & Results

A.2 Community Parking Workshop

north fair oaks parking workshop

San Mateo County

Frustrated with Parking?
¿Está frustrado con estacionamiento?

MAKE YOUR VOICE HEARD

DISCUSS PARKING ISSUES IN NORTH FAIR OAKS

San Mateo County is studying parking issues and solutions in all areas of North Fair Oaks. Please join us to hear the findings of the study so far, give feedback on parking issues, and discuss solutions to parking problems. All North Fair Oaks residents are encouraged to attend.

HAGA OÍR SU VOZ

HABLAR SOBRE TEMAS DE ESTACIONAMIENTO EN NORTH FAIR OAKS

El condado de San Mateo está estudiando problemas de estacionamiento y los soluciones en todas las áreas de North Fair Oaks. Por favor, acompáñenos para escuchar los resultados del estudio hasta este momento, dar su opinión sobre problemas de estacionamiento, y discutir soluciones a los problemas de estacionamiento. Todos los residentes están invitados a participar.

Parking Workshop
Thursday, May 2 6pm to 8pm

Fair Oaks School, Multi-Use Room
2950 Fair Oaks Avenue
North Fair Oaks (Redwood City)

Taller Estacionamiento
Jueves, 2 de Mayo 6pm to 8pm

Fair Oaks School, Multi-Use Room
2950 Fair Oaks Avenue
North Fair Oaks (Redwood City)

Refreshments will be provided!
Se proveerán refrigerios!

Contact/Contacto
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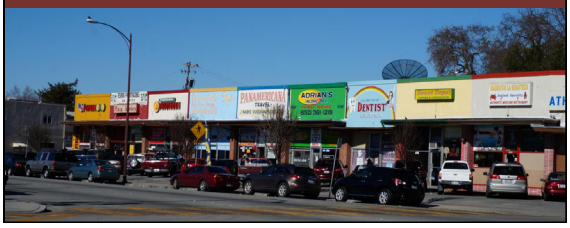
COUNTY OF SAN MATEO
FOUNDED 1856

DYETT & BHATIA
Urban and Regional Planners

NELSON NYGAARD

NORTH FAIR OAKS
Parking Study and Strategy
Estudio y Estrategia de Estacionamiento

Community Workshop / Taller Comunitario
May 2, 2013 / 2 de mayo, 2013



Agenda

1. Welcome
2. Short Presentation
   - Project Overview
   - Parking Survey Results
3. Activity #1: Learn about parking strategies
4. Activity #2: Small group discussions
   - Discuss four questions
   - Report back to whole group
5. Adjourn

Agenda

1. Bienvenida
2. Presentación Breve
   - Revisión General del Proyecto
   - Resultados de la Inspección
3. Actividad #1: Entérese Sobre Estrategias de Estacionamiento
4. Actividad #2: Discusión en Grupos Pequeños
   - Discutir cuatro preguntas
   - Presentar al grupo general
5. Fin de taller

PROJECT OVERVIEW
REVISIÓN GENERAL DEL PROYECTO

Project Background and Purpose

- Community Plan adopted 2011
  - Included preliminary findings and policy direction re parking
  - Directed the County to prepare a more detailed parking strategy and implementation program

Historia y Propósito del Proyecto

- Plan Comunitario adoptado en el 2011
  - Incluye conclusiones preliminares y el rumbo que tomaran las normas referentes al estacionamiento
  - Brindo dirección al Condado para preparar una estrategia de estacionamiento más detallada y un programa de implementación

Project Background and Purpose

- San Mateo County applied for and received Technical Assistance grant funding from MTC
- San Mateo County also updating zoning ordinance

Historia y Propósito del Proyecto

- El Condado de San Mateo aplico y recibió una donación de MTC para Asistencia Técnica
- El Condado de San Mateo también actualizara ordenanzas de zonas

Key Tasks

- Existing conditions research, parking inventory
- Research on best practices
- Parking demand and opportunities analysis
- Parking strategy and recommended policies

Project Completion: May 31, 2013

Tareas Principales

- Estudio de condiciones actuales e inventario de estacionamientos
- Estudio de Practicas más Comunes y Usadas
- Análisis de demanda y oportunidades de estacionamiento
- Estrategia y recomendación de normas de estacionamiento

El Proyecto Concluirá el 31 de mayo, 2013

A

Outreach Materials & Results

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Meetings and Outreach

- Two Parking Workgroup meetings
  - Project Introduction
  - Review and feedback on Draft Parking Strategy

Juntas Comunitarias

- Dos Talleres para Discutir Estacionamiento
  - Introducción del Proyecto
  - Revisión y retroalimentación de Estrategia de Estacionamiento Preliminar

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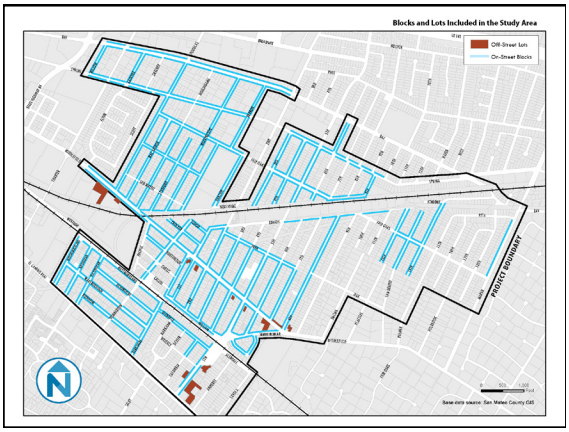
Meetings and Outreach

- Public Workshop – *Today!*
  - Educate the community about parking issues and conditions
  - Present possible parking management policies and strategies
  - Listen to ideas and get feedback

Juntas Comunitarias

- Taller Comunitario – *¡Hoy!*
  - Educar a la comunidad acerca de problemas y condiciones de estacionamiento
  - Presentación de posibles normas y estrategias para estacionamiento
  - Escuchar tus idas y retroalimentación

PARKING USAGE SURVEY RESULTS
RESULTADOS DE INVESTIGACION SOBRE USOS DE ESTACIONAMIENTO



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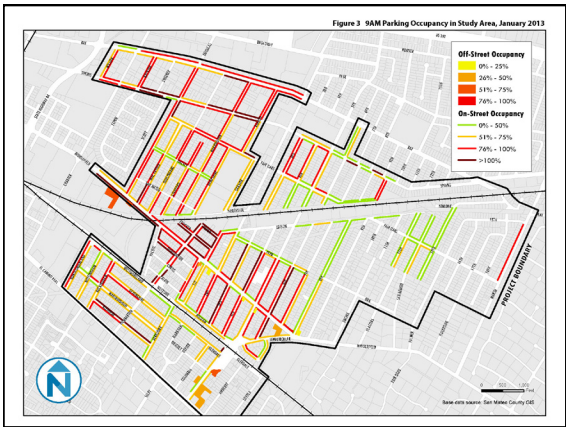
On-Street Parking Supply

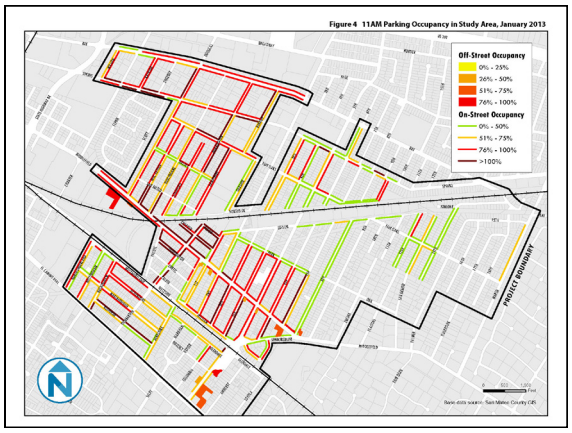
Total Capacity	*Unregulated (Gray Curb)*	*Short Term Parking (Green)*	*Commercial Loading (Yellow)*	*Disabled Parking (Blue)*	*Passenger Loading (White)*
3,934	3,766	118	32	8	10

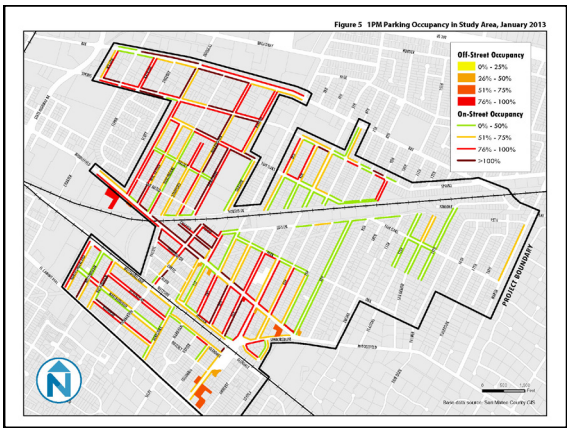
Off-Street Parking Supply

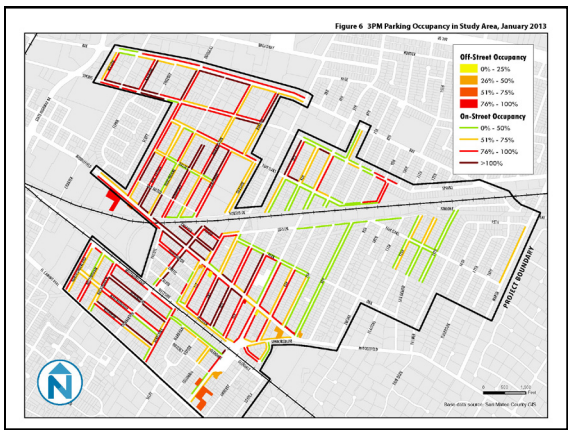
Total Capacity	*Unregulated (Gray Curb)*	*Disabled Parking (Blue)*
512	487	25

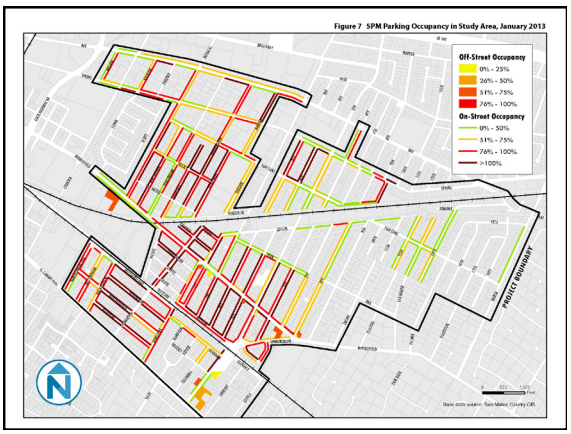
Total Parking Supply in Study Area: 4,446 spaces

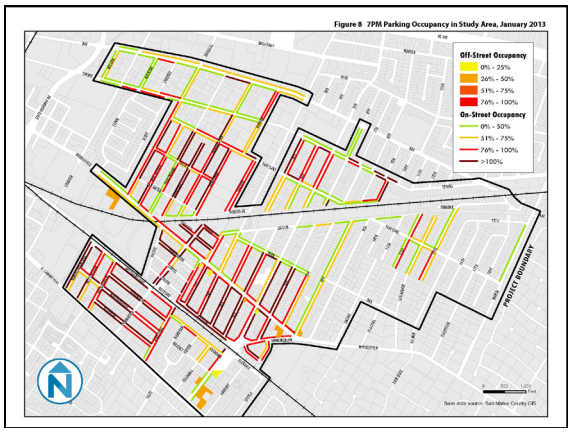












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General Conclusions

- Overall, less than 75% occupied at any time (on average)
- Middlefield Rd, 3rd Ave, 4th Ave, Bay Rd, Spring St, Blenheim, Devonshire, Marlborough exceeded 100% at times
- Lots are under-utilized

Conclusiones Generales

- En General, menos del 75% ocupado en cualquier momento (en promedio)
- Ave. Middlefield, Devonshire, Marlborough exceden el 100% ocasionalmente
- Lotes de estacionamientos no se utilizan a su capacidad

YOUR TURN
SU TURNO

Activity #1: Learn about parking strategies

- Visit the four stations set up around the room
- Learn about various parking management tools
- Tell us where you think they would and would not work in North Fair Oaks:

Actividad #1: Entérese Sobre Estrategias de Estacionamiento

- Visite las cuatro estaciones alrededor del salón
- Entérese sobre varias herramientas para el manejo y administración del estacionamiento
- Díganos donde cree que esto funcionaria y donde no

Green Dot: try this strategy here / Punto Verde: Traten esta estrategia aquí
Red Dot: Don't do this here / Punto Rojo: No hacer esto aquí

Off-Site Parking

- In new development, some or all of the required parking could be supplied off-site, in a nearby lot or garage
- Allows for more efficient development of a site

Estacionamiento Fuera del área

- En desarrollos nuevos, parte o todo el estacionamiento requerido puede ser ofrecido fueras del desarrollo en algún lote o estructura de estacionamiento cercano
- Permite un desarrollo más eficiente

Unbundling Parking Costs

- Instead of including parking costs in sale or rental price, parking costs are separated or "unbundled"
- Allows owners and tenants to see clearly how much parking costs, and to decide how much they need

Costos de Estacionamiento Ofrecidos Separadamente

- En lugar de incluir el costo de estacionamiento en el precio de venta o en la renta, el costo de estacionamiento se cobran en forma separada
- Permite ver claramente a los dueños o inquilinos cuanto es el costo de estacionamiento y decidir qué tan necesario es

Unit Type	Rent with Bundled Parking Cost	Rent with Unbundled Parking Cost
1 bedroom	Apt + 1 parking space = $1,800	Apt + 1 parking space = $1,800 (incl. $100 for parking)
2 bedrooms	Apt + 2 parking spaces = $2,000	Apt + 1 parking space = $1,900 (incl. $100 for 1 space, excl. the 2nd space)

Tipo de Unidad	Renta con Costo de Estacionamiento Incluido	Renta con Costo de Estacionamiento no Incluido
1 recamara	Dep + 1 estacionamiento = $1,800	Dep. + 1 estacionamiento = $1,800 (inc. $100 por estacionamiento)
2 recamaras	Dep + 2 estacionamientos = $2,000	Dep. + 1 estacionamiento = $1,900 (inc. $100 por un espacio de estacionamiento, excluye el 2do espacio

Parking Time Limits

- Encourage turnover of parking spaces in commercial areas throughout the day
- Provides greater availability for customers

Límites de Tiempo en Estacionamientos

- Fomenta la rotación de espacios de estacionamiento en áreas comerciales durante el día
- Provee mejor disponibilidad de estacionamiento para clientes

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Pay Parking/Metered Parking

- Like time limits, paying encourages turnover of parking spaces in commercial areas throughout the day
- Can be a flat rate or adjustable rates based on demand

Pagos de Estacionamiento / Parquímetros

- Tal como límites de tiempo, el pagar fomenta la rotación de espacios de estacionamiento en aras comerciales durante el día
- Pueden ser cuotas fijas o cuotas variables de acuerdo a la demanda

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Diagonal and Reverse-Angled Parking

- Parking designs that can greatly increase the number of spaces on a street
- Reverse-angle improves safety for drivers and cyclists

Estacionamientos Diagonales y de Reversa

- El diseño del estacionamiento pude incrementar significativamente el número de espacios de estacionamiento
- Un ángulo de reversa incrementa la seguridad de conductores y ciclistas

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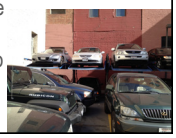
Tandem and Stacked Parking

- Used in garages or parking lots
- Tandem parking allows cars to park tip-to-tail, fitting more in
- Stackers allow cars to be stacked on top of each other

Estacionamiento en fila y en pila

- Se utiliza en estructuras de estacionamientos y lotes
- Estacionamiento en filas permite que carros se coloquen uno tras otro para acomodar mayor cantidad
- En pila permite que carros se acomoden uno encima del otro



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Residential Parking Permits

- Parking permits are issued to residents, letting them park longer than time limits allow
- Addresses "spillover" from commercial areas

Permisos de Estacionamiento en Zonas Residenciales

- Permisos de estacionamiento son emitidos para residentes, permitiéndoles estacionarse por más tiempo del permitido
- Se encarga los "derrames" en zonas comerciales

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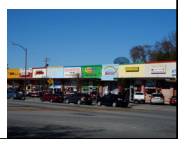
Shared Parking

- Parking can often be shared by various uses that need it at different times, such as office (daytime) and residential (nighttime)
- Also lets visitors park once and go to several destinations

Estacionamiento Compartido

- Estacionamientos pueden ser compartidos para varios usos a diferentes horarios, como oficinas (durante el día) y residenciales (durante la noche)
- También permite visitantes estacionarse solo una vez e ir a varios destinos



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Activity #2: Small group discussion

1. What are the most pressing parking issues that need to be resolved immediately in NFO? In what *areas* do you experience the most parking problems?
2. Thinking about what you learned from the posters, what are the most promising parking management tools for North Fair Oaks?

Actividad #2: Discusión en grupos pequeños

1. ¿Cuáles son los problemas de estacionamiento que necesitan una solución inmediata en NFO? ¿En qué áreas experimentas más problemas de estacionamiento?
2. Pensando en lo que aprendiste de los posters, cuáles son las mejores herramientas para el manejo y administración para estacionamiento en NFO?

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Activity #2: Small group discussion

3a. Are you supportive of parking pricing in North Fair Oaks' retail corridors?

3b. Are you supportive of coupling pricing with residential permits in adjacent neighborhoods, to prevent people from avoiding paying for parking?

4. Are there strategies or measures that we have not mentioned today that you would like us to think about?

Actividad #2: Discusión en grupos pequeños

3a. ¿Apoyas el precio de estacionamientos en áreas comerciales de NFO?

3b. ¿Apoyas la conexión de precios con permisos residenciales en barrios adyacentes para prevenir que no se page por estacionamiento?

4. ¿Existen estrategias o medidas que no hemos mencionado hoy en las que le gustaría que pensáramos?

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Activity #2: Small group discussion

- Take 7-10 minutes per question
- Facilitator will record comments on the flip charts
- Nominate a group spokesperson who will share your ideas with the group

Actividad #2: Discusión en grupos pequeños

- Tome de 7 -10 minutos por pregunta
- El mediador tomara nota de los comentarios
- Nombre un representante del grupo que compartirá sus ideas con el grupo

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Ground Rules for Small Groups

- Speak one at a time
- Listen for understanding
- Suspend snap judgments
- Stay on the timeline, keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter

PARTICIPATE!

Reglamentos para Grupos Pequeños

- Solo una persona habla a la vez
- Escuche con la intención de comprender
- Suspenda juicios impulsivos
- Permanezca dentro del tiempo permitido, mantenga sus comentarios concisos y evite repeticiones
- Todos los miembros del grupo son iguales, todos los comentarios son importantes

¡PARTICIPE!

DYETT & BHATIA
Urban and Regional Planners

NELSON NYGAARD

NORTH FAIR OAKS
Parking Study and Strategy
Estudio y Estrategia de Estacionamiento

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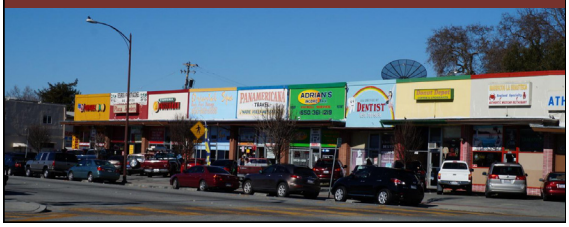
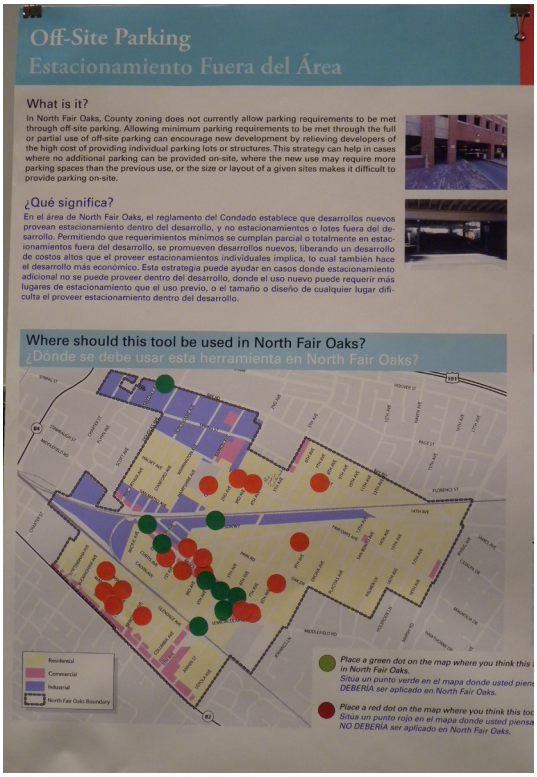
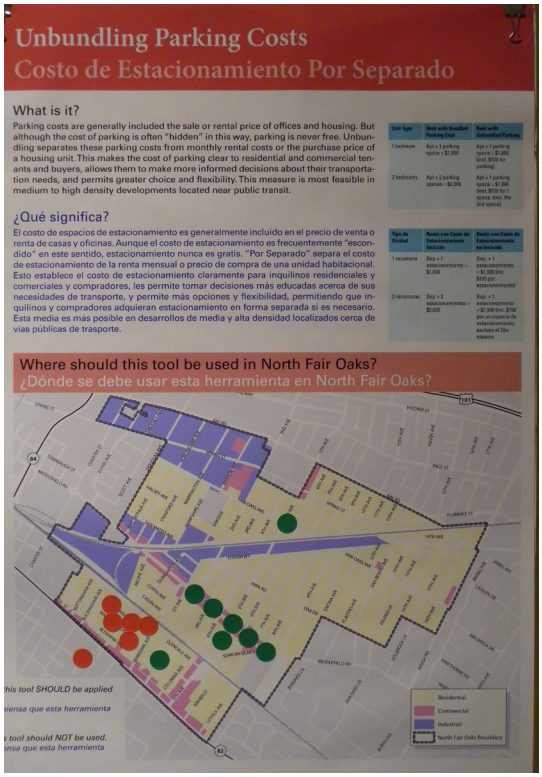


COMMUNITY WORKSHOP BOARDS

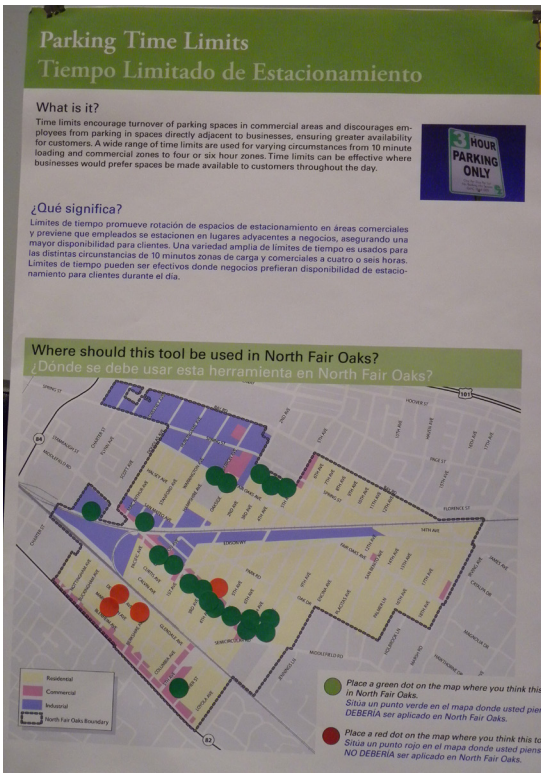
Off-Site Parking



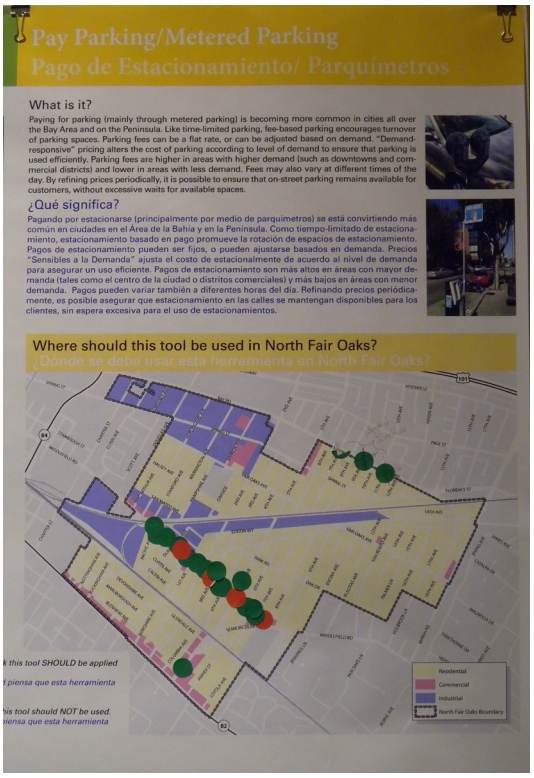
Unbundling Parking Costs



Parking Time Limits



Pay Parking/Metered Parking



NOTES: NORTH FAIR OAKS PARKING WORKSHOP, MAY 2, 2013

Group 1 Table Notes

1. **What are the most pressing parking issues that need to be resolved immediately in NFO? In what areas do you experience the most parking problems?**
   - Parking on Middlefield
     - Retail: employees park and stay all day
     - Spillover into residential areas
   - Spring Street: overnight parking of non-residents' commercial vehicles
   - Commercial vehicles in residential areas
   - Stanford St. has visibility issue/overcrowding of parked cars
   - Lots of vehicles parked on Fair Oaks St.
   - Parking is not sufficient for community events, especially at the Fair Oaks Center
2. **Thinking about what you learned from the posters, what are the most promising parking management tools for North Fair Oaks?**
   - More parking
   - Consolidating lots
   - Angled parking (3 votes)
   - Time limited parking (4 votes)
   - Residential permits (3 votes)
   - Shared parking
   - Angled parking is dangerous
   - Meter holiday on weekends (free on weekends, metered on weekdays)

3a. **Are you supportive of parking pricing in North Fair Oaks' retail corridors?**
   - Generally yes
   - Other thoughts:
     - Impacts businesses
     - Need resources to enforce time limits
     - Timing is an issue – need demand
     - Maybe time limits in short term, then move to metering
     - Don't want to negatively impact local retail

3b. **Are you supportive of coupling pricing with residential permits in adjacent neighborhoods, to prevent people from avoiding paying for parking?**

- Yes, overall
- Other thoughts:
  - If there's metered parking, need to control spillover/avoidance
  - Limit per household. Need sufficient number of permits.
  - How do you implement it?

4. **Are there strategies or measures that we have not mentioned today that you would like us to think about?**

- Residential and retail are two different issues
- Parking structures on Middlefield
- Narrow/remove lanes on Middlefield
- The Sequoia Adult School is an opportunity for shared parking because its parking is only used in the evenings
- Bike lockers/bike to work
- Parking above businesses using air rights
- Pedestrian safety
- Traditional angled parking is dangerous; visibility is an issue; with back-in, it can take some getting used to, especially for older people
- Parking lot/storage area for *commercial* vehicles: car repair shops leave cars on street for days

Group 2 Table Notes

1. **What are the most pressing parking issues that need to be resolved immediately in NFO? In what areas do you experience the most parking problems?**

- Large families with multiple cars
- Housing built in the 1930s for one family now houses two or three generations
- On street sweeping days, all cars must be on one side of the street. It works where there are curbs/gutters, but not where there aren't (8th, 9th streets)
- Overflow parking from churches and schools (8th/Middlefield)
- People park in the "setback" area between the street and the buildings
- Parallel parking is less efficient than perpendicular

- Diagonal parking is risky when you're backing out
- Middlefield should have two lanes plus a center lane and bike lanes
- Commercial parking

2. **Thinking about what you learned from the posters, what are the most promising parking management tools for North Fair Oaks?**
   - Back-in diagonal parking in commercial areas
     - Not in residential areas
   - Residential parking permits (RPP)
     - Some disagreement here; others thought that RPPs were not a good idea – not sure how they would work, and disliked the idea of charging residents for them
     - RPPs should always be free
     - Very good idea in some neighborhoods
   - Off-site parking
   - Vacant land used for public/off-site parking – should be free
   - More parking areas adjacent to commercial uses
   - Metered parking on Middlefield
   - Sharing parking
   - A vendor could come in and build parking: privately operated
   - Some opportunity areas for more parking: Water District's gravel lot on the south side; there might be an opportunity for off-site shared parking at the new Redwood Junction clinic –
   - Enforcement is important – especially to keep people from dumping old cars

3a. **Are you supportive of parking pricing in North Fair Oaks' retail corridors?**
   - Yes – seven out of eight say it's a good idea – but *time limits* only are also appropriate, at least at first.

3b. **Are you supportive of coupling pricing with residential permits in adjacent neighborhoods, to prevent people from avoiding paying for parking?**
   - Yes, as long as the RPPs are free

4. **Are there strategies or measures that we have not mentioned today that you would like us to think about?**
   - Stackers
   - Loading zones – 10 minute time limit
   - Permit process for expanding garages
   - Clean out garages
   - Avoid all non-residential parking in the RPP areas in R&P (1 person)
   - Peer to peer: online neighborhood list of people who have private parking spaces to rent/lease
   - Better enforcement of "no commercial vehicles" in neighborhoods
   - Better enforcement in general
   - General request for more research from the County regarding property owner parking management strategies

A

Outreach Materials & Results

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Appendix B: Best Practices in Parking Policy and Demand Management

This appendix provides an overview of best practices in parking policy and demand management that have proven successful in communities similar to North Fair Oaks. Examples included have been selected from communities that represent best practices for the given strategy. Where possible, best practices were also chosen from communities that share similar characteristics to North Fair Oaks in terms of their physical or demographic conditions that impact parking patterns (such as small parcel sizes, high household car ownership, and dispersed employment centers or limited transit service to jobs).

This section lists best practices, a brief description of the policies, communities where policies have been successfully implemented, and web links to relevant studies or regulations. Where best practices have been identified as recommended parking policies in the North Fair Oaks Community Plan, the relevant policy numbers have been included in parentheses. This information was originally prepared to guide the selection and development of possible strategies to address parking in North Fair Oaks.

Parking policies and demand management best practices included below encompass a wide range of strategies grouped into the following categories:

1. **Parking Regulations and Standards** include requirements that encourage efficient use of existing resources such as parking maximums, flexible standards, unbundled parking, off-site parking, in-lieu fees, and transportation demand management plan.
2. **Demand Management** aims to influence parking behavior and distribute demand to better match supply, and includes time limits and demand-responsive pricing.

3. **Supply Management** can increase the capacity of existing parking facilities through programs such as intelligent parking systems, remote parking, and angled parking.
4. **District Management** addresses parking issues at the neighborhood level, and includes residential parking permit districts and transportation management association.
5. **Payment Technology** streamlines the payment process through programs such as multi-space pay by space meters and pay by cell phone methods.
6. **Monitoring and Enforcement** includes strategies that improve the enforcement of regulations and monitoring of facilities, and includes curbside sensors, automated license plate reading technology, handheld units, and monitoring programs.

B.1 Parking Regulations and Standards

Zoning regulations and incentive strategies can encourage efficient use of parking resources by mandating the quantity and methods of supplying parking. These strategies can be tailored by district or area to reflect the various needs and development patterns of different neighborhoods within North Fair Oaks.

FLEXIBLE PARKING STANDARDS AND PARKING MAXIMUMS

Flexible Parking Standards

In North Fair Oaks community, minimum parking standards apply to new developments with little reference to factors that affect parking demand such as location, availability of transit, or mix of uses. Analyzing vehicle ownership, parking occupancy, accessibility to destination by transit (relative to accessibility by auto), walkability can allow use of more flexible parking standards with requirements that better address the varying levels of parking demand within the community. Flexible standards will allow for reductions in use with less parking demand such as developments near transit, and some mixed-use projects. (Policies 5D, 5E, and 5G)

Best Practices: San Mateo Rail Corridor, City of Alameda and Redwood City in use of area-specific maximum requirements; Pinole, CA

Links:

- San Mateo Rail Corridor, Appendix Parking Study, See Figure 16 for Parking Maximums: http://www.cityofsanmateo.org/DocumentCenter/Home/View/8491

- City of Alameda Municipal Code Section 30-7.6 Required Minimum and Maximum Off-Street Parking Spaces: http://library.municode.com/index.aspx?clientId=16753&stateId=5&stateName=California
- Redwood City Section 30.17 Exceptions for Parking Assessment District: http://library.municode.com/HTML/16091/level1/ART30OREPALO.html#ART30OREPALO_30.17EXPAASDI
- Pinole Code Section 17.48.060 2: http://www.amlegal.com/nxt/gateway.dll/California/pinole_ca/title17zoningcode/articleiiisiteplanningstandards/chapter1748parkingandloadingrequirements?f=templates$fn=default.htm$3.0$vid=amlegal:pinole_ca$anc=JD_17.48.060

Parking Maximums and Reduced or Eliminated Minimums

Parking maximums establishes an absolute upper limit on how much parking may be provided at any given building or site. Removing minimum parking standards can overcome a significant barrier to infill development by reducing the overall cost of development, prevents oversupply of parking where there is little demand, and reduced area devoted to paved surfaces.

Best Practices: San Francisco uses 1.5, Oakland uses 4, Novato uses 3 and Gilroy 1.1 to 2.2 parking space maximums for residential uses; Bellevue, WA

Links:

- San Francisco Code Section 151.1: Schedule of Permitted Off-Street Parking Spaces in Specified Districts: http://www.amlegal.com/nxt/gateway.dll/California/planning/article15off-streetparkingandloading?f=templates$fn=default.htm$3.0$vid=amlegal:sanfranciscо_ca$anc=JD_151.1
- Oakland Municipal Code Section 17.116.060 - Off-street parking—Residential Activities: http://www2.oaklandnet.com/oakca1/groups/ceda/documents/report/oak032032.pdf
- Novato Code Section: 19.30.040 - Number of Parking Spaces Required: http://library.municode.com/HTML/16532/level3/CHXIXZO_ART3SIPLGEDEST_19.30PALO.html#CHXIXZO_ART3SIPLGEDEST_19.30PALO_19.30.040NUPASPRE
- Gilroy Zoning Code Section 31.31 requires parking maximum of 10% of minimum required. See Section 31.31: http://www.cityofgilroy.org/cityofgilroy_files/city_hall/community_development /planning/zoning_ordinance/Sec31.pdf
- Bellevue requires minimum and maximum parking spaces by use in City Code Section 20.20.590.F: http://www.codepublishing.com/wa/bellevue/

Allowing Off-Site Parking

- In North Fair Oaks, the County zoning does not currently allow parking requirements to be met through off-site parking. Allowing minimum parking requirements to be met through the full or partial use of off-site parking can encourage new development by relieving developers of the high cost of providing individual parking lots or structures. This strategy can help in cases where no additional parking can be provided on-site, where the new use may require more parking spaces than the previous use, or the size or layout of a given sites makes it difficult to provide parking on-site. (Policy 5H)

Best Practices: San Francisco, CA; Livermore, CA; Pleasanton, CA

Links:

- San Francisco allows the use of public parking to meet parking requirements in NC Districts. See Section 161.g: http://www.amlegal.com/nxt/gateway.dll/California/planning/planningcode? f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$sync=1
- San Francisco allows off-site parking through Planning Code Section 159.e: http://www.amlegal.com/nxt/gateway.dll/California/planning/planningcode?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$sync=1
- Livermore Development Code Section 3-20-080.A –Parking Alternatives, Off-Site: http://www.codepublishing.com/CA/Livermore.html
- Pleasanton Development Code. http://qcode.us/codes/pleasanton/view.php?topic=18-18_88-18_88_070&frames=off

Unbundled Parking

Parking costs are frequently subsumed into the sale or rental price of offices and housing. But although the cost of parking is often "hidden" in this way, parking is never free. Unbundling separates these parking costs from monthly commercial or residential rental costs or the purchase price of a housing unit. Parking can be unbundled in a number of ways. In for-sale housing units, buyers can select the number of spaces that they wish to purchase. For rental housing units or commercial leases, parking costs can be itemized in lease agreements. In many cases it may be easier to offer a discount on the monthly rent to renters who use fewer spaces than to charge a fee for parking spaces. However, for both for-sale condos and rental apartments as well as commercial leases, unbundling parking on a month-to-month lease provides greater flexibility, and tenants and homeowners receive a monthly reminder of how much they are spending on a parking space, with the option to forego the space if they no longer need it. This practice makes the cost of providing parking clear to residential and commercial

tenants and buyers, and allows them to make more informed decisions about their transportation needs. Unbundling or separating residential parking costs from the cost of housing can significantly reduce household vehicle ownership and parking demand. This measure is most feasible in medium to high density developments located near public transit. (Policy 5F)

Best Practices: San Francisco, CA; City of Alameda

Links:

- San Francisco Planning Code Section 157 allows parking costs to be separated from housing costs in new residential buildings: http://www.amlegal.com/nxt/gateway.dll/California/planning/planningcode?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$sync=1
- Alameda Code Section 30-7.13 – Reductions in Parking Requirements: http://library.municode.com/HTML/16753/level3/CHXXXDERE_ARTIZODIRE_30-7OREPALOSPRE.html#CHXXXDERE_ARTIZODIRE_30-7OREPALOSPRE_30-7.13REPARE

IN LIEU FEES

In-lieu fees allow developers to pay for off-site parking structures or improvements instead of providing parking onsite. Using in lieu fees can incentivize development in areas where space for additional parking is restricted. This program can provide funding to help develop shared parking facilities such as municipal garages or to fund public transit services. The procedures for implementing and collecting cash-in-lieu generally must be defined though a by-law. Though fees are often used to construct new parking, they can be used for other related benefits such as streetscape improvements and bicycle facilities. (Policy 5N)

Best Practices: Livermore, CA; Pleasanton, CA; San Ramon, CA; West Hollywood's Parking Credit Program

Links:

- Livermore Development Code Section 3-20-080.C –Parking Alternatives, In-Lieu Fees: http://www.codepublishing.com/CA/Livermore.html
- Pleasanton Code Section: 18.88.120 In lieu parking agreement for the downtown revitalization district: http://qcode.us/codes/pleasanton/view.php?topic=18-18_88&showAll=1&frames=off
- San Ramon Code D3-30E–Reduction of Parking Requirement: http://www.ci.san-ramon.ca.us/zoning/images/D3.pdf

- West Hollywood's Parking Credit Program: http://www.weho.org/Modules/ShowDocument.aspx?documentid=10453

REQUIRED TRANSPORTATION DEMAND MANAGEMENT PLAN

Some cities require new developments over a certain size or located in certain areas, such the downtown or a transit corridor, to prepare a transportation demand management (TDM) plan. TDMs may be formalized in the municipal code or required on a case-by-case basis as a condition of permit approval. Typically a TDM plan includes measures a development will implement to reduce vehicle trips and parking demand associated with the development and/or incentivize transportation alternatives to driving alone. The measures included as part of the plan will vary depending on the use, and includes programs such as bicycle parking and amenities, unbundled parking, subsidized transit passes, on-site amenities such as a gym or food services, preferential parking for carpools and vanpools, and carshare vehicle. (Policy 5P)

Best Practices: Santa Monica, CA; San Francisco, CA; South San Francisco, CA; Alameda, CA

Links:

- City of Santa Monica Ordinance 1604: http://www.smgov.net/Departments/Transportation/transportation-management-content.aspx?id=22631
- San Francisco Code Article 1.5 Section 163. Transportation Management Programs: http://www.amlegal.com/nxt/gateway.dll/California/planning/article15off-streetparkingandloading?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$anc=JD_163
- Alameda Code Section 30-7.13 - Reductions in Parking Requirements: http://library.municode.com/HTML/16753/level3/CHXXXDERE_ARTIZODIRE_30-7OREPALOSPRE.html#CHXXXDERE_ARTIZODIRE_30-7OREPALOSPRE_30-7.13REPARE
- South San Francisco Code Section 20.400 Transportation Demand Management: http://qcode.us/codes/southsanfrancisco/view.php?topic=20-iv-ii-20_400&showAll=1&frames=on

B.2 Demand Management

Demand management strategies aim to influence travel behavior and to balance the number of vehicles and capacity by varying cost or time limits.

DEMAND-RESPONSIVE PRICING

Demand responsive pricing involves altering the cost of parking according to level of demand using market principles. Parking is adjusted such that areas with higher demand such as downtowns, commercial districts, and event locales, parking are charged higher parking fees, while areas with lower demand are charged lower fees. By refining the price of parking periodically, it is possible to keep parking occupancy rates relatively close to the optimal 85 percent for retail parking and 90 percent for long-term parking.[1] This ensures that there is on-street parking available for customers and reduces the amount of time spent circling for a space. To ensure prices that achieve optimal occupancy rates, periodic monitoring is necessary. (Policy 5B)

Best Practices: New York City, NY (Park Smart); Redwood City, CA; Santa Monica, CA

Links:

- New York City Park Smart: http://www.nyc.gov/html/dot/html/motorist/prkintro.shtml#parksmart
- Redwood City Demand-based Parking Program Big Picture: http://www.redwoodcity.org/bit/transportation/parking/parkingbigpicture.htm
- City of Santa Monica Municipal Code Section 3.16.170 to allow for regular adjustments to on-street parking meter rates at regular intervals based on a survey and report of occupancy rates. The chapter provides for adjustments at $0.25 increments not more than quarterly and not to exceed $4.00 per hour or lower than $1.00 per hour for on-street meters. Adjustments for off-street facilities are addressed in the attached parking rate resolution. http://www.smgov.net/departments/council/agendas/2012/20120710/s201207107-A-3.htm

TIME LIMITS

Time limits encourage turnover of parking spaces in commercial areas and discourages employees from parking in spaces directly adjacent to businesses, ensuring greater availability for customers. A wide range of time limits are used for varying circumstances from 10 minute loading and commercial zones to

1 There is no definitive parking occupancy target and the local parking supply and demand, as well as land use character must be considered before establishing a target. The 85%-90% occupancy target is commonly used by planners and further information can be found at: http://www.seattle.gov/transportation/parking/docs/2012/DDOT%20-%20Harvey%20and%20Dey.pdf

four or six hour zones. Time limits can be effective where businesses would prefer spaces be made available to customers throughout the day.

Best Practices: Palo Alto, CA; Berkeley, CA

Links:

- Palo Alto Parking Map: http://www.cityofpaloalto.org/civicax/filebank/documents/3904
- City of Berkeley Parking Enforcement & Restrictions: http://www.ci.berkeley.ca.us/Public_Works/Transportation/Parking_Enforcement___Restrictions.aspx

PARKING TAX/LEVY

Parking taxes or levies are a tool that municipalities and regional agencies can utilize to influence the pricing of privately managed off-street parking. The agency or municipality overseeing the program will access a yearly fee on each off-street parking space owned by business. This strategy is used when parking is seen as underpriced and thus is encouraging auto use. A parking tax can discourage driving because private businesses may choose to pass the cost of the tax onto the customer through the form of higher parking fees.

Best Practice: New York, NY; Chicago, IL; Santa Monica, CA

Links:

- Chicago Parking Tax: http://www.cityofchicago.org/city/en/depts/fin/supp_info/revenue/tax_list/parking_tax.html
- Manhattan Resident Parking Tax Exemption: http://www.nyc.gov/html/dof/html/parking/manhattan_parking.shtml
- Santa Monica's Parking Facilities Tax: http://www.smgov.net/Departments/Finance/content.aspx?id=11978

B.3 Supply Management

To increase existing parking supply communities can make modifications to existing parking layout, improve availability information presented to the driver; and make more efficient use of existing facilities.

DIAGONAL PARKING & REVERSE ANGLE PARKING

Reverse angled parking, or "back-in, head-out" angled parking is a parking design that increases parking supply and can add up to twice the number of spaces accommodated by parallel parking. This type of parking is similar to parallel and standard angled parking, but allows the driver to simply pull out

of the stall when leaving. Instructive signage is typically provided to guide the driver in how to correctly park in a reverse angle space. The design also has safety benefits because the driver has a better view of oncoming traffic, and both cyclists and drivers can see each other. Diagonal parking can also be used on streets with excess width as a way to narrow the street and calm traffic. (Policy 5K)

Best Practices: Pensacola, FL; Indianapolis, IN; Burlington, VT

Links:

- Indianapolis reverse angled parking: http://www.indy.gov/eGov/City/DMD/Planning/Projects/Village%20Documents/Back-In-Angled-Pkg.pdf
- Pensacola reverse angled parking: http://www.pensacolaparking.com/_pensacolaparking.com/back-in/
- Reverse angle parking brochure in Burlington, VT: http://www.dpw.ci.burlington.vt.us/docs/brochure_v2.pdf

TANDEM AND STACKERS

Tandem parking involves parking two or more cars nose to tail and allows more cars to fit into the lot by reducing the number of aisles. However, this prevents all but the outermost car from leaving the parking facility independently. Stackers perform a similar function, but add vertical capacity. A hydraulic lifting apparatus raises the first car up, allowing a second car to be parked underneath. Depending on the parking stacker design, the bottom car may need to be moved before the stacker can be lowered and the upper car released. There are also more advanced systems that provide for automated movement of vehicles to add to parking efficiency. Typically, these types of facilities are used in urban areas where there is limited land on which to construct parking and where land costs are high (Policy 5G). Generally applied in garages or parking lots, both techniques require keys to be available or an attendant to be on duty to move cars if a blocked-in car owner wishes to leave. These work well with valet systems and remote parking.

Best Practices: Los Angeles, CA; Pasadena, CA; West Hollywood, CA

Links:

- Tandem Parking in Los Angeles: http://cityplanning.lacity.org/Code_Studies/Misc/ParkingRevision.pdf
- Stacked parking in Pasadena: http://ww2.cityofpasadena.net/zoning/Section_17.46.080.pdf
- West Hollywood automated parking: http://park-labreanewsbeverlypress.com/news/2011/05/automated-parking-system-approved-at-weho-city-hall/

ON-STREET PARKING

Where new streets are proposed as part of new developments, requiring streets to accommodate on-street parking increase the community's overall parking supply. In addition, on-street parking can serve as a buffer between pedestrian and vehicles, helping to create a more pleasant walking environment. (Policy 5J)

Best Practices: Kenosha, WI

Links:

- Kenosha, WI Municipal Code Section 6.01.A.8C allows up to 10% of off-site parking requirements for nonresidential use in a mixed use district to be provided on-street, adjacent to the principal use.
- http://www.kenosha.org/departments/neighborhood/zoning/2012ZoneOrds.pdf

INTELLIGENT PARKING SYSTEMS (GUIDANCE)

Intelligent Parking Systems, such as real-time space availability, display use data from sensors and allow drivers to proceed directly to locations that have parking available, reducing the amount of "hunting" time required to find a space. Colored lights positioned over each space to indicate availability can be employed in lots with multiple aisles, so that drivers can quickly locate an available spot.

Best Practices: Santa Monica, CA; Seattle, WA; San Francisco, CA

Links:

- Santa Monica Citywide Parking Map. http://www.smgov.net/departments/transportation/google_parking_mapsv2.aspx?map=all
- Seattle EPark: http://www.seattle.gov/transportation/epark/
- San Francisco parking guidance: http://sfpark.org/

REMOTE PARKING

Remote parking is when parking is offered off-site, a common solution to a lack of parking and space at major destinations. Construction, monitoring, and maintenance of remote parking facilities may be funded through parking district or in-lieu fees.

Best Practices: Santa Monica, CA; Livermore, CA

Links:

- Santa Monica Municipal Code Section 9.04.10.08.190: http://www.qcode.us/codes/santamonica/view.php?topic=9-9_04-9_04_10-9_04_10_08-9_04_10_08_190&highlightWords=parking&frames=on
- Livermore Development Code Section 3-20-080.A –Parking Alternatives, Off-Site: http://www.codepublishing.com/CA/Livermore.html

VALET

Valet parking allows drivers to go directly to their destination and have an attendant park the car. The attendants bring the drivers' vehicles to less convenient locations--such as remote parking facilities or spaces the establishment leases nearby--and retrieve the vehicle for the departing customers. This strategy can address parking supply limitations and is often employed by restaurants and clubs. Valet parking can also be useful in locations where there are no large public or private garages but rather a number of small private lots overseen by individual operators. Individual operators of small lots can also share parking with each other enabling one operator to take advance of vacancies at other operator's facilities.

Best Practices: Santa Monica, CA; Pasadena, CA

Links:

- Santa Monica Valet Parking: http://www.qcode.us/codes/santamonica/view.php?topic=6-6_120-6_120_120&highlightWords=parking&frames=on and http://www.qcode.us/codes/santamonica/view.php?topic=6-6_120&highlightWords=parking&frames=on
- Pasadena Valet Parking: http://www.ci.pasadena.ca.us/Transportation/Valet_Parking_Permits/

PEER-TO-PEER PARKING SPACE RENTALS

Private property owners often have parking spaces on-site that they may only utilize for a portion of the day. Peer-to-peer parking space rental programs such as ParkatmyHouse.com enable property owners to rent out parking spaces when they are not being used. This provides additional parking supply and provides financial incentive for private property owners to open up underutilized parking spaces to the general public.

Best Practices: San Francisco, CA

Links:

- http://www.ParkAtMyHouse.com (non-governmental)

B.4 District Management

The following strategies address parking issues at the neighborhood level and reflect the unique conditions and concerns of specific areas.

SHARED PARKING/PARK ONCE

Mixed-use settings offer the opportunity to share parking spaces between various uses, thereby reducing the total number of spaces required compared to the same uses in stand-alone developments. In these areas, it may be redundant to provide designated off-street parking for the individual uses. For instance, many retail or office establishments may not need off-street parking overnight during the hours that residents have a high demand. This is a primary benefit in mixed-use neighborhoods of moderate-to-high density. Shared parking operations offer many localized benefits to the surrounding community by using land more efficiently and allowing visitors to park their car once and access multiple locations without having to re-park thus reducing vehicle trips and congestion. Shared parking facilities can be constructed by the public sector in areas of high demand or private developers can be required to share a portion of newly constructed on-site parking with nearby uses. (Policies 5G, 5I, 5L)

Best Practices: Portland, OR; City of Alameda, CA; Downtown Palo Alto, CA

Links:

- Palo Alto Downtown Parking Map: http://www.cityofpaloalto.org/civicax/filebank/documents/ 3904
- By not requiring a minimum parking number, City of Portland, Oregon promotes shared parking. City of Portland, Oregon Code Section 33.508.260.A states, "There is no required parking, which helps to encourage shared parking. Shared parking is encouraged to promote an active, mixed-use development and reduce the total number of off-street parking spaces required. Adjacent uses with different peak parking utilization periods can share parking areas and allow more efficient use of parking areas throughout the day." http://www.portlandonline.com/bps/title33_complete_print.pdf
- Alameda Code Section 30.7-7: http://library.municode.com/HTML/16753/level3/CHXXXDERE_ARTIZODIRE_30-7OREPALOSPRE.html#CHXXXDERE_ARTIZODIRE_30-7OREPALOSPRE_30-7.7SECOUSFA

PARKING BENEFIT DISTRICTS

A Parking Benefit District is designed to take revenues from paid parking in a specified area (such as a downtown) to fund public improvements with direct benefits for that District. The structure of Parking Benefit Districts varies and can be managed by a municipality or a private entity such as a Business Improvement District. They are often used in downtowns or defined neighborhoods.

Best Practices: Pasadena, CA; Redwood City, CA; San Diego, CA; Menlo Park, CA; Santa Monica, CA

Links:

- Pasadena: http://www.ci.pasadena.ca.us/Transportation/Parking_Permits/
- Redwood City: http://www.redwoodcity.org/bit/transportation/parking/Permits.htm
- San Diego: http://www.sandiego.gov/economic-development/about/parking/district.shtml
- Menlo Park: http://www.menloparkpolice.org/records/downtown.html
- Santa Monica: http://www.smgov.net/Departments/Transportation/parking-content.aspx?id=34777

RESIDENTIAL PARKING PERMIT (RPP) DISTRICT

To prevent spillover parking in residential neighborhoods, many communities implement residential parking permit (RPP) districts (also known as preferential parking districts) by issuing a certain number of parking permits to residents for free or at a nominal fee. The permits allow the residents to park within the district at all hours and restrict non-resident parking. Residential parking permit districts are typically implemented in areas near large traffic generators such as central business districts, educational, medical, and recreational facilities. (Policy 5Q)

Best Practices: San Francisco, CA; Pasadena, CA; Menlo Park, CA; Portland, OR

Links:

- San Francisco: http://www.sfmta.com/cms/pperm/indxpkperm.htm
- Pasadena: http://www.cityofpasadena.net/Transportation/Preferential_Parking_Districts/
- Menlo Park: http://www.menloparkpolice.org/records/daytime.html
- Portland: http://www.portlandoregon.gov/transportation/article/83231

RESIDENTIAL PARKING BENEFIT DISTRICTS

A residential parking benefit district is designed to protect local residents from parking difficulties in areas near major destinations. Permits allow residents to park unrestricted, while non-residents are required to pay or limited to time restrictions. Permits can be issued to non-resident employees and commuters whose utilization patterns are less likely to conflict with residents. Similar to RPP Districts, a portion of the revenue from the visitor permits or on-street fees within the district is often reinvested in public improvements chosen by the residential parking benefit district. (Policy 5Q)

Best Practices: Pasadena, CA; Aspen, CO; Austin, TX

Links:

- Pasadena: http://www.ci.pasadena.ca.us/Transportation/Parking_Permits/
- Aspen: http://www.aspenpitkin.com/Departments/Parking/Parking-in-Residential-Area/
- Austin: http://austintexas.gov/department/parking-benefit-district-pbd

TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

A Transportation Management Association (TMA) is an organized group that oversees and coordinates a wide range of transportation programs and services for a given geographic area. TMAs are often legally constituted and frequently led by the private sector in partnership with the public sector to solve transportation problems. (Policy 5O). There are about 150 TMAs in North America, varying in size, structure and mission. Services often provided by TMAs often oversee vanpool services and subsidies, rideshare matching, guaranteed Ride Home program, transit pass subsidies, shuttle/local transit, parking pricing/management, information and education, events and promotional materials, and assistance with trip reduction surveys.

Best Practices: Contra Costa Centre, Walnut Creek, CA; Lloyd District TMA, Portland, OR; Emeryville TMA, Emeryville, CA; Bellevue Downtown Association, Bellevue, WA

Links:

- Contra Costa Centre: http://www.contracostacentre.com/commuterprogram.php
- Lloyd District: http://www.lloydtma.org/
- Emeryville TMA: http://www.emerygoround.com/about-us
- Downtown Bellevue: http://www.bellevuedowntown.org/transmanage/about.html

B.5 Payment Technology

Parking payment technologies streamline the payment process typically used in tandem with multi-space meters, but are increasingly available on single space meters.

MULTI-SPACE PAY AND DISPLAY METERS

Pay-and-display meters allow drivers to purchase a "certificate" for paid parking time which can then be displayed on their dashboard to prove compliance. Since pay-and-display meters are implemented on a block or zone basis, this eliminates the need to paint individual stalls, which may increase the parking supply by as much as 20 percent.

Best Practices: San Francisco, CA; Boston, MA; Portland, ME; San Diego, CA

Links:

- San Francisco: http://sfpark.org/how-it-works/the-meters/
- Boston: Parking Strategy Draft_v1.docxhttp://www.cityofboston.gov/parking/metercards.asp
- Portland: http://www.portlandmaine.gov/parking/multispace.asp
- San Diego: http://www.sandiego.gov/parking/pdf/payanddisplay.pdf

MULTI-SPACE PAY BY SPACE METERS

Pay-by-space meters allow drivers to pay for parking by entering their specific space number into the pay station when paying, rather than by providing a receipt for display on the dashboard. These stations allow customers to continue shopping or choose to stay for dinner without requiring drivers to return to their vehicle as time extensions can be paid remotely (i.e., another station, by cell phone, etc.). This technology is also available in a pay by license plate variant.

Best Practices: San Diego, CA; Redwood City, CA

Links:

- San Diego: http://www.sandiego.gov/parking/enforcement/meters/mspay.shtml
- Redwood City: https://redwoodcity.org/manager/news/2007/pr_cds_meters.html

PAY BY CELL PHONE

Paying for parking by cell phone is a strategy that allows customers to pay without cash while eliminating the need to install new credit-card capable revenue collection infrastructure on the street. The strategy allows people to receive text messages notifying them that their time is about to expire as well as extend legal parking time by paying remotely.

Best Practices: Redwood City, CA; Los Angeles, CA; Seattle, WA; Washington, DC; Vancouver, BC

Links:

- Redwood City: http://www.redwoodcity.org/bit/transportation/parking/Meters.htm
- Los Angeles: http://www.mparkusa.com/mpark/LosAngeles.jspx
- Seattle: http://www.seattle.gov/transportation/parking/byphone.htm
- Washington: http://ddot.dc.gov/DC/DDOT/Services/Parking+Services/Pay+by+Phone
- Vancouver: http://vancouver.ca/streets-transportation/pay-for-parking.aspx

B.6 Monitoring & Enforcement

Most parking management systems rely heavily on enforcement to ensure that the desired policy goals of the regulations are met. Improved enforcement and monitoring can be very helpful in reaching the parking goals set by the regulatory framework. An on-going monitoring program enables jurisdictions to assess how well their parking management strategies are doing in achieving their established goals. Common tools for monitoring parking conditions include conducting regular parking occupancy counts to determine if certain on or off-street facilities are over or under-utilized. Turnover counts can help determine if parking in commercial areas is being used by employees rather than customers. Based on the findings of data collection and observation, parking policies can be adjusted as needed to better utilize the existing supply or determine when new supply is needed (Policy 5M). The following consists of technologies that simplify or streamline the enforcement procedures in some way, either tools that enhance the enforcement officers' ability or automating monitoring procedures (Policy 5R).

CURBSIDE SENSORS

Curbside sensors are embedded in the pavement and linked with advanced parking meters (single-head or multi-space) enabling the parking system to be monitored when a car is actively occupying the space. As the meter

can determine when a car leaves, it is able to reset the paid time on the meter to zero even if the previous occupant had paid time remaining, thus increasing revenues. In the case of time-limited paid parking, since the meter is able to determine the vehicle's length of stay, curbside sensors can help reduce the problem of "meter feeding" by preventing patrons from returning to add more money once the time limit has been reached. The cost per space for this technology is between $250 and $800 for the sensor and up to $150 per meter for data management[2]. The range of accuracy varies as other objects that omit electromagnetic fields can cause interference with the sensor, reducing accuracy.

Best Practices: San Francisco, CA (SFpark); Santa Monica, CA

Links:

- San Francisco: http://sfpark.org/
- Santa Monica: http://www.smgov.net/Departments/Transportation/parking-content.aspx?id=31910

AUTOMATED LICENSE PLATE READING TECHNOLOGY

Automatic license plate readers, also sometimes referred to as "digital chalk" allow a moving vehicle to scan the license plates of both parallel and diagonally parked cars and check for vehicles that overstay the maximum time or are not allowed to park in a specific location. This allows a single enforcement officer to check for parking compliance much faster than on foot. Automated license plate readers are capable of processing two vehicles per second at 30 mph/50 km/h and 1,500 to 3,000 parallel parked vehicles per shift. It significantly improves the enforcement officer's range and productivity (typically three to five times better than walking with a handheld), thereby reducing enforcement cost and incidences of illegal parking. As vehicle photos facilitate quicker and more accurate appeal resolution, overall revenue from tickets generally increases.

Best Practices: Sacramento, CA; Boulder CO; Emory University, Atlanta, GA

Links:

- Emory University, Atlanta, GA: http://www.emory.edu/EMORY_REPORT/stories/2011/08/take_note_new_parking_enforcement_system.html
- New article on license scanning technology in Boulder: http://www.dailycamera.com/boulder-county-news/ci_18384625
- Sacramento: http://sacramento.granicus.com/MetaViewer.php?meta_id=59814&view=&showpdf=1

2 Town of Nantucket Parking Management Plan Appendix A pg 17, prepared by Nelson\Nygaard Consulting. http://remainnantucket.org/assets/files/parking_mgmt_plan.pdf

HANDHELD UNITS

Handheld ticketing units (also called automated parking citation systems) are small, computerized devices that aid parking enforcement officers in issuing accurate and legible citations. Units can improve recordkeeping and reduce errors by directly communicating with central records; account for more complicated regulatory structures such as fines that escalate with each additional violation; and print the citations which improves legibility over handwritten notices.

Best Practices: San Francisco, CA

Links:

- Example of a handheld ticket image from San Francisco. http://www.sfmta.com/cms/penf/documents/HowtoreadyourciteHHFront.pdf

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